



THEORY OF CHANGE

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FOREWORD

Well-directed philanthropic funding has a massive role to play in tackling the greatest challenge of our time – the ongoing breakdown of the Earth’s system on which we depend. Worryingly, only a tiny proportion of total philanthropy is directed towards the environment.

Conservation Collective (CC) channels money from donors to the most effective grassroots initiatives in places they know and love. Our fast-growing network of locally focused foundations has the agility and insight to support a vast range of exciting and entrepreneurial nature restoration initiatives across the world.

I’m so proud to be able to support this movement and hope that you’ll find this Theory of Change enlightening.

BEN GOLDSMITH

Founder & Chairman of Conservation Collective



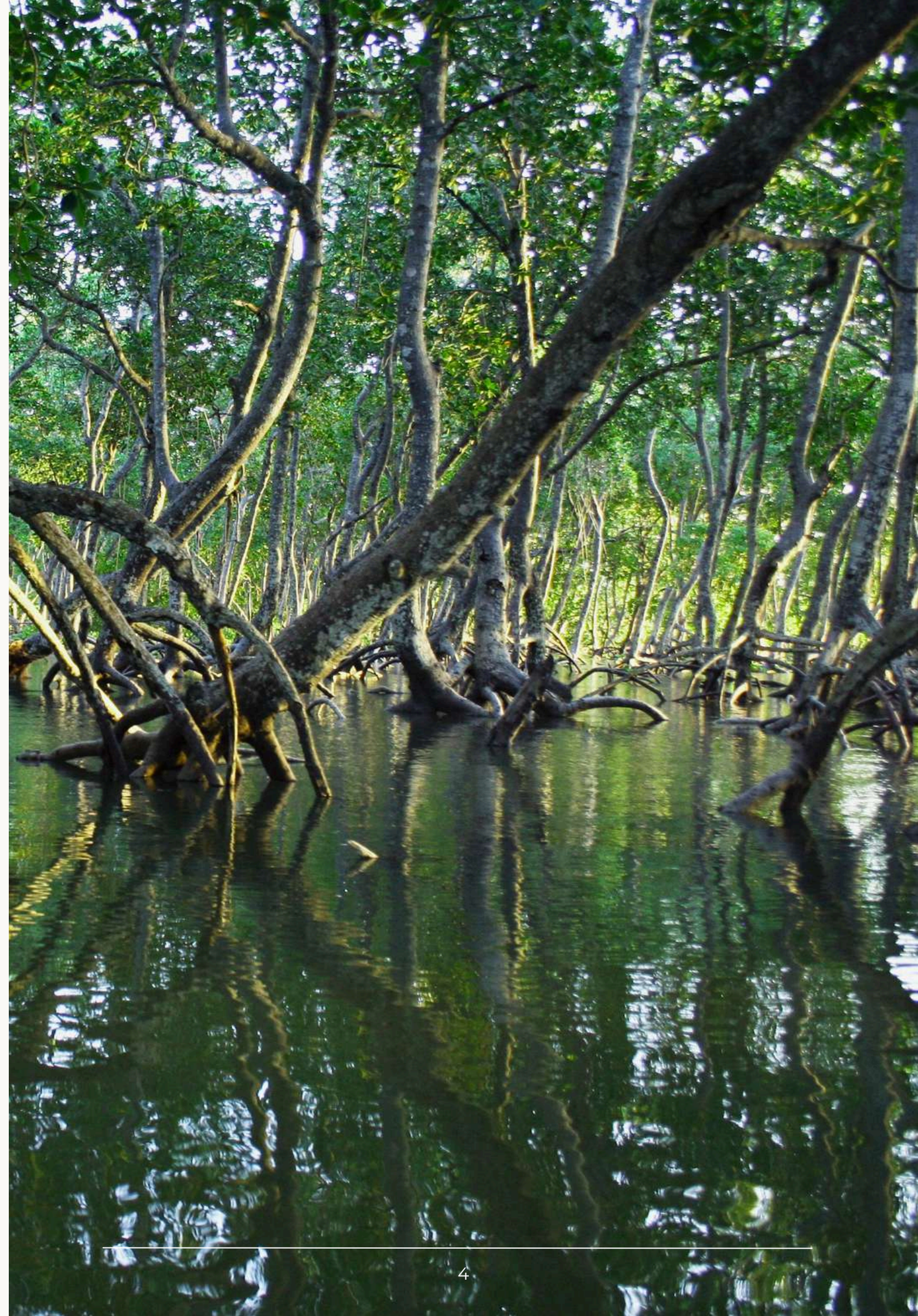
This Theory of Change was developed with NPC in 2021, thanks to generous funding from MAVA Foundation. Since then, it has been honed and improved with input from the global network. It outlines why we do what we do, and how. Providing us with a robust framework to measure and report on the impact of our work at every level of our operations – project, foundation, and at the core.

We use it to ensure we operate as effectively as possible and that we constantly improve what we do, to scale fast enough to tackle the greatest challenges of our time.



KENDRA WALSH

Network Director of Conservation Collective



EXECUTIVE SUMMARY

This Theory of Change defines the activities of Conservation Collective and the foundations it has established and supports. It explains how Conservation Collective and its global network facilitates and empowers grassroots environmental action, which generate multiple environmental, social, economic and policy outcomes. We then track and attribute these outcomes to the creation of larger, longer term environmental impacts.

Conservation Collective is built upon the central belief that people care deeply about protecting and restoring the places they know and love, and that local communities are in the best position to identify local solutions to globally shared challenges. Local foundations work with local environmental champions to identify and address these challenges, providing a vehicle for collective action and unlocking new funding for local environmental causes.

Conservation Collective fosters a location based model, encouraging individuals and businesses who care passionately about their place to support a local foundation, which works closely with local environmental champions to fund grassroots conservation initiatives.



Photo by Stephan Hornsey

Unrestricted and long-term funding for environmental projects enables grantees (the local champions who have received funding) to scale up projects and become leaders who can build long-term resilience to climate change and restore ecosystems.

Local foundations actively seek institutional and individual donations to raise funds and build a strong network of people and businesses united in boosting the work of local environmental champions.

This Theory of Change asserts that through measuring and demonstrating the outcomes of projects on the ground, momentum - or a 'multiplier effect' - can be built allowing donations and support for environmental and climate solutions will continue to grow naturally.

The projects supported are regenerating natural habitats, helping native species to thrive, reducing pollution, and building climate resilience.

Activities include researching environmental issues and solutions; engaging with farmers, fishers and stakeholders in the tourism sector; raising public awareness of environmental challenges; building capacity for conservation; promoting environmental education in schools and universities; influencing and involving governments.

Ideally, projects are delivered and led by local communities, but foundations may build and deliver strategic projects directly to fill gaps where needed.

This can include kickstarting new initiatives or sustaining existing ones, which could lead to more significant and sustained change.

The results and lessons from each project are shared across Conservation Collective's network and beyond through measuring and reporting on outcomes and ultimately impacts.

This process ensures best practice is recognised and promoted and learnings are disseminated improving the effectiveness of grants and raising the profile of environmental activities.

OUR VALUES

All members of Conservation Collective share the belief that local action can unlock solutions to shared global challenges, and that this is best achieved by empowering communities to protect their local environment through a 'bottom-up' approach

POSITIVITY

We are driven by hope and the belief that positive change at grassroots level can create real and lasting impact.

OPENNESS

We aim to be open and transparent in all that we do. We do not claim to be experts but are passionate and always learning by working together and with others.

COLLABORATIVE

Everything we do draws on the expertise of our network to ensure our approach is realistic and achievable across different organisational and geographic contexts.

INCLUSIVE

Everyone has an important part to play in building this movement regardless of their gender, culture, ethnicity, age, religion, sexual orientation or ability.

CREATIVITY

Responding quickly to opportunities and adapting to challenges we encounter helps us to move fast to meet the urgent needs of our work.



OUR VALUES UNDERPIN EVERY PART OF CONSERVATION COLLECTIVE'S WORK IN ITS EFFORTS TO BE NIMBLE, AND RESPONSIVE, TO MEET THE URGENT NEEDS OF OUR PLANET.



PATHWAYS TO IMPACT

This Theory of Change illustrates the sequence of causes and effects that underlie Conservation Collective's strategy, beginning with the organisation's activities, local foundations' activities and ending with their intended outcomes and impacts. Clear identification of each of them provides a common framework to implement a strategy to achieve our goals.

This Theory of Change is divided into four closely connected sections:



1. CONSERVATION COLLECTIVE ACTIVITIES

How Conservation Collective supports, enhances, and amplifies the work of foundations, creating a global movement for change. Under each heading we explain the context, followed by a description with a table that maps out the relationship between inputs, processes and outputs for each activity.



