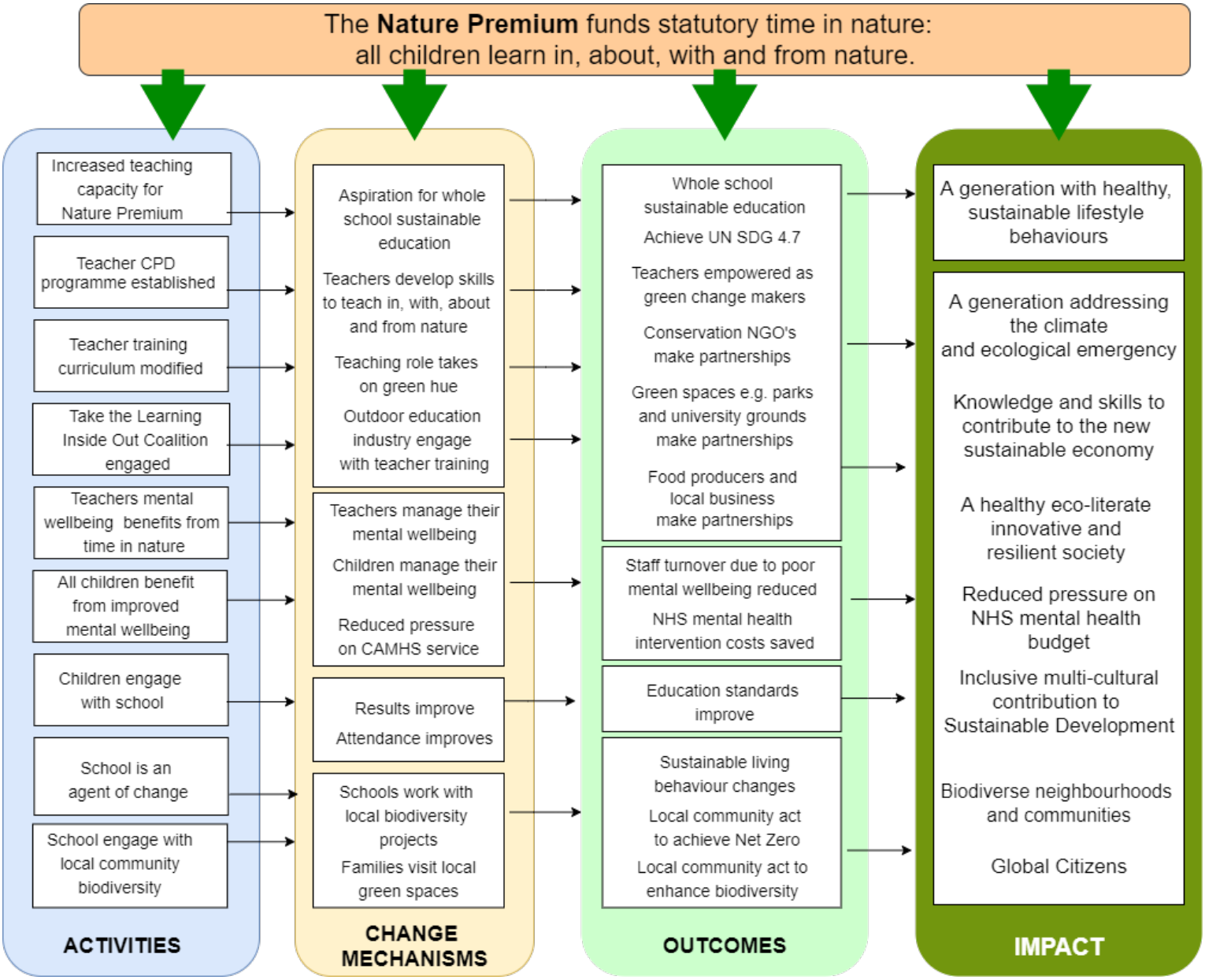The Nature Premium Campaign Theory of Change