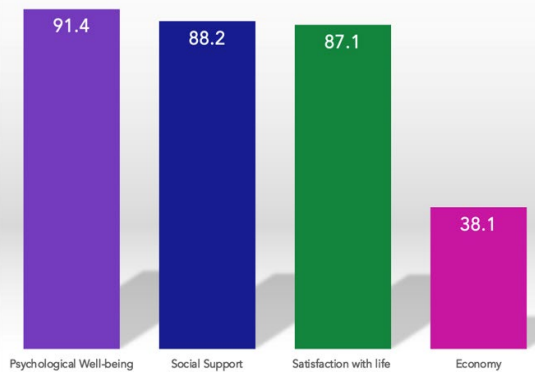


# WELL-BEING CENTERED CONSERVATION



Wild Happiness Scorecard  
Domain Comparisons



At OneNature, we believe that conservation is most successful when it incorporates community well-being. Our Wild Happiness approach leverages decades of research and experience to integrate human well-being into conservation efforts, ensuring long-term sustainability and effectiveness. We use data-driven tools and participatory processes to create projects that reflect community values and improve outcomes for both people and wildlife.

## 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.



**OneNature offers various ways for organizations to incorporate the Wild Happiness approach into their conservation efforts:**

## **Consulting Services :**

- **Mixed Methods/ Information Gathering:** Explore alternative ways of knowing and sense-making within your project communities.
- **Impact Metrics Development:** Co-create holistic impact metrics and establish a baseline for community well-being.
- **Monitoring and Adaptive Management:** Use periodic monitoring to adapt project management and identify early signs of dissatisfaction or conflict.

## **Technical Assistance:**

- **Customized Capacity Development:** Fully integrate the Wild Happiness approach into your work.
- **Training and Data Collection:** Train your team in well-being data collection and analysis, using OneNature's tools and databases.
- **Diversity, Equity, and Inclusion:** Enhance your DEI efforts through just transition strategies co-created with our metrics.

## **Custom Projects:**

- **Wild Happiness Survey Development:** Tailor surveys for your community or project and access a dashboard of well-being indicators.

## **Workshops:**

- **Introductory Workshop:** A one-day virtual or in-person workshop providing an overview of the Wild Happiness approach, with a certificate of completion.
- **Advanced Workshop:** A one-day workshop offering deeper insights into applying the Wild Happiness approach to your projects, also with a certificate of completion.

**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](mailto:Allgood@OneNatureInstitute.org)