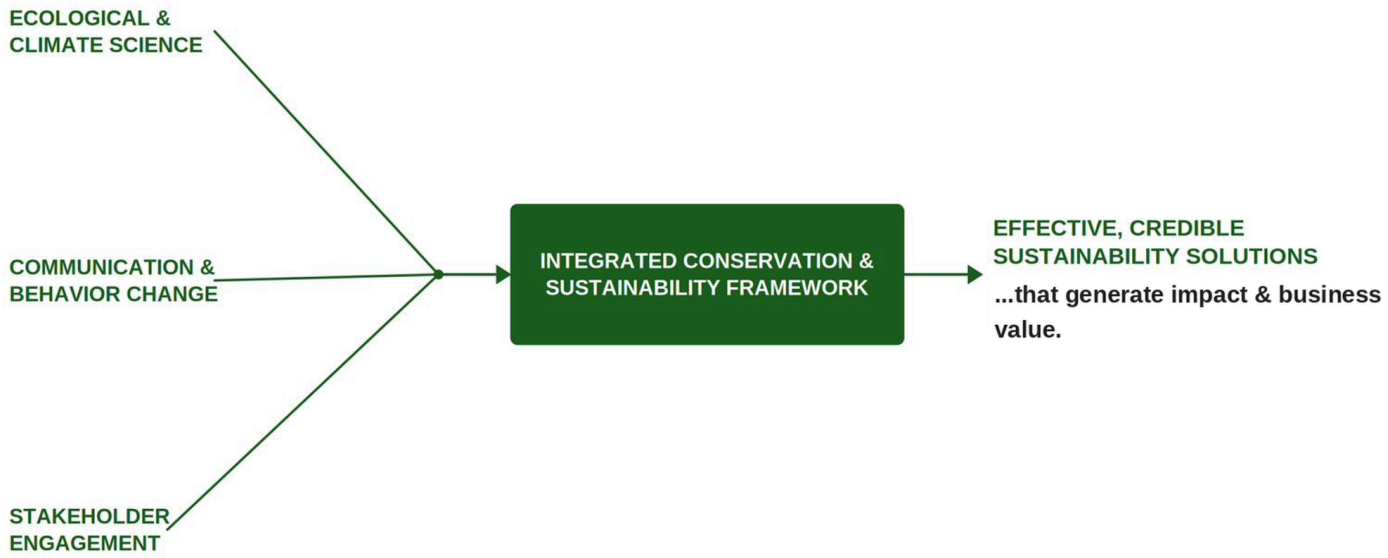
CONSERVATION VALUE SOLUTIONS

Turning sustainability ambition into measurable business and environmental value.

Conservation Science. Systems Strategy. Communication. Partnerships. Impact.

Your biggest sustainability challenge isn't a lack of opportunities. It's knowing which opportunities will deliver lasting value—for your business, nature, and society.

Conservation Value Solutions helps companies separate credible sustainability strategies from claims that won't hold up — combining independent scientific due diligence, natural capital and nature-positive business strategy, implementation science, and stakeholder engagement to drive impact.



Integrative Conservation & Sustainability Strategies: Three integrated disciplines. One framework. One outcome.

Solving complex challenges that no single discipline can overcome alone.

1M+ acres in working-lands sustainability standards co-authored and scaled — Grasslands Alliance, Audubon Conservation Ranching	**1,340+** peer-reviewed citations · *Frontiers in Conservation Science*, Associate Editor	**25+ Years** connecting science, people, and strategy to solve complex sustainability challenges	**Hundreds** of collaborators advancing solutions that no single organization could achieve alone

Why Clients Call Us

Sustainable Business

- "We need help understanding how to use sustainability as a lens to create value for our business and stakeholders."
- "We want sustainability to become a source of innovation, competitive advantage, and long-term value—not just compliance."
- "We need help demonstrating the environmental and business value of our technologies, products, and services."
- "We want to reduce greenwashing risk while communicating our impact with confidence."
- "We need practical ways to measure, communicate, and continuously improve our environmental performance."

NGOs, Agencies & Landowners	Philanthropy & Impact Investing	Partnerships & Coalitions
• "We have a good idea, but need help turning it into a credible strategy and implementation plan." • "We need help understanding our key barriers to success and how to address them to make our program more effective and impactful."	• "We need help synthesizing scientific consensus to vet whether to support, partner with, or invest in a solution." • "We need an independent scientific perspective before making a major investment."	• *"We've got the right stakeholders in the room, but the conversation keeps circling — we need help aligning partners around a strategy that focuses on the goals we share and how we can work together to achieve them."* • "Our partners come from different worlds — we need someone who can translate and build trust across all of them."

