



**USAID**  
FROM THE AMERICAN PEOPLE

# Improving Conservation Enterprises Effectiveness through Peer-to-Peer Learning

April 17, 2023

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**Conservation Enterprises**  
COLLABORATIVE LEARNING GROUP



# What comes to mind when you think about peer-to-peer learning?

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# What comes to mind when you think about peer-to-peer learning?



# USAID's Biodiversity Cross-Mission Learning Program

Helps USAID  
design and  
manage **more  
effective  
conservation  
programming**

Focuses on **key  
strategies** in  
USAID  
Biodiversity  
portfolio

Uses a  
**participant-  
defined  
learning  
agenda**

Gathers and  
shares  
cross-Mission  
lessons along a  
common  
**theory of  
change**

# USAID's Biodiversity Cross-Mission Learning Program



[Conservation Enterprises](#)



[Combating Wildlife Trafficking](#)



[Wild Meat](#)



[Marine Conservation and Sustainable Fisheries](#)

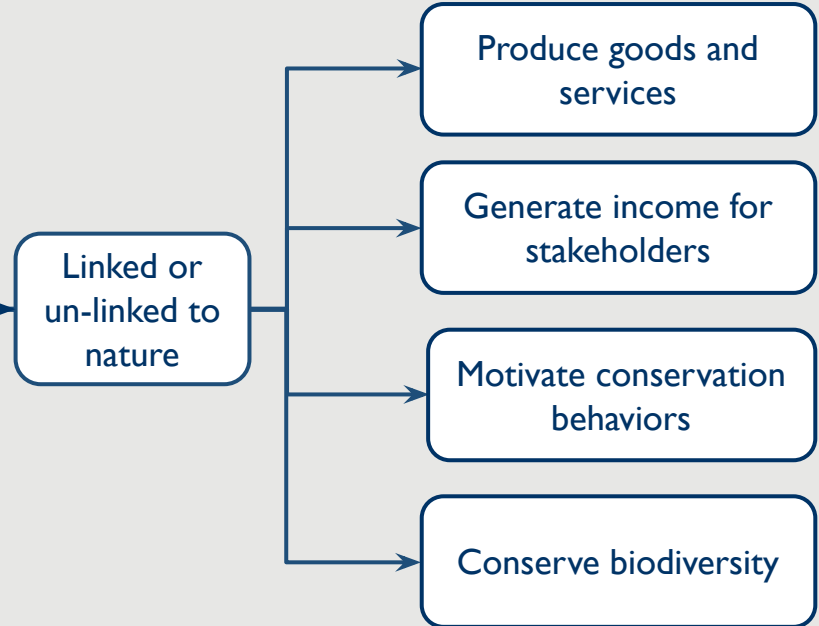


[LAC Private Sector Engagement \(PSE\)](#)



