

VITAL LANDS

PARTNERSHIP

ECONOMIC SUPPORT FOR LAND STEWARDSHIP

Across the West, thousands of landowners and managers are making the daily decisions that shape the fate of migratory corridors, aquifers, carbon stores, and more than 80% of the region's threatened and endangered species. Yet because most ecosystem service markets and conservation funding mechanisms were built for forests or croplands—not for rangeland—these stewards have historically been shut out of investments meant to reward ecological care. That gap is where the Vital Lands Partnership comes in.

The Vital Lands Partnership incentivizes voluntary conservation and fosters the economic systems that enable us to conserve and care for these important lands.

01 ACTION AT SCALE

Coordinating landowner efforts across large landscapes to sustain and improve watershed health, provide habitat for wildlife, and support agricultural productivity. Individual actions matter, but collective impact transforms regions.

02 COORDINATED PRIVATE LAND DATA

Empowering landowners with data sovereignty while aggregating information to inform better management decisions, policy development, and conservation investments. Emerging technologies—from AI to environmental DNA—revolutionize monitoring while landowners retain control of their data.

03 ACCESSIBLE REGULATORY ASSURANCE

Securing programmatic assurance agreements with federal agencies, providing landowners with certainty that conservation efforts won't result in future regulatory restrictions. This removes barriers to voluntary participation and data sharing.

04 CONSERVATION FINANCE MECHANISM

Deploying Conservation Trust Funds and habitat leasing to create reliable, long-term funding streams. Landowners receive payments for ecological stewardship while businesses reduce supply chain risks and regulatory uncertainties. This approach to funding allows the pooling of resources, generation of ongoing returns, provides long-term, durable funding sources, and ultimately creates space for a positive feedback loop where economic activity supports conservation. On average, every dollar invested in stewardship returns \$4-\$7 in ecological benefits.

Conservation isn't just about preservation; it's about stewardship, the daily care required to maintain productive, healthy landscapes. Good stewardship prevents disasters rather than responding to them. It's like maintaining a house or car to avoid expensive repairs.

THE HIDDEN COSTS OF INACTION

- ✦ Escalating wildfire suppression costs and community devastation
- ✦ Water scarcity and quality degradation are affecting entire regions
- ✦ Species listings that restrict land use and economic activity
- ✦ Supply chain disruptions as natural systems fail
- ✦ Insurance withdrawals from high-risk areas
- ✦ Rural community collapse as working lands become unviable

PARTNERSHIP BENEFITS

FOR LANDOWNERS

Reliable income streams for conservation practices, regulatory certainty, and technical support for sustainable management

FOR BUSINESSES

Reduced supply chain risks, lower regulatory costs, enhanced social license to operate, and measurable environmental outcomes

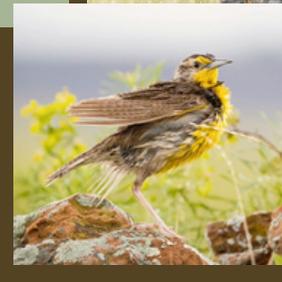
FOR COMMUNITIES

Protected water supplies, reduced wildfire and flood risks, sustained rural economies, and preserved open spaces

FOR WILDLIFE

Connected habitats across working landscapes, science-based conservation decisions, and proactive species recovery

Photos: Top-WLA, bottom-Stock



VITAL LANDS CREATES A NEW PARADIGM WHERE:

- Stewardship becomes profitable rather than a financial burden
- Businesses secure supply chains while reducing regulatory risks
- Communities invest proactively rather than paying disaster costs
- Ecosystems and economies thrive together in a positive feedback loop