

# Achieving impact at scale

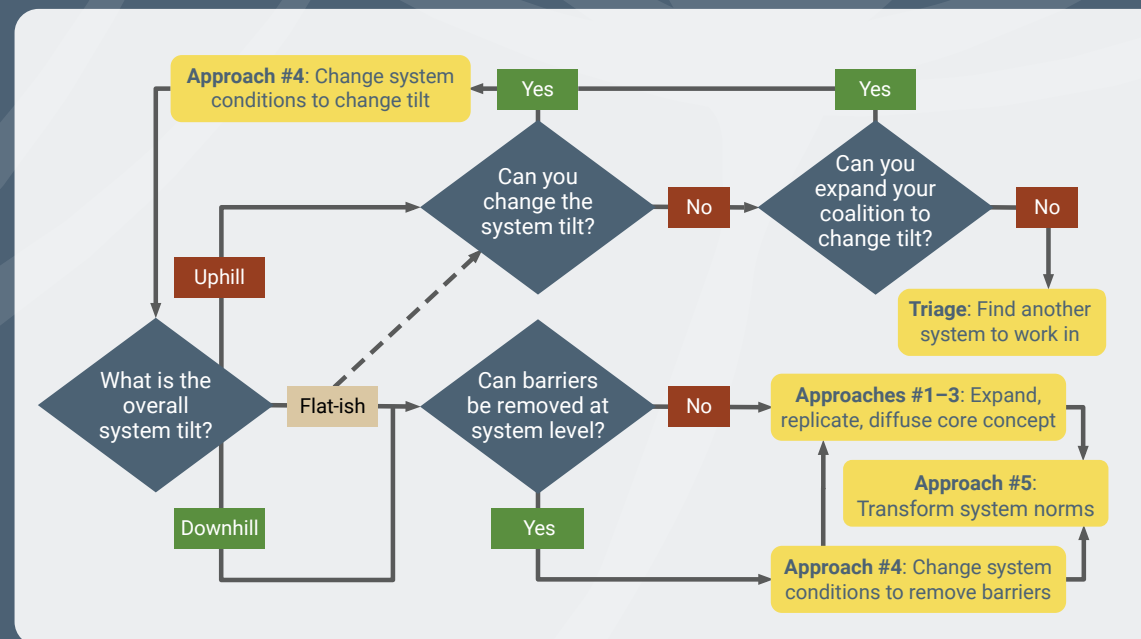


Many conservation organizations are setting ambitious, large-scale goals for addressing today's daunting environmental challenges. But they often lack a clear plan for achieving these goals and have large gaps in the logic of their theories of change.

Foundations of Success (FOS) set out to address these gaps. Forming a learning network with the Gordon and Betty Moore Foundation, the Walton Family Foundation, and six real-world conservation programs, we have collaboratively developed and tested a systematic framework for taking conservation to scale.

Central to the scaling framework are five main approaches for taking a concept to scale, each with its own generic theory of change pathway that conservation teams can adapt to their purposes.

The framework provides a decision tree to help conservation teams choose which scaling approach(es) to use, depending on the situation they are facing. It also provides guidance and tools for mapping out who needs to do what at the desired scale of impact and how the system works.



By adopting our framework, practitioners will find the pathways to bring their work to scale and funders will be able to support grantees in developing solid strategies for scaling. As designing for scale is demystified and becomes the norm, the conservation community can greatly enhance its global impact.

Learn more at [fonline.org/scaling](https://fonline.org/scaling)

# Will your idea scale? Try the FOS Scaling Challenge



Are you wondering how to go from a pilot project or initial idea to achieving impact at scale?

Conservation is complex. And trying to address issues on a larger scale only increases that complexity. There's a lack of tools that help you go from lofty, vague descriptions of good things that will happen at scale to ambitious yet measurable goal statements. And it is even more difficult to understand what the mechanisms of scaling are: to get from a small pilot idea to impact at scale, what needs to happen?

The *FOS Scaling Challenge* is a step-by-step method that you can use to road-test your scaling idea. It helps you sketch out your scaling strategy by mapping out how the system works, defining the ultimate change you want to see, clarifying how you can get there, and checking the feasibility of the strategy. In only a couple of hours, you will have a clear roadmap that helps you make a go/no-go decision and acts as an outline for your full scaling strategy.

**Try the Scaling Challenge yourself or contact us for facilitation support:**  
[fosonline.org/scalingchallenge](https://fosonline.org/scalingchallenge)

## THE FOS SCALING CHALLENGE:

1. Describe core concept and units
2. Depict actors & desired behavior
3. Define scaling ambition
4. Determine system tilt & barriers
5. Decide on scaling approaches
6. Do the math

MAKE GO / NO-GO DECISION

➡ FULL SCALING STRATEGY