Smithsonian

Earth Optimism Summit

What’s Working in Conservation

April 21-23, 2017
Washington, DC
Ronald Reagan Building and International Trade Center
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Steve Monfort, John & Adrienne Mars Director, Smithsonian Conservation Biology Institute, Chair, Conservation Commons

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Joel Sartore, author and photographer, National Geographic Magazine
David J. Skorton, Secretary, Smithsonian Institution
Fern Shepard, Executive Director, Rachel’s Network
Joshua Tewsbury, Director, Future Earth

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- Association for Advancement of Sustainability in Higher Education
- Conservation X Labs
- Dumbarton Oaks Mellon Initiative in Urban Landscape Studies
- Global Co Labs Network/Teens Dream
- Earth Day Texas
- Rachel’s Network
- Skyline Film Festival
- Story Collider
- Society for Conservation Biology
- USAID
This summit is about optimism and what’s working in conservation. Take advantage of this unique event to share your stories and successes, discover fresh ideas, inspire others to action, and build collaborations to help sustain our planet.

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Printed on 100% post-consumer waste paper stock
A Hopeful Welcome

Welcome to the Smithsonian’s Earth Optimism Summit. Since its founding more than 170 years ago, the Smithsonian has been a global leader in science, working to understand and protect life on Earth. Today, the Institution has more than 500 scientists conducting research on global conservation efforts. Among its successes are the establishment of global forest and ocean-monitoring networks and saving critically endangered species from extinction such as the Panamanian golden frog and the scimitar-horned oryx.

One of the Smithsonian’s greatest strengths is the unique position we occupy at the intersection of the arts, humanities, and sciences. Earth Optimism is an example of how we can leverage our position to gather many of the greatest minds on the planet to address some of the most pressing issues of our time.

Over the course of the next three days, you will hear inspiring stories of people who are making positive change for the planet the world over. We hope their stories about what’s working in conservation will help set the stage to scale up and replicate successes and create new opportunities for the research, partnerships, and public engagement necessary for future conservation action. Enjoy the summit and thank you for the inspirational work you do to protect our planet for future generations.

David J Skorton
Secretary, Smithsonian

The Era of Earth Optimists

The Earth Optimism Summit is about hope. It’s about our collective progress in conserving our planet, the evidence of which is based on research and data. And it’s about looking forward to how we can replicate and scale up our successes to have a greater impact in the future.

While much news about the state of the environment is distressing, we think there is plenty of reason to be optimistic. Many inspiring people are making positive change possible. These champions for conservation manage and restore ecosystems, save species from extinction, create community-based conservation models that benefit both people and nature, and pioneer sustainable practices for farming, fishing, urban living, among others. Successes like theirs, and support from a growing number of citizens worldwide who share a vision where biodiversity and functioning ecosystems are conserved for the benefit of human societies, and all life on earth, give us ample reason to feel optimistic about future Earth.

We hope that people who attend the Earth Optimism Summit will come away feeling inspired and motivated to take actions—large and small, personally and collectively—that build upon the knowledge and successes of others to sustain a biodiverse planet that benefits current and future generations, and our planet.

Nancy Knowlton and Steve Monfort
Co-Chairs, Earth Optimism Summit
### PROGRAM AT A GLANCE

**FRIDAY, APRIL 21**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 am</td>
<td>Registration Open, Early Bird Friendly Coffee Session</td>
<td>Atrium Hall</td>
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<tr>
<td>8:30 am</td>
<td>National Geographic Explorers Early Bird Coffee for Student Delegates</td>
<td>Atrium</td>
</tr>
<tr>
<td>9:30 am</td>
<td>Plenary: Opening Remarks, Opening our Minds, &amp; Success in Conservation</td>
<td>Atrium Ballroom</td>
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<tr>
<td>11:00 am</td>
<td>Smithsonian Bird Friendly Coffee Break</td>
<td>Atrium</td>
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### Deep Dives

<table>
<thead>
<tr>
<th>Location</th>
<th>Amphitheater</th>
<th>Polaris</th>
<th>Oceanic</th>
<th>Hemisphere A</th>
<th>Hemisphere B</th>
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</thead>
<tbody>
<tr>
<td>11:30 am</td>
<td>Inspiring Positive Action</td>
<td>Human Health &amp; the Planet’s Health</td>
<td>Back from the Brink</td>
<td>New Foods</td>
<td>Make for the Planet Pitches</td>
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<tr>
<td>12:45 pm</td>
<td>Lunch</td>
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<tr>
<td>1:45 pm</td>
<td>Success in the City</td>
<td>Apps for the Planet</td>
<td>The Next Generation</td>
<td>The Wild Table</td>
<td>Beating Extinction</td>
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<tr>
<td>3:00 pm</td>
<td>Smithsonian Bird Friendly Coffee Break</td>
<td>Atrium</td>
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<tr>
<td>3:15 pm</td>
<td>Green Farming</td>
<td>CSI: Earth</td>
<td>Doing More, Using Less</td>
<td>Philanthropy Roundtable</td>
<td>Positive Partnerships</td>
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<tr>
<td>4:30 pm</td>
<td>Smithsonian Bird Friendly Coffee Break</td>
<td>Atrium</td>
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<tr>
<td>5:00 pm</td>
<td>Plenary: Species and Spaces</td>
<td>Atrium Ballroom</td>
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<tr>
<td>5:00 pm</td>
<td>Conservation Salons</td>
<td>Meridian D &amp; E</td>
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<tr>
<td>6:30 pm</td>
<td>Discovery Channel Reception &amp; Film Screening of Rancher, Farmer, Fisherman</td>
<td>Atrium / Amphitheater</td>
<td>(Film at 7:30pm)</td>
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<tr>
<td>7:30 pm</td>
<td>Story Collider: Stories about Science</td>
<td>Atrium Hall</td>
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Saturday, April 22

