



KEY BIODIVERSITY AREA PARTNERSHIP STRATEGIC PLAN



KBA PARTNERS:



CONTENTS

Foreword	3
Preface	4
Introduction	5
Key Biodiversity Areas	5
Value of Key Biodiversity Areas for the KMGBF	6
The KBA Partnership	7
Key achievements during the first strategic plan (2018-2024)	8
Establishing and supporting the KBA Secretariat	8
Developing the necessary tools to identify KBAs	8
The World Database of Key Biodiversity Areas™	9
Building capacity to identify and use KBAs	9
Communicating KBAs	10
Advocating for the use of KBAs	10
Monitoring KBAs	11
Financing the KBA Programme	11
The KBA Partnership Strategic Plan 2025-2030	12
Theory of Change	12
Vision	12
Goal	12
Result 1. KBAs are comprehensively assessed in at least 50 countries on all continents	15
Result 2. Tools to identify KBAs are improved, updated and made available.	15
Result 3. Safeguarding of KBAs is secured as a result of effective inclusion of KBAs in the implementation of the Kunming-Montreal Global Biodiversity Framework (KMGBF), SDGs and other international and national policy processes.	17
Result 4. Effective use of KBA dataset by corporate and financial sectors is increased.	19
Result 5. Conservation of KBAs strengthened as a result of increased funding to KBAs due to major donors prioritising KBAs in their strategies.	19
Result 6. Status of KBAs monitored and the resulting data used to strengthen KBA conservation.	20
Result 7. KBA Secretariat is adequately resourced to effectively support the KBA Programme.	21
Result 8. Awareness of KBAs, their uses and value, raised in all countries.	22
References	23
Annexes	24
Annex 1: Logical framework	24

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FOREWORD

This Key Biodiversity Areas (KBA) Strategic Plan for 2025-2030 builds upon the first phase of the [KBA Programme](#) and previous strategic plan covering 2018-2024. Under that plan good progress was made: 30 KBA National Coordination Groups were established in different countries, of which ten made comprehensive assessments of their KBAs across multiple taxonomic groups and KBA criteria. Awareness of the KBA Programme was raised more widely and an additional 30-40 countries are in the process of raising funds to establish KBA National Coordination Groups and assess their KBAs. KBAs formed the basis of indicators for the Kunming-Montréal Global Biodiversity Framework (KMGBF), providing complementary indicators for Targets 1 (spatial planning), Target 2 (restoration) and Target 3 (protected and conserved areas). The CBD have recommended that the headline indicator for Target 3 (extent of protected and conserved areas) should be disaggregated to show coverage of KBAs by protected areas and other effective area-based conservation measures (OECMs), in order to measure how well networks of protected areas and OECMs protect 'areas of particular importance for biodiversity'. KBA data are now being used by at least 139 banks to screen potential loans in order to minimize negative impacts on biodiversity when lending finance. KBAs are also recognised as sites to be assessed through various disclosure frameworks such as the Task Force for Nature-related Finance Disclosures (TNFD) and Science-Based Targets Network (SBTN). Donors are also increasingly using KBAs to guide where they invest their funds in conservation. Over the past five years more than 1,500 people globally have been trained in how to apply the KBA criteria, many of whom have then gone on to apply these skills in identifying KBAs in their countries. The World Database of KBAs has been developed to support users to propose new KBAs or to update assessments of existing KBAs, with functionality to facilitate the process of reviewing KBAs to ensure they are assessed correctly. The database underpins the KBA website, which provides users with spatial and tabular search functionality, and provides synthesized summaries of the data in the form of a dashboard, as well as detailed documentation on each KBA on individual site factsheets.

These achievements provide a great platform on which to build over the next seven years up to 2030. This strategic plan outlines the focus of the next phase of the KBA Programme, seeking to align it with the KMGBF and to ensure that KBAs are identified comprehensively across as many countries as possible. While all countries have some existing KBAs, these have mostly been identified for birds, and as a result the network of KBAs is incomplete. It is valuable for countries to make a comprehensive assessment of their KBAs across all ecosystems and taxonomic groups because this identifies where globally and regionally significant sites for biodiversity occur within a country and ensures they can be incorporated in national planning for biodiversity (Target 1 of the KMGBF), restoration (Target 2), protection and conservation (Target 3) etc. Comprehensive KBA assessments have increased the numbers of previously identified KBAs on average by 128% in each country, showing the value in making them. The 2025-2030 KBA Strategic Plan has eight key objectives focusing on 1. National KBA identification; 2. Improving the tools to help identify and propose KBAs; 3. Safeguarding KBAs through policy and legislation as well as action on the ground; 4. Increasing private sector use of KBA data; 5. Increasing donor use of KBAs; 6. Strengthening monitoring KBAs to measure the status of KBAs; 7. Resourcing the KBA Secretariat to implement the KBA Programme; 8. Raising awareness of KBAs and their values.

Implementation of this plan will lead to countries ensuring that many of the Targets of the KMGBF are focused on areas of global and regional importance for biodiversity and will strongly support the vision of the KMGBF, to halt extinctions and ecosystem collapse, and reverse the loss of biodiversity. It will also contribute to achieving the Sustainable Development Goals 14 and 15, conserving life in the oceans and on land. This will only happen if the plan is financed adequately. Private sector use of KBA data through the Integrated Biodiversity Assessment Tool (IBAT) is growing, with some of the profits used to support the maintenance of the World Database of KBAs and management of the KBA data. A focus of funding in this strategic plan will be on supporting nations to make comprehensive assessments of their KBAs. We strongly encourage the philanthropic community to support these national assessments. Research has shown their value, even in richer nations, in targeting biodiversity funding to the right places.

Naomi Kingston & Paul Matiku,
Co-Chairs KBA Committee

PREFACE

The Convention on Biological Diversity (CBD) brings together 196 Parties to the Convention to work together on safeguarding life on Earth. This is achieved through conservation and sustainable use of biodiversity, and guaranteeing access to genetic resources and benefit sharing from their utilisation. In December 2022, these Parties came together to endorse the Kunming-Montréal Global Biodiversity Framework (KMGBF) which aims to reverse biodiversity loss by 2030.

The vision of the KMGBF is *“To take urgent action to **halt and reverse biodiversity loss** to put nature on a path to recovery for the benefit of people and planet by conserving and sustainably using biodiversity and by ensuring the fair and equitable sharing of benefits from the use of genetic resources, while providing the necessary means of implementation.”* It consists of an ambitious set of 4 goals and 23 targets which together aim to achieve this vision by 2050. Parties are in the process of aligning their National Biodiversity Strategy and Action Plans to these goals and targets and are aiming to implement actions to achieve the targets by 2030.

Key Biodiversity Areas (KBAs) help identify **areas of particular importance for biodiversity**. Identifying these areas will be critical if we are to achieve the vision of the KMGBF. As such, their identification and publication will help support actions at the national and regional level to guide spatial planning for biodiversity (Target 1), targeting where restoration will have significant benefits (Target 2) and targeting where to expand protected and conserved areas (Target 3). KBAs provide the most comprehensive dataset available for disaggregating headline indicator 3.1 to show coverage of ‘areas of particular importance for biodiversity’ by protected areas and OECMs. KBAs also form the basis of complementary indicators for Targets 1, 2 and 3.

The use of KBAs by the private sector to minimise impacts on biodiversity will help support Target 15 (businesses reducing impacts) and many of the private sector disclosure frameworks recognise KBAs as critical sites for biodiversity. The compilation of biodiversity data that happens when making comprehensive assessments of KBAs in a country can also contribute to Targets 20 (strengthening scientific cooperation) and 21 (making biodiversity data accessible to guide action). Inclusion of KBAs in spatial planning (Target 1) and then using those spatial plans to help mainstream biodiversity also contributes to Target 14. KBAs also have relevance to Target 4 (identifying locations where urgent management actions for species are needed), Target 5 (identifying sites where it is essential to ensure any use of species is sustainable), Target 6 (identifying priority sites for management of invasive species), and Target 7 (identifying locations where pollution should be avoided or minimised). KBAs therefore are of great relevance for the KMGBF and help Parties to achieve these targets.

I am very pleased and encouraged by the fact that so many international global conservation organisations have come together under the KBA Partnership to pursue a common agenda to identify, map, and secure KBAs globally. This KBA Partnership Strategic Plan will help guide not only the Partnership’s work but will also inform the global community and will support Parties to contribute to achieving the CBD vision, goals and targets.

