

CEPF Proposal  
Development Workshop  
4-5 June 2024

# MEASURING IMPACT



CRITICAL ECOSYSTEM  
PARTNERSHIP FUND

Developed by Rosie Trevelyan.

Photo: © Rosie Trevelyan TBA

# WHY DO WE MEASURE AND MONITOR IMPACTS?



**Evidence** our project was successful.

**Assess progress** against our targets to guide us where we should **adapt** if things are not going to plan.

**Communication** to engage our stakeholders and funders.

**Track record** builds confidence among our team and useful for next project proposal.



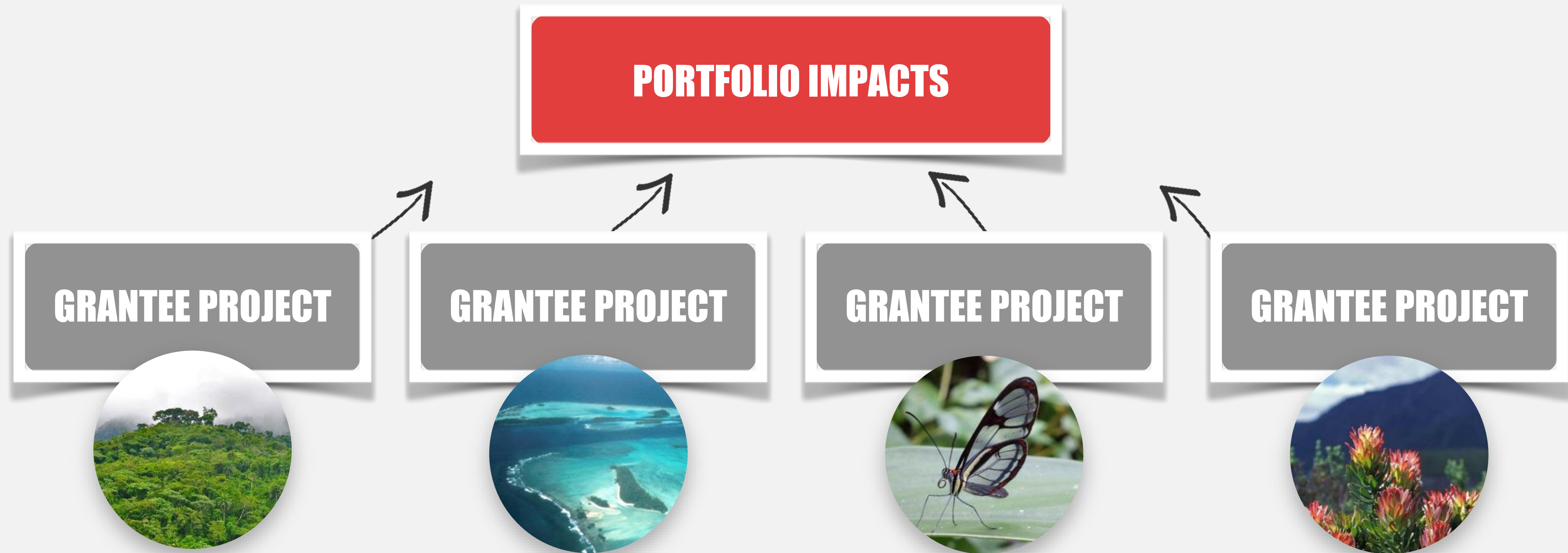
## THREE LEVELS OF MONITORING

**1. Global Indicators** – 17 indicators tied to one of four pillars: Biodiversity; Human Well-being; Enabling Conditions; and Civil Society.