2. FOUNDATION ACTIVITIES

The different ways that foundations pursue impacts. This Theory of Change identifies eight key foundation activities; from supporting communities to influencing governments. Under each heading we explain the context, followed by a description with a table that maps out the relationship between inputs, processes and outputs for each activity.



3. ENVIRONMENTAL, SOCIAL, ECONOMIC & POLICY OUTCOMES

Conservation Collective's desired outcomes; the short and medium-term change that foundations aim to achieve through the local conservation initiatives they support. The long-term impacts (section 4) are the result of a combination of environmental, social, economic and policy outcomes which are intertwined in social-ecological systems and dynamics.



4. IMPACT

Conservation Collective's broad impacts reflect the organisations long-term goals. Local Foundations support a wide range of diverse disciplines, approaches, and stakeholders and all of this work can be linked to at least one of these four impacts, often a combination of all of them. This section introduces the impact measurement framework, used to track progress towards these impacts and the change the foundations aim to create.

Conservation Collective's Theory of Change is summarised in the diagram on the next page.

THEORY OF CHANGE

CONSERVATION COLLECTIVE ACTIVITIES



Launching new Foundations



Fundraising



Speaking with a collective voice



Governance & risk management



People & culture



Impact & learning

FOUNDATION ACTIVITIES



Working through & with communities



Encouraging more effective environmental philanthropy



Supporting grassroots action



Raising awareness of the natural world & its value



Improving understanding of conservation issues & 'what works'



Promoting & supporting collaboration



Encouraging businesses & consumers to act more sustainably



Influencing governments & other institutions

ENVIRONMENTAL

SOCIAL

OUTCOMES

ECONOMIC

POLICY

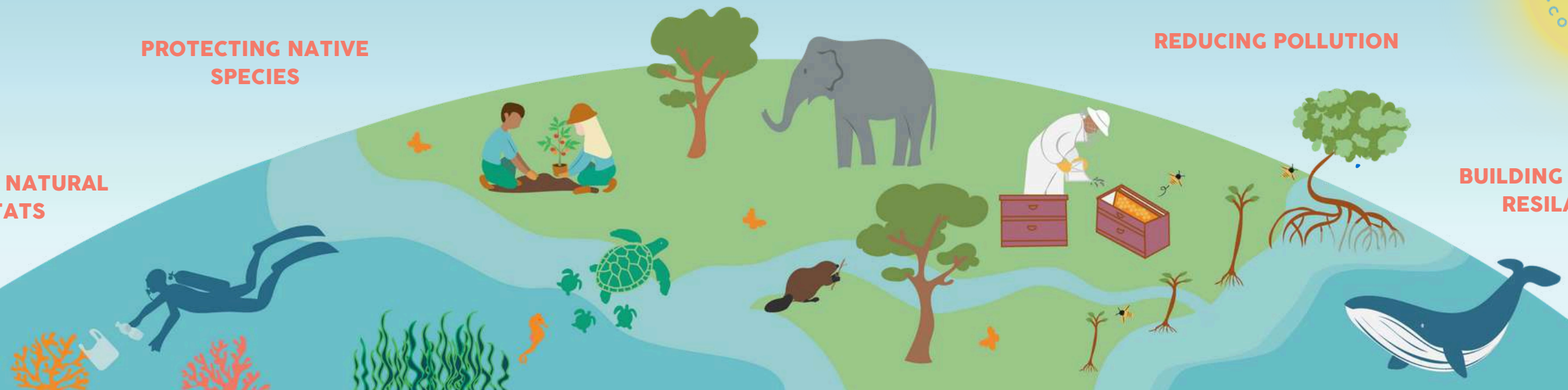
OUR IMPACT

PROTECTING NATIVE SPECIES

REDUCING POLLUTION

RESTORING NATURAL HABITATS

BUILDING CLIMATE RESILANCE



CONSERVATION COLLECTIVE ACTIVITIES

This section describes how Conservation Collective, as a central hub, supports its global ecosystem of foundations, to channel more effective environmental philanthropy, to ensure high governance standards, to share best practice, and to amplify the impact made by local activities.



**LAUNCHING
NEW FOUNDATIONS**



FUNDRAISING



**SPEAKING WITH
A COLLECTIVE VOICE**



**GOVERNANCE &
RISK MANAGEMENT**



PEOPLE & CULTURE



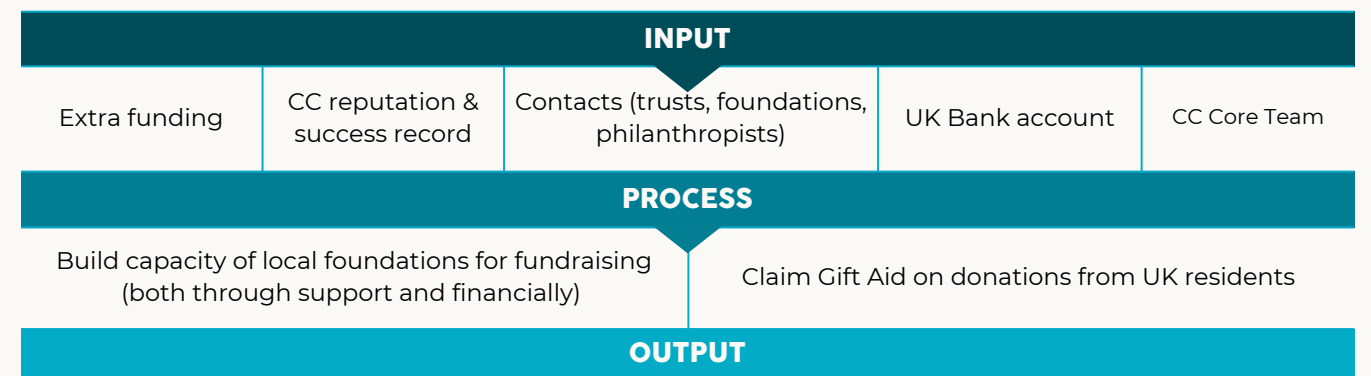
IMPACT & LEARNING



FUNDRAISING

Conservation Collective acts as a trusted funding intermediary for private donors, trusts, foundations, and corporate donors (£1.1m channelled 2020-2023), bringing new funding into the environmental sector. Conservation Collective builds partnerships to generate funding for projects or portfolios of projects selected by the Foundations.

Foundations need financial resources to operate and fund local projects. In much the same way that foundations support communities to fundraise, Conservation Collective supports foundations to raise money. Unlocking unrestricted funding helps foundations to flourish and gives them the ability to select and support the highest impact projects on the ground. Partnerships generated by Conservation Collective boosts funding for Foundations and projects.



More funds are channelled to local foundations led by effective local teams whose donors are confident

LAUNCHING NEW FOUNDATIONS

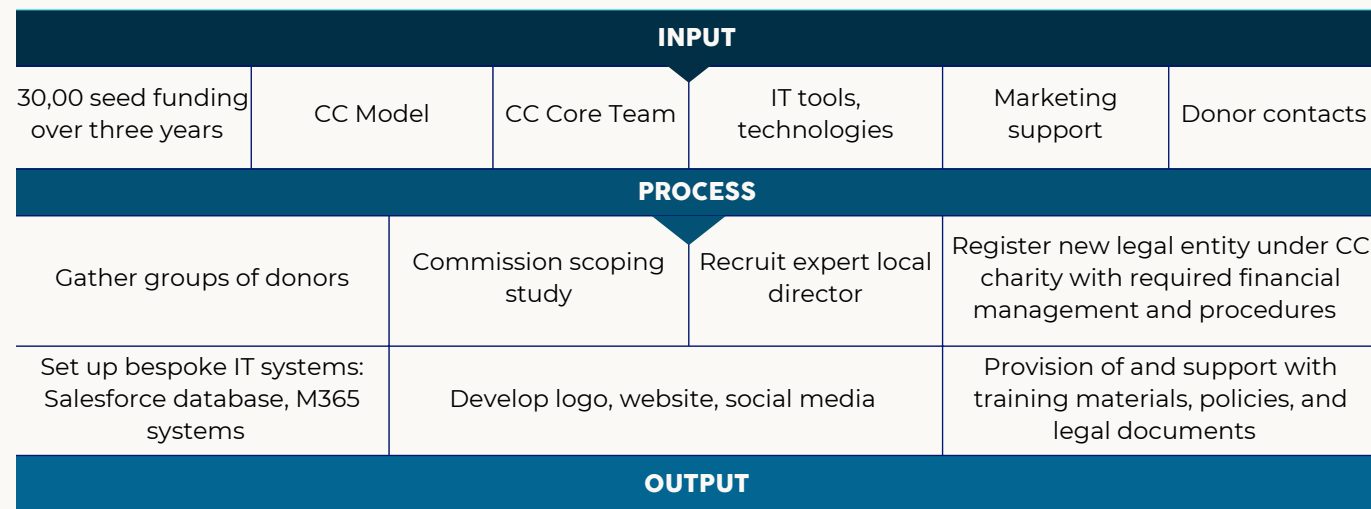


Conservation Collective launches two or three new foundations annually, offering the equivalent of 30,000 (local currency) seed funding for the first three years to each foundation. In addition, CC provides a framework for launching and running a successful place-based foundation and core team support, including donor introductions, marketing and branding, financial management (e.g. UK taxpayer benefits) and governance frameworks, HR, training and programmatic advice.