Dr David Cooper

Deputy Executive Secretary of the Convention on Biological Diversity

INTRODUCTION



Biodiversity is declining at a rapid rate, with at least one million species estimated to be threatened with extinction. Loss of biodiversity has also been recognised as a significant threat to the global economy, ranking in the top five threats for the past three years according to the World Economic Forum. It is therefore an issue for both people and nature. The need to address biodiversity loss has been increasingly highlighted in recent years and led to the development of the Kunming-Montréal Global Biodiversity Framework (KMGBF), adopted by 196 Parties to the Convention on Biological Diversity (CBD). The KMGBF has a vision that aims to halt and reverse biodiversity loss by 2030, while Goal A of the framework includes the commitment to halt any further extinctions of known threatened species. We will only succeed in achieving this if we focus our conservation actions in the most important places for biodiversity (Plumptre et al. 2024): globally and regionally significant sites that conserve significant populations of species, extents of ecosystems, areas of outstanding ecological integrity and sites of high irreplaceability. The definition of ‘areas of particular importance for biodiversity’ adopted by the CBD’s Ad Hoc Technical Expert Group on Indicators ([SBSTTA/26/INF/14](#)) builds closely on the criteria used to identify Key Biodiversity Areas (KBAs, Plumptre et al. 2024).

The KBA Partnership established the KBA Programme in 2016 and developed and implemented a seven-year strategic plan (2018-2024). This new strategic plan builds on that previous work and outlines the aims of the KBA Partnership up to 2030, aligning the KBA Programme with the KMGBF.

Key Biodiversity Areas

Key Biodiversity Areas (KBA) are ‘sites that contribute to the global persistence of biodiversity’, and are applicable in terrestrial, freshwater, marine and subterranean ecosystems.

The [Global Standard for the Identification of Key Biodiversity Areas](#) sets out globally consistent criteria for the identification of KBAs worldwide. The KBA Standard establishes a science-based process for KBA identification, founded on the consistent application of global criteria with quantitative thresholds that have been developed through an extensive consultation exercise spanning several years.

Sites qualify as global KBAs if they meet one or more of 11 criteria, clustered into five overarching categories: threatened biodiversity; geographically restricted biodiversity; ecological integrity; biological processes; and, irreplaceability. The KBA criteria can be applied to species and ecosystems in terrestrial, inland water and marine environments. Although not all KBA criteria may be relevant to all elements of biodiversity, the thresholds associated with each of the criteria may be applied across all taxonomic groups (other than micro-organisms) and ecosystems.

The KBA identification process is a highly inclusive, consultative and bottom-up exercise. Although anyone with appropriate scientific data may propose a site to qualify as a KBA, consultation with stakeholders at the national level (both non-governmental and governmental organizations) is required during the proposal process. KBA identification builds off an existing network of KBAs (including Important Bird and Biodiversity Areas, KBAs identified through ecosystem profiling processes of the Critical Ecosystem Partnership Fund (CEPF), and Alliance for Zero Extinction sites) and new data should seek to re-assess existing sites and expand the network

of these sites by including new sites identified. All KBA proposals undergo independent review to ensure the criteria have been applied correctly. This is followed by the official site nomination with full documentation meeting the Documentation Standards for KBAs. Sites confirmed by the KBA Secretariat to qualify as KBAs are then published in the World Database of KBAs (WDKBA).

The identification of a site as a KBA implies that the site should be managed in ways that ensure the persistence of the biodiversity elements for which it is important. It does not confer any legal status to a site although some countries have adopted legal mechanisms for conserving KBAs. KBAs are invaluable for informing systematic conservation planning and priority-setting, recognising that formal protection is not appropriate for all KBAs. The KBA network provides a set of sites of particular importance for biodiversity that can inform the expansion of networks of protected areas and OECMs. Many KBAs already overlap wholly or partly with existing protected area boundaries, including sites designated under international conventions (e.g. Ramsar and World Heritage) and areas protected at national and local levels (e.g. national parks, indigenous or community conserved areas). However, it is recognised that other management approaches may also be appropriate, particularly 'other effective area-based conservation measures' (OECMs, KMGBF Target 3). KBAs are being used to guide the recognition of OECMs in some countries, and expansion of protected and conserved areas in many more countries.

Value of Key Biodiversity Areas for the KMGBF

KBA data are already being used at the global and national level in a broad range of applications to guide conservation and sustainable development. KBA-relevant indicators have been identified in the KMGBF for Targets 1 (spatial planning), 2 (restoration) and 3 (protected and conserved areas). In particular, coverage of KBAs is a recommended disaggregation of the headline indicator on protected areas and OECMs for Target 3; specifically the 'mean percentage of KBAs covered by protected and conserved areas' which is also an indicator for the UN Sustainable Development Goals 14 and 15. The 'Status of KBAs' is a complementary indicator for Targets 2 and 3 and the 'proportion of spatial plans that include KBAs' was another complementary indicator for Target 1.

However, the KBA approach within a country can also help achieve several other targets in the KMGBF. As the identification of KBAs involves identifying globally or regionally significant populations of species, these sites are also highly relevant for Target 4 (taking urgent management actions for species). Similarly, for targets to address threats to biodiversity, Parties can use KBAs to prioritise where they will focus action (e.g. for Target 5 – sustainable harvesting; Target 6 – tackling invasive species; Target 7 – reducing pollution; and Target 8 – minimising impacts of climate change). Biodiversity-inclusive spatial plans (Target 1) that incorporate KBAs, as recommended by IUCN World Conservation Congress 2020 resolution 081 (WCC-2020-Res-081), will be a very useful tool to help mainstream biodiversity across government sectors (Target 14). The process of making comprehensive assessments of KBAs in a country brings together biodiversity data, makes sure these are used for conservation (Target 21) and helps build scientific and technical cooperation over biodiversity (Target 20). Publishing KBAs in the World Database of KBAs also makes the information available globally so that it can be used to inform decision making. Lastly, KBAs are already being used by the private sector to assess risks of negative biodiversity impacts, for disclosing such impacts if they occur (Target 15), and for informing actions to contribute to Nature Positive outcomes.



The KBA Partnership is enhancing global conservation efforts by systematically mapping internationally important sites for biodiversity and ensuring that scarce resources are directed to safeguarding the most important places for nature. The impact of this vital conservation work is enhanced by promoting targeted investment in conservation action at priority sites. The partnership invites other suitable organisations to join and will work with governments, national and international agencies, organisations and individuals to implement the global KBA Programme in a transparent and inclusive way.

The current members of the KBA Partnership are:

- American Bird Conservancy <https://abcbirds.org/>
- Amphibian Survival Alliance <http://www.amphibians.org/>
- BirdLife International <http://www.birdlife.org/>
- Conservation International <https://www.conservation.org/>
- Critical Ecosystem Partnership Fund <https://www.cepf.net/> (hosted by Conservation International)
- Global Environment Facility <https://www.thegef.org/gef/>
- IUCN <https://www.iucn.org/>
- NatureServe <http://www.natureserve.org/>
- Rainforest Trust <https://www.rainforesttrust.org/>
- Re:wild <https://www.rewild.org/>
- Royal Society for the Protection of Birds <http://www.rspb.org.uk/>
- Wildlife Conservation Society <https://www.wcs.org/>
- World Wildlife Fund <http://www.worldwildlife.org/>



KEY ACHIEVEMENTS DURING THE FIRST STRATEGIC PLAN (2018-2024)



We outline here some of the key achievements made over the period of the first strategic plan to help readers appreciate what the objectives and actions in this new strategic plan build upon.

Establishing and supporting the KBA Secretariat

The KBA Secretariat was established in March 2021, with the engagement of Andy Plumptre as its head. Regional Focal Points and Community Representatives were appointed and have been trained in applying the KBA criteria. KBA National Coordination Groups (NCGs) have been encouraged to form in all countries where the KBA Secretariat has been engaged. Currently (May 2024) 30 countries have established such groups, with 12 of other countries in the process of forming them, and an additional 28 interested in doing so (Figure 1).

