

# Measuring Strategy Effectiveness for Adaptive Management at WCS



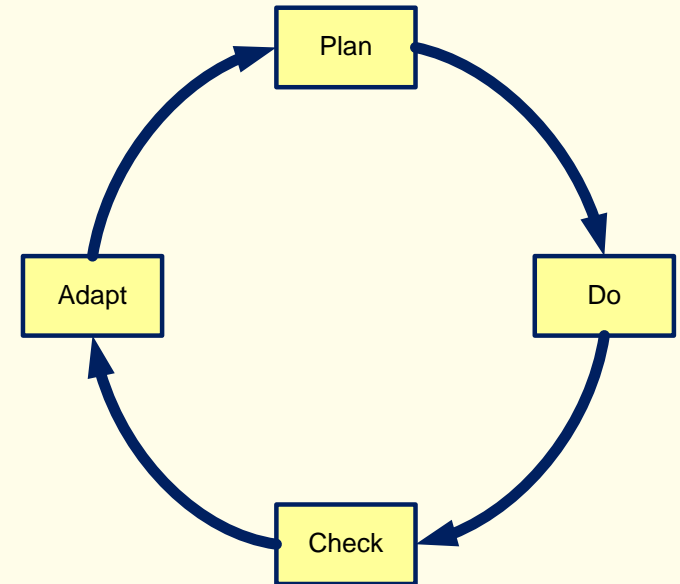
**How confident are we that our actions reduce threats and conserve wildlife?**

Karl Didier<sup>1</sup>, Samantha Strindberg<sup>1</sup>, Arlyne Johnson<sup>1,2</sup>, **Lynn Duda<sup>1</sup>**,

<sup>1</sup>Wildlife Conservation Society, <sup>2</sup>Currently with Foundations of Success

# Objectives for Case Studies at WCS

1. To examine how well WCS projects measure the effectiveness of their strategies and where improvements can be made
2. To understand the barriers to improving effectiveness measurement from the perspective of “the field”



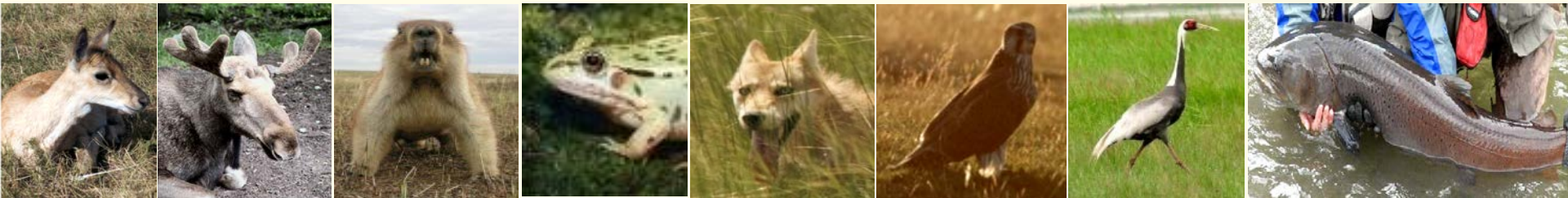
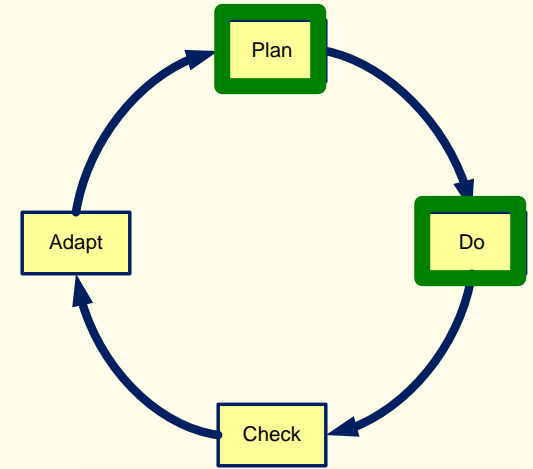
# Methods: Two Parts

