

An underwater photograph showing a diver in a black wetsuit and yellow fins swimming through a massive school of small, silvery fish. The water is a clear, deep blue-green. The diver is positioned in the lower right quadrant of the frame, looking towards the camera. The fish are densely packed, filling most of the background and foreground.

# Conservation Impact Reporting, Data Transparency, and Stewardship

WWF-International | Maggie Lee

# About WWF



## Key facts

- Founded in 1961
- Active in nearly 100 countries
- Over 5 million supporters
- Over 30 million social media followers

## Our mission

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by: conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.





## Maggie Lee

Regional Head - Asia Pacific, Europe & North Africa, Impact, Monitoring, and Reporting  
WWF-International

- Formerly UNEP, Verra, Nestle, and Procter & Gamble
- Food and cosmetic scientist by training, conservationist by passion
- Key areas of environmental work: traceability, sustainable production and consumption, impact monitoring & data transparency
- Based in Hong Kong and Bangkok

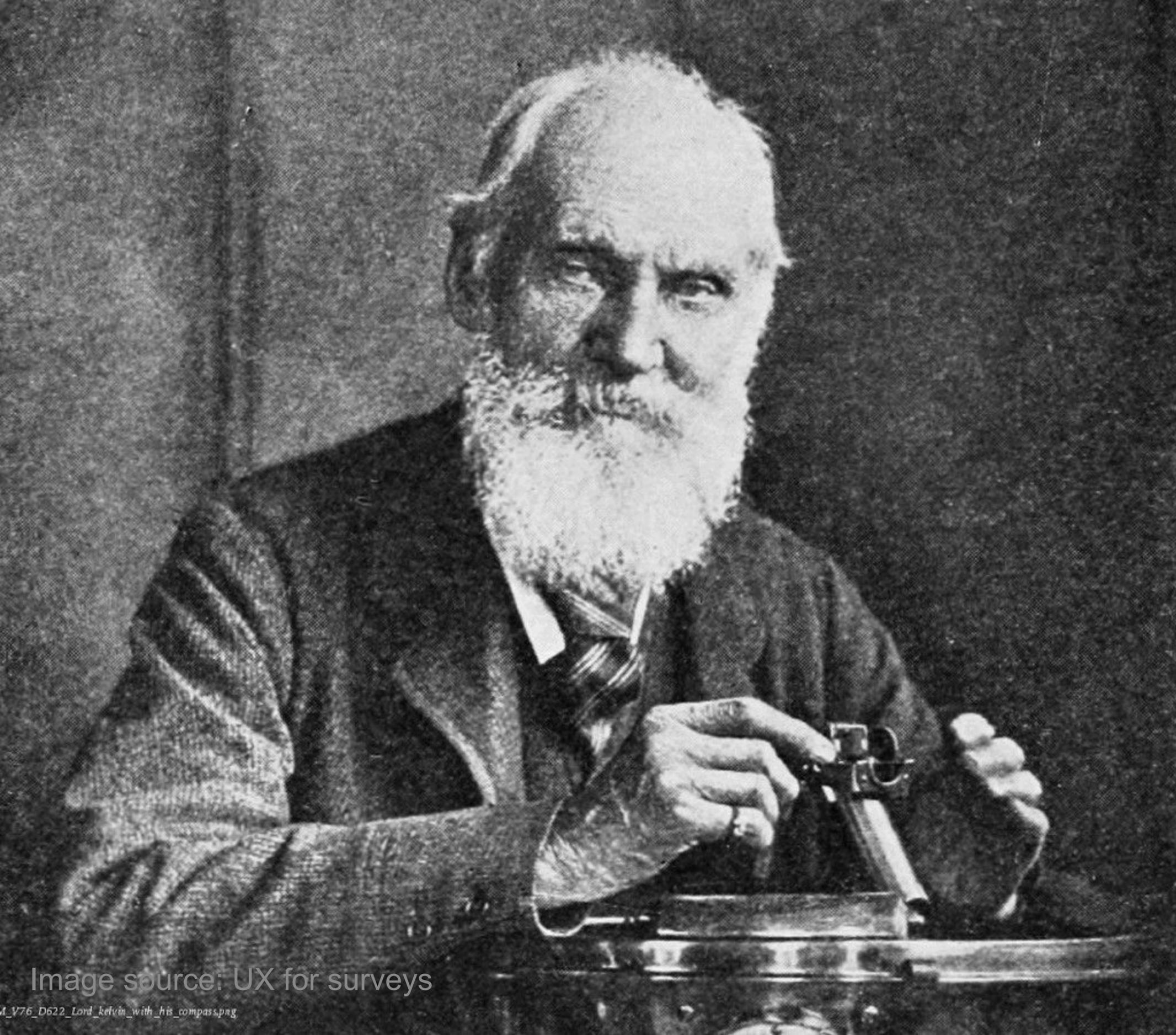


# Goals of this session



© James Morgan / WWF-US

- Explore the common obstacles and challenges,
- Potential areas for collaboration and synergy (especially with standardizing our monitoring and evaluation proposals to donor organizations), and
- Innovations on data stewardship, transparency, and reporting.



“

If you cannot  
measure it,  
you cannot  
improve it.

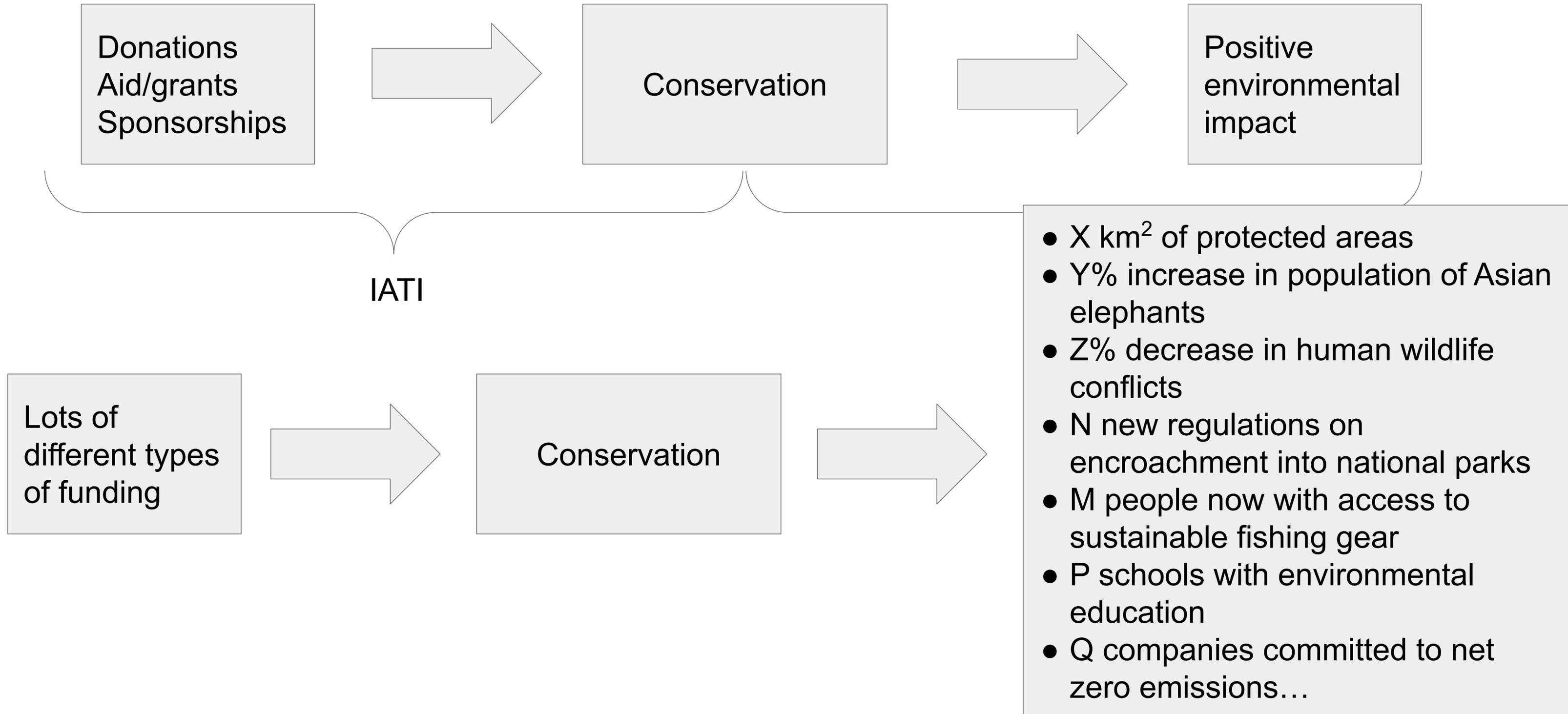
”