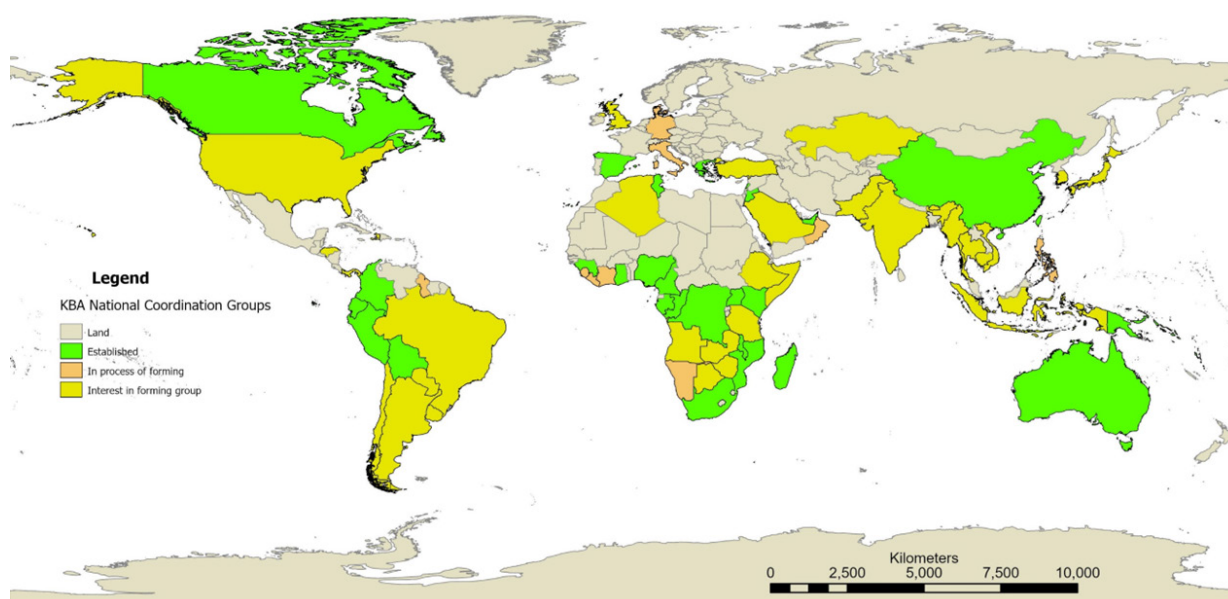


Figure 1. Countries that have established KBA National Coordination Groups (green), or are in the process of forming (orange), or have institutions interested in forming a group (yellow).

Developing the necessary tools to identify KBAs

[Guidelines](#) for the application of the KBA criteria were developed and have been revised twice as more criteria have been widely applied and tested. Guidance on [proposing KBAs](#) was also developed and has been updated once. The [KBA website](#) was developed to help provide information needed to put together KBA proposals and to provide information on tools to help do so. A KBA scoping tool to help proposers identify a shortlist of potential species that trigger KBA status was developed by the KBA Secretariat. This uses polygon shapefiles of species' ranges from the IUCN Red List of Threatened Species (Red List), calculates Area of Habitat (AoH) and then estimates the percentage of global range or AoH within polygons of interest submitted by a proposer for the 80,000+ species.

The World Database of Key Biodiversity Areas™

The [World Database of Key Biodiversity Areas™](#) is managed by BirdLife International on behalf of the KBA Partnership. It hosts data on global and regional Key Biodiversity Areas (KBAs), including Important Bird and Biodiversity Areas identified by the BirdLife International Partnership, Alliance for Zero Extinction sites, KBAs identified through hotspot ecosystem profiles supported by the Critical Ecosystem Partnership Fund (CEPF), and a small number of other KBAs. It powers the KBA website which now enables more detailed querying of the data held in the database, and presents these data on factsheets for each KBA, and on a dashboard summarizing statistics for all KBAs. A monitoring platform and dashboard is being developed and trialled at the moment and will become integrated in the database over the next phase of its development.

The WDKBA was completely re-designed between 2021 and 2024. It now contains all the data on sites identified as global KBAs (applying the criteria in the KBA Standard), and those identified using legacy criteria (IBAs, KBAs identified in CEPF hotspot profiles, and AZE sites). It facilitates all aspects of the KBA proposal process, including the reviews, through to KBA confirmation. It integrates a taxonomic list from the IUCN Red List Species Information Service (SIS). Site polygons can be uploaded and viewed alongside existing KBAs, with a warning that shows if any new proposed boundaries overlap. When all of the information required is completed, the assessment or reassessment can be proposed and this sends it to the relevant Regional Focal Point for review. Once their review is complete, the site is nominated for final confirmation by the KBA Secretariat and publication on the KBA website. Access to KBA data has been made available through the website, and rate of downloads of KBA data has consistently increased year on year (Figure 2).

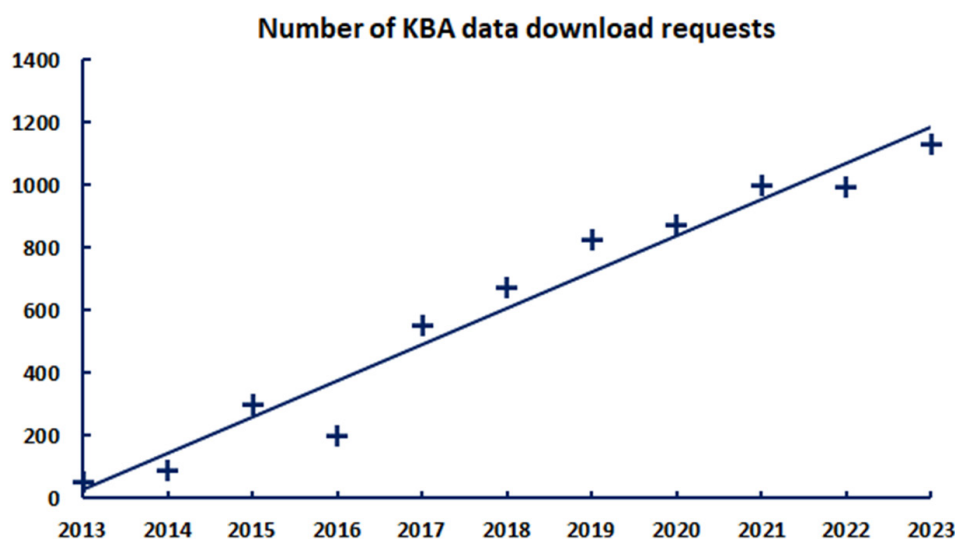


Figure 2. KBA data downloads per year (data prior to 2016 refer only to IBAs).

Building capacity to identify and use KBAs

Training materials were developed for in-person training courses. These consist of 12 PowerPoint modules together with associated exercises for trainees to practice applying the KBA criteria. An [online training course](#) was also developed to allow trainees to cover much of the material on their own. Where resources are not available for in-person training courses, we have used a hybrid model combining the online course together with webinars to allow questions to be asked and practical exercises to be presented. Trainees take the online course in their own time and then in between modules the webinars provide further clarification to better understand the modules. Training materials are available in English, French, Portuguese and Spanish languages.

Over the past 7 years a total of 1,546 people were trained in applying the KBA criteria in 36 countries, 1,192 from in-person training courses and 354 completing the online training course, with many more taking individual modules of the online course.

Communicating KBAs

Branding guidelines, a KBA logo and KBA X (formerly Twitter), Facebook and LinkedIn accounts were established to help promote KBAs more broadly. A communications plan was developed and a communications working group formed that helps raise awareness of KBAs and the programme through coordinated communications planning and joint press releases. Videos have been developed hosted on the KBA YouTube channel, social media posts and blogs have been successfully used to increase the profile of KBAs, and campaigns around particular sites have been used to defend KBAs under threat. The KBA website was developed, powered by the WDKBA so that data from the database can be presented on factsheets for each site and summarised in a dashboard (Figure 3).