Foundations are set up in locations where a group of local stakeholders and donors identify a need and can generate the necessary support. Conservation Collective helps to find the professionals required to lead the foundation and provides them with the tools, training and support they need.

For local stakeholders, engaging with Conservation Collective appeals for the following reasons:

- Each local foundation is embedded within and is part of the local community, working both with and for that community. This approach ensures the strongest links are established with that local community (described in the following sections).
- Conservation Collective has built a strong profile and a credible reputation for 'getting things done' and this encourages a 'multiplier effect'; the network's involvement catalyses further local energy, funding, and impact.



2-3 new local foundations annually with local team, core funding and oversight from CC





SPEAKING WITH A COLLECTIVE VOICE

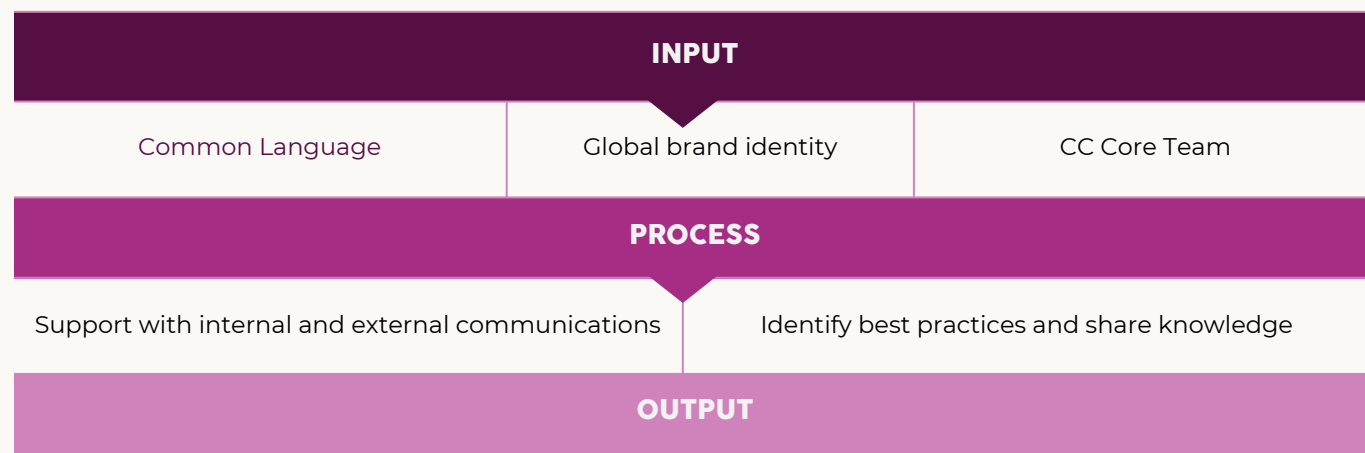


Conservation Collective boosts local impact by communicating success stories from the foundations to global audiences through digital marketing, written materials, press and events. By speaking collectively about their projects, successes and challenges foundations can boost public awareness of environmental issues.

Speaking with a collective voice also enables the work of local foundations to be amplified on the international stage, meaning more people hear these positive stories of nature restoration and can be inspired by them, catalysing further activity. Foundations can also benefit from the opportunity to present their work as part of a bigger picture, particularly when they work in a multilateral way on themes.

Amplification of the stories from across Conservation Collective's network increases donations and the effectiveness of environmental philanthropy. Conservation Collective allows foundations to share in a collective voice by adopting a common language that is clear and inclusive, and based on shared knowledge and structure. This collective voice synthesises information across the network as well as improving external facing communication.

Conservation Collective has a strong global brand and identity, through which the stories of foundations and their local partners can be amplified, facilitating advocacy with governments and international decision-makers.



Foundations voices are amplified by working collectively and brand awareness is strengthened.

GOVERNANCE & RISK MANAGEMENT



Conservation Collective implements robust internal controls to ensure good governance, high levels of risk and financial management and compliance.

The staff and volunteers at foundations have limited time and capacity. Conservation Collective helps foundations by maximising efficiency and consistency across foundations, by:

- Supporting and ensuring quality and risk management across the network;
- Increasing efficiency by promoting standardised systems, processes and approaches;
- Maximising opportunities for economies of scale
- Creating consistent information and messages which improve learning and the collective voice (see below).

While there are clear benefits and cost efficiencies, Conservation Collective is mindful that individual member foundations must remain independent organisations with the flexibility to act in ways that are best tailored to their local context and the needs of their community.

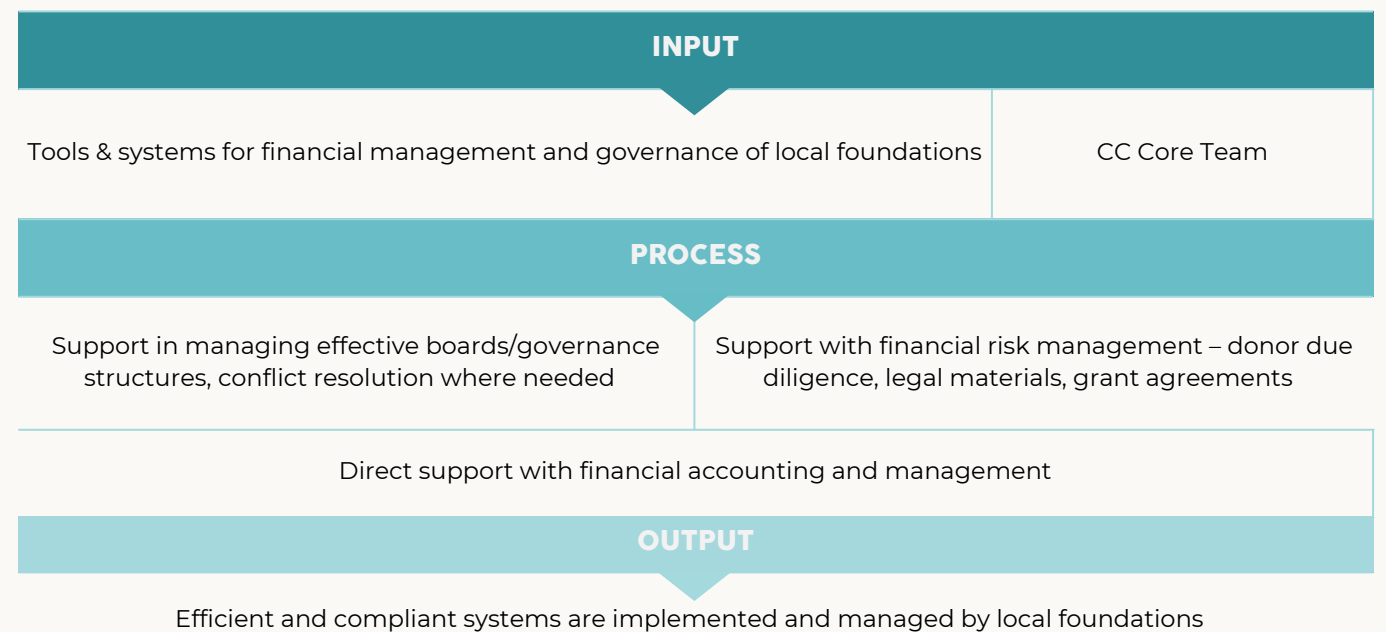
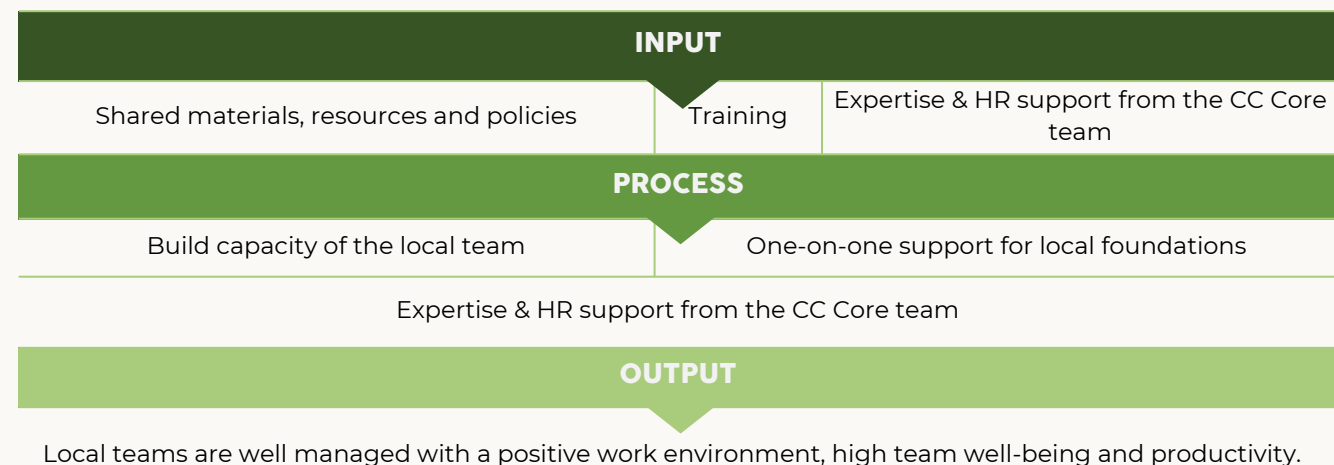


