

**GLOBAL  
FOREST  
WATCH**

# Evaluating Forest Monitoring for Impact





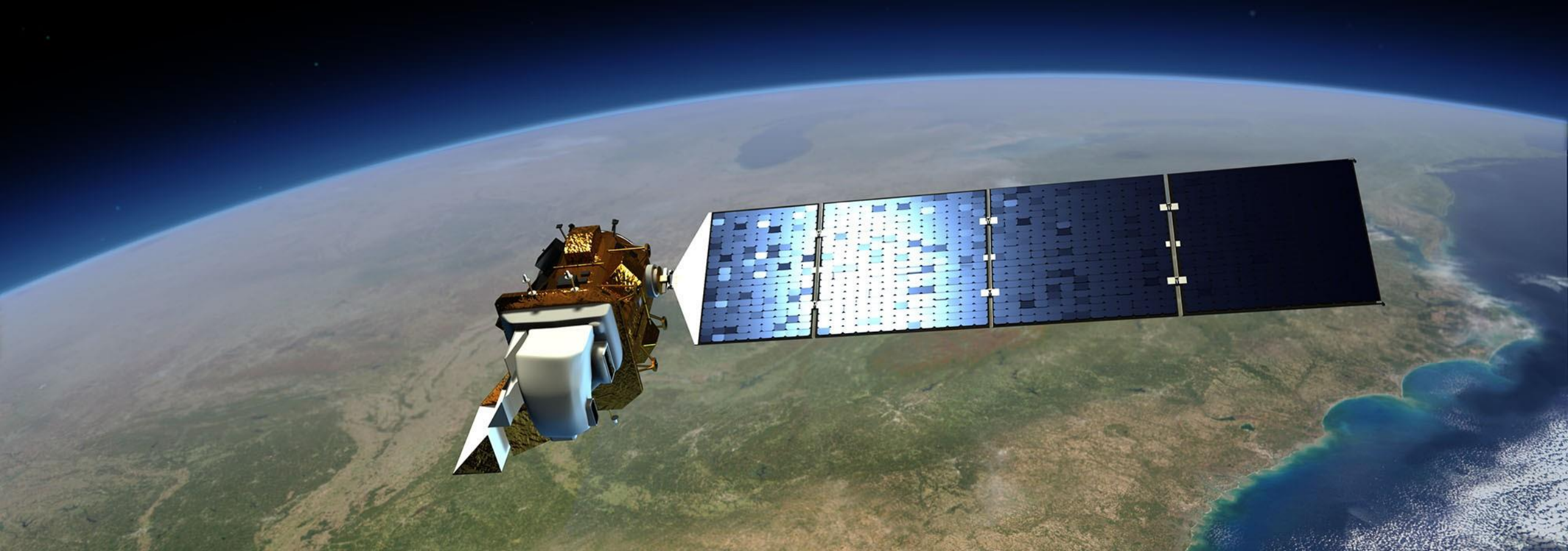
Every minute,  
forest the size of

**60** football pitches

is cut down

**Could someone  
please update my  
Facebook status?**