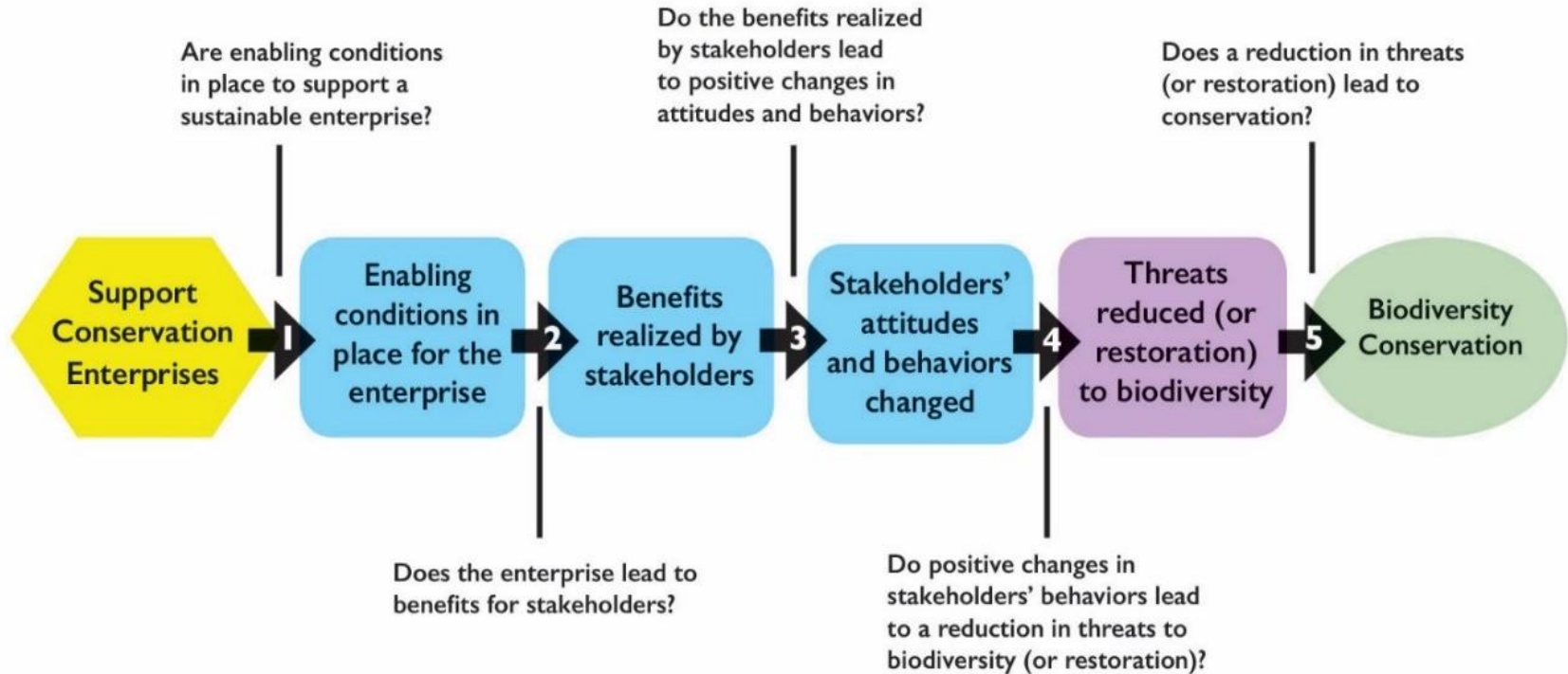
[LAC Combating Conservation Crime \(CCC\)](#)

# What is a conservation enterprise?

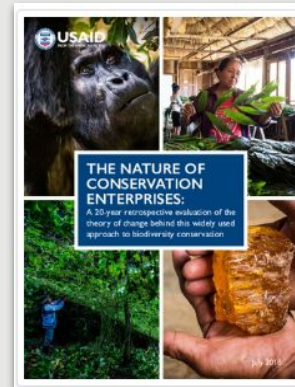
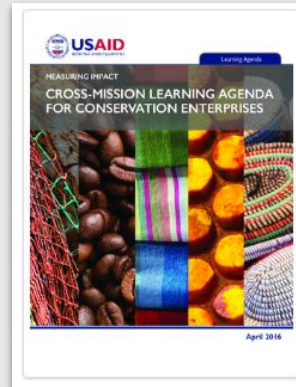
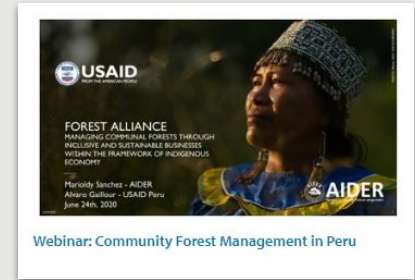
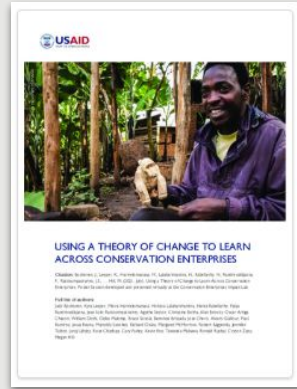