7:30 am  Registration Open, Early Bird Friendly Coffee Session - Atrium Hall

9:00 am  Plenary: Science, Conservation, Inspiration - Atrium Ballroom

10:30 am  Smithsonian Bird Friendly Coffee Break - Atrium

Deep Dives

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<thead>
<tr>
<th>Location</th>
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<th>Hemisphere A</th>
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</thead>
<tbody>
<tr>
<td>10:45 am</td>
<td>Movement of Life</td>
<td>Working with Communities</td>
<td>Working Lands and Seas</td>
<td>The Business of Sustainability</td>
<td>Networks that Drive Solutions</td>
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<tr>
<td>12:00 pm</td>
<td>Learning Lunch: Grab your lunch and head to a workshop - Atrium Hall</td>
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<tr>
<td>12:30 pm</td>
<td>Film: Second Century Stewardship</td>
<td>Making a Winning Video</td>
<td>Uncorking Capacity Bottlenecks</td>
<td>Kickstarter 101</td>
<td>Conservation Marketing</td>
</tr>
<tr>
<td>2:00 pm</td>
<td>Plenary: Energy &amp; Efficiency - Atrium Ballroom</td>
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<td></td>
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<tr>
<td>3:30 pm</td>
<td>Smithsonian Bird Friendly Coffee Break - Atrium</td>
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Deep Dives

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<tr>
<th>Time</th>
<th>Social Entrepreneurs</th>
<th>Breakthrough Technologies</th>
<th>Impact Investment</th>
<th>Media Perspectives</th>
<th>At Home with Conservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:45 pm</td>
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<tr>
<td>5:00 pm</td>
<td>Smithsonian Bird Friendly Coffee Break - Atrium</td>
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</tr>
<tr>
<td>5:15 pm</td>
<td>Restoring Nature</td>
<td>Big Ideas for Big Spaces</td>
<td>Science at the Edge</td>
<td>Incomes from Nature</td>
<td>Education for Conservation</td>
</tr>
<tr>
<td>6:30 pm</td>
<td>Reception &amp; Photo Ark images hosted by National Geographic &amp; Smithsonian; Film Screening of Fragile Legacy - Atrium</td>
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Our thanks to Xavier Deshayes, Executive Chef of the Ronald Reagan Building and International Trade Center, and Feedback founder Tristram Stuart, for their inventive menu ideas showcasing the delicious and surprising solutions to food waste.

Green Mission: Recycling bins are located throughout the building for your use.
PROGRAM AT A GLANCE

SUNDAY, APRIL 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Registration Open, Early Bird Friendly Coffee Session - Atrium Hall</td>
<td>Atrium Hall</td>
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<tr>
<td>9:00 am</td>
<td>Plenary: From the Trenches - Amphitheater</td>
<td>Amphitheater</td>
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<tr>
<td>10:30 am</td>
<td>Smithsonian Bird Friendly Coffee Break - Hosted by Roadmap.org - Atrium</td>
<td>Atrium</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Plenary: Looking Forward - Amphitheater</td>
<td>Amphitheater</td>
</tr>
<tr>
<td>12:30 pm</td>
<td>Pitches for the Planet - Amphitheater</td>
<td>Amphitheater</td>
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<tr>
<td>1:00 pm</td>
<td>Smithsonian Bird Friendly Coffee Break - Hosted by Roadmap.org - Atrium</td>
<td>Atrium</td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Explore the Exhibits &amp; Activities in the Innovation Commons or Film Festival - Amphitheater</td>
<td>Amphitheater</td>
</tr>
</tbody>
</table>

GENERAL INFORMATION

BUSINESS SERVICES

The UPS Store is located in the Atrium and is open from 7:30 am – 6 pm Monday – Friday (Closed on the weekends).

CONFERENCE LOCATION

Ronald Reagan Building and International Trade Center
1300 Pennsylvania Ave NW
Washington, DC 20004
202-312-1300

Disclaimer:
The views expressed by outside speakers are their own and do not necessarily represent the views of the Smithsonian Institution.

