## **Supplementary material**

Grace et al. 2021. Engaging end-users to maximise uptake and effectiveness of a new species recovery assessment: the IUCN Green Status of Species.

**Appendix 1.** Coding of key informant interviews

Appendix 2. Key informant interviews conducted

Appendix 3. Expected use of the IUCN species recovery assessment by end-user group

**Appendix 4.** Codes identified from interviews under the theme 'desired properties' of the IUCN species recovery assessment

**Appendix 5.** Potential challenges for use of the IUCN species recovery assessment identified by interview participants.

**Appendix 6.** Factors influencing the amount of time spent on IUCN species recovery assessments in the test assessor consultation

**Appendix 1. Coding of key informant interviews.** Note that in the 'Explanation' column, when an excerpt was coded based on "use of word(s)", this was *not* done with an automated query wherein every mention of the words was coded, regardless of context. Though queries were used in some cases to ensure that codes added later in the process were not missed in interviews coded earlier, each code was applied only when we read the excerpt in context.

Theme	Code	Explanation		
Desirability	Interest	Explicitly stated 'interest' in the GLS; explicitly stated 'support' of the GLS; use of word(s) 'valuable', 'welcome', 'great', 'worthwhile', or similar to describe GLS process and outputs		
	Fulfils a need	Excerpt coded when it states that GLS fulfils a concrete (stated) need, or indicates that it would improve on current tools		
Utility	Would use	Participant indicated that GLS would be a useful/helpful tool for their organisation		
	Would not use	Participant indicated that organisation likely would not use GLS		
	Selective/ conditional use	GLS not particularly useful for their organisation, but might use in certain circumstances or if certain features were added.		
Expected use	Communicate success	Stated desire/interest to use GLS to communicate success and/or counterbalance negativity OR suggestion that it could be used by others in this way; excerpts that discuss previous reluctance to report success.		
	Decision-making	Stated desire/interest to use GLS in decision-making OR suggestion that it could be used by others in this way; use of word(s) 'prioritise', 'set targets', 'strategise', 'maximise benefits', 'return on investment', or similar when describing how GLS could be used.		
	Fundraising tool	Stated desire/interest to use GLS in fundraising OR suggestion that it could be used by others in this way; use of word(s) 'generate funding', 'communicate with donors', 'guide funding', or similar when describing how GLS could be used.		
	Incentivise conservation	Stated desire/interest to use GLS to incentivise conservation OR suggestion that it could be used by others in this way; use of word(s) 'persuade to act', 'spur actions/interventions', 'encourage actors' or similar when describing how GLS could be used.		
	Measure conservation impact	Stated desire/interest to use GLS to measure the positive or negative impact of an organisation on nature OR suggestion that it could be used by others in this way.		
	Monitoring	Stated desire/interest to use GLS for monitoring, including assessing programmes, self-evaluation,		

		and tracking over time OR suggestion that it could			
		be used by others in this way.			
	Planning	Stated desire/interest to use GLS for conservation			
	1 mining	planning at the species or landscape level OR			
		suggestion that it could be used by others in this			
		way.			
Desired	Integrated with	Excerpts that stated the GLS should be 'integrated			
properties	RL	with', 'nested within', 'part of' the Red List of			
r		Threatened Species			
	Not integrated	Excerpts that stated the GLS should be 'separate			
	with RL	from' the Red List of Threatened Species, and/or			
		should NOT be 'integrated with', 'nested within',			
		'part of', or similar			
	Online database	Stated support for presenting/accessing GLS as an			
		online database			
	Global-level info	Excerpts where participants stated that they would			
		use or desire global-level (i.e., whole species range)			
		species status information from the GLS			
	National-level	Excerpts where participants stated that they would			
	info	use or desire national-level species status			
		information from the GLS			
	Simplicity	Use of word(s) 'simple,' 'less complicated,'			
		'straightforward', or similar when describing GLS			
		design			
	Easy-to-use	Use of word(s) 'easy-to-use,' 'user-friendly,' or			
		similar when describing GLS design			
	Data-driven	Excerpts which stressed the desire/need for GLS			
		assessments to be based on data rather than			
		conjecture			
	Transparency	Excerpts which stressed the desire/need for the			
		process used to generate GLS assessments to be			
		clear, well-communicated, and that the underlying			
		data should be accessible.			
	Management	Stated desire that GLS assessments should include/			
	recommendations	lead to 'management recommendations,'			
		'management suggestions,' 'paths to take',			
		'emphasise needed actions,' or similar.			
	Consistent metric	Excerpts which support having the same number and			
	categories	names of categories across the 4 conservation			
	<b>X</b> 7	metrics			
	Varying metric	Excerpts which support having differing numbers			
	categories	and/or names of categories across the 4 conservation			
	Dagating	metrics  Evacumts which stressed the desire/need for CLS			
	Reactive,	Excerpts which stressed the desire/need for GLS			
	updating	assessments and the database as a whole to respond			
		to new information; use of words 'reactive,'			
	Davidson d:41-	'updating,' 'not static,' or similar			
	Developed with	Excerpts which stressed the desire/need for the GLS			
	marine	assessment process to be designed to work for			