# USAID Conservation Enterprises Theory of Change

Learning questions examine assumptions in the TOC

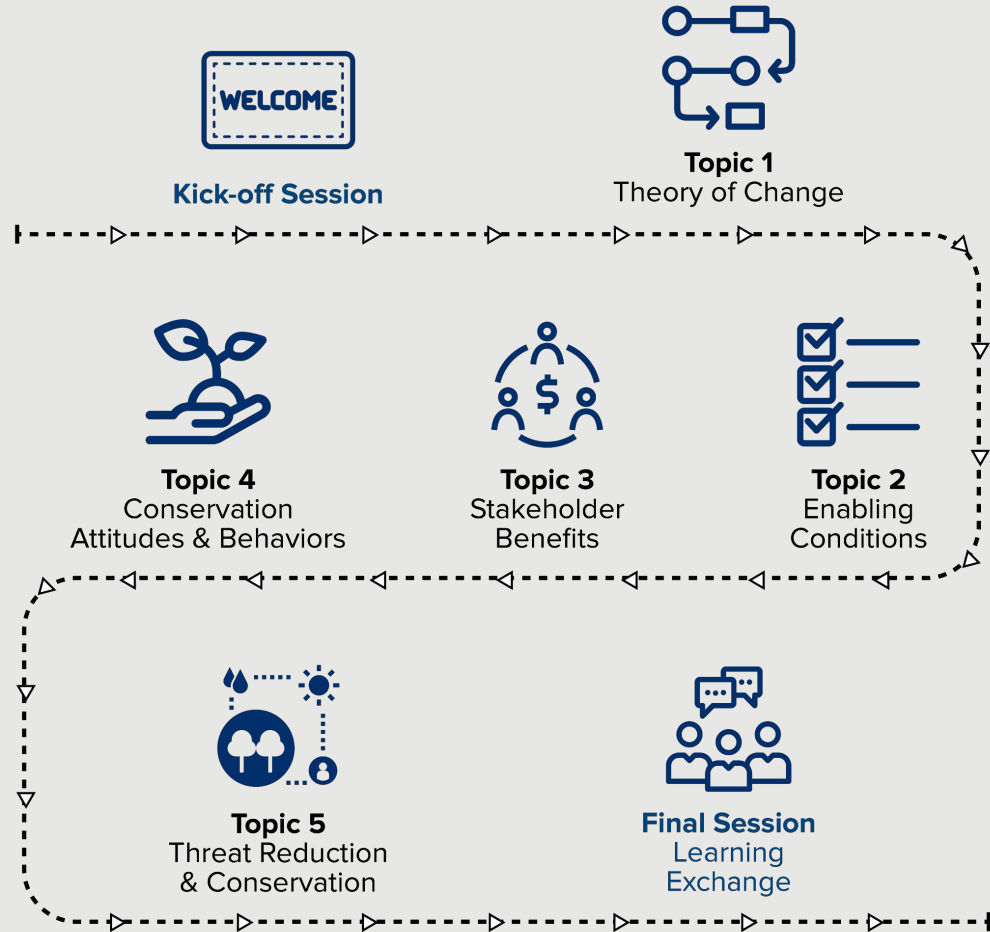


# Six years of activities and resources





# Impact Lab Journey



# Weekly Sessions Tools and Resources

Each participating team met on a weekly basis for five to six weeks with the Impact Lab facilitators to discuss the five topics related to their Theory of Change.



[Background Videos](#)



[Team Workbooks](#)



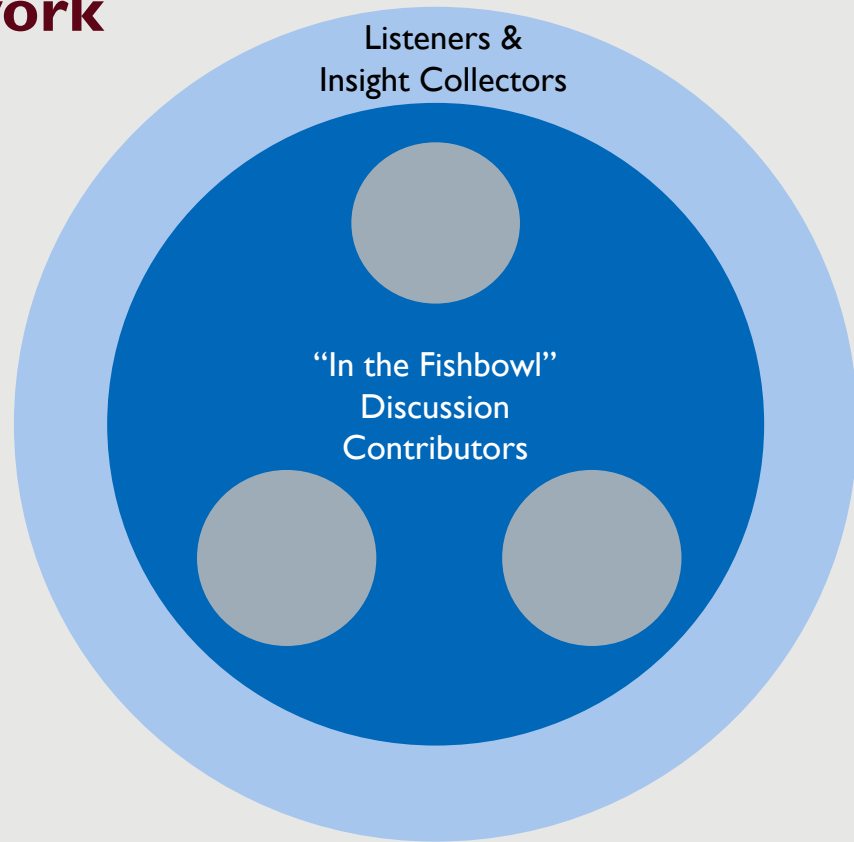
[Knowledge Hub](#)



