BEST Life 2030

INDICATOR ATLAS

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BIODIVERSITY INDICATORS – Aimed to enhance the condition of local biodiversity and ecosystem services

BEST 1.0 Annual Change in Population Trends or Habitat Occupancy of Targeted Species

Indicator Component	Construct
Indicator Title	BEST 1.0
Indicator Description	Annual change in population trends or habitat occupancy of targeted species
Unit of Measurement	**For population trends, they can be measured by:** Abundance (# individuals), Density (individuals per unit area), population growth rate (growth rate = # individuals/period of time (years)), or biomass (kg per unit area). **For habitat occupancy, they can be measured by:** occupancy rate (proportion of sites occupied), percentage of occupied area (e.g., % of total grid cells occupied).
Rationale	This indicator tracks whether selected priority (Habitat and Birds Directives) or threatened species (as per IUCN Red List - both flora and fauna) targeted by the grantee's project show a change in population trends or habitat occupancy over the project duration.
Number of Decimals	2
Disaggregation	Not Applicable
Double Counting	There is a risk of double counting while monitoring this indicator. While counting the same individuals and/or area is required for each monitoring period to ensure no data gaps are present, please ensure individuals or areas are not counted twice within the same reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc).
Reporting Guidance	Please choose one of the methods of measurement most suited to your project (i.e., see "unit of measurement" above for various options on how to measure) and report on this unit yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Be sure to record actual species names and the actions taken.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the population/habitat occupancy of the targeted species. This value may also be known if an assessment has already been completed before the receipt of the grant.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on the indicator. The target value should be realistic and achievable within the scope of the project. *For example, if a project is implemented for two years and is focused on habitat restoration for a population of 50 deer, it would be ill-advised to set a target value of 100 deer by the end of the project given the gestation and reproductive capacity of the species and the time it takes for species to emigrate into newly restored habitat.*

BEST 2.0 Reduction in Key Threats Affecting Target Animal Species

Indicator Component	Construct
Indicator Title	BEST 2.0
Indicator Description	Reduction in key threats affecting target animal species
Unit of Measurement	Calculating the **Threat Incidence Rate**, which is the number of threat occurrences per unit of time, area or population (e.g., number of illegal poaching incidences over project implementation) $$\boldsymbol{Threat} = \frac{\boldsymbol{Number\ of\ Threats\ Recorded}}{(\boldsymbol{Population\ size\ or\ Area\ Surveyed}) * (\boldsymbol{Time\ period\ in\ years})}$$
Rationale	Measures the degree to which critical threats to target animal species have been reduced. A threat category can be defined as any distinct, documented pressure that adversely affects targeted animal species. For example, but not limited to, illegal hunting/poaching, habitat degradation, number of invasive species/predators, pollution etc
Number of Decimals	2
Disaggregation	Not applicable
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure threats are not double counted in the same survey sample or period. If the threat is still there upon the next survey period, that is not considered double counting.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc)
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the threat incidence rate. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. *For example, if a project is implemented for two years and is focused on reducing poaching in a protected area, it may be unrealistic to make a target that ALL poaching incidences are removed. Something more achievable may be that poaching incidences are reduced by 10% per year for the project period.*

BEST 3.0 Area of Mangrove Habitat Under Active Conservation Actions (km^2)

Indicator Component	Construct
Indicator Title	BEST 3.0
Indicator Description	Area of mangrove habitat under active conservation action (km^2)
Unit of Measurement	Recorded in km^2 as the amount of mangrove habitat that is directly benefitting from the implementation of the project/grant. Benefitting can refer to habitat being placed under official protection, experiencing habitat restoration efforts etc.
Rationale	Measures the total area (km^2) of mangrove habitat under restoration (e.g., replanting, natural regeneration), protection (e.g., inclusion in a PA, legal safeguards, and effective management). This indicator focuses on active conservation actions rather than waiting for biodiversity to recover.
Number of Decimals	2
Disaggregation	Not applicable
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under active conservation efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the area already under active conservation efforts that are within the project implementation area/scope. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. *For example, if a project is focused on restoring mangrove habitat in a large marine protected area for two years, it may be unrealistic to make a target that 100% of the mangrove habitat is under active restoration. It is advisable to think about what can be achieved by your project over the duration of implementation and the capacity of your institution, taking into account real life risks and set backs such as staff turnover, weather events, political shifts etc.*

BEST 4.0 Area of Terrestrial and Freshwater Habitats Under Active Conservation Actions (km^2)

