

CONSERVATION ENTERPRISE PLANNING CHECKLIST

SET THE STAGE WITH A THEORY OF CHANGE

What is the biodiversity focal interest and scope of the enterprise approach?

- *What is the area of biological significance that the enterprise approach aims to conserve?*
- *What are the biodiversity focal interests (species, habitats, and/or ecosystems) that the enterprise approach aims to conserve?*
- *What is the current status of the biodiversity focal interests?*

Approach to Addressing Biodiversity Focal Interest and Scope

How will the enterprise address threats to the biodiversity focal interests?

- *What are the threats to the biodiversity focal interests (e.g., poaching, illegal hunting)?*
- *What is the current status of these threats (e.g., who is inducing them, when, where, and why)?*
- *Is the scale and timeframe of the enterprise sufficient to reduce the threat?*
- *Is the enterprise approach enough to reduce threats, or are additional approaches, such as community contracts and/or law enforcement, also required?*
- *Is the enterprise linked to the resource in a way that motivates participants to exclude external users, or are other approaches needed to exclude external users?*

Approach to Addressing Threats to Biodiversity

How will the enterprise address attitude and behavior change?

- *Whose behaviors should and could be modified to reduce these threats?*
- *What attitudes and behaviors are related to the threats to the biodiversity focal interests?*
- *How do attitudes need to change in order to positively change behavior?*

Approach to Addressing Attitude and Behavior Change

How will the enterprise address benefit sharing?

- *What amount, frequency, and timing of income will motivate and enable positive changes in attitudes and behaviors?*
- *What distribution of income will motivate and enable positive changes in attitudes and behaviors?*
- *What types of non-monetary benefits are important for influencing positive changes in attitudes and behaviors?*

Approach to Addressing Benefit Sharing

BUILD AND IMPROVE THE ENABLING CONDITIONS FOR ENTERPRISE ESTABLISHMENT AND SUSTAINABILITY

Are the social and economic livelihood needs of the participants met through the enterprise?

- *How is the enterprise aligned with the needs and aspirations of participants?*
- *How does the enterprise diversify the livelihood options of participants?*

Approach to Addressing Social and Economic Livelihood Needs of Participants

Are the appropriate business aspects in place to support the enterprise?

- *What is the market demand for the goods and services provided by the enterprise, and how will the enterprise meet this demand?*
- *What is the profit potential for the proposed enterprise goods and services?*
- *What kind of access do participants have to credit and/or capital, and how do they plan to manage these funds?*

Approach to Addressing Business Aspects

Do the participants own the enterprise and have strong internal governance structures in place to support the enterprise?

- *To what extent are participants involved in the process of developing the enterprise?*
- *What level of ownership do participants have in the enterprise?*
- *What system of governance and management is in place?*

Approach to Addressing Strong Internal Governance Structures

Is the enterprise supported by external policies and partners?

- *How does the enterprise comply with government requirements?*
- *Which supportive policies and legal frameworks are in place for enterprise development?*
- *How is the enterprise supported by business alliances and partnerships at the local, national, and international levels?*

Approach to Addressing External Policies and Partners

Do participants have the skills and capacity to develop and maintain the enterprise?

- *Which financial management skills do participants have and which skills do they need?*
- *Which relevant technical skills to produce goods and provide services do participants have and which skills do they need?*

Approach to Addressing Skills and Capacity Development

Are there production and supply chains in place to support and connect the enterprise?

- *How will participants access inputs for enterprise goods and services?*
- *How will participants access equipment necessary to develop, process, and/or distribute enterprise goods and services?*
- *What infrastructure is in place for the enterprise to meet production and transportation needs?*

Approach to Addressing Production and Supply Chains Support

BUILD AND IMPROVE THE ENABLING CONDITIONS FOR OTHER OUTCOMES ALONG THE ENTERPRISE THEORY OF CHANGE

Are benefits, attitude and behavior change, threat reduction, and conservation ensured?

- *What kind of equitable benefit-sharing mechanisms are in place?*
- *How does the enterprise involve individuals that have the closest connection to the natural resource that is the biodiversity focal interest?*
- *How is the enterprise approach part of a set of strategic approaches?*
- *How is the success of the enterprise dependent on the status of the biodiversity focal interest?*
- *What policies and legal frameworks are in place to control overuse of resources by participants and outsiders?*
- *What types of external factors is the enterprise subject to, and have participants planned for these disturbances?*

Approach to Addressing Other Outcomes

REFLECT

Are the enabling conditions in place, or can they be put in place, such that an enterprise:

- *Is established and sustained?*
- *Provides sufficient income (and potentially other benefits) to participants?*
- *Motivates and enables them to discontinue unsustainable activities and exclude others from unsustainable uses?*
- *Contributes to reducing threats to the biodiversity focal interest within the geographic scope of the activity?*

Approach to verifying that enabling conditions are (or can be put) in place