



WILDLIFE
HABITAT
COUNCIL

Introduction to Measuring Success

For Right-of-Way Conservation Programs

Josiane Bonneau, WHC



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Wildlife
Habitat
Council
Corporate
Members



**Changing the way we look at
rights-of-way and corridors to
increase their conservation,
biodiversity, and community
value.**



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Measuring

Metrics
Data collection
Actions, Efforts
Monitoring
Outcomes



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Vision

Defining
Success

Measuring

Assessment

Evaluation
Adaptive
Management



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Vision

Design &
Planning

Actions

Measuring

Assessment

Locations
Prioritization
Project selection

Projects
Activities
Efforts



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Communication – Telling your story

Vision

Design &
Planning

Actions

Measuring

Assessment



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Communication – Telling your story

Stakeholders

Audience

Vision

Design &
Planning

Actions

Measuring

Assessment



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Communication – Telling your story

Stakeholders

Audience

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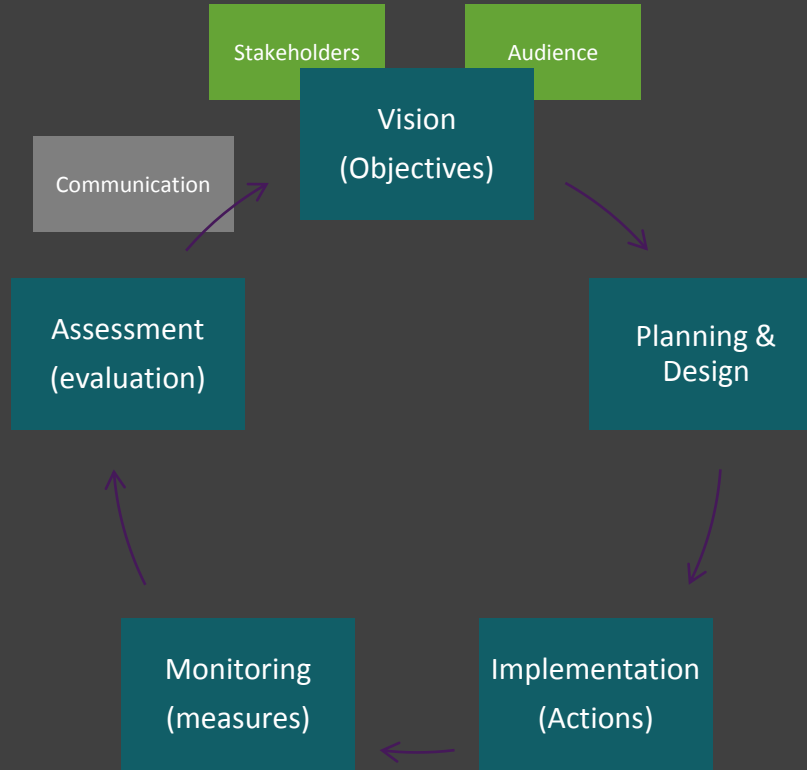


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Roadmap to Successful Conservation



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Vision

Answers the question “WHY?”

- Reasoning for engaging in voluntary conservation
- Defining your idea of success
- Understanding who will be the target audience for that vision
- Knowing your primary stakeholders



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Vision

Answers the question “WHY?”

- Reasoning for engaging in corporate conservation
 - Defining your idea of success
 - Understanding who will be the target audience for that vision
 - Knowing your primary stakeholders
- Working in internal silos
 - Skipping the Vision
 - Ignoring the value of the vision to support the business case



C-Suite 16

01

BIODIVERSITY

02

SOCIAL LICENSE
TO OPERATE

03

GOVERNMENT
RELATIONS

04

RISK
MANAGEMENT

05

EMPLOYEE
ENGAGEMENT

06

PERMIT
ACQUISITION OR
RENEWAL

07

VERTICAL &
HORIZONTAL
INTEGRATION

08

EDUCATION

09

SUSTAINABILITY
GOALS

10

REPORTING

11

TALENT
ACQUISITION

12

REMEDITATION

13

MITIGATION

14

REAL ESTATE

15

COST SAVINGS

16

NATURE-BASED
SOLUTIONS

Design & Planning

Answers the questions

“WHAT & WHERE?”

- Not locations are ideal
- Right place for right vision
- Property selection: assessment or opportunity



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Design & Planning

Answers the questions

“WHAT & WHERE?”

