The Great Rivers Partnership

Embracing the Challenges of
Large River Conservation Around the World

International Deltas Roundtable
November 30, 2007 - Lafayette, LA

The Nature Conservancy
Protecting nature. Preserving life.™

The mission of

The Nature Conservancy

is to preserve the plants, animals, and

natural communities

that represent the

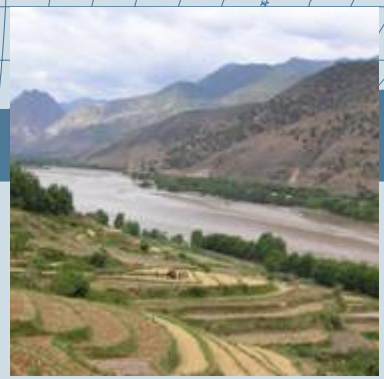
diversity of life on earth

by protecting the

lands and waters

they need to survive.

The Great Rivers Partnership



National Research Council

- Remnants of large-floodplain river systems that still exist require immediate attention, because there are so few

- The Mississippi River includes many of the remaining large-floodplain rivers within North America where a real opportunity exists to restore ecological integrity

- Conservation programs should be designed from a systems perspective, should include habitat restoration as well as water quality, and should focus on the relatively neglected linkage between land use and stream quality

Source: NRC, Restoration of Aquatic Ecosystems. 1992.

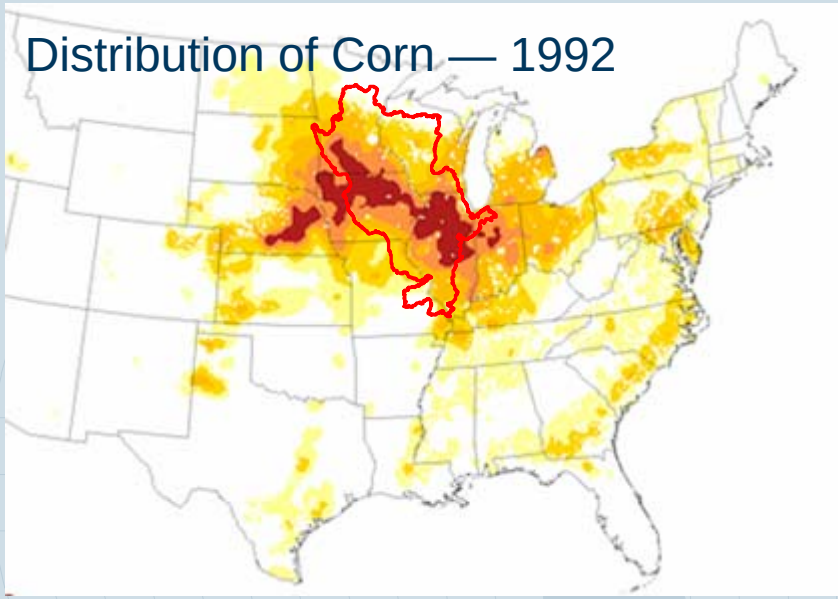
Great Rivers: Legacy of the Central US

Mississippi River: Center for River Science

Stephen A. Forbes

Charles Kofoid and Miles Newberry at high water on the Illinois River, early 1900s.

