



Problem

The Doris Duke Charitable Foundation (DDCF) wanted to make a programmatic investment to support the use of incentive-based tools for biodiversity conservation in the United States. DDCF engaged CEA to:

- Scan the array of incentive-based instruments for conservation to determine hurdles, opportunities, and needs.
- Develop criteria to determine the most promising incentive-based strategies for research and demonstrations.
- Identify and recommend an optimal strategy for implementing the initiative.
- Design and structure the programmatic investment.

Solution

CEA performed a comprehensive analysis of the relevant investment opportunities and provided recommendations for program design and implementation. This involved:

- Assessment of past and current incentive models, barriers to success, and prospects for national scalability.
- Evaluation of opportunities for financial leverage.
- Evaluation of possible program designs and structures in terms of programmatic control, solution design flexibility, and administrative efficiency.
- A detailed outline of several recommended investment strategies.

Results

After CEA completed the evaluation and recommendations, the DDCF invested \$5 million to establish the Center for Conservation Incentives (CCI). The Center is implementing a comprehensive plan for increasing the quantity and efficiency of biodiversity conservation on private lands through highly leveraged federal funding.