



Quantified: Redefining Conservation for the Next Economy

Joe S. Whitworth

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Google, Apple, Amazon, Uber: companies like these have come to embody innovation, efficiency, and success. How often is the environmental movement characterized in the same terms? Sadly, conservation is frequently seen as a losing battle, waged by well-meaning, but ultimately ineffective idealists. Joe Whitworth argues it doesn't have to be this way. In fact, it can't be this way if we are to maintain our economy, let alone our health or the planet's.

In *Quantified*, Whitworth draws lessons from the world's most tech-savvy, high-impact organizations to show how we can make real gains for the environment. The principles of his approach, dubbed quantified conservation, will be familiar to any thriving entrepreneur: situational awareness, bold outcomes, innovation and technology, data and analytics, and gain-focused investment. This no-nonsense strategy builds on the inspirational environmental work begun in the 1970s, while recognizing that the next economy will demand new solutions.

As President of The Freshwater Trust, Whitworth has put quantified conservation into practice, pioneering the model of a “do-tank” that is dramatically changing how rivers can get restored across the United States. The stories in *Quantified* highlight the most precious of resources—water—but they apply to any environmental effort. Whether in the realm of policy, agriculture, business, or philanthropy, Whitworth is charting a new course for conservation.

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