

INTRODUCING PRISM

Toolkit for evaluating the outcomes and impacts of small/medium-sized conservation projects



prism



WHAT IS PRISM?

PRISM is a toolkit developed by a collaboration of international conservation organisations to help support conservationists to evaluate the outcomes and impacts of their work.

HOW CAN PRISM BENEFIT YOUR WORK?

Project evaluation often focuses on what the project has done (e.g. number of meetings/workshops held, number of trees planted), while this information is important, it does not always give an indication of how **effective** the project has been. To find this out evaluation needs to look at the **outcomes** and **impacts** of the project: the short, medium and long-term changes brought about by the project's actions.

Conservation projects face a number of challenges in measuring outcomes and impacts. For example long-term results may only become measurable beyond the length of the project while other changes may be unfeasible to measure with the capacity and resources available.

The PRISM toolkit is designed to help users overcome these and other related challenges by describing practical approaches and methods that can be used to evaluate the outcomes and impacts of small/medium-sized conservation projects. The main aim of PRISM is to help practitioners to effectively measure change in a way that promotes learning, while still remaining within the capacity and resource limits of the project team.

WHO CAN USE PRISM?

The guidance in PRISM can apply to projects of any scale. However the guidance and methods are designed to be particularly appropriate for projects with the following characteristics:






- Small implementing teams
- Short timeframes
- Limited resources
- Limited technical capacity

WHERE CAN I DOWNLOAD PRISM?

The PRISM toolkit is available as a free, interactive download from www.conservationevaluation.org

WHAT DOES THE TOOLKIT CONTAIN?

The Toolkit Contains:

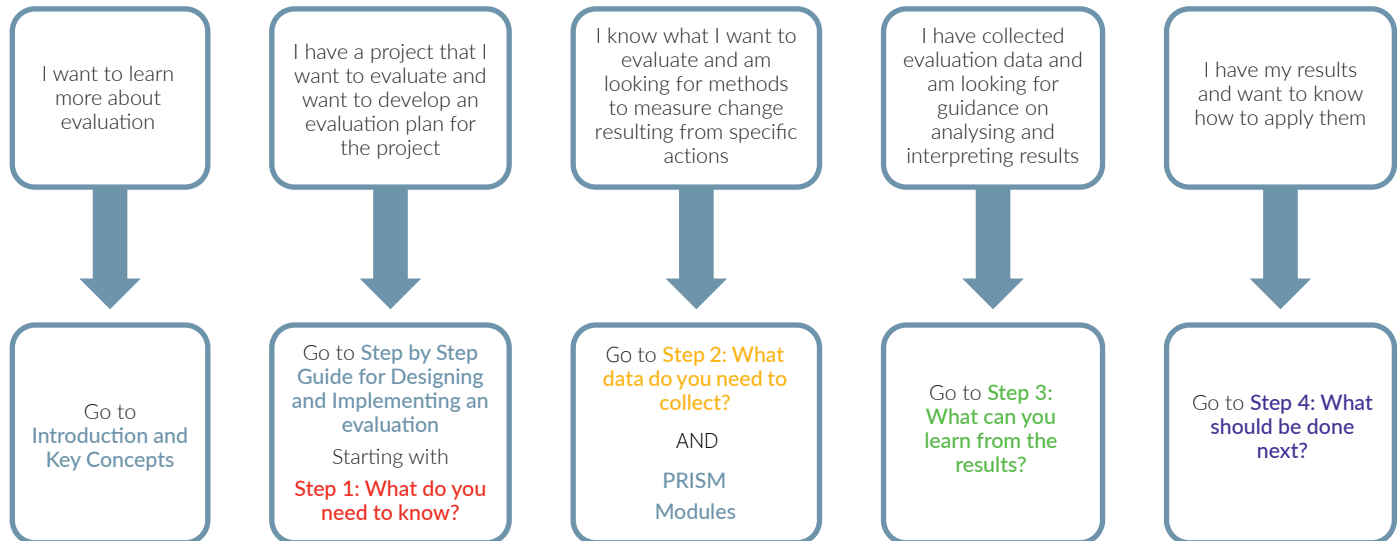
Introduction & Key Concepts	Step by Step Guide	PRISM Modules	Method Factsheets
<p>An introductory section which outlines some of the key concepts relating to evaluation of small/ medium-sized conservation projects</p>	<p>Step-by step instructions for designing and implementing project evaluation</p> <p>Step 1—What do you need to know</p> <p>Step 2—What data do you need to collect?</p> <p>Step 3—What can you learn from the results?</p> <p>Step 4—What should be done next?</p>	<p>Five modules which provide specific guidance for evaluating five types of conservation outcome</p> <ul style="list-style-type: none">  Awareness & Attitudes  Capacity Development  Livelihoods & Governance  Policy  Species & Habitat 	<p>60 method factsheets providing step-by-step instructions for applying evaluation methods in the field. These factsheets can all be downloaded as standalone PDF documents</p>