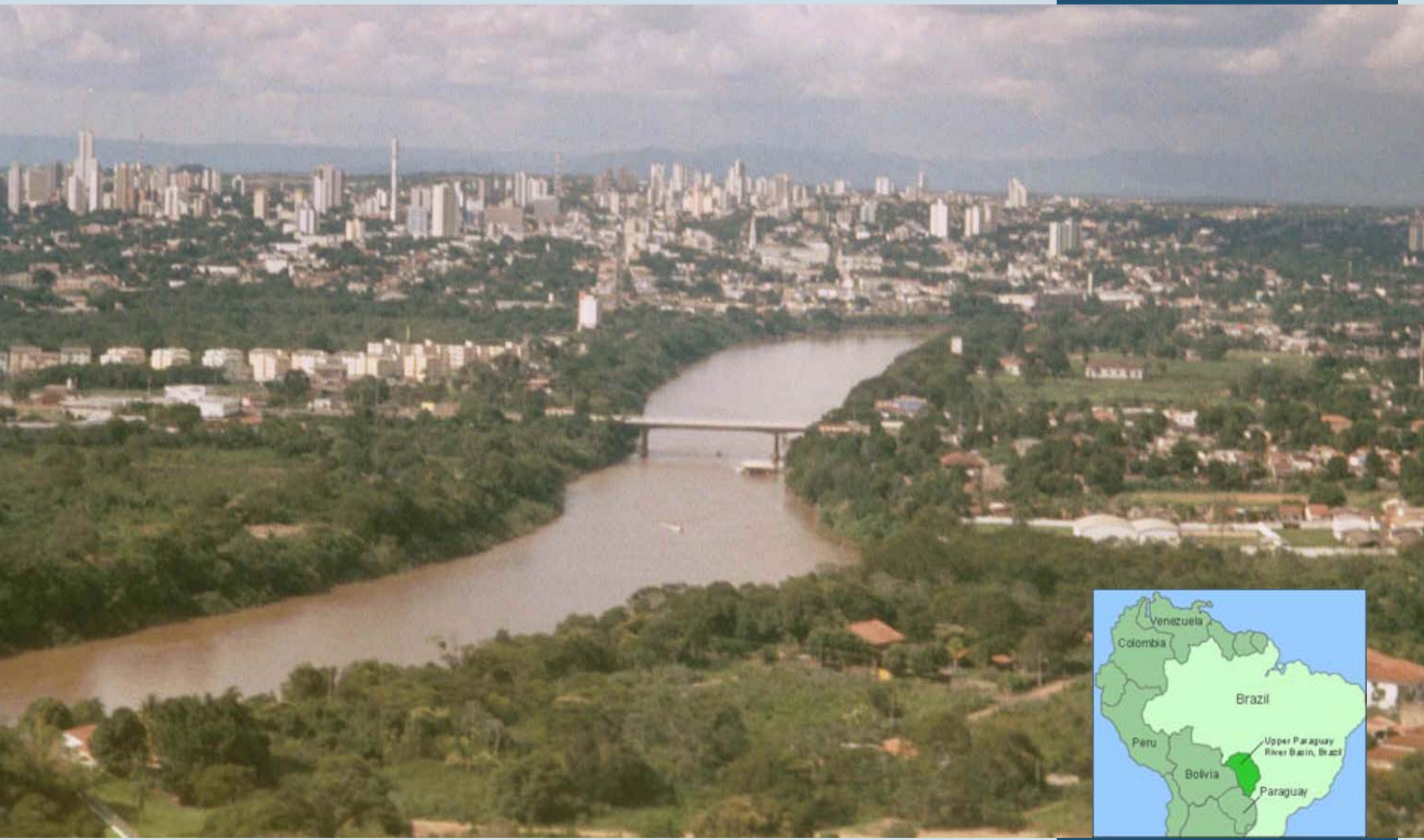
Mississippi River: Center for Agriculture



The states of Illinois and Iowa alone produce more than one-third the U.S. corn crop, and processes two-thirds of the corn that goes into industrial uses.