satellite  
data



cloud  
computing

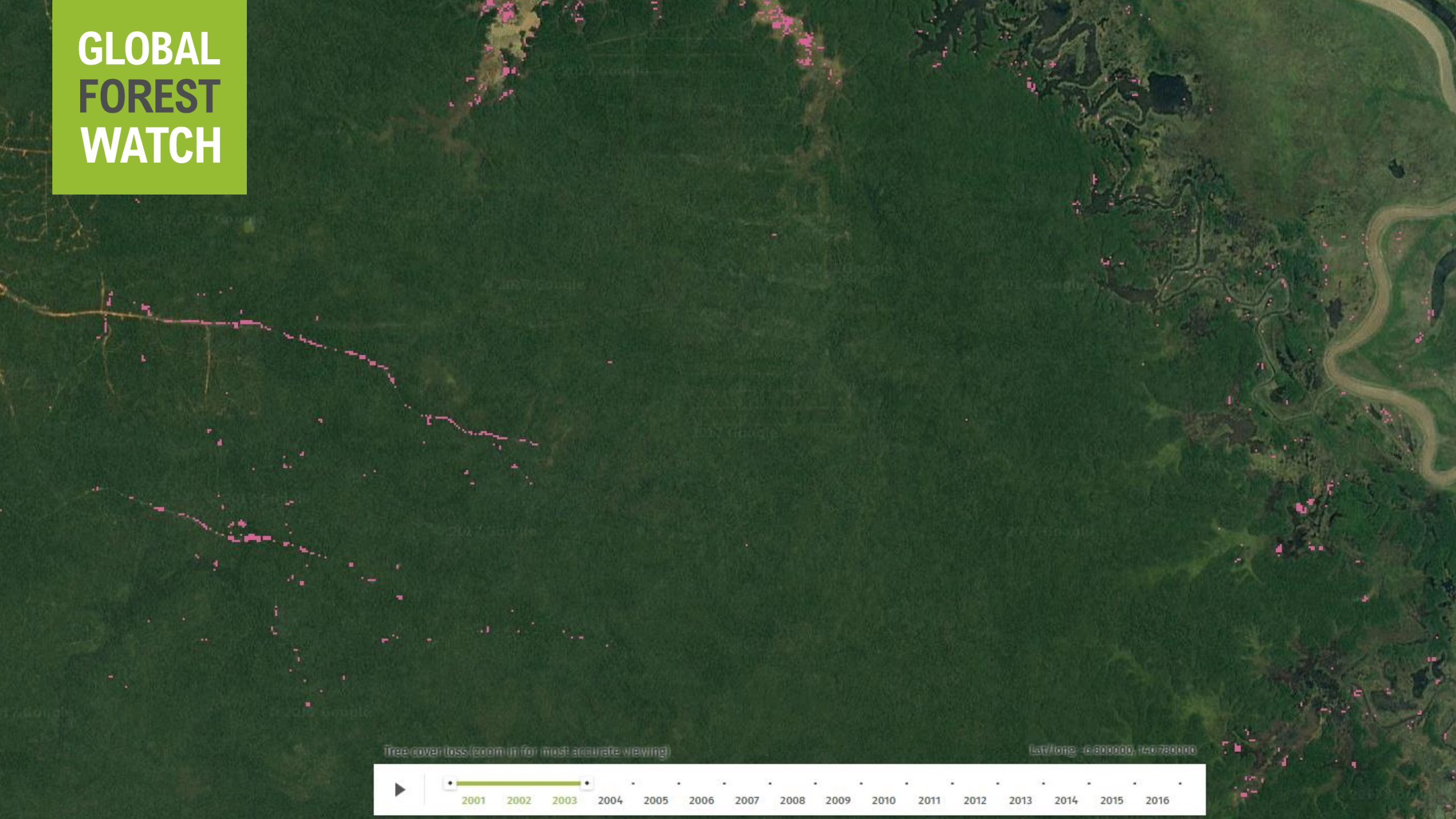


artificial  
intelligence

**GLOBAL  
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# GLOBAL FOREST WATCH



Tree cover loss (zoom in for most accurate viewing)

