



# Using the *Open Standards* to Increase the Effectiveness of In Situ Conservation Programs

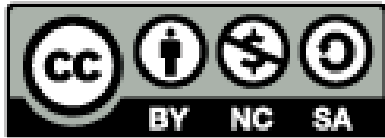


**Marcia Brown, Foundations of Success  
ZACC Conference 2011**

# Copyright and Use Terms

© Foundations of Success, 2008

*FOS strongly recommends that this presentation is given by experts familiar with the adaptive management process presented by the Conservation Measures Partnership's [Open Standards for the Practice of Conservation](#).*



This work is licensed under the Creative Commons Attribution-Noncommercial-Share Alike 3.0 License.

To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/3.0/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, CA 94105, USA.

Under this license, you are free to share this presentation and adapt it for your use under the following conditions:

- You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).
- You may not use this work for commercial purposes.
- If you alter, transform, or build upon this work, you must remove the FOS logo, and you may distribute the resulting work only under the same or similar license to this one.

# About Foundations of Success



## Our Structure

- Non-profit organization

## Our Mission

- To improve the practice of conservation

## Our Strategy

- Work with practitioners of all kinds to improve the design, management, monitoring, and learning from conservation projects and programs

***We don't implement conservation projects,  
we make conservation projects better!***

# This Presentation

1. What is adaptive management?
2. What are the Conservation Measures Partnership and the *Open Standards for the Practice of Conservation*?
3. How can applying the Open Standards improve conservation projects?

# Why Do Adaptive Management?

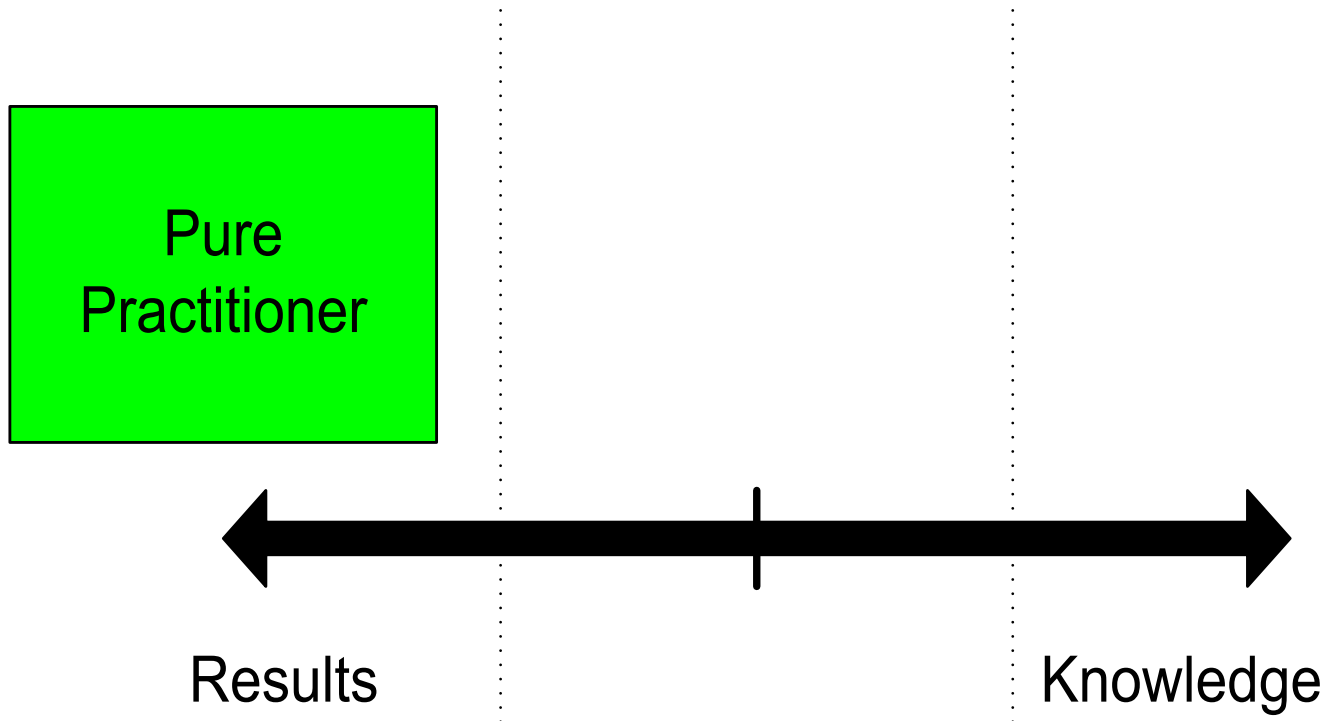
- Are we achieving an impact?
- Are we doing the right things?
- Are we doing them well?

# What is Adaptive Management?

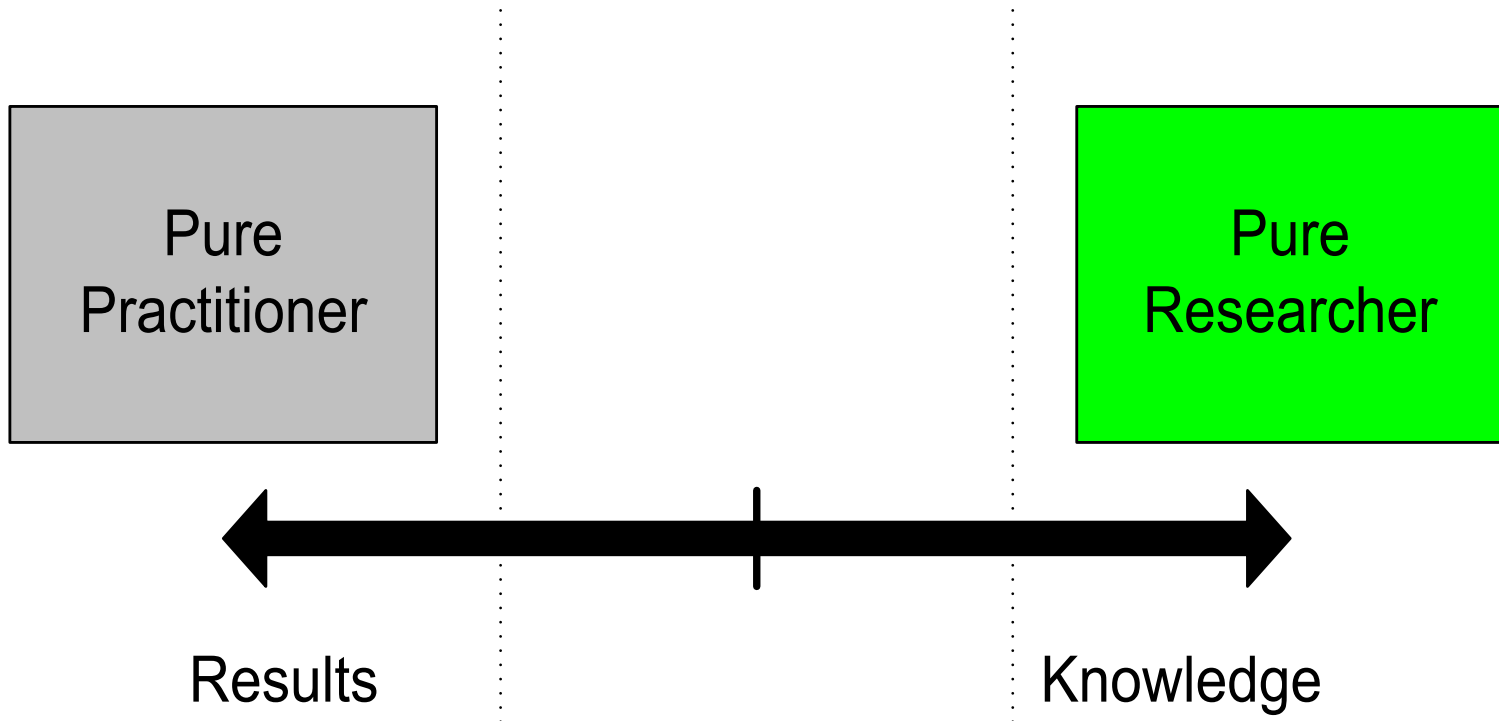
The integration of project or program planning, management, and monitoring to provide a framework for:

