Advancing the science, practice, and policy of ecological restoration

Photo credit: Marguerite (Meg) Anklesaria, Cambridge Coastcare, Australia
MISSION

SER advances the science, practice, and policy of ecological restoration to sustain biodiversity, improve resilience in a changing climate, and re-establish an ecologically healthy relationship between nature and culture.

VISION

Ecological restoration becomes a fundamental component of conservation and sustainable development programs throughout the world by virtue of its inherent capacity to provide people with the opportunity to not only repair ecological damage, but also improve the human condition.

SER actively promotes participatory, knowledge-based approaches to restoration.

The Society is building, connecting, and informing a global community of restoration professionals; and advocating for increased investment in, and effectiveness of, ecological restoration programs.
# TABLE OF CONTENTS

**Letter from the Executive Director**  
3

**Membership**  
5

**Science, Practice, and Policy**  
8

**UN Decade on Ecosystem Restoration**  
9

*Restoration Ecology*  
10

**SER Standards**  
11

**Certified Ecological Restoration Practitioner (CERP) Program**  
12

**Science and Policy Committee**  
14

**Fort Belknap Indian Community Grasslands Restoration Project**  
15

**Our Team**  
16

**Financial Summary**  
17

**Our Supporters**  
18

**Our Sponsors**  
19

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*Photo credit: Hemed Rashid Mtibi, Hifadhi Initiative, Kenya*
2020 was a challenging and difficult year across the globe – for our members, our partners, and those working to prioritize ecological restoration amidst so much uncertainty. 2020 pushed SER to be innovative – to creatively work through the profound difficulties of delivering high-quality service to our membership amidst a pandemic and a reignited global movement for justice and equality.

We’re pleased to report that despite these challenges, SER achieved significant successes: Membership increased by 12%, Restoration Ecology journal’s Impact Factor increased to 3.4, the Certified Ecological Restoration Practitioner (CERP) program grew by 20%, and the number of participants in our virtual programming increased by 366% (in part due to our “COVID-19” open access Wednesday Webinars series). In addition, SER became one of the first Global Partners to the UN Decade on Ecosystem Restoration, providing significant support to the UN Decade in both its strategy development and release. We also ended the year solidly in the black thanks to these many different programs, increasing membership, and continued donor support.
SER supported the development and implementation of high-quality ecological restoration in other ways throughout the year, including:

- Implementing the highly successful first field season of a multi-year community grasslands restoration project in partnership with the Fort Belknap Indian Community and the US Bureau of Land Management.


- Securing a 3-year grant, in partnership with SER-Europe and WWF España to pilot a project certification program focusing on Mediterranean forest restoration.

- Delivering a technical workshop to the US National Park Service on restoration planning and implementation in context of the SER Standards.

- Securing funding for a 5-year arid lands restoration training program with the US Bureau of Land Management, with the content to be accessible to SER members and arid land restorationists globally once developed.

Our member network increased its capacity, as well. SER Africa formally launched, and SER provided $12,000 in grant monies to four SER chapters through the first distributions from the SER Partnership Fund. SER also radically increased access to the Society and its resources through the Membership for All Initiative aimed at reducing and eliminating the cost barriers to participation.

As 2020 started, it was hard to imagine the upheaval, loss of life, and turmoil that would surface all across the globe, while it was equally hard to imagine a return to normalcy as the year ended. While ecological restoration cannot end pandemics, or resolve inequality, it is an incredibly important part of the solution to many of the challenges facing humanity and this planet. It is one that inspires and empowers individuals, communities, businesses, and governments, and we are honored and proud that SER’s members continued supporting the Society and all of its programs despite the obstacles wrought by 2020. As we head into the UN Decade on Ecosystem Restoration (2021-2030) we are energized and inspired to promote ecological restoration as a transformative tool to help heal the planet for both people and nature.

Bethanie Walder

*Executive Director*
**MEMBERSHIP**

3,341
*
MEMBERS
*12% Growth

42
BUSINESS
MEMBERS
*New and Returning

Since its implementation at the end of 2018, SER’s Business Member program has grown to include 42 organizations representing the private sector, research institutions, utilities, government agencies, and non-profits in the Americas, Australasia, and Europe. This program increases SER’s impact in building momentum and investment in the restoration field; and expands access to SER resources, research, and network within these institutions.