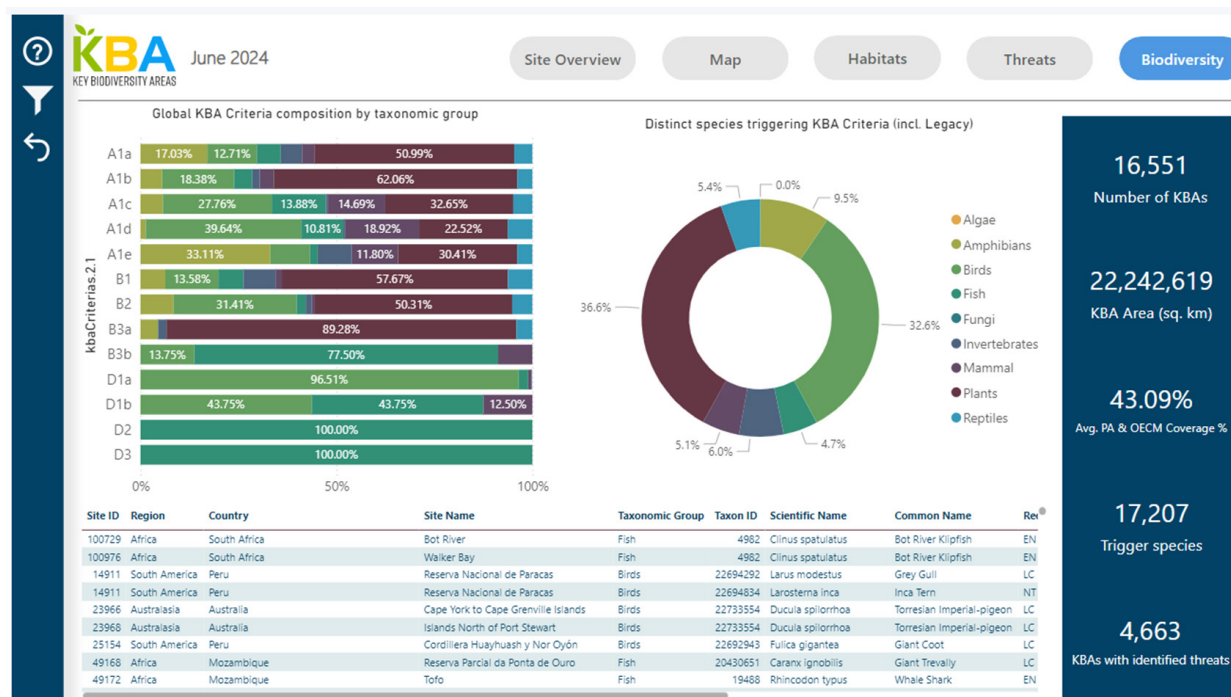


Figure 3. Dashboard on the KBA website summarizing KBA data. This screenshot shows the biodiversity tab on the dashboard, which shows the species groups that trigger KBA criteria and the species group composition for each criteria. Plants are the predominant species group currently (36.6% of all species triggers), with birds as the next most frequent (32.6%).

Advocating for the use of KBAs

Governments, the private sector and donors are three key groups that have been a focus of the KBA Programme, and that have been encouraged to use KBA data to guide their actions. Raising awareness of KBAs among Governments has included engaging them in the establishment of KBA National Coordination Groups, and through engaging Parties to Multilateral Environmental Agreements, such as the Convention on Biological Diversity, the Ramsar convention on wetlands, and the Convention on Migratory Species, as well as the UN Sustainable Development Goals. KBAs have been integrated as indicators in both the Sustainable Development Goals (14 & 15) and the CBD KMGBF (see above).

KBAs are also being used by the private sector, primarily through the Integrated Biodiversity Assessment Tool (IBAT) which packages KBA data together with the IUCN Red List of Threatened Species and Protected Planet to create specific reports for companies that help them evaluate risk of biodiversity impacts. IBAT users have grown significantly over time (Figure 4) and IBAT subscriptions have generated increasing resources to support the three core datasets, totaling \$1.2 million in 2023. KBA data are being used by 139 banks to guide their lending and requirements from companies they lend to, and KBAs are recognised as ‘critical habitat’ for International Finance Corporation’s Performance Standard 6 and the Equator Principles. KBAs are also recognised as important sites for biodiversity in disclosure metrics being established (e.g.. Task Force for Nature-related Financial Disclosures – TNFD; Science Based Targets Network – SBTN; and Global Reporting Initiative- GRI) to support companies to meet Target 15 of the KMGBF.

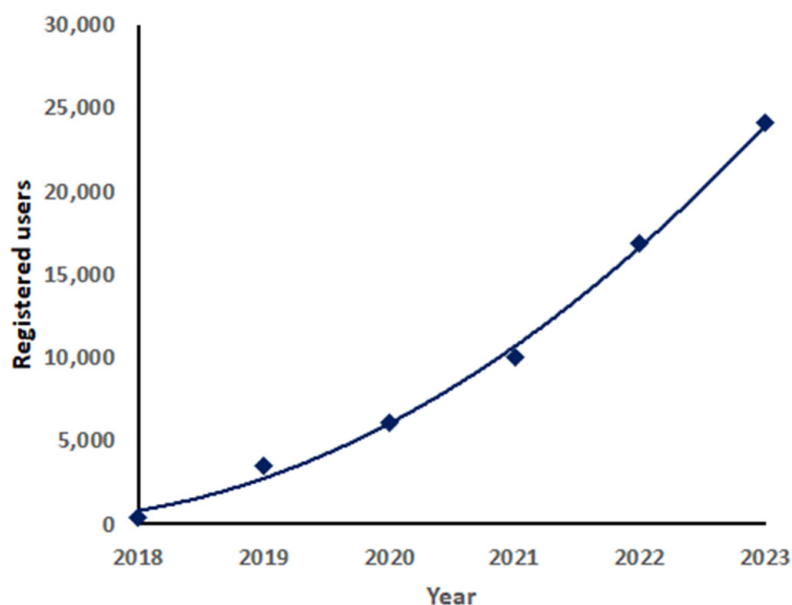


Figure 4. Growth in registered users of IBAT over time.

A KBA Private Sector Working Group has been established that brings together KBA Partners to work in initiatives to promote the uptake and use of KBAs in decision making by the private sector.

The donor community is increasingly using KBAs to help guide where they will invest their funding. GEF, Critical Ecosystem Partnership Fund and Rainforest Trust as KBA Partners all have language that encourages funding to go to KBAs. Other donors (but not a comprehensive list) that have funded KBA work include Agence Française de Développement (AFD), European Union, KfW, USAID, Bezos Earth Fund, Franklinia Foundation, Hempel Foundation, SEE Foundation, and Synchronicity Earth.

Monitoring KBAs

A KBA monitoring strategy has been developed with a detailed methodology developed to assess state, pressure and response in KBAs. This protocol will soon be integrated in the WDKBA, and the results will be summarized on the KBA dashboard on the KBA website. In addition, a KBA monitoring dashboard has been developed to summarise KBA-relevant metrics extracted from a range of global datasets, including remotely sensed data accessed through Google Earth Engine (GEE). These metrics include forest cover, night light cover, fire frequency, drought, precipitation, human density etc.

A KBA 'Red Flag' Working Group has been established to bring together KBA Partners to support efforts to protect highly threatened KBAs from being converted to other land uses. This group has been involved in tackling ten key threatened sites of which six have been successfully defended while four others are ongoing.

Financing the KBA Programme

KBA Partners have jointly raised funds to support the KBA Programme. Some large grants such as \$5 million from the Bezos Earth Fund have helped boost our ability to support particular countries to establish KBA National Coordination Groups and make comprehensive assessments of their KBAs with the available data. Between the beginning of 2019 and end of 2023, KBA Partners raised \$25,968,000 for the KBA Programme. This amount raised is more than twice the amount committed to by Partners in the KBA Partnership agreement. The bulk of these funds have been used to support KBA identification, proposal, review and monitoring while the rest have been used to develop and support the tools needed to facilitate the identification of KBAs.

THE KBA PARTNERSHIP STRATEGIC PLAN 2025-2030



Vision

The vision of the KBA Programme is: *“a comprehensive network of sites that contribute significantly to the global persistence of biodiversity is appropriately identified, correctly documented, effectively managed, sufficiently resourced and adequately safeguarded.”*



Goal

The goal of the KBA Programme is: *“to implement a programme to develop and maintain an up-to-date, fully documented list of sites identified against the KBA Standard, and to communicate, promote and position this information to enable the achievement of the KBA vision.”*

Theory of Change

The focus of the first KBA strategic plan was to put in place the structures needed to implement the KBA Programme effectively and to raise awareness of KBAs more broadly. This second phase will now focus more on expanding the comprehensive identification of KBAs around the world, as well as their monitoring and conservation. A theory of change (Figure 5) has been developed to summarise the approach and strategies that will be adopted to encourage the identification and use of KBAs to improve conservation. This focuses on four main areas: 1. Increasing awareness of KBAs and support for them; 2. Expanding KBA identification and monitoring; 3. Expanding use and uptake of KBA data; and 4. More effective decision making which will ultimately lead to better conservation of biodiversity to support the achievement of Goal A of the KMGBF. In the second column (Annex 1), 18 key strategies are outlined, which will be implemented to achieve eight intermediate outcomes and four threat reduction outcomes.

For the purposes of this strategy the outcomes have been grouped into the following eight key results:

1. KBAs are comprehensively assessed in at least 50 countries on all continents.
2. Tools to identify KBAs are improved, updated and made available.
3. Safeguarding of KBAs is secured as a result of effective inclusion of KBAs in the implementation of the KMGBF, SDGs and other international and national policy processes.
4. Effective use of KBA dataset by corporate and financial sectors is increased.
5. Conservation of KBAs is strengthened as a result of increased funding to KBAs due to major donors prioritising KBAs in their strategies.

- 6.** The status of KBAs is monitored and the resulting data are used to strengthen KBA conservation.
- 7.** The KBA Secretariat is adequately resourced to provide effective support to the KBA Programme.
- 8.** Awareness of KBAs, their uses and value, is raised in all countries.