INNOVATION COMMONS HOURS

Plan to visit sponsor / participant booths in the Atrium during the following times:

Friday, April 21:  7:30 am - 5:00 pm
Saturday, April 22:  7:30 am - 5:00 pm
Sunday, April 23:  7:30 am - 4:00 pm

WEBSITE / SOCIAL MEDIA

Website: earthoptimism.si.edu
Twitter: https://twitter.com/EarthOptimism
Hashtag: #EarthOptimism
Facebook: https://facebook.com/EarthOptimism
Friday, April 21

5:00 pm – Meridian D & E
Conservation Salons
Earth Optimism and the Global Co-Lab Network co-host Conservation Salons: Engaging the Next Generation. Local high school students meet with Summit experts for deep dive discussions designed to incubate change.

6:30 pm – Atrium
Reception hosted by Discovery Channel

7:30 pm – Amphitheater
Rancher, Farmer, Fisherman
The film follows a new crop of conservation heroes working in America’s Heartland.
Directed by Susan Froemke, John Hoffman, and Beth Aala
Presented by Discovery Channel

7:30 pm – Atrium Hall
Story Collider Theatre: bringing true, personal stories about science to life.

Saturday, April 22

12:30 pm – Amphitheater
Second Century Stewardship
This film explores how science can benefit parks and society through partnerships between AAAS, Acadia National Park, Schoodic Institute, and the U.S. National Park Service.
Producer David Shaw will give a brief introduction and answer audience questions.

6:30 pm – Atrium
National Geographic and the Smithsonian host a reception featuring images from the National Geographic Photo Ark led by photographer Joel Sartore. The Photo Ark is a multi-year effort to document every species living in the world’s zoos and other protected areas, inspire action through education, and help save wildlife by supporting on-the-ground conservation efforts.

Sunday, April 23 - Films

1:30 pm – Amphitheater
Mysteries of the Rainforest
The island of Barro Colorado in the Panama Canal is full of mysteries. Every year, hundreds of scientists and students come here to uncover the rainforest’s secrets. This year the island is running dry and no one knows why. Follow teams of scientists as they try to find out what happened to the rain.
Directed by Ciarán Flannery
Smithsonian Channel

3:00 pm – Amphitheater
Tomorrow
The filmmakers visited 10 countries to talk to pioneers who are re-inventing agriculture, energy, economy, democracy and education for a better tomorrow.
Directed by Cyril Dion and Mélanie Laurent

Innovation Commons
Explore the exhibits and activities in the Innovation Commons, featuring the Atkinson Center for a Sustainable Planet at Cornell University, Smithsonian National Zoo / Conservation Biology Institute, Conservation International, and National Geographic.

APRIL 21 – 23, Atrium

Fire-Sci Chats with the Smithsonian
Casual 15-minute chats on hot topics and what’s working in conservation. Stop by for a short talk on giant panda obsession, wildlife tracking technology, coral reef cryopreservation, wild Bornean orangutans and the future of zoos. Held at the Smithsonian’s National Zoo and Conservation Biology Institute booth.

APRIL 21 – 23, Atrium
PROGRAM SCHEDULE

Friday, April 21

7:30 am - 9:30 am
Registration & Early Bird Friendly Coffee Session (Atrium)

9:30 am - 11:00 am
Plenary (Atrium Ballroom)

Opening Our Minds - The summit begins with opening our minds to different views of the Earth, starting in outer space with a message from astronaut Peggy Whitsom of the International Space Station, and a global take by National Geographic in a special Earth Optimism video. We get a glimpse of the natural world through the unique lens of the Spy Orangutan, and illustrious speakers kick off a marathon of stories, interactive exhibits, and a Make for the Planet competition.
Moderator: Andrew Revkin, Pro Republica, & creator of Dot Earth, New York Times
Speakers: Dr. Biruté (robotic orangutan) w/ handler Matthew Gordon; Muriel Bowser, Mayor, Washington, DC; Kathleen Rogers, Earth Day Network; David J. Skorton, Secretary, Smithsonian Institution

Success in Conservation - Learn about nature’s true value to humanity, as well as a conservation idea that everyone in the world can apply, and the power of dreams that dare people to seize opportunities to change the world. This session invites delegates to rethink and reimagine the possibilities.
Moderator: Andrew Revkin, Pro Republica, creator of Dot Earth, New York Times
Speakers: Gretchen Daily, Natural Capital Project; Ayana Johnson, Ocean Collectiv; Anastasia Khoo, Conservation International; Tristram Stuart, Feedback, Toast Ale Ltd.

11:00 am - 11:30 am
Smithsonian Bird Friendly Coffee Break (Atrium)

11:30 am - 12:45 pm
Inspiring Positive Action (Ampitheater)
Join this session of storytellers, social marketers, and earth champions who are inspiring people in communities and cities everywhere to adopt sustainable behaviors. From massive beach cleanups to bike riding to better energy usage, learn about effective strategies that mobilize people to make Earth-friendly changes that benefit communities and the environment.
Moderator: Kirk Johnson, Smithsonian
Speakers: Brett Jenks, Rare; Elin Kelsey, Elin Kelsey & Company/ Rachel Carson Center for Environment and Society; Douglas McKenzie-Mohr, McKenzie-Mohr & Associates; Randy Olson, Prairie Starfish Productions; Afroz Shah, UN Environment Champion of the Earth
11:30 am - 12:45 pm

**Human Health & the Planet’s Health. (Polaris)**
Conservation science has traditionally focused on the impact of humans on the planet’s health, but it turns out that this is a two-way relationship. Explore how conserving healthy ecosystems can contribute significantly to our own health.