- Not locations are ideal
- Right place for right vision
- Property selection: assessment or opportunity



- Realistic costs
- Static approach



Design & Planning

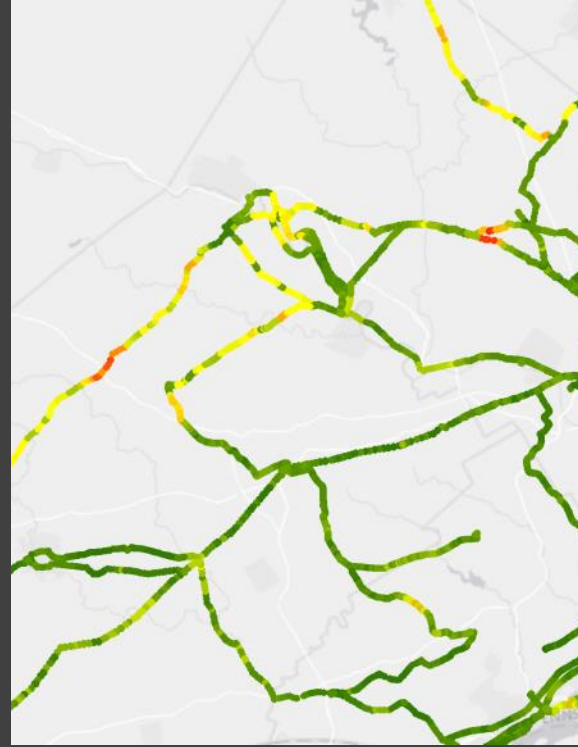
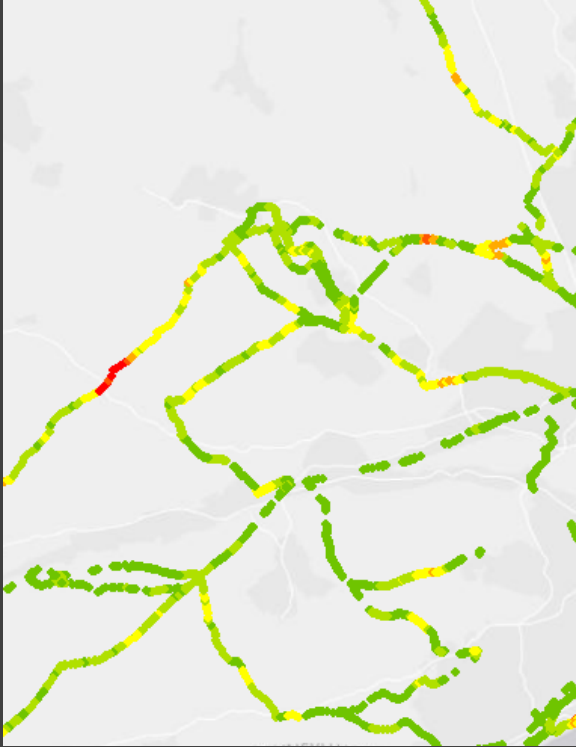
Contractor “base” seed mix: average under \$100/acre

Initial utility request for pollinator habitat: price per acre

Option 1	\$601
Option 2	\$768
Option 3	\$963
Option x (12)	\$1,257

Option 1	\$102
Option 2	\$165
Option 3	\$104
Option 4	\$188

Design & Planning



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Measuring

Biodiversity /
conservation actions
lead to positive
environmental KPIs



Measuring

Data collection can be
overwhelming and
costly if not strategic



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Measures and Metrics

- Measures of efforts

- Activity or theme-based

- Correlated with on-the-ground activities
 - Generic in nature, widely applicable
 - Easy to understand and visualize
 - Aligns well with stakeholder driven values
 - Adaptable to contemporary themes



Measures and Metrics

- Measures of efforts
- Metrics related to outcomes

Focuses on the contribution of activities

- Stronger message
- Requires rigorous approach
- Can be based on internal / external concepts
- Appeal to internal stakeholders (PR, Gov. Rel.)
- Potential to drive action



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Measures and Metrics

- Measures of efforts
- Metrics related to outcomes
- Framework & Standard updates

Activity or theme-based

- Correlated with on-the-ground activities
- Generic in nature, widely applicable



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Measures and Metrics

Common uses

- Sustainability report
- GRI
- Internal goals
- Stakeholder communication



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Communication

- Proactive
- Storyline
- “Repackaging”



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For questions,
do not hesitate to reach out

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Resources

Accessible from WHC website

www.wildlifehc.org

- Pollinator whitepaper
- Pollinator project guidance
- Conservation IVM project guidance
- Assessment & Evaluation Webinar (on-demand course)
- Alignments Webinar – May 10
- Implementation checklist
- Quarterly Principles

& Practices webinar



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