- Testing assumptions
- Learning
- Adapting

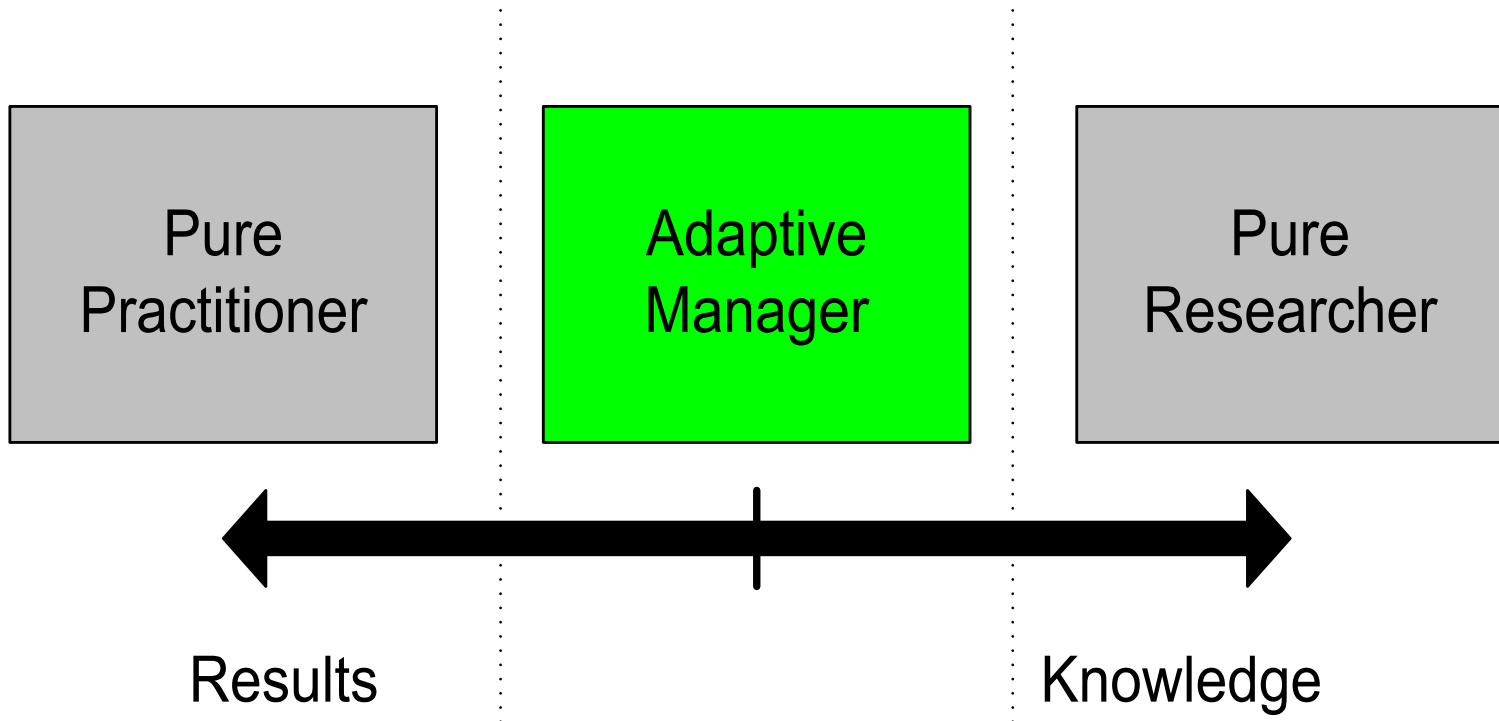
# Adaptive Management Combines Action and Research