1. Written survey of WCS staff around the world
2. Follow-up detailed interviews with 4 projects
  - 1 hour, 16 questions
  - Report on two



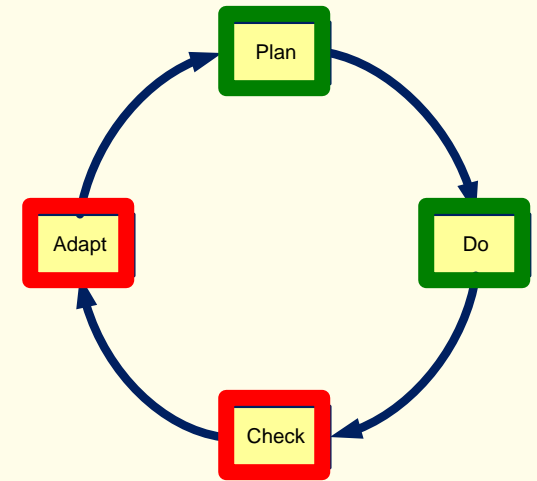
# Daurian Steppe, Mongolia

	<u>Daurian Steppe</u>
<b>Spatial Scope (km<sup>2</sup>)</b>	<b>&gt;500,000</b>
<b>Targets</b>	<b>9</b>
<b>Threats</b>	<b>4</b>
<b>Strategies</b>	<b>14</b>



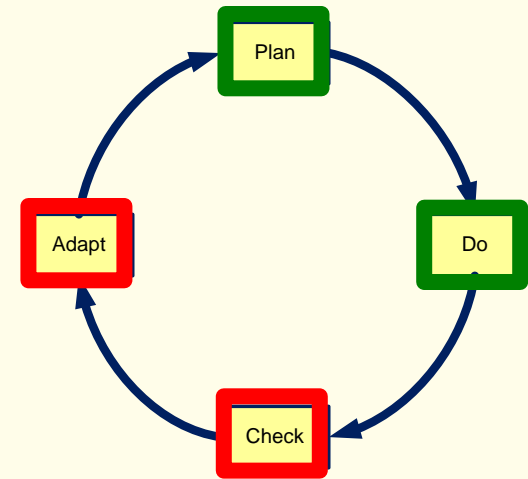
# Nam Et-Phou Louey, Laos

	<b>Daurian Steppe</b>	<b>Nam Et-Phou Louey</b>
<b>Spatial Scope (km<sup>2</sup>)</b>	<b>&gt;500,000</b>	<b>6,000</b>
<b>Targets</b>	<b>9</b>	<b>1</b>
<b>Threats</b>	<b>4</b>	<b>1</b>
<b>Strategies</b>	<b>14</b>	<b>2</b>

