



A New Name, but the Same Collaborative Imperative

Since 1979, the Conservation Breeding Specialist Group (CBSG) and the international zoo and aquarium community have had a uniquely successful collaboration helping to conserve the world's threatened and endangered species. This close and effective partnership is more important now than ever before.

Originally created as the Captive Breeding Specialist Group, we helped zoos and aquariums link their *ex situ* activities with *in situ* activities for conservation and provided tools to help them maintain genetically and demographically healthy populations. In 1994, CBSG's mandate expanded to include providing expertise on management of small, *in situ* populations. To better reflect this evolution, we changed our name from 'Captive' to 'Conservation', while remaining focused on integrated species conservation planning for both *ex situ* and *in situ* populations.

Now CBSG is being asked to expand our mandate significantly once again. Given the continued deterioration in the overall state of the world's wildlife and wild places, species conservation planning is crucial and the need to increase its scale and effectiveness is clear.

The Species Survival Commission of the International Union for Conservation of Nature (IUCN SSC) recognizes the value of both CBSG's inclusive, participatory planning processes, and our community of experts, in catalyzing and guiding effective action for species. In light of this, SSC Chair Jon Paul Rodríguez has asked CBSG to lead a new initiative to substantially increase the SSC's conservation planning effectiveness.

It is a tremendous honor for the CBSG network to be called upon to lead this work and to increase our scope and impact on behalf of the entire SSC. We are in a position to accept because of the loyal and committed CBSG community, including the generous zoos, aquariums, zoo associations, and individuals that make up our Global Conservation Network (GCN; our fiduciary oversight body) that have helped to shape and support our evolution. This community, together with colleagues throughout SSC and IUCN, will rise to the challenge.

In recognition of this newest expansion in our mandate, and in consultation with the SSC Chair, GCN Board of Directors and many of our donors and members, we have decided to better align our name with our work and with the elevated role of the zoo and aquarium community in worldwide species conservation.

We want you to be among the first to know that we will soon have a new name: **The Conservation Planning Specialist Group (CPSG).**

Though the name will change, our commitment to integrated species conservation planning (now referred to as the One Plan Approach) and our mission of saving threatened species by increasing the effectiveness of conservation efforts worldwide, will remain the same.

Jean-Baptiste Alphonse Karr, the 19th C French critic, journalist and novelist wrote: "The more things change, the more they stay the same." Change and constancy are two sides of the same coin, and this change in our responsibility within the SSC could not happen without the constancy of our integral association with the zoo and aquarium community. This collaboration and support remain essential to CPSG. Only by working together can we change the future for endangered species.

Many thanks for taking this monumental step with us!

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