Recent data suggests 20 percent of crop land is responsible for 80 percent of nutrients reaching Gulf of Mexico

Source: Economic Research Service

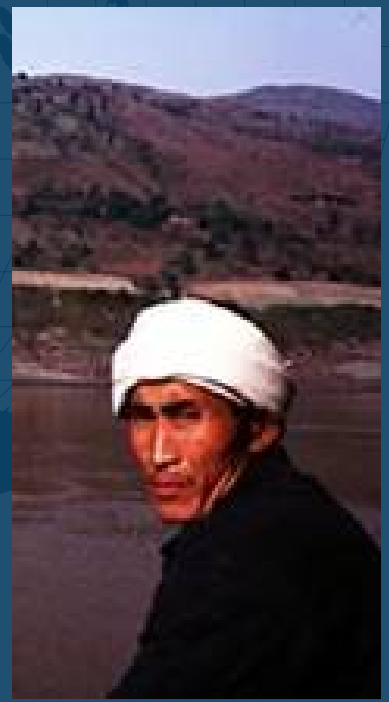


City of Cuiabá, Mato Grosso, Brazil

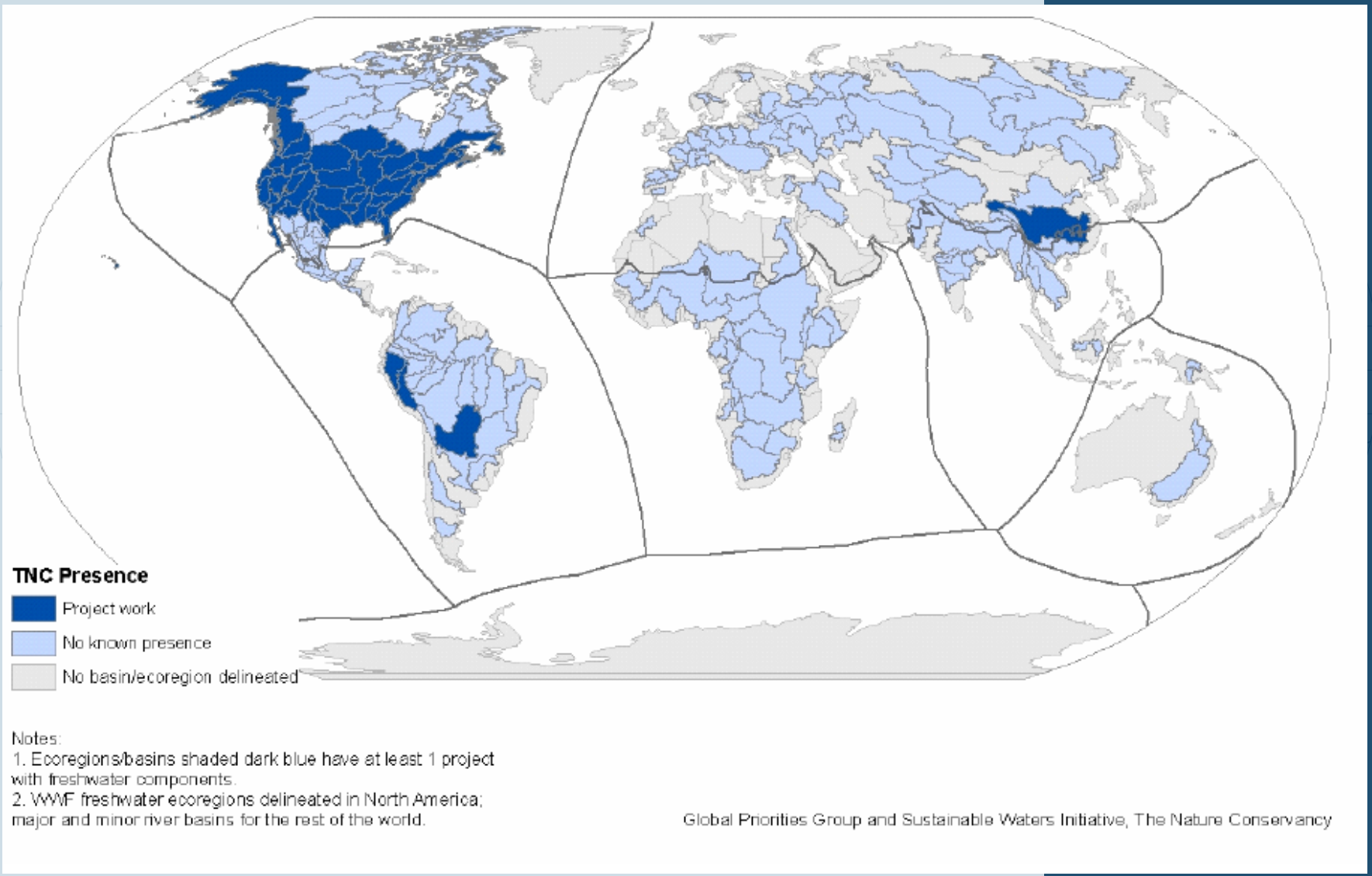
City of Cuiabá, Mato Grosso, Brazil

Great Rivers and Human Prosperity

- More than 500 million people live along Mississippi, Yangtze, Parana-Paraguay and Zambezi Rivers—none can survive without water more than a few days
- People rely on these productive rivers for food, water, transport, energy, and cultural values
- Unsustainable agriculture wastes nearly half the available freshwater worldwide—pollution and water shortages result (Clay)
- Sixty percent of flows in the world's rivers have been diverted—the Nile, Ganges, Colorado and Yellow rivers no longer reach the sea (Stiassny)
- 2050: water scarce for >2 billion people (UN)