HOW WE CREATE VALUE: FOUR INTEGRATED SERVICE LINES

Each service line addresses one or more of the *Five Key Questions*, ensuring every engagement builds toward credible, implementable solutions.

A — Design Sustainability Strategies that Create Value

Conservation Value applies a proven *Five Key Questions* Methodology — validated across beef supply chains and consumer products — to translate sustainability science into credible, implementable strategy:

1. **What's the problem?** Science-based diagnosis of environmental, climate, and other (e.g., economic, health) impacts and risks across production, use, and re-use potential.
2. **What are the solutions?** Science and deep, sector-based insights identify the most effective options of solutions for addressing each impact.
3. **How do you build credibility?** Independent verification (did you implement the solution?), measurement (did it achieve the outcome?), and transparent communication (can you describe it accurately, without overstating it?) — often through independent, third-party certification meeting frameworks like the ISEAL Credibility Principles — reducing greenwashing risk and building stakeholder trust.
4. **How do you do it?** Procurement programs use certification to find and purchase credibly sustainable products. ESG initiatives use it to identify and invest in credible nature-based solutions. Supply chain programs use it to reward compliant suppliers and drive continuous improvement toward higher standards.
5. **What else do we need to do?** Stakeholder consultations surface remaining barriers and best ideas of solutions to each — feeding directly back to build buy-in and support for implementation (Step 4).

The Result: better products, stronger brand reputation, reduced climate risk, strengthened supply-chain resilience, and reduced reputational exposure — the kind of competitive advantage that comes from genuinely solving problems, not just claiming to.

Beef Supply Chain Sustainability · Walmart Beef Roundtable · SASB · Sustainability Consortium · Spaldin Sleep Systems

B — Make Better Strategic Decisions

We serve as an independent scientific advisor, thought partner, and translator of science for ESG and impact investing decisions — vetting strategies, technologies, and claims against scientific consensus and consulting with leading experts.

The Result: resources flow to strategies most likely to succeed. Risks of costly missteps identified and prevented.

BurnBot · Grasslands Alliance · Embers Foundation · Conservation X Prize (Fire Grand Challenge) · HSBC · Impact Investor Colleagues

C — Make Strategies Stick

The value isn't just the deliverable — it's the process. Each strategy applies implementation science — integrating ecological and climate science, communication and behavior-change science, and direct stakeholder input — to build the trust and buy-in needed to catalyze impact.

The Result: strategies designed for implementation — programs that survive contact with real stakeholders, budgets, and timelines.

BurnBot · Audubon Conservation Ranching · Grasslands Alliance · Embers Foundation · NRDC/Montana FWP · HeadCount

D	**Build Partnerships That Scale Impact** Coalition-building, facilitation, and convening that turn shared goals into aligned action — the connective work behind every initiative in this brief that scaled beyond one organization. **The Result:** Corporate partnerships that open doors — unlocking market access, supply chain sustainability alliances, and industry credibility no single company could secure alone. Grasslands Alliance · NRDC · Embers Foundation · ROTHBURY Think Tank · Green Apple Festival · Discovery's Planet Green · HeadCount

PRINCIPAL

Jonathan Gelbard, Ph.D.

Applied Conservation Scientist · Systems Strategist · Naturalist Storyteller & Advocate · Program Architect

Associate Editor, ***Frontiers in Conservation Science*** (Social Sciences Section)

Ph.D. Ecology, UC Davis (NSF Biological Invasions IGERT Fellow) · M.E.M. Landscape Ecology, Duke (Nicholas School) · B.S. Natural Resources, Cornell. Minors: Communications, American Indian & Indigenous Studies, Creative Writing.

Jonathan's commitment to Indigenous sovereignty — from Cornell studies to facilitating a major gift to the Karuk Tribe's Endowment for Eco-Cultural Revitalization — reflects longstanding personal connections to tribal lands and leaders.

SIGNATURE ENGAGEMENTS

CASE EXAMPLE · Spaldin Sleep Systems (2010–2012, Sustainability Program Manager / "Green Expert")

The CEO of Spaldin — a European manufacturer of eco-friendly mattresses — hired Conservation Value as a consultant to answer customer questions about the green attributes of the company's agricultural textiles. We stepped up to build the communication strategy to guide this work after the marketing director failed to deliver it.

