**THE ARCH FRAMEWORK**
FOR CONSERVATION FINANCE PROJECTS

*An architectural blueprint for project developers, funders, and investors to design, develop, and implement innovative conservation finance projects.*

**STEP 1: DESIGN**

Start with the two key foundations:
- The **problem** you aim to solve
- The **payors** willing and able to pay for the solution

**STEP 2: DEVELOP**

Add these critical elements:
- The use of effective and implementable **practices**
- Co-creation with core constituents
- **Alignment** with legal, policy, and regulatory conditions
- A viable strategy for **data and measurement**
- The right set of **partners** to carry the work forward from concept through pilot and on to scale

The Arch Framework is informed by an assessment of awarded USDA NRCS Conservation Innovation Grants

**STEP 3: IMPLEMENT**

Apply all relevant best practices for implementation, i.e. the bricks below:

1. **Build on past learnings**
2. **Orient the project on the Market Development Framework**
3. **Ensure focus and tight scope**
4. **Reconfirm demand and supply**
5. **If finance is not needed, pivot**
6. **Use risk mitigation to secure anchor participants**
7. **Make effective use of commercial partners**
8. **Test, learn, and iterate**
9. **Codify practices, financial models, & legal structures**
10. **Simplify!**