# How the Fishbowl will work

## Roles for Today

- **Discussion Contributors:** You have peer-to-peer learning experience and can contribute your insights.
- **Listeners & Insight Collectors:** You will be deeply listening and helping us to capture insights and connections.



# LISTENERS AND INSIGHT COLLECTORS

We are asking you to help us deeply listen and pick up great sound bytes from the discussion.

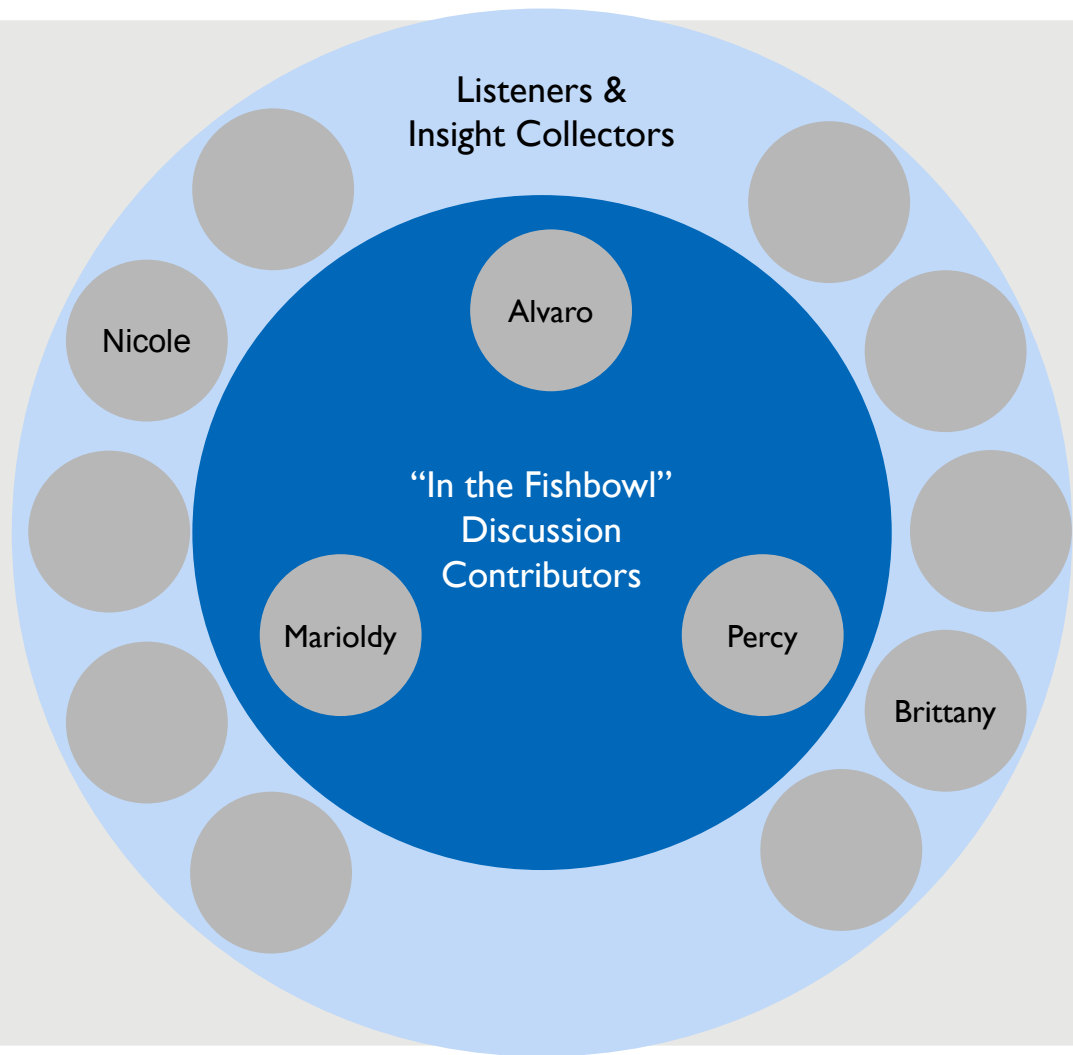
INSIGHT COLLECTORS add insight you find really valuable to stickies on slides 15-17.

