

Land Conservation Metrics

from the IRIS Working Group led by the David & Lucile Packard Foundation

The IRIS initiative together with the David & Lucile Packard Foundation and Manta Consulting co-convened a working group with land conservation practitioners, land conservation investment managers, impact investors, and field experts to identify a set of metrics relevant to land conservation investors.

The following metrics are recommended by the working group for use by investors who are seeking to achieve conservation impacts with their land investments. The topic area and relevant questions for each metric are outlined in the left-hand column of the table below. For more detailed information around the use of these metrics, please see the accompanying paper authored by Manta Consulting and available for download in the Documents tab for more background information and guidance on the use of the metrics.

Topic	IRIS Metric	Metric Description
Attributes of the Land <i>What makes the land worth conserving?</i> <i>Why is the project a priority?</i>	Conservation Priority Characteristics (PD9009)	<p>Indicate the primary characteristics of hectares directly or indirectly controlled, during the reporting period, that are desirable to maintain or enhance through protection, restoration, or sustainable stewardship. (Select all that apply):</p> <p>Ecology and Habitat</p> <ul style="list-style-type: none"> - Wilderness, or wilderness-quality lands (biologically/ecologically intact ecosystems, free of significant human intervention) - Significant biodiversity - Critical habitat for endangered or vulnerable species - Wildlife habitat - Land with shared boundaries to existing protected land, to increase conservation assemblage or create buffer areas <p>Public / Human Use</p> <ul style="list-style-type: none"> - Park, land for community recreation, and access to public lands - Natural or cultural features of outstanding/unique value, because of rarity, representativeness, aesthetic qualities or cultural significance (e.g. waterfalls, distinct scenic landscapes, geological features, cave dwellings, natural pilgrimage sites) - Open space - Working lands, specifically land for traditional activities related to the sustainable use of natural resources, including agriculture, timber, and ranching - Scientific value (research reserves, field stations, etc.) <p>Ecosystem Services</p> <ul style="list-style-type: none"> - Land that provides basic ecosystem services in critical situations (e.g., watershed function, flood control) - Land providing other ecosystem services (regulating values/services, supporting values/services, provisioning values/services, and/or cultural values/services). <p>Footnote specific descriptions to accompany selections (e.g. list the relevant endangered or vulnerable species). List, if any, third-party entity identified the conservation priority of the land (e.g., local community, inter-governmental entity, nonprofit, government) and the priority level. If available, cite published plans or other documentation that identifies the land is a conservation priority.</p> <p>Report in conjunction with: Protected Land Area (PI4716*), Sustainably Managed Land Area - Direct (OI6912), Sustainably Managed Land Area - Indirect (PI6796), Ecosystem Services (PD8494*), Protected Land Adjacency (PI2135*), Protected Land Assemblage Total Area (PI5750*)</p>
	Type of Land Area (PD3922)	<p>Type(s) of land present on hectares directly or indirectly controlled by the organization. Report for hectares controlled at any point during the reporting period. (Select all that apply):</p> <ul style="list-style-type: none"> -Urban/Built-up Land -Agricultural Land -Rangeland -Forest Land -Water Areas -Wetland -Barren Land -Tundra -Perennial Snow or Ice <p>Note: Options above are based on the Anderson Classification System (ACS) for land use and land cover.</p> <p>Report in conjunction with: Land Area - Indirectly Controlled (PI3789), Land Area - Directly Controlled (OI5408)</p>

