



WATERSHED26 SHARED ACTION PLAN

EXECUTIVE SUMMARY

The Shared Action Plan is a strategic framework designed to accelerate conservation agriculture adoption, improve watershed health, strengthen rural economies, and align public-private investment across the Upper Mississippi River Watershed. It was developed based on the insight and expertise of the Athene Watershed26 committee members. The Shared Action Plan, while a collaborative document, is not explicitly endorsed by individual committee members nor the organizations they represent.

FOUR STRATEGIC PILLARS



EMERGING VOICES



FINANCE SOLUTIONS



SCIENCE & DATA



STACKED BENEFITS

The plan is intended to serve as a shared roadmap for nonprofits, producers, landowners, agribusinesses, higher education institutions, investors, conservation organizations, public agencies, and community leaders.



STRATEGIC PILLAR 1: **EMERGING VOICES**

STRATEGIC GOAL

Build public understanding, workforce capacity, and next-generation leadership for conservation agriculture and watershed stewardship.

ACTION STEP 1

Deploy new media trainings and campaigns that support conservation priorities, educational resources, and collective wins.

ACTION STEP 2

Conduct a study on middle infrastructure needs to accelerate adoption of regenerative and alternative agriculture.

ACTION STEP 3

Increase workforce development and higher education opportunities in conservation agriculture.



Scan to learn about tactics and success metrics



STRATEGIC PILLAR 2: **FINANCE SOLUTIONS**

STRATEGIC GOAL

Unlock scalable financing and investment systems that accelerate conservation outcomes.

ACTION STEP 1

Create a toolbox/playbook for conservation financing options.

ACTION STEP 2

Pilot programs that create clear financial pathways for nature-based and agricultural investments.

ACTION STEP 3

Map ecosystem conditions necessary for capital deployment.



Scan to learn about tactics and success metrics



STRATEGIC PILLAR 3: **SCIENCE & DATA**

STRATEGIC GOAL

Leverage science, technology, and data systems to improve conservation outcomes and accelerate adoption.

ACTION STEP 1

Use data to identify high-impact watershed targets.

ACTION STEP 2

Invest in the existing resources available within the conservation ag sector to expedite the pace of practice adoption.

ACTION STEP 3

Support the development, scaling, and application of innovative systems, practices, and technology in the conservation ag sector.



Scan to learn about tactics and success metrics



STRATEGIC PILLAR 4: **STACKED BENEFITS**

STRATEGIC GOAL

Leverage science, technology, and data systems to improve conservation outcomes and accelerate

ACTION STEP 1

Analyze the economic value of water and conservation across sectors.

ACTION STEP 2

Implement a standardized assessment tool for large-scale infrastructure placement and water quality investment.

ACTION STEP 3

Holistically approach watershed interventions through creative funding structures.



Scan to learn about tactics and success metrics

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CONCLUSION

This Shared Action Plan provides a collaborative roadmap for scaling conservation agriculture and watershed resilience across the Upper Mississippi River Watershed.

By aligning communications, financing, science, and cross-sector benefits, partners can accelerate measurable environmental outcomes while supporting thriving agricultural communities and regional economies.

ATHENE WATERSHED26 COMMITTEE MEMBERS



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SCIENCE & DATA

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STACKED BENEFITS

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