COMMUNICATING MEASURES EFFECTIVELY

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Marine Aggregation 2014
ExpPract 3: Stepping Off the Deep End: Strategies to Build a Successful Project.
Wednesday, February 12, 2014, 10:30 a.m.
Lessons Learned from Implementing Conservation Impact Measures

Five categories:

- Ecological
- People
- Policy
- Management and Practice
- Sustainable Finance

- CIMs = the measures used to report on CBP outcomes. They are NOT a different kind of outcome
Lesson Learned #1
Who?

Primary audience:
• Bill/Brian
• Executive Team

Secondary audiences:
• Board
• Selected donors
What & Why?

• Why do you want to know?
• What would you do if you knew this information?

“it would be nice to know”
When & Where?

Quarterly Management Review
<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>High level view</td>
<td>Lots of detail/indicators</td>
</tr>
<tr>
<td>Quantitative</td>
<td>Lots of text</td>
</tr>
<tr>
<td>Simple, clear graphic</td>
<td>Bells &amp; whistles</td>
</tr>
<tr>
<td>Consistent presentation</td>
<td>1000 flowers bloom</td>
</tr>
</tbody>
</table>
Lesson Learned #2

The data doesn’t speak for itself!

What is the outcome being measured?

Why is it important?

Where is the data from?

How ‘good’ is the data?

How attributable is it?

What does the indicator tell you?