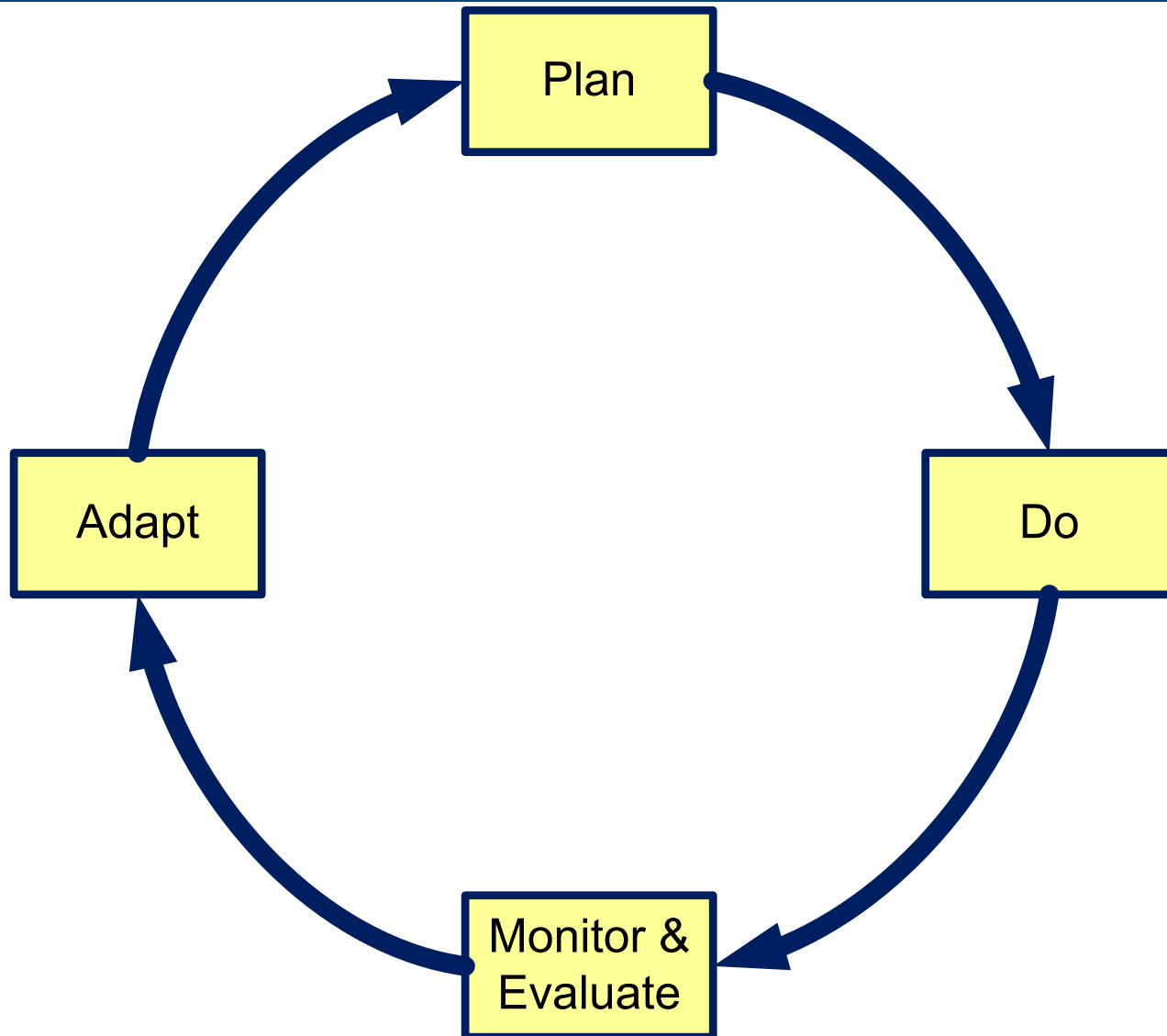
# Adaptive Management Combines Action and Research



# Adaptive Management Combines Action and Research

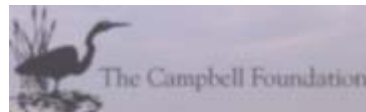


# Basic Elements of Adaptive Management



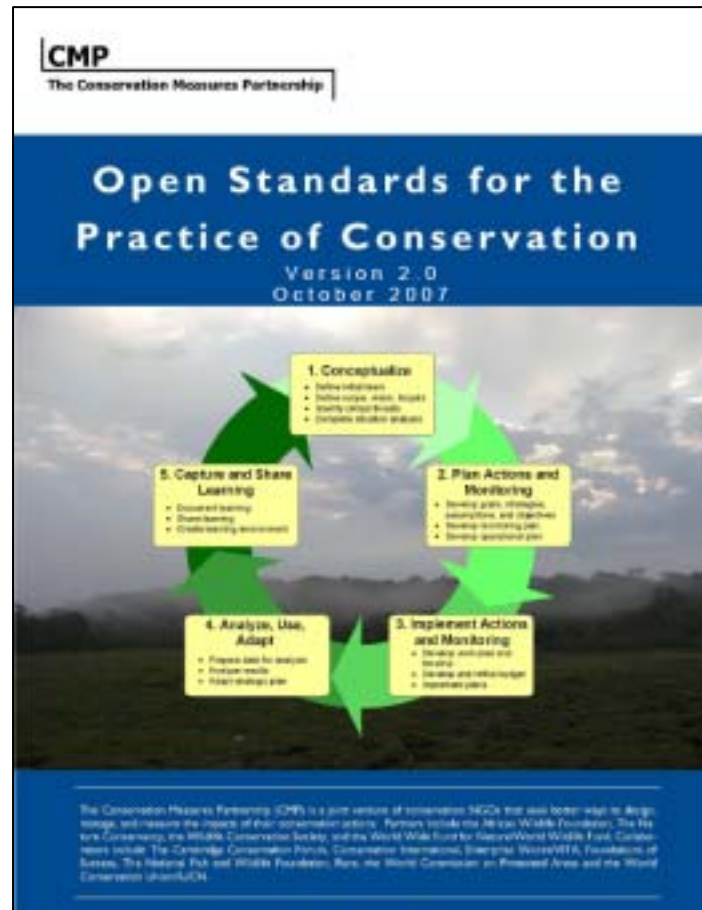


# Conservation Measures Partnership



# The CMP *Open Standards* for the *Practice of Conservation*

[www.ConservationMeasures.org](http://www.ConservationMeasures.org)



[CMPIinfo@ConservationMeasures.org](mailto:CMPIinfo@ConservationMeasures.org)

# What is CMP's Approach to AM?



# The *Open Standards* Propose a Common Language

## CMP “Rosetta Stone”

CMP	AWF	CI	TNC	WCS	WWF	EWW	FOS	IUCN - WCPA
<b>Goals</b>	Goals	Biodiversity conservation objectives	Goal	Goal		Goals & objectives	Goal	Outcome
<b>Objectives</b>		Milestones	Objectives	Targets	Conservation objectives	Outcomes	Objectives	Impacts
<b>Activities</b>	Intervention options	Conservation responses	Strategic actions	Interventions	Strategies & actions	Activities	Activity	