Indicator Component	Construct
Indicator Title	BEST 4.0
Indicator Description	Area of terrestrial and freshwater habitats under active conservation action (km^2)
Unit of Measurement	Recorded in km^2 as the amount of terrestrial (forests, drylands, shrublands, savanna-like systems, grasslands, and glaciers or montane systems if relevant to your territories) and freshwater (rivers, streams, wetlands, swamps, lakes, peatlands and marshes) habitats that are directly benefitting from the implementation of the project/grant. Benefitting can refer to habitat being placed under official protection, experiencing habitat restoration efforts etc.
Rationale	Measures the total area (km^2) of terrestrial and freshwater habitats under restoration (e.g., replanting, natural regeneration), protection (e.g., inclusion in a PA, legal safeguards, and effective management). This indicator focuses on active conservation actions rather than waiting for biodiversity to recover.
Number of Decimals	2
Disaggregation	Not applicable
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under active conservation efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the area already under active conservation efforts that are within the project implementation area/scope. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. *For example, if a project is focused on establishing a protected area within two years, it may be unrealistic to make a target that 100% of the habitat is under protection. It is advisable to think about what can be achieved by your project over the duration of implementation and the capacity of your institution, taking into account real life risks and set backs such as staff turnover, weather events, political shifts etc.*

BEST 5.0 Area of Marine and Coastal Habitats Under Active Conservation Actions (km^2)

Indicator Component	Construct
Indicator Title	BEST 5.0
Indicator Description	Area of marine and coastal habitats under active conservation action (km^2)
Unit of Measurement	Recorded in km^2 as the amount of marine and coastal habitats (seagrass meadows, rocky shores, intertidal zones, pelagic waters, soft-bottom marine habitats and saltmarshes) that are directly benefitting from the implementation of the project/grant. Benefitting can refer to habitat being placed under official protection, experiencing habitat restoration efforts etc.
Rationale	Measures the total area (km^2) of marine and/or coastal habitats under restoration (e.g., replanting, coal gardening, natural regeneration), or protection (e.g., inclusion in a PA, legal safeguards, and effective management). This indicator focuses on active conservation actions rather than waiting for biodiversity to recover.
Number of Decimals	2
Disaggregation	Not applicable
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under active conservation efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the area already under active conservation efforts that are within the project implementation area/scope. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. *For example, if a project is focused on restoring marine habitat in a large marine protected area over two years, it may be unrealistic to make a target that 100% of the habitat is under active restoration. It is advisable to think about what percentage of that protected area can realistically achieve restoration efforts over the duration of implementation. It is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact your activities/efforts.*

BEST 6.0 Area of Coral Reef and Rhodolith Bed Habitats Under Active Conservation Actions (km^2)

Indicator Component	Construct
Indicator Title	BEST 6.0
Indicator Description	Area of coral reef and rhodolith bed habitats under active conservation action (km^2)
Unit of Measurement	Recorded in km^2 as the amount of coral reed and rhodolith bed habitats that are directly benefitting from the implementation of the project/grant. Benefitting can refer to habitat being placed under official protection, experiencing habitat restoration efforts etc.
Rationale	Measures the total area (km^2) of coral reef and/or rhodolith bed habitats under restoration (e.g., replanting, natural regeneration), or protection (e.g., inclusion in a PA, legal safeguards, and effective management). This indicator focuses on active conservation actions rather than waiting for biodiversity to recover.
Number of Decimals	2
Disaggregation	Not applicable
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under active conservation efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the area already under active conservation efforts that are within the project implementation area/scope. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. *For example, if a project is focused on restoring coral reef habitat in a large marine protected area over two years, it may be unrealistic to make a target that 100% of the coral reef habitat is under active restoration. It is advisable to think about what percentage of that protected area can realistically achieve restoration efforts over the duration of implementation. It is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact your activities/efforts.*

BEST 7.0 Area of Habitat Under Direct Invasive Alien Species Management Action (km^2)

Indicator Component	Construct
Indicator Title	BEST 7.0
Indicator Description	Area of habitat under direct invasive alien species management action (km^2)
Unit of Measurement	Recorded in km^2 as the amount of habitat under management actions that are targeting invasive alien species within the project area/scope.
Rationale	This indicator focuses on the management and control, not just total elimination, while allowing for partial success even if eradication isn't achieved, that is, the project can still contain, reduce spread, or minimise impact. The indicator measures where invasive alien species are eradicated, controlled, and prevented from re-establishing. It encompasses both marine and terrestrial ecosystems.
Number of Decimals	2
Disaggregation	Please disaggregate by ecosystem type: terrestrial, freshwater, marine.
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under eradication efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the area already under active eradication efforts that are within the project implementation area/scope. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 8.0 Reduction in Population Density of Target Invasive Alien Animal Species (%)

