

Title

An insightful lecture by Sir David Attenborough (pictured left) in the University of Cambridge Senate House marked the launch of the [Cambridge Conservation Campus](#), which will become the hub for the Cambridge Conservation Initiative (CCI), of which BirdLife International and the RSPB (BirdLife in the UK) are collaborators. Speaking of the Conservation Campus, David Attenborough said: "The world's biodiversity urgently needs research-driven, innovative and practical solutions for its conservation. By coming together on the Conservation Campus, CCI partners will be better able to integrate their distinct and complementary strengths to tackle the complex challenges facing the natural world in exciting new ways." CCI is a pioneering partnership formed between leading conservation organisations and the University of Cambridge. It seeks to transform the global understanding and conservation of biodiversity, to secure a sustainable future for all life on earth. BirdLife is already involved in several CCI-funded projects such as [Building capacity in biodiversity conservation, ecosystems services and climate change](#).