# Miradi Software for Applying the CMP Open Standards



**Adaptive Management Software  
for Conservation Projects**

**[www.Miradi.org](http://www.Miradi.org) or [info@Miradi.org](mailto:info@Miradi.org)**

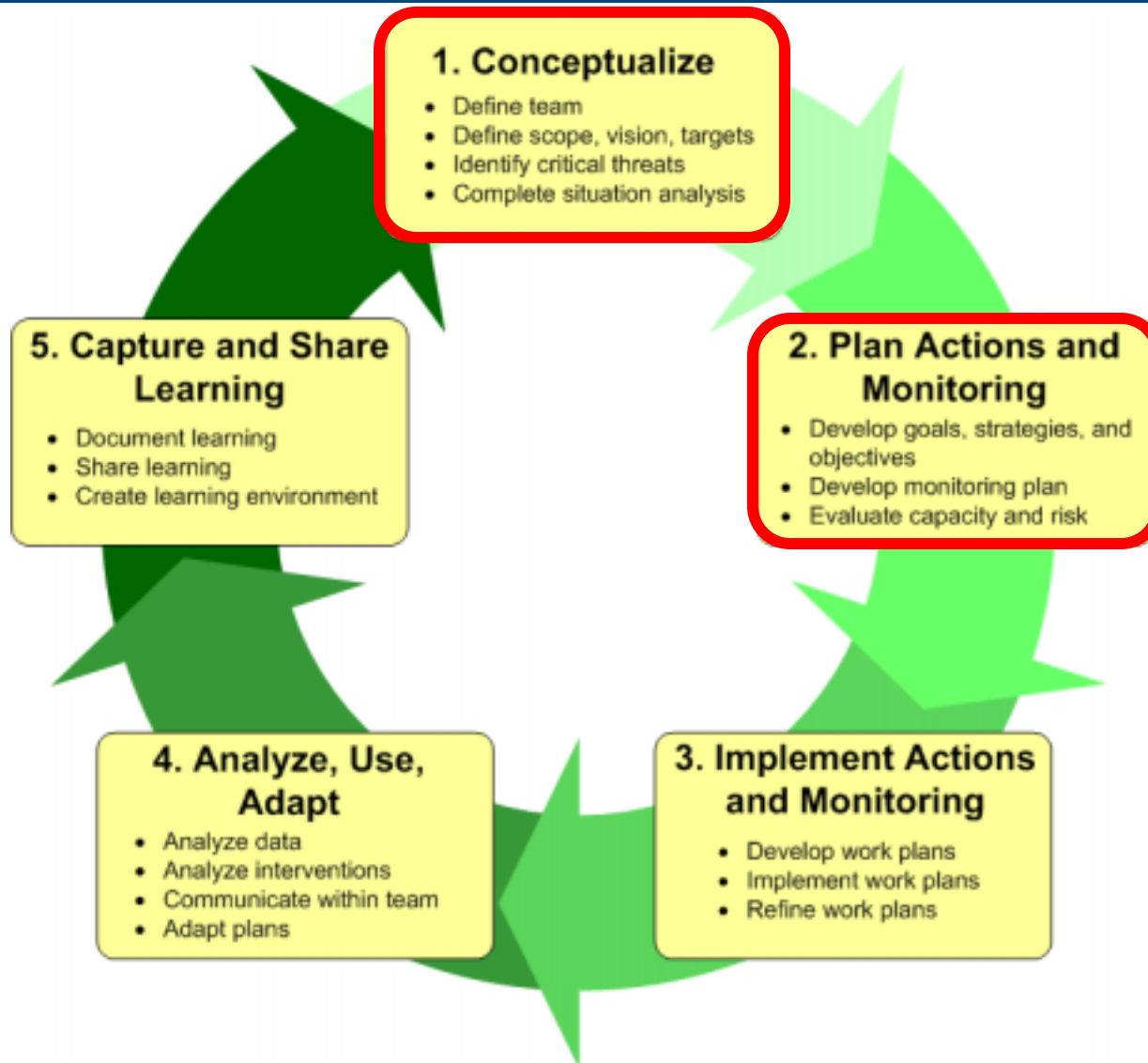
# This Presentation

1. What is adaptive management?
2. What are the Conservation Measures Partnership and the *Open Standards for the Practice of Conservation*?
3. How can applying the Open Standards improve conservation projects?

# Using Adaptive Management for Planning a Regional Strategy on Bushmeat in Eastern Africa



# What is CMP's Approach to AM?



# Step 1 Conceptualize

## 1. Conceptualize

- Define initial project team
- Define scope, vision & targets
- Identify critical threats
- Complete situation analysis

# MENTOR



- **MENTOR:** 2008-2009 fellowship program  
4 countries, 8 fellows, 4 mentors, dozens  
of trainers – build capacity to address  
bushmeat issue in East Africa
- Cooperative agreement of the  
USFWS, ABCG, Mweka College  
of African Wildlife Management



# BEAN



- BEAN: 2009 – 2011 network that was established by MENTOR participants to implement actions identified in adaptive management planning process



# Step 1 Conceptualize

## 1. Conceptualize

- Define initial project team
- Define scope, vision & targets
- Identify critical threats
- Complete situation analysis

## Step 1B Define Scope and Vision

### **BEAN Scope** – Key Protected Areas Threatened by Bushmeat\* Hunting and Trade in Eastern Africa\*\*

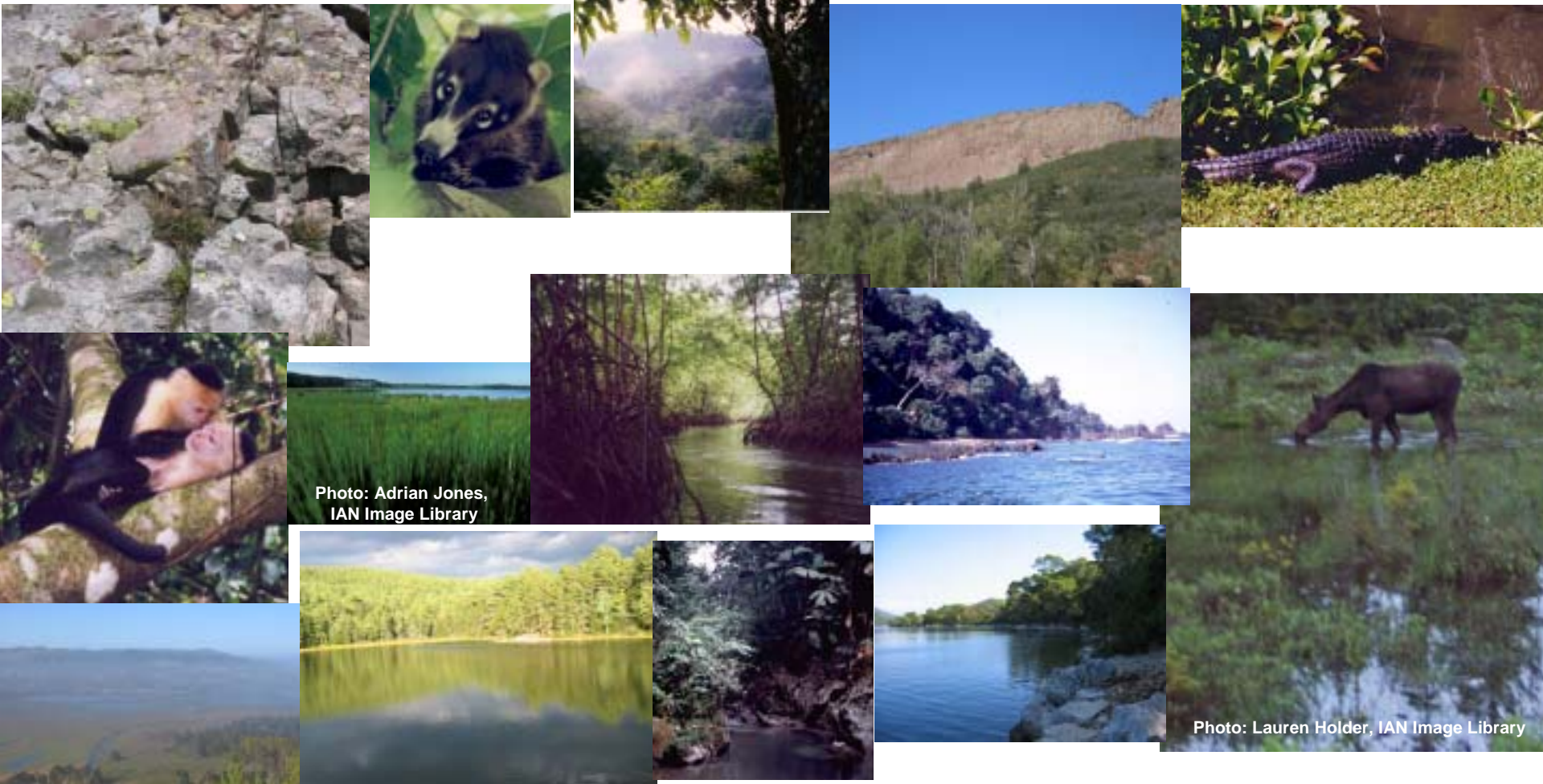
\* Illegally obtaining wildlife for meat (TRAFFIC 2000)

