

# SNATCHING SUCCESS FROM THE JAWS OF FAILURE

Manila, December 8, 2016  
Fred Dubee

“We must take risks today to learn lessons for tomorrow”

Examining our failures in depth is emotionally unpleasant. Most of us will speed through or avoid failure analysis altogether.

Analyzing failures requires inquiry and openness, patience, and a tolerance for causal ambiguity.

The challenge is more than emotional; it's cognitive and the tendency is to

- favor evidence that supports our existing beliefs rather than alternative explanations.
- down play our responsibility placing undue blame on external or situational factors,
- do the reverse when assessing the failures of others, “ fundamental attribution error”

What can we learn  
from the Guangcai  
Programme?

Once a failure has been detected, it's essential to go beyond the obvious and superficial reasons for it to understand the root causes.

# The Guangcai Programme

## An Overview

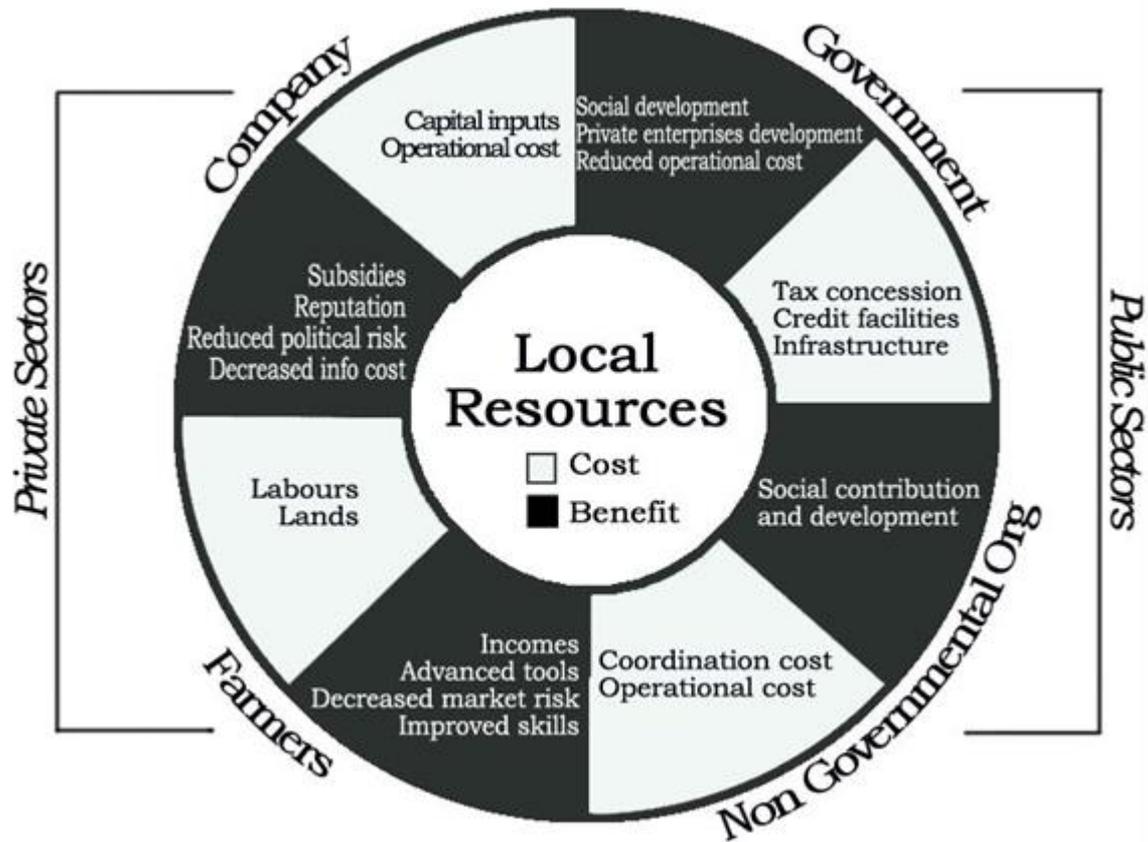
# The Guangcai Programme – An Initial Experiment

