

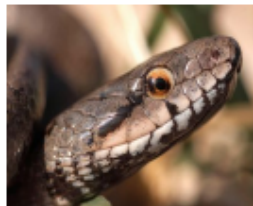
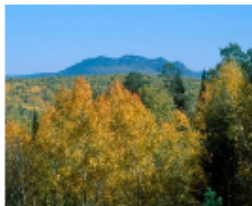


WWF Case Studies and WOW! Stories on RBM Best Practice

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and

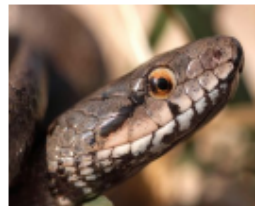
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Who are they for and what purpose do they serve?

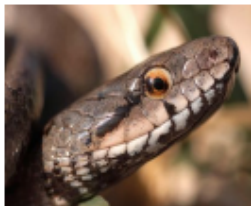
- to inspire **peers, colleagues and senior managers** who are unsure of the value of standard approaches
- to provide specific examples of where parts of our cycle and tools have worked well and not so well for **colleagues** in conservation
- to create a platform for **peer** learning
- to provide evidence across the **conservation community** that application of best practice is good





What steps & methods are (or will be) involved?

- Initially invite a targeted group of projects and programmes to describe their stories using a few key Q's
- Refine these stories so that they begin to reach out to the different audiences and purposes
- Establish an on-line repository of stories
- Organize a peer-to-peer sharing and review forum (online-virtual coffee break) using common themes
- Tease out specific evidence that speaks to the value of applying best practice
- Establish criteria for peer review based on a “let’s all qualify” approach
- Start slow and build.....





What do we hope will happen?

- Projects and programmes will seek each other out for more information
- A functional environment and mechanisms for peer learning are underway
- Senior managers and programme and project managers realize the importance of applying best practice to improve results and sustainability of action, and do it!
- A hunger for more of these stories is created
- Peer reviews and exchanges become part of the way that WWF does business

