



Reference

ALTERNATIVE 2: SHORTLISTING PROSPECTIVE PARTNERS USING STRATEGIC IMPORTANCE AND EFFECTIVE IMPLEMENTATION (I.E. DEMONSTRATED RESULTS)

Evaluation Criteria #1: Strategic Importance

The strategic importance of the prospect is evaluated on the type of resources that prospect could possibly contribute to conservation objectives, based on the following

Information Resources:

Specific terrestrial, freshwater, marine, and/or socioeconomic information, including in spatial formats.

Knowledge/Technical Expertise:

An understanding of cultural or political context, regional conservation or resource management practices, and/or specialized skills like policy, community organizing, facilitation, conservation planning, marine protected area management, GIS, research, rapid ecological appraisal, education, etc.

Funding:

Funding refers to potential financial capacity to work along side TNC in a self-supporting, or largely self-sufficient manner.

Influence:

Influence refers to whether the partner is well-respected at the site, area, or region it works, and/or could influence other organizations to take action, and/or could offer TNC new opportunities or methods for doing conservation.

Evaluation Criteria #2: Effective Implementation

Effective implementation by a prospect simply requires that their work has produced demonstrated outcomes, namely:

Effective Implementation:

The prospective partner has a proven (known) track record to deliver results in its area(s) of expertise (e.g. site-based conservation, science, policy, environmental education, or other relevant conservation-related work).

All Criteria are scored according to the following 0-3 scale.

- 0 = none
- 1 = low/little
- 2 = medium/somewhat
- 3 = high/significant

1. Score Prospective Partners According to Strategic Importance and Effective Implementation

- a. Evaluate each prospective partner according to the four indicators under strategic importance (information, knowledge/technical expertise, funding, and influence) and give them the appropriate score.
- b. Evaluate each prospective partner in terms of its effective implementation capacity. Score the prospective partner accordingly.

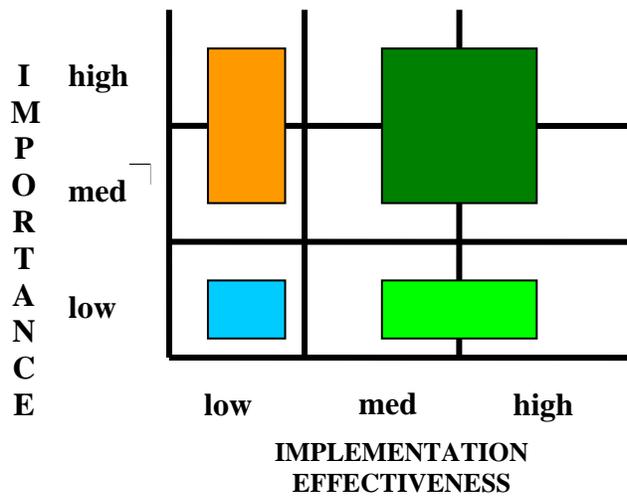
Now, each prospect has a total score for strategic importance and effective implementation.

2. Prioritize Prospective Partners According to Strategic Importance and Effective Implementation

- a. Add the strategic importance scores together to obtain a total strategic **importance** score for each prospect. In this particular analysis, the highest possible overall score to obtain for strategic importance is 54. Therefore, using a rough ranking scheme, prospects with scores between 0 and 17 are ranked with low importance. Those between 18 and 35 are ranked of medium importance, and those from 36 to 54 are considered of high importance.
- b. Now organize prospective partners according to their strategic importance score and their effective implementation score. A **matrix** like the one below can help cluster the prospects. At the end of this step, prospects are ranked and grouped according to three levels of strategic importance and three levels of effective implementation.

By the end of this step, all prospects are prioritized in order of strategic importance from low to medium to high. The higher the score, theoretically, the more potentially strategically important is the prospect. (Optionally, using an asterisk or colored marker, you might also wish to note which of your high importance/high implementation prospects are also working geographically congruent to TNC's portfolio, which is another conducive but not essential factor for potential partnership).

TNC staff chart the results of this analysis thus:



This chart ranks partners on a 1(low) to 3(high) scale. This example considers the quadrants to represent the following skills:

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Prospects with high/med. strategic importance and high/med implementation (dark green quadrant) are most likely the strongest prospective partners for the Conservancy. They most likely possess relevant information, knowledge and skills, funds, and/or have sufficient influence to affect conservation outcomes, and have proven track records of successful implementation. Therefore, they should become part of the shortlist and be adequately engaged in the next phase of partner selection due diligence.
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Prospects with low strategic importance for the Conservancy’s goal and high/med implementation (light green quadrant) are ones that the Conservancy should aim to communicate with periodically and possibly to consider in the future as needs evolve. While they may not presently offer as much as other prospects, they may have or obtain sufficient implementation capacity to positively contribute to outcomes.
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Prospects with high/med. importance and low implementation (orange quadrant) are likely to be prospects that may be able to provide specific resources to the project or program. They might become involved as one-time or even periodic consultants at some point. While they may have specific information and skills (hence the importance of ranking the prospects according to each criteria) they are less likely to play a major role in overall conservation outcomes.
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Prospects with low importance and low implementation (blue quadrant) have less to contribute at this stage, but still might be engaged at some stage if they possess unique information or skills that could enhance the goal outcomes.