Over the past 50 years, humans have changed ecosystems more rapidly and extensively than in any comparable period of time in human history, largely to meet rapidly growing demands for food, fresh water, timber, fiber and fuel. This has resulted in a substantial and largely irreversible loss in the diversity of life on Earth.” So observed the United Nations’ Millennium Ecosystem Assessment of 2005 that found that almost two-thirds of the world’s ecosystems are in significant decline.

What if these trends could be reversed? What if ecosystems and natural areas could be restored and human interactions with them managed? What if their protection could contribute to reducing the impacts of climate change? And their sustainable use could reduce poverty? And what if the resources and services that healthy and diverse ecosystems provide had recognized market value, encouraging their long-term management and conservation?

Throughout human history seemingly impossible problems have been solved, sometimes quickly, sometimes slowly, and usually without the awareness ahead of time that positive change was coming, sometimes right around the corner. At EcoLogic we have seen hard work, determination, creativity, and hope turn a barren hillside into a fledgling forest. Change a contaminated trickle of a stream into a clean and abundant water source. And transform a polluted mangrove into a vibrant habitat for fish and wildlife. Now is the time to amplify these lessons learned and apply them at a scale and with a rigor that can address the challenges ahead. Our strategic plan for 2013–2017 maps out how we intend to do that.

EcoLogic staff, board, partners, and stakeholders collaborated over a twelve month period to create a plan that builds on our past while looking boldly forward to a landscape-level conservation approach that benefits both people and nature.
We will focus on the conservation needs of large geographic areas in ways that integrate the efforts of multiple local organizations so that different types of habitats - from protected areas to agricultural plots to towns and industrial areas - are considered together and managed in ways that achieve positive and more sustainable results in the long term.

### Mission:

EcoLogic empowers rural and indigenous peoples to restore and protect tropical ecosystems in Central America and Mexico.

### Our Core Values

EcoLogic’s strategic plan connects our core values to our mission to empower rural and indigenous peoples to restore and protect tropical ecosystems in Central America and Mexico.

1. Take a people-centered approach to conservation
2. Focus on impact and measurable outcomes in our work
3. Show solidarity with our partners and local people around issues of social and environmental justice
4. Highlight our commitment to honesty and transparency in everything we do.

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Don Genaro Pérez gestures proudly to his three year old Inga trees that he will soon prune for firewood. In the next five years we aim to significantly expand our agroforestry program which trains farmers to increase crop yields by planting food with beneficial trees such as Inga (*Ing sia edulis*).

In Santa Maria Dolores, EcoLogic Field Technician Antonio Chipel chats with a woman who has a small agroforestry plot.

Guatemalan woman poses with her new fuel-efficient wood stove.
EcoLogic’s strategic plan for 2013-2017 considers what we hope to achieve, while also guiding us to build a foundation that supports a thriving organization that has a sustainable impact.

**Our Strategic Goals**

Our plan’s first two strategic goals articulate what we believe it will take to realize our vision of rural communities leading in the creation of a sustainable world for both people and nature. The third and fourth strategic goals define what EcoLogic needs to do as an organization in order to achieve such success.

1. Achieve landscape-level conservation impact while remaining rooted in, and accountable to local communities.

2. Strengthen partnerships and alliances so that local people can effectively lead in the conservation of the ecosystems around them.

3. Mobilize resources in an effective and strategic manner to be able to respond quickly to community priorities and needs. This includes setting up funds for innovative research and development pilot programs.

4. Manage for results by investing in and supporting talented staff and fostering a spirit of innovation, constant learning, accountability, and adaptation.

**Vision:**

Rural communities lead in the creation of a sustainable world for both people and nature.
In our strategic plan 2013-2017, we have put in place specific milestones and indicators to ensure that we stay on track as we work to achieve our goals. The plan incorporates science-driven monitoring and evaluation strategies and emphasizes a regular learning and feedback process between our partners, staff and community members, as well as experts and peers in the conservation and sustainable development fields.

In all of our work, EcoLogic acts strategically, community by community, building on common interests and goals to create alliances that will lead to cumulative, positive impacts -- impacts that are not just local, but on a regional scale and beyond. It is through collaboration that we believe humankind will achieve positive, sustainable change. And though the threats are imminent and the challenges real, we are confident that through mutual cooperation and respect we still have time to conserve and protect our one shared planet, Earth.

By providing inspiration and possibility, we help a diversity of life to flourish, including our own.