

The plains, forests, mountains and waters that comprise the American landscape hold an unparalleled collection of natural wonders, and conservation groups throughout the country work to preserve this precious heritage of plant and animal life.

But our wild and working lands continue to face dire threats today — many of our own making. Take just one example: the amount of land consumed by sprawl and poorly planned development dwarfs present conservation efforts. Current estimates suggest that we lose 6,000 acres to development each day — that's 2 million acres lost each year.

How can we make sure to guide conservation action to the places it's needed most?

LandScope America — a collaborative project of NatureServe and the National Geographic Society — is a new online resource for the land-protection community and the public. By bringing together the best-available conservation science, information technology and professional expertise, LandScope America is designed to increase the pace and effectiveness of conservation action and investment throughout the United States.

Planned for release in fall 2008, LandScope America will offer dynamic mapping and reporting tools to support the work of conservation groups. This sophisticated, interactive website will also tell compelling stories about America's living, working and wild lands, and the people who work to preserve them. LandScope America's comprehensive information on the distribution, condition, and significance of the nation's natural lands will provide state and local governments, land trusts, and private landowners with a definitive online guide for protecting the best of America's precious natural heritage.

**Learn more by visiting our preview website . . .**

## Explore Places

- Immerse yourself in stories about America's natural places, told through great writing, photography, audio and video.
- Zoom through interactive maps at national, regional, and local scales to find and learn about natural places.
- Study and share success stories about conservation practices that work.

## Understand Issues and Priorities

- Access the best-available conservation science and environmental data.
- Learn about rare plants and animals, conservation and economic values, and planning priorities.
- Examine patterns and trends that put conservation action and investment in focus.

## Conserve Places You Love

- Use simple, graphical GIS tools to produce custom maps and reports about project areas.
- Access the resources you need to help plan and set priorities for action.
- Connect and communicate with other conservation advocates, organizations, policy makers, and their constituents.



**Our Goal: To inspire and inform collaborative place-based conservation in the U.S. by increasing the pace and effectiveness of land-protection investments in every state.**



## Project Overview

NatureServe and the National Geographic Society will develop and deploy the first release of LandScope America in late 2008. Five pilot states are participating by contributing their data for real-time mapping and analysis, assisting in the creation of editorial content, and integrating their own web resources with LandScope America. Beginning in 2009, the project's second phase will extend its coverage to the rest of the nation, expanding the depth and range of the site's content while supporting the development of additional science-based methods and technologies.

Developed with generous support from the West Hill Foundation for Nature, LandScope America will provide compelling stories about American lands and places through its integration of diverse media formats – text, maps, photographs, audio and video. NatureServe and the National Geographic Society will ensure the quality and consistency of material on the site and maintain its place as a trusted and authoritative source of information about land protection in the United States.

## Bringing Conservation into Focus

- An interactive experience for informing and inspiring conservation action through multimedia explorations of America's working and wild lands.
- A user-friendly site that integrates data-rich maps portraying conservation priorities across all scales, from localities and states to regions and the nation.
- A wide-ranging set of useful tools for conservation planning and priority-setting.

## An Online Resource For . . .

### State and Local Governments

State wildlife and conservation agencies, governors' offices, state legislators, city and county governments.

### Land Trusts

America's 1,600+ land trusts, local conservation groups that conserve land for priorities including biodiversity, habitat restoration, historic and cultural preservation, and open space.

### U.S. Federal Government

Congress, natural-resource agencies, and all agencies that set conservation policies and manage public lands.

### Landowners

Farmers, ranchers, and large landowners who wish to protect their working lands through voluntary agreements and other initiatives.

### Environmentally-Engaged Citizens

Citizens who care about and influence public policies on land protection and funding for conservation.

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**Ready to learn more and participate?  
Sign up to get project updates at  
[www.landscape.org](http://www.landscape.org)**

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LandScope America The Conservation Guide to America's Natural Places

PREVIEW SITE NatureServe NATIONAL GEOGRAPHIC

EXPLORE (maps) UNDERSTAND (issues & priorities) CONSERVE (tools & priorities) INTERACTIVE FEATURES CONSERVATION BENEFITS ABOUT LANDSCOPE

FEATURE Approaches for Dynamic Cultural Landscapes

Take a Tour Landscape America / Preview Site

Explore Maps

Receive Updates by Email

Team Blog

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## State Pilot Programs

Five natural heritage programs are playing lead roles in developing and integrating state-level content.

Colorado Natural Heritage Program  
[www.cnhp.colostate.edu](http://www.cnhp.colostate.edu)

Florida Natural Areas Inventory  
[www.fnai.org](http://www.fnai.org)

Maine Natural Areas Program  
[www.mainenaturalareas.org](http://www.mainenaturalareas.org)

Virginia Division of Natural Heritage  
[www.dcr.state.va.us/dnh](http://www.dcr.state.va.us/dnh)

Washington Natural Heritage Program  
[www.dnr.wa.gov/nhp](http://www.dnr.wa.gov/nhp)