Society for Conservation Biology
X Current Conservation
Partnering for more effective science communication and outreach

PARTNERSHIP OVERVIEW
JANUARY 2021–DECEMBER 2023
Mission

Current Conservation works with scientists, researchers and artists to tell stories from the field of conservation. The Society for Conservation Biology is dedicated to advancing the science and practice of conserving biodiversity. Outreach lies at the heart of both these missions.

This partnership seeks to create an opportunity for both organisations to work together to promote public engagement by the conservation community worldwide, and take our messages out to a larger audience.
The partnership was launched with a panel discussion, later written up as an article by Caitlin Kight and Eduardo Gallo-Cajiao which was published online by Current Conservation.
YEAR 1: JAN–DEC 2021

- Recruited five Handling Editors from the SCB network
- Tie-ups with Conservation Biology, Conservation Science and Practice and Conservation Letters – authors are encouraged to write a popular summary of their paper for Current Conservation in the acceptance email
- Issue 15.4: ‘Migration’, curated by Eduardo Gallo-Cajiao (SCB) & Kartik Shanker (CC)
YEAR 2: JAN–DEC 2022

- Tie-up with SCB Oceania partner *Pacific Conservation Biology*, with a similar note in the acceptance email directing authors to Current Conservation
- CC Associate Editor Payal Bal became a Liaison Editor on PCB’s board
- CC Associate Editor Caitlin Kight facilitated a hybrid workshop on ‘Engaging audiences through magazines’ in September at the David Attenborough Building in Cambridge, UK
In October 2022, Devathi Parashuram (CC) and Eduardo Gallo-Cajiao (SCB) co-hosted a webinar with retired NPR Science correspondent Christopher Joyce
YEAR 3: JAN–DEC 2023

- Free copies of *Current Conservation* were available at ICCB 2023 in Kigali, Rwanda, and the magazines were also distributed to local middle schools.
- New tie-up with the journal *Biological Conservation*, facilitated by Eduardo Gallo-Cajiao.
- The annual partnership event in October was a well-attended webinar on conservation humour.

Based on:

**Based on:**
Other *Conservation Biology* articles that appeared in the print magazine:


Online-only articles on the CC website:


Marshall, I. R. 2022. Captive breeding informed by genetics leads to long-term success in the reintroduction of a threatened Australian fish. (Based on doi.org/10.1111/cobi.13889)


Online-only articles on the CC website:

Rojas, I. M. 2022. Seeking refuge from the storm: A new framework to bolster conservation efforts. *Current Conservation*. (Based on doi.org/10.1111/cobi.13834)


Bartish, I.V. and Wamelink, W.G.W. 2021. Habitats with plant groups from ancient geological epochs may cease to exist due to human pressure. *Current Conservation*. (Based on doi.org/10.1111/cobi.13556)
Online-only articles:


Wolves deserve our best science, not vilification


Based on:

**Based on:**
Online-only articles on the CC website:


Ferns, B., B. Campbell and D. Veríssimo. 2022. Enforcement: can less be more? *Current Conservation*. (Based on doi.org/10.1111/csp2.12655)


Cartledge, E. 2022. Habitat suitability mapping helps to identify future dormouse reintroduction sites. *Current Conservation*. (Based on doi.org/10.1111/csp2.544)


Van der Wal, J. 2022. How we can safeguard rare cases of cooperation between people and wild animals. Current Conservation. (Based on doi.org/10.1111/conl.12886)
# Current Conservation’s readership

<table>
<thead>
<tr>
<th>Google Analytics</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<tbody>
<tr>
<td>Readers</td>
<td>36.9K</td>
<td>46.1K</td>
<td>52.1K</td>
</tr>
<tr>
<td>Page views</td>
<td>112K</td>
<td>110K</td>
<td>120.2K</td>
</tr>
<tr>
<td>Top six countries</td>
<td>India, US, UK, Canada, Australia, South Africa</td>
<td>India, US, UK, Germany, Australia, South Africa</td>
<td>India, US, Pakistan, UK, Australia, Canada</td>
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</tbody>
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CC was read in 183, 187 and 195 countries in 2021, 2022 and 2023, respectively, but the top six countries accounted for 75% of the readership.