LORD KELVIN

Image source: UX for surveys

M\_V76\_D622\_Lord\_kelvin\_with\_his\_compass.png

# Expectation vs. reality of conservation impact



# Common obstacles and challenges



- Conservation data is highly varied in units of measurement, baseline definition, granularity, and progress definition
- Highly geo-specific, but transboundary and cross-regional/global cooperation are crucial



# Potential areas for collaboration and synergy



- How can conservation monitoring, evaluation, and data transparency learn from other sub-sectors of civil society?
- How can we adopt lessons from the private sector about productivity data and accountability?
- Are other sub-sectors of civil society also



# Alignment of impact definition



## How should we define impact?

- Conservation impact comes in many forms
- How does humanitarian, disaster relief, development, and other parts of civil society define impact from:
  - a. Public advocacy
  - b. Education
  - c. Training of staff
  - d. Policy advocacy
  - e. Other areas?

# Well-established indicators and outcomes



© James Morgan / WWF-US

- Indicators with which impact is measured are critical in monitoring and reporting conservation impact
- Alignment across geographies, thematic areas, and donors/projects is needed to show consolidated impact

# Standardization of conservation impact measurement



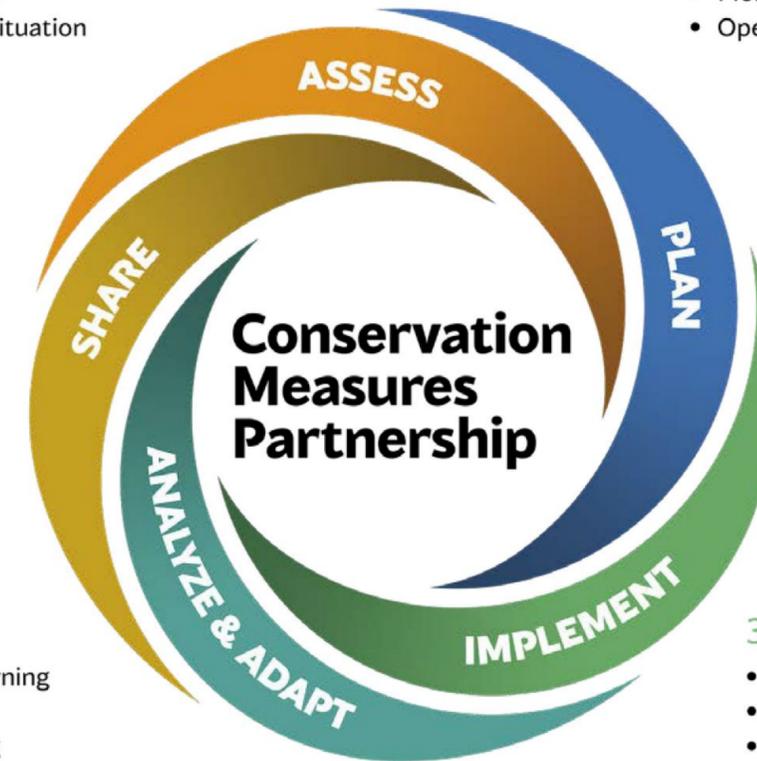
The *Conservation Standards*—developed, tested, and continuously refined by conservation leaders across the world—provide a clear, systematic approach to managing, monitoring, planning, and learning from past conservation efforts. The standards promote the use of best-practices, prioritization at various stages, testing of assumptions, and data sharing.