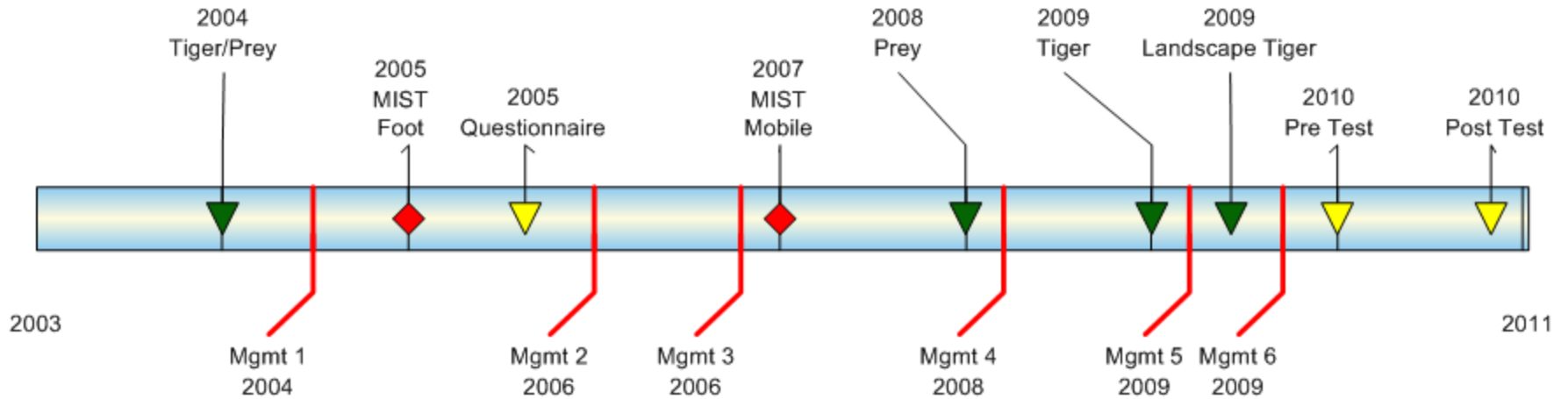






# RARE Pride Campaigns

- RARE Pride campaigns are good examples of how to do effectiveness monitoring and adaptive management
- Provide support to plan monitoring frameworks and examples to guide teams
- But campaigns last just one year so difficult to measure changes in targets



# Nam Et-Phou Louey 2003 – 2010: Adaptive Management Cycle



-  Discrete Monitoring of Conservation Target – Tiger / Prey
-  Ongoing Monitoring of Direct Threats – Hunting / Trade
-  Discrete Monitoring of Indirect Threat – Attitude / Knowledge
-  Management Events

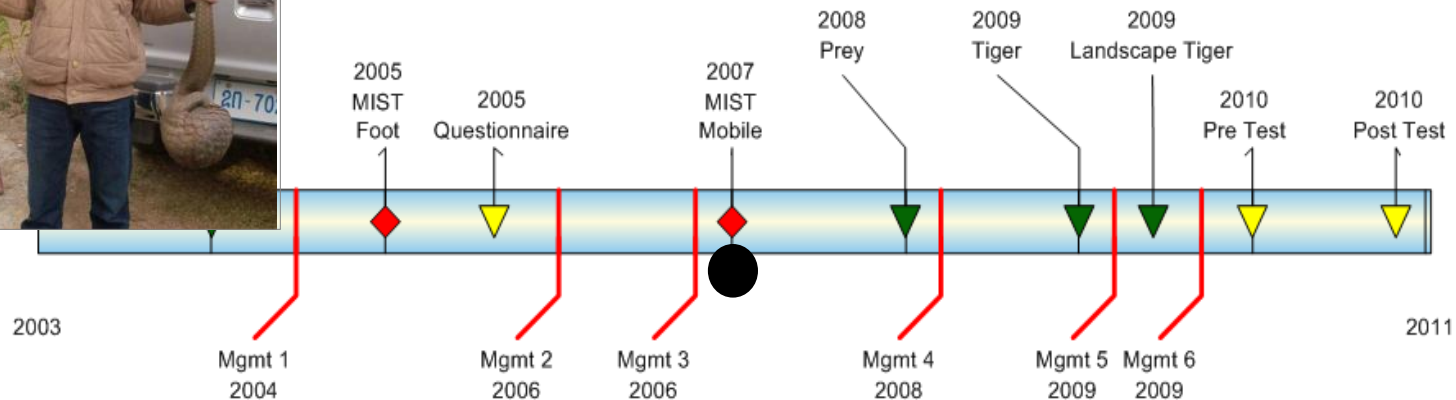
# 2007 Analyze MIST Data from Mobile Patrol Monitoring

- Few criminals captured relative to effort and expense
- Traders bypassing checkpoints set up by mobile teams
- Not apprehending tiger or prey trade