ALL post questions in the chat. These will be answered during the Q&A section at the end.





**Add your name  
to a dot to be  
an insight  
collector today**



# Today's Fishbowl Discussion Contributors

**Alvaro Gaillour**  
USAID/Peru



**Marioldy Sanchez**  
AIDER



**Percy Summers**  
Conservation International



# Insights in Peer-to-Peer Learning

1

Insights around the experience

- Why did you want to participate in the Impact Lab?
- What did you appreciate about it?

2

Insights around learning

- What did you learn?
- How have you applied what you learned in your activity?
- Did you discover any insights through the process that led you to change how you implement your work?

3

Insights around future recommendations

- What do you hope to expand your knowledge on during future peer exchange events?
- What would you recommend to future participants or facilitators of a peer learning exchange?

# 1

## Insights around the experience

Why did you want to participate in the Impact Lab?

What did you appreciate about it?

Interested to learn from other organizations' successes and challenges

Opportunity to learn from others about challenges related to behavior change

Answering the questions: "how do we know that we are making an impact?"  
"how are we linking private sector and community initiatives?"  
"how do we improve?"

Appreciated the resources: ToC, MEL resources

Wanted to learn more about success factors for conservation enterprises.

Appreciated the experience of sharing, finding a lot of similarities in approaches and challenges



# 2

## Insights around learning

What did you learn?

How have you applied what you learned in your activity?

Did you discover any insights through the process that led you to change how you implement your work?

Capacity building - early stage and scaling as different programs

How to build trust with private sector partners

business governance is an important enabling condition (for CE and scaling up)

Skills need to evolve over time and so new actors and partners may be needed to ensure success

Skills needed change over time, especially when scaling to a larger area

best to engage the private sector from the start to learn what the market is looking for/best link to markets

capacities and skill sets needed at the start up are different than those needed for scale up

key reflections: the role of the project and the NGO and facilitator of CE

learned how other programs have engaged with women and their role delivering impact

successes: influencing government project funds

Context is always changing!

peer-to-peer learning helps us reflect and improve

Women-led businesses can deliver interesting impacts

partner with others (including private sector) to have a bigger impact

Role of the private sector: can engage with them throughout the value chain (not just at the end), need to identify success factors

Not just about behavior change around forest use, but also about re-investment into the enterprise

Impact Lab helped CI examine their role in the enterprises and how to not build dependency on CI in the enterprise

major learning: need to continuously analyze the impact/success of the initiatives and include communities and especially when working with Indigenous Peoples

# 3

## Insights around future recommendations

What do you hope to expand your knowledge on during future peer exchange events?

What would you recommend to future participants or facilitators of a peer learning exchange?

explore and take advantage of the resources the group has

Engage the whole team in reflection to learn and improve

engage other team members throughout the impact lab process

important to set aside the time to fully engage with these learning processes

Engage the private sector from the start

Deeper understanding of motivations - profit, trust, belief in the value of CEs, etc

future facilitators: continue to identify innovative ways to engage and learn from different groups and put together resources from other activities

would like to learn: what are the factors that lead to a trusting relationship between PS and local/indigenous communities

Make sure products and services are in demand

Trust is key and takes time to build

# REVIEW INSIGHTS

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# QUESTIONS AND ANSWERS

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# What formats of peer-to-peer learning have you found to be effective?

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LEARNING AGENDA

RESOURCES

EVIDENCE COLLECTION

Q SEARCH



# THANK YOU!

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