## 1. ASSESS

- Purpose & team
- Scope, vision, & targets
- Critical threats
- Conservation situation

## 2. PLAN

- Goals, strategies, assumptions, & objectives
- Monitoring plan
- Operational plan



## 5. SHARE

- Document learning
- Share learning
- Foster learning

## 3. IMPLEMENT

- Work plan & timetable
- Budget
- Implement plan

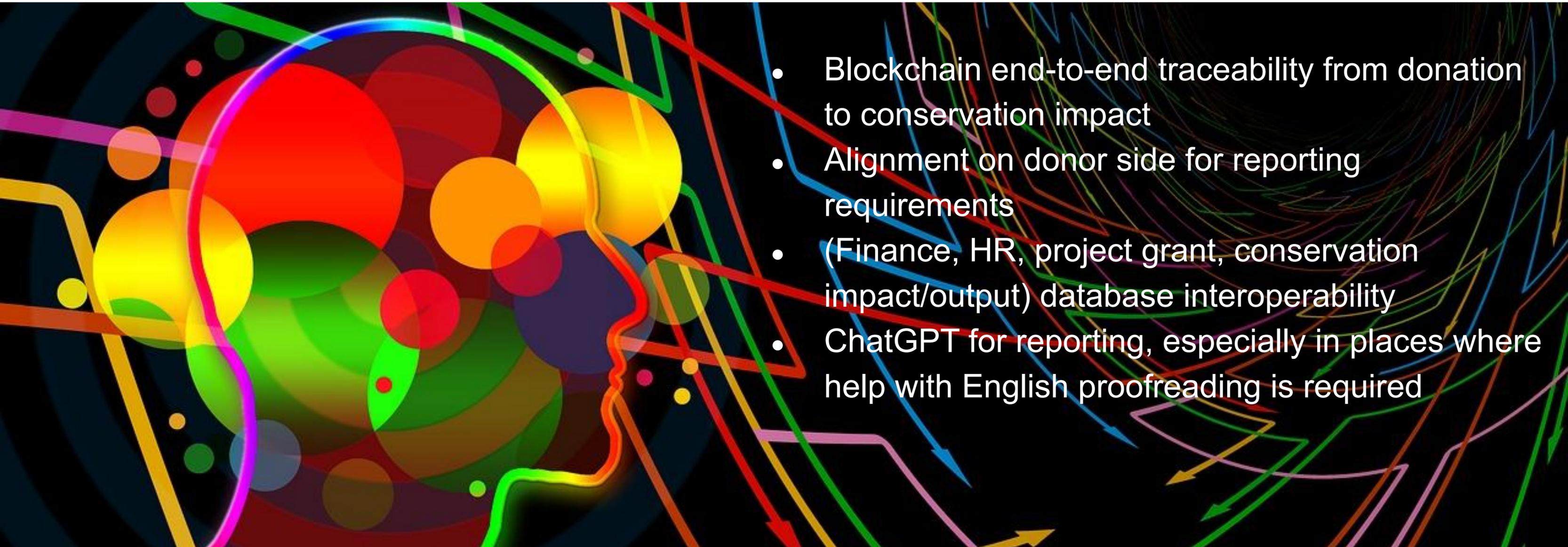
## 4. ANALYZE & ADAPT

- Prepare data
- Analyze results
- Adapt plans



# Innovations in data stewardship, transparency, and reporting



- 
- An abstract graphic background consisting of a dark blue field filled with numerous overlapping, semi-transparent circles and lines in various colors including red, yellow, green, blue, and purple. Some of the lines are thicker and have arrowheads, suggesting a flow or network. The overall effect is a complex, interconnected digital or data visualization.
- Blockchain end-to-end traceability from donation to conservation impact
  - Alignment on donor side for reporting requirements
  - (Finance, HR, project grant, conservation impact/output) database interoperability
  - ChatGPT for reporting, especially in places where help with English proofreading is required



# Discussion

mlee@wwtint.org

together possible™



Working to sustain the natural world for the benefit of people and wildlife.

together possible™

panda.org

WWF® and ©1986 Panda Symbol are owned by WWF. All rights reserved.  
WWF, 28 rue Mauverney, 1196 Gland, Switzerland. Tel. +41 22 364 9111  
CH-550.0.128.920-7



# Land Projects Database

IATI Community Exchange



**Romy Sato**  
Knowledge Network Coordinator  
[romy.sato@landportal.info](mailto:romy.sato@landportal.info)

**15 March 2023**

The Land Portal works to enable an open, inclusive and democratic land information ecosystem to help decision making at all levels

## **Inform**

Improving documentation, mapping and monitoring

of land governance issues through a widely used platform providing data, structured information, tools and services.