Indicator Component	Construct
Indicator Title	BEST 8.0
Indicator Description	Reduction in population density of target invasive alien animal species (%)
Unit of Measurement	Recorded as the percent (%) of the population density of the targeted invasive alien species. $$\textbf{Population Density} = \frac{\textbf{Number of individuals}}{\textbf{area surveyed } (\textbf{km}^2)}$$
Rationale	This indicator quantifies the impact on invasive alien animal species rather than counting the species affected. It measures how much their populations have been reduced due to targeted invasive alien species action. Percentage reduction allows for comparisons across different species and project sites.
Number of Decimals	0
Disaggregation	Please provide the percentage as one value, and where possible, further disaggregate by ecosystem, project sites, and species. *For example, a 30% reduction overall throughout the length of the project implementation. All in the terrestrial environment, with a 20% reduction of species A, and 10% of species B.*
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a species and area are only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation. Population density of the species needs to be calculated for each monitoring period, and then the percent change (whether increase or decrease) can be further calculated from those values.
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under eradication efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of population density of the targeted invasive alien species before beginning the project. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 9.0 Reduction in Population Density of Target Invasive Alien Plant Species (%)

Indicator Component	Construct
Indicator Title	BEST 9.0
Indicator Description	Reduction in population density of target invasive alien plant species (%)
Unit of Measurement	Recorded as the percent (%) of the population density of the targeted invasive alien plant species. $$\textbf{Population Density} = \frac{\textbf{Number of individuals}}{\textbf{area surveyed } (\textbf{km}^2)}$$
Rationale	This indicator quantifies the impact on invasive alien plant species rather than counting the species affected. It measures how much their spread has been reduced due to targeted invasive alien species action. Percentage reduction allows for comparisons across different species and project sites
Number of Decimals	0
Disaggregation	Please provide the percentage as one value, and where possible, further disaggregate by ecosystem, project sites, and species type. *For example, a 30% reduction overall throughout the length of the project implementation. All in the 50% in the marine environment with a 10% reduction overall of species A, and 50% in the terrestrial environment with a 20% reduction overall of species B.*
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a species and area are only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation. Population density of the species needs to be calculated for each monitoring period, and then the percent change (whether increase or decrease) can be further calculated from those values.
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, reports stating the areas under eradication efforts.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of population density of the targeted invasive alien species before beginning the project. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 10.0 Area of Forest Under Active Restoration and Recovery (km^2)

Indicator Component	Construct
Indicator Title	BEST 10.0
Indicator Description	Area of forest under active restoration and recovery (km^2)
Unit of Measurement	Recorded in km^2 as the amount of forest that is under active restoration activities, such as tree planting, habitat restoration etc.
Rationale	This indicator allows for the tracking of areas where restoration efforts have begun and are showing early success. Recovery also covers areas that are actively regenerating, not just fully restored as well as tracks both tree planting (active) and natural forest regeneration (passive).
Number of Decimals	2
Disaggregation	Not applicable
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted/measured once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation. Population density of the species needs to be calculated for each monitoring period, and then the percent change (whether increase or decrease) can be further calculated from those values.
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, and/or reports.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of forest habitat already under restoration efforts (either passive or active). This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

ENABLING CONDITIONS INDICATORS – Aimed to set up the necessary conditions for effectively putting conservation practices into action

BEST 11.0 Number of Collaborations Forged or Enforced

Indicator Component	Construct
Indicator Title	BEST 11.0
Indicator Description	Number of collaborations forged or enforced
Unit of Measurement	Recorded as the number of collaborations, formal or informal, established between project implementors and other organisations. This indicator can also include other BEST/BESTLIFE2030 grantees.
Rationale	This indicator allows for the tracking of the project's expansion of things like resources, expertise, and reach. Diversifying organisations to collaborate with increases the knowledge and information that can support a project, provides opportunities to access future funding for the project, and increases the project's reach for stronger advocacy and engagement. By collaborating with other organisations, the project's problem solving and innovative techniques can also increase.
Number of Decimals	0
Disaggregation	Disaggregate by the type of organisation (Non-governmental Organisation, Government, Academic, Indigenous Peoples and Local Communities, Intergovernmental Organisation, Private Sector, Media Organisations, and the General Public)
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an organisation or relationship is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Formal documents identifying the collaboration, contracts, shared authorship on reports, social media posts, publications etc. Any document that demonstrates that you collaborated and/or worked with the organisation.
Reporting Guidance	Monitor this indicator yearly for projects greater than 12 months, and every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point). The value will likely be zero unless the concept note and full proposal application were completed collaboratively with other organisations, then ensure to include those organisations in your baseline value.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 12.0 Number of Regulations, Strategies, or Protocols with Conservation Provisions Revamped, Enacted, or Amended