In June, SER launched the “Membership for All” Initiative, eliminating the cost barrier to participation in our community, with the goal of increasing access, diversity, and equity across the Society. We welcomed more than 100 members through this program during the second half of 2020. The Society also convened an ad hoc Diversity, Equity, and Inclusion committee with more than 30 members from across the globe.

In September, SER awarded its first Partnership Fund Grants to four regional SER chapters to support membership engagement and diversity. The Partnership Fund was created through SER’s 2018 Strategic Membership Plan and is administered by the Chapter Relations Committee. Awards went to the following projects:

- **SER Midwest Great Lakes** - Increasing Native American Participation in SER-MWGL Activities
- **SER New England** - New England Chapter Aimlee Laderman Student Research Grants
- **SER Texas** - Chapter Membership Diversity and Growth Project
- **SER Western Canada** - SER Scholarship for an Indigenous Student Studying Restoration in Western Canada

"Today, more than ever, our planet is in need of restorative healing. SER's Open Doors membership rates are a huge trigger to inspire new members to join, access, and learn the right restoration methods. It is very important to know the right methods of ecosystem restoration so that we do not inflict more harm, though intentions may be good. This is where SER’s vast knowledge reservoir is crucial. I sincerely hope that the Open Doors policy will drive researchers, practitioners, and policy makers to enroll in large numbers and work in tandem towards our common goal of a healthy planet."

- Hanumanth Ravindranath, Junglescapes Charitable Trust, India
SER'S GLOBAL FOOTPRINT

SER MEMBERS LIVE IN 87 COUNTRIES

SER AFRICA CHAPTER LAUNCHES
In December, SER officially welcomed its newest chapter affiliate, SER Africa. Their mission is to advance the purposes of SER in a manner that best serves Africa. SER Africa has been added to the Society’s membership application and renewal form. Any member wishing to participate can join.

Africa Chapter Mission Statement
To advance the science, practice, and policy of ecological restoration to sustain biodiversity, protect water resources, improve resilience in a changing climate, and re-establish an ecologically healthy relationship between nature and culture throughout Africa.

“Through its Open Doors and Equity Memberships, SER is setting a great example by providing equity and inclusion to individuals who are interested in Ecological Restoration, but are financially limited. I for one, was able to benefit from this policy and have gained access to a wealth of knowledge, as well as a network of motivated professionals with a common purpose, throughout the world. These memberships have also allowed me to engage in making personal contributions, at a time when many ecological systems around the world are under increasing threat.”

- Frank Kanyamula
Malawi
2020 STUDENT ASSOCIATIONS

- Brigham Young University
- British Columbia Institute of Technology
- Colorado State University
- Eden Project Learning at Cornwall
- Northern Arizona University
- Paul Smith's College
- SUNY College of Environmental Science & Forestry
- Temple University
- Texas A&M University
- The Ohio State University Student Association
- Trent University
- UNED Costa Rica
- University of Arizona
- University of Colorado at Boulder
- University of Montana
- University of North Texas
- University of Oregon
- University of Washington
- University of Waterloo
- University of Wisconsin–Stevens Point
- Yale School of Forestry and Environmental Studies

2020 BUSINESS MEMBERS

- AECOM
- American Conservation Experience
- Biohabitats, Inc.
- Civil & Environmental Consultants, Inc.
- Colucent Environmental, Inc.
- CREAF
- Davey Resource Group
- Delta Land Services
- DEME-Group
- Dendra Systems
- DIALOG
- Dougan & Associates
- Eco Logic, LLC
- Ecogain
- EcoHealth Network
- Ecosystem Investment Partners
- Ecosystem Services, LLC
- Environmental Quality Resources
- GZA Geo Environmental, Inc.
- Hanford Applied Restoration & Conservation
- H. T. Harvey & Associates
- Heidelberg Cement AG
- Kalbar Resources, Ltd.
- Karara Mining, Ltd.
- Land Stewardship, Inc.
- Mars Incorporated
- Michael Baker International
- Midwest Groundcovers, LLC
- MPG Ranch
- NATS Nursery, Ltd.
- Parks Canada
- Pepco Holdings, Inc.
- Prairie Restorations, Inc.
- Ramboll
- RECON Environmental, Inc.
- Stantec
- SumCo Eco-Contracting, LLC
- SWCA Environmental Consultants
- Syrinx Environmental PL
- V3 Companies
- Westervelt Ecological Services
- Wilkinson Ecological Design

