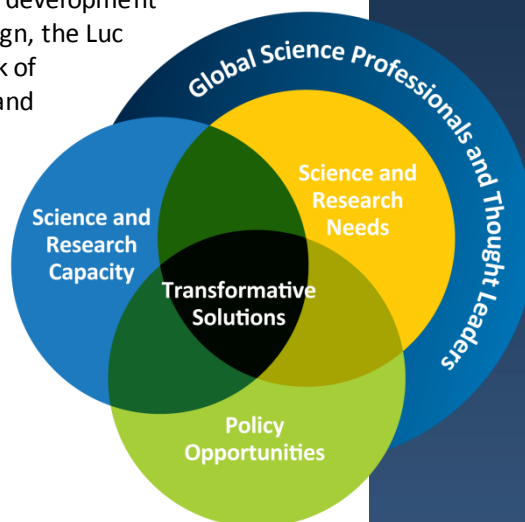


Turning vision into action

Introduction

The Luc Hoffmann Institute was created by WWF, one of the world's largest and most experienced global conservation organizations, to respond to the most important questions facing global sustainable development and conservation. A boundary organization by design, the Luc Hoffmann Institute connects WWF's global network of practitioners and scientists with research capacity and multi-disciplinary thought leaders from around the world. Together, we synthesize existing knowledge, create new ideas and support innovation. In co-creating evidence-based solutions, we link the best available science to better policy planning and more effective field practices, to enable people and nature to thrive together on a living planet.



The Luc Hoffmann Institute and global needs

We aim to provide the best possible evidence to the most important conservation priorities within WWF's Global Network. These priorities, many of which are called [Global Initiatives](#), are strategically designed to accelerate conservation solutions and multiply conservation impact. Some of these initiatives are place based (*Coastal East Africa, Coral Triangle, Living Amazon*) while others focus more explicitly on production systems (*Smart Fishing and Market Transformation*). All of these initiatives put biodiversity and human well-being, at the heart of their conservation goals. At the Luc Hoffmann Institute, we work on the science, knowledge, and the tools needed to create the solutions that will realize those goals.

But creating timely, effective and evidence-based solutions within this urgent context is not easy. It will require strong, consistent, two-way communication between implementing communities (practitioners focused on policy change and conservation practice) and discovery communities (scientific experts and thought leaders from a wide range of disciplines). We therefore need to create the 'bridge' that allows the discovery communities and the practitioner communities to coordinate research on important, urgent and relevant issues. The Luc Hoffmann Institute was conceived by WWF to be that bridge.



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"We are in a race against time. We have to work faster and more closely together to really create a sustainable world where our human footprint and biodiversity can live in harmony. WWF has risen to the challenge and provided the roadmap by establishing the Luc Hoffmann Institute."

Josh Tewksbury
Director
Luc Hoffmann Institute

How we work

Goal one

Identify and respond to the most urgent issues facing conservation and sustainable development

We seek out research questions focused on the tough issues facing conservation and sustainable development. We then consult on these with key WWF leads and with our Conservation Research Panel (CRP). The CRP consists of multi-disciplinary experts who are external to WWF. Chosen for their areas of expertise and geographic focus, the CRP ensures that the projects that the Luc Hoffmann Institute undertakes are those that have the greatest opportunity for global impact around important conservation and sustainability issues. Our CRP offers the Luc Hoffmann Institute valuable insight, perspective and context on the relevancy of proposed research topics and the specific research questions we should be asking to help deliver real change. We use Collaborative Research Teams, a global cohort of Luc Hoffmann Institute Fellows and other mechanisms to connect WWF practitioners and decision makers and facilitate co-creation of tools, synthesis and solutions needed to drive change.



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Goal two

Engage global, multi-disciplinary collaborative teams of solution-focused experts

We convene global, multi-disciplinary thought leaders and academics committed to connecting across disciplines and institutional cultures around the tough issues facing conservation and development. We bring these knowledge communities together into **Collaborative Research Teams** (CRTs) around each project. These teams, led jointly by a WWF and Research 'Lead', meet several times per year in a location relevant for the work required. These meetings create the opportunity for technical and practical knowledge sharing and an exchange of forward thinking ideas with 'solutions' on the agenda. Along the way, they identify on-going policy opportunities that we can feed into, allowing us to stay focused, relevant and timely in what we deliver, so that our final results reflect perspectives and needs from the various communities that we ultimately seek to influence.



