

## Transforming Conservation Through Community Well-Being



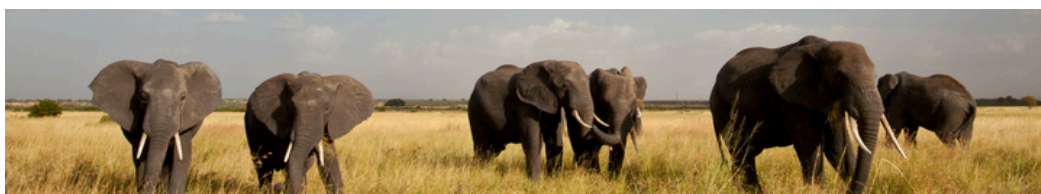
Conservation efforts often focus on ecological and economic goals but overlook local communities' well-being, leading to mistrust, conflict, and unsustainable outcomes. Conventional methods limit participation, ignore cultural values, and fail to measure community well-being, causing resistance and misaligned goals.

OneNature's Wild Happiness Capacity Building Model integrates well-being into conservation strategies, fostering trust and long-term stewardship. Through three levels, it provides tools to build capacity, ensure accountability, and deliver sustainable, community-driven solutions that align conservation goals with community needs.

### The Role of Community Involvement

The Wild Happiness approach emphasizes a five-step process to integrate community well-being into conservation initiatives:

- 1. Deep Listening:** Engage with communities to understand their values, aspirations, and needs.
- 2. Baseline Measurement:** Adapt the Wild Happiness Index to assess holistic well-being.
- 3. Community Feedback:** Share results with the community for co-analysis.
- 4. Co-Creation:** Collaboratively design conservation strategies with clear success metrics.
- 5. Monitoring and Adaptation:** Continuously track well-being and adapt interventions as needed.



### The Wild Happiness Capacity Building Model

To bring the five-step approach to Organisations, OneNature offers the Wild Happiness Capacity Building Model, a scalable framework which operates across **three progressive levels**:

#### Level 1: Building the Foundation

Establishes a well-being baseline through staff training, surveys, and expert recommendations, reducing resistance and aligning projects with local needs.

#### Level 2: Deepening Engagement

Strengthens relationships and supports community-backed solutions through deep listening, co-designed surveys, and engagement tools, enabling continuous well-being monitoring

#### Level 3: Transformational Co-Creation

Drives adaptive, community-driven conservation strategies via workshops and collaborative planning, delivering scalable benefits and leadership in fostering well-being for people and ecosystems.

### Benefits for Conservation Partners

By adopting the Wild Happiness Capacity Building Model, conservation partners can:

- Foster meaningful community engagement.
- Achieve holistic success across social, cultural, and environmental dimensions.
- Build community capacity for long-term conservation leadership.

This model bridges conservation and community well-being, protecting biodiversity while uplifting local stewards.

Partner with [OneNature](#) and schedule your Introductory Workshop to explore how the [Wild Happiness Capacity Building Model](#) can transform your projects.