**Table 2.** Fixed Point Patrols in the Nam Et-Phou Louey NPA (July 2007 - June 2008)

Checkpoint	Estimated no. of patrol days	Patrols with captures
XoneNeua	300	6
<b>Mobile</b>		
Huamuang <sup>[1]</sup>	-	-
Viengkham	100	16
Viengthong	100	25

[1] Established in June 2008

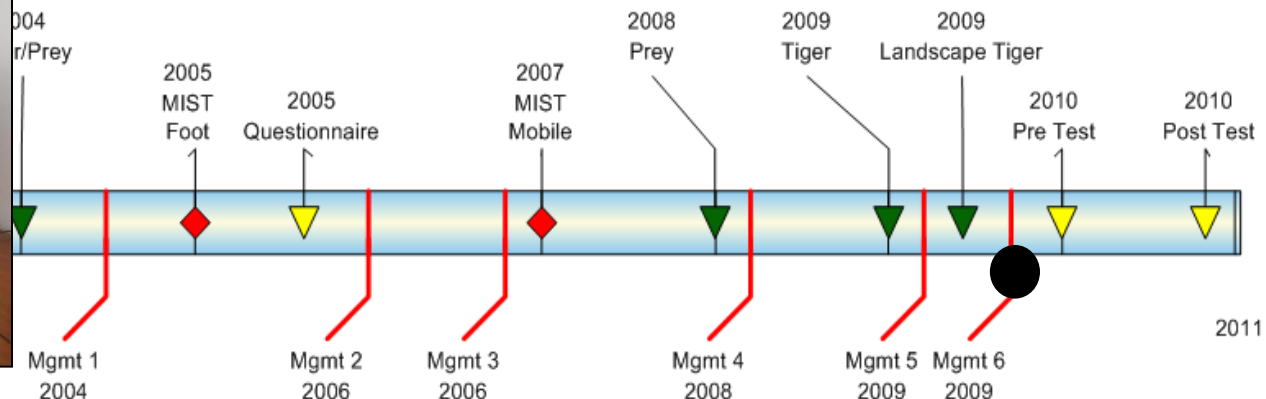
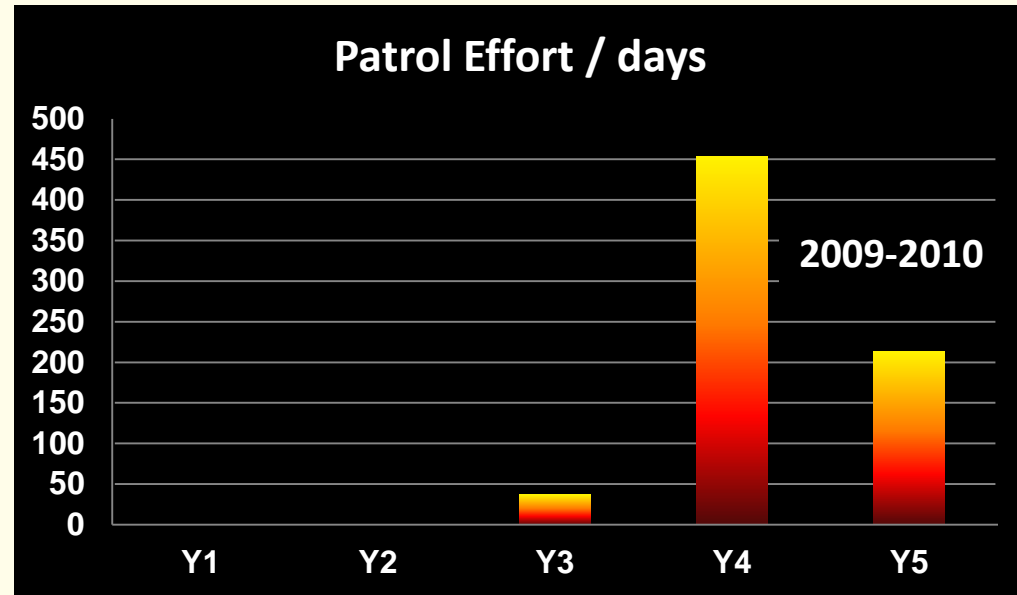