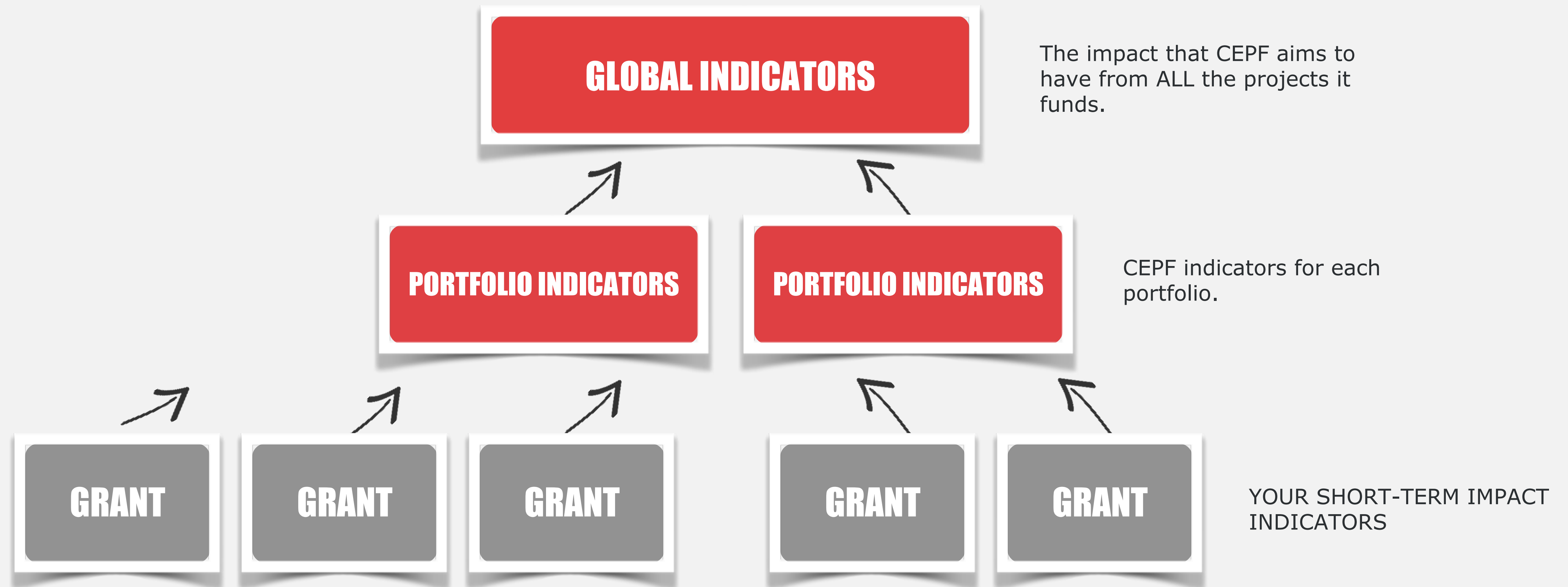
**2. Portfolio Indicators** – Indicators from the ecosystem profile; indicators from donors.

**3. Project-specific Indicators** – Impacts and deliverables specific to your own project.

# YOUR PROJECT IMPACTS HELP CEPF TO COMMUNICATE THE OVERALL IMPACTS OF THE GRANT PORTFOLIO



# AND THE GRANT PORTFOLIO IMPACTS CONTRIBUTE TO CEPF'S GLOBAL INDICATORS OF SUCCESS



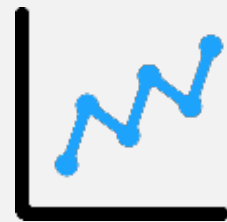


# HOW DO WE MEASURE THE IMPACT OF OUR PROJECTS?

# HOW DO WE MEASURE THE IMPACT OF OUR PROJECTS?

1

**INDICATORS**



2

**BASELINES**

3

**M&E PLANS**

We need **MEASURES OF SUCCESS** for each level of our project structure



**LONG-TERM IMPACT**



**SHORT-TERM IMPACT**



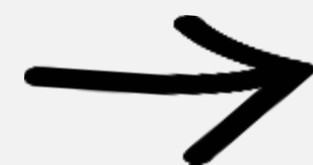
**DELIVERABLES**



**ACTIVITIES**



Short-Term Impact Indicators



Output Indicators



Process Indicators



**These are important indicators because this is what your project needs to achieve.**



# EXAMPLE: CONSERVING FORESTS THROUGH FUEL EFFICIENT STOVES



**LONG-TERM IMPACT**



**REDUCE FOREST DEGRADATION**



**REDUCE FUEL WOOD USE**



**ACTIVITIES**

**Your project Indicators**



Counts of cut stumps decreases by 50% by end of project.



Fuelwood consumption decreases by 50% per household.



100 fuel-efficient stoves manufactured and distributed to 100 households.