Indicator Component	Construct
Indicator Title	BEST 12.0
Indicator Description	Number of regulations, strategies, or protocols with conservation provisions revamped, enacted, or amended
Unit of Measurement	Recorded as the number of documents (regulations, strategies, protocols etc) that experienced an adjustment (e.g., revamped, enacted, amended).
Rationale	This indicator allows for the tracking of how the project may be contributing to policy and governance changes or improvements, updates through scientific and data-driven decision making, enhancing of conservation actions and accountability, and reflects adaptability and resilience in the face of change. Depending on the documents being amended, enacted or revamped, grantee projects can support contributions to various advancements in the conservation landscape.
Number of Decimals	0
Disaggregation	Disaggregate by Regulations, Strategies or Protocols, and then further disaggregate by whether those documents were Revamped, Enacted, or Amended.
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a document is only recorded once, unless it experiences multiple changes over the course of project implementation (e.g., The Governance Document was revamped in 2025 and then published and enacted in 2026 – this would then qualify for two separate recordings).
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Proof of the documents that are being monitored/recorded in this indicator.
Reporting Guidance	Monitor this indicator yearly for projects greater than 12 months, and every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point). This value will likely be zero for all projects because no documents/reports will have experienced a change until the project commences.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

OUTREACH INDICATORS – Aimed to promote desired awareness and subsequent behaviour change through appropriate activities and communication

BEST 13.0 Number of People Trained

Indicator Component	Construct
Indicator Title	BEST 13.0
Indicator Description	Number of people trained
Unit of Measurement	Recorded as the number of people who have been trained as a result of your project intervention.
Rationale	This indicator allows for the tracking of the number of people who have had the opportunity to gain new knowledge or skills. It also demonstrates your project's ability to equip project partners, community members, and/or stakeholders with necessary expertise.
Number of Decimals	0
Disaggregation	Please disaggregate by gender (male, female, non-binary)
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a person is only counted once regardless of whether they participated in one or more training opportunities.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Registration and attendance forms. Please ensure registrants/attendees complete sections that refer to gender.
Reporting Guidance	This indicator should be monitored yearly for projects greater than 12 months, and every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	The baseline for this indicator should be 0 as the project will not have been able to contribute towards training until it has begun implementation.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the timeline of your project, reach of your organisation, capacity of your institution, and to consider real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 14.0 Number of Volunteers Involved in Project Activities

Indicator Component	Construct
Indicator Title	BEST 14.0
Indicator Description	Number of volunteers involved in project activities
Unit of Measurement	Recorded as the number of people who have volunteers and supported the direct implementation of your project.
Rationale	This indicator measures the contribution to project implementation and demonstrates how many people are actively involved in project execution. This indicator can also be used as a way to support measuring the level of community ownership and interest in a project.
Number of Decimals	0
Disaggregation	Please disaggregate by gender (male, female, non-binary)
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a person is only counted once regardless of whether they participated in one or more volunteering opportunities.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Registration and attendance forms. Please ensure registrants/attendees complete sections that refer to gender.
Reporting Guidance	This indicator should be monitored yearly for projects greater than 12 months, and every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	The baseline for this indicator should be zero as the project will not have been able to contribute towards training until it has begun implementation.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the timeline of your project, reach of your organisation, capacity of your institution, and to consider real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 15.0 Number of People Reached by Awareness Activities