HOW TO USE THE TOOLKIT

Every conservation project is different, therefore the evaluation needs of every project are also different. PRISM is designed to reflect this.

This means that the toolkit is **not** intended act as a rigid tool that every project will use in the same way. Instead the toolkit is a collection of useful guidance and information which projects can

use to select and adapt methods according to their specific needs. The toolkit is designed to guide users towards the information that will be most useful to them with each section providing dedicated method factsheets with step-by-step instructions for applying a particular method.



NAVIGATING THE TOOLKIT

The toolkit is designed as an interactive PDF which allows you to easily locate relevant information. Use the toolbar at the top of each page to navigate through the different sections and use the embedded hyperlinks to locate specific guidance and methods. If you are connected to the internet you can also download factsheets as standalone documents to take with you to the field.

Use the interactive toolbar to navigate to different sections of the toolkit

Hyperlinks to related guidance, factsheets & useful external resources

The screenshot shows a page from the PRISM Toolkit. At the top, there is a navigation bar with tabs for 'INTRODUCTION & KEY CONCEPTS', 'DESIGNING & IMPLEMENTING THE EVALUATION', 'PRISM MODULES', and 'METHOD FACTSHEETS & ANNEXES'. The 'METHOD FACTSHEETS & ANNEXES' tab is selected. On the left side of the page, there is a sidebar with the text 'LIVELIHOODS & GOVERNANCE FACTSHEET' and 'PIA METHOD 1: BEFORE AND AFTER SCORING'. Below this, it says 'OPTION 1 STEPS 1, 2 & 3'. The main content area is titled 'PIA Method 1: Before and after scoring' and includes an 'Introduction' section, a 'Simple scoring' section, and a 'Required steps' section. The 'Required steps' section lists three steps: 1. Give the informant a number of counters, e.g. 20, and ask them to assign these counters to show the importance of different sources of income (or other indicator of project impact) before the project. 2. When they have finished, give the informant another 20 counters and ask them to distribute them to show the situation after the project. Note that because this method uses the same number of counters before and after, it cannot therefore indicate whether the total income increased, decreased, or stayed the same during the project. 3. Discuss with the informant the reasons for any changes between "before" and "after".

Download factsheets as standalone documents to take to the field

UNDERSTANDING THE BASICS OF EVALUATION

The introductory section of the toolkit explains some of the key concepts relevant for evaluating conservation projects. The following two pages provide a summary of some of these key points which are explained in more detail in the toolkit

WHAT DO WE MEAN BY EVALUATION OF OUTCOMES AND IMPACTS?

