



Transparency and accountability for market-based incentives

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While overconsumption is a major threat to conservation, [markets can also be forces for good](#). Market-based incentives like sustainability certifications are one way to harness the market for conservation, but only if corruption is prevented from undermining the integrity of those programs. Increasing access to information and empowering people to ensure rules are followed are two key ways to do so.

This model results chain illustrates how conservation and natural resource management practitioners could integrate transparency, accountability, and other [open governance initiatives](#) into a standard market-based incentive program. However, like any model, it is only a starting point, and it must be adapted to the specific context and objectives of a given activity. Not all of these factors will be applicable or feasible for all market-based initiatives, and all require careful adaptation and integration.

This model results chain was adapted from “5.3 Market-Based Incentives” in the [Conservation Actions & Measures Library](#). Users may notice similarities to the TNRC model result chain “[Integrating Anti-Corruption into Traceability Initiatives](#)”, which was also based on 5.3, but focuses more on the supply chain elements of a market-based incentive intervention.

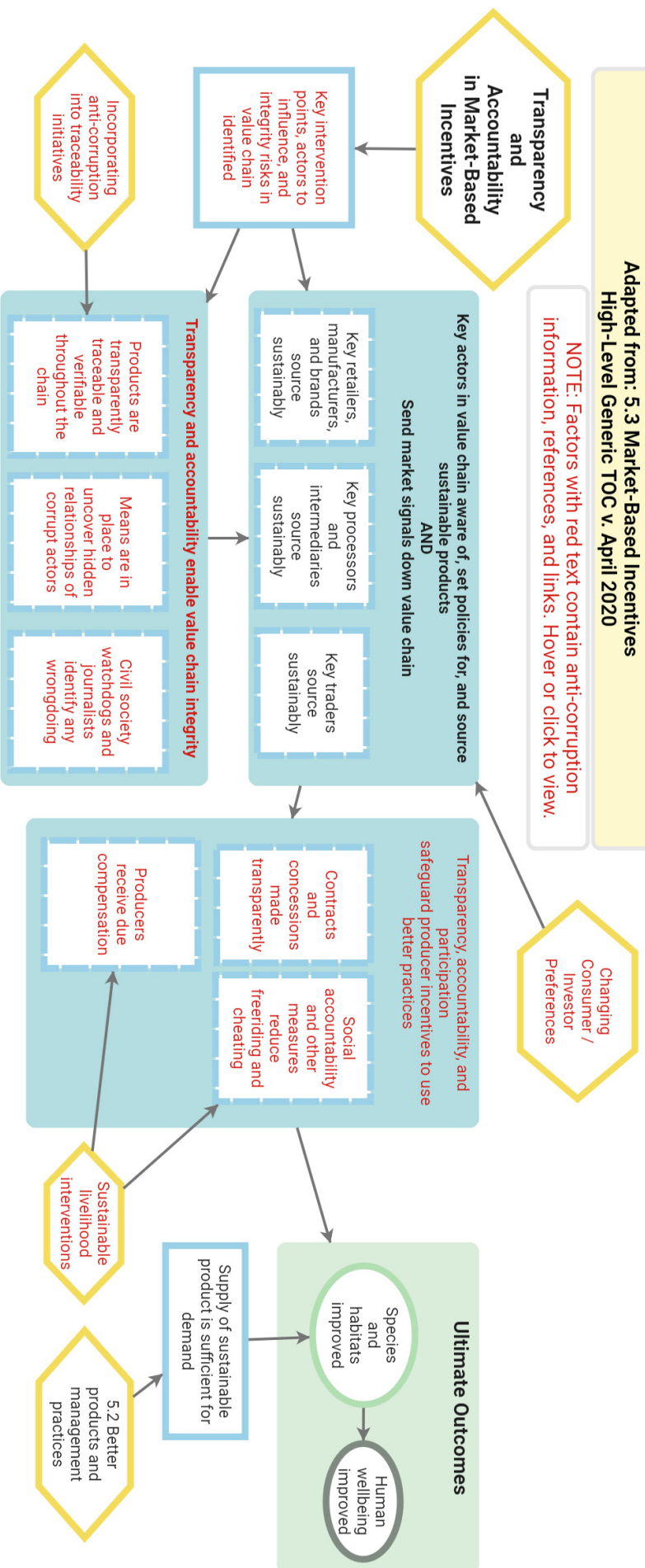
- » The intermediate result boxes with red text include descriptive background and useful links to anti-corruption resources.
- » The strategy hexagons with red text link to other model results chains adapted with anti-corruption content.

For full functionality, access the results chain in [Miradi Share](#).

Detailed Generic Results Chain: Transparency and Accountability in Market-Based Incentives, v. Aug 2023

Adapted from: 5.3 Market-Based Incentives High-Level Generic TOC v. April 2020

NOTE: Factors with red text contain anti-corruption information, references, and links. Hover or click to view.



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