Lat/long: -6.800000, -74.780000



Indigenous communities protect their lands





Police uncover illegal deforestation

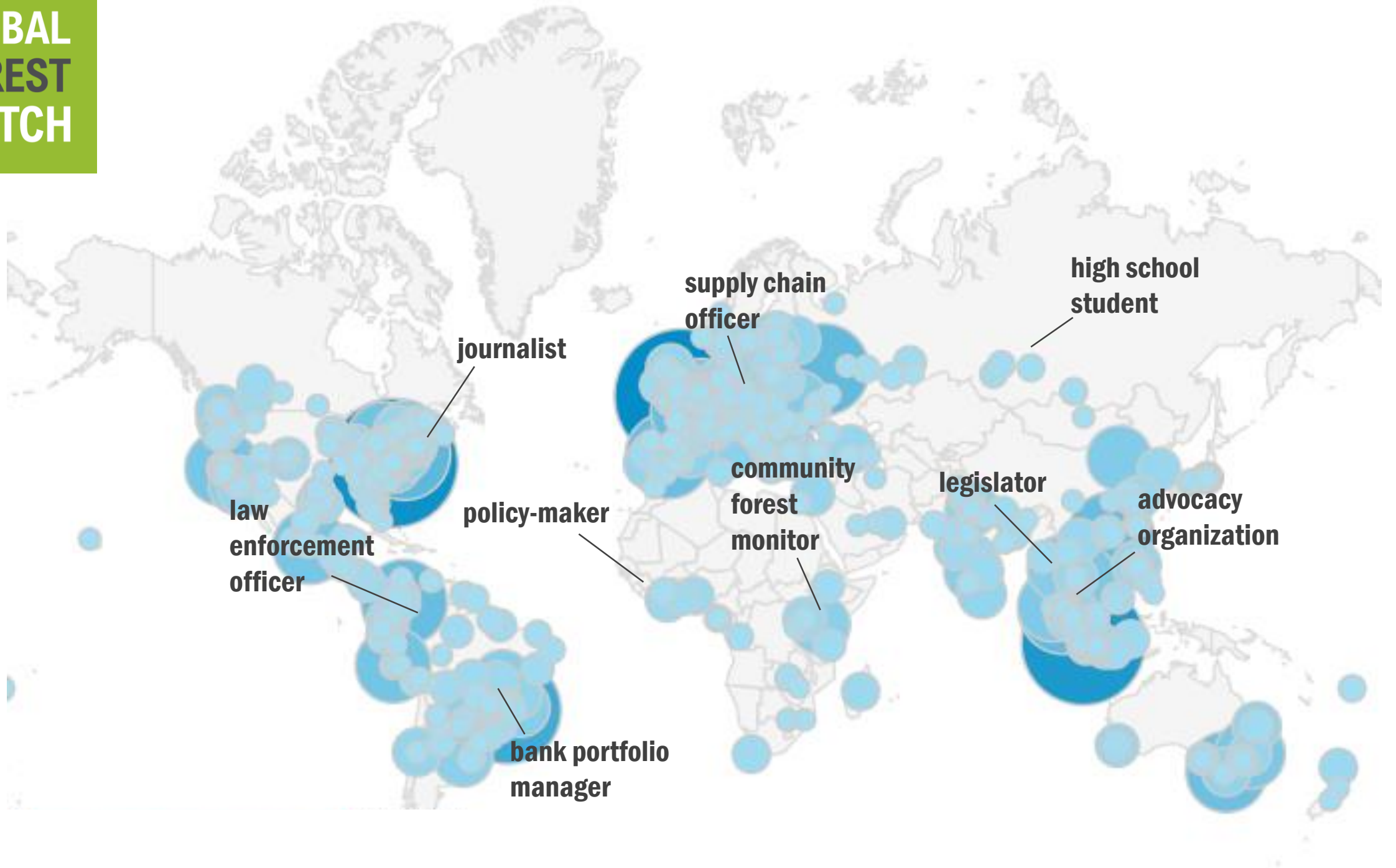






Governments improve land use planning

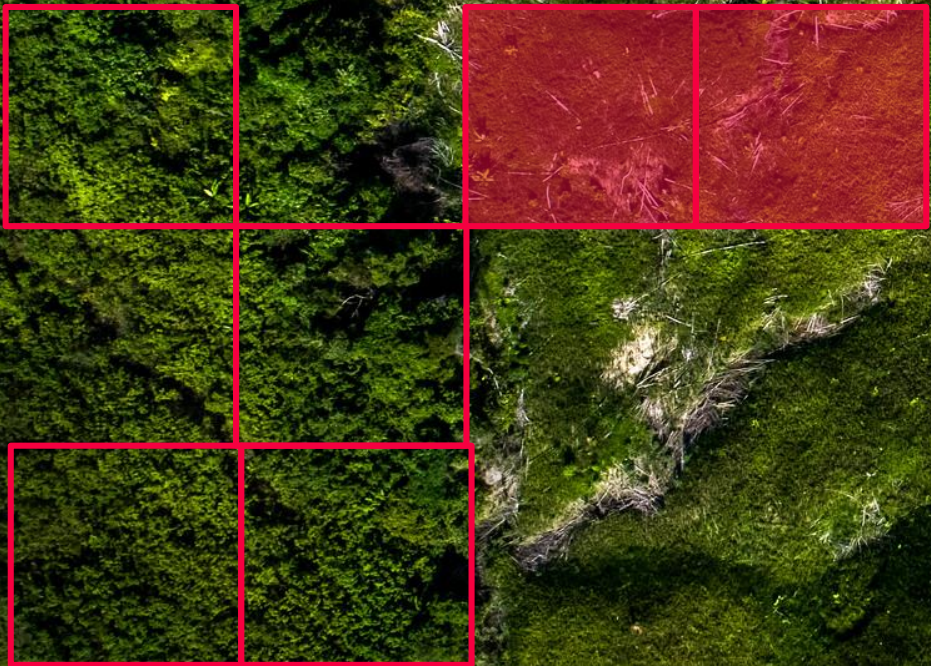
# GLOBAL FOREST WATCH



A world map with a light gray background. Numerous blue circles of varying sizes are scattered across the map, representing forest monitoring data. The circles are most densely clustered in South America, Africa, and Asia. A central text box is overlaid on the map.