**Moderator:** Juli Trtanj, NOAA

**Speakers:** Beth Allgood, International Fund for Animal Welfare; Drew Harvell, Cornell University; Ann Tutwiler, Bioversity International; Kinari Webb, Health in Harmony; Dawn Zimmerman, Smithsonian

**Back from the Brink (Oceanic)**
When only a handful of individuals remain, you might think all is lost for that species. Yet scientists are using ingenuity to save species even when the situation is dire, as illustrated by stories of Central Asian horses, California condors and other endangered species brought back from the brink.

**Moderator:** Jamie Rappaport Clark, Defenders of Wildlife

**Speakers:** Alexis Gutierrez, NOAA; Michael Mace, San Diego Zoo Safari Park; Paul Marinari, Smithsonian; Hank Oppenheimer, University of Hawaii; Melissa Songer & Qing Cao, Smithsonian / Princeton University

**New Foods: Beyond the Green Revolution (Hemisphere A)**
Increasingly, the public wants food that tastes good and is good for the planet. Organic foods, new crops and linking sustainable food providers to conscious consumers can help satisfy both desires.

**Moderator:** Leslie Cockburn, Writer, Producer, Filmmaker

**Speakers:** Yao Afantchao, University of the District of Columbia; Rachel Bynum, Waterpenny Farm; Matthew Dillon, Clif Bar & Company; Oran Hesterman, Fair Food Network; Hoyt Peckham, Smartfish, Pew Marine Fellow; Nora Pouillon, Organic Pioneer, founder of FreshFarm Markets, winner of James Beard Lifetime Achievement Award

**Make for the Planet Pitches. (Hemisphere B)**
18 diverse teams compete to create innovative solutions to thorny conservation challenges: Invasive species, valuation of ecosystem services, wildlife trafficking, overfishing, waste, and healthy oceans.

**Organizers:** Alex Dehgan & Barbara Martinez, Conservation X Labs
12:45 pm - 1:45 pm
Lunch (Atrium Hall)

1:45 pm - 3:00 pm
Deep Dives

**Success in the City (Amphitheater)**
Modern cities have reputations as adversaries of environmental health due to urban sprawl, suffocating smog and garbage issues. Many of today’s cities, however, have become epicenters of environmental restoration, stewardship and education. Sponsored by the Mellon Initiative in Urban Landscape Studies at Dumbarton Oaks.

**Moderators:** John Beardsley & Jeanne Haffner, Dumbarton Oaks Research Library & Collection

**Speakers:** David Auerbach, Sanergy; Timothy Beatley, Biophilic Cities; Murray Fisher, New York Harbor Foundation; Damon Rich, Hector urban design

**Apps for the Planet (Polaris)**
From Paris to Panama, cell phones and other gadgets are ubiquitous. Now they are being turned to good conservation use, providing valuable data on everything from trash to wildlife, and making it easy to become a citizen scientist.

**Moderator:** John Kress, Smithsonian

**Speakers:** Stephen Box, Rare; Marshall Iliff, Cornell University; Jenna Jambeck, University of Georgia; Jeff Kirschner, Litterati & TED resident; Bill McShea, Smithsonian

**The Next Generation (Oceanic)**
A new generation of conservationists and communicators is using social media platforms, and engaging more diverse voices in the conversation about science and conservation as they tackle a legacy of environmental challenges.

**Moderator:** Jayde Lovell, SciQ, Young Turks Network

**Speakers:** Brooke Runnette, National Geographic; Justin Shaifer, Fascinate; Lauren Ward, Smithsonian; Kurt Mann, NOAA; Deidre Shelly, 350.org

**The Wild Table: Fish, Forests and Food Security (Hemisphere A)**
Wild fish and forests play a much more significant role in contributing to food security and resilience than you may have thought. Come learn more about innovative approaches and successes in integrating biodiversity conservation and food security and how we can save foods by savoring them. Sponsored by USAID.

**Moderator:** Leslie Cockburn, writer, producer; filmmaker

**Speakers:** Nygiel Armada, ECOFISH Project; Kelsey Evezich, Duke University; Simran Sethi, journalist, educator, author; Terry Sunderland, Center for International Forestry Research (CIFOR)

**Beating Extinction (Hemisphere B)**
An ounce of prevention is worth a pound of cure. Hear about scientists working to save species in the wild – from rodents to rhinos – before their populations collapse.