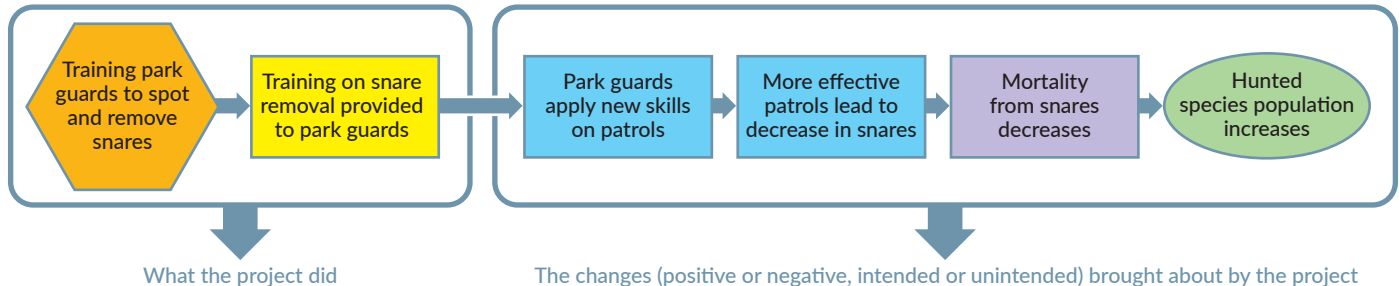
Although several definitions exist, fundamentally evaluation is about measuring **change**. An important point is that this change can be **positive or negative** and could be **intended or unintended**. So evaluation is not just about measuring and demonstrating “success” but about thinking critically to investigate what change has happened and using this information to learn and improve.

PRISM helps projects to distinguish between the following:

Actions/outputs – What the project has done

Outcomes & Impacts – the short, medium and long term change(s) brought about by the project’s actions

Change is often more difficult to measure, but is typically far more useful in helping to understand the difference a project has made and for providing information for learning, adapting and improving.



MAKING EVALUATION WORK FOR YOU

Below are some of the challenges commonly faced by small/medium-sized projects along with a brief explanation of how the PRISM toolkit can help:

I DON'T KNOW WHERE TO BEGIN

Rather than something to be left until the end of the project it is useful to view evaluation as a continuous process:

- First consider the project and identify what needs to be measured
- This allows you to identify what data needs to be collected and the methods you will use to collect it
- Once collected you can then examine this data to make judgements about different aspects of the project
- Finally you use these judgements to learn, adapt and make decisions about what should be done next

Investing some time and critical thinking at the beginning of the project to define what needs to be evaluated then helps to guide all subsequent stages of evaluation.

The step by step process outlined in PRISM helps you to plan and carry out evaluation in this way.

MY PROJECT'S IMPACTS WON'T BECOME MEASURABLE UNTIL AFTER THE PROJECT HAS FINISHED

Conservation impacts can often may take a long time to become measurable, making it hard to determine the project's effectiveness within the project's lifetime.

The PRISM toolkit helps users to identify the changes that will be measurable within the project's lifetime (for example whether the project has been successful in reducing threats known to be affecting the target species/habitat) and use this information to identify feasible priorities for evaluation.

I DON'T HAVE THE RESOURCES TO EVALUATE

Most of the time it will not be feasible to measure all of the outcomes and impacts in a project.

PRISM contains guidance and methods to help you take account of the resources you have and focus evaluation effort on the areas of the project where evaluation will generate the most useful results, while still being feasible to measure.

Try to see evaluation as an investment, helping you to understand what works and what doesn't to help avoid repeated mistakes and saving time and resources in the long run.

STEP BY STEP GUIDE

STEP 1: WHAT DO YOU NEED TO KNOW?

One of the biggest mistakes in evaluation is not investing time at the beginning to define what needs to be evaluated. This is perhaps the most important step in the whole evaluation process as this influences and guides all subsequent stages.

WHAT IS THE PROJECT TRYING TO ACHIEVE?

In order to evaluate a project you need to have a good idea of what the project is trying to change and what might affect the project's ability to deliver this.

The PRISM toolkit guides you through a process for identifying the following:

- What is the project's ultimate conservation target and the main threats/drivers affecting it?
- How will the project work to achieve its desired conservation impacts i.e. what outcomes does the project need to achieve and what actions will the project carry out to achieve these
- What other factors, that are not being addressed by the project, could potentially affect the results

Once you have outlined these you can then use this information to help design and plan your project's evaluation.

WHAT DO YOU NEED TO MEASURE?

Most projects will not be able to measure everything. So in order to ensure that you are making the best use of your time and resources it is usually necessary to include a step before you begin collecting data, where you consider which aspects of the project you want to evaluate, and use this information to guide your data collection, your interpretation of results and your application of those results.

