



Illegal Wildlife Trade (IWT) Challenge Fund
Standard Indicators Guidance

April 2023

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1. Introduction to the Standard Indicators

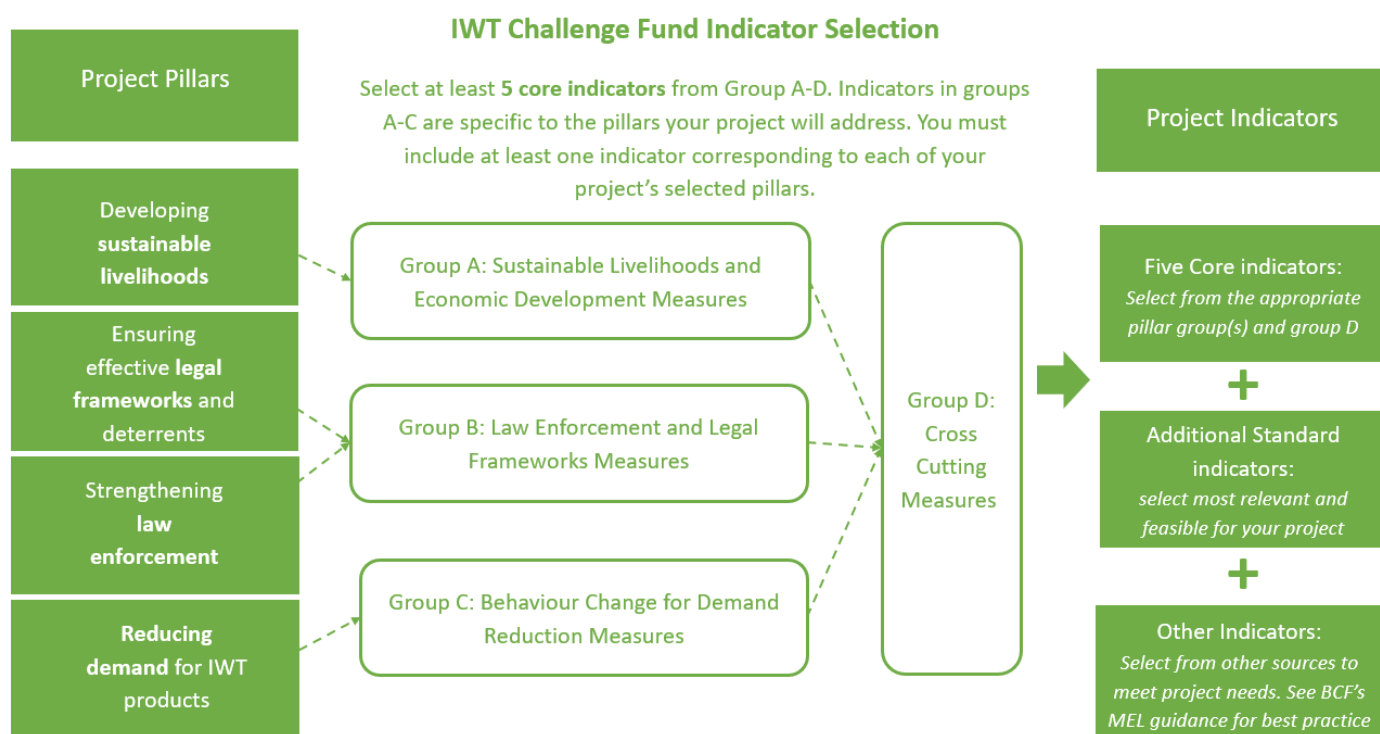
The Biodiversity Challenge Funds (BCFs)¹ use high quality and accessible Monitoring, Evaluation and Learning (MEL) to enable scaling, replication and increase the impact of the funds and the projects we support.

By asking projects to use Standard Indicators, we aim to **increase our contribution to the global evidence base** for activities that support biodiversity conservation, poverty reduction and capability & capacity.

The Illegal Wildlife Trade (IWT) Challenge Fund Standard Indicators are linked to the project Pillars. Some indicators will be used across the BCFs – this means we will be able to aggregate **the data from across diverse projects and communicate our combined results** to key decision makers to **build the case for continued support** and encourage the actions of others.