Topic	IRIS Metric	Metric Description
	Fresh Water Bodies Present (PI7170)	Surface area in hectares of freshwater bodies present during the reporting period on protected land, land under sustainable stewardship, or land under sustainable cultivation. Report in conjunction with: Sustainably Managed Land Area - Direct (OI6912), Sustainably Managed Land Area – Indirect (PI6796), Protected Land Area (PI4716*)
	Streams Present (PI3239)	Length of freshwater streams present during the reporting period on protected land, land under sustainable stewardship, or land under sustainable cultivation. Report in conjunction with: Sustainably Managed Land Area - Direct (OI6912), Sustainably Managed Land Area – Indirect (PI6796), Protected Land Area (PI4716*)
	Coastline Present (PI5840)	Length of marine or freshwater coastline present during the reporting period on protected land, land under sustainable stewardship, or land under sustainable cultivation. Report in conjunction with: Sustainably Managed Land Area - Direct (OI6912), Sustainably Managed Land Area – Indirect (PI6796), Protected Land Area (PI4716*)
Conservation <i>What protection, management, or restoration mechanisms are used to conserve the land?</i>	Total Land Area - Control and Scale	
	Land Area Indirectly Controlled (PI3789)	Area of land, in hectares, indirectly controlled by the organization at any point during the reporting period.
	Land Area Directly Controlled (OI5408)	Area of land, in hectares, directly controlled by the organization at any point during the reporting period.
	Land Protected	
	Protected Land Area (PI4716)	Number of hectares with a status of protected land during the reporting period. Organizations should footnote the mechanisms used to ensure protection. Footnote the specific mechanism used to ensure protection (e.g. legal encumbrances placed on land), whether permanent or non-permanent with duration if non-permanent). Footnote the type of entity that will own the land under conservation status or the entity that owns the easement (e.g. type of organization that owns the protected status of the land).
	Protected Land Area: Permanent (PI3924)	Number of hectares with a status of permanently protected land during the reporting period. Organizations should footnote the mechanisms used to ensure protection. Footnote the specific mechanism used to ensure protection (e.g. legal encumbrances placed on land). If relevant, specify the qualified conservation organization that will own the land under permanent conservation status (e.g. type of organization that owns the protected status of the land).
	Management and Sustainable Stewardship	
	Sustainably Managed Land Area - Direct (OI6912)	Area of land, in hectares, directly controlled by the organization and under sustainable cultivation or sustainable stewardship. Report directly-controlled hectares sustainably managed at any point during the reporting period.
	Sustainably Managed Land Area – Indirect (PI6796)	Area of land, in hectares, indirectly controlled by the organization and under sustainable cultivation or sustainable stewardship. Report indirectly-controlled hectares sustainably managed at any point during the reporting period.
	Restoration	
Ecological Restoration Management Area (PI9556)	Hectares under ecological restoration management during the reporting period. Include both hectares directly controlled and hectares indirectly controlled by the organization. Organizations should footnote relevant ecological restoration activities undertaken during the reporting period. Report in conjunction with: Land Area - Indirectly Controlled (PI3789), Land Area - Directly Controlled (OI5408)	

Topic	IRIS Metric	Metric Description
	Streams Restored (PI6885)	Length of freshwater streams under ecological restoration management on protected land, land under sustainable stewardship, or land under sustainable cultivation during the reporting period.
	Coastline Restored (PI2538)	Length of marine or freshwater coastline under ecological restoration management on protected land, land under sustainable stewardship, or land under sustainable cultivation during the reporting period.
Benefits and Impact of Conservation	Connectivity	
	Protected Land Adjacency (PI2135)	<p>Length of protected land boundary shared with other protected land, as of the end of the reporting period.</p> <p>This is intended to capture the boundary of protected lands which are immediately adjacent to already-protected land parcels, thus compounding the total amount of protected land.</p>
	Protected Land Assemblage Total Area (PI5750)	<p>Number of hectares of contiguous protected land areas, as of the end of the reporting period.</p> <p>This should include hectares controlled by other entities as long as they form a contiguous assemblage with the protected land on hectares directly controlled or hectares indirectly controlled by the reporting organization.</p>
	Ecosystem Services and Earned Revenue from Sustainable Land Use	
	Ecosystem Services (PD8494)	<p>The ecosystem services provided by land during the reporting period. Report for hectares directly or indirectly controlled during the reporting period. (Select all that apply):</p> <p>Provisioning Values/Services</p> <ul style="list-style-type: none"> - Food - Biological raw materials - Biomass fuel - Freshwater - Genetic resources - Biochemical's, natural medicines, pharmaceuticals <p>Regulating Values/Services</p> <ul style="list-style-type: none"> - Maintenance of air quality - Regulation of climate - Regulation of water timing and flows - Erosion control - Water purification and waste treatment - Disease mitigation - Maintenance of soil quality - Pest mitigation - Pollination - Natural hazard mitigation <p>Supporting Values/Services</p> <ul style="list-style-type: none"> - Habitat - Nutrient cycling - Primary production - Water cycling <p>Cultural Values/Services</p> <ul style="list-style-type: none"> - Recreation and ecotourism - Ethical and spiritual values - Educational and inspirational values <p>Organizations should footnote specific details around the selections.</p> <p>Report in conjunction with: Protected Land Area (PI4716*), Protected Land Area: Permanent (PI3924*), Sustainably Managed Land Area - Direct (OI6912), Sustainably Managed Land Area – Indirect (PI6796), Land Area - Indirectly Controlled (PI3789), Land Area - Directly Controlled (OI5408)</p>