Photo by Stephan Hornsey



PEOPLE & CULTURE

Conservation Collective builds high-performing teams who have access to HR support and training opportunities alongside an engaged and supportive global community of colleagues. The local teams running the foundations in Conservation Collective’s ecosystem are made up of people working independently without close support from colleagues and often under challenging circumstances, financially, politically, and environmentally. Conservation Collective is committed to ensuring that everyone involved in the growing movement receives support with policies, safeguarding and training they need to undertake their role. Through centralised materials and resources, regular access to professional development opportunities and one-to-one support from the central team, employees of local foundations feel safe and supported in their work.

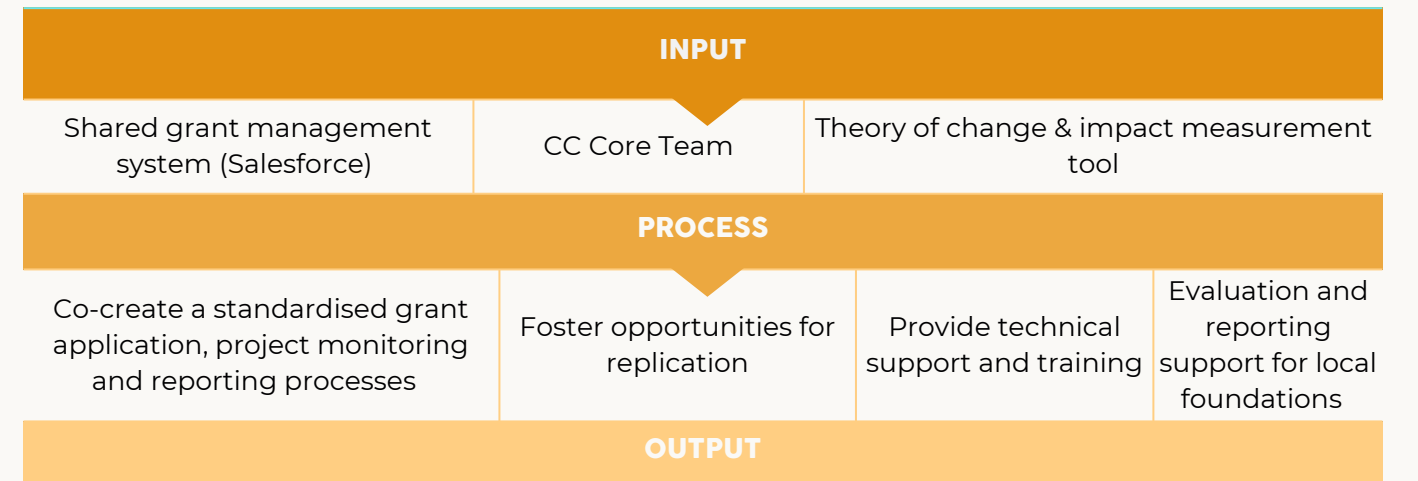


IMPACT & LEARNING



Using this Theory of Change, Conservation Collective has developed an impact measurement, evaluation and learning tool applied through a shared grant management system, which all foundations use for their grant-making, project monitoring and reporting. Not only does this enable foundations to raise awareness of local work by sharing information and key results consistently across the network, but as a coordinating body, this strengthens Conservation Collective’s role as a hub for learning and innovation, identifying what matters, what works and what does not. The impact measurement tool also facilitates knowledge sharing and related benefits across foundations.

Globally, Conservation Collective aims to continuously improve and identify what good practice looks like for local solutions to environmental challenges. Conservation Collective establishes best practice from the network to tackle similar problems by sharing knowledge. Often these problems are not as different as they might first appear, and solutions pioneered elsewhere can be replicated in other areas. By supporting shared learning and facilitating replicability, local individual initiatives become collective actions. By connecting people from different areas, sharing similar problems at the local level, a local community in action becomes a global movement for change.



All local foundations conduct robust and standardised impact measurement reporting allowing CC to aggregate results across the network



Photo by Yanik Tissera

FOUNDATION ACTIVITIES

This section describes the many ways in which local foundations work towards the outcomes and impacts described on pages 33-36.

Each foundation is embedded within its local community. Because all communities have different needs, each foundation collaborates with local stakeholders to understand the local context and the best way to involve local actors to achieve effective and successful outcomes. Local context refers to the collective understanding, beliefs and perceptions communities hold to interpret their surroundings. This is the starting point for all foundations to develop their strategy; hence, this section first addresses this crucial aspect of their work, followed by the imperative of raising funds for environmental projects. Foundations adopt several approaches to pursue their goals, which are determined by local needs and context. Hence, a broad strategy with a sequence of foundation activities can be described as follows:



WORKING WITH & FOR COMMUNITIES



PROMOTING & SUPPORTING COLLABORATION



ENCOURAGING MORE EFFECTIVE ENVIRONMENTAL PHILANTHROPY



SUPPORTING GRASSROOTS ENVIRONMENTAL WORK



RAISING AWARENESS OF THE NATURAL WORLD & ITS VALUE



IMPROVING UNDERSTANDING OF CONSERVATION ISSUES & 'WHAT WORKS'



ENCOURAGING BUSINESSES & CONSUMERS TO ACT MORE SUSTAINABLY



ENGAGING GOVERNMENTS & OTHER INSTITUTIONS

WORKING WITH & FOR COMMUNITIES

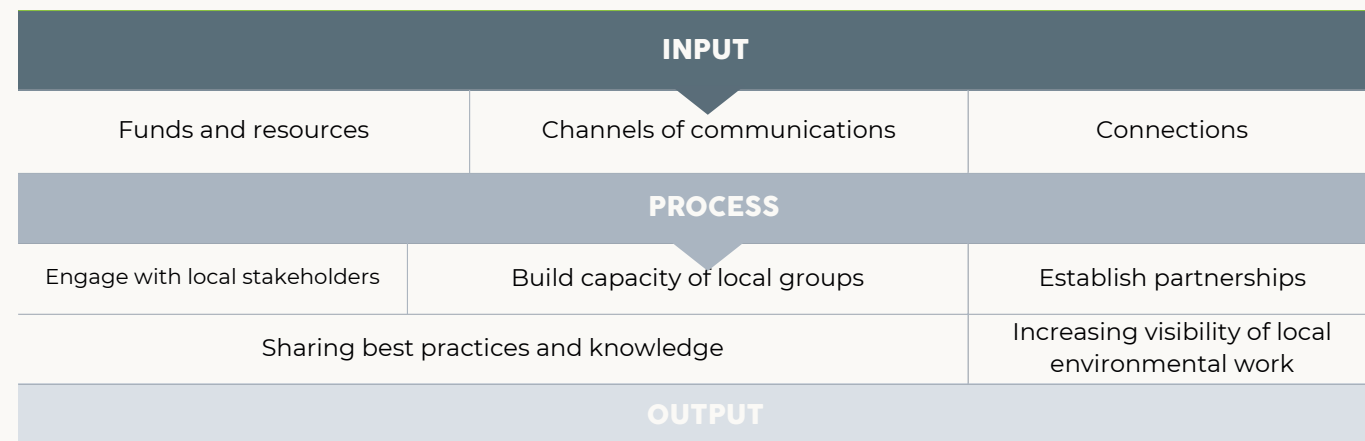


Conservation Collective believes that working closely with grassroots communities is essential for achieving deep, systemic environmental change. Foundations are embedded in local communities, allowing them to gain local buy-in for their work, understand key environmental issues, assess ongoing efforts, and identify gaps where more resources would make the biggest difference.