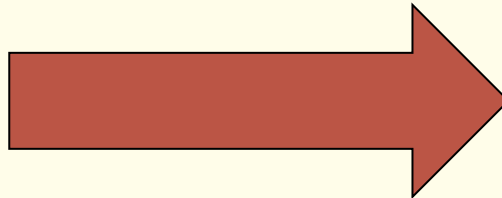
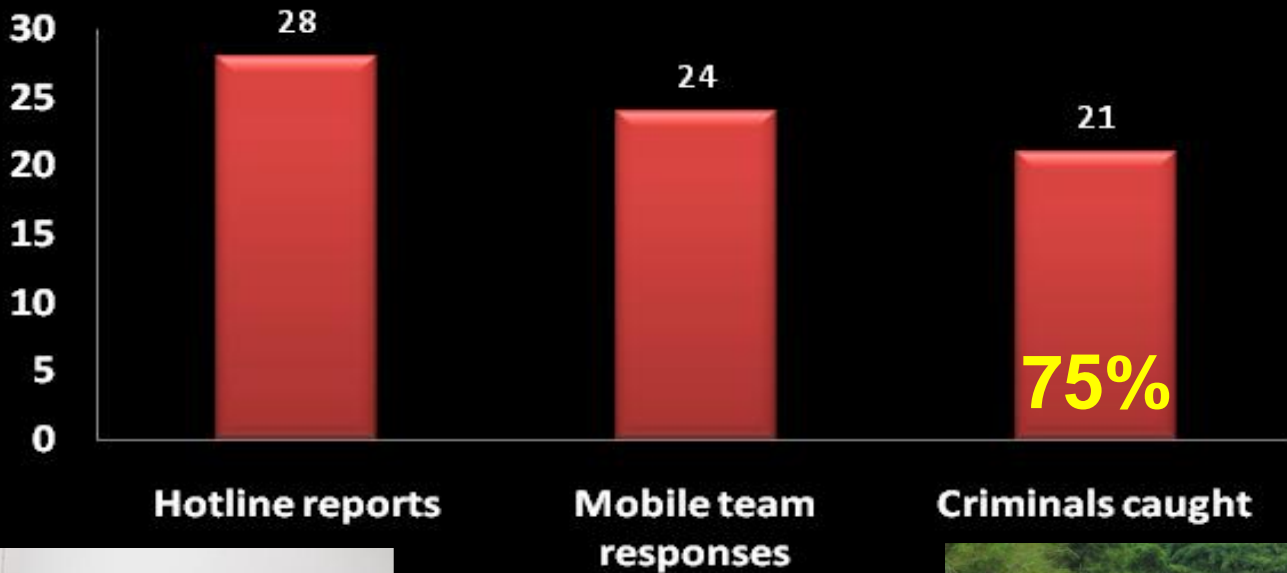
# 2009 Management Response: Adapt Mobile Patrol Strategy

- Reduce mobile patrol effort and cost
- Start a hotline for reporting illegal trade
- Strategic response to informant network reports
- Rewards for reporting



# 2010 Mobile Patrol Response to Informant Network Reports

## Hotline Activity (May-June 2010)





# Barriers & Challenges from the perspective of “the field”

- **Need more trained staff** per project – often project lead is trained, but difficult to pass on skills to the staff working day to day on implementation
- **Need more technical support** for designing effectiveness measures and using measurement tools
- **Need more examples** – both simple and complex to see how effectiveness monitoring works
- **Need more time** to monitor effectiveness – sometimes unreasonable expectations from donors during a short funding cycle
- **Need donors on board** – require / allow project to spend money on measuring effectiveness



## Conservation Measures Partnership (CMP)





END