Photo credit: University of North Texas Student Association
SCIENCE, PRACTICE, and POLICY

WEBINARS
SER offered weekly Wednesday Webinars from March to May to provide additional distance learning resources at the height of global COVID-19 lockdowns. The Wednesday Webinars continue to be maintained as an open access resource. After May, SER switched back to our regular webinars, but increased from monthly to bimonthly. These changes dramatically increased the number of webinars offered in 2020, which expanded the speakers and topics shared, with speakers presenting on their work from Costa Rica, Lebanon, Australia, Indonesia, India, Canada, and across the United States. Almost 7,000 people attended SER webinars live with thousands more viewing the recorded webinars.

WORKSHOPS and TRAININGS
SER engaged with three partners to deliver trainings, workshops and courses: We partnered with the US National Park Service on a workshop to design and implement restoration projects following the SER Standards, with at least two more workshops to follow in future years. SER entered into a 5-year agreement with the US-Bureau of Land Management to develop both introductory and advanced arid lands restoration trainings. In addition, SER partnered with Dr. Bhanuben Nanavati College of Architecture for Women in India to deliver an ecological restoration course providing a practical and theoretical introduction to designing and implementing restoration projects based on the SER Standards. The first course was held in 2020 and it will be taught again in 2021.

WORLD and REGIONAL CONFERENCES
As a result of COVID-19, SER spent significant time and resources reorganizing conference plans. All three planned continental conferences (North America, Europe and Australasia) were postponed to 2021. SER remained committed to hosting SER2021 in June, and as a result, SER shifted gears to virtual event planning and programming, and changed the theme to focus on the UN Decade on Ecosystem Restoration.

SER also set up a global strategic conference committee and developed a new geographic rotation plan for future world conferences. The committee has stressed the importance of incorporating a virtual component into future conferences to increase accessibility and decrease the climate footprint of our events. The committee sought, received, and reviewed proposals for SER2023 and made recommendations to the SER Board for approval.

2020 Project Sponsors

Interagency
Ecological
Restoration
Quality
Committee
SER is proud to be one of the first global partners to the UN Decade on Ecosystem Restoration. SER board, staff, and Science and Policy Committee members are formally representing us on several UN Decade task forces. SER also engaged in direct consultations and submitted formal comments on the proposed UN Decade Strategy, which was launched in September 2020, with SER participating as a partner in the launch event.

SER joined a variety of global partners as a member of the Global Restoration Observatory (GRO), focused on developing tools and potentially a platform to track global restoration success. We partnered with GRO’s host organization, Climate Focus, to successfully submit a grant to develop sector-wide standard indicators, in consultation with a diversity of international stakeholders, for tracking ecosystem restoration (the grant was awarded in early January 2021 and this will be one of our 2021 programmatic priorities).

SER also acted as a liaison and resource for journalists, organizations, and businesses interested in engaging more directly in restoration as a result of the UN Decade by providing both capacity building and strategic guidance as they develop their engagement strategies.
The first edition of Restoration Ecology: Arid Lands was issued in June 2020! This thematic series is produced in partnership with the Kuwait Institute for Scientific Research (KISR) and focuses on disseminating research breakthroughs and identifying best practices and approaches to arid lands restoration.

SER also partnered with the British Ecological Society (BES) on a call for papers for a jointly produced UN Decade on Restoration collection with articles to be published across RE and BES journals in 2021. The call closed in December 2020 and the response was overwhelming, indicating the incredible interest in the topic from a variety of perspectives.

