



The State of Evaluation in US-Based International Non-Profit Environmental Organizations



Environmental Evaluators' Networking Forum
June 22-23, 2006
Richard Margoluis
Foundations of Success

Outline of this Presentation

- Evolution of evaluation in the environment field
- Current demand for and practice of evaluation in the NGO community
- Possible future focus of this network

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In the Environment Field, We Must...

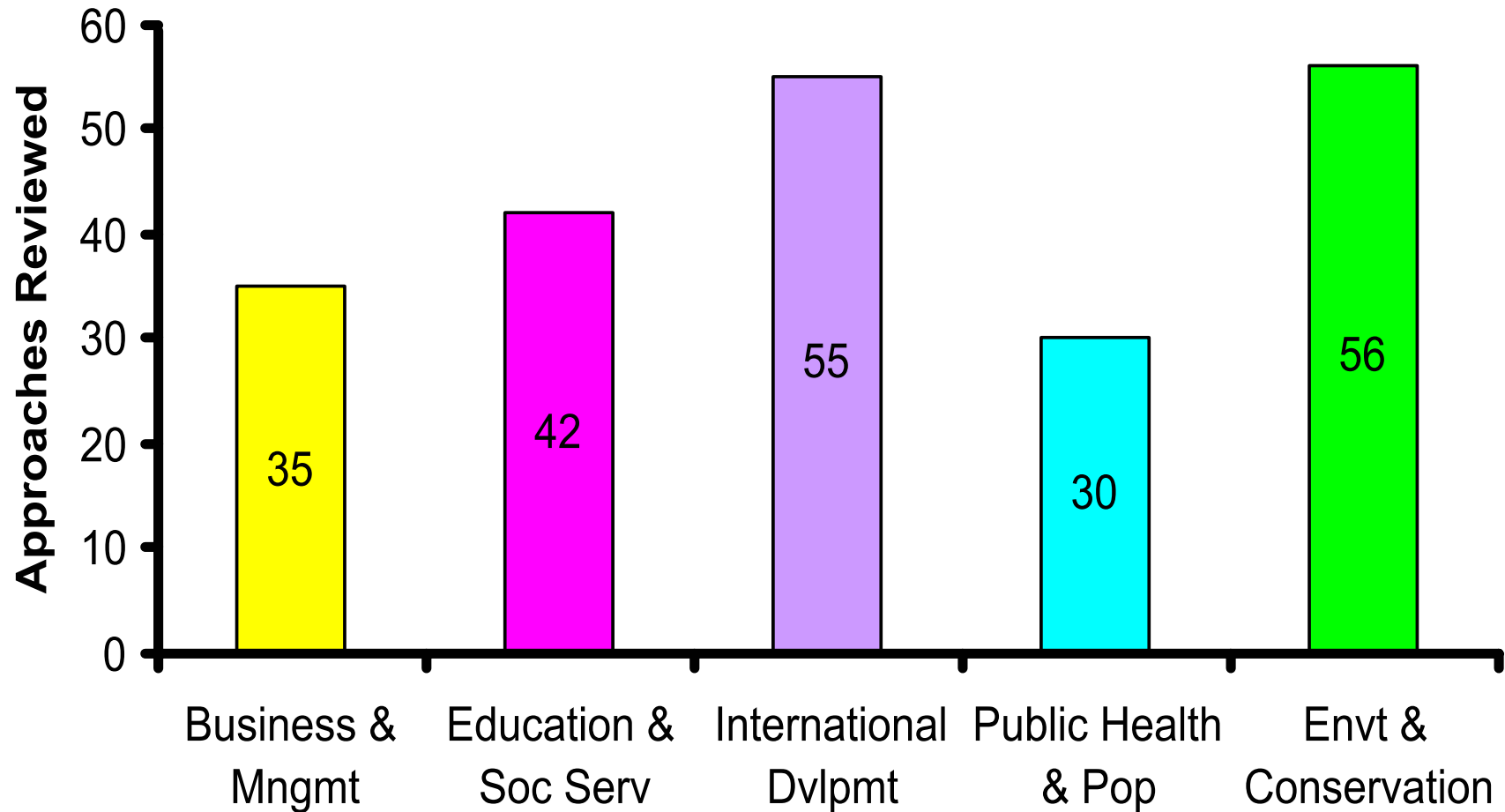
- Assess state of biodiversity
- Select the “right” interventions
- Measure the impact of actions
- Improve effectiveness
- Convince supporters
- Learn from one another

