

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Rainforest Alliance

Project Title (as stated in the grant agreement): Sharing Successes and Lessons Learned in the Northern Mesoamerica Hotspot via the Eco-Index

Implementation Partners for this Project:

All CEPF grantees in the Northern Mesoamerica hotspot, including (but not limited to): Arizona State University; Asociación Balam para la Conservación de los Recursos Naturales y Culturales Integrados; Asociación Trópico Verde / ParksWatch Guatemala; Belize Association of Private Protected Areas; Belize Foundation for Research and Environmental Education; Belize Tropical Forest Studies; BirdLife International; Centro Agronómico Tropical de Investigación y Enseñanza; Centro Mexicano de Derecho Ambiental, Asociación Civil; Conservation International; Conservation Strategy Fund; Cooperativa AMBIO Sociedad Cooperativa de Responsabilidad Limitada; Counterpart International; El Colegio de La Frontera Sur; Escuela Agrícola Panamericana, Zamorano; Facultad Latino Americana de Ciencias Sociales; Fondo Mexicano para la Conservación de la Naturaleza, A.C.; Friends for Conservation and Development; Fundación Defensores de la Naturaleza; Fundación Kukulcan; Fundación para el Ecodesarrollo y la Conservación; Fundación para la Conservación de los Recursos Naturales y Ambiente en Guatemala; John Lamoreux; LightHawk; Programme for Belize; Pronatura Chiapas, A.C.; Sociedad Mesoamericana para la Biología y la Conservación y su Capítulo México, A. C.; The Houston Zoo, Inc.; The Nature Conservancy; The University of Southern Mississippi; University of Florida; Wildlife Conservation Society; and Wildtracks.

We also consider CEPF staff to be valuable project partners, as working closely with the CEPF Coordination Units is essential to getting up-to-date contact information for grantees and in organizing the Conservation Dialogues workshops.

Project Dates (as stated in the grant agreement): May 1, 2008 – February 28, 2010

Date of Report (month/year): April, 2010

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

With sincere appreciation for the support of the Critical Ecosystem Partnership Fund, Rainforest Alliance is pleased to submit this final report for the “Sharing Successes and Lessons Learned in the Northern Mesoamerica Hotspot via the Eco-Index” project.

This project helped to create a cohesive network of CEPF grantees by providing them with platforms to share experiences and findings and coordinate efforts. Between May 1, 2008 and February 28, 2010, Rainforest Alliance staff gathered, edited, translated, and published profiles for 78% of grantees in the Mesoamerican hotspots in the Eco-Index; added or updated 70 profiles of CEPF grantees in Latin America; ensured that 87% of CEPF-funded profiles are less than one year old or concluded; gave 13 CEPF-funded projects a monthly Eco-Index award; and posted 142 studies and reports on CEPF-funded project profiles. We also published five bilingual CEPF email newsletters, alerting grantees to new, relevant content on the Eco-Index; created one bilingual Web page for a grantee that did not have its own Web site; and featured five CEPF-

funded projects in our *Eco-Exchange* newsletter, one project in our “Stories from the Field” feature, and four grantees in our “Recommended Links” feature. Finally, we successfully organized two workshops to bring grantees and regional stakeholders together grantees to share experiences and identify potential collaborations, and to gather and verify the information needed to inform the development of the hotspot’s final report.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: *This project will create a cohesive network of CEPF grantees by providing them with a platform to share experiences and findings, and identify potential future collaborations.*