The PRISM toolkit contains guidance and methods to help you with this, for example by considering:

Which evaluation questions will provide the most useful information? - for example you might want to focus evaluation on measuring the outcomes that are most important to the success of the project. Alternatively, if you are trying a new or novel approach it might be worth investing some extra effort to understand how well it has worked

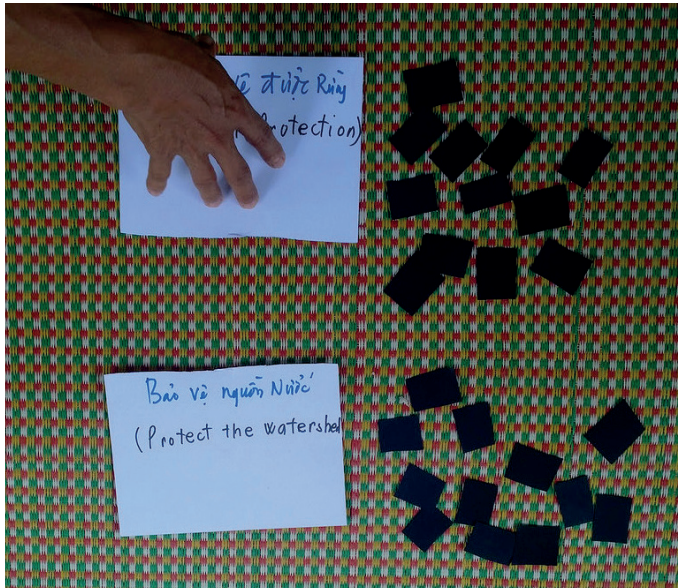
Which evaluation questions will be feasible to measure? - for example some questions may require data that is either unavailable or cannot be collected with the time or resources available. In these cases it may be necessary to focus evaluation on another aspect of the project.

STEP 2: HOW WILL YOU COLLECT EVALUATION DATA?

WHAT DATA COLLECTION METHODS SHOULD I USE?

Measuring change requires data. The data collection methods you need will depend on the kind of conservation outcome/impact you are trying to measure and the time and resources you have available to you.

The methods in PRISM are divided into the five modules (see pages 11-15)



HOW WILL I KNOW THAT ANY CHANGE IS DUE TO THE PROJECT?

In addition to understanding what change has happened it is usually the aim of project evaluation to find out whether any observed changes were due to the project.

In order to find this out your data collection needs to be designed to distinguish the amount of change that can be claimed by the project from the total change that takes place, this process is called attribution.

Many traditional evaluation designs require significant investment of time and resources. The PRISM toolkit describes some alternative evaluation design approaches that are suitable for small/medium-sized conservation projects.



STEP 3: WHAT CAN YOU LEARN FROM THE RESULTS?

Before it can be used to demonstrate results or inform your work evaluation data needs to be **analysed** and **interpreted**.

The toolkit contains guidance on a number of approaches for analysing both quantitative and qualitative evaluation data.

Once analysed the toolkit describes approaches for interpreting results to understand what change has happened, the extent that any changes were due to the project and what the results mean for the project's conservation target.

Unlike a traditional experiment, where you have control over everything, in an evaluation there are often multiple factors which could influence your results and you typically won't have data on all of these. So evaluation often requires you to think more like a detective or investigative journalist, thinking critically to make an informed judgement based on the information available.

STEP 4: WHAT SHOULD BE DONE NEXT?

In order for evaluation to be worthwhile evaluation results need to be **used**.

How you will use your results depends on why you were trying to evaluate in the first place and the way you use your results will often depend on the audience. The toolkit provides guidance to help with the following:

- Using evaluation results to improve the project and inform future work
- Demonstrating results to external audiences—for example donors, policymakers and local stakeholders
- Sharing results with other conservationists, so that they can copy your successes and avoid your mistakes

PRISM MODULES

The methods in PRISM are divided into five modules. Each module contains an overview of key points to consider, a framework showing some of the most common outcomes/impacts relevant to small/medium-sized projects, example indicators and links to relevant method factsheets providing step-by-step instructions for applying methods in the field.