Obstacles to Effective Evaluation among Conservation NGOs

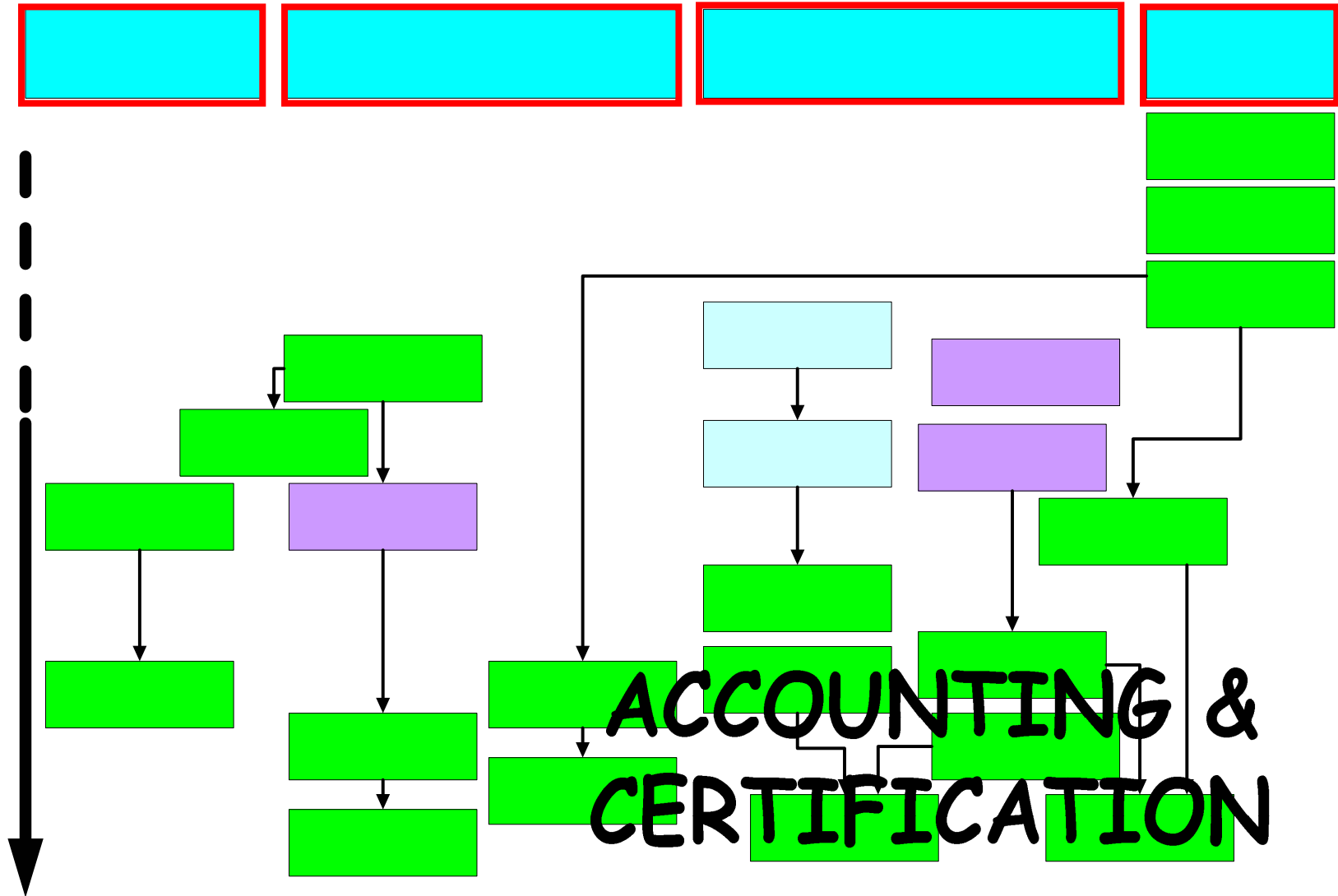
- Multiple systems
- Little collaboration
- Lack of knowledge – what works, what doesn't
- No consensus on frameworks or approaches