Planned vs. Actual Performance

Indicator	Actual at Completion																																										
<p>Purpose-level: This project will create a cohesive network of CEPF grantees by providing them with a platform to share experiences and findings, and identify potential future collaborations.</p>																																											
<p><i>1. 85% of CEPF grantees in Mesoamerica share project information with colleagues by adding new or updating existing Eco-Index questionnaires.</i></p>	<p>A total of 78% (118/151) of CEPF grantees in the Northern and Southern Mesoamerica hotspots have added their project information to the Eco-Index database.</p> <p>The breakdown by hotspot is: 76% (55/72) Northern Mesoamerican projects. 80% (63/79) Southern Mesoamerican projects.</p>																																										
<p><i>2. 75% of CEPF grantees who participate in the Eco-Index and Conservation Dialogues workshops state that they learned about and/or contacted conservation projects related to their own work.</i></p>	<p>100% of survey respondents at the first Conservation Dialogues workshop in September 2008 said that the workshop provided the opportunity to connect with colleagues working on related projects.</p> <p>100% of survey respondents at the second Conservation Dialogues workshop in October 2009 said the workshop provided them with opportunities to connect with staff from similar conservation projects. More than 84% said they are planning to collaborate with contacts made at the workshop.</p>																																										
<p><i>3. The number of people who view CEPF profiles, and receive and open the CEPF grantee newsletter increases or stays consistent.</i></p>	<p>During this grant period, we sent a total of five bilingual CEPF Update email newsletters, which featured links to CEPF-funded projects added or updated on the Eco-Index.</p> <p>The table below shows the number of recipients, the number who opened the newsletter, and the number of links that were clicked:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Newsletter Date</th> <th style="text-align: center;">Sent</th> <th style="text-align: center;">Opens</th> <th style="text-align: center;">Open Rate</th> <th style="text-align: center;">Clicks</th> <th style="text-align: center;">Click Rate</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Oct-08</td> <td style="text-align: center;">66</td> <td style="text-align: center;">29</td> <td style="text-align: center;">43.94</td> <td style="text-align: center;">9</td> <td style="text-align: center;">13.64</td> </tr> <tr> <td style="text-align: center;">Jan-09</td> <td style="text-align: center;">86</td> <td style="text-align: center;">35</td> <td style="text-align: center;">40.70</td> <td style="text-align: center;">13</td> <td style="text-align: center;">15.12</td> </tr> <tr> <td style="text-align: center;">Jun-09</td> <td style="text-align: center;">107</td> <td style="text-align: center;">39</td> <td style="text-align: center;">36.45</td> <td style="text-align: center;">15</td> <td style="text-align: center;">14.02</td> </tr> <tr> <td style="text-align: center;">Oct-09</td> <td style="text-align: center;">147</td> <td style="text-align: center;">63</td> <td style="text-align: center;">42.86</td> <td style="text-align: center;">29</td> <td style="text-align: center;">19.73</td> </tr> <tr> <td style="text-align: center;">Mar-10</td> <td style="text-align: center;">144</td> <td style="text-align: center;">153</td> <td style="text-align: center;">106.25</td> <td style="text-align: center;">23</td> <td style="text-align: center;">15.97</td> </tr> <tr> <td style="text-align: center;">TOTAL</td> <td style="text-align: center;">550</td> <td style="text-align: center;">319</td> <td style="text-align: center;">58%</td> <td style="text-align: center;">89</td> <td style="text-align: center;">16.2%</td> </tr> </tbody> </table>	Newsletter Date	Sent	Opens	Open Rate	Clicks	Click Rate	Oct-08	66	29	43.94	9	13.64	Jan-09	86	35	40.70	13	15.12	Jun-09	107	39	36.45	15	14.02	Oct-09	147	63	42.86	29	19.73	Mar-10	144	153	106.25	23	15.97	TOTAL	550	319	58%	89	16.2%
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	These statistics are markedly higher than the average 20% open rate and 3.03% click rate for non-profit email campaigns (Convio, 2009).
4. Create and publish bilingual Web pages for at least 85% of grantees that do not have their own Web sites, providing a mechanism to connect them with other groups via the Internet.	Only two Northern Mesoamerica grantees do not currently have their own Web site - Fundacion Kukulkan and the Belize Association of Private Protected Areas. We have created one bilingual page (50%) for Fundacion Kukulkan: www.eco-index.org/ong/kukulkan-gt-eng.html and www.eco-index.org/ong/kukulkan-gt-esp.html and have extended an invitation to BAPPA.
5. Provide a way to share reports and data among grantees by archiving reports and studies of CEPF Northern Mesoamerica projects.	100% of reports submitted were posted on relevant project profiles. There are currently 142 PDF reports posted on Northern Mesoamerica project profiles on the Eco-Index.

Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

Through this project, Rainforest Alliance provided Critical Ecosystem Partnership Fund grantees in the Northern Mesoamerica hotspot with bilingual, high-quality, easy-to-use resources to share project information, learn about the work of their colleagues, and develop joint strategies to conserve key habitats and wildlife species in the region.

The Eco-Index provides an online platform for CEPF grantees to easily share project data and reports, lessons learned, and best practices in a succinct and consistent format, and in English and Spanish. During this project, we secured the participation of 75% of grantees, which was just short of our planned target of 85%, but a strong number that we are very pleased with.

order to directly provide busy grantees with targeted information about CEPF funded projects in the region, we developed and distributed a bilingual, quarterly email newsletter that linked to CEPF-funded projects recently added to or updated on the Eco-Index, as well as links to interviews and articles about CEPF-funded projects available on the Eco-Index. The newsletters had very high click and open rates, and our email newsletter distribution system indicated that grantees forwarded each newsletter to an average of 26 colleagues, who also opened and clicked on links within the newsletter.

Through our “Conservation Dialogues” workshops, Rainforest Alliance staff worked with CEPF to bring grantees together in a physical space to discuss themes related to building alliances, addressing threats, and ensuring sustainability of conservation efforts in the Northern Mesoamerica region, as well as to review and validate the information needed to compile the hotspot’s final report. A survey distributed to participants at both workshops indicated that 100% of respondents believed that the workshops provided them with opportunities to connect with staff from similar conservation projects; more than 84% said they are planning to collaborate with contacts made at the workshop.

To help build capacity of CEPF grantees, Rainforest Alliance offered free, bilingual NGO Web pages to grantees that do not have their own Web sites, thereby giving them an online presence to promote their work to potential collaborators and donors. Two CEPF grantees do not have their own Web sites; we are very pleased to have developed a Web page for one of them, Fundación Kukulkan. When conducting a Google search for “Fundación Kukulkan”, the Eco-Index Web page is the second search result.

Were there any unexpected impacts (positive or negative)?

We were pleasantly surprised that our CEPF Update email newsletters had such a high average open and click rate, which were nearly three and five times higher, respectively, than the average rate for non-profit email campaigns. This clearly demonstrates that CEPF partners found these email newsletters to be a very valuable resource.

IV. PROJECT OUTPUTS

Planned vs. Actual Performance

Indicator	Actual at Completion
<p>Output 1: Reviewed, edited, and translated profiles of up to 50 new CEPF funded projects in the Northern Mesoamerica hotspot added to the Eco-Index in one year.</p>	
<p><i>Indicator 1.1: Within one year, project profiles of up to 50 CEPF grantees are thoroughly and professionally edited, translated and added to the Eco-Index database.</i></p>	<p>70 project profiles of CEPF grantees in all of the Latin American hotspots were added, updated, or concluded within the duration of this grant.</p>
<p><i>Indicator 1.2: Within one year, 85% of CEPF funded projects already included in the Eco-Index database will be updated after they are one year old.</i></p>	<p>87% (48/55) profiles of Northern Mesoamerica hotspot projects are current or concluded.</p> <p>75% (105/141) profiles of all CEPF-funded projects in Latin American hotspots are current or concluded.</p>
<p>Output 2: CEPF projects promoted through newsletters, interviews, articles, recognitions and the creation of Web sites for grantees.</p>	
<p><i>Indicator 2.1: Within one year, all CEPF-funded projects in Northern Mesoamerica that have been added or updated on the Eco-Index database are featured in and disseminated via the bilingual Monthly Update email newsletter, and a quarterly newsletter sent to CEPF grantees.</i></p>	<p>100% of new or updated CEPF projects were featured in the corresponding month's "Monthly Update" email newsletter.</p> <p>Bilingual CEPF grantee newsletters were sent in October 2008, January 2009, June 2009, October 2009, and March 2010.</p>
<p><i>Indicator 2.2: Within one year, at least four CEPF-funded projects receive special recognition, via our Eco-Index awards ("Eco-Initiative of the Month", "Best Lessons Learned", "Best Monitoring and Evaluation:). One project per month highlighted on the CEPF home page.</i></p>	<p>A total of 13 CEPF-funded projects in Northern Mesoamerica received an Eco-Index award during the grant period.</p> <p>With the redesign of CEPF.net, the "New on the Eco-Index" feature was phased out. Eco-Index staff regularly contacted CEPF Web staff to ensure that links to all CEPF-funded Eco-Index project profiles were included in the relevant "Grants Database" section.</p>