**Moderator:** Nilgella Hillgarth, Center for Ecosystem Sentinels, University of Washington

**Speakers:** Nilanga Jayasinghe, World Wildlife Fund; Eric Miller, Saint Louis Zoo’s Wildcare Institute; Jean Pierre Santos, Pro-Carnivoros Institute; Debra Shier, San Diego Zoo; Dennis Whigham, Smithsonian
3:00 pm - 3:15 pm
Smithsonian Bird Friendly Coffee Break (Atrium)

3:15 pm - 4:30 pm

Green Farming Blue Fishing (Amphitheater)
Global civilization depends on farming, fishing and aquaculture, and many human impacts on the planet are associated with food production. Learn how successes in reducing some of these impacts are making a big difference.
\[ \text{Moderator: Jeremy Jackson, Smithsonian} \]
\[ \text{Speakers: Brandon Dennison, Coalfield Development Corp.; David Festa, Environmental Defense Fund; Jeff Moyer, Rodale Institute; Sarah Redmond, Sorrento Seaweed, LLC; David Rosenberg, AeroFarms} \]

CSI: Earth (Polaris)
Organisms and ecosystems are beset by an onslaught of attackers: Whether these are invasive species, pathogens or poachers, scientists now have the tools to track these threats with cutting edge technology.
\[ \text{Moderator: Ginette Herley, World Wildlife Fund} \]
\[ \text{Speakers: Kathleen Gobush & Ted Schmitt, Vulcan Inc; Kali Holder, Smithsonian; David M. Lodge, Atkinson Center for a Sustainable Future, Cornell University; Sam Wasser, University of Washington} \]

Doing More Using Less (Oceanic)
Huge advances in the feasibility and economics of sustainable energy use are helping solve the global threats posed by energy production and pollution.
\[ \text{Moderator: Scott Sklar, The Stella Group, Ltd.} \]
\[ \text{Speakers: Allison Archambault, EarthSpark International; Edwin A. Cowen, Atkinson Center for a Sustainable Future, Cornell University; Michael Healy, New Columbia Solar; Trey Taylor, Verdant Power; Elaine Ulrich, US Department of Energy; Jeff Weiss, Distributed Sun} \]

Philanthropy Roundtable (Hemisphere A)
Private philanthropy is playing an increasing role in conservation, and leaders in this session will share their thoughts about what motivates them to support conservation causes.
\[ \text{Moderator: Fem Shepard, Rachel’s Network} \]
\[ \text{Speakers: Alison Carlson, Forstythia Foundation; Barry Gold, Walton Family Foundation; Winsome McIntosh, McIntosh Foundation; Erin Rogers, Hewlett Foundation; Ed Warner, Colorado} \]

Positive Partnerships (Hemisphere B)
Conservation calls for cooperation, often involving governments, the private sector, conservation organizations and individuals. The successes achieved by working together stretch from the savannahs of Africa to the landscapes of New England and Virginia.
\[ \text{Moderator: Dennis Kelly, Smithsonian} \]
\[ \text{Speakers: Razan Al Mubarak, Mohamed Bin Zayed Species Conservation Fund; Latif Boru, Northern Rangelands Trust; Tom Butler, Tompkins Conservation; Chris Miller, Piedmont Environmental Council; Pablo Táborga, PERU LNG} \]
PROGRAM SCHEDULE

5:00 pm - 6:30 pm
Plenary (Atrium Ballroom)

Species and Spaces: Success in Protecting Biodiversity
Meet world-renowned conservation champions who have made a difference in conserving species and spaces. Their approaches are diverse: a photographer raised global awareness of the value of the Ross Sea; a conservationist pushed for protecting lemurrs – and then whole parks – in Madagascar; a National Geographic Explorer who protects seascapes; a Smithsonian scientist whose team helped coffee growers grow bird-friendly coffee protecting migratory birds, and more.
Moderator: Jon Paul Rodríguez, IUCN Species Survival Commission, Provita
Speakers: Joel Berger, Wildlife Conservation Society; Sean Gerrity, American Prairie Reserve; Pete Marra, Smithsonian; Enric Sala, Pristine Seas, National Geographic Explorer; Patricia Wright, MacArthur Fellow, SUNY Stony Brook
Remarks by John Hoffman, Discovery Channel
Micro Interviews: Matthew Dillon will interview Amy Johnson, Smithsonian and Matt Ogburn, Smithsonian

5:00 pm – Meridian D & E

Conservation Salons
Earth Optimism and the Global Co-Lab Network co-host Conservation Salons: Engaging the Next Generation. Local high school students meet with Summit experts for deep dive discussions designed to incubate change.

YOU’RE INVITED
Reception & Viewing of Photo Ark images
Hosts: National Geographic and Smithsonian
6:30 PM  |  SATURDAY, APRIL 22  |  ATRIUM
Saturday, April 22

7:30 am - 9:00 am
Registration & Early Bird Friendly Coffee Session (Atrium)

9:00 am - 10:30 am
Plenary (Atrium Ballroom)

**Science, Conservation, Inspiration**
Performances by leading artists, thinkers and influencers open and close this session. Smithsonian’s Steve Monfort and Earth Optimism Advisory Group Chair Tom Lovejoy will host a series of launches announced by Conservation Commons, Cornell, UNEP, Conservation@Museums Collaborative, Resolve, Half Earth, Future Earth and Roadmap.org to build and scale up conservation success.