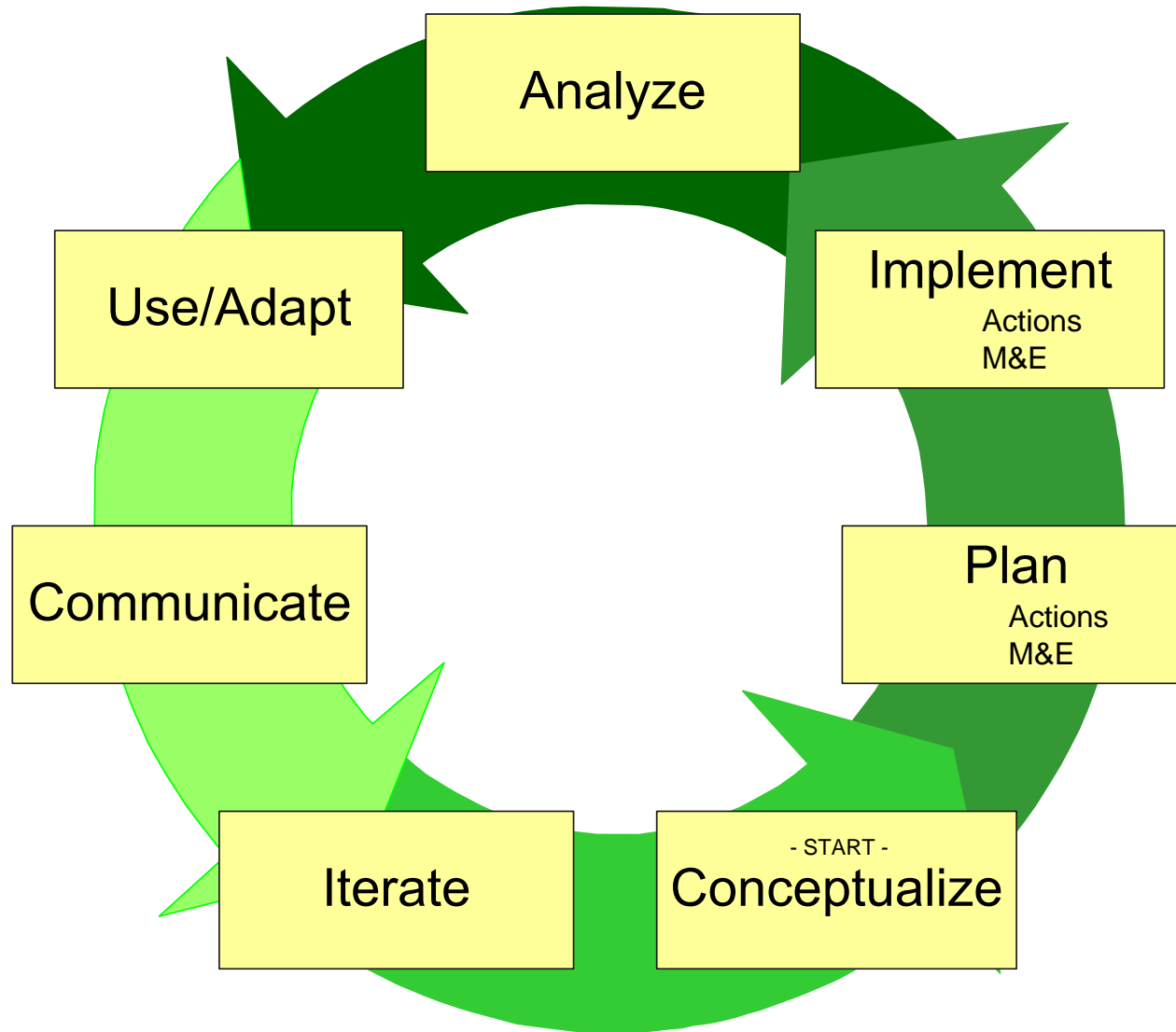
The Measuring Conservation Impact Study



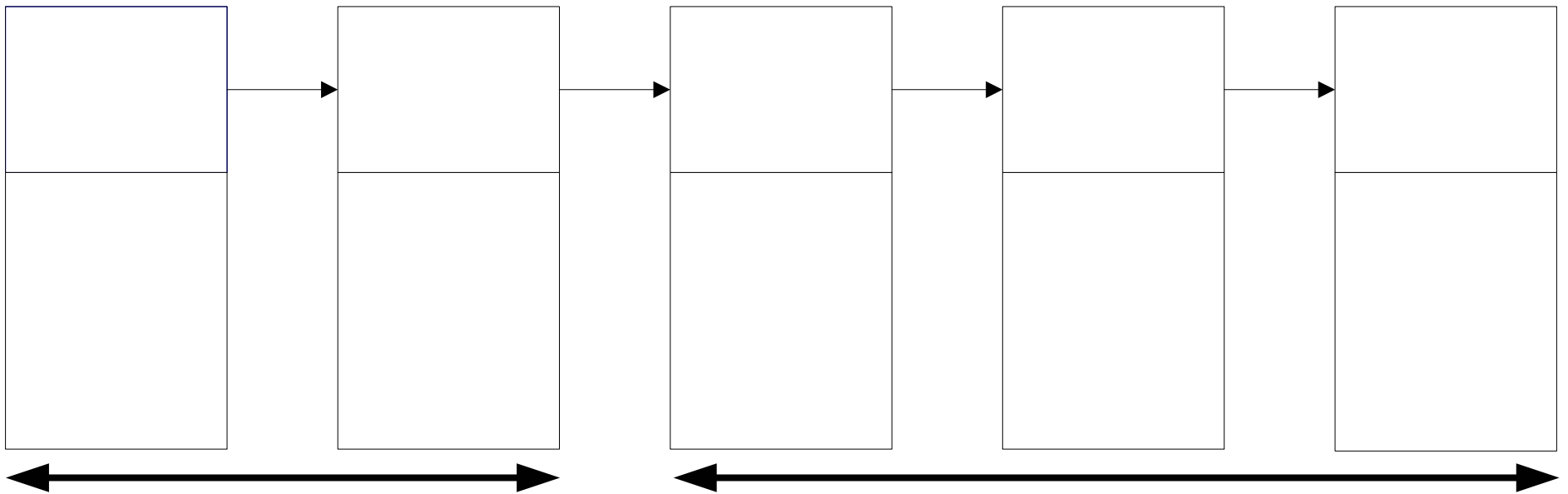
Evolution of Evaluation in Environment and Conservation