Topic	IRIS Metric	Metric Description
	Revenue Generated at Directly Supported Enterprises (PI3180)	<p>Revenue generated by enterprises operating on hectares indirectly controlled by the organization that are under sustainable stewardship. Report revenue generated by the enterprises during the reporting period.</p> <p>Note: This is intended to cover the revenue of enterprises deriving revenue from the land, such as a sustainable ranching company leasing access to the land, as opposed to enterprises that provide services to maintain the land, such as a pest control company.</p> <p>Report in conjunction with Sustainably Managed Land Area – Indirect (PI6796).</p> <p>For organizations earning revenue through sustainable economic activity on hectares directly controlled, report Earned Revenue (FP5958) and Sustainably Managed Land Area - Direct (OI6912)</p>
	Jobs Maintained at Directly Supported Enterprises (PI5691)	<p>Number of full-time equivalent employees working for enterprises financed or supported by the organization at the time when the organization began its support/investment.</p> <p>Organizations should footnote the calculation assumptions, specifically the definition of full time work used when reporting against this metric.</p> <p>For reporting organizations providing financing support (e.g. banks), this should be the total number of jobs as of the time of first investment.</p> <p>For reporting organizations that indirectly control land and support other organizations by allowing them to sustainably operate them as working lands, this is the number of jobs as of the time that the reporting entity became the landowner and/or the supported organization began operating on the land. Note that supported enterprises refers to those the of enterprises deriving revenue from the land, such as a sustainable ranching company leasing access to the land, as opposed to enterprises that provide services to maintain the land, such as a pest control company.</p>
	Jobs Created at Directly Supported Enterprises (PI3687)	<p>Net number of new full-time equivalent employees working for enterprises financed or supported by the organization at the end of the reporting period, and since the beginning of support/investment by the organization.</p> <p>Organizations should footnote the calculation assumptions, specifically the definition of full time work used when reporting against this metric.</p> <p>For reporting organizations providing financing support, this should be the total number of jobs created across the outstanding investment portfolio and since time of investment. (This number will be negative if a financed enterprise has fewer employees than at the time of first investment.)</p> <p>For reporting organizations that indirectly control land and support other organizations by allowing them to sustainably operate them as working lands, this is the number of jobs created since the reporting entity became the land owner. Note that supported enterprises refers to the of enterprises deriving revenue from the land, such as a sustainable ranching company leasing access to the land, as opposed to enterprises that provide services to maintain the land, such as a pest control company.</p>
	Certifications	

Topic	IRIS Metric	Metric Description
	Operational Certifications (OI1120)	<p>List the third-party certifications held by the organization that are related to its business processes and practices and that are valid as of the end of the reporting period.</p> <p>Note: Separately report product-level certifications, using Product/Service Certifications (PD2765).</p>
	Product/Service Certifications (PD2765)	<p>Indicate third-party certifications for products/services sold by the organization, that are valid as of the end of the reporting period.</p> <p>Organization should footnote the certification name, certifying body, and date since the product/service has been continuously certified, for all product/service level certifications obtained by the organization.</p>