

Amphibian Survival Alliance

12-Month Organizational Strategic Plan





A Message from the Executive Director

For too long now we have heard stories of declines, extinction and lack of hope with regards to conserving biodiversity and especially amphibians. The Amphibian Survival Alliance plans to **change this rhetoric** by focusing on **new opportunities** and delivering **conservation successes**.

Our Partners have already demonstrated what can be achieved to protect amphibians around the world, ensuring **thriving ecosystems** for the benefit of all biodiversity, including us. By building on the impressive track record work of a dedicated and passionate community we will engage a broader and more diverse audience than ever before.

We believe that this movement needs to be about more than people donating to a cause that they believe in; it needs to be about people sharing their stories, becoming engaged and focusing on making a difference to the survival of the 7000+ amphibian species that share our planet. We want our supporters to be **advocates for the cause**, inspired to take action in multiple ways. By sharing the impact the ASA is having on amphibians around the world we will be able to engage a range of people and donors who perhaps had not considered supporting amphibians in the past. We will ensure that the ASA is judged on our conservation impact. To help donors assess our success we will continually report on progress made on short, medium and long-term goals.

This is a new and exciting time for amphibian conservation and research, and we look forward to working with you to make the changes we all want to see.





Our Mission and Vision

The ASA **protects amphibians** and their habitats through **dynamic partnerships** worldwide.

We **envision** a world in which the **extinction** of known threatened species of amphibians has been **prevented** and their conservation status, particularly of those most in decline, has been improved and sustained.



The ASA's Vision mirrors the **Aichi Biodiversity Target 12**, one of the 20 Targets that nearly 200 countries, through the Convention on Biological Diversity (CBD) and its Strategic Plan, committed to meet by 2020 to save biodiversity and enhance its benefits for people. The ASA is well positioned to help those signatories meet their commitment to saving biodiversity.

By focusing on amphibians and the habitats upon which they depend, the ASA is working to **improve the quality of life** for many other species – including ourselves – around the world.



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How we Operate

The Amphibian Survival Alliance protects amphibians and their habitats through **dynamic partnerships** worldwide. We are ensuring a better future for amphibians by transforming research into action. We aim to achieve our mission by:

-  **Preventing the extinction** of any amphibian species.
-  **Coordinating amphibian conservation** actions worldwide.
-  Maintaining and, where possible, **improving the conservation status** of all amphibian species.
-  **Protecting** and, where appropriate, improving and enlarging areas of **habitat** important for amphibians.
-  **Building broad partnerships** with all stakeholders needed for **effective conservation**.
-  Providing decision makers with **conservation advice** based on the **best scientific studies** available.
-  Helping, through amphibians, to **conserve broader biodiversity** and **improve the quality of people's lives**.
-  **Educating** and **inspiring** people with the wonders of amphibians and their role in maintaining healthy ecosystems



The Values that Drive Our Goals

All of the ASA's activities are underpinned by four core values:

Collaboration. Effective conservation depends upon collaboration among a range of global and local stakeholders. Ensuring **positive collaboration** is essential to the success of the Alliance and to achieving our conservation goals.

Sound Science. The work of the ASA is underpinned by the best available science through our close partnership with the IUCN Amphibian Specialist Group and institutions that are **global leaders in amphibian conservation and research.**



Accountability. The ASA has a responsibility to partners to ensure that we are moving strategically towards **shared goals**. Working collaboratively, the ASA regularly identifies short, medium and long-term objectives and provides status reports on how those objectives are being met.

Communication. The ASA appreciates the importance of effective and open communication. The ASA is dedicated to **promoting the critical work** of alliance partners and opportunities for conservation success.





How We Communicate

The current lack of public awareness about the amphibian crisis is contributing to the relatively low priority given to biodiversity. The ASA strives to make biodiversity science relevant to the public. To ensure amphibian conservation success, the ASA turns research into action through a variety of strategic communication, education and public awareness initiatives employing a number of tools to communicate with diverse audiences:

-  **Froglog** is an informative non-peer-reviewed publication for the amphibian conservation community that is readily accessible to both professionals in the industry and those who have a strong personal interest in amphibian conservation.
-  **A dynamic website** acts as the hub of the ASA's communication network and has been designed to help build an amphibian conservation community, raise funds for global conservation efforts, as well as mobilize and coordinate both people and organizations for successful conservation outcomes.
-  **Social Media** presents additional channels through which the ASA can engage with stakeholders while forming online communities focused on amphibian conservation.
-  **Conferences and forums** serve as a primary networking opportunity for the ASA to share, address and discuss not only amphibian conservation challenges, but also the latest research and developments in conservation science and implementation.



12-Month Organizational Goal I

Establish a Broad set of Community-wide Priorities

Initiatives:

- Work in collaboration with the IUCN SSC Amphibian Specialist Group (ASG) to develop scientific working groups
- Initiate the development on an Important Amphibian Area Network
- Promote the updating of the Amphibian Conservation Action Plan through an online forum model managed by the ASG
- Create an online community for sharing and discussing ideas and research
- Increase the ability of the Amphibian Red List Authority to update amphibians on the Red List, an important tool for priority setting
- Strengthen local and global efforts to implement amphibian monitoring initiatives
- Develop database resources to fill gaps where needed in order to increase availability of data utilized in priority setting
- Encourage development of standardized survey and monitoring protocols
- Increase available Seed Grant Funding to further invest in priority setting tools and addressing actions

Progress Indicators:

- Number of thematic working groups established
- Number of IAAs identified
- Percentage of ACAP updated
- Number of individuals utilizing online forum
- Number of species reassessed/assessed on the Red List
- Increase in amphibian monitoring initiatives
- Number of gaps filled with database tools
- Number of standardized survey and monitoring protocols
- Amount of available seed grant funding



12-Month Organizational Goal II

Build Public Support for Amphibian Conservation

Initiatives:

- Launch an international, all inclusive, amphibian appreciation day
- Implement a comprehensive social media strategy
- Launch the Adventures with Archey initiative to engage with a broader community
- Publish a new website under the amphibians.org domain that hosts the ASA and ASG to create a one-stop-shop for amphibian conservation, research and education
- Further develop FrogLog to meet the needs of the community and increase readership numbers
- Develop an annual FrogLog Jr edition to help engage with a younger audience
- Strengthen Collaborations with IUCN CEC, SSC YP and the International Zoo Educators (IZE) networks
- Produce a short video series promoting amphibians and the work underway to protect them
- Maximize the reach and impact of affiliated citizen science initiatives
- Publicize Amphibian Champions
- Promote Amazing Amphibians
- Guest Bloggers

Progress Indicators:

- Number of social media followers
- Coverage of communication campaigns
- Unique visitors to websites
- Creation of combined website
- Number of videos
- Number of species recorded through citizen science projects
- Number of FrogLog readers
- Published edition of FrogLog Jr
- Number of projects implemented through IUCN and other partnerships
- Number of guest bloggers



12-Month Organizational Goal III

Build Capacity Across the Community to Better Impact Amphibian Conservation

Initiatives:

- Identify where capacity is lacking and in what form
- Partner to build capacity building networks
- Increase availability of seed grants to help with capacity building initiatives
- Encourage the implementation of mentorship programs

Progress Indicators:

- Report on capacity gaps
- List of organizations working towards capacity building for the amphibian community
- Amount of funding for capacity building
- Number of mentorship programs