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Our aim

To connect global research capacity with WWF to overcome the obstacles that hinder global conservation and sustainable efforts. We focus on addressing the root causes, missing links in the chains and the knowledge gaps to ensure that the right answers and solutions get into the hands of decision and policy makers in time for our planet.

Our vision

To support global collaborations that identify and fill the critical knowledge gaps facing decision makers and conservation practitioners as they work towards sustaining our human and natural assets.

Goal three

Train the next generation of conservation-science leaders

The next generation of solution-oriented conservation and development leaders will need diverse networks, a wide range of skills, and the capacity to draw on experience from multiple disciplines and world views. We help train these leaders through **The Luc Hoffmann Fellows Programme**, putting these highly skilled individuals at the heart of our Collaborative Research Teams.

The Luc Hoffmann Fellowship Programme is designed to maximize the impact of the next generation of conservation-science leaders on conservation goals AND to provide the WWF Network with invaluable research support. Being a Luc Hoffmann Institute Fellow is a unique opportunity. We typically target highly skilled, interdisciplinary, action-oriented post-doctoral associates, but in some cases, we will target other demographics, including applicants with a strong Master's degree background and career break professionals who have deep roots in the regions of the globe where conservation science leadership is most needed. And we bring them into a co-mentoring environment between WWF and academia where they can excel in research, network building and skills training.



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The Luc Hoffmann Institute's strategic focus

Believing that conservation goals can only be achieved if we also address human needs, we seek out the tough research questions that respond to sustaining our natural resources and supporting human well-being and development. We co-create solutions that are evidenced-based, and applicable to the needs of conservation practitioners and decision makers. To effectively target the key decision making processes, all our projects reflect the overall conservation objectives of WWF:

- Protect biodiversity in the world's most outstanding natural places
- Protect and restore the most ecologically, economically, and culturally important species
- Reduce humanity's energy, food and water footprint



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"The Luc Hoffmann Institute emerges at an exciting time for conservation and science. We have moved into an era in which our major achievements are based on highly interactive collaborations. Technological advances in data integration provide unprecedented opportunities for synthesis of diverse bodies of knowledge, together allowing us to scope solutions more rapidly and authoritatively than ever before."

Stephanie Hampton
Deputy Director
National Center for
Ecological Analysis and
Synthesis and
Luc Hoffmann Institute
Conservation Research Panel
Member

Within this context, the Luc Hoffmann Institute has already embarked on two pivotal projects in 2013, with more currently in development:

Solving the mystery of marine protected area (MPA) performance: Linking governance, conservation, ecosystem services, and human well being.

Awareness of the importance of marine ecosystem services is growing, as is the recognition that better governance of social-ecological systems is critical to sustainability. This inter-disciplinary research initiative between the Luc Hoffmann Institute and SESYNC will uncover the links between marine protected area (MPA) governance and ecosystem structure, function, and services. The focus is on compiling, integrating, and analyzing governance, biophysical, and social data from MPAs across the globe. The project will develop and widely distribute an open-source MPA monitoring database to MPA managers, helping to establish a new standard for increasingly rigorous monitoring of MPAs, empowering MPA managers and fostering adaptive management. Novel insights will emerge that advance fundamental scientific knowledge and inform local-to-global policy and practice.



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Assessing the environmental and economic costs/benefits of sustainable agriculture/forestry commodity standards: Qualifying the potential

environmental, economic and social costs and benefits of WWF-supported certification standards within alternative future scenarios, such as climate variation and increasing global demand. Focusing primarily on terrestrial programmes, the goal is to encourage the uptake of standards based upon contribute to the wider social debate on how to sustainably meet global demands for food, energy and water.



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"We share a common vision: To sustain a healthy planet where people and nature can thrive together. Many tough decisions will have to be taken to make that vision a reality. We must develop the evidence to support those decisions, but we can't do this alone. The world offers the knowledge, capacity and will to change. At the Luc Hoffmann Institute, we believe that by working together, we can create the momentum and impact to make change happen"

Alison Richard

Luc Hoffmann Institute Advisory Board Chair



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"Science without advocacy might be right, but it doesn't yet get us anywhere. Advocacy without science is just wrong. The goal of the Luc Hoffmann Institute is to create a place where the two meet, can feed on each other, and can help advance the causes we all care so deeply about."

Gernot Wagner, Economist
Environmental Defense Fund
and Luc Hoffman Institute
Conservation Research Panel
Member



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