<p><i>Indicator 2.3: Within one year, at least two grantees featured in the "Eco-Exchange/Ambien-Tema" newsletter, or interviewed for "Stories from the Field" or "On the Record" features. At least 3 NGOs supported by CEPF that have exceptionally useful Web sites are promoted in the "Recommended Links" page annually. All feature content posted on Eco-Index sent to CEPF Web staff.</i></p>	<p>Six projects featured in <i>Eco-Exchange/Ambien-Tema</i> and "Stories from the Field":</p> <p><i>Eco-Exchange:</i></p> <ul style="list-style-type: none"> • Wildtracks project featured in November 2008 issue: www.rainforest-alliance.org/neotropics/eco-exchange/2008/november_08_01.html. This article was reprinted on the CEPF Web site in English and Spanish. • The Eco-Index profile for the Conservation Dialogues meeting was chosen for the "New and Notable in the Eco-Index" feature in <i>Eco-Exchange</i> in November 2008: www.rainforest-alliance.org/neotropics/eco-exchange/2008/november_08_03.html. • FMCN project featured in March 2009 issue: www.rainforest-alliance.org/neotropics/eco-exchange/2009/march_09_01.html. This article was reprinted on the CEPF Web site in English and Spanish. • Cooperativo AMBIO and ECOSUR projects both featured in October 2009 issue: www.rainforest-alliance.org/neotropics/eco-exchange/2009/october_09_02.html. This article was reprinted on the CEPF Web site in English and Spanish. <p><i>Stories from the Field:</i></p> <p>The Mesa Multisectorial de la Zona Natural y Cultural Mirador Río Azul initiative was featured in a "Stories from the Field" interview with Bayron Castellanos from Asociación Balam, Carlos Rodríguez from CI, and Juan Carlos Zapata from FUNDESA, published in December: www.eco-index.org/new/stories/2009/december.cfm.</p> <p>Four grantee Web sites featured in "Recommended Links":</p> <ul style="list-style-type: none"> • BirdLife International's Web site featured in October 2008. • El Centro de Investigaciones Biológicas of the Universidad Autónoma del Estado de Morelos featured in December 2008. • La Mesa Multisectorial de la Zona Natural y Cultural Mirador/Río Azul Web site featured in May 2009. • Sociedad Mesoamericana para la Biología y la Conservación Web site featured in December 2009.
<p><i>Indicator 2.4: Within one year, bilingual Web pages are created for up to 85% of NGOs funded by CEPF that do not already have Web sites.</i></p>	<p>100% All current Northern Mesoamerica grantees without a Web page (two in total) were sent an invitation and template for a free Eco-Index Web page. One NGO page (50%) was developed for Fundación Kukulcan: www.eco-index.org/ong/kukulcan-gt-eng.html and www.eco-index.org/ong/kukulcan-gt-eng.html</p>