**Moderator / Introduction:** Steve Monfort & Nancy Knowlton, Smithsonian

**Speakers / Performers:** Tom Lovejoy, Chair, Earth Optimism Advisory Group; Leah Barclay, Australia Forum for Acoustic Ecology; Carolyn Finney, professor, author; Pamela Henson, Smithsonian; JAYO, Rap Artist & Teens Dream ambassador; Gary E. Knell, National Geographic Society; Erik Solheim, UN Environmental Program; Maya Lin, What is Missing? Foundation and GREENPRINT; James Prosek, Peabody Museum of Natural History at Yale

10:30 am -10:45 am
Smithsonian Bird Friendly Coffee Break (Atrium)

10:45 am -12:00 pm
Deep Dives

**Movement of Life (Amphitheater)**
From eyes in the sky to ultralight tags and GPS trackers, scientists and the public can follow the movement of organisms everywhere – from plants to people – and the data leads to better informed conservation planning.

**Moderator & Convener:** Peter Leimgruber, Smithsonian

**Speakers:** Crystal Davis, World Resources Institute; Melissa Garren, Pelagic Data Systems; Autumn-Lynn Harrison, Smithsonian; Michelle LaRue, University of Minnesota

**Working with Communities (Polaris)**
In local communities around the world, conservationists are emerging from unexpected sources, including gangs in Brazil and poachers in Namibia. The diversity of their actions rivals the diversity of the ecosystems they protect and restore.

**Moderator:** Ron Swaisgood, San Diego Zoo Global

**Speakers:** Mark Bouman, The Field Museum; Andrea Heydlauf, African Parks; John Kasaona, Namibia Integrated Rural Development & Nature Conservancies; Bob Steneck, University of Maine; Sebastian Troëng, Conservation International
PROGRAM SCHEDULE

10:45 am -12:00 pm
Deep Dives

**Working Lands and Seas: How People and Nature Can Coexist (Oceanic)**
Learn about how unique ways to balance human and wildlife needs more wisely, whether it be sharing shipping lanes with whales or minimizing human conflicts with wildlife on land.
Moderator: Anson “Tuck” Hines, Smithsonian
Speakers: Tremaine Gregory, Smithsonian; Jefferson Hall, Smithsonian; Roland Kays, North Carolina Museum of Natural Sciences; Nick Pyenson, Smithsonian; Suzanne Asha Stone, Wood River Wolf Project, Defenders of Wildlife

**The Business of Sustainability (Hemisphere A)**
The private sector is plays an important and growing role in reducing our impact on the planet. Water use and food production – the cornerstones of human wellbeing – provide compelling examples of their innovative efforts.
Moderator: Kristin Rechberger, Dynamic Planet

**Networks that Drive Solutions (Hemisphere B)**
Networks are ubiquitous in human society: From networks of cities to networks of scientists, they make the whole greater than the sum of its parts and spread good ideas across the planet.
Moderator & Convener: Brendan Shane, C40 Cities Climate Leadership Group
Speakers: Kara Ball, ecoAmerica; Shonda Gilliland Foster, David H. Smith Conservation Research Fellowship, Society for Conservation Biology; Marty Spitzer, World Wildlife Fund; Joshua Tewksbury, Future Earth

12:00 pm
Lunch (Atrium Hall)

12:30 pm - 1:45 pm
Bring your Lunch!
NB: No food allowed in Amphitheater

**Film Screening - Second Century Stewardship (Amphitheater)**
The US National Park Service and Acadia National Park are uniquely positioned to more powerfully engage science for the benefit of parks and society. More than 400 parks in the US national park system attract more than 300 million visits annually, making it a remarkable platform for public engagement of science. Engaging the public in science is rapidly advancing research of great importance as we face complex challenges in a changing environment. At the same time, opportunities to learn about the threats park ecosystems face - and the science that is helping to address them - inspire visitors and others to be effective stewards of the national parks and motivate conservation action.
Speaker: David Shaw, Black Point Group LP
12:30 pm - 1:45 pm

Making a Winning Video (Polaris)
Filmmaker and professor Chris Palmer will lead an exciting, interactive discussion with the audience about how to make videos that make a real impact. He will also show the five top videos of the Earth Optimism Summit video competition.

Uncorking Capacity Bottleneck (Oceanic)
Expanding professional capacities is vital to enacting science-informed conservation practice worldwide, especially in the biodiverse, under-served global South. This conversation among funders, educators, practitioners and participants focuses on how to expand effective practices in professional conservation training worldwide, and uncork capacity bottlenecks.

Moderators: Kate Christen, Smithsonian and Andrea Santy, World Wildlife Fund
Participants: Omaira Bolaños, Rights and Resources Initiative; Nora Bynum, The Field Museum; Shonda Gilliland Foster; David H. Smith Conservation Research Fellowship, Society for Conservation Biology; Krishna Makineni, George Mason University; Jon Paul Rodríguez, IUCN Species Survival Commission, Provita; Eleanor Sterling, American Museum of Natural History
Facilitators: Meredith Bowhers, Crystal Sanchez, Grady Workman

Kickstarter 101 (Hemisphere A)
Crafting experiments and charging after unknowns is inherently creative and collaborative. In this talk, Clarissa Redwine, Kickstarter’s Design and Technology Outreach Lead for the West Coast, will chat about how creators and backers explore the world and extend the reach of human understanding, together, through the lens of diverse, inspiring, independent, and creative projects.