The main focus will therefore be on supporting comprehensive KBA assessments (result 1), use of KBAs by governments (result 3), the private sector (result 4) and donor community (result 5), and the monitoring and safeguarding of KBAs (result 6). These will be achieved by continued investment in improving and updating tools to support KBA identification and management of KBA data (result 2) and the effective resourcing of the KBA Secretariat and KBA Programme (result 7). In order to achieve this, we will raise awareness of how countries, the private sector and donors can be using KBAs to help them achieve the KMGBF targets and goals (result 8).

The next section of this strategy provides details of the actions that will be implemented for each of these results.

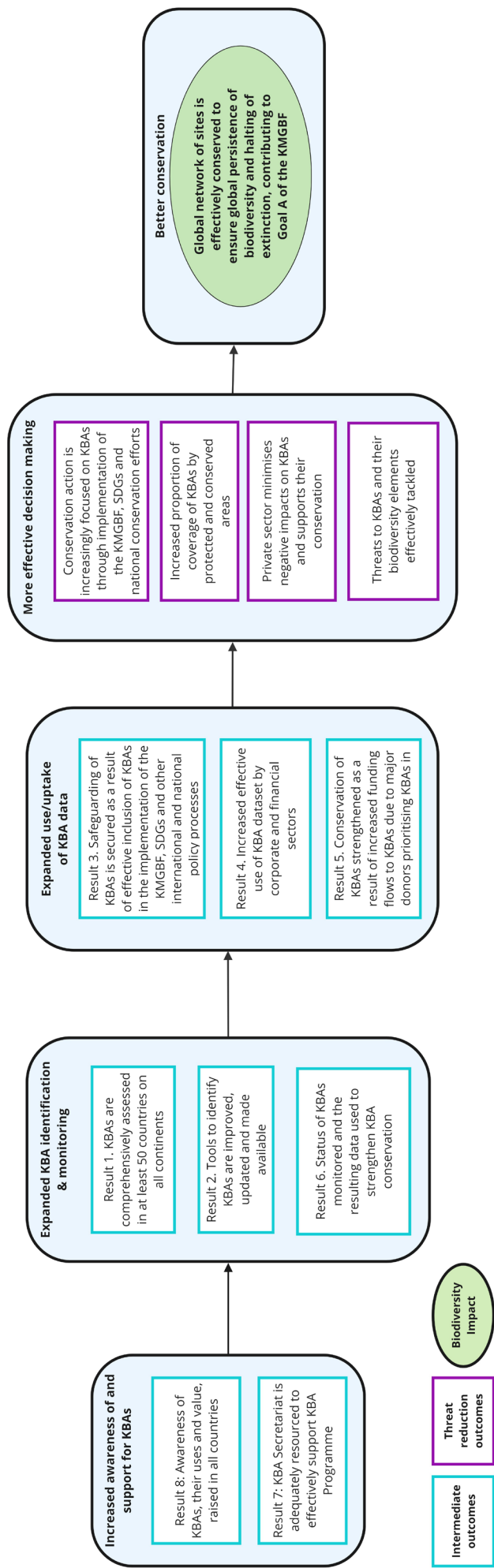


Figure 5. Theory of change for the KBA Programme, showing how raising awareness supports the expansion of KBA identification and monitoring, and the use and uptake of KBA data, with information on the KBAs identified used to inform actions to address threats to these globally significant sites, thereby creating a network of sites that contribute to the global persistence of biodiversity, and hence Goal A of the Global Biodiversity Framework.

Result 1. KBAs are comprehensively assessed in at least 50 countries on all continents.

A key priority is to support KBA NCGs to undertake comprehensive assessments of KBAs, re-assessing existing sites against the KBA Global Standard and identifying new KBAs by applying the criteria to all taxonomic groups and ecosystems for which adequate data exist. The KMGBF provides a unique opportunity to identify 'areas of particular importance for biodiversity' (mentioned in Targets 1 & 3) by 2030 to guide the expansion of protected areas and OECMs to cover 30% of land and seas by 2030. It is therefore critical that KBA inventories are updated and made more comprehensive in the next few years to guide this process.

Actions:

This result and associated strategy, '*Support establishment of KBA NCGs, training and financing to enable comprehensive identification of KBAs*' (Annex 1), has three key actions:

- 1.1** Support establishment of KBA NCGs.
- 1.2** Provide training in applying KBA criteria.
- 1.3** Support countries to make comprehensive assessments and re-assessments of their KBAs.

Linked to this result are actions around raising awareness of KBAs and their importance in countries (Result 3) which is often a prerequisite before KBA NCGs can be established.

The following milestones, means of verification and baseline values have been identified for this result.

Milestones and Targets	Means of verification/indicators	Baseline
1.1.1 KBA National Coordination Groups established in 75 countries and fully functional in a minimum of 50 countries across all continents by 2030	KBA Secretariat list of NCGs	30 NCGs
1.2.1 Training in applying KBA criteria provided in a minimum of 50 countries by 2030	KBA Secretariat record of training events	24 countries
1.3.1 KBAs have been comprehensively assessed (including reassessment of existing KBAs) in at least 50 countries by 2030	KBA Secretariat data on countries engaging in comprehensive assessments	10 countries
1.3.2 An additional 2000 Global KBAs are identified	WDKBA data	5,342 global KBAs

Result 2. Tools to identify KBAs are improved, updated and made available.

This result is supported by several strategies (Annex 1): 1. *Review and revise KBA Standard if needed*; 2. *Assess need for KBA regional guidelines, and develop them if needed*; 3. *Test KBA scoping tool and integrate with WDKBA*; 4. *Further develop WDKBA to provide all functionality required to support KBA identification, reassessment proposals and data synthesis*; 5. *Redevelop KBA website to enhance functionality and improve the provision of KBA information to end users*.

While many of the tools needed to identify KBAs have already been established and made available, there is an ongoing programme to update and improve them. The KBA Committee has also agreed that at some point before 2030 the KBA Global Standard will be reviewed and potentially updated. If updated, then the Guidelines will also need to be updated. Currently there is a process, led by the Co-chairs of the Standards and Appeals Committee (SAC), reviewing the existing Global Standard and also potentially developing regional KBA criteria which could be used to identify important sites for regionally important populations of species. If it is agreed that regional criteria should be developed, then this will be a major focus of work for the SAC and Technical Working Group (TWG) in 2025 and 2026.

A KBA Scoping Tool was developed and has been refined over the past 4-5 years. This uses data from the IUCN Red List to calculate whether actual or potential sites have additional species that may trigger some of the KBA criteria. While it does not apply all the criteria it is useful in generating a shortlist of species that could be investigated for a site. It is currently being tested using data from the comprehensive assessments of KBAs made in the Congo Basin and the Andes. Preliminary results of testing the tool show that it is useful, and countries are choosing to use it to help them identify potential trigger species. We will therefore seek to make it available on a platform that will link to the WDKBA and allow queries to be made of potential trigger species when KBA proposers submit a shapefile to the WDKBA.

The WDKBA will be further developed to improve KBA assessment and reassessment, strengthen linkages with the IUCN Red List through streamlining the integration of the SIS taxonomic list whenever this is updated, possibly using the Red List API, enhancing the KBA proposal and review process, and enabling more complex querying and reporting so that anyone can access information from the database when they need it. The KBA Website which was developed in 2018 is now needing an overhaul to update it, make it more relevant to a variety of audiences, and to enable easier maintenance and update. We plan to overhaul it by the end of 2026 if funding permits.

Actions:

Six key actions are proposed for this result:

- 2.1** By 2030, review the KBA Standard and criteria and update if needed based on lessons learned from the application of the Standard to date.
- 2.2** Revise the KBA Guidelines following review of Standard.
- 2.3** Assess the need for KBA Regional Criteria by the end of 2025. If agreed, then develop criteria by end 2026 and guidelines by end of 2027.
- 2.4** Test KBA scoping tool with comprehensively assessed countries by end 2024 and if useful integrate it into WDKBA.
- 2.5** Make the WDKBA fully functional with integrated monitoring component.
- 2.6** Re-design the KBA Website to provide information and data to NCGs, governments, donors and conservation community in formats they can easily access and use.

The following milestones, means of verification and baseline values have been identified for this result which relate to these actions.

