

# 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:

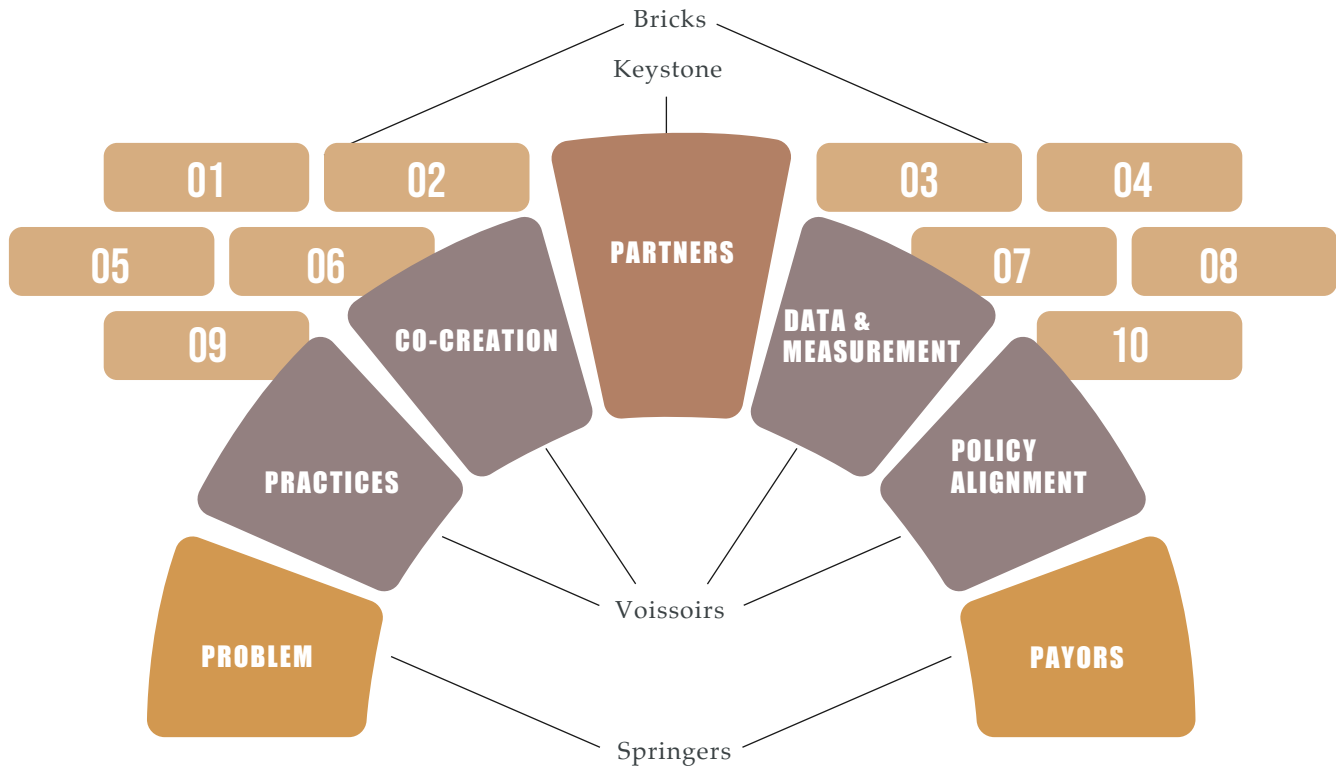
- The **problem** you aim to solve
- The **payors** willing and able to pay for the solution

### 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:

- |   |  |  |  |   |
|---|--|--|--|---|
| <b>01</b> Build on past learnings                           | <b>02</b> Orient the project on the Market Development Framework | <b>03</b> Ensure focus and tight scope | <b>04</b> Reconfirm demand and supply                            | <b>05</b> If finance is not needed, pivot |
| <b>06</b> Use risk mitigation to secure anchor participants | <b>07</b> Make effective use of commercial partners              | <b>08</b> Test, learn, and iterate     | <b>09</b> Codify practices, financial models, & legal structures | <b>10</b> Simplify!                       |