2020 ACCOMPLISHMENTS

- Impact Factor increased to 3.4
- Immediacy index increased to 1.11
- CiteScore (Scopus metrics) increased to 4.9
- Received a record number of new (491) and revised (425) manuscripts
- Published a record number of articles (226) in a record number of issues (10)
- Google Scholar ranks Restoration Ecology at #16 among Biodiversity and Conservation Biology journals

Restoration Ecology, SER’s flagship peer-reviewed journal, continues to serve as the leading-edge publication for rigorous restoration research.
The **SER International Principles and Standards for the Practice of Ecological Restoration**, 2nd Edition (SER Standards) quickly became the go-to international guidance for ecological restoration. In the first 12 months post-publication they were downloaded more than 15,000 times.

SER staff, board members, and Restoration Ambassadors promoted the Standards at virtual events and webinars across the globe, including with Parks Canada, the European Union, the US Interagency Ecological Restoration Quality Committee, and more. We made progress with four additional translations (French, Spanish, Portuguese, and Ukrainian) and expect to release those in 2021. We’re still encouraging volunteers for other languages!

SER partnered with Curtin University (Australia), the Southern University of Science and Technology (China), and a variety of external partners, including industry partners, to develop a **companion to the SER Standards focused specifically on ecological restoration of mined areas**. We expect to finalize the mining standards in late 2021.

SER partnered with SER-Europe (SER-E) and WWF España to develop a **Mediterranean forest restoration certification program** based in part on the SER Standards. This work will be especially beneficial in light of the European Union Biodiversity Strategy. In late 2020, we received a 3-year grant (2021-2023) to fund this work and implement the pilot program.

SER’s International Network for Seed-based Restoration thematic section released the **International Principles and Standards for Native Seeds in Ecological Restoration** – this is the first companion document to the SER Standards!

"The International Network for Seed-based Restoration published the International Standards for Native Seeds in Ecological Restoration in 2020 to provide native seed programs and networks around the world with a framework for developing sustainable seed supply chains of high quality, genetically diverse seed, as well as the technology required for their effective use in ecological restoration.” - Nancy Shaw, INSR Chair-Elect
CERTIFIED ECOLOGICAL RESTORATION PRACTITIONER PROGRAM

SER certified 86 new CERPs and CERPITs at the end of 2020! The geographic range and diversity of those certified greatly expanded over the last year, with newly approved CERPs representing seven countries outside the U.S. including Australia, Canada, Colombia, England, India, Italy, and Nepal. New CERPs in the U.S. came from across the country, including our first from Puerto Rico. New CERPITs included six from Niagara College in Canada, five from Cornwall College in England, and nine others from the U.S. and Canada.

Institutions with CERP aligned curricula:

- British Columbia Institute of Technology
- Grand Valley State University
- Simon Fraser University / British Columbia Institute of Technology
- The Ohio State University
- Universidad Autónoma de Nuevo León (UANL) – Facultad de Ciencias Forestales
- University of Washington, Seattle
- University of Victoria
- Virginia Tech

“It was important to be recognized with a professional designation. Having CERP included in my bio is a quick way to communicate my experience in restoration ecology.”

- Beth Anne Fischer, CERP Restoration Project Specialist Conservation Halton

Photo credit: Chelsea McIsaac
Photo credits - Top row: Lorene Lynn, CERP, Soil Scientist & Restoration Ecologist; Middle row: Jiang Zhu, CERP, Senior Engineer of Urban Planning; Bottom row: Scott Fisher, CERP, SWCA’s Ecological Restoration Team Lead
The Science and Policy Committee (SPC) finalized their 2020 – 2030 Strategic Plan to guide SER’s work and engagement in international policy and science. SPC members engaged at the regional, national, and international levels to promote the SER Standards, to advocate for more and higher quality ecological restoration, and to strengthen restoration policy globally. SPC 2020 highlights include:

