Objectives:

1. PRESENT CFA GUIDE
   - Provide an overview of the systematic approach, information and action tools in the Conservation Finance Alliance (CFA) Guide, to help conservation practitioners become familiar with the content of the Guide, and to help them better understand their own finance needs;
   - Galvanize practitioner interest in using the Guide to address their conservation finance needs;
   - Demonstrate 3 – 4 specific tools that have particularly broad application potential;
   - Solicit feedback on the usefulness of the Guide, including general and specific suggestions for improvement.

2. REFINE CAPACITY BUILDING PROGRAM
   - Provide an overview of conservation finance capacity building efforts to date, and outline potential models for building capacity in this area;
   - Solicit input from conservation practitioners on elements of an effective capacity building program, including how such a program might be structured and funded;
   - Agree on concrete "next steps" for moving forward with an effective conservation finance capacity building program.

3. BUILD A BROADER NETWORK
   - Connect individuals with conservation finance needs to experts able to help meet those needs
   - Expand the active membership of the CFA;

4. GAIN FINANCIAL SUPPORT FOR CFA ACTIVITIES
   - Engage donor interest in supporting the Capacity Building Program

1 Proposed presenters and facilitators still to be confirmed
PROGRAM

9:00 – 10:00  PLENARY

9:00 – 9:05  Introduction to workshop
Carlos E. Quintela - Director, Conservation Finance Program, Wildlife Conservation Society
- Recap of relevant themes and content from the preceding sessions. Overview of workshop objectives, structure, and ground rules

9:05 – 9:15  Introduction to Conservation Finance Guide
Sheldon Cohen - Director, Conservation Finance and Policy, The Nature Conservancy
- Purpose of the Guide: capacity building and "going to scale";
  Gaps in the literature: inadequate information, user friendly decision tools, and how-to methodologies for practitioners, inadequate technical capacity, etc.)
- CFA collaboration
- Brief overview of structure and content of the Guide

9:15 – 9:30  Environmental Funds Financial Planning Tool
Alberto Paniagua - Executive Director, The Peruvian National Trust Fund for Protected Areas (PROFONANPE)
- Demonstration of the Environmental Funds Financial Planning Tool, using the example of PROFONANPE

9:30 – 9:45  Park Entrance Fee Planning Tool
Andy Drumm - Director of Ecotourism Program, The Nature Conservancy (other options: Gabriela Anaya – Isla del Golfo, Park Director, Mexico, someone from South Africa or Kenya)
- Demonstration of the Park Entrance Fee Planning Tool, using the example of the Galapagos National Park (Ecuador)

9:45 – 10:00  Capacity Building Program Overview
Alain Lambert - Senior Advisor, Ramsar Convention on Wetlands; and Chair of the Conservation Finance Alliance
- Highlight relevant outcomes of previous day’s discussions under the WPC capacity building stream
- Introduce format / objectives of capacity building break-out session, and provide snapshot of issues to be discussed
Workshop #1: Conservation Finance Capacity Building Program  
Location: Plenary Room

**Workshop Co-chairs:** Alain Lambert - Senior Advisor Ramsar Convention and CFA Chair; and Dan Biller – The World Bank Institute

This workshop will examine the major elements of a capacity building program that expands the effective use of conservation finance mechanisms worldwide. Following a brief overview of capacity building initiatives to date, issues to be discussed will include, for example: training, exchanges, distance learning, web-based information, technical assistance centers, and institutional delivery mechanisms, along with coordination and financial support for these activities. The potential role of the CFA and other institutions in supporting such a capacity building program will be explored.

Workshop #2: Economic Valuation of Protected Areas  
Location: Plenary Room

**Workshop Chair:** Gunars Platais - Senior Environmental Economist, The World Bank

This workshop will provide an overview of techniques used to estimate the economic benefits provided by protected areas, focusing on payments for environmental services. The workshop serves as an introduction to the more in-depth material to be presented in the short course entitled "Economic Valuation" by The World Bank on Sunday, September 14. This course is tailored for technical personnel in government, conservation agencies, and NGOs.

Workshop #3: Financial Plans for Protected Areas  
Location: Plenary Room

**Workshop Chair:** Scott Edwards - Associate Director, National Parks and Conservation Association (NPCA) (United States)

This workshop will provide an overview of a financial planning methodology for protected areas and parks. The methodology builds on NPCA's six-year partnership with the U.S. National Park Service on the "Business Plan Initiative". In the past year, the
methodology has been adapted for use at several sites around the world, which will be presented as case studies: Tijuca (Brazil), Masoala (Madagascar), and Golden Gate National Park (U.S.).

10:15 – 11:15       Presentation of Business Plan Case Studies

10:15 – 10:35         Masoala, Madagascar
10:35 – 10:55         Golden Gate National Park, United States
10:55 –11:15         Tijuca, Brazil

11:15 – 12:00       Case Study Panel Discussion
Park presenters will serve as panelists in a question and answer session to determine what changes are needed to further develop the financial planning methodology to make it more useful for a broader base of parks and protected areas. The discussion will begin with the changes made to the methodology emerging from the Tijuca and Masoala National Parks experiences.

Workshop #4:  Conservation Finance Tools: Hands-on Training
Location: Information Technology Center (10-minute walk from the plenary room)

Workshop Chair: Sheldon Cohen - Director, Conservation Finance and Policy, The Nature Conservancy

This workshop will give participants the opportunity to gain hands-on experience with specific tools available in the CFA Guide to Conservation Finance Mechanisms. During this informal workshop, thirty computers will be available to practitioners, and a number of conservation finance technical experts will assist users in exploring specific information and tools in the Guide. Users will be able to focus on specific tools of particular interest and work through structured exercises of their choice, using actual financial data if available. Alternatively, users could explore the Guide in a less structured way.

Experts (facilitators) to be available will likely include:

- Screening financial mechanism options  (Facilitator: Valerie Hickey)
- Park Entrance Fee Planning Tool and Willingness to Pay Survey  (Facilitators: Andrew Drumm, Kreg Lindberg, Gabriela Anaya)
- Environmental Fund Financial Planning Tool  (Facilitators: Alberto Paniagua, Melissa Moye, Ray Victurine)
- Carbon calculator tools (Facilitators: Paulo Braga)
- Debt for Nature Swaps (Facilitators: Matthias von Bechtolsheim)