

# 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:**

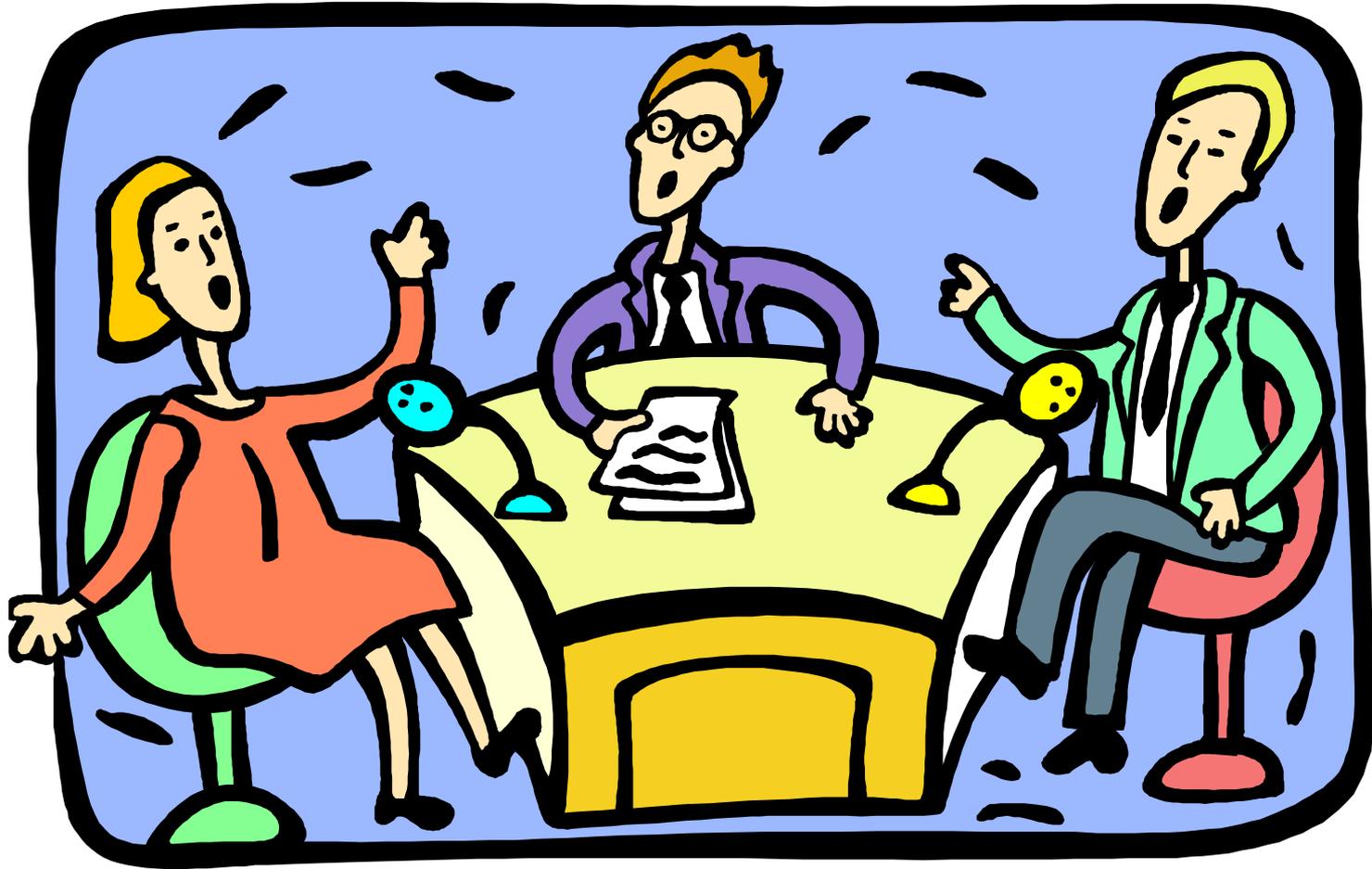
- Board
- Selected donors

# What & Why?

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



# When & Where?



Quarterly Management Review

# How?

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## DO

High level view

Quantitative

Simple, clear graphic

Consistent presentation

## DON'T

Lots of detail/indicators

Lots of text

Bells & whistles

1 000 flowers bloom

**FILTERS FOR:**  
Ecological

**VISUALIZATION A:**  
Coral health indicators inside and outside of MPAs

**MPA % CONTROL %**

SITE	CHANNEL	% CHANGE	NON-CHANNEL	% CHANGE
YAP	26%	45%	-19	24%
CHUUK	10%	31%	+21	18%
RMI	10%	27%	-17	18%

**THE NATURE CONSERVANCY MEASURES DASHBOARD**

**MICRONESIA CHALLENGE**

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**VISUALIZATION B:**  
Fish health indicators inside & outside of MPAs

**MPA % CONTROL %**

SITE	TOTAL FISH BIOMASS	% CHANGE
YAP	22	+40
CHUUK	14.2	+19.3
RMI	5000	-4800

**FILTERS FOR:**  
Finance

**VISUALIZATION A:**  
Building the Micronesia Challenge Endowment

**\$ GOAL 2018 CURRENT**

Country	Goal 2018	Current
TOTAL	8.7	52.6
PALAU	3.6	10
RMI	2.5	13
FSM	2.6	29.8

US\$ Millions

**FILTERS FOR:**  
People

**VISUALIZATION A:**  
Collaboration with Rare Pride campaign to educate communities about natural resources. Study shown to see which stakeholders are in agreement.