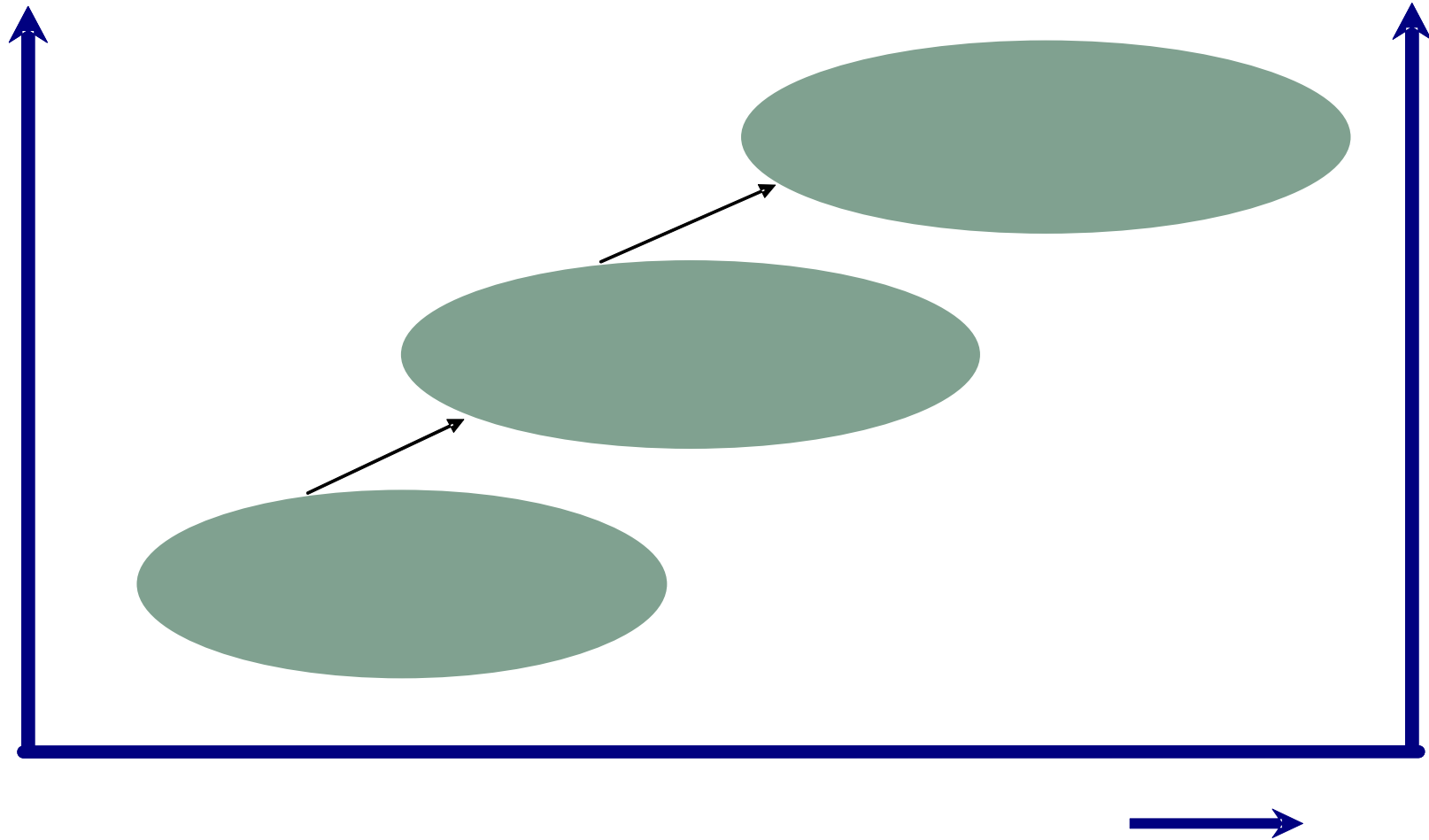
Generalized Project Management Cycle



Generalized Project Components



Generalized Evaluation Measurements



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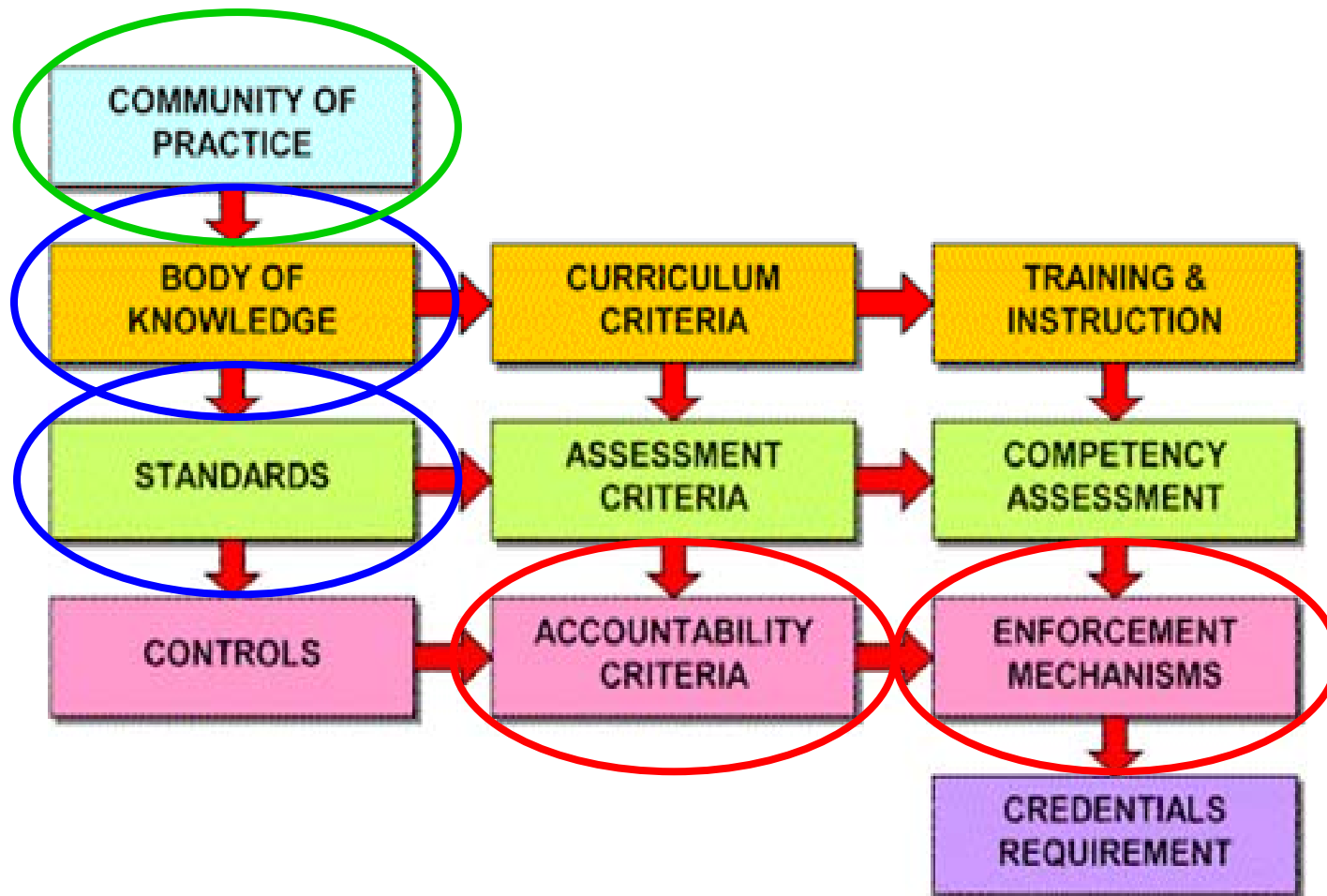
Demand...

“I want to see five indicators for your entire program to which all results can roll up.”

