



A New Name, but the Same Collaborative Imperative

Since 1979, the Conservation Breeding Specialist Group (CBSG) has been helping to conserve the world's threatened and endangered species.

Originally called the Captive Breeding Specialist Group, our network of members and partners 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 (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 of members and donors that has 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, we have decided to better align our name with our work.

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

In addition to the word 'breeding' being replaced by 'planning', our base of members is expanding to welcome planning experts from across the SSC, we are ramping up the training component of our work, embracing and developing new tools and processes, and broadening our focus beyond primarily single species planning to multispecies planning. What will not change is our commitment to integrated species conservation planning (now referred to as the One Plan Approach), our principles of collaboration, sound science and neutral facilitation, and our mission of saving threatened species by increasing the effectiveness of conservation efforts worldwide.

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 active and dedicated members. 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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