\*\* Kenya, Tanzania, Southern Sudan, and Uganda

**BEAN Vision**– A bushmeat-free Eastern Africa through increased protection, alternatives, awareness and sustainable utilization of wild fauna to conserve the region's rich biodiversity for the benefit of present and future generations

# Step 1B Define Targets

- Identify what you are working to conserve



# Step 1B Define Targets

## BEAN Targets

- Carnivores
- Elephant
- Primates
- Hippo
- Large Migratory Ungulates
- Small Migratory Ungulates
- Large Sedentary Ungulates
- Small Sedentary Ungulates



# Step 1 Conceptualize

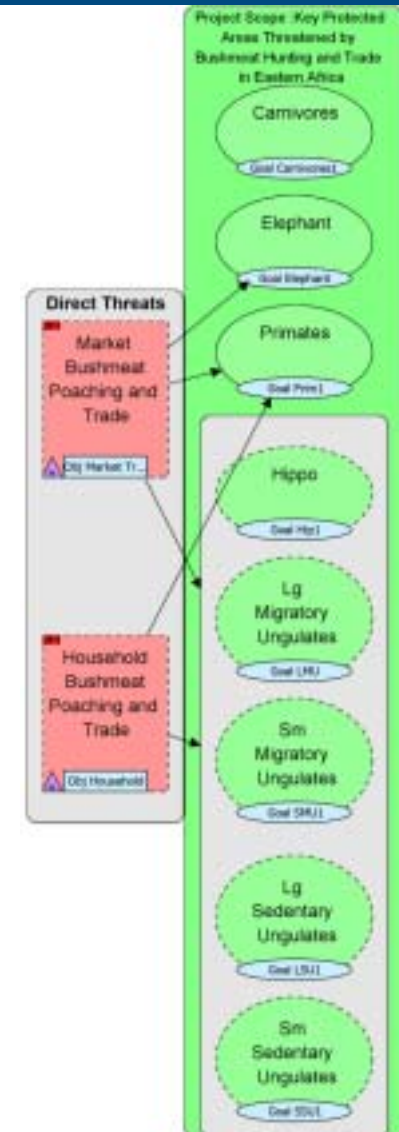
## 1. Conceptualize

- Define initial project team
- Define scope, vision & targets
- Identify critical threats
- Complete situation analysis

# Step 1C Identify Critical Threats

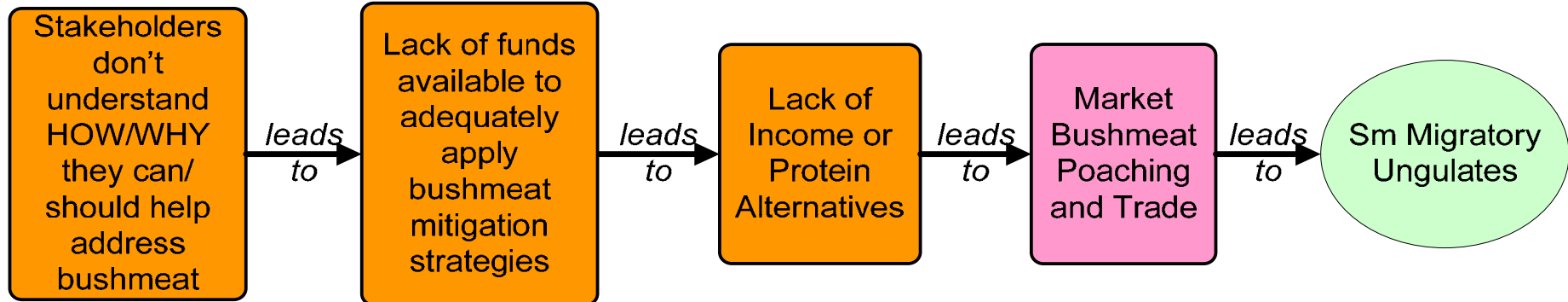
## BEAN Direct Threats

- Market Bushmeat Poaching and Trade
- Household Bushmeat Poaching and Trade



# Step 1D Conceptual Model

**To Document Indirect Threats & Opportunities (Root Causes):** Factors that contribute (positively or negatively) to direct threats



# Step 1D Conceptual Model

Based on sound data and information:

- Existing Information
- Primary Information





## **2. Plan Actions and Monitoring**

- Develop goals, strategies, assumptions, and objectives
- Develop monitoring plan
- Develop operational plan

