



Tracking Franklinia foundation's impact at global level

The Monitoring and Evaluation framework (M&E) of Fondation Franklinia is designed **to track and assess performance and impacts of the conservation work it funds**. The main goal of this framework is to help the Foundation to assess the overall impact of its investments. It also helps to identify opportunities for improvement and to draw out any overarching trends and results at the Foundation level.

While the foundation can support a range of different activities, this M&E framework is determined by the main objective of the Foundation: **to preserve threatened tree species throughout the world, avoid their extinction and improve their conservation status**.

The Foundation requests all its beneficiaries to include specific indicators in their projects and to report against them. Impact is tracked at the level of individual projects through reports and field visits; the necessary information is compiled and aggregated at the level of the Foundation. This information is then be used to report to the *Conseil de fondation*, assess its performance and guide its strategy.

The framework is organized around **three pillars: (i) Direct action on species, (ii) Threat reduction and (iii) Enabling conditions for conservation**. It includes **19 global indicators** (bold in the table below) and **several tens of specific indicators at project level** (a sample of these are shown in the table below).

In addition the **long term vision** and the **exit strategy** are questioned from the start of the projects and are monitored.

1. Direct action on species - Under this pillar, the status of globally threatened trees is tracked. The foundation measures the impact of its support via **9 indicators** focusing on species and habitat management. Each project should include as many *species level* indicators as possible but it is essential to include at least one :

At species level:

- Number of globally threatened trees benefiting from in-situ conservation action.
- Number of seedlings planted and/or protected (with appropriate genetic diversity) for each of the threatened tree species benefiting from conservation action.
- Number of mature individuals protected in-situ for each of the threatened tree species benefiting from conservation action.
- Number of globally threatened trees benefiting from ex-situ conservation action.
- Number of changes in IUCN Red List / Green List status of globally threatened trees benefiting from conservation action.

At habitat level:

- Number of hectares of production/mosaïc landscapes (with natural habitats, agricultural and/or man-made areas) with strengthened management of threatened trees diversity.
- Number of hectares of protected areas with strengthened management of threatened trees diversity.
- Number of hectares of protected areas with dedicated management of threatened trees diversity created or expanded.
- Number of hectares of Key Biodiversity Areas for trees with improved management.

2. Threat reduction - Under this pillar the decrease in the main threats affecting globally threatened trees is tracked. This usually happens thanks to a range of actions such as creating alternative livelihoods for local stakeholders, raising awareness of the civil society, strengthening law enforcement and prosecution at local level. **3 indicators** are used to measure progress:

- Number and categories of direct beneficiaries from activities providing alternative livelihoods.
- Number and categories of people directly targeted by awareness raising activities.
- Number of hectares with strengthened law enforcement activities targeting illegal logging.

3. Enabling conditions - Under this pillar conditions needed for the conservation of globally threatened trees to happen are tracked. **7 indicators** are used:

- Number of organisations with improved organizational capacity.
- Number of direct beneficiaries and categories benefiting from education and training activities.
- Number of IUCN Red List assessment published.
- Number of species, genera or families included in published flora.
- Number of scientific papers published (including description of new species)
- Number of Key Biodiversity Areas for trees identified.
- Number of Tree Conservation Action Plan published.

Monitoring and evaluation at the project level

Monitoring of the projects is undertaken by the Secretariat of the foundation via several means and methods:

- (i) Review and compile data from project reports. These reports are mostly annual with more detailed information requested for the final reports.
- (ii) Field missions to assess if the projects deliver as promised.
- (iii) External evaluations of major initiatives supported by the foundation.

A number of tools have been developed to measure progress on activities and their outputs. Reporting templates include a standard logical framework and beneficiaries are asked to report against agreed indicators.

A complete overview of the monitoring framework can be seen below. Global indicators described above are highlighted in bold and examples of specific indicators at the project level are mentioned in the table.