	applications in mind	marine species, which often have different assessment constraints and challenges than terrestrial		
		species		
	Optional	Excerpts which state that the GLS should be an		
		optional assessment (i.e., that it does not have to be		
		done for all species)		
Challenges	Resource	Discussion of limitations of funds, people, and time		
	limitations	to undertake conservation assessments as a concern		
		or challenge to uptake of the GLS; and/or stated		
		concern that GLS would compete with other		
	C1	conservation assessments for these resources		
	Complexity	Excerpts which express concern about the level of		
		complexity in GLS assessments and/or the resulting amount of assessor effort required		
	Lack of data	Expressed concern that there is a lack of data to		
	Lack of data	carry out GLS assessments; and/or use of words 'we		
		don't know,' 'difficult to measure,' 'not enough		
		information, 'or similar when describing elements of		
		GLS assessment process.		
	Distraction	Expressed concern that the GLS focus on recovery		
		could detract from the plight of threatened species;		
		and/or could create confusion by adding an		
		additional metric to the suite of conservation metrics		
		already available.		
	Subjective	Expressed concern about the subjective parts of GLS		
		assessments; either that potential assessors will not		
		engage because of it or that assessments will not be		
	Controversial	used because of it.		
		Explicit use of the word 'controversial' to describe GLS outputs		
	Potential for	Expressed concern that assessors could exploit		
	exploitation	subjective elements of a GLS to produce a desired		
		result; use of words 'game the system,' 'manipulate		
<b>D</b>	G 1	process,' or similar.		
Perceived	Complementary	Use of words 'complement,' 'work alongside,'		
interaction with	to RL	'supplement,' 'support,' or similar when describing		
Red List		how they envision GLS interacting with the Red List		
		of Threatened Species; description of how RLTS is currently used in organisation and how GLS would		
		build on it.		
	Competition with	Expressed concern that the GLS could pull funds,		
	RL	attention, or effort from the Red List of Threatened		
		Species (RLTS must be explicitly mentioned or		
		referenced)		
Communication		Concerns that the system would be misinterpreted		
pitfalls		inherently or if not communicated well; use of words		
		'misinterpretation', 'misunderstanding', 'confusion',		
		'sounds like something it's not', or similar.		
Green List	Supportive	Excerpts which talk about the name 'Green List of		
name		Species' using positive language		

Against	Excerpts which talk about the name 'Green List of
	Species' using negative language
Neutral	Excerpts which talk about the name 'Green List of
	Species' using neither positive nor negative
	language (e.g., "The name is fine;" "I see no
	problem with the name.)

**Appendix 2.** Key informant interviews conducted. Type indicates whether the organisation would be a data generator, conducting species recovery assessments (G), or a data user (U).

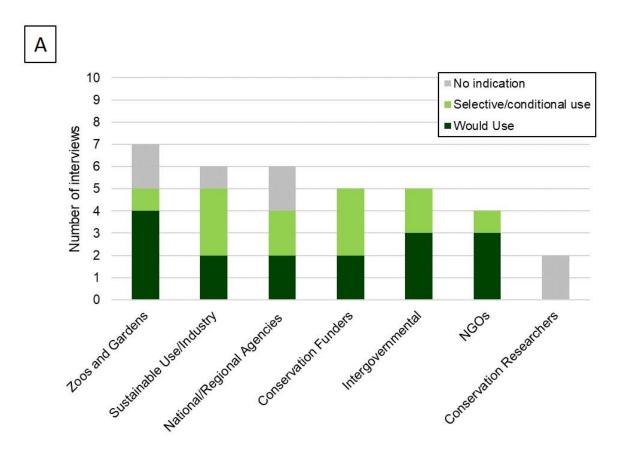
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Programme	IUCN	U	1. Global Communications	1	
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	G/U	41. Durrell	1
	G/U	42. Kew Gardens	$1^{\dagger}$
	G/U	43. Albuquerque BioPark	1(2)
	G/U	44. Indianapolis Zoo	1
	G/U	45. Botanic Gardens Conservation International	1
Conservation researchers	G/U	46. Archipelago Consulting	1
	G/U	47. Luc Hoffmann Institute	1

<sup>\*</sup> numbers in parentheses indicate number of people interviewed simultaneously, if >1.