## Step 2A

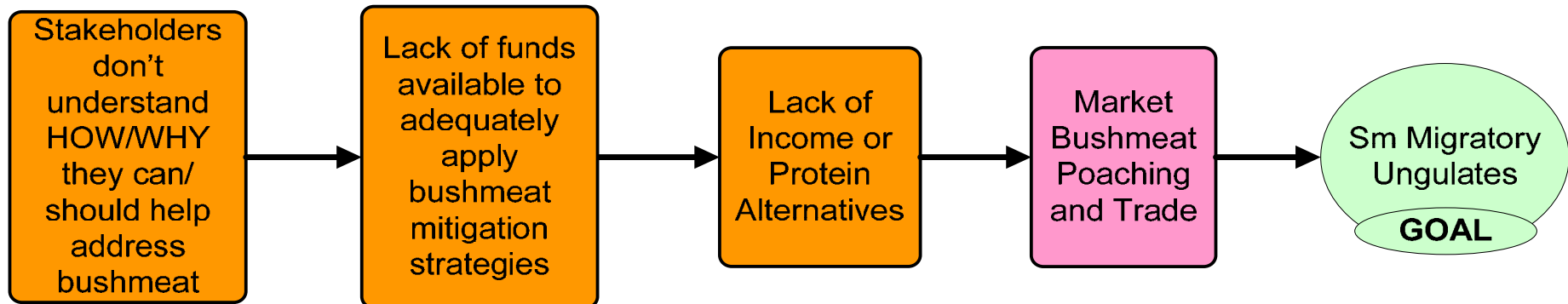
# Develop Your Goals

**BEAN Goal:** By 2013 small sedentary ungulate\* populations will still be present in key protected areas\*\* where they are currently found\*\*\* in Eastern Africa.

\*Define Small Sedentary Ungulates (which spp?)

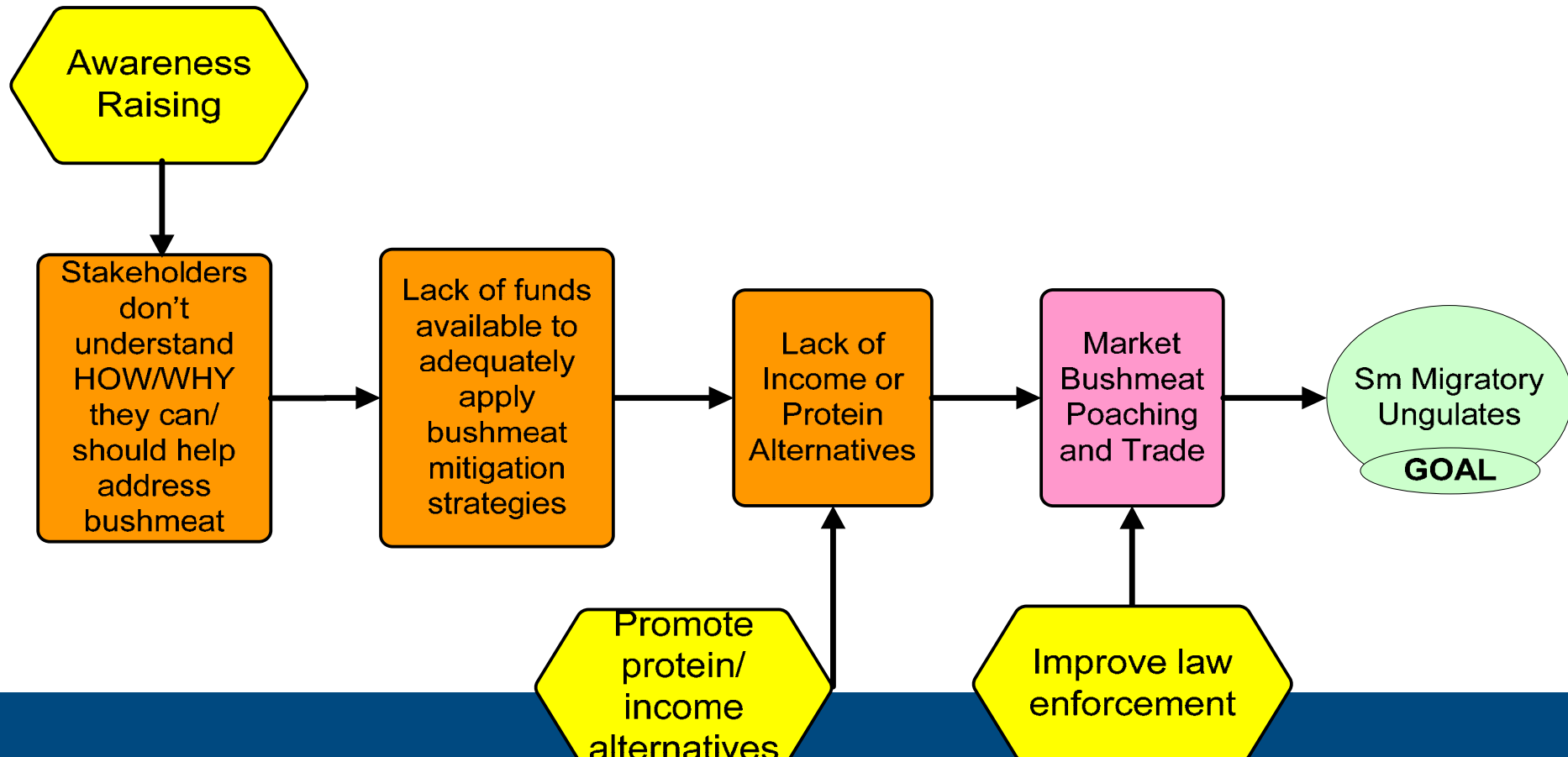
\*\*Key areas: Masai Mara (K), Boma, Bandingalo and Bor (S), Serengeti (T), Murchison Falls (U)

