

PUP COLLABORATORY SUMMARY

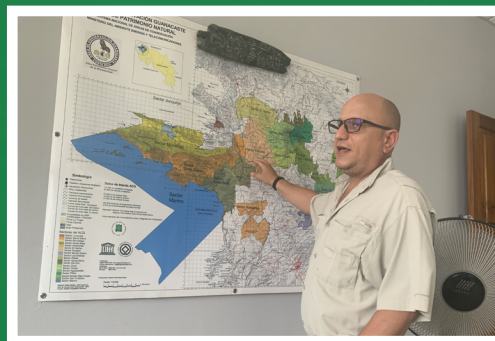
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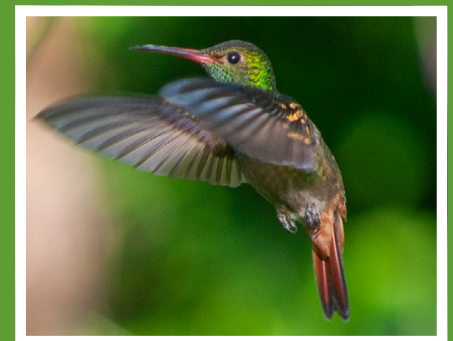
VISION	<p>A world in which conserved natural-cultural heritage better guides humans and all Earth's inhabitants toward a thriving future.</p> <p><i>We achieve our vision through our mission</i></p>				
MISSION	<p>Transforming how the professional natural-cultural heritage management community supports site communities to better conserve Earth's natural-cultural heritage.</p> <p><i>We fulfill the mission with the following strategy</i></p>				
Strategy	<p>Ultimately, the Collaboratory unites heritage managers, planners, and practitioners in a collaborative community that leverages co-created knowledge, tools, and resources. We do that to accomplish our mission of conserving natural-cultural heritage. This heritage, in turn, better guides humans and all Earth's inhabitants toward our vision of a thriving future.</p> <p><i>We execute the strategy through our principal sub-strategies</i></p>				
Sub-Strategy	Model Projects Develop model projects to strengthen the heritage management community	Integral Approach Endow heritage management community with a more integral-holistic focus	Site Heritage Community Empowerment Collaborate with and support heritage site communities to better manage natural-cultural heritage that in turns contributes to their own thriving	Collaboratory Development Continuous improvement of a financially sustainable Collaboratory to drive all previous	
Capital Goals	Psychological capital The Collaboratory improves the management community's holistic-integral approach (consciousness) to heritage management. Knowledge capital The heritage management community uses a greater number of tools in holistic fashion.		Heritage capital PUP, through heritage communities, improves heritage authenticity and integrity everywhere it works.	Human health capital PUP's work increases human thriving everywhere it works. Cultural capital Collaboratory projects improve community capacity (social cohesion, self-sufficiency, self-esteem) to manage heritage. Social capital Collaboratory projects build and strengthen community heritage management entities.	Financial capital The Collaboratory generates profit for the entire organization. Knowledge capital The Collaboratory continually improves its collective knowledge. Human capital The amount of professional use of the Collaboratory continues to increase. Infrastructure capital The Collaboratory offers the largest heritage management toolbox on the internet.
Collaboratory business model strategies	Professional Heritage Management Community Empowerment <ul style="list-style-type: none"> ● B2B where buyers are organizations that employ heritage management practitioners, planners, and managers, while collaborators are the latter including students ● Paid subscription with some free materials including free newsletter ● Feedback loop between Collaboratory-supported field projects and the toolbase ● Demand/collaborator-driven rather than supply-driven in tool selection ● Action Learning Community for collective learning, problem-solving, innovating, and strengthening toolbase contents ● Resource library is Collaboratory contribution to field in general with free content 		Heritage Site Community Empowerment <ul style="list-style-type: none"> ● Select tools based on collaborator challenges related to community heritage management ● Build community management capacities ● Involve communities in feedback loop ● Support collaborators in field application ● Communities enjoy benefits from well-managed heritage 	Collaborator-Tool Matching <ul style="list-style-type: none"> ● Components: Toolbase, Action Learning Community, Resource Library ● Quality support services including interactive personalized tool/collaborator matching interface, AI and human librarian services, tool mentoring for depth consulting, value-added features for each tool, 30 fields in database to describe tools from holistic focus ● Collaboratory operated by editors, tool mentors, ALC forum facilitators, librarians, ITAT 	



"PUP Tour in Tirimbina Biological Reserve, member of the PUP Consortium"



The director of the Guanacaste Conservation Area during a customer exploratory interview for the PUP Collaboratory



"Hummingbird in the Wellness Park Costa Rica garden. Wellness Park is a PUP member"