



**USAID**  
FROM THE AMERICAN PEOPLE



USAID BIODIVERSITY  
Combating Wildlife Trafficking  
COLLABORATIVE LEARNING GROUP

## Fail Forward Regional Event: Session 2

Wednesday, November 15th  
9:00-10:30 am PET; 4:00-5:30 pm CAT

*This presentation was produced for review by the United States Agency for International Development.  
It was prepared by Environmental Incentives, Foundations of Success and ICF for the Measuring Impact II (MI2) Contract.*

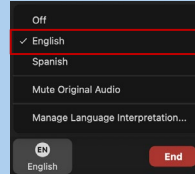
**@USAIDEnviro**

PHOTO: AMY HUBBARD FOR WCS

# Using Interpretation in Zoom

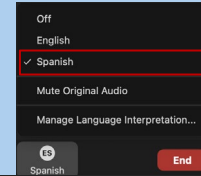
## Instructions to choose your language

**English:** Select the interpretation option at the bottom of your Zoom screen and select "English"



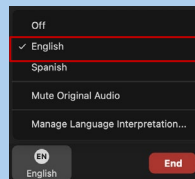
## Instrucciones para seleccionar el idioma

**Español:** Seleccione la opción de interpretación en la parte inferior de su pantalla de Zoom y seleccione "Español"



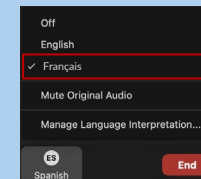
## Instructions to choose your language

**English:** Select the interpretation option at the bottom of your Zoom screen and select "English"



## Instructions pour choisir la langue

**Français:** Sélectionnez l'option d'interprétation en bas de votre écran Zoom et sélectionnez "Français"



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# Welcome Remarks



**Mary Rowen**

Biodiversity Division Lead, USAID



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# Agenda

- Welcome
- **CWT Fail Forward Case Competition**
- Peer Storytelling
- Wall of Learning
- Next Steps



# CWT Theory of Change



# CWT Fail Forward Case Competition

Fail fests are opportunities to openly share, in a supportive and non-judgemental environment, experiences of failures that drive learning and innovation.

The CWT Fail Forward case competition has three phases:

1. Video case competition
2. Virtual regional events 
3. 2024 Global Environment Officer's Conference



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# Failure Taxonomy

Received: 16 November 2021 | Revised: 28 February 2022 | Accepted: 30 May 2022  
DOI: 10.1111/cobi.13927

Conservation Biology

CONTRIBUTED PAPERS

## Introducing a common taxonomy to support learning from failure in conservation

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**Article impact statement:** A standardized taxonomy of root causes of failure in conservation will help practitioners better identify, share, and learn from failure.

**Funding information**  
Cambridge Conservation Initiative, Grant/Award Number: CCI 05 18 12

### Abstract

Although some sectors have made significant progress in learning from failure, there is currently limited consensus on how a similar transition could best be achieved in conservation and what is required to facilitate this. One of the key enabling conditions for other sectors is a widely accepted and standardized classification system for identifying and analyzing root causes of failure. We devised a comprehensive taxonomy of root causes of failure affecting conservation projects. To develop this, we solicited examples of real-life conservation efforts that were deemed to have failed in some way, identified their underlying root causes of failure, and used these to develop a generic, 3-tier taxonomy of the ways in which projects fail, at the top of which are 6 overarching cause categories that are further divided into mid-level cause categories and specific root causes. We tested the taxonomy by asking conservation practitioners to use it to classify the causes of failure for conservation efforts they had been involved in. No significant gaps or redundancies were identified during this testing phase. We then analyzed the frequency that particular root causes were encountered

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<https://doi.org/10.1111/cobi.13927>

[wileyonlinelibrary.com/journal/10.1111/cobi](http://onlinelibrary.wiley.com/journal/10.1111/cobi) | 1 of 15