1. Direct Action on species		2. Threat Reduction			3. Enabling Conditions			4. Exit Strategy
Species Management	Habitat Management	Alternative livelihoods	Awareness raising	Law Enforcement & Prosecution	Organisational development	Education & Training	Research & Monitoring	
Number of globally threatened trees benefiting from conservation action (global)	Number of hectares of production/mosaic landscapes with strengthened management of threatened trees diversity (global)	Number and categories of direct beneficiaries of alternative livelihoods actions (global)	Number and categories of direct beneficiaries of awareness raising actions (global)	Number of hectares with strengthened law enforcement activities focused on illegal logging (global)	Number of grantees with improved organizational capacity (global)	Number and categories of direct beneficiaries benefiting from various type of education and training (global)	Number of IUCN Red List assessment published (global)	Permanent removal of a threat to habitat or species or a perverse incentive (%)
Number of seedlings of threatened trees planted and/or protected (global)	Number of hectares of protected areas with strengthened management of threatened trees diversity (global)	Number and categories of people in the project area (project level)	Number and categories of direct beneficiaries (Awareness programmes; project level)	Reduction in illegally harvested threatened trees (%; nb of trees, volume or weight; project level)	Increase in number and qualifications of permanent staff (project level)	Number and categories of direct beneficiaries (Conservation classes; project level)	Number of species, genera or families included in published Flora (global)	Building capacity in local stakeholders and communities to continue conservation activities
Number of mature individuals of threatened trees protected in-situ (global)	Number of hectares of protected areas with dedicated management of threatened tree diversity created or expanded (global)	Number and categories of direct beneficiaries (alternative incomes; project level)	Number and categories of direct beneficiaries (Door to door engagement; project level)	Reduction in ha of deforestation (project level)	Increase in number of temporary staff (project level)	Number and categories of direct beneficiaries (Education center; project level)	Number of scientific papers published, including description of new species (global)	Involvement of government agencies to continue the project
Number of globally threatened trees benefiting from ex-situ conservation action (global)	Number of hectares of Key Biodiversity Areas for trees with improved management (global)	Number and categories of direct beneficiaries (alternative livelihood harvest method; project level)	Number and categories of direct beneficiaries (Workshops; project level)	Number of patrol staff fully equipped and operational (project level)	Increase in annual budget (project level)	Number and categories of direct beneficiaries (support for strategic planning; project level)	Number of Key Biodiversity Areas for trees identified (global)	Outcomes influencing long term changes in behaviour and local attitudes
Number of changes in IUCN Red List status / Green List status (global)	Core area (Km ² or ha) impacted by the project	Number and categories of direct beneficiaries (cooking stoves or biogas; project level)	Number and categories of direct beneficiaries (Informers network; project level)	Number of patrols conducted (project level)	Increase in amount of matching funds secured (project level)	Number and categories of direct beneficiaries (Training Protected Area staff; project level)	Number of Tree Conservation Action Plan published (global)	Benefits from good conservation results are shared equitably amongst stakeholder groups and genders
Number of seedlings with appropriate genetic diversity planted and associated survival rate (project level/short-term)	Number of ha protected (project level)		Number and categories of direct beneficiaries (Media; project level)	Number of chainsaws confiscated (project level)	Increased visibility (social media, website)	Number and categories of direct beneficiaries (Training for poachers & reconversion; project level)		Handing over responsibility to capable organization for continued conservation activities
Number of individuals reaching the sapling stage (project level/mid-term)	Number of ha restored (project level)		Number and categories of direct beneficiaries (Social media campaigns; project level)	Volume of timber confiscated (m ³ ; project level)		Number and categories of direct beneficiaries (Training in sustainable livelihood; project level)		Project interventions are integrated into other long-term initiatives, involving government
Number of individuals reaching maturity, flowering, setting	Number of ha cleared from invasives (project level)		Number and categories of direct	Number of land encroachment		Number and categories of direct beneficiaries		Creation of policy or governance change placing the project



viable seeds and regenerating naturally (project level/long-term)			beneficiaries (Exhibitions, festivals or sport events; project level)	cases stopped (project level)		(writing manuals; project level)		under the control of stakeholders or appropriate government authority
Number of mature individuals protected in-situ (project/long-term)	Reduction in habitat loss or change (project level)			Number of prosecutions (project level)				New funding available including trust fund or similar long-term scheme for ongoing conservation
Increase in density (# individuals/km ²) on project area (project level/short-term)	Reduction in grazing pressure (project level)							