

1% for Orchid Conservation

www.orchidconservationcoalition.org

“It is a great idea that deserves to succeed not least because it involves a wide range of orchid enthusiasts more directly in supporting orchid conservation.” Phillip Cribb, *Orchid Conservation News*, Issue 7, November 2005, The Newsletter of the OSG of the IUCN Species Survival Commission

“an elegant and powerful conservation strategy” “I hope the idea catches on and spreads like wildfire.” Harold Koopowitz, *Orchid Digest*, Jan., Feb., Mar. 2006, Vol.70-1.

The Orchid Digest has endorsed 1% for Orchid Conservation.



The purpose of 1% for Orchid Conservation (1% FOC) is to commit orchid societies and businesses to budgeting 1 % or more of their net revenues to in situ orchid conservation and activities that support in situ orchid conservation. The goal is to raise awareness and money for orchid conservation. Orchid societies and businesses worldwide can participate. Each orchid society and business that makes this commitment decides where their money will be donated as long as the donation(s) fits within the criteria part of the Trademark License Agreement. A participating orchid society's board determines what amount is 1% of net revenue of its society and whether a society has fulfilled its commitment. Part of the net revenue can be no monetary donations including volunteering. An important part of the 1% FOC program is networking between societies, businesses and orchid conservation organizations. Through networking we can identify orchid conservation organizations and projects that are effective and worth funding. It is through raising money, awareness and networking that participants in 1% FOC will help save orchids in situ and safeguard their habitats for future orchid enthusiasts.

There is no fee to participate. The Orchid Conservation Coalition accepts no donations, and distributes no money.

Why should orchid societies participate?

- Contributing towards orchid conservation is a worthwhile and relevant cause for an orchid society. Support for orchid conservation is written into many societies' mission statements.
- By supporting and participating in 1% for Orchid Conservation a society will bring awareness for orchid conservation to its membership. We want orchid societies to have a stake in orchid conservation. to make it real and not just pages in a magazine or pictures on a slide screen.
- As the success of 1% for Orchid Conservation grows other orchid societies and businesses that had not consider donating to orchid conservation will be interested in participating.
- To save in situ orchids and their habitats for future orchid enthusiasts.
- New orchids are being identified every year. Some of which are very horticulturally desirable by themselves and useful for future hybrids. The recent discovery of *Phragmipedium kovachi* shows the possibilities of orchids yet to be discovered.

Why should orchid businesses participate? (in addition to all the reasons mentioned in why orchid societies should participate)

- Good publicity
- Promotion of your business as customers will take into consideration buying their orchids from orchid businesses that participate in 1% for orchid conservation.

Criteria for what define a contribution towards fulfillment of 1% for Orchid Conservation.

In situ orchid conservation:

The underlying premise of these in situ orchid conservation criteria is to protect orchids in their native habitat, the habitat, and their pollinators. The orchid habitat does not have to be owned by a non-profit but does have to be protected from destruction into perpetuity. The orchid habitat does not have to have a “rare” orchid in its bounds.

1. Non-profit organizations that directly buy or work with other non-profit or government agencies to buy orchid habitat in which native orchid species exists. Expenses can also go toward lobbying to buy, researching and evaluating orchid habitat for conservation, maintaining, and protection of the orchid habitat.
2. Non-profit organizations that directly buy or work with other non-profit or government agencies to buy orchid habitat in which native orchid species will be reintroduced into a habitat. Expenses can go toward lobbying, propagation and growing of the reintroduced orchid species, researching and evaluating orchid habitat for reintroduction, maintaining, and protection of the orchid habitat.
3. A non-profit organization that as its primary function reviews grants and awards money to orchid conservation projects as outlined in the rest of these criteria. This non-profit organization should donate 70% or more of the money it collects to orchid conservation as outlined in the rest of these criteria. This leaves 30% for overhead, orchid conservation education, and other things. If the donation goes to a conservation committee of a large orchid organization then that the whole 1% must go to orchid conservation as stipulated in the rest of the criteria.
4. The expenses of reintroduction of orchid species or the maintenance of already protected orchid habitat.
5. The buying of property or rights that directly insure the continuing protection of the conditions that makes a protected orchid habitat’s environment suitable for their continued protection in situ. Examples: The buying of right for any logging or extraction of minerals, oil, or water, and the buying of land for a protection barrier around the habitat or to keep a wetland from being drained, or a river from being dammed.
6. The study, habitat protection, and environmental supports needed for the protection or reintroduction of an orchid pollinator in which there are protected orchids of the pollinator in the reasonable vicinity.

Ex situ orchid conservation:

The underlying premise of this ex situ orchid conservation criterion is that a collection of species orchids is not conservation, but by actively propagating and disseminating orchid species to the public the availability increases in the market place and reduces the need to collect (legal or illegal) orchids from their natural habitat. While orchid conservation education is important, it is not enough solely to have an impact on in situ orchid conservation.

Non-profit organizations that have a collection of species orchids with which they have an active and organized propagation program from which they both sell or give freely the resulting species orchids. Propagation is done vegetatively and from seed resulting from pollination of their species orchids. Neither the lab work nor the raising of seedlings necessarily has to be done by the non-profit organization.

For more information on 1% for Orchid Conservation visit the Orchid Conservation Coalition website: <http://www.orchidconservationcoalition.org>