

RBM & ROI

Case Study Initiatives

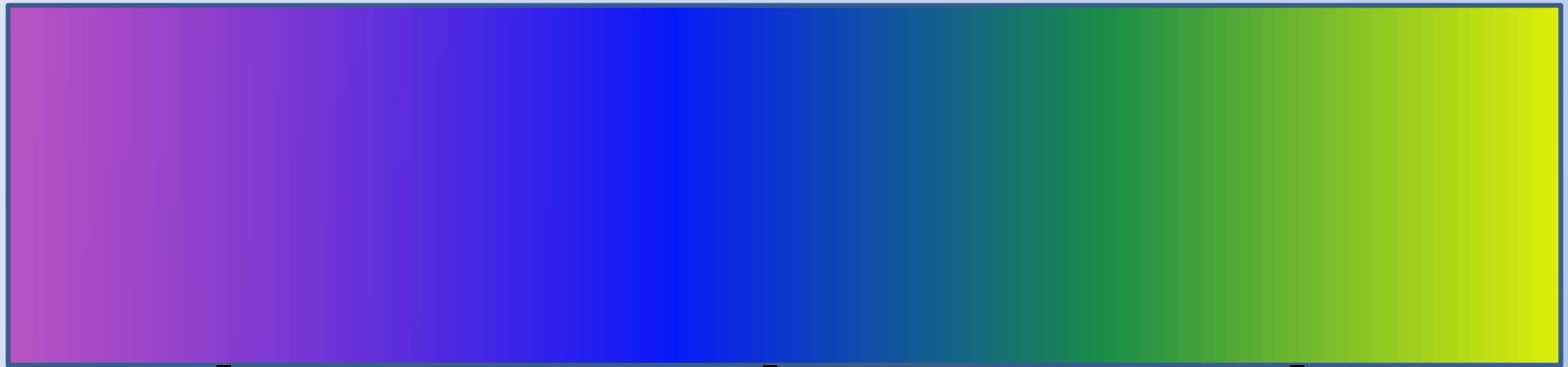
CMP Measures Summit

November 2011

Session Outline

- Spectrum of “case studies”
- Conservation NGO current examples
 - Jensen Montambault, TNC
 - Sheila O’Connor, WWF
 - Madeline Bottrill, CI
 - Lynn Duda, WCS
 - Amielle DeWan, Rare
 - Jim Boyd, RFF
- Social science case study method
- Desired outcomes & next steps

Spectrum of “case study” methods



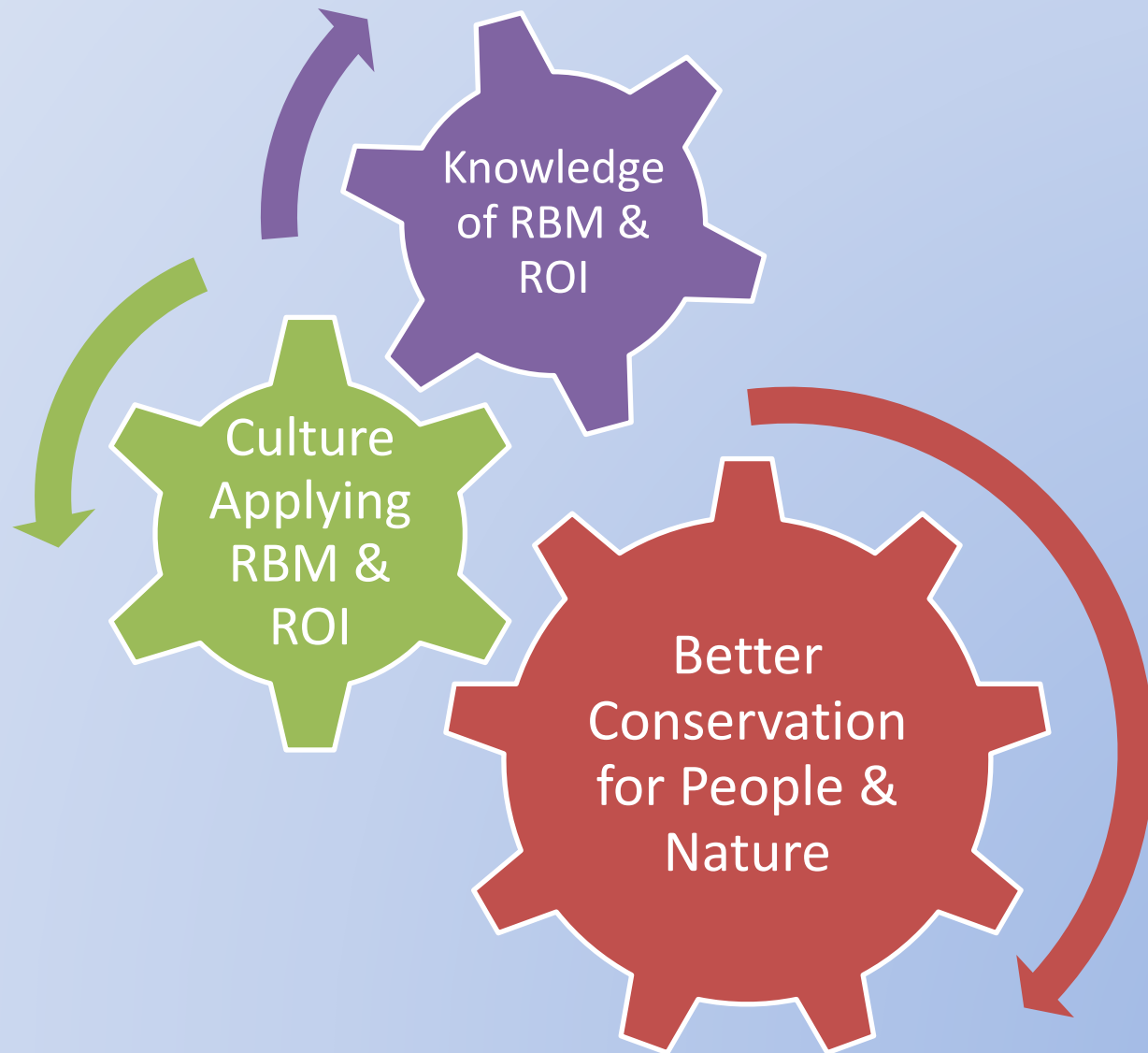
Behavior
change
communication

Multiple
lines of
evidence

Meta-
analysis

Add qualitative data

Initiative Logic



Behavior Change Communication

- Directors of Conservation Science & Programs
 - Monitoring & evaluation
 - Business planning
- Funders & peer-organizations
 - Link to Open Standards
 - Empirical insights (teaching cases)



Multiple lines of evidence

- Measures “peer-review” workshops
- Senior manager and strategy lead management decisions
- Triangulate
 - Documentation
 - Interviews
 - Participant Observation



Meta-analysis

- Novel, publicized, replicated
- REDD+
- Water funds