- Close engagement with the **UN Decade on Ecosystem Restoration**.
- Board member Cristina Eisenberg re-launched the *Traditional Ecological Knowledge (TEK) subcommittee* of the SPC. We are extremely pleased to welcome the 13 inaugural members of the TEK subcommittee, with members from India, Australia, Mongolia, Europe, and North America.
- Participation in **ten global meetings** (e.g. UN Convention on Biological Diversity’s meetings related to the development of the post-2020 Global Biodiversity Framework; Global Environment Facility Technical Advisory Group meetings on restoration) by SPC members.
- Development of an ad hoc committee to **review and provide substantive input on a proposal by the International Standards Organization (ISO)** to create a new global standard on ecological restoration, including coordinating stakeholder engagement from SER members and partners around the world to oppose the proposal as it was written. The proposal was voted down in December 2020, but the concept is still under consideration, and SER intends to continue to engage as capacity allows.
2020 marked the first full field season of our Fort Belknap Indian Community/Bureau of Land Management/SER Grassland Restoration Program. The project employed more than 20 people at a minimum of 80 hours each, 91% of whom were Native American. In total, the field project crew logged more than 10,000 hours of work.

This 5-year native seed and grassland restoration project is helping the Fort Belknap Indian Community collect and maintain traditional ecological knowledge related to restoration in partnership with the Tribal Historic Preservation Office and with several community elders. In addition to assessing and restoring tribal and BLM grasslands, the project is also introducing young members of the community to both scientific and traditional ecological knowledge and possible career opportunities in the biological sciences through its Community Fellows program.

“We are braiding together Traditional Ecological Knowledge and Western science to empower Native American youth to heal the damage done to the earth by climate change and settler colonialism. By healing the earth we are healing ourselves.”

Cristina Eisenberg, Program Director

"Healing has always been my vision for this project. Centering the project around our youth is going to generate a powerful ripple effect and when we restore our homelands and help it heal, then a part of our people is going to heal. It’s a vision my grandparents always held tight to themselves, even in passing they talked of a time when they were children and they could ride horseback from one end of a fenceless reservation to the other and the land was green and rich in its original state."

Dan Werk
Project Coordinator
OUR TEAM
BOARD OF DIRECTORS

DIRECTORS AT-LARGE
Karma Bouazza
Lebanon Reforestation Initiative, Lebanon

Jeanne Chambers
USFS Rocky Mountain Research Station, USA

Cristina Eisenberg
Oregon State University, USA

Stephanie Mansourian
Independent Consultant, Switzerland

Travis Sowards
Student Director, Brigham Young University, USA

Vicky Temperton
Leuphana University of Lüneburg, Germany

REGIONAL DIRECTORS
AFRICA - Andrew Whitley
Wildlands Conservation Trust, South Africa

ASIA - Laura Graham
Borneo Orangutan Survival Foundation, Indonesia

EUROPE - Kris DeCleer
Research Institute for Nature and Forest, Belgium

LATIN AMERICA / CARIBBEAN - Luiz Moraes
Embrapa, Brazil

NORTH AMERICA - Thomas Kaye
Institute for Applied Ecology, USA

PACIFIC - Bruce Clarkson
University of Waikato, New Zealand

EDITORS and ORGANIZATIONAL CONSULTANTS
Valter Amaral, Managing Editor, Restoration Ecology
Sarah Cotter, Social Media Coordinator
George Gann, International Policy Lead
Keith MacCallum, Programs Consultant

STAFF MEMBERS
Bethanie Walder
Executive Director

Laura Capponi
Membership Director

Alexis Gibson
Program Manager

Chris Lenhart
Certification Coordinator

Dan Werk
Project Coordinator
Fort Belknap Indian Community Grassland Restoration

16 | ANNUAL REPORT 2020
## Financial Report

### Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Grants and Contributions</td>
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<tr>
<td>Publication Revenue</td>
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<td>Membership Dues</td>
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<tr>
<td>Gifts in Kind</td>
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<td>Contract Revenue</td>
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<td>Investment Income</td>
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<td>Net Assets</td>
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<td><strong>Total Revenue</strong></td>
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### Expenses

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<th>Description</th>
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<td>Program Services:</td>
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<td>Organizational Development</td>
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<td>Networking &amp; Outreach</td>
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<td>Science</td>
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<td>Practice</td>
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<td>Administration</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$1,027,659</strong></td>
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</tbody>
</table>
OUR SUPPORTERS