## **Open**

Democratising the information ecosystem

by supporting the creation of a standards-based data infrastructure and building the capacities of information providers, to strengthen the flow of land governance information, from all perspectives and all levels.

## **Debate**

Promoting, informing and enriching the global debate and practice

on key land issues while raising the visibility of national, regional and international partners.

# Pillar 2: Open

---



## **Global Land Projects Database**

Partnership to migrate and revamp global database of land governance projects

---

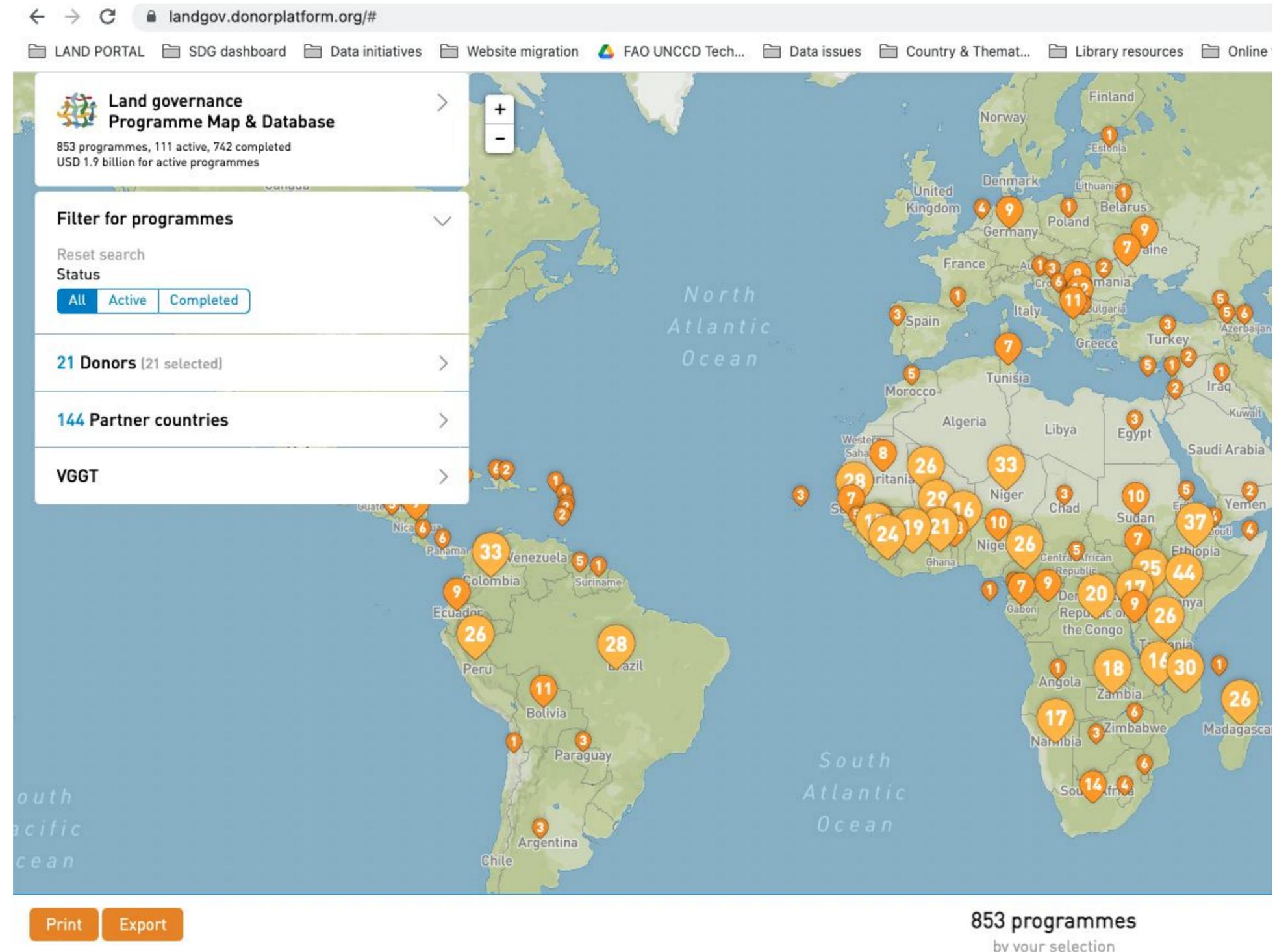
---

# It all started with another database...

Who's doing what,  
where?

