

# CONSERVATION OPTIMISM THEORY OF CHANGE

## What are the problems we need to address to achieve our vision?

- Species are declining and ecosystems are being lost
- Conservation can be effective but there isn't enough of it. It's not done at scale, lessons of success and failure are not being learnt, and systems change is not happening
- A focus on threats and negative trends in conservation means we are not focussing on promoting conservation solutions
- Conservation is seen as too narrow, and not inclusive enough
- This disempowers people and causes them to give up

## To achieve our desired impact we believe that:

- Because people from all backgrounds are motivated and empowered to make a positive impact for nature, and know how to, they will be able to actually do it
- Conservation will be effective in conserving biodiversity and ecosystems worldwide

## The following outcomes are crucial to make our vision a reality:

- Stories are shared, lessons are learnt, and successes are replicated
- Everyone feels empowered to make a difference for conservation

## To reach those outcomes we assume that:

- Story-sharing is an effective way of promoting change in conservation
- Events and face-to-face encounters are effective, both at scale and over time

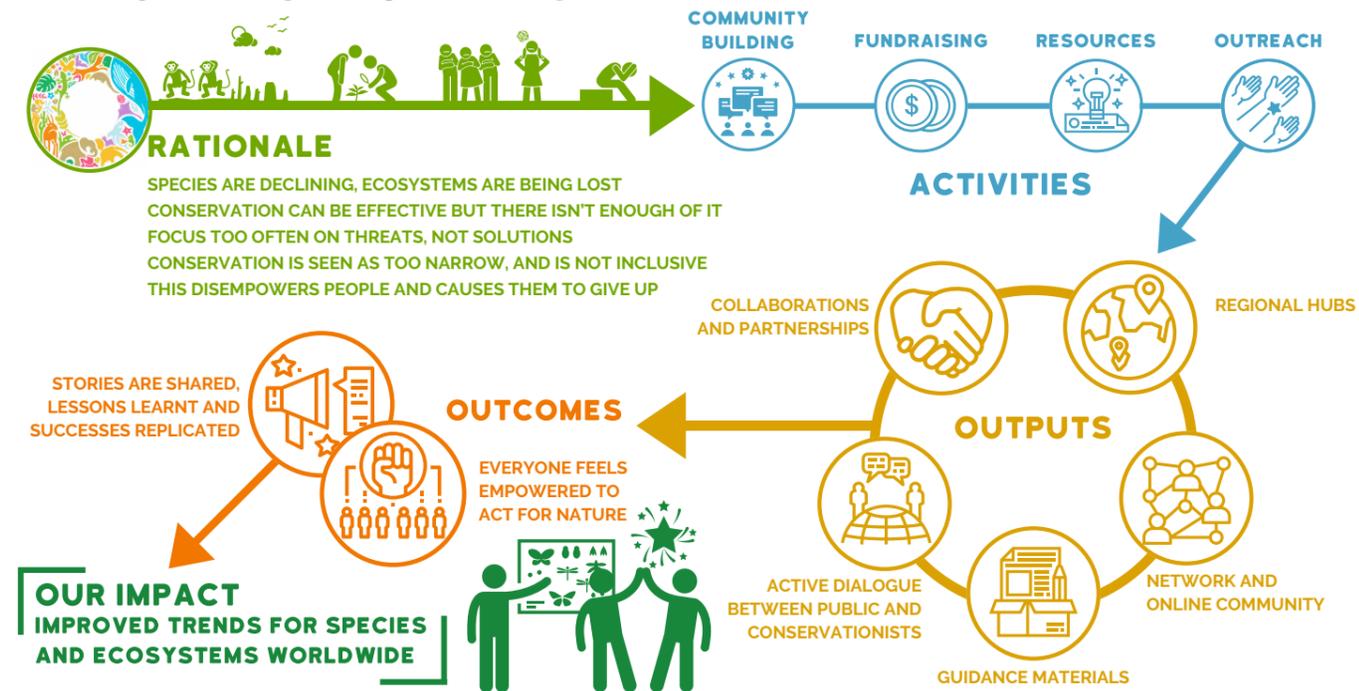
- We can reach enough people (and the right people) to make meaningful change
- People want, and will use, our resources
- Optimism has traction and will compete effectively with other narrative

## We will achieve our outcomes by focusing on the following outputs:

- Fostering a strong online community through our website, our social media channels, our blogs, and our podcast
- Providing wellbeing support for different groups
- Building a community for organisations worldwide, called ConservationNOW, which provides support and networking opportunities to its members
- Supporting the creation of active regional Conservation Optimism hubs around the world
- Collaborating with other conservation movements with similar aims and aspirations, such as Youth For Our Planet and Earth Optimism
- Partnering with a range of external influencers including artists, businesses, media, and educators
- Engaging the public and the conservationists in active dialogue via the use of the Key Conservation app, our online community, and our outreach
- Developing a library of guidance materials and linking our audiences to existing resources from other organisations

The impact we wish to have is:  
Improved trends for species  
and ecosystems worldwide.

## THEORY OF CHANGE



## And we will measure the effectiveness of our outputs by:

- Regularly tracking the analytics of our website(s), of all our social media channels (Twitter, Facebook, Instagram, LinkedIn) and also the number of downloads/page views of our resources (how to guide, wellbeing resources, podcast episodes)
- Recording the uptake of our new ConservationNOW members and having them fill out a survey when they join to know what they wish to gain from the network
- Having regular catch ups with the teams behind the regional hubs, with the goal to have at least five active hubs by 2025
- Tracking our #ConservationOptimism throughout time, especially during key events
- Getting regular report from Key Conservation to assess the use of the app by our community
- Recording how many events we run every year and how many people take part in them
- Tracking the amount of new resources (podcast episodes, how to guides, etc.) we produce each year

## All those outputs will rely on:

- Fundraising to ensure the financial stability of Conservation Optimism
- Having enough capacity to invest in fundraising and organisational development without relying strongly on volunteers
- Sustaining the long-term engagement, the shared vision, and the leadership within our movement
- The willingness of other organisations and individuals to be active members of the movement
- Translating low-level engagement into deeper engagement often enough to keep us afloat
- Influencers and other groups wanting to collaborate with us
- People coming to our events
- Building a sense of community and ownership within the movement
- People using our hashtag and sharing their stories on our website and social media channels

## The key activities we will be conducting to ultimately achieve our vision are:

- Fundraising for our ongoing activities and making a plan for financial and organisational sustainability into the long term
- Developing our website and being active on social media
- Empowering optimists around the world to start their own regional hub and support them in the process
- Putting on events, such as summits and workshops, both locally and internationally for conservationists and other Conservation Optimism stakeholders
- Developing resources and carrying out training for conservationists and enthusiasts, online and in person (e.g. courses, how to guides)
- Embedding the Key Conservation app to connect the public with conservationists
- Conducting public outreach activities, online and in person (e.g. podcast, festival activities, stalls, etc.)
- Developing resources to support conservationists' wellbeing that connect people to other organisations
- Supporting and recruiting members of ConservationNOW
- Actively networking with other conservation movements with similar aims and aspirations such as Youth For Our Planet and Earth Optimism
- Engaging with external influencers (artists, businesses, media, teachers)
- Providing links to others' resources to our community
- Holding surveys to better understand what our ConservationNOW members and overall community expect from us
- Carrying out creative projects for the public (e.g. Film Festival)