Freshwater Presence By Ecoregion

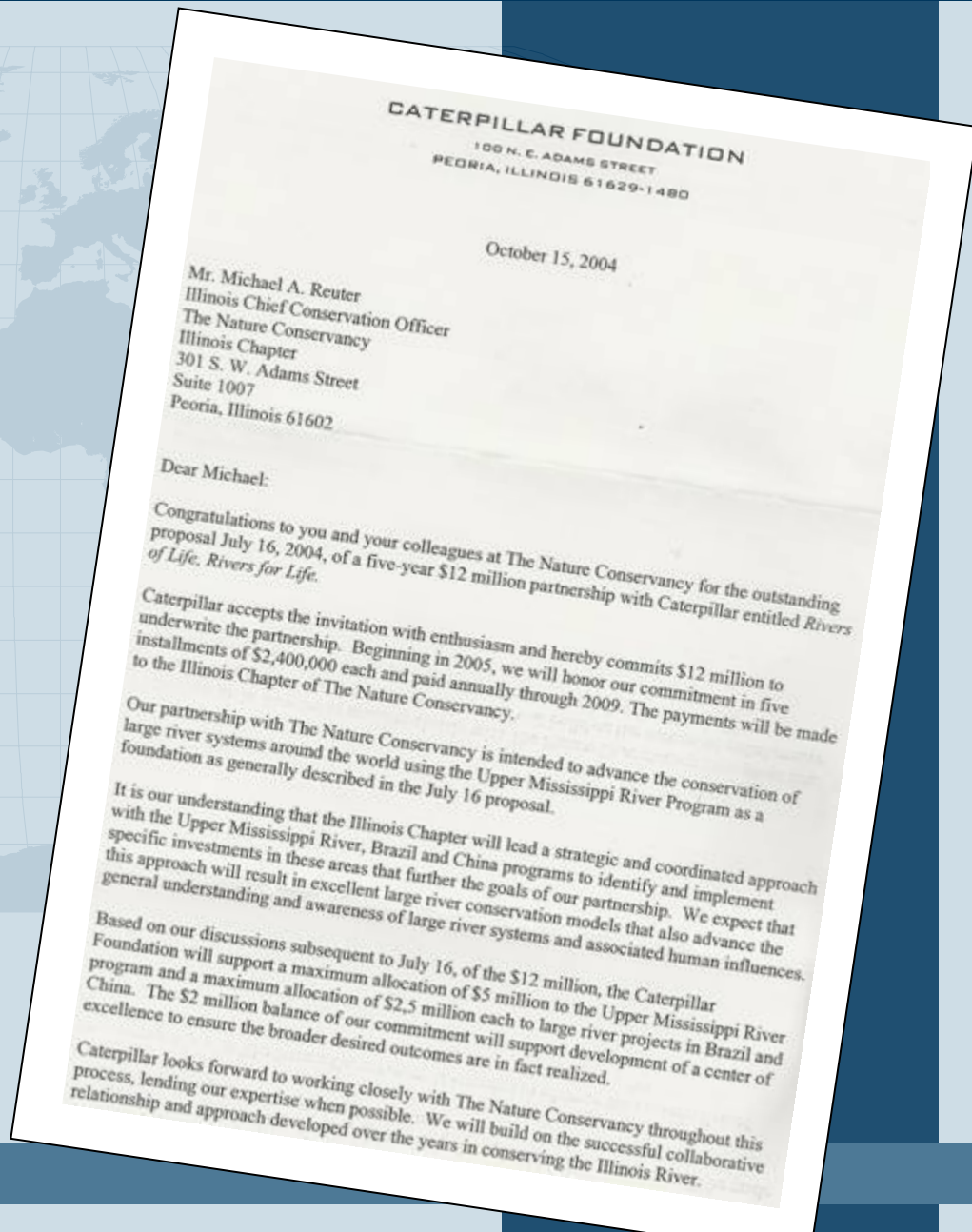


Notes:
1. Ecoregions/basins shaded dark blue have at least 1 project with freshwater components.
2. WWF freshwater ecoregions delineated in North America; major and minor river basins for the rest of the world.

Global Priorities Group and Sustainable Waters Initiative, The Nature Conservancy

A “Call to Action” for Great Rivers

- $12 million leadership gift to “underwrite the partnership ... intended to advance conservation of large river systems around the world using the Upper Mississippi River Program as a foundation”



CATERPILLAR FOUNDATION
100 N. E. ADAMS STREET
PEORIA, ILLINOIS 61629-1480

October 15, 2004

Mr. Michael A. Reuter
Illinois Chief Conservation Officer
The Nature Conservancy
Illinois Chapter
301 S. W. Adams Street
Suite 1007
Peoria, Illinois 61602

Dear Michael:

Congratulations to you and your colleagues at The Nature Conservancy for the outstanding proposal July 16, 2004, of a five-year $12 million partnership with Caterpillar entitled *Rivers of Life, Rivers for Life.*

