

# 2024 Impact Report

Partnering with Local Stewards to Advance  
Conservation and Foster Community Prosperity





# 2024 Reflections: Scaling for Impact

The challenges facing our planet are unprecedented in scale and complexity. Yet, through unwavering partnerships and a shared commitment to our core values - trust, sustainable impact, collective engagement, and shared responsibility - Enduring Earth is supporting transformative results that deliver conservation and sustainable development at-scale. In 2024, we worked with Indigenous peoples, First Nations, government representatives, local leaders, and funders who led and launched three groundbreaking Project Finance for Permanence (PFP) initiatives: Eternal Mongolia, Great Bear Sea, and Northwest Territories: Our Land for the Future. Together with the Herencia Colombia PFP, which closed in 2022, these efforts will secure the durable conservation of 127 million hectares of critical lands and waters.

This year's milestones demonstrate the impact of collaboration: 39 Indigenous governments and First Nations led the development of two Canadian PFPs; 3,600 new jobs are projected through PFP implementation in Canada and Mongolia; \$698 million in sustainable financing will support the long-term conservation and sustainable development goals of these three projects; and 45,000 households in Canada and Mongolia stand to benefit directly and indirectly from these efforts. Collectively, we have also made significant progress toward the global 30x30 target to protect 30% of lands and waters by 2030. Beyond these numbers, we brought partners together to strengthen collaboration and learning.

In 2024 we hosted our first annual gathering of Enduring Earth partners, that brought together over 70 participants from 13 countries, fostering collaboration. We actively engaged in key global events, including the UN Biodiversity Conference, Our Ocean Conference, Pre-UN Ocean Conference, and the UN General Assembly, building momentum and deepening our global PFP community. At the forums of the Consortium of African Funds for the Environment (CAFÉ) and the Network of Environmental Funds of Latin America and the Caribbean (RedLAC), we hosted workshops to explore financial innovations and advance global collaboration in conservation and sustainable development. Additionally, we delivered a series of webinars and workshops on sustainable finance mechanisms and financial planning, creating opportunities to share knowledge and amplify our impact.

Our work in 2024 reinforced the importance of partnership - bringing together local leadership, technical expertise, and financial innovation to meet the scale and urgency of today's challenges. Thriving ecosystems are the foundation of resilient communities and a sustainable future, and together, we are proving that enduring solutions are not only possible but achievable. As we reflect on this year's achievements, we are inspired by the collective progress and energized to build on this momentum in 2025 and beyond. Thank you for your continued collaboration and shared commitment. Together, we are building a future where people and nature thrive.

With gratitude,  
*Zdenka Piskulich,*  
*Managing Director, Enduring Earth*

# Working together to deliver innovative sustainable finance solutions

In 2024, sustainable finance reached new heights, driven by the leadership of local communities, Indigenous peoples, governments, and global partners. With strategic support from Enduring Earth, three landmark PFP agreements were launched - Eternal Mongolia, Great Bear Sea, and Northwest Territories: Our Land for the Future - establishing a bold precedent for innovative solutions that conserve nature and support human well-being.

Guided by our core values, each PFP is collaboratively designed, locally-led, nationally supported, sustainably financed, and rigorously accountable. This robust structure ensures that each project is fully funded, well-managed, and positioned for enduring success. The achievements of 2024 highlight the transformative impact of partnerships in addressing the planet's most pressing challenges and affirm the potential of sustainable finance to drive lasting impact.





# Advancing conservation through local leadership

Prior to Enduring Earth's launch in 2022, our founding partners worked with five countries to conserve 87 million hectares of lands, ocean, and freshwater through the PFP model. Building on this legacy, we have, in just two years, worked with local leaders to advance four additional PFP agreements - Herencia Colombia, Eternal Mongolia, Great Bear Sea, and Northwest Territories (NWT): Our Land for the Future. Together, these agreements secure durable funding for the long-term protection of an additional 127 million hectares while fostering community-driven development.

Today, Enduring Earth works with over 100 partners on 14 PFP projects across 12 countries. Collectively, these initiatives aim to conserve more than 390 million hectares of ocean, land, and freshwater - an area larger than India. Each project is co-designed with governments, Indigenous peoples, partners, and local communities, advancing a shared vision of a future where thriving ecosystems support resilient communities and human well-being.

Ceremonial fire circle at the opening of the Northwest Territories: Our Land for the Future PFP launch (c) Cody Steven Mantla.





