

URL: <https://stvp.stanford.edu/clips/target-vital-resources>

M. Sanjayan, CEO of Conservation International, articulates the mission of the organization: to protect aspects of nature that humans value most. Targeting specific natural resources that people in a region care about helps ensure that conservation efforts will continue even after environmental organizations leave, whereas a more general campaign might only have the support of detached donors, he explains.



## Transcript

- Okay, so I'd just say, Conservation International's been around for about 30 years, almost exactly 30 years, a little more than that, and it was founded on a very simple premise, and that is, people need nature to thrive, that it's in your own enlightened self interest to protect these things, the land, the water, wildlife that's around us, because it ultimately provides everything that we have, from your jobs, to food, to medicine, to virtually the air we breathe.. When people ask me, what's the mission of the organization, I usually just sort of cut down to like one simple line, which is we try to protect that part of nature that is of most value to people, and it's important that I balance that out with that word that's most important to people, and if you ask the simple question, why? Why not just protect all of nature, I'd be fine with that, personally would be fine with that, but it turns out that if you really want conservation to stick, if you want it to stick in faraway places that you may never get to see, like Liberia, or Suriname, or Madagascar, or Indonesia, or Brazil, places that we work in, then at the end of the day, once our attention shifts somewhere else, we have to have created some kind of virtual cycle that will allow that conservation of nature to continue long after we're gone, and if people aren't involved in that dialogue, then it won't happen.. It will always be a niche, it will always be a hobby, it will always be something that people who have will put spate in, and people who don't, simply just don't have the opportunity...