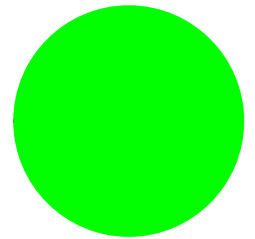
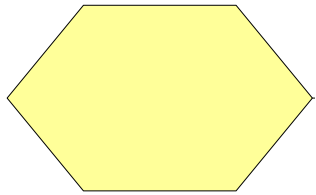
Washington Post Headlines:

“[NGO] under investigation, suspends operations after Post exposure”

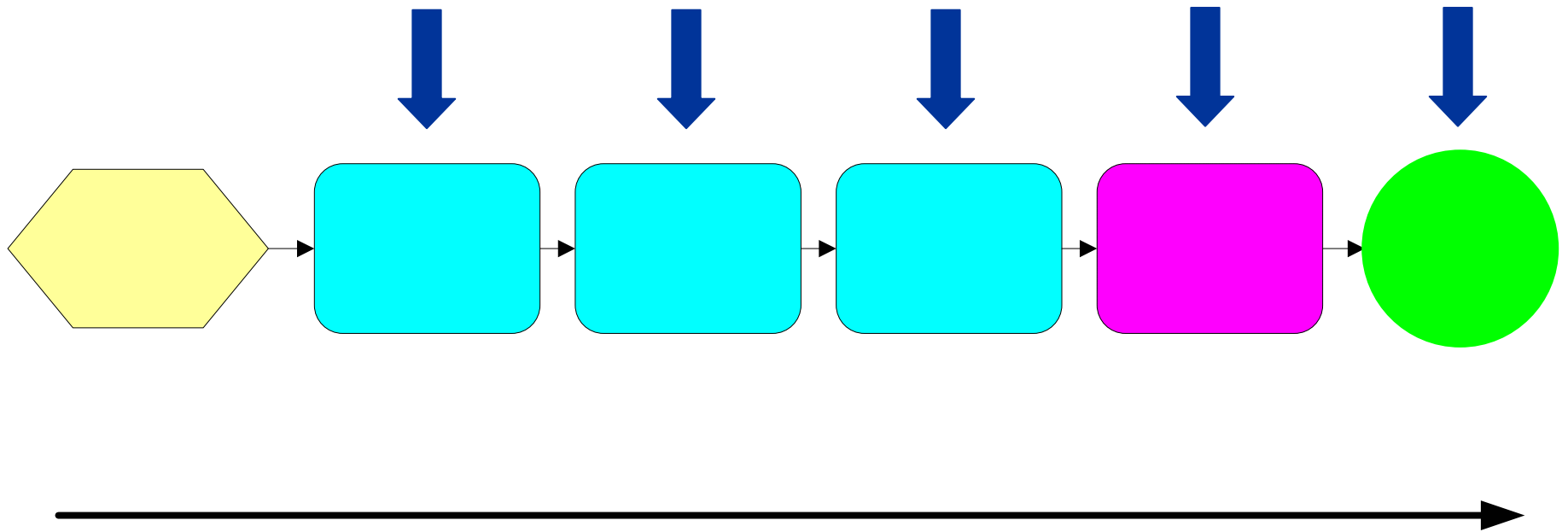
Professionalization of a Field



Current Thinking on Measuring “Success”



Current Thinking on Measuring “Success”



Conservation Measures Partnership (CMP)

