Environment and Conservation Outcomes and Metrics

It is the aim of the Foundation that the projects that it funds will have long-term impact beyond immediate KPIs and outputs. In your Environment and Conservation application, you will be asked to select up to three long-term outcomes. If only one or two apply, that is fine.

Below is a list of the Environment and Conservation outcomes as of December 2017. The right-hand column indicates some examples of ways to measure these outcomes. The list is by no means exhaustive.

The Ian Potter Foundation also recognises that we all can play a small part in broader global movements and adopts a collaborative approach, both in our grant-making and our outcomes measurement. As such, we are beginning to offer relevant indicators from the United Nations Sustainable Development Goals as options for outcomes measurement.

These goals are deliberately broad to serve as a collective playbook that governments and private sector alike can use, they can also serve as a much needed shared language across philanthropy and the non-profit sector to signal areas of common interest, and measure shared progress.

While grantees are free to select outcomes measurements that are best suited to their stakeholder needs, as a Foundation we support the global goals and, as such, offer the option to use of the global indicators behind these goals (such options are indicated in *orange italics*, with the goal listed in parentheses). We encourage grantees to learn more about the SDG goals.

Environment

Technical

Long-term outcome	Example metrics
Fostering biodiversity	Proportion/population rates of native flora within biologically sustainable levels; *Proportion/population rates of fauna [e.g., fish stocks] within biologically sustainable levels (14.4.1); Control or eradicate priority invasive species (15.8.1)*
Water and/or land management	*Proportion of agricultural area under sustainable agriculture (2.4.1);* # km^2 land managed under specific conservation management action plans; *Level of water stress: freshwater withdrawal as a proportion of available freshwater resources (6.4.2); Restored ecosystems: Change in the extent/quality/quantity of water-related ecosystems over time (6.6.1 and 6.3.2);* # km^2 land/waterways impacted; *Reduction in land-based run-off/index of coastal eutrophication (14.1.1); Proportion of land that is degraded over total land area (15.3.1);* Incorporation of traditional Indigenous practices and/or knowledge (e.g., proportion of Indigenous people/practices involved)
Increased adoption of sustainable industry practices	# stakeholders/organisations adopting sustainable practices

Strategic

Long-term outcome	Example metrics
Mobilise and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems (15.a)	# grants received; # paying visitors; # sponsors/patrons
Promotion/dissemination of best practice/new knowledge	# research projects completed, # resources developed; adoption of research findings [take-up into practice]; # publication citations; *degree of integrated water resources management implementation (0-100; 6.5.1)*
Improved quality of policy dialogue and development	*Proportion of important sites for terrestrial, freshwater and marine biodiversity that are covered by protected areas, by ecosystem type (15.1.2); # of policy measures introduced/passed to prevent the introduction and significantly reduce the impact of invasive alien species (15.8.1)*
Improved community capacity/engagement	# people developing skills as community leaders/change agents; # people/communities/stakeholders engaged; # people/communities identifying increased awareness/understanding of target issue(s)

We understand that while some organisations have stellar evaluation systems, others may have limited capacity to evaluate. We also recognise that strong evaluations can often improve sustained service and/or build a case to leverage government and other philanthropic funding. Past grantees have found it helpful to know their measures at the beginning of a project so that they can collect baseline data (to prove progress). Also, careful data collection can be time-consuming. This is why we are asking questions about outcomes at the application phase.

As part of our commitment to improving the sustainability of our projects, if your grant is successful, our Research and Evaluation Manager will contact you to provide support through the evaluation process (e.g. workshops, mentoring with past grantees, assistance in finding publicly available datasets, recommendations for external evaluators, etc.)