**2.5 million people monitoring  
600 million hectares of forest**

# How many trees are still standing because of Global Forest Watch?: Evaluating Impact



# A Mixed Methods Approach



Literature review

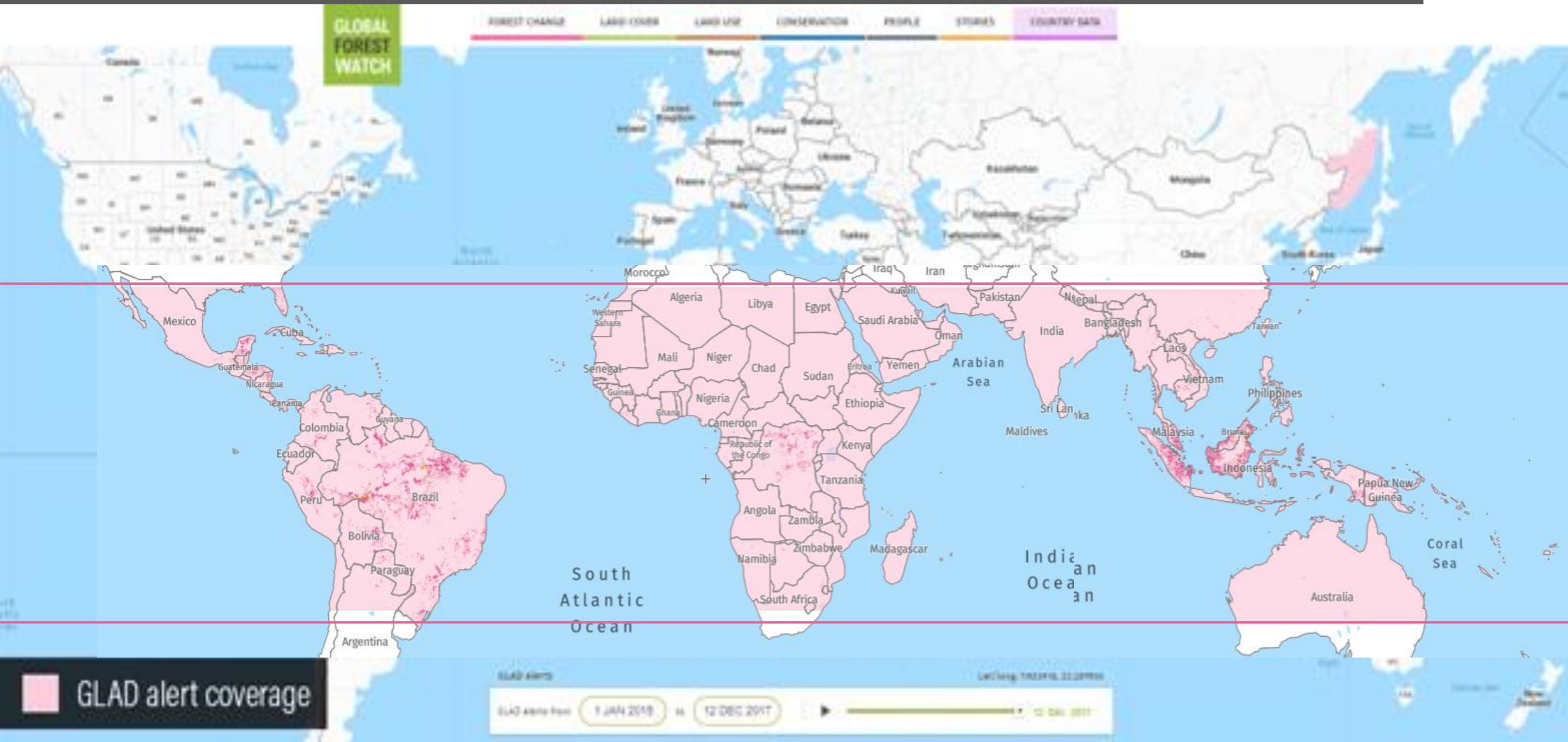


Quantitative:  
Statistical Analysis

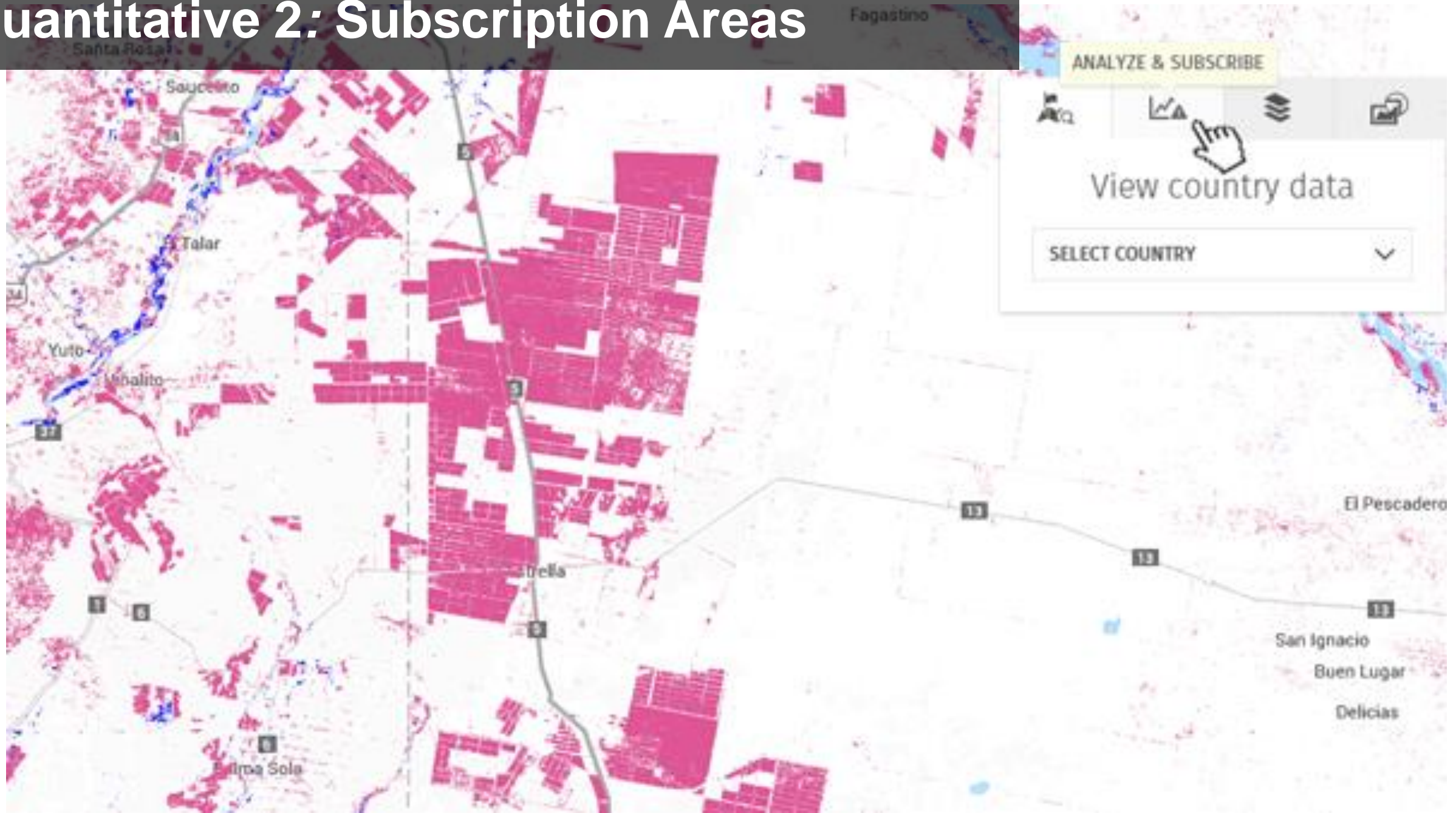


Qualitative:  
Case Studies