AWARENESS & ATTITUDES

Definition: Awareness represents a summary of what a person or a group of people knows about a particular topic, while someone's **attitude** refers to how they feel about a particular object or situation. Most conservation projects target people's awareness and attitudes in order to encourage **behaviours** that ultimately benefit the project's conservation target.

Examples: Educational campaign promoting the importance of a particular species or site. Workshops with key stakeholders to discourage a particularly damaging practise (e.g. hunting of a threatened species)

Challenges for evaluation: A key challenge for evaluating these outcomes is to link changes in people's attitudes and awareness with changes in behaviour. E.g. Even though people's level of awareness towards a particular issue has changed there may be other factors that mean that these changes in awareness don't lead to subsequent changes in behaviour.

How can PRISM help? The PRISM toolkit contains guidance and methods which show you how to properly identify the relationships needed to evaluate the links between awareness, attitudes and behaviours, select appropriate points where these can be measured and how to use simple methods (e.g. interviews, questionnaires) to collect the data needed to evaluate these.

Outcomes/impacts covered	Method factsheets
Messages received by the target audience	<ul style="list-style-type: none">• Questionnaire
Audience has desired attitude	<ul style="list-style-type: none">• Key informant interview
Audience has desired awareness/knowledge	<ul style="list-style-type: none">• Direct observation survey• Documentary evidence
Audience adopts desired behaviour	<ul style="list-style-type: none">• Participatory photo evaluation



CAPACITY DEVELOPMENT

Definition: Capacity Development involves developing the ability of people, organisations or society to perform their work better

Examples: Most projects focus on developing either individual capacity (e.g. training to develop technical skills & confidence) or organisational capacity (e.g. strengthening an organisation's processes for strategic planning, management or fundraising).

Challenges for evaluation: It can be difficult to measure whether any changes in capacity are being applied either at the individual and/or organisational level and are leading to more effective conservation action.

How can PRISM help?

Before evaluating you need to ensure that you clearly understand the need that the project's capacity development work is addressing. The PRISM Capacity Development module outlines some simple methods and guidance for doing this and provides factsheets for measuring changes in individual capacity and for using another online resource (www.capacityforconservation.org) to measure changes in organisational capacity.

Outcomes/impacts covered	Method factsheets
Individuals have improved skills	<ul style="list-style-type: none">• Training evaluation form• Before-after Questionnaire
Individuals have greater confidence	<ul style="list-style-type: none">• Key Informant Interview
New skills are applied	<ul style="list-style-type: none">• Organisational capacity self-assessment tool
Organisational performance improves	<ul style="list-style-type: none">• Scorecard for assessing network health
Networks and alliances have been formed /strengthened	





LIVELIHOODS & GOVERNANCE

Definition: Livelihoods are the means people use to achieve their life's goals. **Governance** refers to the way that society defines and makes decisions on goals and priorities.

Examples: Providing sustainable alternatives to reduce damaging practices. Securing and/or clarifying land tenure so that regulations can be enforced effectively.

Challenges for evaluation: Evaluation of livelihoods & governance outcomes often focuses on measuring the difference that a project has made to people's lives (also known as their wellbeing) and then linking this to changes in behaviour that benefit conservation. Measuring this effectively can be challenging, particularly without prior experience of social survey methods.

How can PRISM help?

PRISM contains guidance for using participatory methods which collect a mixture of quantitative and qualitative data and which provide space for different stakeholders to provide their perceptions of what change has happened, how it has influenced their lives and how this may affect the project's conservation target.

Outcomes/impacts covered

Uptake of new or improved livelihood practices

Progress towards secure tenure or resource access rights for communities

Governance arrangements give increased recognitions/respect

Community institutions have increased capacity

Well-being goals met

Damaging livelihoods practice(s) abandoned or reduced

Method factsheets

- Participatory Impact Assessment (PIA)
- Community Mapping
- Questionnaire
- Key Informant Interview
- Focus group
- Documentary evidence
- Participatory governance assessment
- Community-based organisational capacity assessment
- Basic necessities survey (BNS)





POLICY

Definition: Policy actions typically target changes to the rules, regulations and agreements that govern conservation targets

Examples: Meeting with government ministers to advocate for increased/improved regulations, public advocacy campaigns

Challenges for evaluation: Policy processes are often complex, irrational and can be influenced by a number of factors, all of which can make them difficult to measure. For example policymakers may hold meetings with a number of different people and may be unwilling to say which of them influenced their decisions. In addition the complexity of policy processes means that finding a comparable control scenario to compare results against is often impossible.

