Salafsky *et al.* state “that despite enormous investments of time and money over the past few decades, the conservation community has met with only limited success in achieving its goals” (2006).

With growing interest in organizations seeking to combine conservation and development, the question of how to evaluate successful initiatives increases in importance. There has been an increase in Thai nongovernmental organizations (NGOs) in the last twenty years and many of these organizations combine conservation and development. There are many success stories in Thai NGO projects, specifically with such environmental NGOs.

My research consisted of interviews with over 60 Thai ENGO leaders, staff, academics and villagers between September to December 2005. I focused specifically on evaluation of the organizations, including the tactics and strategies used by groups involved in the environmental movement.

In the Thai context, although ENGOs appear successful, when standard evaluation tools are used I found that their work was not being adequately evaluated. In this paper, I note disparities and inaccurate assumptions in evaluation tools for this context. I also make recommendations to better evaluate organizations based on the Thai context. I speculate that this may apply to other contexts and with that, call for more research (specifically qualitative) on NGO success in conservation and development.

*Background on the conservation issue:* Combining conservation and development, in the form of International Conservation and Development Projects or Community-Based Conservation
projects, has been used extensively but has not been evaluated in terms of reaching the combined goals. There is much debate over whether this work is successful or not and how to define such success. Tools intended to be used to evaluate small and large organizations, such as nongovernmental organizations (NGO), for project success in this field have been proposed and developed by and with support from such groups as The Nature Conservancy, The Biodiversity Support Group, and World Wildlife Fund. These evaluation tools are what I consider the “standard evaluation tools”.

Case Studies: (At this time) I have chosen to present two specific organizations due to their prominence in Thailand, Project for Ecological Recovery and Community Forest Support Group. In my research, I found that these two organizations would require a re-working of the established measures of success used to evaluate environmental organizations. As I will present with these two case studies, specific differences as compared to standard evaluation measures found were in the way science was used; the way accountability was perceived; the lack of separation between conservation and development; and the large role these ENGOs played outside of conservation and development.