# Quantitative: 1 Availability of GLAD deforestation alerts

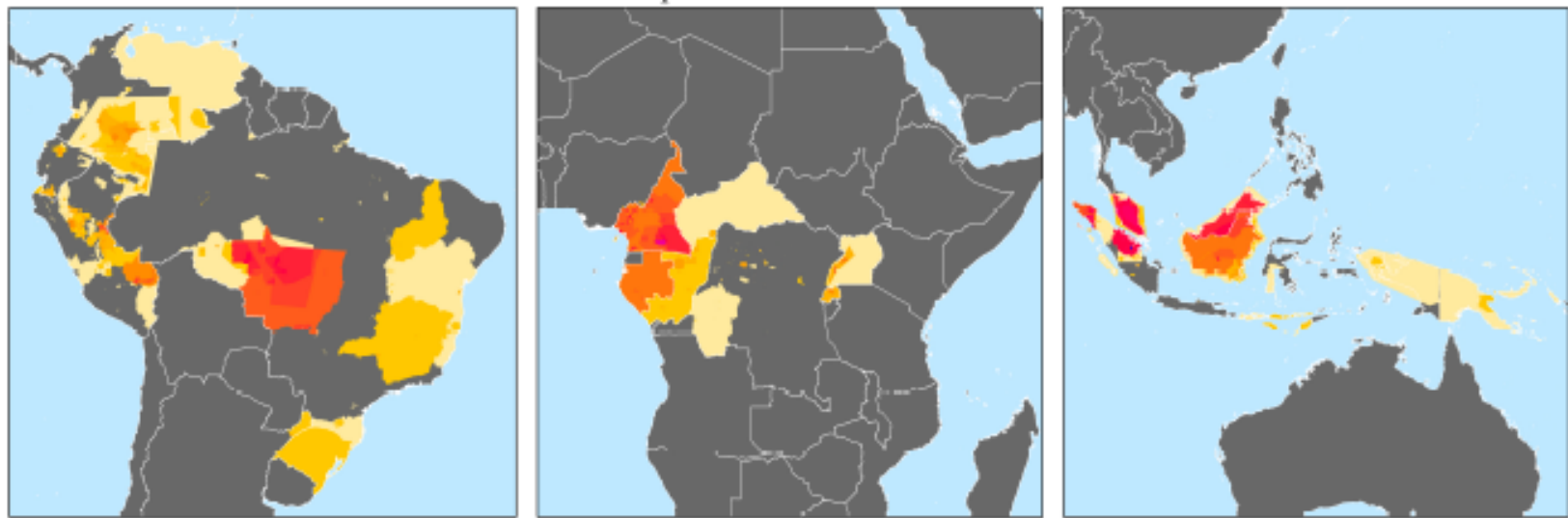


# Quantitative 2: Subscription Areas



# Quantitative 2: *Subscribers with Intent to Monitor, and Act*

**With**  
intent to  
Monitor



**Without**  
Intent to  
Monitor





# **Quantitative 3: *Receiving Alerts in A subscription area***



# A Mixed Methods Approach



Literature review



Quantitative:  
Statistical Analysis



Qualitative:  
Case Studies

# Qualitative: *Case Studies, getting to WHY?*

- 3 countries
- Interview Decision-Makers
- Causal Pathways
- Focus on WHY?



**GLOBAL  
FOREST  
WATCH**

**Thank you**

## GLAD

- Accuracy assessment done in Peru
- False positive 13.5%
- False negative 33%
- So it's conservative based on