How much is invested in  
land governance?

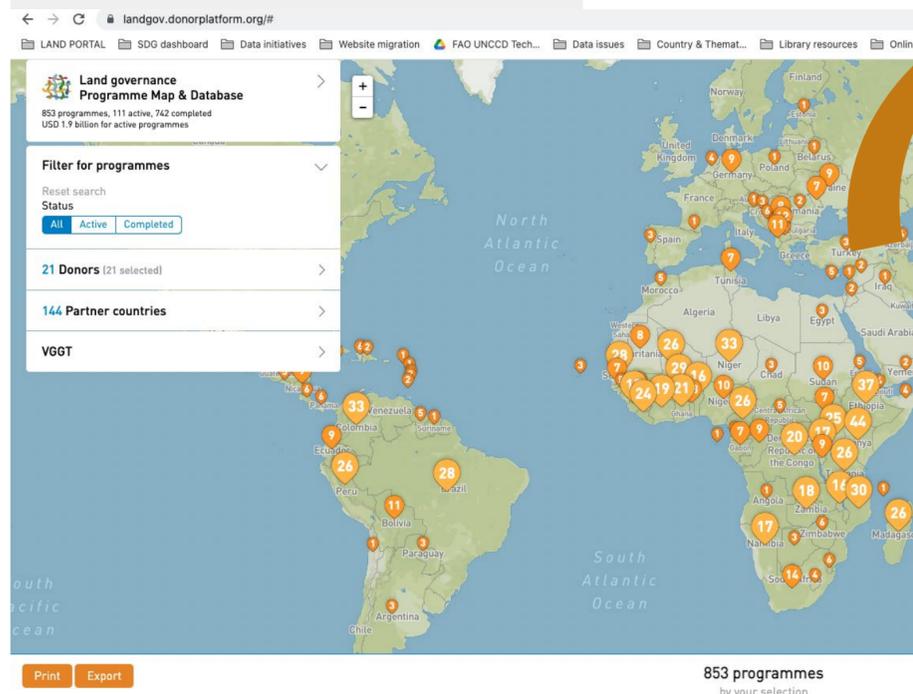
- By the Global Donor Working Group on Land
- Tailored data
- Manually updated, but low capacity → outdated



# The initiative

- Migration of functions & data
- Enhancement with IATI data

## Donors' Map



## Land Projects Database

land portal

Countries Issues - Join the debate Data - Library - News & Events - Community -

Community / land projects

### Land Projects and Programmes

Browse the largest global database of land and property rights projects to track project funding, learn from others, find synergies or share valuable outcomes from your own projects.

Search featured projects by country

Search Projects  
Type here to enter a keyword or phrase to search

Search featured projects by theme

- Urban Tenure
- Indigenous & Community Land Rights
- Land & Investments
- Land & Corruption
- Land Degradation & Tenure
- Forest Tenure
- Land & Gender
- Land & Climate Change
- Land in Post-Conflict Settings
- Rangelands, Drylands & Pastoralism
- Land & Conflicts
- Land & Food Security
- Forest Landscape Restoration

- Avoids duplication of reporting
- Better coordination
- Automated data harvest
- Curation by the Land Portal
- Data is open, re-usable

What we have done so far...



# Data selection

---

Data selection

Curation

Ingestion

- 2.020 projects harvested from IATI using a list of 32 keywords
- 1.046 projects from the Donors' Map and Land Portal

The screenshot shows the IATI Datastore Search interface. At the top left is the IATI logo (International Aid Transparency Initiative) and a language dropdown menu set to 'English'. The main header is 'Datastore Search' with links for 'API' and 'About' on the right. The central area features a search bar with the placeholder text 'Search IATI Activities...' and a magnifying glass icon. Below the search bar is a button labeled 'Switch to Advanced Search'. The footer contains the text 'Datastore Search is part of the IATI Unified Platform', links for 'Privacy' and 'Contact', and social media icons for Twitter and LinkedIn.