April 2024: Working in partnership, the Government of Mongolia, The Nature Conservancy, nomadic herding communities, and local partners launched the Eternal Mongolia PFP.



30x30  
Advancing the global  
biodiversity target

# Eternal Mongolia

## Advancing Conservation and Community Resilience

14.14  
million hectares

Protected through locally driven conservation proposals for grasslands, forests, deserts, wetlands, and rivers.

47  
million hectares

Improved management effectiveness within Mongolia's protected areas network.

34  
million hectares

Expanded climate-resilient, community-managed practices outside protected areas.

\$198  
million USD

Secured for conservation and community economic development over 15 years.

24,000  
nomadic households

Enhanced livelihoods.

14-15  
million tons of CO<sub>2</sub>e

Sequestered by 2030.

In April 2024, the Eternal Mongolia PFP was launched through a partnership between the Government of Mongolia, local herding communities, The Nature Conservancy, and others. This landmark initiative secures long-term funding to protect critical ecosystems, strengthen protected area management, and promote sustainable practices on community lands.

Over the next 15 years, the PFP will support conservation efforts that enhance livelihoods for nomadic households, contribute to climate action, and align with Mongolia's 30x30 conservation goals and Biodiversity Plan. The project represents a powerful model for balancing ecological preservation with socio-economic development, delivering lasting benefits for both nature and communities.



17  
First Nations

In partnership with the Government of Canada and the Province of British Columbia.

10  
million hectares

Area conserved through marine protected areas.

84  
species conserved

Integrating traditional knowledge and science.

\$335  
million CAD

In community-led economic development and Indigenous stewardship programs.

3,000  
jobs

Supporting education and sustained livelihoods.

32,000  
days of skills

Training and contributing to local economic resilience.

30%  
Area of Great Bear Sea  
protected by the PFP



June 2024: Leaders from the Provincial, Federal, and coastal Indigenous Nations, Prime Minister Justin Trudeau, and partners celebrated the signing of the closing agreement for the Great Bear Sea Project Finance for Permanence.

# Great Bear Sea

## Protecting Ecosystems Through First Nations Leadership

In June 2024, the Great Bear Sea PFP was announced as a milestone achievement led by 17 First Nations in partnership with the Governments of Canada and British Columbia. This initiative combines traditional knowledge with science to protect biodiversity through a network of marine protected areas, safeguarding species at risk and enhancing protections. The PFP secures long-term funding to support conservation, Indigenous stewardship, and community-led economic development. It ensures ecological resilience and economic empowerment for First Nations communities while conserving the Great Bear Sea.



38  
million hectares

Conserved through an Indigenous-led initiative —an area larger than Japan.

\$375  
million CAD

Secured for conservation, stewardship, and sustainable economic development.

In November 2024, the Northwest Territories: Our Land for the Future PFP launched. This historic Indigenous-led initiative was supported by 22 Indigenous governments, the Government of Canada, the Government of the Northwest Territories, and donors. It aims to protect vast ecosystems, support sustainable economic development, and strengthen community stewardship. Developed through three years of collaboration, the initiative addresses challenges like climate change and wildfires, while creating jobs, supporting on-the-land programs, promoting Indigenous-owned ventures, and offering education and training opportunities to empower communities and individuals.

600  
jobs

Created to support local communities and economies.

24  
On-the-land programs

Developed to strengthen cultural and environmental stewardship.

40  
Indigenous-owned economic ventures

Launched to promote sustainable development and community-driven growth.

21,000  
individuals

Benefiting from education, training, and stewardship programs.

22  
Indigenous governments led the PFP design

# Northwest Territories

A vision for future generations.



November 2024: 22 Indigenous governments, the Government of Canada, the Government of the Northwest Territories, and supporting donors, signed the Indigenous-led NWT: Our Land for the Future PFP at a ceremony in Behchokò, NWT (c) Cody Steven Mantla.



# Global Engagement

Working with local partners to expand our reach, build momentum and deepen our PFP community

This year, with local partners, we strengthened our presence on global platforms, amplifying our collective work and deepening our influence. At the UN Biodiversity Conference in Colombia, we led initiatives that highlighted the intersection of inclusive biodiversity action and sustainable finance.





# Timeline of Engagement

## Women in Conservation Finance Roundtable



A key highlight at the UN Biodiversity Conference, Colombia, was the Women in Conservation Finance Roundtable, which brought together over 45 participants from 20 organizations, laying the foundation for a global network of women leadership in sustainable finance.