# WHAT DO INDICATORS LOOK LIKE?



## Species

Population size  
Species distribution  
IUCN Red List status



## Habitats

Ha restored  
Ha protected  
Status (e.g., degraded)

# WHAT DO INDICATORS LOOK LIKE?



## **Social**

Livelihoods measures  
Awareness or knowledge



## **Threats**

Number of snares  
Ha forest encroached

# HOW DO WE MEASURE INDICATORS?

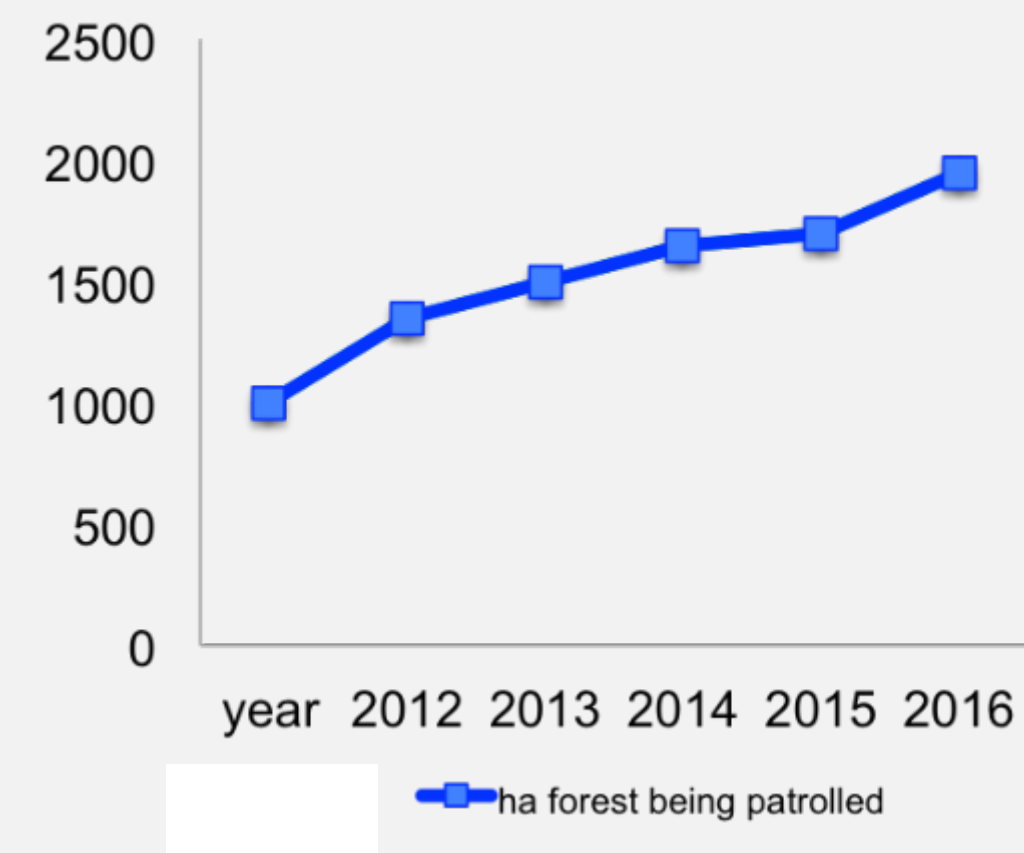
## 1. Quantitative measures:

- easy to count or measure
- “objective”