- Conducted a full-lifecycle evaluation of textiles' green attributes and certifications, from raw materials through end-of-life.
- Improved communication of products' environmental and health benefits by overhauling the website and marketing materials to promote green attributes in an accurate, transparent, and verifiable manner.
- Authored a four-part series on advancing sustainability in the mattress sector (TriplePundit, Medium) — the direct precursor to CVS's Five Key Questions methodology and approach to advancing beef supply chain sustainability.
- Represented Spaldin on a mattress sector Green Board of Governors after the series drew industry attention.
- Secured celebrity endorsements (Joan Baez, Daryl Hannah, Arianna Huffington, Ziggy Marley, Bianca Jagger, and others) in partnership with a celebrity-relations colleague.

Outcome: Coverage in O, Oprah Magazine and Good Housekeeping's The Daily Green. Company remains a market leader today.

BurnBot / Caltrans (2025)	• Improved BurnBot leadership's understanding of how to value their precision burning technology services (including by measuring & amplifying their impact) after referral to CEO. • Science-based strategic analysis demonstrated how BurnBotRx treatments both generate more valuable benefits (e.g., wildfire resilience, invasive plant management, native habitat restoration, advancing fire research) and reduce risks of unintended consequences compared to alternative fuels management options. **Report now a key resource for BurnBot's Caltrans partnership.**
NRDC — Beef Industry Engagement & Grasslands Alliance (2012–2016)	• Represented NRDC in Walmart Beef Roundtable, The Sustainability Consortium, Global Roundtable for Sustainable Beef, and the Sustainability Accounting Standards Board (SASB) — earning praise from corporate partners for scientific contributions to sustainable beef sourcing standards. • Produced the first comprehensive sustainability standard for North American ranching, piloted on 1M+ acres, aligned with the Rainforest Alliance's Sustainable Agriculture Network standard used on 2M+ farms in 45 countries.
National Audubon Society – Audubon Conservation Ranching (ACR) (2023–2024)	• Four-part strategy to scale ACR's bird-friendly ranching certification to 10M+ acres. • Diagnosed program barriers through national staff & partner survey; delivered integrative strategy covering program design, revenue generation, monitoring and evaluation framework to quantify and amplify impact, staffing plan and budget.

Embers Foundation — Rewild (2022–2023)	• Designed and led the "Rewild" wildfire resilience philanthropy strategy for Flying Embers corporate foundation — a three-pillar program (Replant / Reduce / Research) with NGO, agency, tribal, foundation, and corporate partners.

**Additional examples available upon request.*

REGISTRY OF ADAPTATION PRACTITIONERS

Vetted Adaptation Service Provider
Listed in the Registry of Adaptation Practitioners — jointly operated by EcoAdapt, Climate Resilience Fund, Geos Institute, and UNC Asheville NEMAC.

Let's talk about the outcome you're after — and what it will take to get there.

Jonathan Gelbard, Ph.D. · Principal & Director of Integrative Conservation
Jonathan@ConservationValue.com · (510) 833-6354 · ConservationValue.com · El Cerrito, CA

SELECTED TESTIMONIALS

> *"You have been an engaged and supportive stakeholder. You can count on 'a seat at the table' as we move forward with these projects in the coming months."*
> — **Jason Simon,** Sr. Director – Beef & Ground Beef, Walmart

> *"We really need your perspective at the table so that we can have balanced discussions."*
> — **Sarah Lewis**, Working Group Director, The Sustainability Consortium

> *"I'm impressed with the range and depth of the information in your paper, and fascinated to follow the threads back to the reference studies… We have the systems and programs to absorb this information and use it to actually change practices at the ground level."*
> — **Chris Wille**, former Chief of Agriculture, Rainforest Alliance · Standards & Certification Sector Pioneer

> *"Audubon sought Jonathan's assistance in providing a comprehensive assessment and guidance on key questions to position the Audubon Conservation Ranching program for continued success as the program continued to expand toward 10 million acres… Our final product far exceeded my expectations. It was a pleasure working with him!"*
> — **Christopher Wilson**, Director, Conservation Ranching Certification Program, National Audubon Society

> *"(Jonathan is) a competent, thorough, smart, engaging leader. He is personable, an extremely clear communicator, and able to relate to all types of people. He is a natural leader and expert on the cutting edge of the 'green' industry."*
> — **Oren Jaffe**, Director of Sales, Environmental Certification Services, SCS Global Services (sustainable business colleague)

> *"Jonathan's ability to take a complicated set of data and break it down in a way that was quick and easy to understand was a real time saver… his enthusiasm for ecology and conservation biology, and the sheer breadth of his knowledge across a huge spectrum of environmental issues astounds me."*
> — **Nick Aster**, Founder, TriplePundit