	index.org/ong/kukulkan-gt-esp.html .
<i>Indicator 2.5: Within one year, all reports and studies submitted by Northern Mesoamerica grantees posted in PDF format on project profiles and included in Eco-Index's directory of searchable PDF documents.</i>	100% of reports submitted were posted on the relevant project profiles. There are currently 142 PDF reports posted on Northern Mesoamerica project profiles on the Eco-Index. All reports on the Eco-Index are searchable on our "Resources & Data" page: www.eco-index.org/resources/index.cfm .
Output 3: Grantee participation in the Eco-Index continually monitored.	
<i>Indicator 3.1: Over the life of the project, visitation and email statistics are tracked each month; measures taken to more widely promote site are taken if stats consistently fall behind predictions.</i>	<p>Visitation to the Eco-Index has remained consistent over the life of the project, averaging at 55,000 visitors per month.</p> <p>The open rate of our "Monthly Update" email newsletter increased through the life of this project, with an average open rate of 31% and an average click rate of 9%.</p> <p>These statistics are markedly higher than the average 20% open rate and 3.03% click rate for non-profit email campaigns (Convio, 2009).</p>
<i>Indicator 3.2: In the last quarter of the project, send survey to all CEPF grantees in Northern Mesoamerica to collect feedback; results analyzed; follow-up action depends on results.</i>	Survey respondents indicated that they find the Eco-Index to be an important, high-quality, easy to use tool. More than 85% indicated that the information listed in Eco-Index profiles is "very" useful, 100% said it is either "very easy" or "somewhat easy" to find the information they are looking for, and 60% have learned about projects related to their own work.
Output 4: Two Conservation Dialogues organized in coordination with CEPF Coordination Unit.	
<i>Indicator 4.1: In both September 2008 and November 2009, fulfill key steps required to organize the conference.</i>	<p>The first Conservation Dialogues meeting was held in Antigua, Guatemala in September 2008, and the second meeting was held October 19-22, 2009.</p> <p>Rainforest Alliance staff secured the venue, arranged travel logistics for all participating CEPF grantees, developed and distributed the event invitation, and helped CI/CEPF staff to develop both workshop agendas.</p>
<i>Indicator 4.2: At least 80% of Northern Mesoamerica grantees attend each workshop, to be held in September 2008 and November 2009.</i>	A total of 23 of 34 (68%) of invited grantees attended the first workshop, and 41 of 54 (76%) of invited grantees attended the second workshop.

<p><i>Indicator 4.3: After each workshop, write a final report on each workshop, edit, translate, and disseminate to participants and key stakeholders.</i></p>	<p>The final report for the workshop is available online at: www.eco-index.org/search/pdfs/1273report_23.pdf, as part of the Eco-Index profile for the event: www.eco-index.org/search/results.cfm?projectID=1273.</p> <p>The final report for the second workshop is available online at: www.eco-index.org/search/pdfs/1393report_7.pdf, as part of the Eco-Index profile for the second event: www.eco-index.org/search/results.cfm?ProjectID=1393. The hotspot's final report is also available on this project profile.</p>
<p><i>Indicator 4.4: Help CEPF staff to create and disseminate a questionnaire for Dialogues participants at second meeting. Compile responses.</i></p>	<p>Eco-Index staff helped CEPF staff develop a bilingual questionnaire, which we published online: (www.eco-index.org/cepf/questionnaire.cfm & www.eco-index.org/cepf/questionnaires.cfm) and disseminated to grantees in August 2009. Eco-Index staff compiled and summarized responses and sent the information to CEPF staff in September 2009, before the second workshop.</p>

Describe the success of the project in terms of delivering the intended outputs.

This project successfully met or exceeded all of its planned outputs. We added or updated 70 profiles of all CEPF-funded projects located in all of the Latin American hotspots, far exceeding our target of 50 profiles. We also ensured that 87% of the profiles of Northern Mesoamerican projects are either current or marked as concluded, exceeding our target of 85%.