Join this session if you’re interested in building a community and raising funding for your science effort.

Conservation Marketing (Hemisphere B)
Conserving biodiversity is in essence about managing human behavior and its impact on the natural world. One emerging field that works to influence human behavior to the benefit of people and nature is conservation marketing. This session will explore how marketing principles can improve the way we engage conservation stakeholders.

Moderator: Diogo Verissimo, David H. Smith Conservation Research Fellow, Society for Conservation Biology
Participants: Kelley Dennings, Social Marketing Association of North America; Sean Southery, PCI Media; Joe Starinchatk, USFWS

2:00 pm - 3:30 pm
Plenary (Atrium Ballroom)

Energy and Efficiency (Atrium Ballroom)
This plenary brings together experts who are optimistic that business and conservation are not mutually exclusive, and that in fact green energy supports jobs and a "new" vibrant economy.

Moderator: Ali Velshi, NBC News & MSNBC
Speakers: David Crane, Pegasus Capital Advisors; Trammell S. Crow (via telecast), Earth Day Texas Founder, Crow Family Foundation; William McDonough, McDonough Innovation; Dale Ross, Mayor of Georgetown, Texas; Jigar Shah, Generate Capital, SunEdison; Marilyn Waite, Village Capital
3:45 pm - 5:00 pm
Deep Dives

**Social Entrepreneurs (Amphitheater)**
The key to conservation often lies in the hands of creative individuals. Their solutions range from engaging Masai warriors to protect lions to managing octopus fisheries in Madagascar.

Moderator & Convener: Kristin Gilliss, Mulago Foundation

Speakers: Fred Nelson, Malasili Initiatives; Alasdair Harris, Blue Ventures; Leela Hazzah, CNN Hero, Lion Guardians; Jagdeesh Rao Puppala, Foundation for Ecological Security; Margarita Mora, Conservation International

**Breakthrough Technologies (Polaris)**
The world population is rapidly urbanizing and will reach 9 billion by 2050. Nearly all of this population increase will occur in developing countries, where economic progress means more demand for resources and more pollution. New technologies will help meet these challenges.

Moderator & Convener: Daniel Runde, Center for Strategic and International Studies

Speakers: Philippe Benoit, Global Infrastructure Advisory Services 2050; Ann Mei Chang, Former USAID chief innovation officer; Davida Herzl, Acilma; John McMurdy, CropLife International

**Impact Investment (Oceanic)**
Investment firms that seek to combine profit with social goals bring workable ideas to the marketplace, benefitting the environment and creating jobs at the same time. Leaders in this area share what they look for when considering where to invest.

Moderator & Convener: Kristin Rechberger, Dynamic Planet

Speakers: Bill Drayton, Ashoka; Ron Gonen, Closed Loop Fund; Kef Kasdin, Rachel's Network; Tom Mitchell, Cambridge Associates; Naoko Ishii, Global Environment Facility

**Media Perspectives (Hemisphere A)**
Negative news about the environment tends to dominate the media landscape. These journalists share their ideas about how conservation successes can make a positive splash in our negative news environment.

Introducer: Johnny Gibbons, Smithsonian

Moderator & Convener: Rachel Gross, Smithsonian Magazine

Speakers: Ross Andersen, The Atlantic; Rhett Butler, Mongabay; Laura Helmuth, The Washington Post; Robert Kunzig, National Geographic Magazine

**At Home with Conservation (Hemisphere B)**
We often overlook the importance of small-scale conservation actions at the community level to affect significant change. Yet many small actions can add up to big conservation successes.

Moderator: Gary Krupnick, Smithsonian

Speakers: Teddy Ammon, Teens Dream; Jeff Holland, West/Rhode Riverkeeper; Joanna Ogburn, Joanna Ogburn Consultancy; Phyllis Stiles, Bee Cities USA®; Doug Tallamy, author, University of Delaware
5:15 pm - 6:30 pm
Deep Dives

Restoring Nature (Amphitheater)
Sometimes our damaged landscapes and seascapes seem beyond repair. But nature can be surprisingly resilient when helped by our actions, with examples ranging from the recovery of rivers and devastated lands to the new eco-prosperity of Monterey Bay.
Moderator: Zoe Nyssa, National Zoological Park
Speakers: Bob Irvin, American Rivers; Philip Karp, The World Bank; Margaret O’Gorman, Wildlife Habitat Council; Peggy Olwell, US Bureau of Land Management; Steve Palumbi, Stanford University

Big Ideas for Big Spaces (Polaris)
The Amazon, Antarctica, America’s Great Barrier Reef. Some ecosystems are so vast that they require us to think big. Large scale successes stretch from the Arctic to the Andes, and provide important lessons on how big ideas come to fruition.
Moderator: Elaine Leslie, National Park Service
Speakers: Kerry Cesarec, World Wildlife Fund; Melanie McField, Smithsonian; Gregory Miller, NatureServe; John Parker, Smithsonian; John Wellner, The Last Ocean Project