Core Members



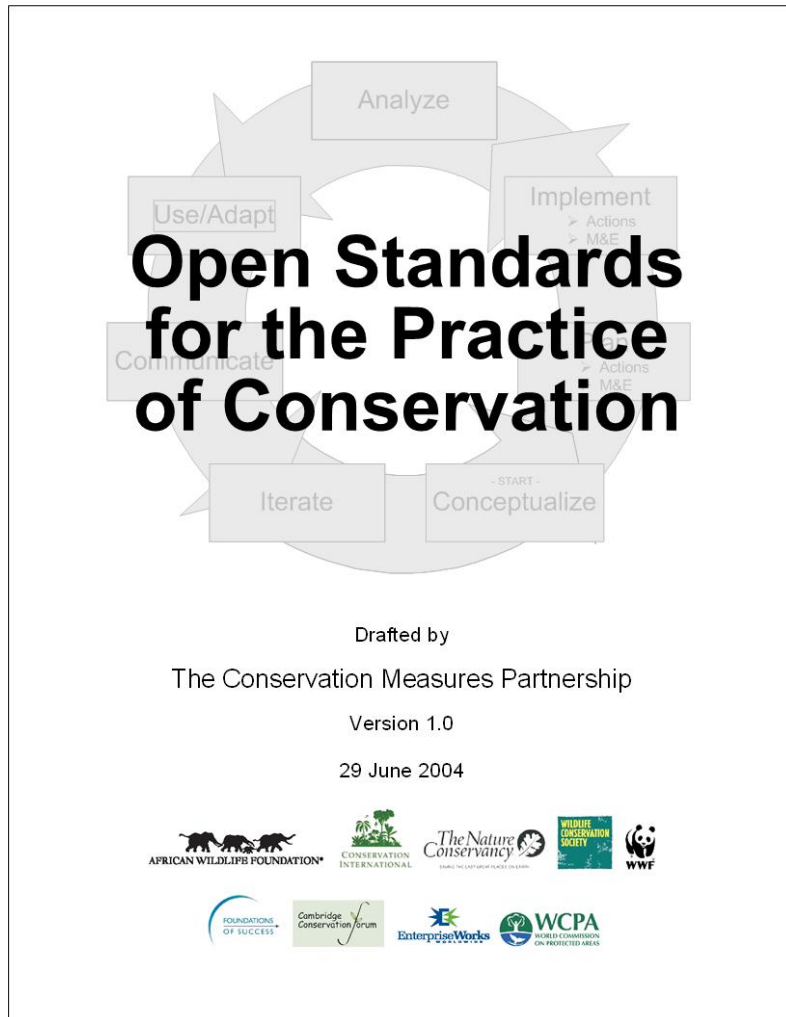
Collaborating Members



Funding Support

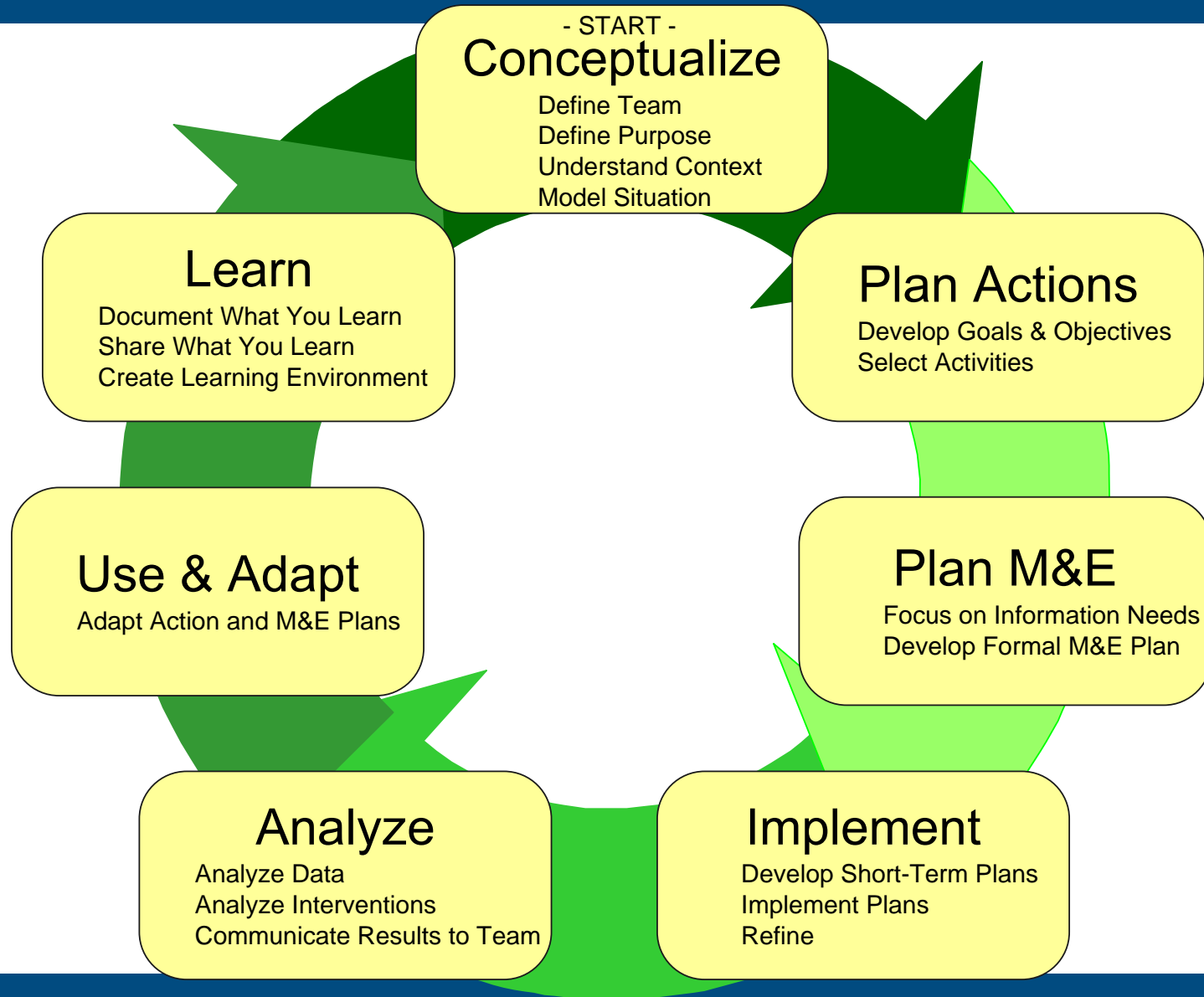


CMP “Open Standards”