How can PRISM help?

The PRISM toolkit encourages policy projects to use a theory-based approach to evaluation where a team set out how the project intends to influence policy and the other factors which may influence the project's results. The toolkit then contains methods for verifying information along each step of the policymaking process to determine whether policy change is happening as expected and what role the project may have played in this.

Outcomes/impacts covered	Method factsheets
Improved policy influence in government or multi-lateral institutions	<ul style="list-style-type: none">• Media tracking• Media scorecard
Improved policy influence in private sector	<ul style="list-style-type: none">• Observation checklist for documenting meetings
Environmental movement strengthened	<ul style="list-style-type: none">• Policymaker ratings• Bellwether methodology
New/improved policy and/or associated practice implemented	<ul style="list-style-type: none">• Interviews• Focus groups• Civil-society tracking tool• Scorecard for assessing network health





SPECIES & HABITAT MANAGEMENT

Definition: Outcomes/impacts resulting from the direct management of species and/or habitats

Examples: Filling knowledge gaps, developing/implementing species actions plans, Restoring degraded habitats.

Challenges for evaluation: Changes in species populations and habitats often take a long time and may not become measurable until after the project has finished. In addition many species and habitats are challenging and expensive to measure in the field meaning that comparing a project site to a similar control site is often impossible.

How can PRISM help?

To overcome these challenges PRISM contains several scorecard-based methods for evaluating changes relating to species & habitat management. The toolkit also contains guidance on how to apply commonly used species and habitat monitoring methods to evaluate changes resulting from conservation actions.



Outcomes/impacts covered	Method factsheets
Knowledge improved	<ul style="list-style-type: none">• Scorecard for evaluating changes in knowledge gaps• Scorecard for evaluating action plan completion• Scorecard for evaluating action plan adequacy• Threat reduction scoring• Scorecard for evaluating changes in species' status• Scorecard for evaluating changes in habitat status• Using field assessment methods for evaluating changes in species' status• Remote assessment methods for evaluating changes in habitat status• Field assessment methods for evaluating changes in habitat status
Action plan developed & disseminated	
Threats to species/habitats reduced	
Recovery of species/habitats promoted	
Species status improved	
Habitat status improved	

CASE STUDIES

The following case studies outline three examples of projects that have applied PRISM to evaluate their outcomes and impacts. They show how PRISM can support evaluation at different stages of a project. In case study one evaluation was planned at the beginning of the project, in case study two evaluation began midway through the project and in case study three evaluation began several years after the project's activities had finished.

CASE STUDY 1: MANAGING SALT PANS FOR THE BENEFIT OF SHOREBIRDS IN THE GULF OF THAILAND

WHAT WAS THE PROJECT TRYING TO ACHIEVE?

The project focused on managing of an area of Salt Pan habitat to improve its suitability for shorebirds. The project site is visited by several thousand migratory shorebirds every winter as a crucial stopover site on the East Asian– Australasian Flyway and is particularly important for the Critically Endangered Spoon-billed Sandpiper.



WHAT DID THE EVALUATION MEASURE?

Because the project's evaluation was designed at the beginning of the project the team were able to set up a robust, quantitative evaluation design that allowed them to track change over the course of the project.

The team identified the following evaluation questions:

- *Has the project's habitat management improved habitat for shorebirds?*
 - *Have other indicators of habitat suitability (e.g. salinity, invertebrate density at managed site) improved*
-

WHAT DATA WAS COLLECTED?

Using the PRISM species/habitat management module the team developed a matching evaluation design where monthly bird surveys, carried out throughout the project, compared the number, abundance and composition of the bird populations using salt pans managed by the project with neighbouring, commercial salt pans. Information on the diversity and abundance of invertebrates (shorebird's key food source) was also collected and compared. Interviews were held with key stakeholders to determine the feasibility of establishing a long-term management plan for the site.

