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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 | * 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 |  |  |  |  |
| * 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 |  |  |  |  |
| Catlogue produced | Catalogue online |  | Done October 2015 |  |  |  |  |

Impact tracking template