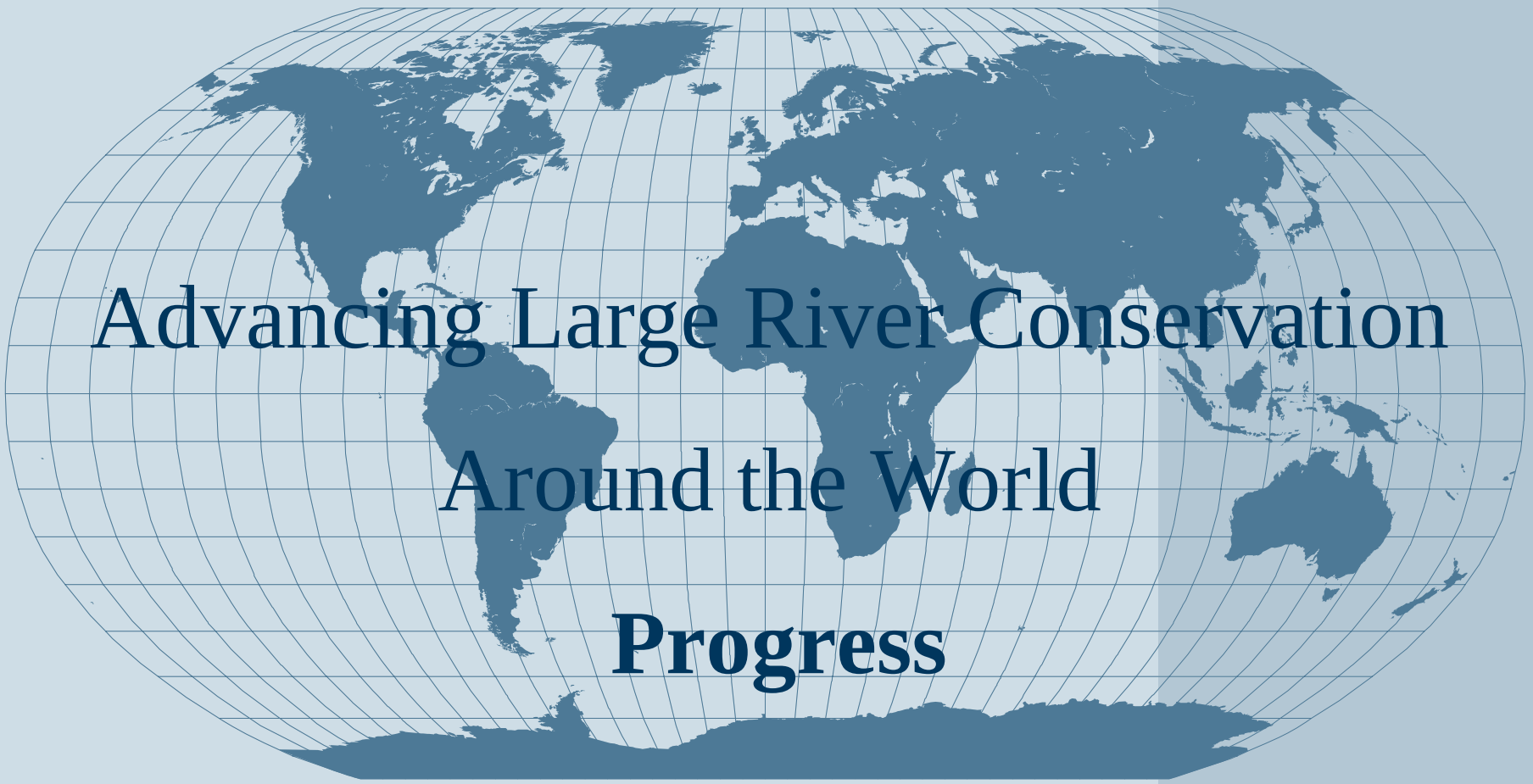
Caterpillar accepts the invitation with enthusiasm and hereby commits $12 million to underwrite the partnership. Beginning in 2005, we will honor our commitment in five installments of $2,400,000 each and paid annually through 2009. The payments will be made to the Illinois Chapter of The Nature Conservancy.

Our partnership with The Nature Conservancy is intended to advance the conservation of large river systems around the world using the Upper Mississippi River Program as a foundation as generally described in the July 16 proposal.

It is our understanding that the Illinois Chapter will lead a strategic and coordinated approach with the Upper Mississippi River, Brazil and China programs to identify and implement specific investments in these areas that further the goals of our partnership. We expect that this approach will result in excellent large river conservation models that also advance the general understanding and awareness of large river systems and associated human influences.

Based on our discussions subsequent to July 16, of the $12 million, the Caterpillar Foundation will support a maximum allocation of $5 million to the Upper Mississippi River program and a maximum allocation of $2.5 million each to large river projects in Brazil and China. The $2 million balance of our commitment will support development of a center of excellence to ensure the broader desired outcomes are in fact realized.

Caterpillar looks forward to working closely with The Nature Conservancy throughout this process, lending our expertise when possible. We will build on the successful collaborative relationship and approach developed over the years in conserving the Illinois River.



