



ecoReserve

ecoReserve

Executive Summary

Mission

The mission of ecoReserve is to restore and protect endangered land, support sustainable livelihoods, and spawn a new grassroots movement for micro-conservation by providing an engaging online platform for individuals of any means to create their own nature reserves around the world.

Situation / Need

Burning of rainforests alone causes 20% of the carbon dioxide emissions that result from human activity. Species are going extinct 1,000 times faster than historical natural cycles with dire economic consequences relating to climate, water, food, and medicine. Many of the world's poorest people live near ecologically sensitive lands and they need a way to make a sustainable living. It is clear that we urgently need to change the way we use land, and that everyone's help is needed.

For the first time in history, there is widespread awareness that we are using the earth's resources at a rate that is unsustainable, and that land use is at the center of this crisis. There is a broad willingness and desire by individuals to take action, but there is a lack of tangible, meaningful, personal actions available.

Meanwhile, conservationists have identified private nature reserves as key tools for land conservation, since they can be used to quickly and strategically protect endangered land. However, due to the cost of purchasing and maintaining land, private reserves have been limited to wealthy individuals and nonprofits.

ecoReserve's Solution

ecoReserve is launching a breakthrough model that brings nature reserves to everyone. ecoReserve provides a web platform that connects individuals to land conservation projects managed by our local NGO partners around the world. We enable people to create their own nature reserves for approximately fifty cents per square yard. Individuals can create a reserve the size of their living room for \$25, or a one-acre reserve for \$2,000. Their one-time contribution pays for the land purchase and restoration, and funds a land preservation fund that will pay for the monitoring and protection of the land by local community members in perpetuity.

To address the needs of land and people, we will offer three types of reserves: 1) Conservation Reserves that protect pristine land, 2) Reforestation Reserves that restore degraded land, and 3) Sustainable Livelihood Reserves that are used by local people for sustainable agriculture and agro-forestry.

ecoReserve is committed to providing a compelling online experience that leverages technology to enable our members to personally connect with the land, the people on the land, and their own social networks through our engaging, interactive 2.0 web site. Here's how the site works:

- **Create a Reserve** – Individuals select a parcel on our interactive map that uses the Google Maps API and high-resolution satellite imagery to display the available reserves. Once they create their reserve, “ecoReservists” receive their own personal reserve page with annually updated images of their reserve so they can track changes over time. They may also visit their reserve in person. Our field partner will provide ongoing information about the work being done on the ground to restore and protect the reserve.
- **Learn About Conservation** – The site will offer engaging educational features such as Posts from the Field with videos, photos, and blogs from the field staff and local community members. The educational section will provide in-depth material on the local area, restoration science, ecosystem services, and more.



- **Connect With Community** – ecoReservists will have a personal profile page where they can share facts about themselves and upload photos and videos. People can also save land in a group (such as family, friends, colleges, companies) and form their own “ecoNeighborhood” of adjacent reserves. They can join ecoTribe clubs to connect with people who share similar interests (e.g. sustainable livelihoods club). Of course, it’s possible to show off one’s reserve to friends on Facebook.

Impact

ecoReserve seeks to achieve the following impacts:

- Restoration and protection of ecologically significant habitats such as biodiversity hotspots.
- Strengthening of existing conservation areas by creating or adding to buffer zones and wildlife corridors.
- Increased capacity of existing on-the-ground field conservation partners through ecoReserve micro-donations.
- Increased prevalence of sustainable livelihoods in local communities around our reserve projects.
- Increased level of environmental awareness and changed attitudes and behaviors among Americans.
- Increased number of Americans who are actively engaged in supporting environmental conservation.

Our First Reserve Project: Mamoni Valley Preserve, Panama

ecoReserve’s first reserve project is located on 5,000 acres of semi-degraded rainforest in Panama’s Mamoni Valley. This land is at the narrowest part of the Meso-American Biological Corridor through which thousands of species migrate each year. It has been partially deforested by logging and cattle-ranching. Our local NGO partner is Earth Train, a U.S. nonprofit founded by Nathan Gray (Oxfam America co-founder) that has worked in the area for nine years. Earth Train and its conservation staff will work with local community members to map, reforest, manage and monitor the land. Earth Train is also partnering with the indigenous Kuna and Emberá people who live near the reserve.



Management



Directors & Officers

- Colin Wiel, Chairman, CEO & Founder
- Tamara Pulsts, President, Co-Founder & Secretary
- Arch Meredith, Treasurer – Managing Partner, Kite Hill Capital
- Steve Brown – CEO, Catch.com
- Sean Jacobsohn – VP Channel Management, Cornerstone OnDemand
- Lee West – Co-Founder & Chairman, San Francisco Carbon Collaborative



Board of Advisors:

- Dr. Jane Goodall, Scientific Director, Gombe Stream Research Center
- Healy Hamilton, Dir., Center for Biodiversity Research, CA Academy of Sciences
- Matt Flannery, CEO, Kiva.org
- Dan Janzen, renowned conservation biologist, lead advisor, Guanacaste project
- Mark Pincus, CEO, Zynga (Farmville)



Current Status

In October 2010, ecoReserve launched the beta version of its website, and micro-conservation reserve adoptions have begun! The site is still in its infancy, and we are testing, de-bugging, and refining the site. Earth Train, our field partner in Panama, has hired a Project Launch Coordinator who is mapping out the conservation and restoration plan for the first parcel of land.