WHAT DID THE TEAM LEARN FROM THE RESULTS?

The project found that more shorebirds used the salt pans managed by the project compared to neighbouring, unmanaged pans. Number and diversity of invertebrates species were also higher in the managed pans. This provided the team with an indication that the management practices used in the project improved the quality of habitat under management for shorebirds compared to existing management practices.



WHAT SHOULD BE DONE NEXT?

The team used evaluation results to lobby the local environmental department for the establishment of a nature-reserve at the site based around its importance for shorebirds. The environment department's pre-existing plan called for mangroves to be planted over the site so the team used their results to demonstrate that the site has more value when managed for shorebirds and that the management plans practised by the project could enhance this further. As this is migratory species the team also identified the importance of sharing the results with others looking to manage similar habitats along the flyway.

CASE STUDY 2: BUILDING CAPACITY FOR LOCAL LIVELIHOODS IN FLORES, INDONESIA

WHAT WAS THE PROJECT TRYING TO ACHIEVE?

The project aimed to secure the participation of local people in the management of a key site for several endemic, globally threatened species in Western Flores, Indonesia. To achieve this the project worked to develop the capacity of a local cooperative of smallholder farmers, aiming to improve local livelihoods through harvesting and selling of Candlenuts, a sustainable agroforestry crop.



WHAT DID THE EVALUATION MEASURE?

The team quickly determined that the evaluation period was too short to see changes in relation to the project's ultimate conservation target. Because evaluation began mid-way through the project the team did not have pre-existing or baseline data to measure all outcomes of interest. Instead the team prioritised understanding how the project had affected cooperative capacity and the livelihood and wellbeing status of the participants, it was felt that these would be both feasible to measure and would help to give an indication of whether the project had been successful in securing local participation.

The team identified the following evaluation questions:

- *Has cooperative income increased?*
- *Has the capacity of the cooperative increased?*
- *Has the livelihood & wellbeing status of local communities improved due to the project?*

WHAT DATA WAS COLLECTED?

Cooperative records were analysed to track changes in candlenut price and cooperative income, the organisational capacity assessment scorecard from the PRISM capacity development module and participatory impact assessment (PIA) methods from the livelihoods and governance module were used to evaluate changes in the capacity of the cooperative and the wellbeing status of project participants.

WHAT DID THE TEAM LEARN FROM THE RESULTS?

Documentary records showed that the project has been successful in increasing the price of candlenuts and the income received by cooperative members.

The capacity development scorecard showed that almost all aspects of cooperative capacity improved and that cooperative members attributed this to the project's capacity building efforts. The scorecard also highlighted some areas where additional capacity could further strengthen the cooperative.

PIA results suggested that the improvements in income, skills and employment opportunities afforded by the cooperative have helped participants to better meet their basic needs, particularly in relation to investing in education and building materials. These factors have also resulted in candlenuts being seen as an increasingly important livelihood asset and resulted in participants feeling more involved in increasing their household income. Lastly, participants reported a slight drop in the need to collect resources from the forest to support their income.

WHAT SHOULD BE DONE NEXT?:

The evaluation results were useful for the project team to see which of their efforts were successful and identify priorities for future work. Based on the results of the scorecard the project team identified the need for additional training/capacity building in a number of key areas, particularly in relation to candlenut growing techniques, management and bookkeeping.

The positive response of the project's participants convinced the implementing organisation that they can secure effective community participation in local forest management. The team will now aim to build on the relationships formed during this project to further work with the communities involved in this project to secure the long-term sustainability of local forest habitat.



CASE STUDY 3: SAFEGUARDING LOCAL FOREST IN CENTRAL VIETNAM

WHAT WAS THE PROJECT TRYING TO ACHIEVE?

The project aimed to protect and restore forest in the buffer zone of an important forest reserve in Central Vietnam. To achieve this the project encouraged participating households to sign 10 year forest protection agreements which, in exchange for preserving the forest, provided households with the right to extract rattan, a sustainable non-timber forest product, and provided additional funding to enrich a one hectare patch with rattan seedlings for future harvesting.