Indicator Component	Construct
Indicator Title	BEST 15.0
Indicator Description	Number of people reached by awareness activities
Unit of Measurement	Recorded as the number of people that have been reached through awareness of activities such as presentations, events, questionnaires, interviews, podcasts etc.
Rationale	This indicator allows the project to measure its outreach effectiveness, public engagement, and potential behaviour change. It can help a project better understand if it is reaching its intended audience, if contributing to behaviour changes, and can also support in securing additional funding for a project. On a larger scale, awareness activities can also influence policy change, when targeted to the appropriate audiences.
Number of Decimals	0
Disaggregation	Disaggregate by the type of awareness activity (e.g., interviews, podcasts, events etc)
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure to count people once per event/activity performed. There is a risk that people who attend one event will attend another one hosted by your organisation, but unless you record names, it will be hard to eliminate duplicates in this regard.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Presentations, forms, questionnaires, interviews, podcasts etc.
Reporting Guidance	Report on this indicator yearly. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of engagement that your organisation already has. This indicator would then measure the impact the project has on growing the awareness and engagement above the audience your organisation has already reached.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 16.0 Number of People Reached by Media and Social Networks

Indicator Component	Construct
Indicator Title	BEST 16.0
Indicator Description	Number of people reached by media and social networks
Unit of Measurement	Recorded as the number of people, which can be quantified through likes, reactions, views, comments through social networks.
Rationale	This indicator allows the project to measure its outreach effectiveness, public engagement, and potential behaviour change. It can help a project better understand if it is reaching its intended audience, if contributing to behaviour changes, and can also support in securing additional funding for a project. On a larger scale, awareness activities can also influence policy change, when targeted to the appropriate audiences.
Number of Decimals	0
Disaggregation	Please disaggregate by the type of social media platform (e.g., Instagram, LinkedIn, TikTok, X, YouTube, Spotify etc)
Double Counting	There is a HIGH risk of double counting while monitoring this indicator, especially in social media metrics. It is likely that someone who likes a post will also share and/or comment on the same post and that you will have the same person liking multiple posts. It is best to average the number of likes/comments/views across all platforms to reduce the impact of double counting.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Social media metrics, website analytics etc.
Reporting Guidance	Report on this indicator yearly. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of engagement that your organisation already has. This indicator would then measure the impact the project has on growing the awareness and engagement above the audience your organisation has already reached.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 17.0 Number of People from Vulnerable Groups Benefitting from Project Activities

Indicator Component	Construct
Indicator Title	BEST 17.0
Indicator Description	Number of people from vulnerable groups benefitting from project activities
Unit of Measurement	Recorded as the number of people from vulnerable groups that are directly benefitting from the implementation of the project. A vulnerable group can be defined as a group that faces social, economic or environmental disadvantages, such as Indigenous people and local communities, low income or marginalized groups, women and youth in underserved areas, people affected by climate degradation, and displaced communities.
Rationale	This indicator allows for tracking whether the implementing project is reaching the people most in need of support, helps assess whether conservation activities are promoting fair and effective activities. It can also help measure whether a project is helping to create alternative livelihoods for these groups.
Number of Decimals	0
Disaggregation	Disaggregate by the type of group: Indigenous people and local communities, low income or marginalized groups, women and youth in underserved areas, people affected by climate degradation, and displaced communities.
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a person is only counted once throughout the lifespan of the project.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Surveys, interviews, forms, registration documents, and social and demographic data.
Reporting Guidance	Report on this indicator yearly. Reporting is cumulative over the project lifespan.
Baseline Guidance	The baseline for this indicator should be zero as the project will not have been able to contribute towards supporting vulnerable groups until it has begun implementation.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

EMPLOYEMENT INDICATOR – Aimed at ensuring the creation of part-time and full-time jobs thanks to the provided funding, and ideally, beyond it

BEST 18.0 Number of Jobs Created

Indicator Component	Construct
Indicator Title	BEST 18.0
Indicator Description	Number of jobs created
Unit of Measurement	Recorded as the number of jobs that are receiving a paid salary/income throughout the lifespan of project implementation.
Rationale	This indicator allows for the tracking of socio-economic impact from conservation activities, showing how conservation contributes to local employment, supports livelihoods, and encourages sustainable development.
Number of Decimals	0
Disaggregation	Please disaggregate whether the job was created within your organisation or outside your organisation.
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure a person's job is only counted once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	For within the organisation, financial reports clearly indicating the number of staff being supported through this project. For outside the organisation, contract documents and Terms of Reference can be used.
Reporting Guidance	Report on this indicator yearly.
Baseline Guidance	The baseline for this indicator will be zero because there will be no jobs supported until the project commences and funding has been received to support staff and others financially.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts. Identifying an appropriate target value for jobs created can be informed by your project proposal and budget submitted to BESTLIFE2030.

