

# Rethinking Conservation: Why Old Conservation Targets Don't Size Up to Today's Environmental Challenges

Around a half-century ago both scientists and the public became increasingly aware of our collective footprint on the earth. To help preserve increasingly threatened species and ecosystems, global conservation targets – originally around the 10-12% range – were established to help motivate governments to conserve more wild areas. However, these targets failed to incorporate the interconnectivity of ecosystems and snowball effects that occur when ecosystems decline. Today, scientists argue that a much higher figure – closer to 50% or more – of ecosystems must be off limits to development in order to remain healthy and vibrant for decades to come.