## Sustainable Finance Breakfast



The COP16 Sustainable Finance Breakfast engaged 150 participants, including Indigenous leaders, government ministers, and key donors, showcasing the transformative impact of the PFP model in driving conservation and sustainable development.

## Regional Engagement



Our engagement extended to other significant events in 2024, such as Our Ocean Conference, the UN General Assembly, and the Pre- UN Ocean Conference, where we continued to advocate for conservation and community driven sustainable finance solutions.



## Technical Workshops



Notably, in October we attended the Consortium of African Funds for the Environment meeting in Namibia for the first time, strengthening ties with the African conservation community. We also hosted two workshops at the RedLAC Congress in St. Lucia that provided opportunities to exchange knowledge and refine strategies with peers across the Americas and the Caribbean

## Conservation Trust Funds



Working with the Global Environment Facility and Conservation Trusts Funds (CTFs) we supported the launch of a white paper focused on how CTFs are driving progress for nature, to build on this experience to scale more locally successful solutions on an unprecedented timeline.

## Expanding the Scope of PFPs



Partnerships with organizations like Fondo Mexicano para la Conservación de la Naturaleza and Network of Environmental Funds of Latin America and the Caribbean (REDLAC) were formalized through MOUs, charting a clear path for collaboration in the region in 2025.



# Partnering with Conservation Trust Funds

In September 2024, Enduring Earth joined the Consortium of African Funds for the Environment (CAFÉ) General Assembly for the first time in Swakopmund, Namibia. The gathering brought together 80 participants from 35 countries, including 22 African Conservation Trust Funds and key funding agencies, to advance sustainable funding solutions for conservation and community development across Africa. We led discussions on how the PFP model aligns with key Global Biodiversity Framework targets, including 30x30 (Target 3), Resource Mobilization (Target 19), and Inclusive Decision-Making (Target 22).

Highlights included insights from Community Conservation Namibia and the Community Conservation Fund of Namibia on fostering economic opportunities for conservancies, as well as lessons on governance, investment strategies, and the BRIDGE program. Interactive sessions explored community development as a cornerstone of PFPs, with case studies from Mongolia, Canada, Gabon, and Namibia. A grant from the Global Environment Facility played a pivotal role in enabling this vital knowledge exchange, underscoring a shared commitment to advancing conservation and community well-being across Africa and beyond.


In October 2024, Enduring Earth participated in the 2024 RedLAC Congress, themed 30x30x30 – *The Path to 2030*. The discussions focused on financial innovations and global collaboration to achieve conservation and sustainable development goals. Highlighting the PFP model, we underscored its role in engaging local leaders to implement sustainable conservation and community development frameworks, supported by long-term financing






# Strengthening Networks and Knowledge Sharing


In 2024, we prioritized information sharing and knowledge exchange through a variety of activities, including:


 **Sustainable Financing:** Supported local partners in their leadership to launch three PFP initiatives.


 **Guidance Development:** Prepared PFP Principles and Standards document, leveraging partnership expertise to guide deal teams in 2025.

 **Dashboard Innovation:** Designed and implemented a dashboard to track and learn from PFPs in implementation.

 **Resources Deployment:** Shared a PFP Deal Team Support Guide to help navigate resources.

 **Learning Sessions:** Delivered eight learning sessions, fostering peer-to-peer knowledge sharing.

 **Looking ahead:** Prepared outline for next phase of work, focusing on scale, impact, and measurable outcomes.

 **Shared Capacity:** Supported local deal teams with financial planning, project management, sustainable finance, and Conservation Trust Fund development at critical stages of PFP development.



As we close the chapter on 2024, we reflect on the incredible milestones reached through collaboration and shared commitment. The closure of three transformative PFP initiatives, strengthened engagement on global platforms, and deepened networks and a growing PFP community were made possible by the collective efforts and leadership of our partners - Indigenous peoples, local communities, governments, donors, and technical experts. These achievements remind us that conservation-at-scale can only happen when diverse perspectives and expertise come together in partnership.

Looking ahead to 2025, we remain inspired by the shared vision of a sustainable future where thriving ecosystems enhance resilient communities. With the foundation laid this year - including a plan for our next phase of work, new partnerships, and expanded knowledge-sharing frameworks - we are prepared to deepen our impact and expand our reach. Together, we will continue to align conservation and development, fostering a world where nature and people flourish side-by-side.



## Looking Ahead to 2025





**“Perdurando Juntos:  
Un mundo en Equilibrio”**

Original painting by Juan Pablo  
Bonilla, Executive Administrative  
Assistant, Enduring Earth,  
December 2024