# Curation

---

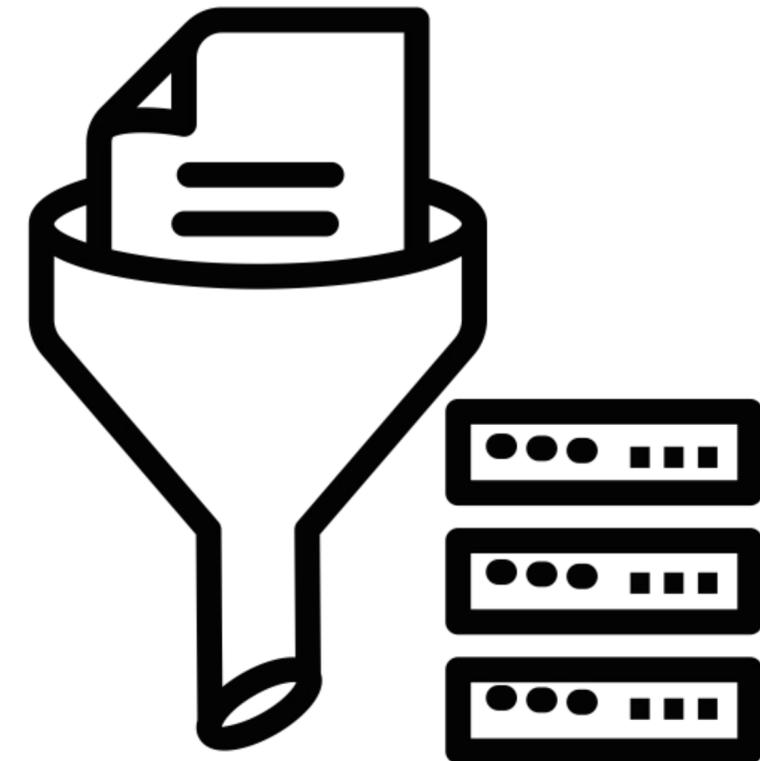
Data selection

Curation

Ingestion

In a spreadsheet with 3.059 records

- Find & eliminate duplicates
- Check for thematic relevance
- Filling data gaps, translation
- Convert currencies



# Curation

---

## Preliminary findings:

- Difficult to match records from IATI and Donors' Map
  - Same projects, but slightly different titles
  - Different formats (currencies, languages etc.)
  - Missing information (no dates, no budgets etc.)
  - Data from donors, UN organizations beyond the GDWGL, e.g. IrishAid, UNDP, UN-Women
- 
-