Milestones and Targets	Means of verification/indicators	Baseline
2.1.1 KBA Standard reviewed and updated if and when necessary	Review of KBA Standard, Decision made on how to update Standard, Updated Standard	KBA Standard 2016
2.2.1 Updated KBA Guidelines published taking into account review of Standard and experience from applying the KBA Standard	Updated KBA Guidelines	KBA Guidelines v1.2
2.3.1 Report of Assessment on the need for Regional Criteria completed. Regional criteria developed if appropriate.	Report of Regional Criteria Assessment and Regional criteria & Guidelines if produced	One country has established national KBA criteria. IBAs have regional criteria which can also guide the process.
2.4.1 KBA Scoping tool tested by Dec 2024; Integrate into WDKBA by 2026	Report of KBA Scoping Tool Test and incorporation of tool in WDKBA if useful	Scoping tool developed and hosted on KBA Secretariat server
2.5.1 World Database of KBAs is fully functional by 2026 (online proposal process, data analytics, dashboards and Scoping Tool) to deliver what is required to support KBA proposals, reassessment, data synthesis and pipeline to IBAT	Proposal and review process working with no bugs; criteria calculator encompasses all criteria; export of reports/data files from queries; dashboard showing results of all criteria	Functionality supporting proposal and review process established; bugs are occasionally detected in criteria calculator; generating reports from data is not always working reliably. Dashboard does not show all criteria.
2.6.1 Website redesigned and live by end 2025	Website accessible, being used and content can be updated by the KBA Secretariat- with data recorded to track use of the site.	Website in place but now out of date. At present it is not possible to track use of the website, such as number of visits, pages viewed etc.

Result 3. Safeguarding of KBAs is secured as a result of effective inclusion of KBAs in the implementation of the Kunming-Montreal Global Biodiversity Framework (KMGBF), SDGs and other international and national policy processes.

This result primarily targets supporting governments through both international and national policy processes. It is supported by the following strategies (Annex 1): 1. *Promote the use of KBAs in implementation of KMGBF (particularly Targets 1 & 3);* 2. *Encourage increased use of KBA data in international and national policy processes;* 3. *Promote the effective conservation of KBAs, increasing coverage by protected and conserved areas;* and 4. *Encourage effective management of KBAs to conserve their biodiversity.*

While KBAs are quite well known in the conservation community, we are still finding that many government staff are unaware of them, so there is a need to raise awareness of what KBAs are, how they are being used around the world and how to go about making an assessment of KBAs in a country. Many of the actions under this result are aimed at raising awareness and encouraging use of KBAs in national conservation processes as well as how they can help countries achieve their commitments to the KMGBF, particularly when implementing Targets 1, 2 and 3. It also aims to encourage broader use of KBAs by the conservation community, and adoption of KBAs in additional multilateral environment agreements and processes.

Actions:

The following key actions have been identified for this result:

- 3.1** Promote use of KBAs in national frameworks for biodiversity such as NBSAPs and National reports.
- 3.2** Encourage all conservation agencies/institutions to support conservation of KBAs.
- 3.3** Promote the use of KBAs to guide expansion of protected area networks and recognition of OECMs under Target 3 of KMGBF.
- 3.4** Promote use of KBAs in spatial planning to achieve Target 1 of GBF.
- 3.5** Promote restoration in KBAs to achieve KMGBF Target 2.
- 3.6** Work to maintain coverage of KBAs as an indicator in SDGs and CBD post 2030, and promote KBA language in other policy processes such as Convention on Migratory Species (CMS), Ramsar Convention, company disclosure policies etc.
- 3.7** Promote the establishment of protected areas or recognition of OECMs that cover KBAs.
- 3.8** Support use of Green List to encourage the effective management of KBAs.

The following milestones, means of verification and baseline values have been identified for this result.

Milestones and Targets	Means of verification/indicators	Baseline
3.1.1 Actions to conserve KBAs integrated into at least 30 revised NBSAPs	Number of NBSAPs and NBSAP reports incorporating KBAs	None as no revisions published yet. 27 existing NBSAPs have actions for KBAs.
3.2.1 KBAs are actively used by at least 10 global/regional conservation institutions, other than KBA Partners, to guide where they prioritise conservation action by 2030	KBA Secretariat reports	Three existing institutions are using KBAs
3.3.1 Protected/conserved areas established to achieve Target 3 of the KMGBF in at least 50 countries, using KBA data to guide expansion, by 2030	Reports/papers on protected/conserved area expansion work to meet 30x30 in countries which state KBAs guided placement of sites	10 countries
3.4.1 KBAs are incorporated in national biodiversity-inclusive spatial plans in at least 50 countries by 2030	Assessment of NBSAP reports on development of national biodiversity-inclusive spatial plans	Need to compile from NBSAP reports and revised NBSAPs
3.5.1 50% of KBAs wholly or partly covered by conservation and restoration actions documented by governments and civil society by 2030	IUCN Contributions for Nature Platform	Needs to be calculated
3.6.1 At least 5 international policy processes with KBAs as indicators	KBA Policy Working Group updates on where KBAs integrated in other policies	2 policy processes (SDGs, KMGBF)
3.6.2 At least 20 international and national policy processes which reference KBAs in text of current plans	KBA Policy Working Group and KBA Partners updates on where KBAs integrated in other policies	10 policy processes
3.7.1 Mean percentage area of KBAs covered by protected areas or OECMs rises to 75% by 2030	WDKBA data	43% mean % area covered in 2023; 61% of KBAs have full or partial coverage
3.8.1 25% of KBAs are effectively managed by 2030	Number of KBAs added to Green List	To be calculated

Result 4. Effective use of KBA dataset by corporate and financial sectors is increased.

The use of KBA data through IBAT by the private sector is growing rapidly (Figure 4), while KBA data are also provided through other platforms used by business such as [RepRisk](#) (where companies can assess their risks of impact on biodiversity more broadly including in their supply chains). A private sector working group in the KBA committee helps coordinate engagement with the private sector across the KBA Partnership. While the IBAT team lead on liaison with companies, the private sector working group helps to raise the profile of IBAT more broadly to encourage more subscribers.

We are also encouraging the private sector to invest in conserving KBAs more directly. In Mozambique the Government established a law that encourages companies to offset residual impacts on the environment by financing the conservation of their KBAs. While not all KBA Partners support offsets as a strategy, it is accepted that where offsets are part of national policy, KBAs can be conserved through an offset policy.

This result tackles two key strategies (Annex 1): 1. *Support provision of KBA information to the private sector through IBAT, including third-party platforms, and promote its use by companies and financial institutions;* and 2. *Promote the conservation and restoration of KBAs, as an offset to negative impacts outside KBAs, where appropriate.*

Actions:

Two main actions are identified under this Result:

4.1 Promote the use of IBAT by private sector companies

4.2 Where national offset policies are in place, encourage the conservation and restoration of KBAs as offsets, while minimising any risk of encouraging the inappropriate use of offsetting to enable environmental degradation

The following milestones, means of verification and baseline values have been identified for this result.

Milestones and Targets	Means of verification/indicators	Baseline
4.1.1 Number of Companies subscribing to IBAT increased to 1,000 and IBAT registered accounts increased to 40,000	IBAT data	274 subscribers at present; 24,000 registered accounts
4.1.2 At least 200 Financial Institutions using KBA data to guide allocation of funds	IBAT data	134 financial institutions
4.2.1 At least 10 countries where KBAs are supported through Corporate Social Responsibility or offsets	KBA Partners to compile known examples	One country

Result 5. Conservation of KBAs strengthened as a result of increased funding to KBAs due to major donors prioritising KBAs in their strategies.

Donors are increasingly using KBAs to guide where they will invest in biodiversity conservation. KBA identification and monitoring has been funded by GEF, USAID, EU (through CEPF), AFD (Agence Française de Développement), KfW (Kreditanstalt für Wiederaufbau) development bank, Bezos Earth Fund, Franklinia Foundation, Hempel Foundation, Garfield Weston Foundation, as well as by governments and KBA Partners. A key strategy that will be pursued under this strategic plan will be to increase the levels support, particularly in country, by 'encouraging donors to support KBA NCGs, comprehensive assessments and using KBAs to guide actions' (Annex 1).

Actions:

Two key actions will be used to achieve this:

- 5.1** Encourage donors to support national KBA assessments and monitoring
- 5.2** Encourage donors to use KBAs to target where they allocate their funding

The following milestones, means of verification and baseline values have been identified for this result.

Milestones and Targets	Means of verification/indicators	Baseline
5.1.1 A minimum of 20 donors supporting KBA NCGs to make comprehensive assessments of KBAs	KBA Partners to compile known examples	5 donors
5.2.1 A minimum of 15 donors using KBAs to guide where they allocate funding	Donor strategies/criteria	5 donors

Result 6. Status of KBAs monitored and the resulting data used to strengthen KBA conservation.