To build trust, Foundations must be part of the community, not outsiders, and should collaborate with other local organisations rather than compete. Their goal is to empower local groups to take ownership of initiatives, stepping in only when needed, or where there is a gap. Foundations act as independent partners, prioritising the community's interests.

Foundations engage a wide range of stakeholders, including residents, farmers, scientists, and NGOs, while encouraging local environmental champions (grantees) to apply for funding. These grantees need funding, capacity and resources, as well as access to decision-makers. Foundations provide grants, capacity-building support and sharing best practices.

By celebrating grantees' successes and promoting collaboration, foundations inspire more local champions to engage. Through building advisory boards of local experts, foundations guide community-driven solutions to global challenges, strengthening relationships with businesses, policymakers, and other decision-makers to drive change.



Local environmental champions and effective projects are supported by local foundations



Photo by Yanik Tissera



PROMOTING & SUPPORTING COLLABORATION

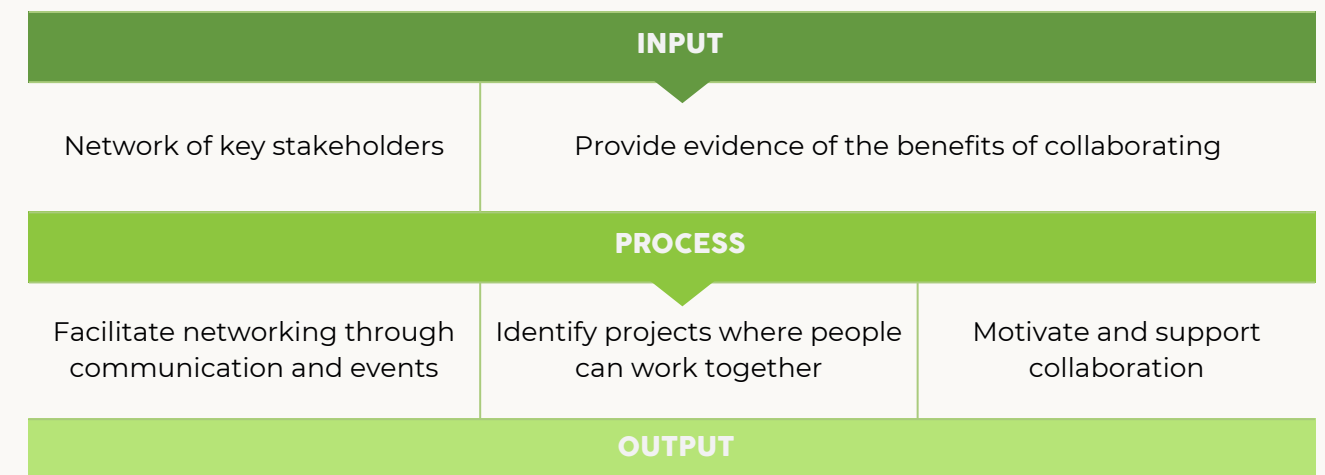


Local foundations believe in the benefits of collective action and collaborative working for the following reasons:

- Collaborative projects and coordinated action achieve better results than isolated efforts;
- Collaboration can reduce competition for limited resources;
- Collaboration can encourage further funding by giving a clear focal point for engagement with stakeholders and potential donors.

However, collaboration is difficult. People may lack the necessary networks, they may not be aware of opportunities to work together, or they may be unaccustomed to working in this way.

Local foundations therefore seek to persuade people of the value of working together, to make it as easy as possible, and to motivate and support collaborative efforts. Foundations identify gaps where stronger networks will support environmental action, and then bring people with similar interests or activities together.



Partnerships are established to collaborate on local environmental issues.

ENCOURAGING MORE EFFECTIVE ENVIRONMENTAL PHILANTHROPY



Communities need funding to help them preserve, protect, and regenerate their local environments. Many institutions and individuals donate to environmental projects, however, there is always a need for more resources. By sharing a compelling case and tangible solutions, foundations can inspire existing and potential donors to donate more effectively.

Typically, foundations boost environmental philanthropy through donations from people and businesses who care deeply about that place. The foundations encourage donors to give in two ways:

- Unrestricted donations: empower foundations to adapt their work in response to ongoing learning and changing needs.
- Long-term donations: allow foundations to plan and act more strategically.

Foundations' fundraising efforts, to unlock new channels of money for grassroots environmental work, are twofold: foundations work with donors and potential donors to encourage them to donate, and foundations support grantees with practical and technical assistance, as well as introductions to enable them to raise more funds themselves.

Conservation Collective plays a unique role in supporting local collaboration to address global challenges. Together, foundations, grantees, donors, and communities address obstacles, identify solutions and share inspiration. By demonstrating what works, providing a vehicle for collective action, and sharing inspiration, Conservation Collective and its foundations encourage a 'multiplier effect', increasing donations to environmental and climate solutions.

| INPUT | | |
|--|-------------------------------------|--|
| Salesforce CRM & fundraising database | Strong financial management systems | Fundraising templates and materials (due diligence and donor management) |
| Fundraising guidelines (code of ethics and partnership matrix) | Website and social media channels | Executive Director time supporting local grantees to be aware of and apply for further funding opportunities |
| PROCESS | | |
| Engage and build relationships with individual donors (potential and existing) | Inspire others to give | Evidence of completed projects outcomes/impact (case study) |
| Publicly profiling the members of foundations Steering Committees and other main donors on website | | Local grantees are better informed of and able to access philanthropic funding from other sources |
| OUTPUT | | |

More donations are channelled to local foundations and local grantees.

SUPPORTING GRASSROOTS ENVIRONMENTAL WORK



Foundations give grants to local partners in communities to run specific projects to restore natural habitats, protect native species, reduce pollution, and build climate resilience. In any location, a wide range of projects are always possible, so foundations work with communities to help them assess different options based on local needs. They share learnings, experience, and knowledge from other projects to support and strengthen local decision making. Foundations support grassroots organisations with a preference to those using participatory approaches, to provide ownership of the interventions and empower communities.

Foundations aim to achieve tangible and demonstrable results which can be replicated in other locations by other communities across the world. Foundations have a key role in raising the profile of local grassroots organisations, highlighting success stories, communicating, and disseminating project results through local and international media and Conservation Collective channels.

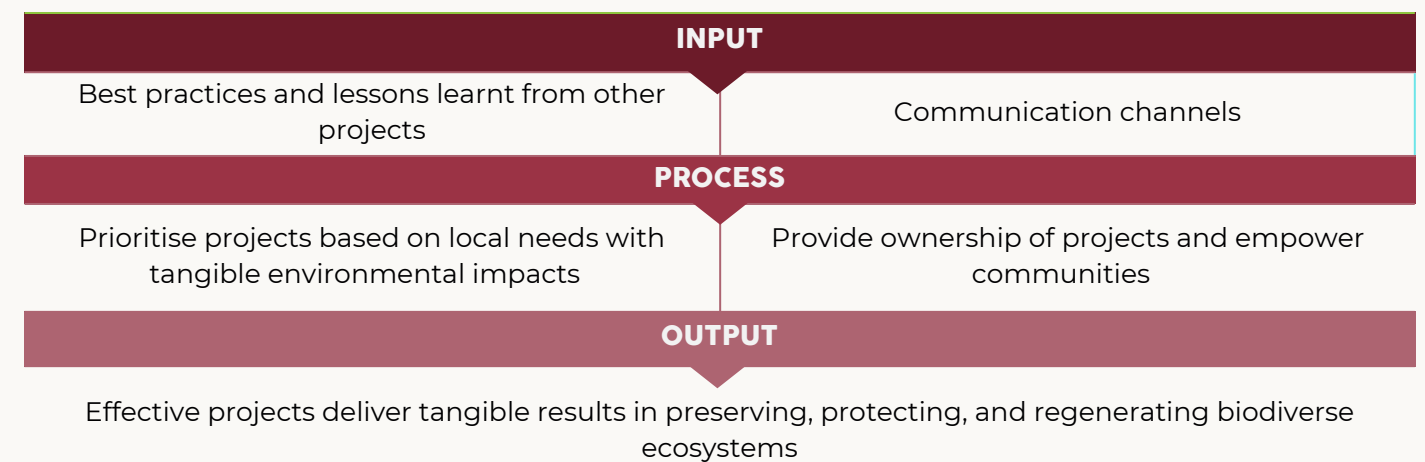


Photo by Bahari Moja



IMPROVING UNDERSTANDING OF CONSERVATION ISSUES & 'WHAT WORKS'

To address environmental crises, we must improve understanding and raise awareness of local issues and the factors influencing successful grassroots work. Local foundations partner with communities to tackle urgent needs by funding environmental action, education, research, community engagement, advocacy, and lobbying. Impact measurement helps assess outcomes, sharing lessons with other donors locally and globally.