## Number of snares or number of hectares restored



Ha



# HOW DO WE MEASURE INDICATORS?

## 1. Quantitative:

- easy to count & analyse
- can compare two situations

## 2. Qualitative measures:

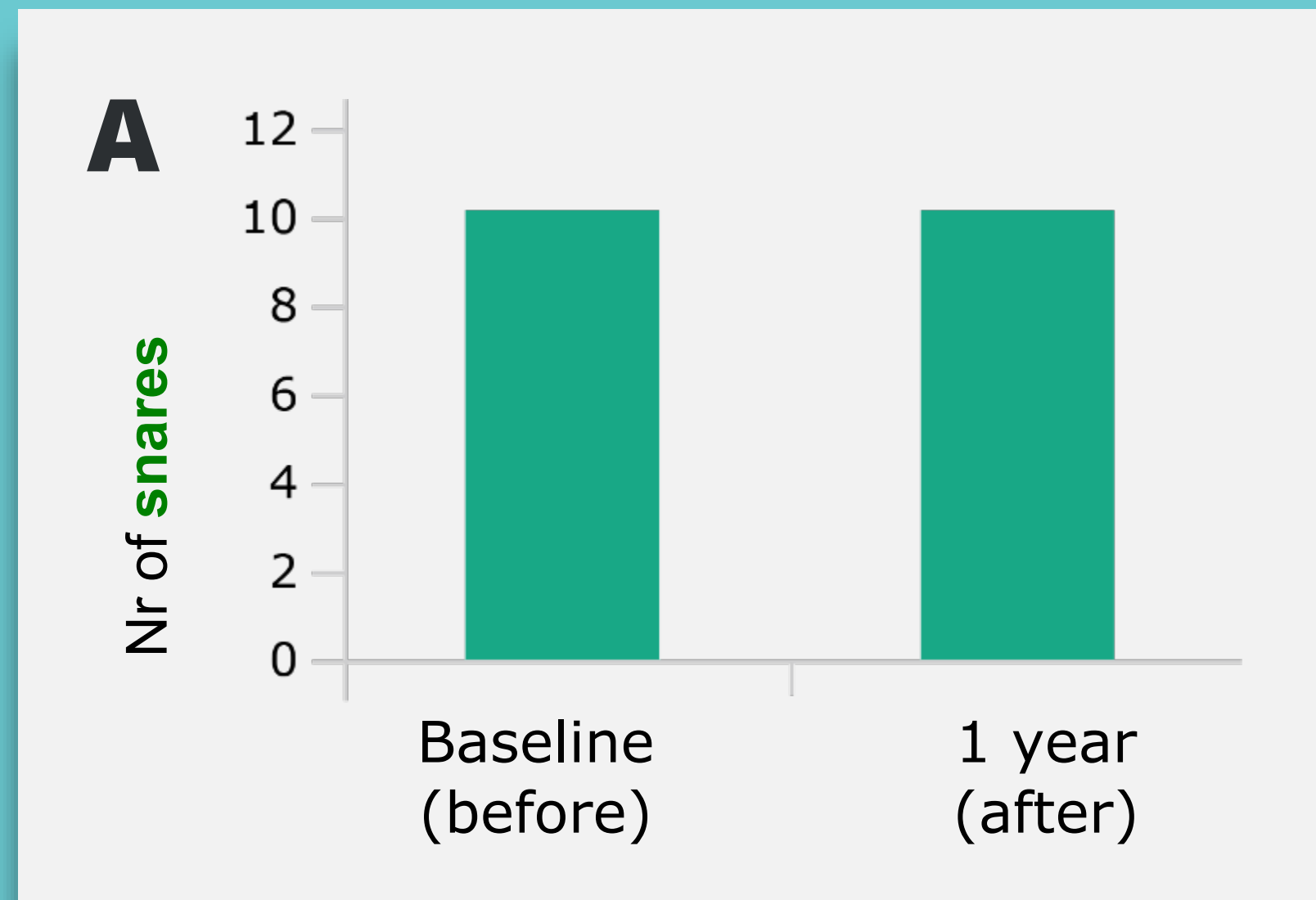
- narrative descriptions

**E.g., What are people's attitudes to the new management plan?**

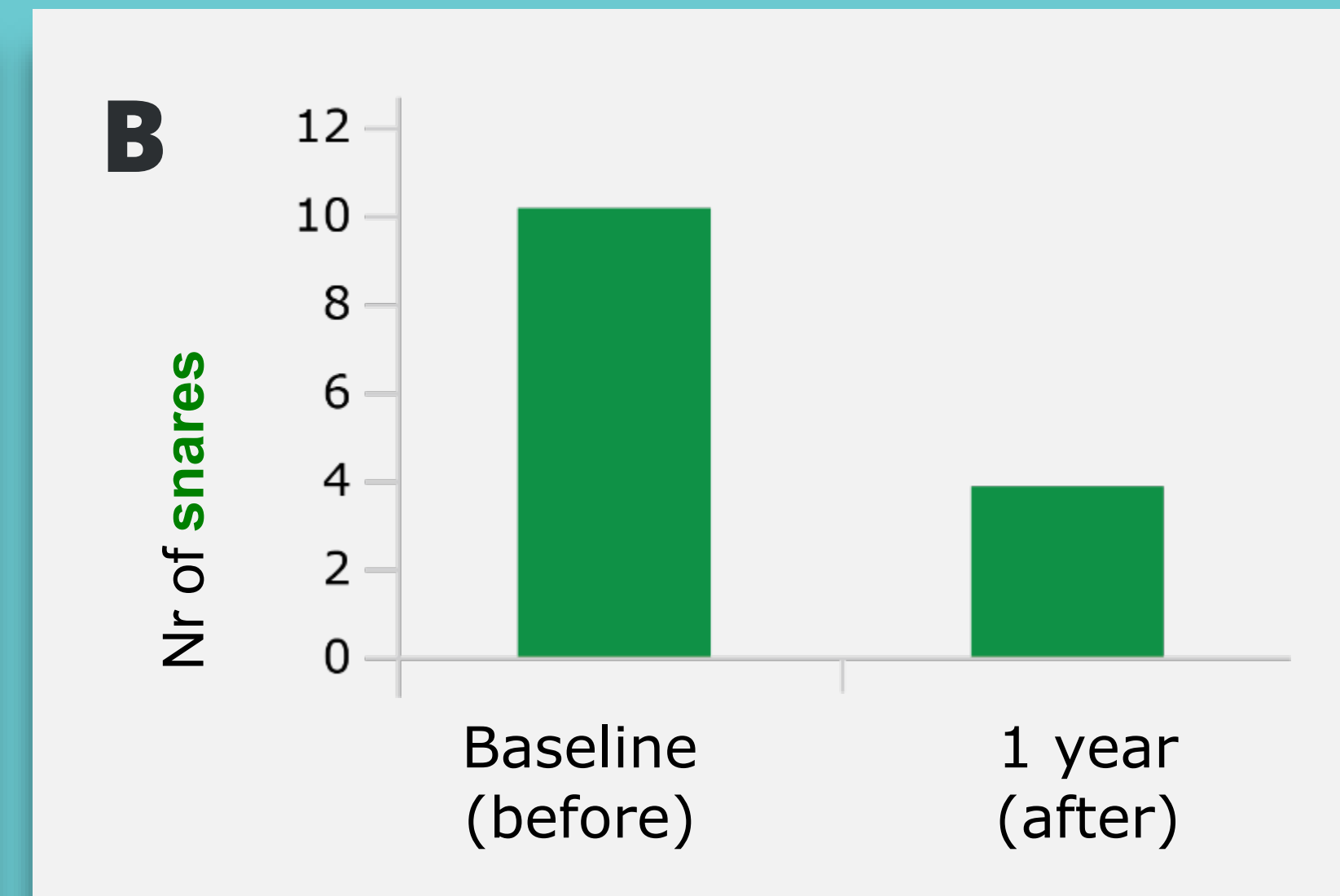


# WHY BASELINES ARE IMPORTANT

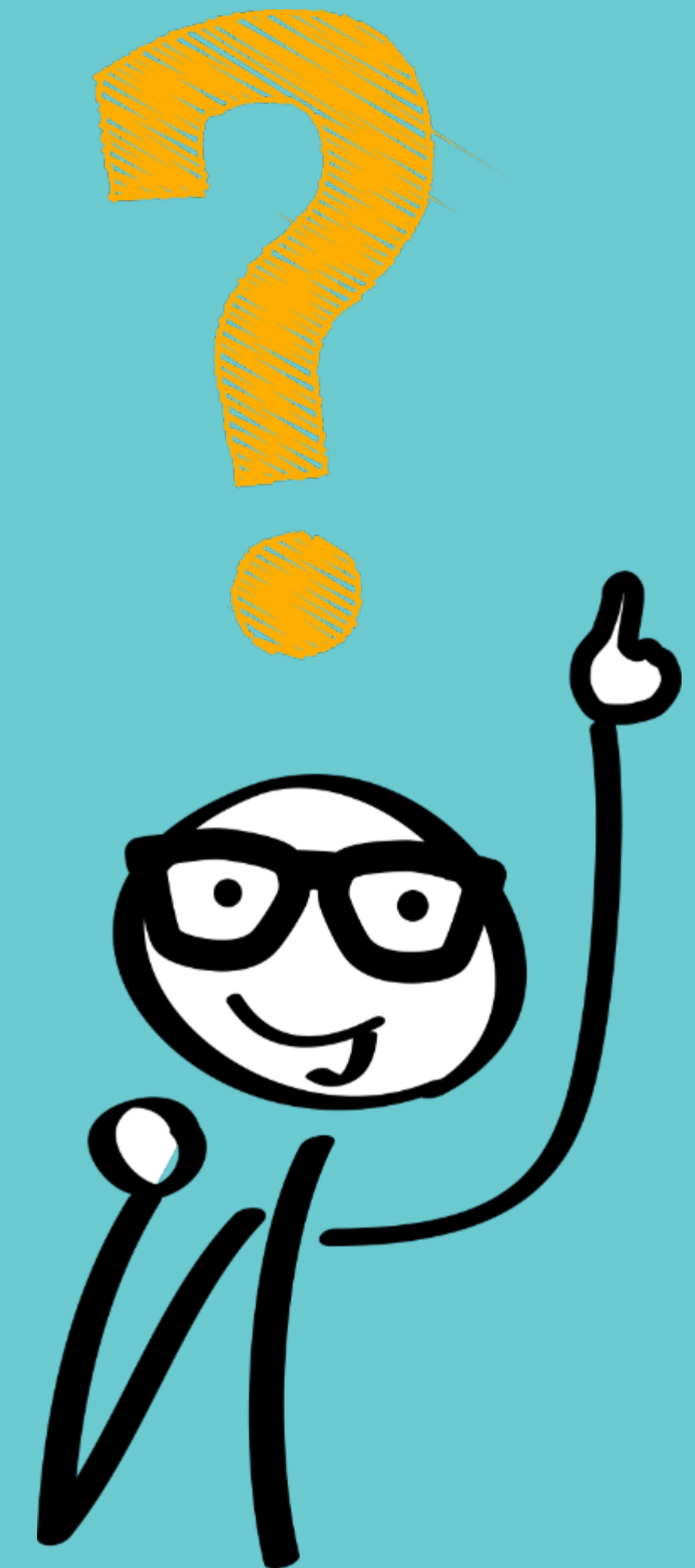
If I told you that after one year, the number of snares was only 10 per month, you would not know whether the number has increased, decreased or stayed the same! Here is an illustration:



Number of snares after one year is the SAME as the baseline. Therefore, our project has made no difference.



The number of snares after one year is fewer than the baseline. Therefore, our project is doing well.