PROTECTED AREAS INDICATORS – Aimed at establishing or expanding either protected areas or other area-based conservation measures (OECMs)

BEST 19.0 Increase in Spatial Coverage of Protected and Conserved Areas Within the Geographic Scope of the Project (km^2)

Indicator Component	Construct
Indicator Title	BEST 19.0
Indicator Description	Increase in spatial coverage of protected and conserved areas within the geographic scope of the project (km^2)
Unit of Measurement	Recorded in km^2 and measured as the amount of area that has been contributed to PCAs (or taken away from PCAs) coverage because of the project. The focus is on the measurable change in area than on "effective management" as it often requires longer timeframes.
Rationale	This indicator tracks the expansion of legally or formally recognized protected and conserved areas (PCAs) within the project's geographic scope. It captures spatial increases resulting from actions such as the designation of new areas, the formal recognition of community-led conservation areas (e.g., OECMs), or the extension of existing protected area boundaries. It does not assess management quality, enforcement, or operational capacity, but provides a quantitative measure of the project's contribution to area-based conservation goals.
Number of Decimals	2
Disaggregation	Please disaggregate by the type of protected and conserved area (e.g., PCA, OECM, ITT, WMA, MPA etc).
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted/measured once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), maps, shapefiles, World Database on Protected Areas, and/or reports.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and quarterly or every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of area already under protection. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

BEST 20.0 Number of Protected and Conserved Areas Meeting or Progressing Toward Green List Certification

Indicator Component	Construct
Indicator Title	BEST 20.0
Indicator Description	Number of protected and conserved areas meeting or progressing toward Green List Certification
Unit of Measurement	Recorded as the number of protected and conserved areas (e.g., PCA, OECM, ITT, WMA, MPA etc).
Rationale	This indicator recognises both fully certified sites and those actively moving towards Green List compliance, that is, Green List certification (fully approved under Green List Standards); Green List Candidate Process (officially working toward certification and meeting specific milestones), and Maintaining Compliance (previously certified sites that are continuing to meet the Green List Standard).
Number of Decimals	0
Disaggregation	Please disaggregate by the type of protected and conserved area (e.g., PCA, OECM, ITT, WMA, MPA etc) as well as where in the Green List process each of the listed PCAs are at.
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted/measured once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Official documents for the Green List process and/or certification, including monitoring reports where applicable, and/or maps.
Reporting Guidance	Monitor this indicator yearly for projects greater than 12 months, and every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of PCAs that fit the indicator description. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.

CLIMATE VULNERABILITY INDICATOR – Aimed at improving the conditions to adapt and mitigate the impact of climate change

BEST 21.0 Percent Increase in the Adoption of Climate-Adaptive Practices as a Result of the Project Intervention

Indicator Component	Construct
Indicator Title	BEST 21.0
Indicator Description	Percent increase in adoption of climate-adaptive practices as a result of the project intervention (%).
Unit of Measurement	Recorded as a percentage (%) of people adopting climate-adaptive practices. If unable to measure at the people level, please measure at the organisational level, identifying the number of organisation adopting climate-adaptive practices.
Rationale	This indicator tracks the adoption of climate-adaptive practices because of the project intervention. It does not assume that the adopted practices automatically make them more resilient to changes in the climate. Instead, the indicator focuses on the behavioural change of people to focus on activities and practices that can result in a benefit from a changing climate.
Number of Decimals	1
Disaggregation	Reporting should be at the people level. When not possible, report at the organisational level.
Double Counting	There is a risk of double counting while monitoring this indicator. Please ensure an area is only counted/measured once per reporting period.
Frequency of Monitoring	Yearly at a minimum, beginning from the date of project implementation.
Typical Sources to Support Data Entry	Monitoring data sets (e.g., excel tables, csv files etc), surveys, reports of adoption of climate-adaptive practices.
Reporting Guidance	Report on this indicator yearly for projects greater than 12 months, and every 6 months for projects less than 12 months. Reporting is cumulative over the project lifespan.
Baseline Guidance	An assessment needs to be conducted before the start of the project to identify the baseline (or starting point) of the number of climate-adaptive practices that are already in place and active before the intervention of the project. This value may also be known if an assessment has already been completed before the receipt of the grant/start of the project.
Target Guidance	The target value is an educated estimation of the impact that you believe the project will have on this indicator. The target value should be realistic and achievable within the scope of the project. When defining a target value, it is also important to think about the capacity of your institution, considering real life risks and setbacks such as staff turnover, weather events, political shifts, and how those may impact the implementation of your activities/efforts.