









Salvador Garcia Ruvalcaba















Result: 45% reduction in forest fires



Salvador's Theory of Change

In order to REDUCE THREAT OF FOREST FIRES TO THE SIERRA DE MANANTLAN, the campaign will change the behavior of LOCAL FARMERS, by RATING SOCIAL BENEFITS, REDUCING PERCEIVED ECONOMIC COSTS, AND ENSURING THE ABILITY TO USE BENIGN, CONTAINED PRESCRIBED BURNS using proven social marketing tactics such as MARIACHI MUSIC, CHURCH SERMONS, FARMER WORKSHOPS. In the end, the campaign's impact will be measured by PRE- AND POST-CAMPAIGN FIRE DATA . In order to be a true success, the campaign will have REDUCED FIRES BY 25% IN COMMUNITIES WHERE WE'RE ACTIVE before DECEMBER 2003.

Signed SALVADOR GARCIA RUVALCABA

Measures of Success





Capacity

- Site Assessment
- Threat Reduction Analysis
- Campaign Design
- Project Management
- University Diploma
- Fundraising



Constituency

- Knowledge
- Attitude
- Behavior



Conservation

- Potential Threat Reduction
- Actual Threat Reduction

The New York Times

Full

An Irish Taste For Real Estate In Manhattan

mission From Che

Page Ad



Top Chef' Dreams Crushed by Student Loan Debt

New Challenge In Age-Old Rift

Forge Trade Policy

Sheik and Uninvited 'Guests Mirror Uneasy Iraq-U.S. Tie



Pride Campaign in Papua New Guinea

Trained leader

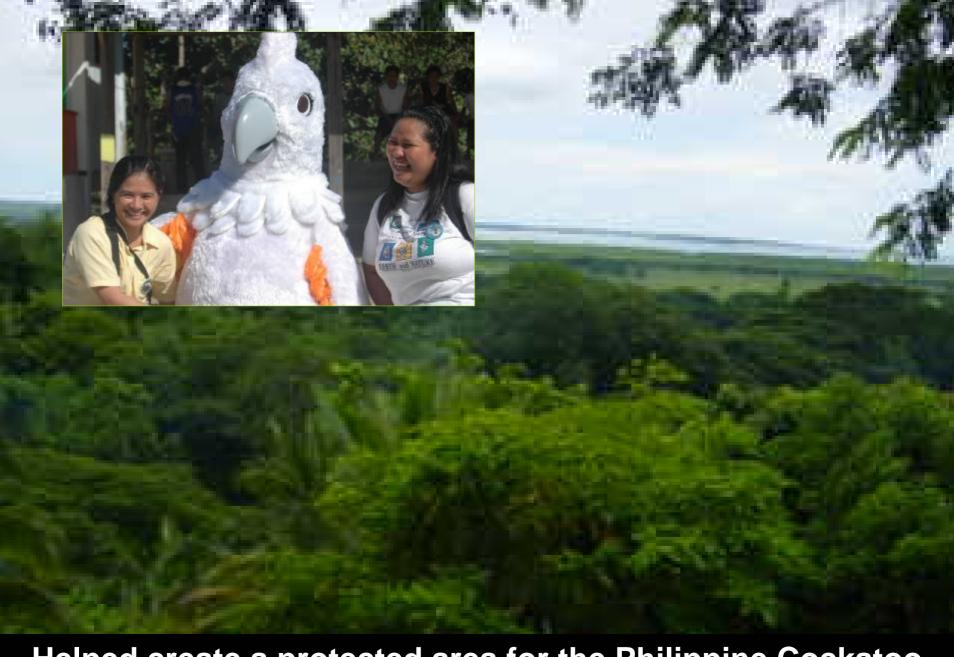
Local constituency

Network of Locally Managed Marine Areas





Established a 912,500 acre national park in the Togean Islands of Indonesia



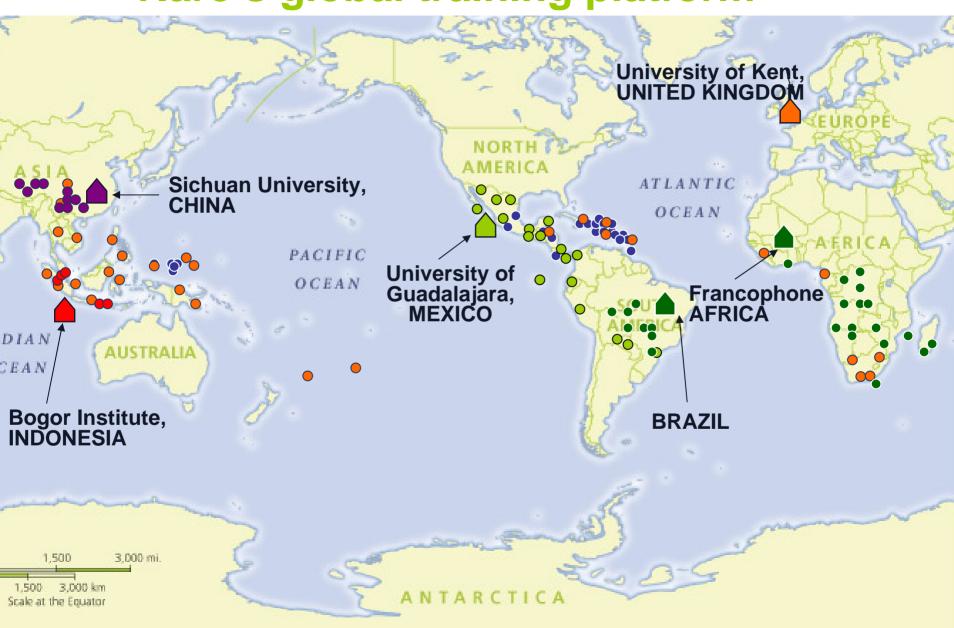
Helped create a protected area for the Philippine Cockatoo and its forest habitat

A 2006 study found that of the 8 Amazona parrot species featured in **Pride** campaigns throughout the Caribbean and Latin **America**, 6 (75%) are now thought to be increasing in population size. By contrast, among 13 similar Amazona parrot species that were not Pride flagship species, only one (8%) is currently thought to be increasing in population size, while 11 (85%) are thought to be decreasing.



Pride saved the National Bird of St. Lucia

Rare's global training platform



A Global MIS

