

Impact tracking template

Impact outcome or objective	Delivery mechanism or activity	Activity indicator	Means of measurement	Progress	Comments	Impact indicator	Means of measurement	Progress	Comments
Restore 20 million hectares of damaged peat bog by 2025, based on published research into the methods and benefits of restoration	<ul style="list-style-type: none"> Develop Peatland Code to publically demonstrate progress towards policy statements on private-public partnerships for conservation Policy brief Presentations to policy analysts Briefings to Ministers via trusted NGOs and other contacts Input to development of Peatland Code 	Peatland Code developed, piloted & launched with high-level support from Government	Peatland Code launch event and documentation		Launched October 2015	Number of hectares of land restored per year	Peatland Code Register		Peatland only restored in one pilot project so far
		Sponsorship funding	Peatland Code Register		Funding for pilot projects only at this stage				
	<ul style="list-style-type: none"> Sponsorship catalogue Twitter to raise awareness among business stakeholders/customers & LinkedIn to get new leads & feedback Brokered meetings with CEOs and philanthropists Event stands 	Peat-free pledges	Website counter		Approaching 1000 pledges				
		Meetings via LinkedIn and event stands	Meeting minutes		Meetings held with CSR leads but did not lead to decisions, so now focussing on CEOs (see below)				
		Meetings via broker	Meeting minutes		In progress				
		Catalogue produced	Catalogue online		Done October 2015				



