



# The PFP Model

Resilience. Partnership. Durability.

Akshayuk Pass, Baffin Island, Nunavut, Canada ©Ed Dods

The PFP model is a legally binding agreement that moves to implementation only when a set of core interlocking components are in place, ensuring that conservation outcomes and community benefits are fully financed and managed over the long term. Each PFP begins with a jointly developed conservation and community development plan agreed by all national and local partners, which defines the geographic scope, measurable biophysical and social outcomes, priority actions, and clear implementation responsibilities. A comprehensive financial model then calculates the full life-cycle costs of that plan, maps all funding sources, and shows how transition funds, government budgets, and new sustainable revenue mechanisms will achieve long-term financial sustainability.

Partners channel these financial flows through a conservation trust fund with governance arrangements, safeguards, and legal commitments codified in binding agreements. Disbursement conditions link policy reforms, budget increases, and other milestones to phased releases of funds, while a monitoring, evaluation, and learning framework sets clear and measurable indicators, baselines, and data-collection methods for ecological, climate, and community outcomes. Regular financial and performance reporting, independent audits of the trust fund, and periodic external reviews support adaptive management and provide credible, transparent evidence of durable results.

## Resilience to Change

Enduring Earth's PFP approach is built to withstand macroeconomic volatility and political turnover. Each PFP is anchored in a single, legally binding closing agreement and implemented through an independent conservation trust fund. At closing, often referred to as the launch, governments, Indigenous peoples, local communities, partners, and funders commit to long-term conservation, community development, and finance obligations that take effect once full funding is committed and key policy and governance conditions are in place.

Capital from public, private, and philanthropic sources is placed in a professionally managed trust that is legally separate from government, with multistakeholder governance and transparent reporting, insulating resources from short-term fiscal crises or shifts in political priorities. Disbursements from these funds are performance-based

and time-bound, released only when agreed milestones and safeguards are met, which protects investments during economic shocks and creates incentives for continuity across administrations. Trust funds report progress regularly to ensure transparency and enable course correction when needed. If macroeconomic or political conditions deteriorate, PFPs can slow or sequence activities while maintaining core protections and financing, rather than collapsing when annual budgets tighten. This architecture does not eliminate risk - currency fluctuations, inflation, or government changes can still affect implementation speed - but it significantly reduces the likelihood that protected areas will be abandoned or underfunded, allowing Enduring Earth and its partners to stay focused on long-term outcomes rather than year-to-year survival.

## Local Leadership and Governance

Enduring Earth's approach starts from the premise that PFPs must be designed and governed with, not for, the people who live in the places where we work. From the earliest scoping phase, governments, Indigenous peoples, and local communities co-develop a shared vision through multiyear dialogue, with local partners hosting community assemblies, town halls, sector-specific workshops (for example, with fishers or herders), and targeted meetings with women, youth, and other often-excluded groups. In these forums, partners introduce the PFP model, raise and answer questions, and synthesize community feedback as they refine conservation and development plans.

Each PFP includes an explicit stakeholder engagement plan and applies rigorous environmental and social safeguards, including Free, Prior, and Informed Consent with local communities and Indigenous peoples. Community priorities shape conservation and finance plans, and local representatives hold formal seats in governance bodies such as trust-fund boards and advisory councils alongside governments and funders.

With government partners, Indigenous Guardians and community organizations then lead implementation, monitoring, and adaptive management on the ground, maintaining feedback loops over the 10- to 20-year life of each PFP and helping to balance power through structured, long-term processes rooted in accountability and shared ownership. One emerging lesson is that investing early in facilitation and community-led convening greatly strengthens the quality and legitimacy of PFP commitments.



**K'ahsho Got'ine Elder Vicky Orias (language expert)**  
working with KG Guardian Joseph Tobac on Place  
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