† indicates that participant consulted with an unspecified number of colleagues when formulating their answers

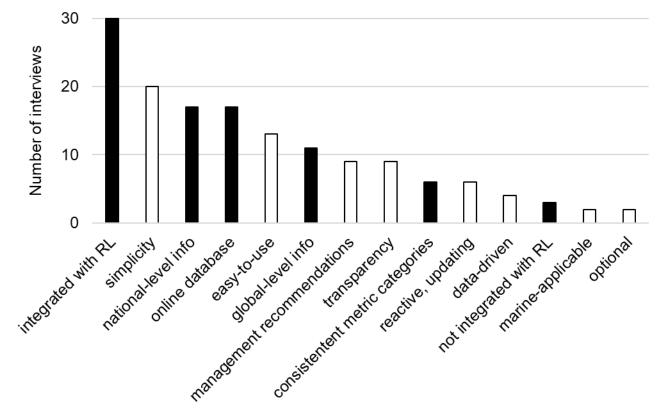
**Appendix 3.** Expected use of the IUCN species recovery assessment. A) Number of interviews indicating whether the assessments (as described in Akçakaya et al. 2018) would be used. All interviews in each end-user category are shown. B) Matrix indicating uses of the assessments that were discussed by different categories of end-users (even if they did not foresee using it in that way), coded to seven named uses. A tick mark indicates that in at least one interview in the end-user category, the indicated use was discussed.



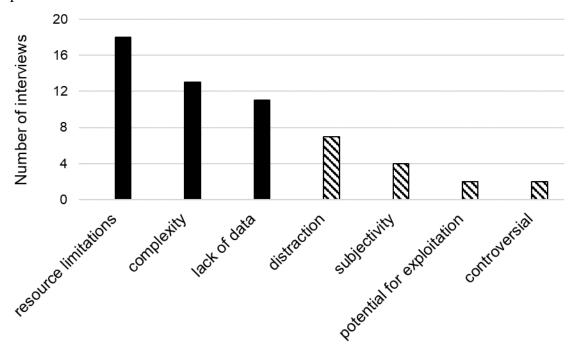
	communicate success	decision- making	fundraising tool	incentivise conservation	measure conservation impact	monitoring	planning
Sustainable Use/ Industry (n=6)	<b>✓</b>	<b>V</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>√</b>	<b>V</b>
Conservation Funders (n=5)	<b>✓</b>	<b>V</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	1	<b>V</b>
National/Regional Agencies (n=6)	<b>✓</b>	<b>V</b>	<b>✓</b>	<b>✓</b>	✓	<b>✓</b>	<b>V</b>
NGOs (n=4)	<b>✓</b>	<b>V</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	1
Zoos and Gardens (n=7)	<b>✓</b>	<b>V</b>	<b>√</b>		<b>√</b>	<b>√</b>	<b>V</b>
Intergovernmental (n=5)	<b>✓</b>	<b>V</b>		<b>✓</b>		<b>V</b>	1
Consultants (n=2)	<b>✓</b>	<b>√</b>		<b>✓</b>			<b>V</b>

B

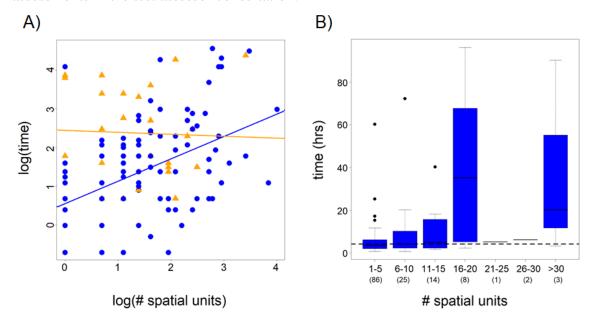
**Appendix 4.** Codes identified from interviews under the theme 'desired properties'. Black bars indicate properties that were suggested for discussion in the list of questions (Table 1), while white bars indicate properties that were brought up unprompted by participants. Note that 'marine-applicable' on the x-axis is a shortened version of the code 'designed with marine applications in mind.' For full code descriptions, see Appendix 1.



**Appendix 5.** Potential challenges for use of the IUCN species recovery assessment identified by interview participants. Solid black bars indicate challenges that apply to the generation of assessments by species experts; bars with diagonal lines indicate challenges that apply both to the generation of assessments and their use by others. See text and Appendix 1 for explanation of the codes on the x-axis.



**Appendix 6.** Factors influencing the amount of time spent on IUCN species recovery assessments in the test assessor consultation.



- A) Relationship between the number of spatial units per assessment and the time spent on the assessment. Blue circles: Test assessments where the assessor(s) had previous experience conducting Red List assessments showed a moderate positive relationship (n = 110,  $R^2 = 0.20$ , F = 27.6, df = (1, 110), p < 0.0001). Orange triangles: Test assessments where the assessor(s) had no previous experience conducting Red List assessments showed no relationship (n = 27,  $R^2 = -0.039$ , F = 0.031, df = (1, 25), p = 0.86).
- B) Variation in time spent per assessment by number of spatial units. Data shown for assessments where assessors had previous Red Listing experience (n=112). Numbers underneath bins on the x-axis indicate sample size. The dashed horizontal black line indicates the median time of 4 hrs per assessment. Lower and upper box limits correspond to the first and third quartiles, while lines within boxes correspond to the median. The whiskers show the smallest and largest values no further than 1.5 \* IQR from the hinges (where IQR is the interquartile range), and any values beyond that are plotted as points.