

THE WILDLIFE CONSERVATION PROJECT

THE
HEINZ
CENTER

An initiative of
The Environmental Reporting Program

“Measuring Results and Sharing Successful Strategies”

Background: In 2000 the U. S. Congress mandated that every state create a wildlife action plan. These plans, completed in 2006, include ambitious conservation strategies for all wildlife species, not just endangered species or game. With a lot of work to do, federal money on the line, and limited resources, states face a significant challenge to show that they can get the job done.



A Project About Partnership: The Heinz Center is bringing state and federal wildlife managers together to share best practices for 1) measuring results of management activities and 2) answering the question “How are wildlife doing?” in a particular state or region. Representatives from business, academia and environmental groups are also being engaged to ensure a balanced process.

The Heinz Center will compile a suite of tools and approaches to be used in measuring the results of wildlife conservation activities. We will also explore linkages between the ways conservation activities are measured at the state and local levels, and the national ecological indicators included in the Heinz Center’s *State of the Nation’s Ecosystems* report (online at www.heinzctr.org/ecosystems).

Project Goals:

Key findings will be summarized in a published report available on the web and widely distributed among wildlife managers, conservation and wildlife groups, and federal and state lawmakers. The report will include:

- A review of current best practices for measuring the results of wildlife conservation activities.
- A framework for selecting metrics for wildlife conservation activities, using “logic framework” and “project cycle” approaches.
- Sample metrics for different types of conservation activities.
- Ways that data collection and measurements could be unified across states to assist in the sharing of information and the building of a national monitoring system
- Links to other resources that provide more in-depth coverage of monitoring and evaluation practices.

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“Measuring Results 101” Through interviews with wildlife managers and a literature review, we will gather information about the types of tools and metrics that are currently being used to measure the results of wildlife conservation activities. This information will be compiled into a report summarizing the “state of the art” in measuring the effectiveness of wildlife management activities. Areas of review will include:

Species Management: Exploring the types of measures commonly used to evaluate the results of species management activities.

Habitat Management: Exploring metrics being used to evaluate the results of a wide range of habitat protection and restoration activities.

Process and Timeline: A multi-sector working group met in June and August 2007 to discuss the types of performance metrics and evaluation tools that are most useful to practitioners. Results from these discussions will be presented at meetings and conferences in the coming months. An additional workshop is proposed to test the working group’s recommendations in a state that volunteers to be a case study.

For more information about the Wildlife Conservation Project visit www.heinzctr.org/wildlife or contact Jonathan Mawdsley, mawdsley@heinzctr.org or (202) 737-6307.

About the Environmental Reporting Program...

For nearly a decade, the Heinz Center has pioneered the effort to provide decision-makers and the public with useful, science-based and neutral information on the state of the nation’s lands, waters and living resources.



“Our vision is the establishment of an integrated, coherent national system for gathering & delivering environmental to support the stewardship of the resources we depend on.”

THE ENVIRONMENTAL REPORTING PROGRAM NEEDS YOUR SUPPORT

To learn about partnership and sponsorship opportunities, please contact Robin O’Malley, Program Director, (202) 737-6307 or omalley@heinzctr.org

About the Heinz Center...

Established in 1995 in memory of the late Senator John Heinz, the Heinz Center is a nonpartisan, nonprofit organization that brings business, government, academia and environmental groups together to foster consensus on environmental policy solutions. The Heinz Center does not advocate a policy agenda; it convenes groups to discuss critical issues and publishes in the areas of environmental reporting, coastal issues and global change. As an organization the Heinz Center remains neutral – which in Washington makes it unique as a place where all sides of the dialogue are willing to come to the table together.