The Eco-Index has a number of vehicles to promote the CEPF project portfolio to the more than 55,000 conservation stakeholders that visit the site each month. All new or updated CEPF projects were featured in the corresponding month's "Monthly Update" email newsletter, and Rainforest Alliance developed and distributed five issues of the very popular CEPF Update email newsletter. Both email newsletters have open and click rates that are markedly higher than the industry average, and our email distribution system indicates that the recipients of both newsletters forward it into colleagues, who also open and click on links in the newsletter, demonstrating that both are an effective way of promoting the CEPF project portfolio to conservation stakeholders.

A survey distributed to CEPF grantees at the second Conservation Dialogues workshop revealed that they find the Eco-Index to be an important, high-quality, easy to use tool. More than 85% indicated that the information listed in Eco-Index profiles is "very" useful, 100% said it is either "very easy" or "somewhat easy" to find the information they are looking for, and 60% have learned about projects related to their own work.

We awarded a total of 13 profiles with one of our Eco-Index Monthly Awards for "Best Lessons Learned", "Eco-Initiative of the Month" and "Best Monitoring and Evaluation", far exceeding our target of four projects. This attests to the high-quality projects in the CEPF portfolio, as well as the quality of information that grantees share via the Eco-Index. Award-winning projects are promoted on the "What's New?" page, in the Eco-Index Monthly Update email newsletter, are permanently featured in each award's archive page, and are distinguished via an award icon that is prominently placed on the profile page.

We planned to feature at least two grantees featured in our bilingual *Eco-Exchange (Ambien-Tema* in Spanish) newsletter or in our feature interviews. We ultimately featured six total projects - five projects in *Eco-Exchange/Ambien-Tema* and one in "Stories from the Field". Three *Eco-Exchange articles* were reprinted on the CEPF Web site's "News" section in English and Spanish.

We are very pleased to have organized two more successful workshops for CEPF staff. Prior to the events held in Antigua, Guatemala in September, 2008 and October 2009, Rainforest Alliance worked hard to secure the venue; finalize the participant list and develop and facilitate the distribution of event invitations; arrange travel logistics and accommodations for all participants; and helped CI/CEPF staff to develop both workshop agendas. We also developed and disseminated final reports for both workshops, and published them on the Eco-Index.

Rainforest Alliance supported CEPF's efforts to create the hotspot's final report by helping to develop and finalize a bilingual questionnaire; developing and publishing a bilingual, online form; and compiling and summarizing results for CEPF staff.

Outside the scope and budget of this project, Rainforest Alliance also produced a Critical Ecosystem Partnership Fund discussion form, online at www.eco-index.org/cepf, to provide a bilingual, online space for grantees to more closely interact with each other. This Forum will remain online after the project has ended, and is open to the participation of grantees located in additional hotspots in the region.

Were any outputs unrealized? If so, how has this affected the overall impact of the project?

No outputs were unrealized. We did fall just short of our planned 80% rate of participation in the Conservation Dialogues workshops, but this did not affect the success of the project, as participants indicated that both workshops were valuable experiences and provided the opportunity to network with colleagues, and CEPF/CI staff felt both workshops were a success and they were able to collect and analyze the information they needed to inform the development of the hotspot's final report.

V. SAFEGUARD POLICY ASSESSMENTS

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.

Not applicable.

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

While the Eco-Index has grown to become more popular than we ever thought it would be, it remains a challenge to convince our conservation colleagues to take time from their already very busy schedules to voluntarily share project data, best practices, and lessons learned. Through this and previous projects, we have learned that coordination with and the support of CEPF/CI staff in underscoring the importance of grantees' participation in the Eco-Index is very important.

That said, during this project we secured the participation of 75% of grantees, a number that we are very happy with.

The Eco-Index team has been organizing workshops and creating valuable communications tools for conservationists for the past 14 years. It has been an extremely valuable opportunity to have partnered with CEPF in various hotspots to organize a series of very successful workshops, and we hope to develop more in the future with CEPF and other donors.