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Dickson, *et al* 2022 [Introducing a common taxonomy to support learning from failure in conservation](https://doi.org/10.1111/cobi.13927)

# Failure Taxonomy



1. Planning, design or knowledge	40%
2. Team dynamics	0%
3. Internal governance structures	6.7%
4. Resources	13.3%
5. Stakeholder relationships	33.3%
6. Unexpected external events	6.7%





# What are the most common reasons for failure in projects based on your personal experience?

Go to

[www.menti.com](https://www.menti.com)

Enter the code

61 12 82 3



Or use QR code



# What are the most common reasons for failure in projects based on your personal experience? Pick two!



# Agenda

- Welcome
- CWT Fail Forward Case Competition
- **Peer Storytelling**
- Wall of Learning
- Next Steps



# Peer Storytelling

How the virtual peer storytelling will work:

- Show the panelists videos
- Mini Q&A session
- Invite participants to post questions to the chat for Q&A between rounds



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# Peer Storytelling: Round 1



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FROM THE AMERICAN PEOPLE

**SPEED**  
For a Better Business  
Environment

USAID Mozambique SPEED  
Sadia Nhandimo



**TURTLE SURVIVAL**  
**ALLIANCE**

Turtle Survival Alliance  
M. Herilala Randriamahazo



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Peer  
Storytelling:  
Round 2



WWF Zambia  
Shadrach Mwaba



WCS  
Yovana Murillo



# Agenda

- Welcome
- CWT Fail Forward Case Competition
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# What are some of your lessons from failure in CWT programming?

Go to

[www.menti.com](https://www.menti.com)

Enter the code

61 12 82 3



Or use QR code





# What are some of your lessons from failure in CWT programming?

Addressing the demand reduction is so important

Knowledge gaps and taboos  
Balance between incentives and motivation

Use money as direct incentive for conservation initiatives may not be sustainable.

Combating Wildlife Crimes should have a holistic approach with actions starting from law enforcement support to prosecution

Know your target audience, who you want to communicate with, both the consumers and the poaching end

Networking with neighbors

It is necessary to be clear about the approach to use, is it behavior change? is it police? For this you have to know very well the stakeholders with whom you want to work.

Government unwillingness

1



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# Agenda

- Welcome
- Intro of CWT Fail Forward Case Competition
- Peer Storytelling
- Wall of Learning
- **Next Steps**



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# CWT Learning Group Tools and Resources

## LEARNING GROUP RESOURCES

- [CWT Learning Group Site](#)
- [CWT Learning Agenda](#)
- [CWT Crime Toolkit](#)



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LEARNING AGENDA RESOURCES EVIDENCE COLLECTION

SEARCH



## Combating Wildlife Trafficking Learning Group

The CWT Learning Group is focused on building a knowledge base around how best to build capacity for law enforcement, reduce consumer demand, and improve community engagement to combat wildlife crime.

USAID has a long history of support for efforts to combat wildlife trafficking (CWT).

Among the many strategic approaches employed by USAID to combat wildlife trafficking and outlined in the Agency's *Measuring Efforts to Combat Wildlife Crime Toolkit*, USAID's learning group members chose three for special attention for the CWT Learning Group based on their frequency in USAID programming: (a) reducing consumer demand through behavior change methodologies, (b) building capacity for effective enforcement and prosecution, and (c) increasing community conservation action and support to combat wildlife trafficking. A 2022 Learning Agenda Update includes new questions on supporting transboundary and interagency collaboration, the role of corruption in CWT, and connections with other nature crimes. These strategic approaches are defined by development hypotheses (theories of change), as well as a combined hypothesis that, if implemented, will increase the risks for wildlife criminals and reduce profits from wildlife trafficking, which will then reduce overall wildlife crime, leading to improved biodiversity conservation results.

The CWT Learning Group will support cross-mission collaboration and sharing of experiences, apply lessons learned, and build the evidence base for these approaches.



Learning Agenda



What We Have Learned



Evidence Collection

# THANK YOU!

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