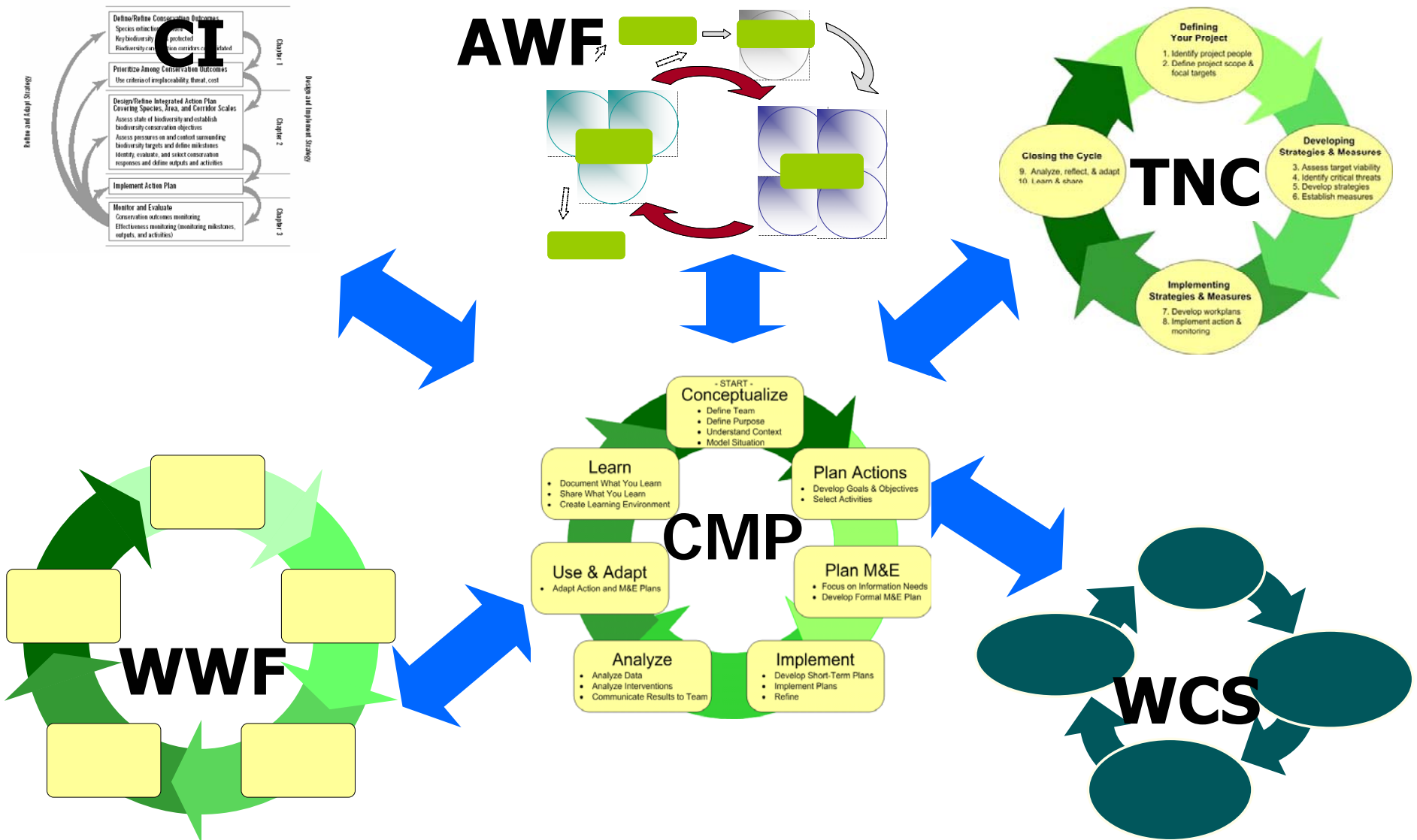


- Developed through public collaboration
- Freely available to anyone
- Not the property of anyone or any organization
- Can be freely used and redistributed

The Open Standards Structure



Interchange Between CMP and Member Organizations' Versions



Conservation Measures Partnership - Products

Body of Knowledge

- E-Adaptive Management
- Strategic Indicator Selection System (StratISS)