Our menu of IWT Challenge Fund Standard Indicators is **designed to help you to monitor your project progress and results, using globally recognised indicators**. The menu also provides guidance on which methodology, units and disaggregation measures to use to **help you plan your monitoring and evaluation** more effectively.

The menu is grouped by topic, so that you can easily navigate to the indicators relevant to your project.



Each Group has a set of Core Indicators. **From IWT Challenge Fund application Round 10, it is mandatory to include a minimum of five Core Indicators in your project logframe.** In addition to these five indicators, we encourage you to use as many other indicators from our menu as is appropriate and feasible in your project.

¹ The Biodiversity Challenge Funds is the collective name for Defra's Darwin Initiative, Illegal Wildlife Trade Challenge Fund and Darwin Plus.

While **you should tailor the indicators** to meet the specific needs of your project, we recognise that our menu cannot cover all the potential monitoring needs for all projects. Where necessary **you can select indicators from other sources** or develop your own. See our BCF MEL guidance on best practices for selecting, tailoring and developing indicators.

2. How to select IWT Challenge Fund Standard Indicators

After developing your theory of change, outcome, outputs and activities, you will have a better idea of what indicators you will need to monitor and evaluate your project. We recommend you browse this menu to find the most relevant indicators that you can then tailor to your project needs.

Browse the Menu:

[Group A Indicators: Sustainable Livelihoods and Economic Development Measures](#)

[Group B Indicators: Law Enforcement and Legal Frameworks Measures](#)

[Group C Indicators: Behaviour Change for Demand Reduction Measures](#)

[Group D Indicators: Cross Cutting Measures](#)

Choose at least five Core Indicators: All projects must select at least five Core Indicators (marked in light green shading) from the relevant IWT Challenge Fund pillars your project is working within i.e. if your project is working on Law Enforcement and Sustainable Livelihoods you should select Core Indicators from Group A, B and D.

If you can report against more than five of the Core Indicators, this is strongly encouraged.

Choose Additional Standard Indicators: Select as many additional IWT Challenge Fund Standard Indicators from the menu as is feasible and useful in your project. Choose the indicators which are most relevant to your project's outputs, outcome and impact. You can use the same Standard Indicator more than once if it is capturing **different and distinct** effects of the project. Remember – **double counting is not allowed**, so make sure you are not capturing the same information twice under similar indicators.

Tailor your indicators: In your logframe, you should tailor the wording of the indicators to your own project context. This means you should add detail to make sure the indicator wording:

- Is specific and relevant to the output or outcome you are monitoring;
- includes achievable targets and milestones.

You must still **ensure that the units and methodology align with the Standard Indicator Menu** (see tables and footnotes). You must also provide the corresponding Standard Indicator number in bold square brackets e.g. **[IWTCF-A01]**.

Consider indicators from other sources: Projects are not restricted to using only the IWT Challenge Fund Standard Indicators. You can supplement with indicators from other sources, or with indicators you have developed to meet the specific monitoring and reporting needs of your project. Remember to cite the source of these indicators. Please see the BCF MEL Guidance for best practices on indicator design and selection.

3. How to report on IWT Challenge Fund Standard Indicators

Reporting process: You will report your progress against all indicators in your Annual Reports and Final Report. The report templates will include tables for you to report your progress on indicators.

Timeframe: All indicators under IWT Challenge Fund should be reported in line with the standard reporting timeframe of UK financial years (April-March).

Indicator number: Where IWT Challenge Fund Standard Indicators are used, you must always reference the indicator number e.g. **[IWTCF-A12]**. Where indicators from external sources are used, please cite the source.

Units and disaggregation: The menu provides guidance on what units to use when reporting your progress, and disaggregation measures. You do not need to use all disaggregation measures listed, only those that are feasible and relevant within your project. **You must disaggregate by gender** in all relevant indicators.

Core Indicators: All projects must report annually on at least five IWT Challenge Fund Core Indicators. If data is not expected until the end of the project, report '0' against the indicators until there is something to report.