# The Guangcai Programme – A Massive Failure

- Why it Failed
- What was learned

# The Guangcai Programme

- Learning Applied



# Fast forward to 2015...

China and the MDGs –

- Only goal not met: REDUCTION IN BIODIVERSITY LOSS (7.B)

# PROTECTED AREAS

IMPORTANCE OF ECOLOGY AND ENVIRONMENTAL PROTECTION

VS

NEED TO EXPAND COVERAGE,  
NATURAL RESOURCE CONSUMPTION,  
INSUFFICIENT RESOURCES FOR PROTECTED AREAS

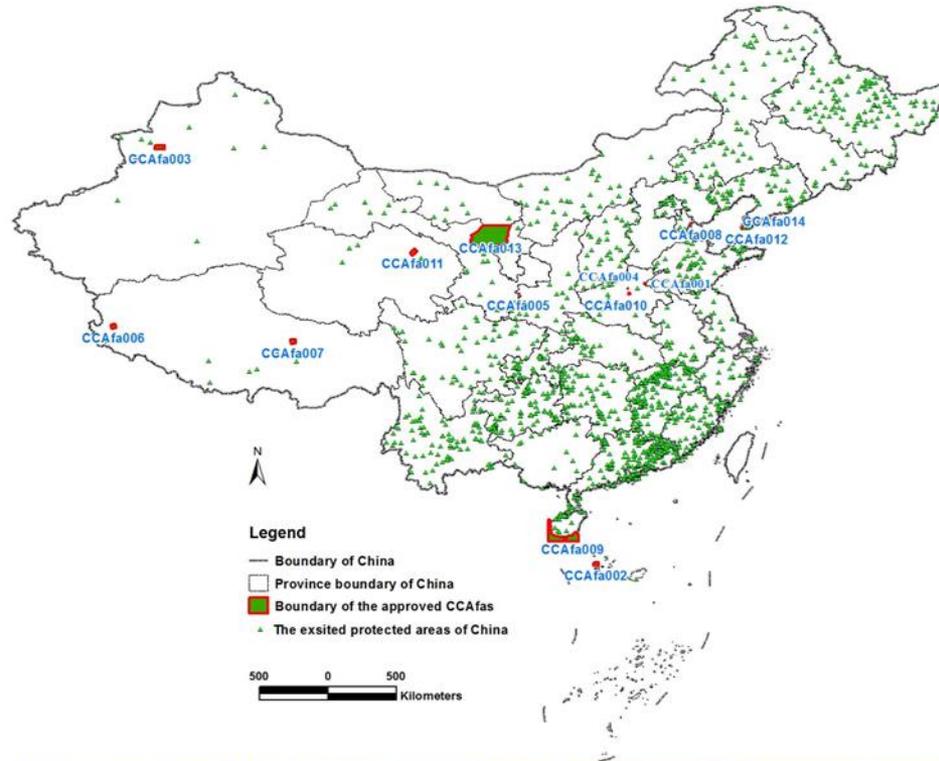
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“The China Conservation Area for something at somewhere”

The CCAfa is a fast, effective low cost approach that brings together a wide range of public participants for the identification, establishment and management of protected areas.

#### Drivers

- interested individuals and groups
  - local government,
  - social organizations and clubs,
  - NGOs and members of the general public.
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- The object of protection within a CCAfa can include animals, plants, immovable cultural artifacts, ancient trees, natural wonders, etc..



Great Bustards



Coral



Ili Pikas



Sand Martins



Acer pentaphyllum



Nagri Starry Sky



Nagqu Starry Sky



Relic Gulls



Chinese White Dolphins



Ancient Jujube Trees



Przewalski's Gazelles



Oriental White Storks