A monitoring strategy and conceptual framework for the monitoring platform in the WDKBA has been developed under the initial strategic plan. There is a need to finalise the monitoring platform that is being developed for the WDKBA over the next few years and to also strengthen the use of remote sensing of KBAs by collaborating with relevant institutions that are analysing satellite imagery to derive assessments of habitat loss and infrastructure development at sites. Under the KMGBF a complementary indicator called '[Status of Key Biodiversity Areas](#)' has been proposed, and there is a need to create this metric using the KBA monitoring data. It will likely be measured as the 'Proportion of KBAs in favourable condition'. The aim of this metric is to measure the effectiveness of conservation measures at a site in mitigating threats, so that trends in the status of KBAs can be monitored over time at site, national, regional and global scales.

A KBA 'Red Flag' Working Group was established under the first strategic plan period and its focus has been on promoting the conservation of KBAs that are currently threatened with new and substantial impacts. Working with national conservation organisations, the working group will continue to raise awareness of the plight of specific sites and focus media attention where it is deemed useful when trying to halt operations that will cause major impacts.

Three key strategies will be implemented (Annex 1): 1. *Promote and support effective KBA monitoring*; 2. *Develop KBA condition metric and promote its use with government*; and 3. *KBA Partners join forces to campaign against threats to particular KBAs*.

Actions:

Four key actions will be implemented:

- 6.1** WDKBA monitoring platform developed to support application of KBA monitoring protocol.
- 6.2** Use KBA monitoring data to develop metric of 'Proportion of KBAs in favourable condition'.
- 6.3** Support Red Flag Working Group to tackle support, and prevent threats to, KBAs in danger.
- 6.4** Awareness of threatened KBAs raised and donors encouraged to support them with funding.

The following milestones, means of verification and baseline values have been identified for this result.

Milestones and Targets	Means of verification/indicators	Baseline
6.1.1 KBA monitoring platform in WDKBA fully developed and operational by 2027	KBA monitoring platform established and evidence of it being used (number of sites with monitoring data, number of times monitoring dashboard accessed etc.)	KBA monitoring dashboard developed. Tool to compile data online still in development
6.1.2 KBAs being monitored and data fed into the WDKBA monitoring platform in at least 30 countries by 2030	WDKBA data	None
6.2.1 KBA condition metric developed, measured and reported to CBD by 2030	Metric established and being fed into CBD reporting	None
6.3.1 Number of KBAs successfully defended from threats increased through Red Flag Working Group actions to 75% of all cases presented	Records of Red Flag Cases and the number successfully resolved	10 cases, 6 resolved positively
6.4.1 Donors and governments increasing their support to threatened KBAs to improve their conservation status	Red Flag Working Group tracking donor support to threatened KBAs and assessing impacts with KBA condition metric	None. Donors not recorded to date — need to add

Result 7. KBA Secretariat is adequately resourced to effectively support the KBA Programme.

This result focuses on resourcing the KBA Secretariat sufficiently so that it can perform its role linked to the strategy (Annex 1) *KBA Partners effectively raise resources to fund KBA programme*. Financing to date has been provided mostly by the KBA Partners and IBAT; although with a Bezos Earth Fund project it was possible to cover many of the costs not covered by IBAT for two years. The aim is to grow the income from IBAT so that the WDKBA and staff costs are mostly covered and then use donor financing to primarily support KBA NCGs and KBA identification in country. We need about \$1 million USD per year for the KBA Secretariat, KBA Community, Regional Focal Points, WDKBA ongoing costs and developments, supporting the KBA review process and the KBA working groups. IBAT will cover \$400,000 of this in 2025. Until IBAT is covering the bulk of the costs there is a need to identify donors and grants that will support the KBA Secretariat each year. While funding can be raised in countries for KBA NCGs and comprehensive assessments of KBAs, the resourcing of the KBA Secretariat which supports these KBA assessments and reviews the proposals is more difficult to find.

Action:

This result includes the following strategy: *KBA Partners effectively raise resources to fund the KBA Programme*, and one key action:

- 7.1** KBA Partnership actively submitting proposals to cover KBA Secretariat activities in this Strategic Plan, and fully engaged in implementing KBA Programme in countries where they operate.

The following milestones, means of verification and baseline values have been identified for this result.

Milestones and Targets	Means of verification/indicators	Baseline
7.1.1 Proportion of KBA Secretariat core budget and staff needed covered each year increased to 100%	KBA Secretariat budgets	72% in 2024 (the budget was not fully covered but pared back)
7.1.2 Number of countries where KBA Partners have projects identifying and monitoring KBAs increased to 60	KBA Partner reports	10 countries
7.1.3 Percentage of KBA Secretariat budget covered from non-KBA Partner funding increased to 25% annually	KBA Secretariat budgets	11% for 2024

Result 8. Awareness of KBAs, their uses and value, raised in all countries.

A final result which is needed to achieve all of the 7 key results above is the need to raise awareness of what KBAs are and how they can be used in all countries. While many conservation practitioners will know the value of KBAs, many members of government, private sector or donors have little idea what they are and how they might benefit from them. This uses the strategy (Annex 1): *Promote the use of KBAs by governments and conservation organisations to guide national conservation planning.*

Action:

The main actions that will be used to achieve this result will be;

8.1 Increase communications about KBAs KBAs on various media platforms.

8.2 Develop targeted communications for governments, private sector, donors, scientific community, IPLCs and national/regional offices of KBA Partners.

Milestones and Targets	Means of verification/indicators	Baseline
8.1.1 Articles and posts on X, LinkedIn, Facebook and Instagram per year increased by 100% from baseline per year by 2030	Record of communications compiled by communications officer	67 social media posts/yr; 36 general news articles;
8.2.1 Targeted publications aimed at six key audiences increased to 3 per audience per year (18 total)	Record of communications compiled by communications officer	7 videos; & 4 publications

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ANNEXES

Annex 1: Logical framework

Vision: A comprehensive network of sites that contribute significantly to the global persistence of biodiversity is appropriately identified, correctly documented, effectively managed, sufficiently resourced and adequately safeguarded.

Goal (2024-2030): To implement a programme to develop and maintain an up-to-date, fully documented list of sites identified against the KBA Standard, and to communicate, promote and position this information to enable the achievement of the KBA vision.

Result	Strategy	Actions	Milestones	MOV	Baseline
1. KBAs are comprehensively assessed in at least 50 countries on all continents	Support establishment of KBA NCGs, training and financing to enable comprehensive identification of KBAs	1.1 Support establishment of KBA NCGs	1.1.1 KBA National Coordination Groups established in 75 countries and fully functional in a minimum of 50 countries across all continents by 2030	KBA Secretariat list of NCGs	30 NCGs
		1.2 Provide training in applying KBA criteria	1.2.1 Training in applying KBA criteria provided in a minimum of 50 countries by 2030	KBA Secretariat record of training events	24 countries
		1.3 Support countries to make comprehensive assessments and re-assessments of their KBAs	1.3.1 KBAs have been comprehensively assessed (including reassessment of existing KBAs) in at least 50 countries by 2030	KBA Secretariat data on countries engaging in comprehensive assessments	10 countries
2. Tools to identify KBAs are improved, updated and made available	KBA Standard reviewed and revised if needed	2.1 By 2030, review the KBA Standard and criteria and update if needed based on lessons learned from the application of the Standard to date	2.1.1 KBA Standard reviewed and updated if and when necessary	Review of KBA Standard, Decision made on how to update Standard, Updated Standard	KBA Standard 2016
		2.2 Revise the KBA Guidelines following review of Standard	2.2.1 Updated KBA Guidelines published taking into account review of Standard and experience from applying the KBA Standard	Updated KBA Guidelines	KBA Guidelines v1.2
	Need for KBA Regional guidelines assessed, and developed if needed	2.3 Assess the need for KBA Regional Criteria by the end of 2025. If agreed, then develop criteria by end 2026 and guidelines by end of 2027.	2.3.1 Report of Assessment on the need for Regional Criteria completed. Regional criteria developed if appropriate.	Report of Regional Criteria Assessment and Regional criteria & Guidelines if produced	One country has established national KBA criteria. IBAs have regional criteria which can also guide the process