Cumulative results: Annual reporting on indicators should be cumulative, i.e. results from year 2 should be added on to results from year 1, etc. If you are using the same Standard Indicator more than once, e.g. under different outputs, please report only once in the reporting table with the cumulative values and how they are disaggregated.

No double counting: Avoid reporting the same information twice using different indicators. Highlight to us in your reporting where you consider a risk of double counting may occur beyond your control.

4. The IWT Challenge Fund Standard Indicator Menu

Group A Indicators: Sustainable Livelihoods and Economic Development Measures

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-A01	Number of people who received training in sustainable livelihood skills ² .	People/ Households	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Type of Sustainable Livelihoods training should be outlined; Proportion of trained people employed by their host organisation at the end of the project.
IWTCF-A02	Number of people reporting they are applying new capabilities (skills and knowledge) 6 (or more) months after training.	People	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Type of Sustainable Livelihoods training should be outlined
IWTCF-A03	Number of cooperatives established	Number of cooperatives	Gender owner/ owners; Type of cooperative should be outlined.
IWTCF-A04	% cooperatives established that are functioning at project end (at least a year after establishment)	Number of cooperatives	Gender owner/ owners; Type of cooperative should be outlined.
IWTCF-A05	Number of credit and savings groups established	Number	All sizes of enterprise should be captured (i.e. micro, small, and medium enterprises)
IWTCF-A06	Number of loans provided to Micro Small and Medium Enterprises (MSMEs).	Number	
IWTCF-A07	Total value (£) of loans provided	GBP Sterling	The value of the loans should be provided in GBP
IWTCF-A08	Number of sustainable livelihoods enterprises established	Number	

² Where possible also show alongside the indicator the number of total training-weeks aggregated across all people trained. A training week is defined as one that involves at least 30 hours of tuition/ training per week. Below 30 hours, training weeks should be calculated on a pro-rata basis.

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-A09	Number of existing enterprises receiving capacity building support	Number	
IWTCF-A10	Proportion of sustainable livelihood enterprises established that are functioning at project end (at least a year after establishment).	Proportion	Gender owner/ owners.
IWTCF-A11	Number of sustainable livelihood enterprises that are profitable (at least a year after establishment).	Number	Gender owner/ owners; Types of sustainable livelihood enterprise.
IWTCF-A12	Annual turnover of established sustainable livelihood enterprises in the project's final year.	GBP Sterling/ year	
IWTCF-A13	Number of households that have experienced an increase in household income as a result of involvement.	Number	
IWTCF-A14	Average percentage increase per household against baseline.	Percentage	
IWTCF-A15	Number reporting a decrease in unsustainable practices as a result of project activities.	People/ Households	Gender; Age Group; Type of livelihood practice.
IWTCF-A16	Number of training materials produced for use by host country ³ .	Number	Typology of materials produced.

Group A: Please note the theme of the training, and language and theme of training materials, should be reported. Workshops can only be claimed as providing training if the duration of the workshop is at least 3 days and if participants are gathered principally to work on, or in association with, the project.

³ Potential metrics could include videos/information leaflets/posters/tool-kits and can only be included if they have been directly developed by the project.

Group B Indicators: Law Enforcement and Legal Frameworks Measures

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-B01	Number of people trained in law enforcement skills.	Number	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Type of Law Enforcement training should be outlined.
IWTCF-B02	Number of new/improved site management plans available and endorsed ⁴ .	Number	Languages (local/other); Type of management plans (i.e. enforcement protocols).
IWTCF-B03	Number of new/improved species management plans available and endorsed*.	Number	Languages (local/other); Type of species management plans; (i.e. species protection plan).
IWTCF-B04	Number of new/improved community management plans available and endorsed*.	Number	Languages (local/other); Type of community management plans.
IWTCF-B05	Number of best practice guides and knowledge products ⁵ (i.e. product identification etc.) ⁶ published and endorsed ⁷ .	Number	Language (local/other);(local/other); Typology of field guides and manuals.
IWTCF-B06	Number of criminal networks/trade routes mapped/identified.	Number	
IWTCF-B07	Number of illegal wildlife products/shipments detected.	Number	
IWTCF-B08	Estimated size/scale of network.	Number	Scale of network: International, National, Local
IWTCF-B09	Duration or frequency of patrols by law enforcement rangers supported through the project.	Duration (hours or days) ⁸	

⁴ * Endorsed by a third party to demonstrate an independent assessment has been made, and the plan is considered viable and ready for implementation.