Organizing the Conservation Dialogues workshops is an extremely time intensive project that requires a high level of attention and coordination between Rainforest Alliance and CEPF/CI staff. When organizing the Conservation Dialogues workshops in the Southern Mesoamerican hotspot in 2004 and 2006, Rainforest Alliance was very involved in not only planning the logistics of the event, but also in defining the agenda and themes discussed at the workshops. This strong partnership between Rainforest Alliance and the Southern Mesoamerica Coordination Unit translated into a smooth process in planning both workshops, as well as a very high level of participation in the workshop and in the Eco-Index.

Planning the Northern Mesoamerica workshops was very challenging at times, as there were many different people from CEPF/CI involved who sometimes had conflicting opinions and very busy travel schedules. As a result, what we understood to be final decisions were then challenged and changed or crucial next steps were inevitably delayed. We have learned that it is essential to have regular conference calls with the participation of all relevant staff, and at least one face-to-face meeting to establish a process for making decisions early on, to define next steps, and to set a timeframe to complete activities. It is also very important for Rainforest Alliance to be involved in all levels of planning, so that we are able to lend our expertise and facilitate a well-coordinated, clear planning process that results in a positive experience for Rainforest Alliance, CEPF/CI staff, and workshop participants.

In regards to potential future collaborations, it would be worthwhile to coordinate efforts more closely so that CEPF/CI staff can more effectively use the Eco-Index as a tool to gather internal information, such as that requested on the CEPF questionnaire, so as to avoid the duplication of efforts, and also to reduce the amount of information that grantees are asked to provide.

Project Design Process: (aspects of the project design that contributed to its success/failure)

We developed an ambitious set of targets that were evenly spaced across all project periods. We underestimated the amount of time and effort required to plan both Conservation Dialogues workshops, which led us to fall short in some of our other targets during those project periods. A lesson was to scale back other project targets during the workshop planning periods, and then increase them during subsequent periods.

Project Execution: (aspects of the project execution that contributed to its success/failure)

In our past and current grants with CEPF, we have found that fellow grantees find the Eco-Index to be a valuable resource, and most add and update their profiles on an annual basis. For grantees that are slower to participate, we have developed gently persuasive and friendly ways to gain their participation and support.

Forming positive relationships with CEPF staff and grantees helped to ensure a high level of participation in the Eco-Index and Conservation Dialogues workshops.

Thanks to very effective budgeting, we were able to extend our project duration, at the request of CEPF staff, for a total of 10 months past the proposed duration without receiving additional funds.

VII. ADDITIONAL FUNDING

Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.

Donor	Type of Funding*	Amount	Notes
US Fish and Wildlife Service – Division of International Conservation	Complementary funding	\$25,000	
US Fish and Wildlife Service – Neotropical Migratory Bird Conservation Act	Complementary funding	\$25,000	
Spray Foundation	Complementary funding	\$25,000	

***Additional funding should be reported using the following categories:**

- A** *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*
- B** *Complementary funding (Other donors contribute to partner organizations that are working on a project linked with this CEPF project)*
- C** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)*
- D** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Provide details of whether this project will continue in the future and if so, how any additional funding already secured or fundraising plans will help ensure its sustainability.

The Eco-Index is a permanent project, and Rainforest Alliance has raised funds for the project through the end of the 2011 fiscal year.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

As the information sharing movement gains momentum, we are finding that project directors are increasingly willing to share their information and more perhaps most importantly, their missteps and lessons learned. We believe that sharing lessons learned is of utmost importance to advance conservation, and we applaud the conservation directors that are willing to share this invaluable information, and funders, like the Critical Ecosystem Partnership Fund, that create an atmosphere that makes project directors feel comfortable in doing so.

VIII. INFORMATION SHARING

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. One way we do this is by making programmatic project documents available on our Web site, www.cepf.net, and by marketing these in our newsletter and other communications.

These documents are accessed frequently by other CEPF grantees, potential partners, and the wider conservation community.

Please include your full contact details below:

Name: Melissa Normann

Organization name: Rainforest Alliance

Mailing address: 665 Broadway Suite 500, New York, NY 10012

Tel: 212-677-1900

Fax: 212-677-2187

E-mail: mnormann@ra.org