# PUTTING IT ALL TOGETHER

Once you know what to measure  
(indicators) ...

... you need to include them in  
your proposal



**SHORT-TERM  
IMPACT**



**DELIVERABLES**



**ACTIVITIES**



# YOUR CONTRIBUTIONS TO PORTFOLIO INDICATORS

The screenshot displays the 'CONSERVATIONGRANTS' Grantee Dashboard. The navigation bar includes 'Grantee Dashboard', 'Profile', 'Open Calls for Proposal', and 'Help Documents'. The main content area contains a welcome message and instructions for using the dashboard. A sidebar on the left lists 'Applications', 'Grantee Reports', and 'Amendments', with 'Applications' highlighted by a red circle. The 'Applications' section is active, showing a table of 'Open Items' with columns for 'Name' and 'Project Title'. The table lists several projects, including 'Building Networks for KBA Monitoring and Protection in the GFWA' and 'CEPF Caribbean Islands Biodiversity Hotspot Small Grants Mechanism'.

**CONSERVATIONGRANTS**

Grantee Dashboard Profile Open Calls for Proposal Help Documents

Welcome to your Grantee Portal Dashboard! Find below a short explanation of the different items accessible from here:

- The tab "Open Items" lists items that are currently in your queue to address
- The tab "Closed Items" lists items that you have already addressed. These items cannot be edited.
- On the left-hand bar, you may access your Applications, Grant Reports, or Amendments that you have submitted or that have been shared with you.

**Dashboard**

**Note to Applicants:** We have identified a compatibility issue with the Mozilla Firefox browser during the LOI and Proposal development and submission. We recommend using an alternative browser such as Google Chrome or resolved.