\*\*\*IUCN Antelope Specialist Group, park authorities



# Step 2A Define Your Strategies

## BEAN Strategies (at field level):



## **2. Plan Actions and Monitoring**

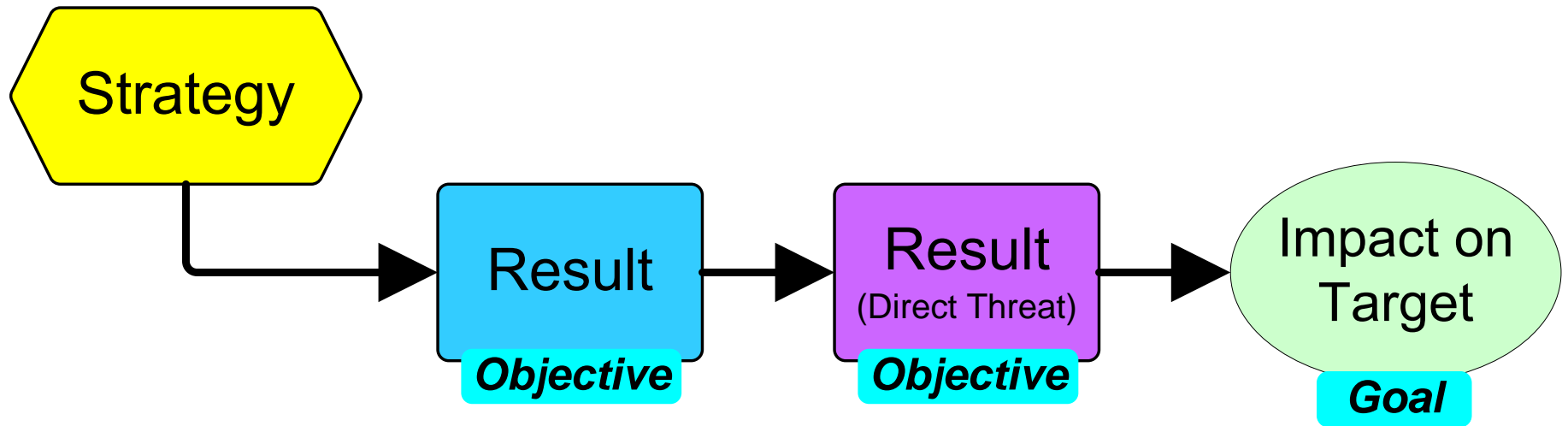
- Develop goals, strategies, assumptions, and objectives
- Develop monitoring plan
- Develop operational plan

# What is a Results Chain?

A tool that clarifies assumptions about how conservation strategies contribute to reducing threats and achieving the conservation of targets

# What is a Results Chain?

## The Basic Components of a Results Chain:

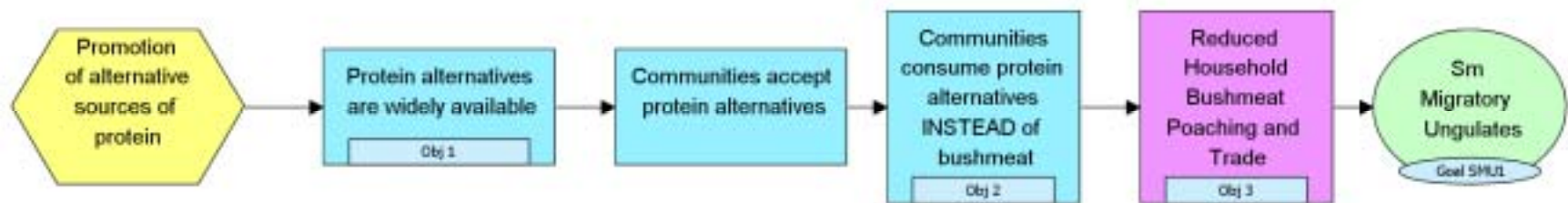


# What is a Results Chain?

A diagram of a series of “if...then” causal statements that:

- Defines how a project team *thinks* a strategy will contribute to reducing a threat and conserving a target
- Focuses on the achievement of results – not the implementation of activities
- Is composed of assumptions that can be tested

# Results Chain

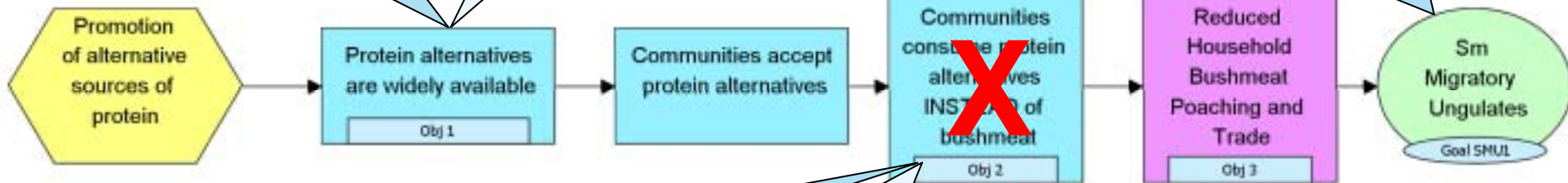


# Lessons from the Results Chain

**Objective 1.** By July 2009 there are protein alternatives available to all households in at least 75% of the villages in the Serengeti ecosystem.

**Indicator:** % of villages in which protein alternatives are available to all households

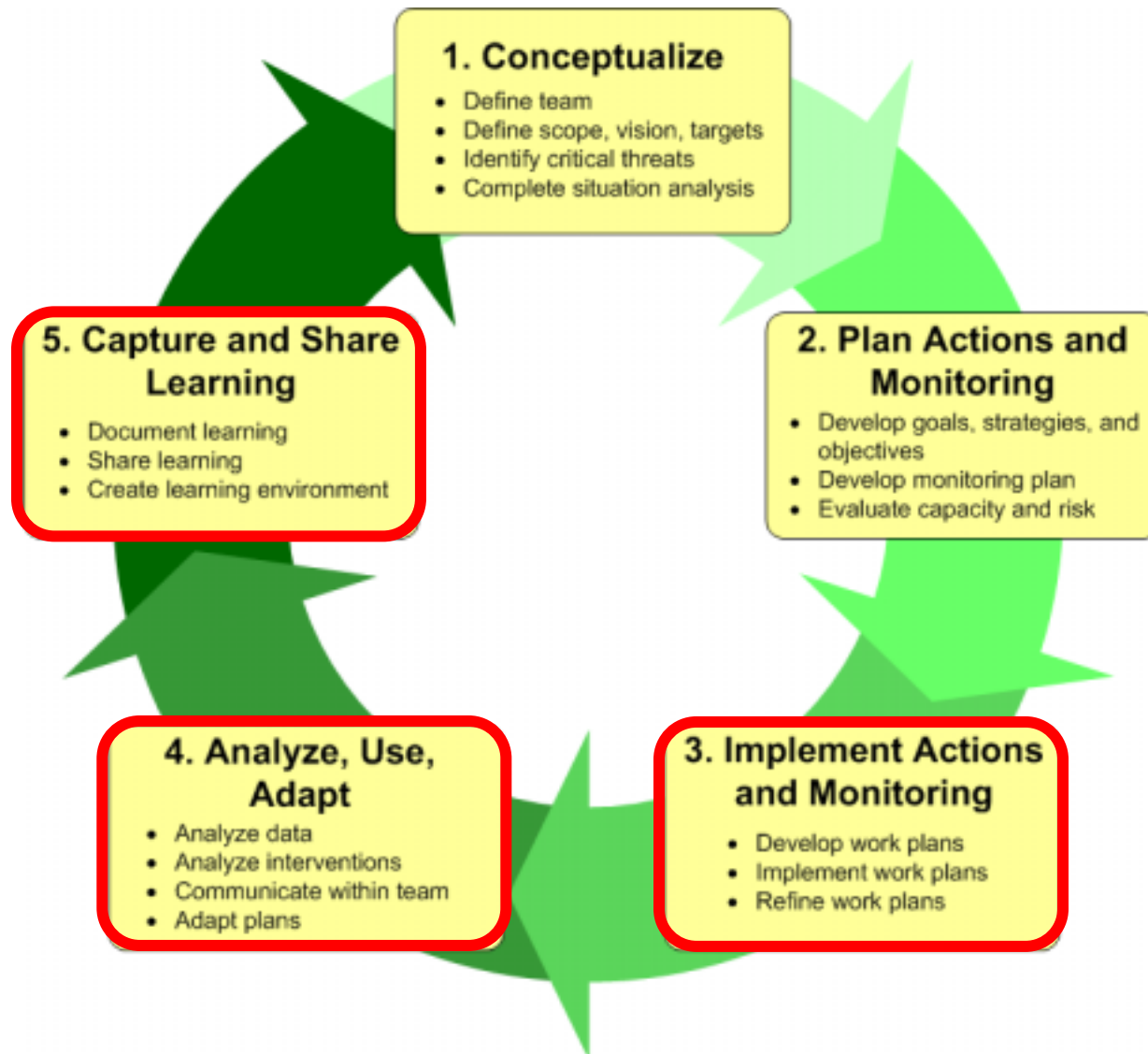
**Goal:** By 2013 small sedentary ungulate\* populations will still be present in key protected areas\*\* where they are currently found\*\*\* in Eastern Africa.