Conservation Collective recognises that communities need both immediate resources and long-term support. By funding direct action of grassroots work and longer-term research,

foundations create a 'multiplier effect,' motivating more support for climate solutions.

Shared tools for measuring impact, created by Conservation Collective, help track progress toward conservation goals and identify what works.

Foundations engage communities through awareness raising campaigns and education, promoting the idea that economic prosperity and environmental sustainability can coexist. They challenge the belief that short-term economic goals must always take precedence, showing that environmental action benefits both people and nature.

RAISING AWARENESS OF THE NATURAL WORLD AND ITS VALUE

Increased awareness of the climate and biodiversity crises and how they affect human life, can affect positive change in people's behaviour. Accordingly, the foundations aim to:

- Increase awareness and appreciation of the natural world in local communities;
- Encourage people to take a greater interest in nature and the ecosystem benefits we all depend upon;
- Help people better understand how their actions can make a difference, give people a sense of agency;
- Increase the number of 'local champions' who drive environmental causes.

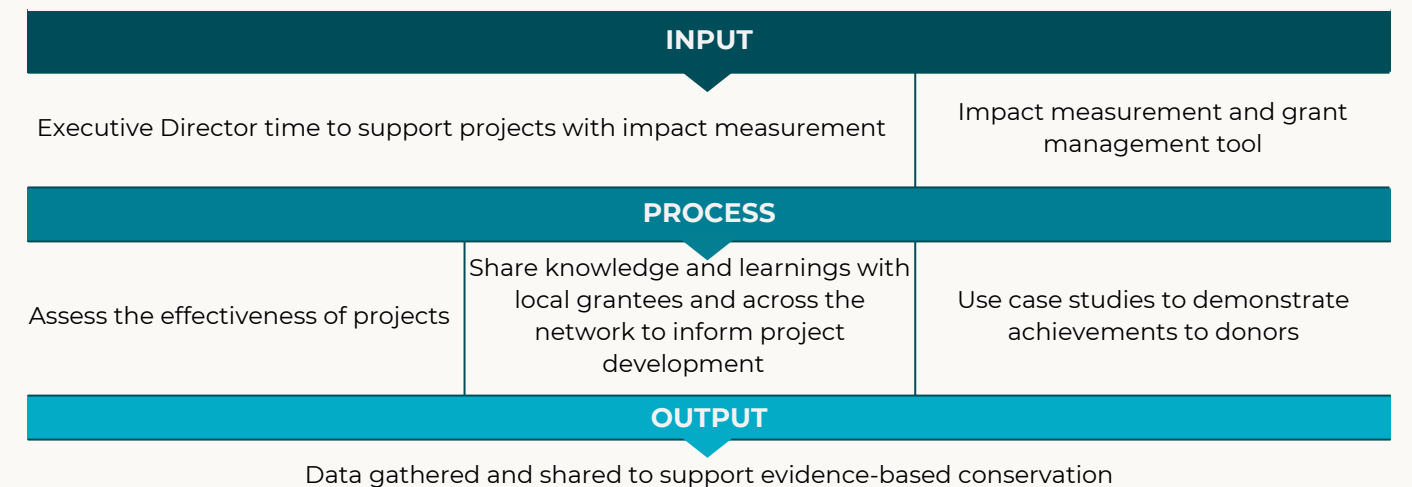
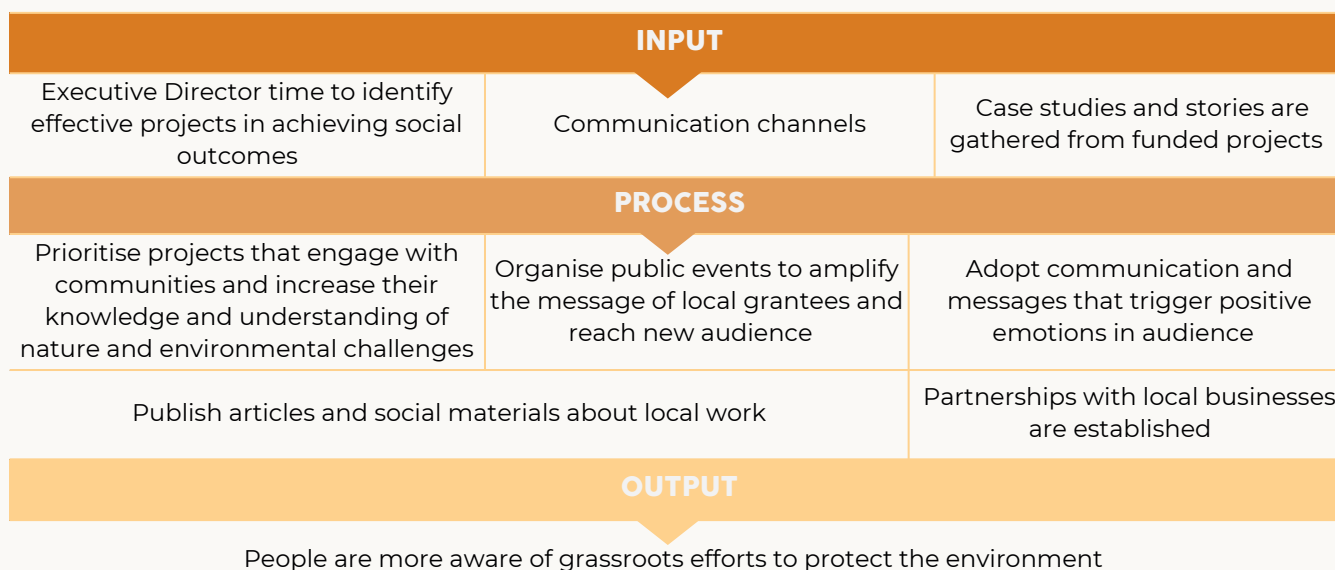


Photo by Stephan Hornsey

ENCOURAGING BUSINESSES AND CONSUMERS TO ACT MORE SUSTAINABLY

Foundations work with businesses and consumers to help them become more sustainable and connected to the natural world. Foundations work on both the demand side and the supply side:

- On the demand side, consumers across the world sometimes make irresponsible choices that harm the environment. Often this is because they lack information or because sustainable products are too expensive, unappealing, or not available.
- On the supply side, businesses across the world could adopt more sustainable practices, but can lack information about what steps to take, do not have sufficient financial incentives to change and/or lack support from governments to change their habits or business models.

In response, foundations promote initiatives that make it easier for local consumers to shop sustainably, for example, sharing information on how the environment is affected by their purchasing choices, reducing the use of single-use plastic, and encouraging people to buy local, sustainably produced goods.

Foundations also work with businesses to raise awareness and to make the business case for sustainable practices. They encourage commitment to environmentally friendly methods of production and in supply chains, and work with governments to set legislation and incentives that encourage environmentally sustainable business practices.



Photo by Amorgorama

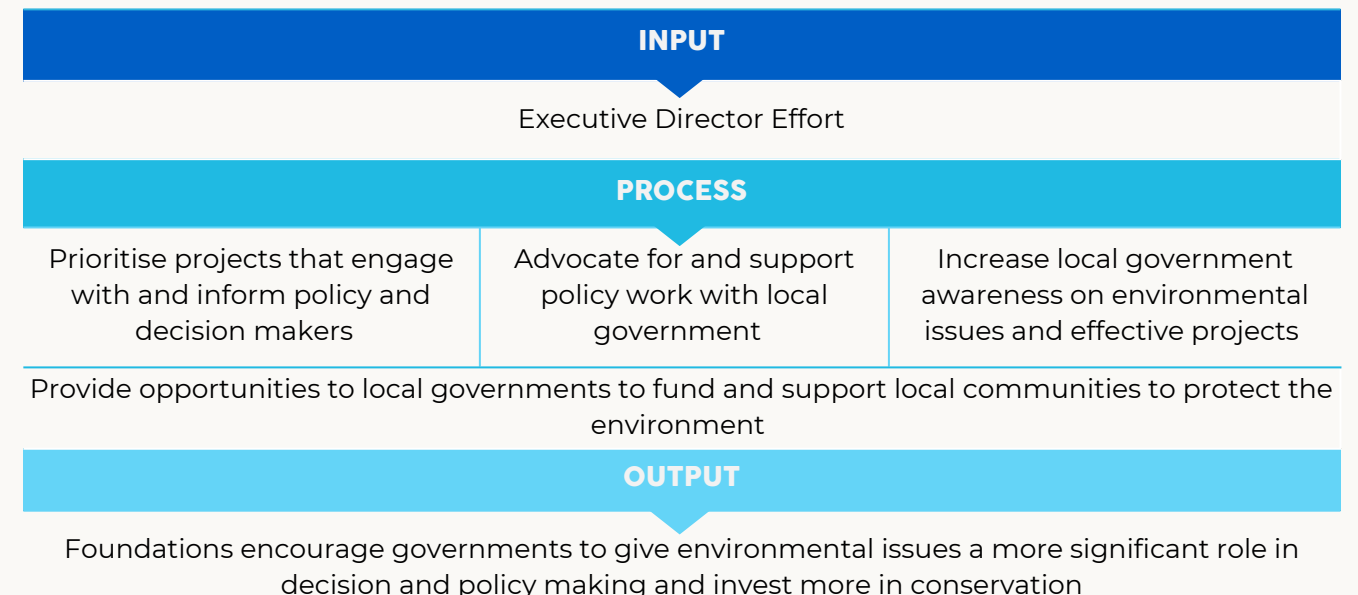


Photo by Cyclades Environment Foundation

ENGAGING GOVERNMENTS & OTHER INSTITUTIONS



Government action can play a vital role in improving the local environment, whether this be through planning, legislation, protecting spaces, subsidies, funding, or other incentives. Foundations engage with public authorities and involve them in projects to improve local and regional government awareness of environmental issues and to share information on how they can support sustainable and inclusive practices locally. Foundations encourage governments to give environmental issues and protection a more significant role in decision making, policy and legislation, and to invest more in conservation.



