

# The Illegal Wildlife Trade Challenge Fund

## Evidence and Monitoring



Department  
for Environment  
Food & Rural Affairs



## Objective of the Session

To discuss:

- Why we need evidence
- How to collect evidence
- How to use evidence in progress monitoring
- Building into the logical framework

## How do you ..

- How do you know whether you are still on target?
- What do you use to learn and course correct?
- How do you demonstrate and show others what you have achieved?
- How do you get others to build on and replicate what you have done to create impact?

## Why do we need evidence?

- **Evidence gaps** – ICAI review
- **Progress reporting and accountability**
  - funds being used appropriately
- **Demonstrate effectiveness** to justify continued support from communities, donors, policy-makers etc.



Independent  
Commission  
for Aid Impact

M&E – finding the balance between...



## Why do we need evidence?

- **Evidence-based Learning:** from experience in order to develop and apply good practice
- **Share experiences** with the wider conservation community
- **Evidence-based policy** - use the results to influence policy



*"Learning is experience.  
Everything else is just  
information"*

Albert Einstein

## Collecting Evidence

- ✓ Systematise collection of evidence:
  - ✓ Indicators,
  - ✓ Timelines,
  - ✓ Credible and objectively verifiable evidence sources
- ✓ **Think about feasibility**
  - ✓ time, resources, expertise
- ✓ Do you need a baseline to observe change?
- ✓ Link evidence to your needs (previous slides)



## Collecting Evidence

### Primary Data



### Secondary Data

Region	Sub-region	Administrative District	Area	Area (km²)	Population
Central Region	Uganda	Manu District	Manu	1,000	100,000
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## Monitoring & Reporting

Indicator	Frequency	Baseline	End of Year 1	End of Year 2	End of Year 3	Target	Data Source / MoV
No. of citations of lesser spotted Dingo	Per visit	10	6	11	no data	20	Field monitoring
Average no. of household micro-credit transactions	Per annum	20	40	60	no data	60	Household survey/micro-credit provider
Number of hunting incidents	Per annum	200	150	100	no data	20	Official park reports

***“you can’t buy dingo these days, it is very rare to find it in the market”***

(Market Trader, Bulgaria, Focus Group, 2015)

## Reporting Evidence

- Use internally for adaptive management and course correction
- Submitted in reporting as verification of progress

### Reporting

- Use of primary and secondary data
- Illustrative quotes
- Figures / Tables

### Additional documents(Annex)

- Meeting minutes of Steering Committee approving plans
- Letter formally accepting management plans from Ministry of Environment
- Photos

## Indicators and Evidence

In your applications, please consider that...

- **Indicators must be relevant to the result they are measuring** there have been numerous occasions when indicators won't actually provide any indication towards achievement of stated results.
- **Evidence and Indicators should be linked**, there have been numerous occasions when sources of evidence are put down that actually bear no resemblance to the information needed to verify progress against an indicator .

## Indicators and Evidence

In your applications, please consider that...

- **Indicators are not activity outputs.** They need to be independently or objectively verifiable and linked not to activities, but to the results (i.e. Output or Outcome).

Unsubstantiated claims and not acceptable “*we think that this progress is adequate*” ☹️❌

- **You have to show how can you evidence the changes your immediate results will achieve** - Outcomes and Impacts – what has changed and how in terms of IWT and sustainable development?

## Group Exercise

You will be “filling in” the two middle columns of the Log Frame.

1. Sort the indicators and map against the appropriate results area (Output/Outcome/Impact).
2. Look at the Indicators: are they SMART? Rate them.
3. Review the set of ‘Means of Verification’ (MoV) and place against the appropriate indicators in the logframe that your group has been working on.
4. Discuss if the MoV are appropriate and feasible. Think about how that evidence could be collected. If not, then agree an alternative(s).