Any personal identifiable information provided as part of this funding request will be processed in accordance with applicable data protection laws and regulations. For more information on CI's privacy practices, please see our p

**Applications**

Open Items Closed Items

Show 10 Entries

Edit	View	Delete	Amend	Name	Project Title
				All	All
				CEPF-112513	Building Networks for KBA Monitoring and Protection in the GFWA
				CEPF-112465	Preservation of Biodiversity and Ecosystems in the Zorkul Natural Reserve in Ishkashim, Tajikistan
				CEPF-112419	Strengthen forest biodiversity conservation of 3 priority KBAs without protection status from Kazakhstan, Kyrgyzstan and
				CEPF-112609	sdfg
				CEPF-112723	-
				CEPF-112722	-
				CEPF-112333	CEPF Caribbean Islands Biodiversity Hotspot Small Grants Mechanism



# YOUR CONTRIBUTIONS TO PORTFOLIO INDICATORS

**CONSERVATIONGRANTS** Sandbox: Full

[Grant Directors](#)

[Grantee Dashboard](#) [Profile](#) [Open Calls for Proposal](#) [Help Documents](#)

Call For Proposal  
**MCA-LG-2022-01- Proposal**

1-Proposal Instructions 2-Collaborators 3-About Organization 4-Basic Project Info 5-Protected Areas 6-Additional Locations 7-Project Concept 8-Project Impacts 9-Components, Deliverables and Activities

10-Review Components 11-Review Deliverables 12-Review Activities **13-Portfolio Indicators** 14-Red List Species 15-Safeguard Questions 16-Sub-Grantees 17-Budget 18-Additional Funding 19-Other Attachments

[Cancel](#) [Review/Submit](#)

**Congratulations on being invited to submit a full Proposal to CEPF!!**

You can navigate through the gray tabs at the top of the screen in any order. Once you begin to populate your Proposal form, be sure to click **Save** regularly or click **Save and Next** if you are done with one tab and ready to move to the next tab. You may save your work on the proposal before formal submission and resume editing at a later time. Note that, once the proposal has been submitted, you will no longer be able to edit it.

In responding to the questions, please follow the guidance provided by CEPF team in order to facilitate the evaluation of your proposal. Provide supporting documents, such as maps or letters of community support, as uploads, where relevant.

If you want others within your organization to work on parts of the proposal, add those people via the **Collaborators** tab.

Once all of the tabs of the proposal have been completed, you may formally submit it by clicking **Review/Submit** near the top right corner of the screen. You will receive an email notification from the system once your proposal has been successfully submitted.

For more information, please contact the CEPF Team.

To start filling in your proposal, click **Save & Next** below.

[Save](#) [Save & Next](#) [Clear Changes](#)

# YOUR CONTRIBUTIONS TO PORTFOLIO INDICATORS

Grantee Dashboard Profile Open Calls for Proposal Help Documents

Call For Proposal  
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Cancel

### Portfolio Indicators

In order to measure the results of CEPF investment strategy at the hotspot level, CEPF uses a set of Portfolio Indicators which are presented in the Ecosystem Profile of each hotspot. Your project is being considered for support because it has the potential to contribute to the Portfolio Indicators list.

In order to measure the contribution of your project to CEPF Portfolio Indicators, propose a numeric contribution and its description for each Portfolio Indicator applying to your project. Ensure that:

- each numeric contribution is achievable **during the implementation period of your project**;
- the unit of measure of your numeric contribution corresponds with the unit of the Portfolio Indicator it refers to. For example: if your project will contribute to a Portfolio Indicator entitled "Number of hectares of new protected areas", then your numeric contribution should be a number of hectares.

To enter your contribution, click **Edit** for each Portfolio Indicator below and follow the directions.

Show 10 entries Search

Portfolio Indicator Number	Portfolio Indicator	Expected Numeric Contribution	Expected Contribution Description	Action
1	Number of hectares of Key Biodiversity Areas with improved management			Edit   View
4.2	Number of hectares of farming or grazing areas that incorporate biodiversity conservation into operations			Edit   View
1.2	Number of species benefiting from strengthened regulation on extractive use			Edit   View

Showing 1 to 3 of 3 Entries

Next

## MEASURING YOUR IMPACT: SUMMARY

**INDICATORS** tell us whether your project has succeeded in achieving its impacts and targets along the way.

Define your contributions to the **portfolio indicators**, and ensure your project is aligned with them.

Make your indicators **SMART**.

Have a **baseline**.



# QUESTIONS