WHAT DID THE EVALUATION MEASURE?

Evaluation took place three years after the project had ended meaning there was no available baseline data to track change. Furthermore the evaluation took place before the first harvest of rattan, meaning that the project could not directly measure changes in income. Instead the team prioritised understanding how the project had affected the lives of participants and whether this has led to positive changes in forest management practices. The team felt that this would give a useful indication of the effectiveness of the project's approach and identify key lessons that could be used to improve future work.

The team identified the following evaluation questions:

- *How much income is expected from rattan cultivation?*
- *Has the project given local people an incentive to manage forest resources more sustainably?*
- *To what extent has the project brought about a change in the way local people manage forest resources?*

WHAT DATA WAS COLLECTED?

The team used a mixed methods approach, combining an economic evaluation (to estimate future income from rattan) with participatory impact assessment (PIA) methods from the PRISM Livelihoods and Governance module and interviews with key community members and employees of the local forest protection department.

WHAT DID THE TEAM LEARN?

Economic evaluation suggested that, once ready for harvesting, rattan had the potential to provide participating households with the equivalent of 10 days paid work/year. Despite this, participatory evaluation showed that many households regarded the economic benefits of rattan as being relatively limited, with the main limiting factors being the long time it takes rattan to grow large enough to harvest (5-10 years) and the availability of local rattan markets.

In contrast forest protection agreements proved very popular with participating households, with results suggesting that these gave participants an increased feeling of ownership over the land covered by the agreements and an increased incentive to manage the forest in a sustainable way. Furthermore the contracts led to a change in behaviour where participating households now actively monitor the areas under contract. Contracts were also very popular with forest protection department staff, who reported that they have made their work a lot easier by compelling households to monitor the areas under contract.

WHAT SHOULD BE DONE NEXT?

The relative success of pairing rattan enrichment with forest protection agreements was shared with the local forest protection department.

Similar projects that have only provided support for rattan planting have struggled with sustainability due to the issues identified during this project. The evaluation results suggested that the project's approach may offer significant advantages over existing projects where benefits to households will not be felt until rattan has grown large enough to harvest. The local forest protection department are now in the process of making the initial 10-year agreements permanent, are expanding the use of agreements to other communities in the area and investigating whether they can be paired with other agroforestry products.



TRAINING

The PRISM partnership has developed a series of supplementary training materials to accompany the main toolkit.

These are available to download from www.conservationevaluation.org

PRISM's training focuses around the process for designing and implementing an evaluation outlined in the toolkit with exercises designed to train users in applying each step to real-life projects.

The PRISM training materials include the following exercises:

- How to develop a basic theory of change for a project
- How to identify the main purpose of an evaluation, the main questions the evaluation will address and the indicators that will be used to answer these questions
- Guidance on selecting simple, appropriate methods including specific exercises on:
 - Measuring changes in behaviour resulting from actions targeting awareness and attitudes
 - Measuring changes in individual capacity resulting from training
 - Using participatory methods to measure changes in wellbeing status
 - Measuring changes in policy processes
 - Using expert opinion to measure changes in species and habitat status
- Interpreting evaluation results, building strong stories and deciding what should be done next.
- Applying results and deciding what to do next



PRINCIPAL AUTHORS

Iain Dickson (BirdLife International)

Stuart Butchart (BirdLife International)

Victoria Dauncey (Fauna and Flora International)

Joelene Hugues (Royal Society for the Protection of Birds)

Rebecca Jefferson (Royal Society for the Protection of Birds)

Robert Munroe (UNEP-WCMC)

James Pearce Higgins (British rust for Ornithology)

David Thomas (BirdLife International)

PJ Stephenson (WWF International)

Bill Sutherland (University of Cambridge/Conservation Evidence)

Rosie Trevelyan (Tropical Biology Association)

PRISM HAS BEEN DEVELOPED BY:

WITH THE SUPPORT OF:



FOR MORE INFORMATION CONTACT PRISM@BIRDLIFE.ORG