Result	Strategy	Actions	Milestones	MOV	Baseline
	Test KBA scoping tool and integrate with WDKBA	2.4 Test KBA scoping tool with comprehensively assessed countries by end 2024 and if useful integrate it into WDKBA	2.4.1 KBA Scoping tool tested by Dec 2024; Integrate into WDKBA by 2026	Report of KBA Scoping Tool Test and incorporation of tool in WDKBA if useful	Scoping tool developed and hosted on KBA Secretariat server
	Further develop WDKBA to provide all functionality required to support KBA identification, reassessment proposals and data synthesis	2.5 Make the WDKBA fully functional with integrated monitoring component	2.5.1 World Database of KBAs is fully functional by 2026 (online proposal process, data analytics, dashboards and Scoping Tool) to deliver what is required to support KBA proposals, reassessment, data synthesis and pipeline to IBAT	Proposal and review process working with no bugs; criteria calculator encompasses all criteria; export of reports/data files from queries; dashboard showing results of all criteria	Functionality supporting proposal and review process established; bugs are occasionally detected in criteria calculator; generating reports from data is not always working reliably. Dashboard does not show all criteria
	Redevelop KBA website to enhance functionality and improve the provision of KBA information to end users	2.6 Re-design the KBA Website to provide information and data to NCGs, governments, donors and conservation community in formats they can easily access and use	2.6.1 Website redesigned and live by end 2025	Website accessible, being used and content can be updated by the KBA Secretariat - with data recorded to track use of the site.	Website in place but now out of date. At present it is not possible to track use of the website, such as number of visits, pages viewed etc.
3. Safeguarding of KBAs is secured as a result of effective inclusion of KBAs in the implementation of the Kunming-Montreal Global Biodiversity Framework (KMGBF), SDGs and other international and national policy processes	Promote the use of KBAs in implementation of KMGBF (particularly Targets 1 & 3)	3.1 Promote use of KBAs in national frameworks for biodiversity such as NBSAPs and National reports	3.1.1 Actions to conserve KBAs integrated into at least 30 revised NBSAPs	Number of NBSAPs and NBSAP reports incorporating KBAs	None as no revisions published yet. 27 existing NBSAPs have actions for KBAs.
		3.2 Encourage all conservation agencies/institutions to support conservation of KBAs	3.2.1 KBAs are actively used by at least 10 global/regional conservation institutions, other than KBA Partners, to guide where they prioritise conservation action by 2030	KBA Secretariat reports	Three existing institutions are using KBAs
	Promote the use of KBAs in implementation of KMGBF (particularly Targets 1 & 3)	3.3 Promote the use of KBAs to guide expansion of protected area networks and recognition of OECMs under Target 3 of KMGBF	3.3.1 Protected/conserved areas established to achieve Target 3 of the KMGBF in at least 50 countries, using KBA data to guide expansion, by 2030	Reports/papers on protected/conserved area expansion work to meet 30x30 in countries which state KBAs guided placement of sites	10 countries

Result	Strategy	Actions	Milestones	MOV	Baseline
		3.4 Promote use of KBAs in spatial planning to achieve Target 1 of GBF	3.4.1 KBAs are incorporated in national biodiversity-inclusive spatial plans in at least 50 countries by 2030	Assessment of NBSAP reports on development of national biodiversity-inclusive spatial plans	Need to compile from NBSAP reports and revised NBSAPs
		3.5 <i>Promote restoration in KBAs to achieve KMGBF Target 2</i>	3.5.1 50% of KBAs wholly or partly covered by conservation and restoration actions documented by governments and civil society by 2030	IUCN Contributions for Nature Platform	Needs to be calculated
	Encourage increased use of KBA data in international and national policy processes	3.6 Work to maintain coverage of KBAs as an indicator in SDGs and CBD post 2030, and promote KBA language in other policy processes such as Convention on Migratory Species (CMS), Ramsar Convention, company disclosure policies etc.	3.6.1 At least 5 international policy processes with KBAs as indicators	KBA Policy Working Group updates on where KBAs integrated in other policies	2 policy processes (SDGs, KMGBF)
	Promote the effective conservation of KBAs, increasing coverage by protected and conserved areas	3.7 Promote the establishment of protected areas or recognition of OECMs that cover KBAs	3.6.2 At least 20 international and national policy processes which reference KBAs in text of current plans	KBA Policy Working Group and KBA Partners updates on where KBAs integrated in other policies	10 policy processes
	Encourage effective management of KBAs to conserve their biodiversity	3.8 Support use of Green List to encourage the effective management of KBAs	3.7.1 Mean percentage area of KBAs covered by protected areas or OECMs rises to 75% by 2030	WDKBA data	43% mean % area covered in 2023; 61% of KBAs have full or partial coverage
4. Effective use of KBA dataset by corporate and financial sectors is increased	Support provision of KBA information to the private sector through IBAT, including third-party platforms (using the 'IBAT inside' approach), and promote its use by companies and financial institutions	4.1 Promote the use of IBAT by private sector companies	3.8.1 25% of KBAs are effectively managed by 2030	Number of KBAs added to Green List	To be calculated
			4.1.1 Number of Companies subscribing to IBAT increased to 1,000 and IBAT registered accounts increased to 40,000	IBAT data	274 subscribers at present; 24,000 registered accounts
			4.1.2 At least 200 Financial Institutions using KBA data to guide allocation of funds	IBAT data	134 financial institutions

Result	Strategy	Actions	Milestones	MOV	Baseline
	Promote the funding of KBAs as an offset to negative impacts outside KBAs, where appropriate	4.2 Where national offset policies are in place, encourage the conservation and restoration of KBAs as offsets, while minimising any risk of encouraging the inappropriate use of offsetting to enable environmental degradation	4.2.1 At least 10 countries where KBAs are supported through Corporate Social Responsibility or offsets	KBA Partners to compile known examples	One country
5. Conservation of KBAs strengthened as a result of increased funding to KBAs due to major donors prioritising KBAs in their strategies	Encourage donors to support KBA NCGs, comprehensive assessments and using KBAs to guide actions	5.1 Encourage donors to support national KBA assessments and monitoring	5.1.1 A minimum of 20 donors supporting KBA NCGs to make comprehensive assessments of KBAs	KBA Partners to compile known examples	5 donors
		5.2 Encourage donors to use KBAs to target where they allocate their funding	5.2.1 A minimum of 15 donors using KBAs to guide where they allocate funding	Donor strategies/criteria	5 donors
		6.1 WDKBA monitoring platform developed to support application of KBA monitoring protocol	6.1.1 KBA monitoring platform in WDKBA fully developed and operational by 2027	KBA monitoring platform established and evidence of it being used (number of sites with monitoring data, number of times monitoring dashboard accessed etc.)	KBA monitoring dashboard developed. Tool to compile data online still in development
6. Status of KBAs monitored and the resulting data used to strengthen KBA conservation.	Promote and support effective KBA monitoring		6.1.2 KBAs being monitored and data fed into the WDKBA monitoring platform in at least 30 countries by 2030	WDKBA data	None
	Develop KBA condition metric and promote its use with government	6.2 Use KBA monitoring data to develop metric of 'Proportion of KBAs in favourable condition'	6.2.1 KBA condition metric developed, measured and reported to CBD by 2030	Metric established and being fed into CBD reporting	None
	KBA Partners join forces to campaign against threats to particular KBAs	6.3 Support Red Flag Working Group to tackle support, and prevent threats to, KBAs in danger	6.3.1 Number of KBAs successfully defended from threats increased through Red Flag Working Group actions to 75% of all cases presented	Records of Red Flag Cases and the number successfully resolved	10 cases, 6 resolved positively
		6.4 Awareness of threatened KBAs raised and donors encouraged to support them with funding	6.4.1 Donors and governments increasing their support to threatened KBAs to improve their conservation status	Red Flag Working Group tracking donor support to threatened KBAs and assessing impacts with KBA condition metric	None. Donors not recorded to date — need to add

Result	Strategy	Actions	Milestones	MOV	Baseline
7. KBA Secretariat is adequately resourced to effectively support the KBA Programme	KBA Partners effectively raise resources to fund KBA Programme	7.1 KBA Partnership actively submitting proposals to cover KBA Secretariat activities in this Strategic Plan, and fully engaged in implementing KBA Programme in countries where they operate	7.1.1 Proportion of KBA Secretariat core budget and staff needed covered each year increased to 100%	KBA Secretariat budgets	72% in 2024 (the budget was not fully covered but pared back)
			7.1.2 Number of countries where KBA Partners have projects identifying and monitoring KBAs increased to 60	KBA Partner reports	10 countries
			7.1.3 Percentage of KBA Secretariat budget covered from non-KBA Partner funding increased to 25% annually	KBA Secretariat budgets	11% for 2024
Result 8. Awareness of KBAs, their uses and value, raised in all countries	Promote the use of KBAs by governments and conservation organisations to guide national conservation planning	8.1 Increase communications about KBAs on social media	8.1.1 Articles and posts on X, LinkedIn, Facebook and Instagram per year increased by 100% from baseline per year by 2030	Record of communications compiled by communications officer	67 social media posts/yr; 36 general news articles;
		8.2 Develop targeted communications for governments, private sector, donors, scientific community, IPLCs and national/regional offices of KBA Partners	8.2.1 Targeted publications aimed at six key audiences increased to 3 per audience per year (18 total)	Record of communications compiled by communications officer	7 videos; & 4 publications

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