Science at the Edge (Oceanic)
Necessity is the mother of invention, and there is no better example than in conservation science. From computer learning, to satellites to cryopreservation to disease prevention, scientists are finding new ways to address long-standing challenges.
Moderator: Clarissa Redwine, Kickstarter
Speakers: Brian Gratwicke, Smithsonian; Mary Hagedorn, Smithsonian; David Kline, Scripps Institution of Oceanography; Allison Leidner, NASA

Incomes from Nature (Hemisphere A)
In many parts of the developing world, people depend directly on nature for their sustenance. Increasingly, this can be done in a way that allows the ecosystems to both flourish and sustain local populations.
Moderator: Matthew C. Larsen, Smithsonian
Speakers: Octavio Aburto, Scripps Institution of Oceanography; Hon. Sydney Allicock, Minister of Indigenous Peoples Affairs of Guyana; Felipe Carazo, FUNDECOR; Laure Katz, Conservation International; James Miller, Missouri Botanical Garden

Education for Conservation (Hemisphere B)
Education can take place in many settings, from university classrooms to ecolodges in tropical rainforests. Whether formal or informal, getting conservation information into the wider world and training tomorrow’s stewards is essential.
Moderator: Ricardo Stanoss, Smithsonian
Speakers: Ami Chawla, U.S. Forest Service; Jonathan Lilley, NOAA; Debra Rowe, U.S. Partnership for Education for Sustainable Development; Daniel Sherrard, EARTH University; Raquel Thomas, Iwokrama International Center for Rainforest Conservation and Development
Sunday, April 23

8:00 am - 9:00 am
Registration & Early Bird Friendly Coffee (Atrium)

9:00 am - 10:30 am
Plenary (Amphitheater)

From the Trenches: Fighting for and Achieving Success
It takes staying power to grow and take a conservation idea to success. In this session, Bill Kurtis interviews iconic conservation leaders, including Denis Hayes, who started the first Earth Day celebration to a scientist from the Mars Advanced Research Institute who’s spent decades developing best practices in sustainable agriculture. Explore common threads and differences among these successful conservationists.
Moderator: Bill Kurtis, Kurtis Productions
Speakers: Denis Hayes, Bullitt Foundation, Founder of Earth Day; Dan Janzen, University of Pennsylvania, Winner of Crafoord & Kyoto Prizes; William Laurance, James Cook University; Jane Lubchenco, Oregon State University; Howard-Yana Shapiro, Mars Advanced Research Institute; Robert Stanton, National Park Service (former director)
Micro Interviews: Bill Kurtis will interview Jennifer Nagashima, Smithsonian/Cornell and Michael Trizna, Smithsonian

10:30 am - 11:00 am
Smithsonian Bird Friendly Coffee Break - Hosted by Roadmap.org - (Atrium)

11:00 am - 12:30 pm
Plenary (Amphitheater)

Looking Forward
It’s time to look forward after two days of discourse by inspiring speakers who’ve demonstrated excellence in their respective fields and who are driven by their passion for protecting the future of the planet. Our conversation focuses on how that care can become central to what we do, and how this future will be resourced and secured.
Moderator: Ali Velshi, NBC News & MSNBC
Speakers: Paul Bunje, XPRIZE Foundation; David Grinspoon, Astrobiologist, author; Rick Ridgeway, Patagonia; David J. Skorton, Secretary, Smithsonian Institution; Kyung-Ah Park, Goldman Sachs

Special Interview: Ólafur Grímsson, chairman, Arctic Circle & former President of Iceland

12:30 pm - 1:00 pm

Pitches for the Planet (Amphitheater)
Interviewer & Closing Remarks: David Rubenstein, Smithsonian Board of Regents
Judging Panel: Paul Bunje, XPRIZE Foundation; Alex Dehgan and Barbara Martinez, Conservation X Labs; Brad Ack, Oceans World Wildlife Fund; Steven VanRoekel, maker, investor & philanthropist; Nancy Knowlton, Smithsonian; Ólafur Grímsson, chair, Arctic Circle & former President of Iceland

1:00 pm - Smithsonian Bird Friendly Coffee (Atrium)

1:30 pm - 5:30 pm - Films (See Events and Exhibits)
PLEASE JOIN DISCOVERY CHANNEL AT THE SMITHSONIAN EARTH OPTIMISM SUMMIT FOR A COCKTAIL RECEPTION AND EXCLUSIVE SCREENING OF

RANCHER FARMER FISHERMAN

A FILM BY
SUSAN FROEMKE AND JOHN HOFFMAN

From the Montana Rockies to the Kansas wheat fields and the Gulf of Mexico, families who work the land and sea are crossing political divides to find unexpected ways to protect the natural resources vital to their livelihoods. Narrated by Tom Brokaw, RANCHER, FARMER, FISHERMAN is the next chapter of conservation heroism, deep in America’s heartland.

WHEN AND WHERE
FRIDAY, APRIL 21
RONALD REAGAN BUILDING AND INTERNATIONAL TRADE CENTER
1300 PENNSYLVANIA AVE NW | WASH, DC 20004
6:30 PM COCKTAIL RECEPTION | ATRIUM
7:30 PM SCREENING | THE AMPHITHEATER