ENVIRONMENTAL, SOCIAL, ECONOMIC & POLICY OUTCOMES

Conservation Collective, local Foundations and grantees work towards achieving long-lasting change for nature and people.

This Theory of Change clarifies how Conservation Collective activities, local foundation activities, grantees' projects - contribute to a logic model chain of consequences that lead to outcomes and impacts.

The outcomes are the intermediate results of the projects and can be described as environmental, social, economic and policy outcomes. They have been defined by Conservation Collective's mission, local foundation priorities and grantee projects, with a holistic vision aimed at achieving a socio-ecological balance to meet people's needs while reducing biodiversity loss and building climate resilience.

The Theory of Change develops a shared vision of action and desired results, providing a tool for evaluation and to inform more effective activity.

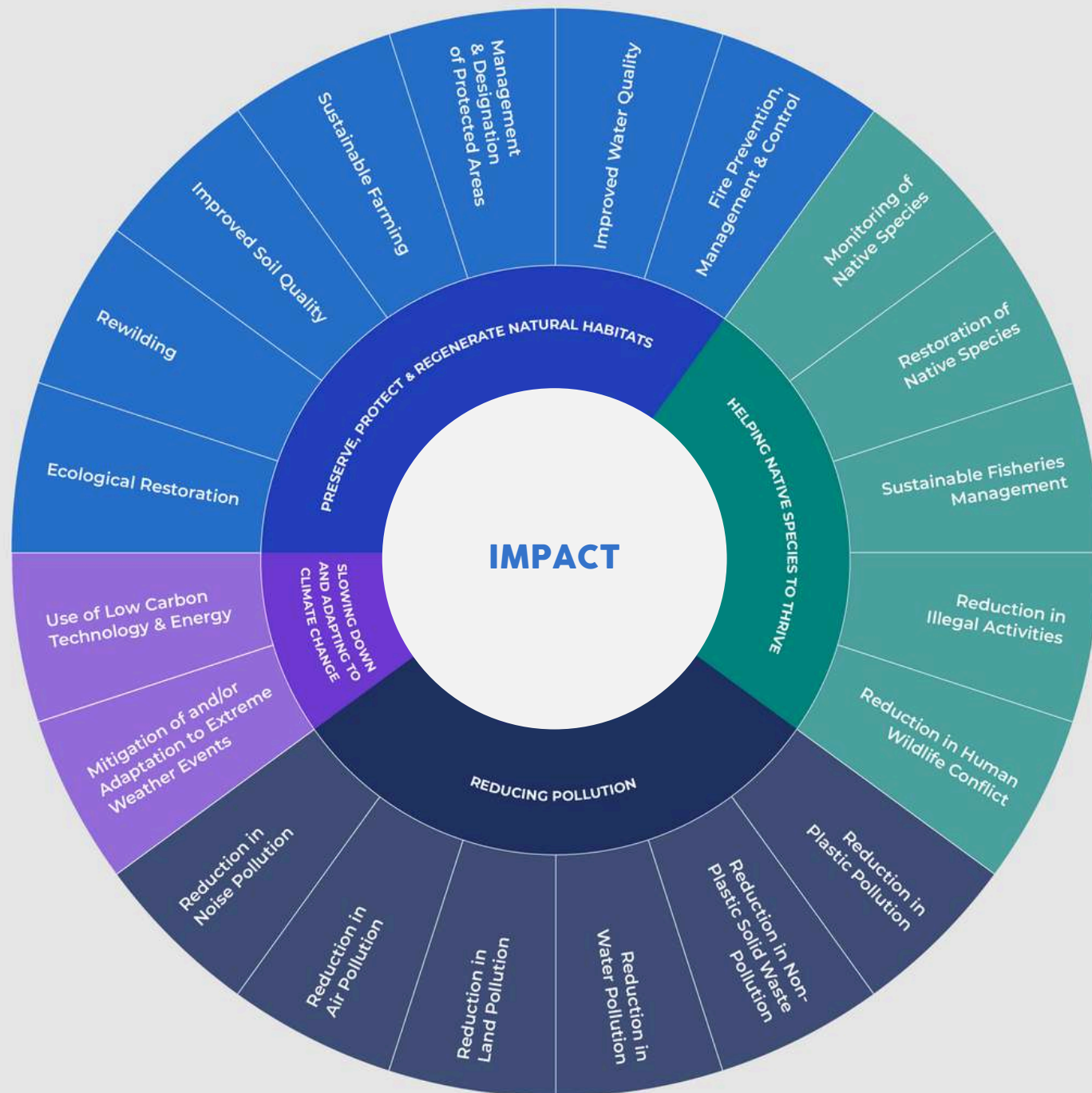
An example of an environmental outcome could be an increase in habitat restored; an example of a social outcome, could be people changing their shopping habits. From an economic perspective, an outcome could be green jobs created; and an example of a policy outcome could be laws approved/adhered to protect nature and mitigate against climate change.

A project can directly address a threat (e.g. reducing water pollution) or it can be the conservation action itself (e.g. ecological restoration). In other cases, activities address an indirect threat or opportunity (e.g. uptake of sustainable practices by companies and industries or informing environmental policy).

One project can include a broad array of activities from rewilding to community engagement, institutional engagement, and advocacy, thus achieving many different outcomes. For each outcome (environmental or social), there is a series of realistic and measurable indicators that grassroots grantees can use to track the progress of their project (see pages 34 & 36 for the full list).