Growth Strategy

Beyond its startup costs for each reserve location, the ecoReserve model is designed to be financially self-sustaining. Each donor’s one-time contribution pays for their reserve entirely, including the land purchase and ongoing maintenance. We plan to add new reserves to our online platform every year, focusing on areas that are biodiversity hotspots, wildlife corridors or buffer zones. Future projects under consideration include partnering with the Jane Goodall Institute to protect chimpanzee habitats in Uganda, protecting coral reefs in Micronesia, and projects in China, India and California, to name a few.

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[CREATE A RESERVE >](#)

FEATURED PARCEL CONSERVATION
 60 Square yards
[GO TO PARCEL](#) | [ADOPT PARCEL](#)

ADOPTED: 3 parcels (2 acres) | NEED ADOPTION: 115,120 parcels (234 acres)

[HEAR FROM LOCALS](#) | [WHERE WE ARE](#)

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[ABOUT THE RESERVE](#)
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CONSERVATION

MAKE YOUR MARK

Join ecoReserve in its effort to save endangered land around the world through the exciting new model of Micro-Conservation. Now it's possible to create your own nature reserve for as little as \$25.

RESTORATION

[WHOLE MAP](#)

[MY PROFILE](#) | [RESERVES](#) | [ACTIVITY](#) | [RESERVISTS](#)


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Parcel #64107 [CLOSE](#)


 Most raptors are cleared by chainsaw, bulldozers and fires for their timber value and then farming and ranching operations follow.

[ADOPT THIS PARCEL](#)

RESTORATION
 50 sq Yards
 79,241.36 S.29982
 Price: \$25

[SHARE](#)

[WHOLE MAP](#)

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FEATURED PARCEL CONSERVATION
 60 Square yards
[GO TO PARCEL](#) | [ADOPT PARCEL](#)

ADOPTED: 74 parcels (2 acres)
NEED ADOPTION: 101,120 parcels (239 acres)

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Toni Edman, EcoReserve Guide, talks about the plight of pig farmers.
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Dashboard

James Lynch
 Profile Name: James_Lynch
 Location: San Francisco, CA

MY RECENT ACTIVITY

- 10/26/2010 Uploaded new photo "spider monkey".
- 10/26/2010 Uploaded new photo "jaguar".
- 10/26/2010 Uploaded new photo "kuna woman".
- 10/26/2010 Uploaded new photo "howler monkey".
- 10/26/2010 Uploaded new photo "Jane Goodall".

MY MESSAGES (3) [Compose Mail](#)

- Tamara Pulata** did you get this message? If yes, please reply....
- Pinal Bakarvadla** test
- Pinal Bakarvadla** Fed-test message

[View All...](#)

FRIEND REQUESTS (1)

- Mary Rayne** [Accept](#) [Ignore](#)

[View All...](#)

MY RESERVES (2)

[View All...](#)

MY FRIENDS (5) [Search Friends](#)


[View All...](#)

MY GALLERY (6) [Add New Photo](#)

[View All...](#)

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FEATURED PARCEL CONSERVATION

60 Square yards

GO TO PARCEL [GO](#) ADOPT PARCEL [ADOPT](#)

ADOPTED:
8 parcels
(2 acres)

NEED ADOPTION:
115,122 parcels
(234 acres)

HEAR FROM LOCALS 

WHERE WE ARE 

ABOUT US

ABOUT THE RESERVE

COMMUNITY

2010

April | May | June | July

August | September | October

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COMMUNITY

My first visit to Mamoni Arriba

30.09.10



It is easy to quickly recognize the beauty of the Mamoni landscape. Multiple hill tops spread across the landscape were visible from the road to Mamoni Arriba. The surprise I felt laid in the fact that these hills and mountains were fully covered with jungle and not cattle pastures. These days, mountain tops covered with jungle are rare sights in the Panamanian country side, but not in Mamoni. I felt proud and content to be part of this journey into the Mamoni Valley.

I parted from Panamá city early in the morning towards the North East into Mamoni Arriba. My objective was to meet the local people and understand the landscape so that I could plan a longer visit. Luckily for me, I was accompanied by Roland who was born in Mamoni and has been working for Earth Train for many years. I was also accompanied by Carlos Andrés who is a Panamanian lawyer that works for Earth Train and has spent valuable time working in the valley. I had been warned about the access road to Mamoni Arriba because during the rainy season it becomes difficult to ride. However, Rolando's driving skills did the trick and got us to Mamoni Arriba in no time.

The landscape going down the road and into the Mamoni valley was truly amazing. The valley or say was mostly covered by pasture land. In the background I could see the mountains

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HEAR FROM LOCALS 

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CREATE A TRIBE

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SEARCH




Alibaba
85 Member
13 Acres




Barberry
79 Member
10 Acres




Ectra69
6 Member
2 Acres



Dulvinious
6 Member
2 Acres



Ectra69
6 Member
2 Acres

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