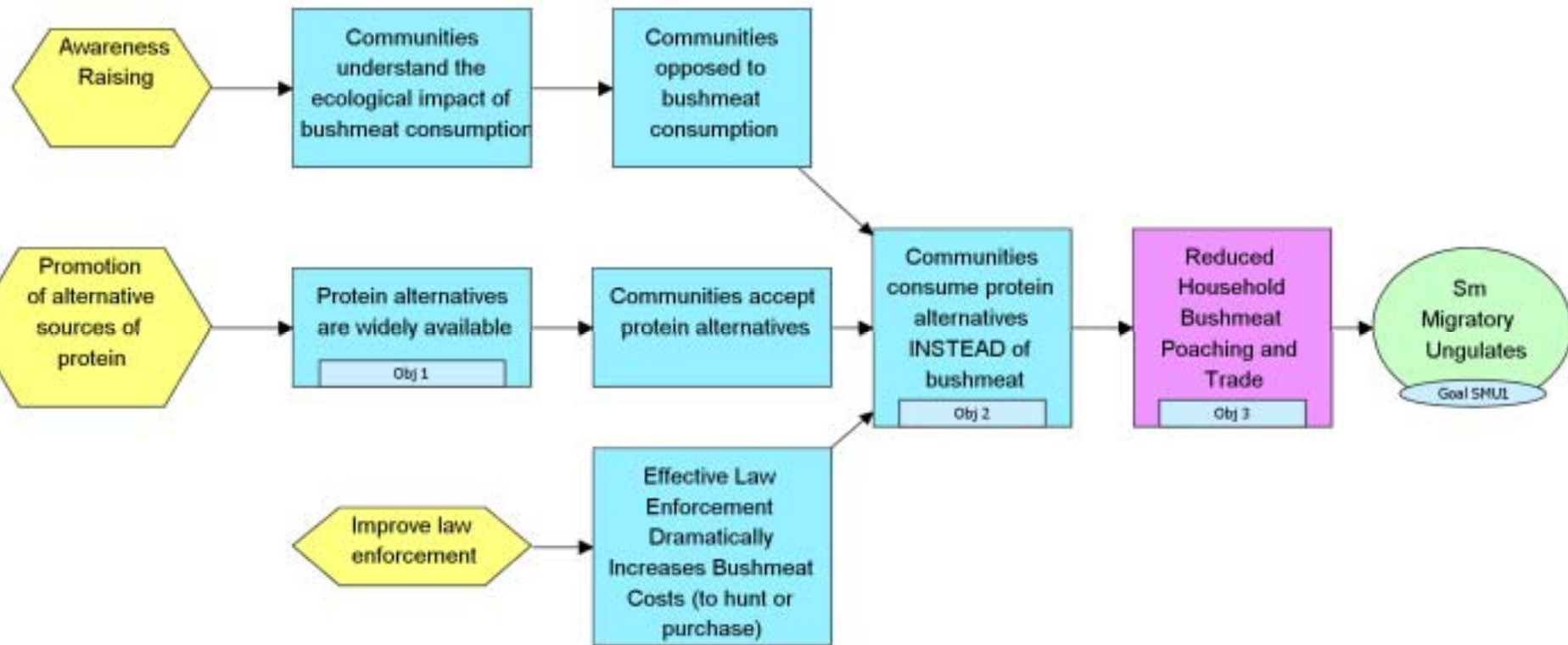
**Objective 2.** By July 2010 all of the households with access to protein alternatives have stopped consuming bushmeat..

**Indicator:** % of households with access to protein alternatives that have stopped consuming bushmeat

# CMP *Open Standards*



# Lessons from the Results Chain



# To Address These Questions

- **Are we doing the right things?**

We design strategies based on a conceptual model, prioritize threats and use result chains

- **Are we doing them well?**

We monitor objectives

- **Are we achieving an impact?**

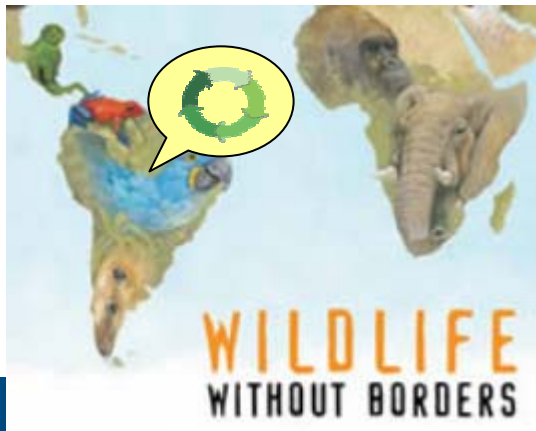
We monitor goals

# Training Courses in AM



CSP3128 - Open Standards for the Practice of Conservation

Course Code	CSP3128
Course Title	Open Standards for the Practice of Conservation
Description	This course is based on Conservation Measures Partnership's Open Standards for the Practice of Conservation. The Open Standards Method will be applied to the Fish and Wildlife Service's



# Thank you!