ENVIRONMENTAL OUTCOMES



ENVIRONMENTAL INDICATORS

| | | |
|---|--|---|
| <p>Ecological Restoration</p> <ul style="list-style-type: none"> • Km2 of habitat restored • Km2 of habitat mapped • Number of native species actively restored • % decline of invasive species • Tonnes of CO2 sequestered • Km2 of ecological corridors established | <p>Monitoring of Native Species</p> <ul style="list-style-type: none"> • Number of populations monitored • Number of species monitored • Number of breeding sites monitored (nests, burrows, lodges, caves, etc.) • % decline of invasive species | <p>Reduction in Water Pollution</p> <ul style="list-style-type: none"> • % decrease in eutrophication levels • % increase in water quality indicator species • % increase in oxygenation levels • M3 of water treated and decontaminated • Km2 of oil spills reported and/or managed |
| <p>Rewilding</p> <ul style="list-style-type: none"> • Km2 of area rewilded • Number of species reintroduced • Number of individuals reintroduced • Number of obstacles reduced (e.g., fences, traps, pollution, dams) • Km2 of ecological corridors established | <p>Restoration of Native Species</p> <ul style="list-style-type: none"> • Number of viable native populations reintroduced/established • Km2 recolonised by native species • Number of individuals reintroduced • Number of individuals rescued/rehabilitated | <p>Reduction in Land Pollution</p> <ul style="list-style-type: none"> • % decrease in pollutants in the environment (e.g. toxic chemicals, heavy metal, organic pollutants) • % increase in terrestrial quality indicator species • Km2 of oil spills reported and/or managed |
| <p>Improved Soil Quality</p> <ul style="list-style-type: none"> • % increase of organic carbon in the soil • Number of earthworms per unit of soil • % decrease in soil erosion rate • Tonnes of CO2 sequestered | <p>Sustainable Fisheries Management</p> <ul style="list-style-type: none"> • Number of species reported with increased populations • Number of fisheries with improved management measures in place • Number of individuals caught in bycatch rescued and released • Number of co-management activities with involvement of local stakeholders • Number of sustainable seafood initiatives launched publicly | <p>Reduction in Air Pollution</p> <ul style="list-style-type: none"> • Tonnes of CO2 avoided • % decrease in air pollutants (e.g., NOx, PM, etc) • Tonnes of microparticles (≤ PM10) avoided |
| <p>Sustainable Farming</p> <ul style="list-style-type: none"> • Km2 of increased farm area that is regeneratively managed • Kgs of pesticides/fertilisers reduced through regenerative practices (organic farming, Nature-based solutions etc.) • Kgs of nature-based solution soil amendments produced (compost, biochar etc.) • Tonnes of seaweed farmed | <p>Reduction in Illegal Activities</p> <ul style="list-style-type: none"> • Number of species protected against illegal activities • Number of illegal actions reported to local authorities • Number of illegal actions sanctioned by local authorities | <p>Reduction in Noise Pollution</p> <ul style="list-style-type: none"> • Number of extreme noise events reported (e.g., underwater oil explorations, military exercises, etc.) |
| <p>Management and Designation of Protected Areas</p> <ul style="list-style-type: none"> • Km2 surface area actively protected and managed as the consequence of the project • Number of management measures adopted for protected areas • Number of species or habitats under increased protection | <p>Reduction in Human-Wildlife Conflict</p> <ul style="list-style-type: none"> • % decrease in Human-Wildlife Conflict reports • % decrease of species mortality due to Human-Wildlife Conflict • Number of management strategies in place preventing human-wildlife conflicts | <p>Reduction in Plastic Pollution</p> <ul style="list-style-type: none"> • Kg of plastic waste removed from the environment • Kg of plastic removed from the supply chain (e.g., by using plastic free/reusable packaging) • Kg of plastic waste recycled • Kg of plastic waste upcycled • Kg of abandoned or discarded fishing gear removed from the environment • m2 of microplastics collected and removed from the environment |
| <p>Improved Water Quality</p> <ul style="list-style-type: none"> • % decrease in eutrophication levels • % increase in water quality indicator species • % increase in oxygenation levels | <p>Reduction in Non-Plastic Solid Waste Pollution</p> <ul style="list-style-type: none"> • Kg of waste removed from the environment • Kg of waste removed from the supply chain • Kg of waste recycled • Kg of waste upcycled | <p>Use of Low Carbon Technology & Energy</p> <ul style="list-style-type: none"> • Kw/h/year of clean energy produced • Number of independent clean energy communities established • Tonnes of CO2 avoided • Tonnes of CO2 sequestered |
| <p>Fire Prevention, Management & Control</p> <ul style="list-style-type: none"> • Km2 of nature-based solutions in place to reduce fire risk • Km2 of land with management practices in place to reduce fire risk • Km2 of land mapped to show fire risk • Km2 of habitat restored • Number management practices in place (e.g. firebreak/firewall, regenerative grazing practice, fire proof plants) | <p>Mitigation of and/or Adaptation to Extreme Weather Events</p> <ul style="list-style-type: none"> • Km2 of nature-based solutions in place to reduce floodrisk • Km2 nature-based solutions in place to mitigate the effect of heat waves | |

SOCIAL, ECONOMIC & POLICY OUTCOMES



SOCIAL, ECONOMIC & POLICY INDICATORS

| | | |
|--|--|--|
| <p>Behaviour Change</p> <ul style="list-style-type: none"> • Number of people changing their habits towards sustainable practices • Number of people enjoying/visiting nature • Number of new communities actively engaged | <p>Sustainable & Alternative Livelihoods</p> <ul style="list-style-type: none"> • Number of green jobs created • Number of income-generating opportunities from sustainable practices • Number of farmers transitioning to sustainable/regenerative practices | <p>Environmental Legislation</p> <ul style="list-style-type: none"> • Number of laws approved/adhered to protect nature and mitigate against climate change • Number of public consultations on environmental issues by public authorities • Number of legal bans against harmful practices (e.g., use of ADD's, use of pesticides) • % increase in government environmental expenditure |
| <p>Awareness Raising</p> <ul style="list-style-type: none"> • Number of campaigns (via social media, flyers, TV, radio, etc.) • Number of people reached through campaigns (via social media, flyers, TV, radio, etc.) • Number of awareness raising events organised • Number of people attending an awareness raising event • Number of people with improved knowledge | <p>Uptake of Sustainable Practices by Companies and Industries</p> <ul style="list-style-type: none"> • Number of alternatives provided to unsustainable practices • % increase in revenue derived from responsible tourism • Number of local businesses transitioning to sustainable practices (e.g., tourism, plastic free, local produce) • Number of economically viable sustainable farms • % increase in revenue for sustainable farms derived from regenerative agriculture | <p>Environmental Management & Monitoring</p> <ul style="list-style-type: none"> • Number of management plans, strategies developed at local, regional or national levels • Number of policies and practices updated or informed with more recent or local knowledge • Number of traditional ecological knowledge and practices shared, acknowledged and integrated in environmental management |
| <p>Capacity Building</p> <ul style="list-style-type: none"> • Number of training workshops organised • Number of people trained • Number of new certifications/qualifications obtained • Number of new team members hired | <p>Research & Innovation</p> <ul style="list-style-type: none"> • Number of new technologies developed or piloted in local context • Number of peer-reviewed publications • Number of other research outputs (e.g., policy briefs, oral presentation) | <p>Institutional Engagement & Advocacy</p> <ul style="list-style-type: none"> • Number of public authorities/entities involved • Number of activities (meetings, workshops etc.) involving local communities and public authorities |
| <p>Education</p> <ul style="list-style-type: none"> • Number of children/students reached through educational campaigns • Number of schools/universities reached • Number of schools now including or adding new environmental topics/activities in their curriculum | <p>Inclusivity</p> <ul style="list-style-type: none"> • Number of underrepresented groups included • Number of income-generating opportunities for people from underrepresented groups | |

IMPACT

This Theory of Change seeks to guide understanding of how Conservation Collective and foundation activities support local grassroots initiatives contributing to achieving intermediate outcomes and long-lasting impacts for nature and people. The central question is: how can we help biodiversity to thrive and build climate resilience?

Conservation Collective brings people together to find local solutions to global challenges through the establishment of a network of local Foundations around the world committed to working towards the following conservation impacts:



**RESTORING
NATURAL HABITATS**



**PROTECTING
NATIVE SPECIES**



**REDUCING
POLLUTION**



**BUILDING
CLIMATE RESILIENCE**

A set of indicators formulated around the diverse outcomes sought by Conservation Collective are used to track progress towards achieving desired results and to measure trends over time and between projects. Indicators have been defined to collect consistent data. They have been narrowed down into a manageable list to avoid the complexity of an infinite list of potential indicators and to be able to aggregate information across local foundations.

This impact measurement framework assists Conservation Collective to measure and demonstrate impacts on the ground, in order to share learnings, and to report to donors. In doing so, Conservation Collective builds momentum and escalates support for environmental and climate solutions.

Efforts in conservation require an approach that includes helping species adapt, conserving and securing habitats, preventing, and reducing pollution, and building resilience to an ever-changing climate. The four impacts are interconnected. Species, the building blocks of ecosystems, need strategies that help them to adapt to shifting climates and to halt habitat loss. Restoring ecosystems like forests, wetlands, coral reefs allow these to function as carbon sinks, thus slowing down climate change. Reducing CO2 emissions has the greatest impact on reducing the effects of climate change on species, ensuring healthy habitats and ecosystem services to people.

Once local foundations and grantees have determined the desired outcomes of projects, Conservation Collective can measure the impact of such work against each of these impact goals. The progress towards conservation impacts is assessed holistically by understanding how the projects translate across diverse environmental, social, economic and policy outcomes to generate tangible benefits.

APPENDIX: THE DEVELOPMENT PROCESS

A theory of change is a description of how an organisation or project intends to do good in the world; it describes and explains the process that facilitates change. Creating a theory of change has four potential benefits which are described below. The most important for Conservation Collective is number 4) as our end goal is to be able to measure and evaluate the effectiveness and impact of Conservation Collective's work.

1. Strengthening teams and their motivation



A theory of change process brings people together to share their views, which can lead to better understanding between colleagues, inclusion of a wide spectrum of views and stronger team working. A theory of change output should also provide clarity through a succinct and consistent statement of plans, which can support a greater strength of purpose and team motivation.

2. Project design or review



A theory of change is a forum that encourages people to challenge themselves; review the evidence base; and think seriously about context, priorities, and plans. This can lead to stronger underlying thinking—and better projects.

3. Better external communication & conversation with partners



A theory of change is a useful tool to demonstrate to others what an organisation aims to achieve and how. It demonstrates that the 'change process' has been carefully considered and reflected upon. This can contribute to a wider understanding and confidence in an organisation's work.

4. Better monitoring and evaluation



A theory of change provides a blueprint for what needs to be measured and helps identify effective conservation actions. This improves the quality and relevance of evaluation.

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