⁵ Technical/programmatic guides, for example: working with marginalised communities, gender best practices, etc. Can include written and verbal best practices guides, webinars, briefings.

⁶ Only final versions are to be included. Manuals produced in more than one language may be counted once per language.

⁷ Endorsed by a third party to demonstrate an independent assessment has been made, and the plan is considered viable and ready for implementation.

⁸ Noting a day is a minimum of 6 hours operational or active duty in any 24 hour period.

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-B10	Number of arrests (linked to wildlife crime) facilitated by the project ⁹ .	Number	There should be an indication of the level of offence charged. e.g. poaching, trafficking etc.
IWTCF-B11	Value of illegal wildlife products/shipments seized through law enforcement action facilitated by the project	Number	
IWTCF-B12	Number of wildlife crime cases submitted for prosecution ^{9 and 10}	Number	
IWTCF-B13	Number of individuals charged for wildlife crime ⁹ .	Number	
IWTCF-B14	Number of individuals successfully prosecuted for wildlife crimes ⁹ .	Number	
IWTCF-B15	Number of charges brought for wildlife crime offences using non-wildlife crime specific legislation – e.g. money laundering	Number	
IWTCF-B16	Proportion of cases handed to/received from another agency that have been followed up with action ¹¹	Number	
IWTCF-B17	Value of assets seized through money laundering or proceeds of crime legislation ¹² .	GBP Sterling	Year
IWTCF-B18	Number of intelligence reports fed into management decisions on species protection		Outline the details on the law and regulations
IWTCF-B19	Number of intelligence or information reports exchanged with INTERPOL or the World Customs Organization.	Number	
IWTCF-B20	Number of amendments to national laws and regulations in project countries.	Number	Disaggregated by whether they are on wildlife legislation, serious and organised crime or closing markets.

⁹ For these indicators, project teams are not required to set targets at the project design stage. Project teams can choose to provide anticipated numbers in their logframes, but only where there is a clear rationale for these and a high degree of confidence that the project team will be able to facilitate them in accordance with appropriate legal and ethical standards.

¹⁰ For example custom agencies, you should consider the number of cases handed to police for investigation.

¹¹ For example custom agencies, you should consider the number of cases handed to police for investigation.

¹² This should not include fines or similar punitive penalties.

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-B21	Number of policies and frameworks ¹³ developed or formally contributed to by projects and being implemented by appropriate authorities.	Number	Typology of policy (Community/sub-national/national/international); Disaggregated by wildlife legislation, serious and organised crime or closing markets. By new policy or framework vs amended.
IWTCF-B23	Number of databases established that are used for law enforcement.	Number	
IWTCF-B24	Number of government institutions/ departments with enhanced awareness and understanding of biodiversity and associated poverty issues ¹⁴ .	Government institutions	Govt. Organisation Type (local, national, treasury, planning, environmental, agricultural, forestry).

Group C Indicators: Behaviour Change for Demand Reduction Measures

The focus of IWT Challenge Fund projects which are working towards demand reduction should be on affecting behaviour change rather than simply increasing awareness. For that reason, the measures below seek to capture actual behaviour change or indicators of behaviour change.

Indicator Number	IWT Challenge Fund Standard Indicator	Unit	Disaggregation
IWTCF-CO1	Number of people reported with changed behaviour in IWT post-intervention.	Number	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Categories of IWT behaviour; Typology of surveys (in-person, online or conducted via social media).
IWTCF-CO2	Number and type of IWT behaviour change materials produced / Number and type of IWT behaviour change materials distributed ¹⁵ .	Number	Language (local/other) Typology of materials produced (i.e. print media, radio, television, internet, social media etc.). Please note that two numbers should be provided under this indicator. The first should be a count of the different types produced, with the second number indicating distribution volume (i.e. 2 billboard posters with 50 copies each).
IWTCF-CO3	Number of communication channels carrying campaign message.	Number	Typology of communications channel (i.e. radio, television, internet, social media etc.)

