



# Comparing similar data in different contexts

## Rare's approach to results-based evaluation



# Roadmap

- Quick background
- Data collection and analysis approach
- Case study examples

# Our mission



- *To conserve imperiled species and ecosystems around the world by inspiring people to care about and protect nature*

- China
- Latin America
- Indonesia
- Philippines
- Arlington



Rare trains local partners and leaders to run **SOCIAL MARKETING** campaigns with a goal of changing behaviors and reducing threats to biodiversity



**Conservation Actions**



What conversations are needed for people to encourage adoption of new behaviors?

What behavior for which group must change in order to reduce this threat?

What are we trying to conserve?



What attitudes need to shift in order for these conversations to take place?

What are the barriers to the adoption of these new behaviors? Social? Political? Economic? Technological? How can we remove them?

What are the main threats to biodiversity? Which can we reduce?

**METRIC:** The number of fisherman who say they have respected the protected area in the last 6 months (sociological survey)

**K + A + IC + BR → BC → TR → CR**

**S.M.A.R.T. OBJECTIVES:** By 2012, 100% of fishers in Loreto agree to respect the protected areas.

# Rare's general evaluation framework



## Social Surveys + Qualitative

- Standardized social surveys pre and post campaign
- Measures impact of campaign on stages of behavior change
- Stratified random sampling design at campaign and comparison site

## Biological research

- Typically capitalize on partner ongoing baseline data collection
- More emphasis in the future on community supported data collection (for jobs and social capital)

STANDARDIZED DELIVERABLES

# Preliminary impact assessment (n = 14)

- After counting for comparison site on average:

- ↑ 19 pp in Knowledge  
(3 – 98%)
- ↑ 15 pp in Attitude  
(21 – 100%)
- ↑ 16 pp in Communication  
(5 – 95%)
- ↑ 31 pp in Barrier Removal  
(30 – 100 %)
- ↑ 19 pp in Behavior Change  
(2 – 98%)





# Challenges

- *Training*
  - *Data collection*
  - *Reporting*
  - *Analysis*
- *Context*
  - *Ecological*
  - *Sociological*
  - *Temporal*
- *Factors beyond our control!*



# Case Studies

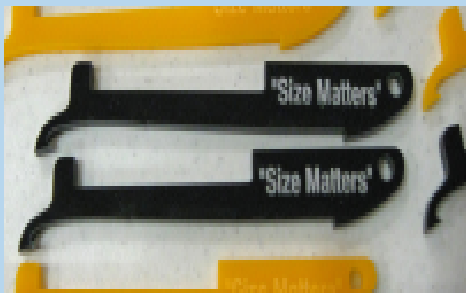
## Size Matters for the Spiny Lobster

Campaign to reduce harvesting and sale of juvenile lobsters

ABACO ISLAND, BAHAMAS

### 5½ and Counting!

Over 300 lobster gauges distributed



Over 400 fishers trained



Over 1000 stickers stuck



# Case Studies

## Hunchun Nature Reserve

Campaign for Tiger Preservation in Hunchun

### PROUD MOMENTS

- Video on the Hunchun campaign features on the Environmental Film Festival website
- Lang Jianmin named spokesperson for the Hunchun Nature Reserve
- Siberian tiger mascot represented the province at the Shanghai Expo

### LESSONS LEARNED

- Simple incentives that affect livelihoods – like the provision of beekeeping and cattle rearing training – are powerful tools to motivate a community to change their behaviors.
- The fact that Lang was a senior-level employee with WCS allowed the campaign to fast-track its ambitions.

**“I hoped the people could be proud of the tiger, and now I am proud of them,” Lang Jianmin.**

# *Lessons learned*

- *High quality evaluation data is critical for impact assessment*
- *Case studies allow for more reflection across a broad spectrum of campaign variables*
- *Important to incorporate lessons learned*



Thank you



**Amielle DeWan**

Director Conservation Research and Monitoring  
[adewan@rareconservation.org](mailto:adewan@rareconservation.org)