

# The Nature Conservancy: Saving the Last Great Places on Earth

TNC mission: to preserve plants and animals in their natural communities. TNC goal for 2015: to ensure the conservation of places that represent 10% of every Major Habitat Type on Earth. See how TNC is using GIS to build a global set of data.

<http://video.esri.com/watch/189/the-nature-conservancy-saving-the-last-great-places-on-earth>

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## Video Transcription

**00:02** The Nature Conservancy's mission is to preserve plants, animals, and natural communities...

**00:07** ...that represent the diversity of life on earth, so our history has been devoted to developing mechanisms...

**00:14** ...to secure the places that capture that natural diversity, and we've done it traditionally by buying land.

**00:20** More recently, though, we've moved into other strategies, particularly as we work outside the United States.

**00:25** It's really about intersecting with human use of landscapes.

**00:29** And that will require even more sophisticated understanding of how landscapes work...

**00:33** ...and particularly how people living in and working on those landscapes affect natural systems.

**00:40** Therefore, GIS will be even more important as we move into this exciting but challenging new arena.

**00:46** We wanted to jump into the next level and truly have an enterprise GIS program...

**00:51** ...and not just talking about hardware and software.

**00:55** For us, an enterprise GIS program means developing a strategy to implement geospatial technologies throughout the organization...

**01:03** ...and in particular it means supporting the community and empowering the community of users...

**01:08** ...current users, and also future users.

**01:11** You know, a good example of how information systems serve as a strategy is our work in China.

**01:18** We began working in the northwest Hunan Province about 10, 12 years ago...

**01:23** ...in an area that we had identified as having great biological significance.

**01:27** And from that work, the national government, the Chinese national government...

**01:32** ...saw the potential for a countrywide system of protected areas...

**01:39** ...and approached us and asked us to help prepare a so-called blueprint for all of China.

**01:45** And this is a very, very exciting opportunity.

**01:49** There's been a real change in the paradigm at The Nature Conservancy that's helping our enterprise GIS program to succeed...

**01:55** ...and that is no longer seeing GIS or geographic information systems as a side component that one sticks onto an application...

**02:05** ...or a system, but really seeing it as a foundation on which all applications can be built, and we're really moving in that direction...

**02:13** ...and I know that it's going to empower our organization to do better science.

**02:18** So although The Nature Conservancy has had a very successful history, 55 years of history...

**02:24** ...we realize we have to keep challenging ourselves.

**02:28** So just in the last couple of years, we have developed a goal for the next 10 years, for the year 2015.

**02:36** And that goal is built around focus on the world's major habitat types.

**02:42** We realize that there really isn't sufficient understanding of the status and the needs for the world's major habitat types.

**02:52** And so it's necessary for us to assemble for the first time ever a global set of data on the world's major habitat types.

**03:00** And this is really very exciting, not only for informing our own actions in this goal...

**03:05** ...but for helping us work with other conservation actors around the world.