¹³ This includes national and international laws and regulations.

¹⁴ A scorecard approach could be used to guide the assessment of this based on pre-defined criteria.

¹⁵ Please note two numbers should be provided. The first should be a count of the different types produced, with the second number indicating distribution volume (i.e., 2 billboard posters with 50 copies each).

Indicator Number	IWT Challenge Fund Standard Indicator	Unit	Disaggregation
IWTCF-C04	Number of partners with influence on target audience that have distributed campaign message(s).	Number of partners	Organisation Type; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector.
IWTCF-C05	Number of people reached with behaviour change messaging (i.e. audience).	Number	Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector.
IWTCF-C06	Number of consumers that have demonstrated the desired behaviour change.	Number	Gender; Age Group; Typology of behaviour change.
IWTCF-C07	Number of consumers targeted in demand country(ies).	Number	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector.
IWTCF-C08	Number of stakeholders that have actively discouraged the purchase/use of IWT products i.e., pledges signed.	Number	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Product type.
IWTCF-C09	Number of markets trading in IWT products closed.	Number	Type and size of market Level of market: International, National, Local

Group D Indicators: Cross Cutting Measures

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-D01	Number of trainers trained reporting to have delivered further training by the end of the project.	People/ Number trained	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Type of training should be outlined (i.e. Sustainable Livelihoods, Law Enforcement etc.)
IWTCF-D02	Number of individuals benefitting from training (i.e. broader households of individual directly trained)	People/ Number trained	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector, internal organisational staff;

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
			Type of training should be outlined (i.e. Sustainable Livelihoods, Law Enforcement etc.); Proportion of trained people employed by their host organisation at the end of the project.
IWTFC-D03	Number of local/national organisations ¹⁶ with improved capability and capacity as a result of the project.	Number of organisations	Organisation Type.
IWTFC-D04	Number of undergraduate students who received training.	People/ Number trained	
IWTFC-D05	Number of postgraduate students who received training.	People/ Number trained	
IWTFC-D06	Number of training weeks provided to relevant stakeholders.	Number	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Type of training should be outlined.
IWTFC-D07	Number of Bachelor qualifications (BSc) obtained.	Number of qualifications	Provide details of the BSc/MSc Please outline any other formal qualifications obtained, this can include accredited courses.
IWTFC-D08	Number of Masters qualifications (MSc/MPhil etc.) obtained.		
IWTFC-D09	Number of other qualifications obtained.		
IWTFC-D10	Number of people who received other forms of education/training (which does not fall into the above category)	People/ Number trained	Gender; Age Group; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector; Type of training should be outlined.
IWTFC-D11	Number of unique papers submitted to peer reviewed journals ¹⁷ .	Number	
IWTFC-D12	Number of papers published in peer reviewed journals ¹⁸ .	Number	Annual downloads, Journal.

¹⁶ Ensure no double counting.

¹⁷ Note that each peer review paper should only be counted once, the same paper submitted more than once should only count as one.

¹⁸ As above.

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTFC-D13	Number of other publications produced ¹⁹ .	Number	Annual downloads, publication typology.
IWTFC-D14	Number of downloads of new peer reviewed publications.	Number	Downloads per year.
IWTFC-D15	Estimated value of physical assets ²⁰ to be handed over to host country(ies).	GBP Sterling	
IWTFC-D16	Species reference collections made (known to science, new to science).	Number	Taxa (Flora/Fauna/Fungi) ²¹ .
IWTFC-D17	Number of case studies published.	Number	Case study type.
IWTFC-D18	Average monthly number of website visitors.	Number	Average time on page, average bounce rate and average session duration.
IWTFC-D19	Social media presence ²² .	Number (metrics to be defined)	By month/year; Platform (e.g. Twitter, Facebook, Instagram) Metric (e.g. followers, reach, engagement) IWT Behaviour Change comms; other.
IWTFC-D20	Number of webinar attendees.	Number	Attendee gender balance, national/international ²³ balance, number of webinars, live/catch-up views.
IWTFC-D21	Number of decision-makers attending briefing events.	Number	Attendee gender balance, types of decision-makers (govt, senior NGO, private sector, local leaders, resource managers (farmers) etc.), number of events.
IWTFC-D22	Number of Media related activities.	Number	Internet/Print/Radio/Television, and sub-national/national/international.
IWTFC-D23	Number of records added to accessible databases.	Number	Biodiversity (Species occurrence, Utilisation); Socio-economic (Livelihood, poverty, products) database.
IWTFC-D24	Number of people in source nation who have experienced a reduction in negative impacts	People/ Households	Gender; Age Group; Dimension (income, health, property, education, wellbeing etc.); Country Level: local, regional, national; Types of Impacts: economical, socio-economic, cultural and ecological.

