

WELL-BEING CENTERED CONSERVATION



Our current systems are designed in a way that doesn't consider well-being or value the elements that can lead to it. Through decades of experience and research, OneNature has developed a holistic well-being approach to support the long-term sustainability and effectiveness of conservation projects. Through our **Wild Happiness** approach, we offer training, tools, and hands-on support that help conservation practitioners measure and integrate community well-being and values with holistic conservation outcomes that benefit wildlife and people and include diverse community perspectives.



Research demonstrates that projects incorporating community well-being are more likely to succeed. In partnership with the **Happiness Alliance**, our Wild Happiness approach to wellbeing-centered project design is based on unique data-driven tools and participatory processes essential to improved financial, programmatic, and community outcomes.

Our Unique Approach

Using the Wild Happiness approach in this community gave IFAW new insights into how the community feels about their lives and the wildlife around them. The in-depth data analysis and expert recommendations OneNature provided help inform program design with the community to better meet their needs and track the well-being project impacts over time

– Jimmiel Mandima, VP Global Programs & Individual Giving, IFAW

Improved
Indicators



PEER-REVIEWED, community-tested indicators that holistically link human well-being with wildlife conservation and habitat stewardship.

Data-driven
Engagement



COMMUNITY OWNERSHIP of project activities and enhanced community well-being as a project outcome.

Holistic
Success



MEASURABLE BENCHMARKS for improved financial, programmatic, and community outcomes.

THE WILD HAPPINESS APPROACH



Our holistic approach is designed to assess life satisfaction based on many domains of well-being (including health, community, economy, social support, etc.), as well as individual and community values for the wildlife around them. **The Wild Happiness** team provides analysis and recommendations directly relevant to the assessment. We use the results to monitor project impacts throughout the life of the project.

Integrating social science strategies and natural science outcomes helps guide project planning and implementation toward greater sustainability by creating and maintaining measurable community well-being benefits.

– Beth Allgood, OneNature Founder & Executive Director

Want to learn more?

For more information on how to partner, support, or learn more about our unique approach please contact us at:

allgood@OneNatureInstitute.org


**One
Nature**

OneNatureInstitute.org