Advancing Large River Conservation Around the World

Progress

Advancing Large River Conservation Around the World - Progress

- **United States – Mississippi River**
  - Floodplain Reconnection
  - Water Quality Monitoring
  - Ecosystem Services
  - *Water Resources Development Act*

Advancing Large River Conservation Around the World - Progress

- **Brazil – Paraguay / Parana Rivers**
  - Legal Reserve / GIS Mapping
  - Water Payment Schemes
  - Landowner Education & Training

Advancing Large River Conservation Around the World - Progress

- **China – Yangtze River**
  - Conservation Blueprint Project
  - Dam Management

Advancing Large River Conservation Around the World - Progress

- **Africa – Zambezi River**
  - Environmental Flows
  - Protected Areas Management

Advancing Large River Conservation Around the World - Progress

- **Great Rivers Center for Conservation and Learning**
  - Ecosystem Services
  - Integrated River Basin Management
    - IBM

IBM &
The Nature Conservancy

- Developing decision support system to influence river basin management around the world
- Online resource for decision makers
- Virtual simulations and rich visualization
- Framework for existing models and data
- Brazil (Parana), China (Yangtze) and U.S. (Mississippi)

Fundraising Success

$37 Million

The Great Rivers Partnership

$100+ Million

Campaign for a Sustainable Planet

3 Year Fundraising Goal for Key Large River Projects Worldwide

Leveraging Fundraising Capabilities

Campaign for a Sustainable Planet

3-Year Goal

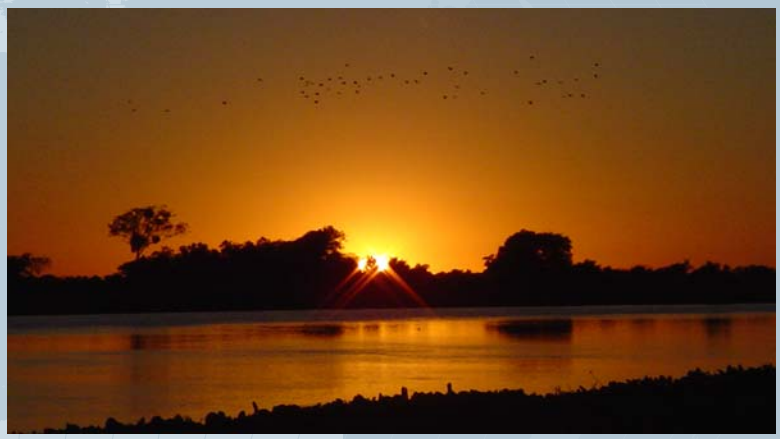
• **Mississippi River**	**$30 Million**
• Colorado River	$30 Million
• Southern U.S. Rivers	$17 Million
• Murray-Darling River	$3 Million
• **Yangtze River**	**$7 Million**
• **Zambezi River**	**$2 Million**
• **Paraguay-Parana Rivers**	**$7 Million**
• Rivers of the Andes	$7 Million

Advancing Large River Conservation Around the World

Challenges and Lessons Learned

Advancing Large River Conservation Around the World - Challenges

- **Cultural Differences**
  - Language barriers and differences in work style slowed progress
  - Implementation strategies differed significantly because of cultural and socio-political differences



- **Time Zones**
  - Different time zones challenged meeting participation

Advancing Large River Conservation Around the World - Challenges

- **Depth of Project Knowledge**
  - Lack of site visits became obstacle to understanding project linkages
  - Engagement varied highly among staff: so what's in it for me?
  - Challenged by what knowledge to share, when and with whom

Advancing Large River Conservation Around the World – Lessons Learned

- **Identify Key Participants and Build Relationships Early (First "Who" and then "What")**
- **Develop Shared Vision and Reinforce Constantly Through Strong Communications Plan (WIFM)**
- **Clearly Define Goals and Drive Accountability through "Show and Tell" in Regular Group Meetings**
- **Gain Traction through One-to-One Exchanges and Conversations**
- **Provide Critical Coordination and Support – Endurance Is Key!**