¹⁹ Other publications can include policy briefs and other technical reports however media publications should be captured under indicator IWTFC-B20.

²⁰ Physical assets may include buildings, vehicles, computers and computer hardware, scientific equipment and reference material.

²¹ Please note double counting risk around specimen duplications.

²² Potential metrics could include Impressions/Reach/Engagement/Click-through rate.

²³ International refers to countries that are not on the IWT Challenge Fund eligible country list.

Indicator Number	IWT Challenge Fund Standard Indicator	Units	Disaggregation
IWTCF-D25	Number of globally threatened taxa with improving conservation status resulting from the intervention.	Number of taxa	Flora/Fauna/Fungi.
IWTCF-D26	Number of new and enhanced tools/approaches developed for tackling IWT.	Number	Typology of tools/approaches; Stakeholder group: Indigenous Peoples, Local Communities, Nationals, public sector, civil society, private sector.
IWTCF-D27	Number of partnerships established	Number	Type of partnership;

5. Frequently Asked Questions

Why should I use IWT Challenge Fund Standard Indicators?

Our indicators have been designed by experts to help you effectively monitor and report on the progress of your projects. They use globally recognised methodologies, and provide guidance on the most appropriate units and disaggregation measures to use. Not only will this provide you the structure to collect the most relevant information to manage your project, the data you provide to us will feed into the global evidence base on the impact and effectiveness of biodiversity conservation and livelihood development interventions.

I cannot find five Core Indicators that are relevant or feasible in my project – what should I do?

Please contact the BCF team for assistance – you can contact the team at BCF-IWTCF@niras.com.

Can I edit the IWT Challenge Fund Standard Indicators to be more tailored to my project context?

Yes, but you must keep the indicator reference number, use the recommended methodology, and report against the relevant disaggregation measures suggested in the menu.

Can I use my own indicator if there is not an appropriate IWT Challenge Fund Standard Indicator?

Yes. We advise to first check other internationally recognised indicators before creating a new one, and following the best practice guide in our BCF MEL Guidance.

Can I use my own disaggregation measure(s) if there is not an appropriate one listed in the IWT Challenge Fund Standard Indicator?

Yes. Please specify them in your reporting.

Can I use a specific Standard Indicator more than once in my logframe (e.g. under different outputs?)

Yes, where appropriate. Be mindful to report cumulative values and make sure not to double count when reporting your figures.

I plan to use the same indicator and same data across two different BCFs projects. How do I report without double counting?

Consider if the change expected is really attributable to the activities of both projects. It may not be the right indicator to use for both, or it might differ in how it is disaggregated between the two projects. If the indicator is applicable to both projects, be clear on the proportion of the result that is attributable to each project in your reporting.

I have chosen an indicator where the preferred methodology is not yet described in the indicator menu. How should I proceed?

For some of our indicators, the preferred methodology is still under development. When finalised, we will publish in the latest guidance document updates. Please proceed with your chosen methodology in the meantime, and share details of the methodology in your report (e.g. in means of verification).

My project was developed before the Standard Indicators were introduced. Do I have to change my indicators?

For existing projects it is not mandatory to report against five Core Indicators. We are asking existing projects to review their indicators against the Standard Indicators and report against as many as is feasible to the design of their project. Minor changes to your indicator wording to align with Standard Indicators is allowed, but more substantive changes will need to be agreed via change request. If you are not sure, please contact the BCF team for advice.

If you have any questions not covered in this section, please do not hesitate to contact the BCF team at BCF-IWTCF@niras.com.