Response	Percentage
No Opinion	9%
More	5.2%
Some	14.8%
Less	59.1%

Perceived Coral Abundance / Perceived Fish Abundance

**FILTERS FOR:**  
Policy

**VISUALIZATION A:**  
The Micronesia Challenge is a sustainable finance mechanism to provide funding and infrastructure to maintain and monitor the effectiveness of protecting 30% of the near-shore and 20% of the terrestrial habitat in a locally appropriate manner by the year 2020.

2010 & 2012  
**GUAM 306 km<sup>2</sup>**  
Total near shore marine area

36.12 km<sup>2</sup> Total Protected (12%)

Total Protected includes: Territorial Gov: 36.12 / Community: 0

2010 & 2012  
**PALAU 2837 km<sup>2</sup>**  
Total near shore marine area

1006.6 km<sup>2</sup> Total Protected (35%)

Total Protected includes: Territorial Gov: 1006.6 / Community: 0

2010  
**YAP & POHNPEI 8697 km<sup>2</sup>**  
Total near shore marine area

1129.5 km<sup>2</sup> Total Protected (12%)

Total Protected includes: Territorial Gov: 8 / Community: 112.87

2012  
**YAP & POHNPEI 8697 km<sup>2</sup>**  
Total near shore marine area

1144.5 km<sup>2</sup> Total Protected (13%)

Total Protected includes: Territorial Gov: 15.8 / Community: 112.87

**FILTERS FOR:**  
Management

**VISUALIZATION A:**  
The MPA-ME scorecard was piloted in 11 MPA sites in Palau, Yap, Pohnpei and RMI in 2011.

**NUMBER OF SITES AT MANAGEMENT LEVEL**

LEVEL	Count
LEVEL 1 (INITIATED)	1
LEVEL 2 (INITIAL/SHAC)	1
LEVEL 3 (IMPLEMENTED)	1
LEVEL 4 (SUSTAINED)	1
LEVEL 5 (FUNCTIONAL)	1

Project Contact: Trina Leberer | Project Description

**ECOLOGICAL**

**BETTER ECOLOGICAL HEALTH CONDITIONS FOR KEY MARINE RESOURCES**

**Fish biomass inside and outside of MPAs as of 2012: Yap**

**Fish biomass inside and outside of MPAs as of 2012: Chuuk**

**Fish biomass inside and outside of MPAs as of 2012: RMI**

**ECOLOGICAL**

**BETTER ECOLOGICAL HEALTH CONDITIONS FOR KEY MARINE RESOURCES**

**Coral cover inside and outside of MPAs as of 2012: Yap**

**Coral cover inside and outside of MPAs as of 2012: Chuuk**

**Coral cover inside and outside of MPAs as of 2012: RMI**

**PEOPLE**

**EFFECTIVE MPAS INCREASE FOOD SECURITY (AVAILABILITY) IN ALL JURISDICTIONS**

**% who perceive improved seafood availability since MPA establishment: Yap, Palau**

**Number of Edible Invertebrates: Yap**

**POLICY**

**30% OF NEARSHORE AREAS LEGALLY PROTECTED IN EACH JURISDICTION BY 2020**

**% of near shore marine area under protection in 2012**

**SUSTAINABLE FINANCE**

**EACH JURISDICTION CONTRIBUTES THEIR SHARE OF MC ENDOWMENT BY 2020**

**Progress towards endowment fundraising goals as of 2012**

**MANAGEMENT**

**INCREASE MANAGEMENT EFFECTIVENESS AT ALL MPAS**

**Management level of pilot sites as of 2012**

age: 2012

**Fish and coral health indicators inside and outside of MPAs**

**Fish Biomass: Yap**

**Percentage of coral cover: Yap**

**Fish Biomass: Chuuk**

**Percentage of coral cover: Chuuk**

**Fish Biomass: RMI**

**Percentage of coral cover: RMI**

data source: Palau International Coral Reef Center (2011)

**Appropriate legal protection declared**

**Potential Near Shore Marine Area by country**

**By legal status type**

data source: MC Measures Working Group

**Marine Protected Area Management Effectiveness (MPA-ME) Scorecard**

**Number MPA pilot sites with issues (N=11)**

Issue	Count
Formal sustainable financing	8
Budget limitations impact	7
Lack basic personnel	7
Equipment site selection	7
Active Enforcement	6
Monitoring Longterm	6
Monitoring Adaptive	5
Mgmt: Reviewed	3
Mgmt: Surface exploration	2
Mgmt: Socioeconomic	2
Mgmt: action plan	2
Drafting Designation	1
Complete Local Knowledge	1

data source: MC Measures Working Group

**Building the Micronesia Challenge endowment**

**Number MPA pilot sites with issues (N=11)**

Issue	Count
Other	1
Tuition	1
Endowment Interest	1
VIMFA	1
TNC	1
GEF	1
CI	1
Green Fies	1

data source: Micronesia Challenge Trust

policy

management

finance

ecology

# Lesson Learned #2

What is the outcome being measured?

Why is it important?

## **The data doesn't speak for itself!**

Where is the data from?

What does the indicator tell you?

How 'good' is the data?

How attributable is it?