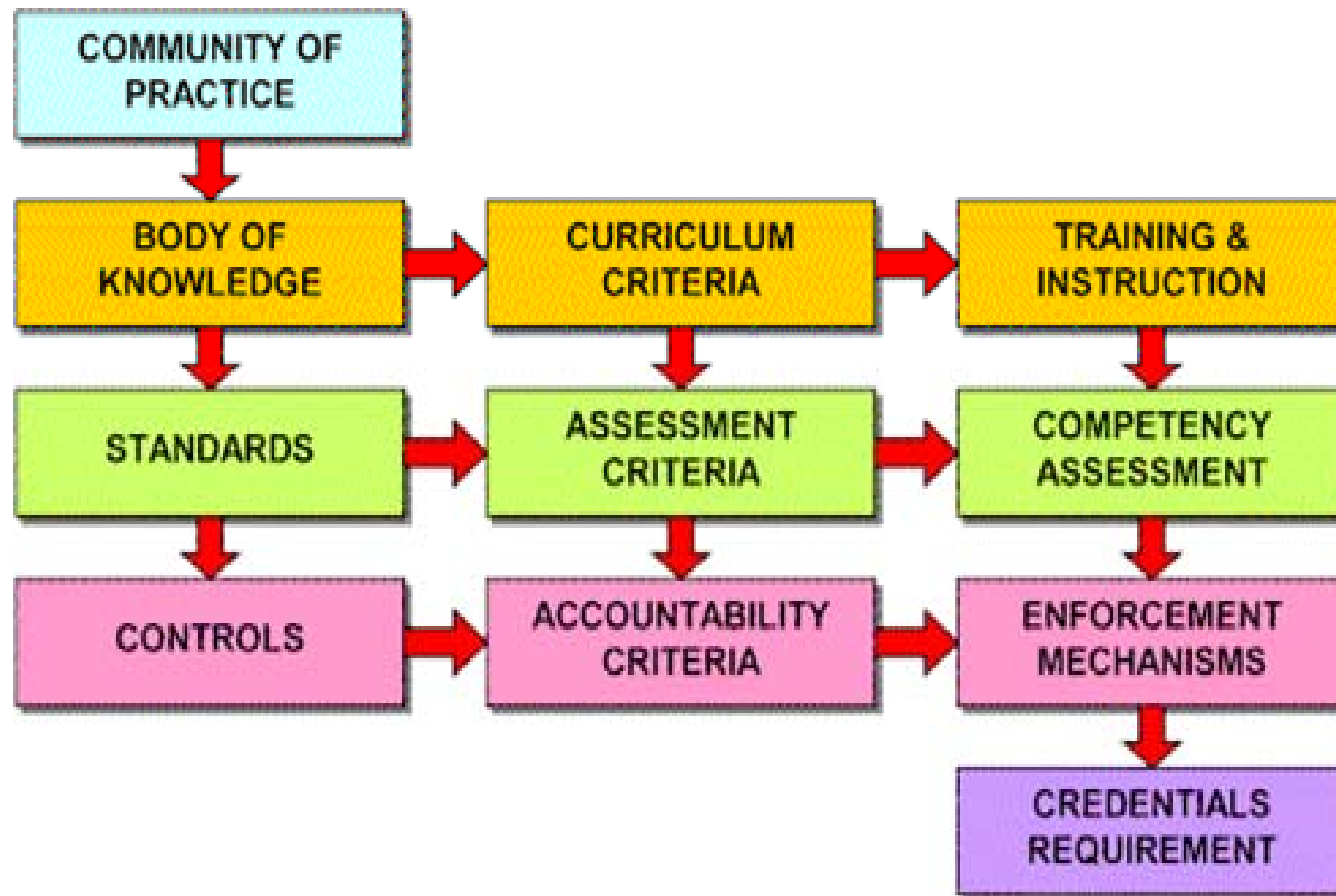
Standards

- Open Standards for the Practice of Conservation
- Rosetta stone

Controls

- Audits
- Evaluation protocols

Professionalization of a Field



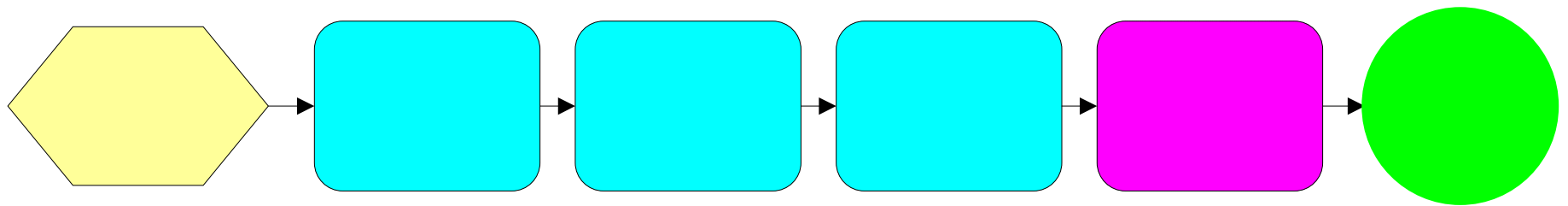
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Future Directions...

- Move away from thinking that evaluation must be at impact-level only

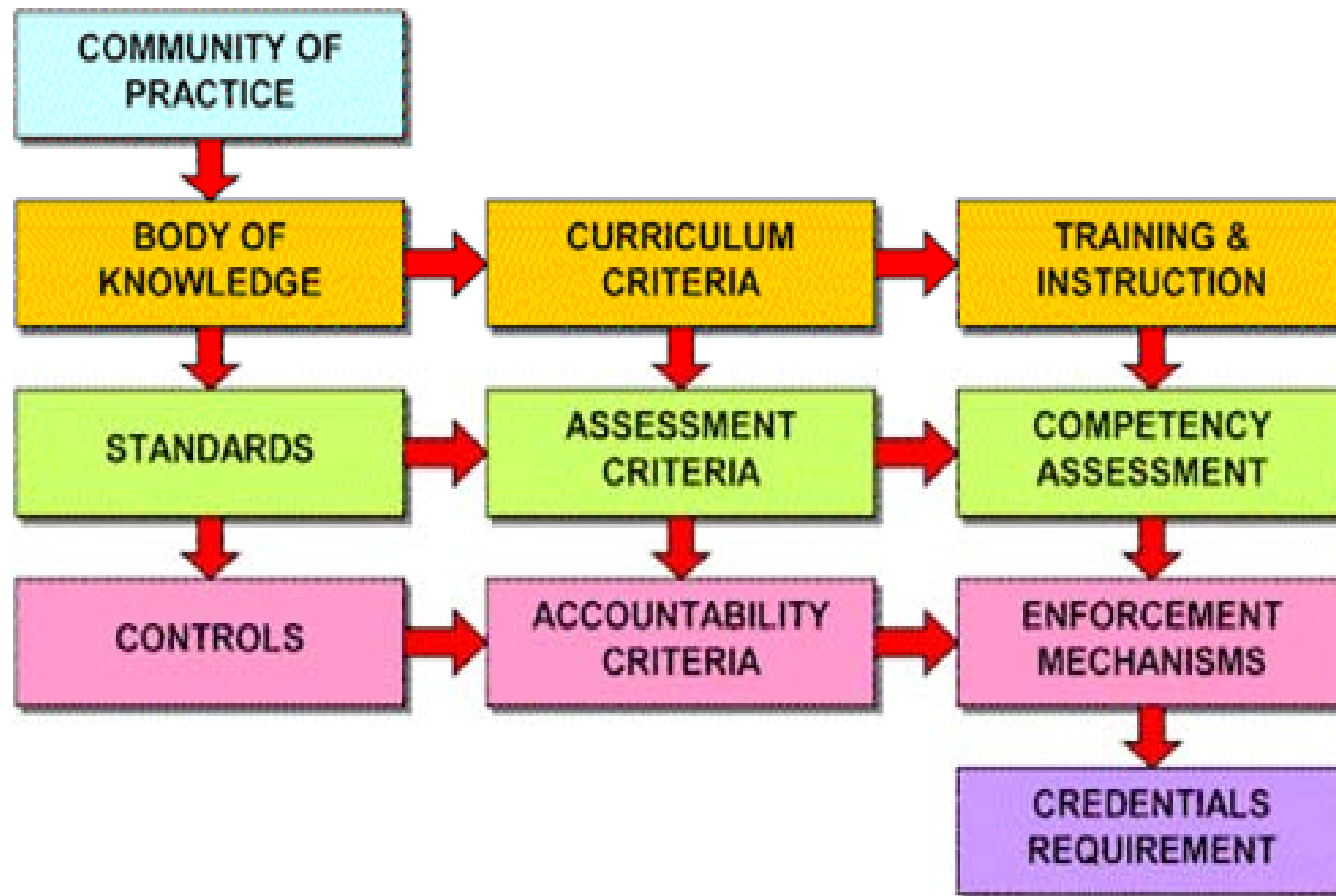
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Professionalization of a Field



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- Harmonize, standardized, synchronize...

Lessons From CMP Collaboration

- Capitalizes on collective experience
- Pools lessons from ongoing projects
- Achieves economies of scale
- Avoids duplication of effort
- Promotes rapid diffusion
- Accelerates improvement



To Learn More...



www.FOSonline.org

www.ConservationMeasures.org