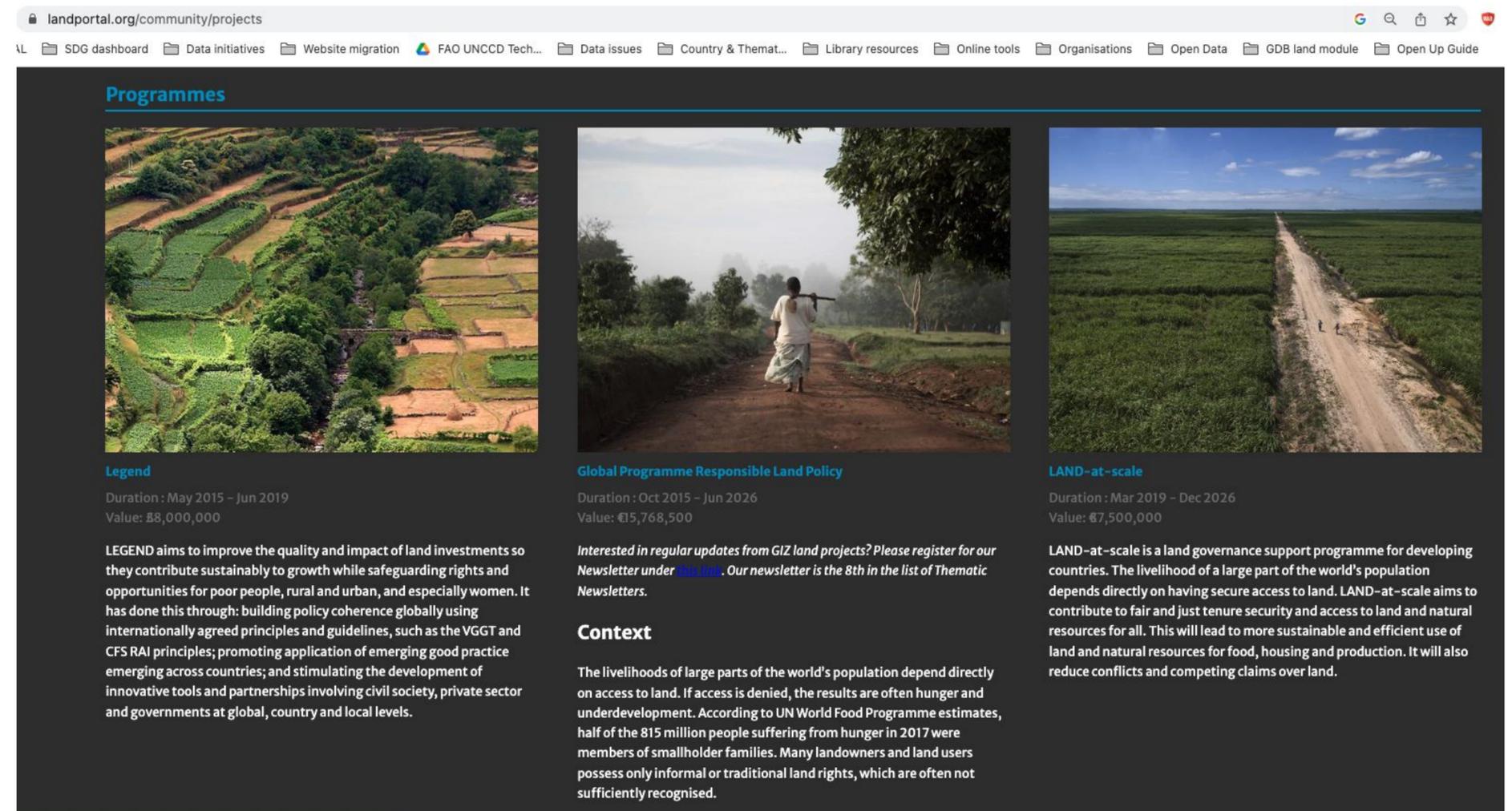
# Ingestion

Data selection

Curation

Ingestion

- Feedback & adjustments
- Open data standards
- Maintenance plan



The screenshot shows a web browser at the URL [landportal.org/community/projects](https://landportal.org/community/projects). The page title is "Programmes". It displays three project cards:

- Legend**: Duration: May 2015 – Jun 2019, Value: €8,000,000. Description: LEGEND aims to improve the quality and impact of land investments so they contribute sustainably to growth while safeguarding rights and opportunities for poor people, rural and urban, and especially women. It has done this through: building policy coherence globally using internationally agreed principles and guidelines, such as the VGGT and CFS RAI principles; promoting application of emerging good practice emerging across countries; and stimulating the development of innovative tools and partnerships involving civil society, private sector and governments at global, country and local levels.
- Global Programme Responsible Land Policy**: Duration: Oct 2015 – Jun 2026, Value: €15,768,500. Description: Interested in regular updates from GIZ land projects? Please register for our Newsletter under [this link](#). Our newsletter is the 8th in the list of Thematic Newsletters.
- LAND-at-scale**: Duration: Mar 2019 – Dec 2026, Value: €7,500,000. Description: LAND-at-scale is a land governance support programme for developing countries. The livelihood of a large part of the world's population depends directly on having secure access to land. LAND-at-scale aims to contribute to fair and just tenure security and access to land and natural resources for all. This will lead to more sustainable and efficient use of land and natural resources for food, housing and production. It will also reduce conflicts and competing claims over land.

# We want to learn from you!

---

- Do you know any similar initiatives?
  - How do you deal with duplications in IATI data, particularly budget information?
  - What is the experience aggregating, curating and visualizing the data?
  - How do you monitor the usability or success of your tool?
  - How do you collect and incorporate feedback from users?
  - Any stories of impact?
  - Any advice for us?
- 
-