RESTORATIONIST CIRCLE
Davin Family Foundation
Jim Hallett & Peggy O’Connell

2020 LIFETIME MEMBERS
Rachel Barkley
Elise Buisson
Adam Centurione
Emily Mazur
Julia O’Neal
Steven Paulsen
Peter Török

RESTORER MEMBERS
Steven Kent
Giovanni Marcantonio
Winslow Mulry
Florence Panizza
Mariana Parra
Elizaveta Petelina
Jessica Piette

SPECIAL THANKS TO THE FOLLOWING MEMBERS AND FRIENDS WHO MADE GIFTS TO SER

Edie Allen
Stuart Allison
Valter Amaral
Joshua Aronson
Abdulaziz Assaeed
Buzz Avery
Laura Backus
John Carlo Barbatano
Tyler Bassett
Kitty Becker
Jerry Benson
Karla Berger
Wouter Beyen
The Rev Dr Judith Blanchard
Christ Boland
Victoria Borowicz
Matthew Bowker
Ben Brink
Hugh Brown
Kelly Brown
Rebecca Brown
Rebekah Buczynski
Kate Buenau
Keyna Bugner
Gerard (Hans) Buys
Diana & Jay Caldwell
Cristina Campa
Daniel Campbell
Sarah & Silvio Capponi
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David Chenoweth
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Jack Dalton
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Ellen Davin
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Victoria Elsberg
James Evans
Scott Fairley
Johanna Fine
Johanna Foster
Pedro Coll Fresno
Jim Furnish
Daniel Gallant
Magda Garbowska
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Christine Gerbode
Graham Glass
Sophie Golding
Gwyneth Govers
Perry Grissom
Martha Groom
Alex Hackman
Jim Hallett
David Hancock
Dianne Hennessey
Brook Herman
Robert Hevey
Joseph Hmielewski
Karen Holl
Marcel Huijser
Krystal Isbister
Chris James
Rhonda James
J. Hill Sdn Bhd
Juita Gems
Thomas Kaye
Roy Keery
Carol Kegley
Alison Kelley
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Ed Kleiner
Patrick Kokesch
Janet Koons
Tod Kraemer
Diane Larson
Michael Leff
Ryan Lefler
Karen LeMay
Ekaterina Lenegfeld
Michael Lucey
Jackson MacPherson
Heather Madison
Becky Marty
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Kathryn McFarland
Mara McHaffie
Shana Meier
Eric Miller
Tatiana Minayeva
James Montgomery
Luiz Moraes
Laura Morales
Alexis Morris
Takayoshi Nishio
Timothy Nuttle
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Sonya Oetterich
Samira Omar Asem
Bruce Orr
Mariana Parra
Margus Pensa
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Jennifer Prosser
Gerard Proust
Laurie Raymundo
Andrew Reeves
Leighton Reid
Jonas Rezende
Curtis Richardson
Laura Roberts
Justin Roborg-Söndergaard
Franco Rossi
Mark Russell
Hugh Stafford
Edward Samanns
Matthew Sarver
Patrice Savadogo
Greta Schiller

Matthew Stahman
Matt Stine

Erin Schisley
Rebecca Schneider
Peter Schulze
Charles Simenstad
Lee R. Skabelund
Charles Smith
Vanessa Couto Soares
Ellen Speirs
Dan Spencer
Graeme Spiers
Sarah Steele
Achva Stein
Ryan Stephenson
Roger & Victoria Stubbs
Tyler Swanson
Larry Sward
John-Christopher Taft
Vicky Temperton
Suzanne M. Tuttle
Gordon Usipiuk
Ramesh Venkataraman
Bethanie Walder
Susanne Walder
James Weigand
Lucy Weinberg
Beverly Weston
Joe Wheaton
Jon Wingo
Paddy Woodworth
Stanford Young
Berta Youtie
SPONSORS and PARTNERS

SER is pleased to partner with like-minded organizations from around the world to promote restoration across disciplines. Through our sponsorships and partnerships, SER provides webinars, policy documents, formal events, our World Conference, and other resources to improve and strengthen restoration programs. We are grateful for the support our partners and sponsors offer us in achieving our mission.
The world is facing unprecedented change, and ecological restoration has never been more important.

JOIN US

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Washington, DC 20005 USA

www.ser.org

Photo credit: Andrew Taylor - CERP #235, Blue Corner Marine Research, Bali