How to Maximize Program Effectiveness Using Performance-driven Conservation Tools and Practices

A Community on Ecosystem Services
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FUNDAMENTAL ELEMENTS OF PERFORMANCE-DRIVEN CONSERVATION®

- GOALS
- METRICS
- INCENTIVES
- REPORTING
- ADAPTIVE MANAGEMENT AND LEARNING
PERFORMANCE METRICS
LINK ACTIONS TO PROGRAM GOALS
## PERFORMANCE METRICS
INFORM CONSERVATION SITE SELECTION & DESIGN

<table>
<thead>
<tr>
<th>Project</th>
<th>Acres</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1,000</td>
<td>900</td>
</tr>
<tr>
<td>2</td>
<td>1,000</td>
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</tr>
<tr>
<td>3</td>
<td>1,000</td>
<td>300</td>
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PERFORMANCE METRICS
INFORM DEVELOPMENT PROJECT DESIGN

Limiting Late Brood-Rearing Habitat

Indirect Impact From Proposed Road

New Route

Originally Proposed Road
PERFORMANCE REPORTING
INSPIRE ACTION & BUILD
STAKEHOLDER TRUST

FIGURE 6: Cumulative Functional-Acre Loss, Functional-Acre Gain and Net Benefit generated by the Credit System (June 2018)
INCENTIVES
DELIVER LONG-TERM HABITAT BENEFITS
TECHNOLOGY OPPORTUNITIES

- Streamline user and administrative processes
- Improve user experience and adoption
- Increase repeatability and accuracy
- Improve project tracking
- Facilitate programmatic reporting and continual improvement