CONSERVATION LEADERSHIP PROGRAMME

GUIDELINES

CONTINUATION AWARDS

BirdLife INTERNATIONAL

FAUNA & FLORA INTERNATIONAL

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Conservation Leadership Programme
2022 Conservation Follow-up and Leadership Award Guidelines

CONTINUATION AWARDS

The Conservation Leadership Programme (CLP) offers continuation funding to previous CLP award winners in the form of Conservation Follow-up and Conservation Leadership Awards. **Applications for continuation funding will only be considered once final narrative and financial reports and survey have been received for the** previous **CLP project(s).**

Conservation Follow-up Awards are aimed at exceptional teams with individuals who want to address a conservation issue raised by recommendations in a project previously supported by CLP. The project should allow team members to go beyond basic surveying, analysis and awareness-raising activities, and develop skills and experience in networking, education, decision-making, policy, communications and conservation leadership. Applicants must have completed a Future Conservationist project and grants are up to US$25,000.

Conservation Leadership Awards enable previously supported CLP projects to consolidate (or connect together) their previous project successes by creating something longer term, which is more practical and conservation-oriented than research-oriented. These awards aim to provide more substantial resources to first-rate, innovative and original projects that build long-term capacity for conservation in the project area, whilst offering the team invaluable developmental experience. Applicants must have completed a Future Conservationist and a Conservation Follow-up project to apply. Grants are up to US$50,000.

HOW CLP CAN HELP

Proposal Preparation: Applicants are strongly encouraged to contact programme staff at least two weeks before the application deadline for advice or input on their proposal. This year applicants should seek advice before the 26th of September 2021. Requests for support should be sent to: clp@birdlife.org or to henry.rees@fauna-flora.org. Staff members can help teams determine if their project fits within the specified criteria, offer advice on methods and project activities and put teams in touch with local partner offices or other experts who can offer advice.

Web Resources: On the CLP website under the Grants section, you can find useful information about project planning and additional funding sources. The Institutional Fundraising for Conservation Projects Manual, which can be downloaded in full, takes you through the process of planning small to medium-scale conservation projects. It is available in English, Spanish, French, Arabic and Portuguese.

CLP Award Criteria

Applications will be accepted from teams initiating projects that meet the eligibility criteria outlined below. These criteria are designed to ensure that the project builds the capacity of all team members involved, contributes to long-term sustainable conservation achievements, has clear, focused research objectives and builds vital links between local communities, conservationists, NGOs, academic institutions and local governments. Applications are evaluated by CLP staff and partners, and by experts from other relevant organisations.

This year, CLP is accepting Continuation Awards for projects to be implemented in countries that are listed as **low or middle income on the World Bank index** with some exceptions. Please contact CLP with any questions.

*Countries NOT eligible for CLP support:

High-Income Economies	Hong Kong SAR, China	Singapore
Andorra	Iceland	Slovak Republic
Australia	Ireland	Slovenia
Austria	Isle of Man	Spain
Belgium	Israel	Sweden
Canada	Italy	Switzerland
Channel Islands	Japan	Taiwan
Croatia	Korea, Rep.	United Kingdom
Cyprus	Liechtenstein	United States
Czech Republic	Luxembourg	
Denmark	Macao SAR, China	

Estonia	Malta	**UK/EU/US Sanctions**
Faeroe Islands	Monaco	Cuba
Finland	Netherlands	Iran
France	New Zealand	North Korea
Germany	Norway	Syria
Gibraltar	Poland	Crimea
Greece	Portugal	Venezuela
Greenland	San Marino	

High-Income Countries that ARE Eligible:

Africa/Asia/Americas/Europe/Middle East	Caribbean Islands	Pacific Islands
Argentina	Antigua and Barbuda	French Polynesia (France)
Chile	Aruba (Netherlands)	Guam (USA)
Oman	Bahamas	New Caledonia (France)
Panama	Barbados	Northern Mariana Islands (USA)
Seychelles	Bermuda (UK)	Palau
Uruguay	British Virgin Islands	
	Cayman Islands (UK)	
	Curacao (Netherlands)	
	Puerto Rico (USA)	
	Sint Maarten (Netherlands)	
	St. Kitts and Nevis	
	St. Martin (France)	
	Trinidad and Tobago	
	Turks and Caicos Islands (UK)	
	Virgin Islands (USA)	

Eligibility Criteria

To be eligible for a CLP Conservation Follow-up or Leadership Award, your project must meet the following eligibility criteria. **Please read the Guidelines for Applicants for more details on eligibility and judging criteria**.

Team:

- CLP Awards are for **team-based** conservation projects – each team must have at least **three people.**
- Nationals of a country subject to sanctions or trade restrictions imposed by USA, UK or EU are not eligible to participate on a project team.
- The team leader must be a **national** of the country where the project is taking place, although we will consider co-leadership with a non-national team member with justification.
- **At least two team members** must be from the original CLP project; additional team members must be **early-career** conservationists with no more than five years of work experience in the conservation sector. 'Work experience' does not include research for a university degree.
- **No** team member can be a part- or full-time paid employee or contractor with a CLP partner organisation, including BirdLife International, Fauna & Flora International, and the Wildlife Conservation Society, at the time of project development through implementation. Any team member volunteering at a CLP partner organisation at the time of application and/or project implementation MUST be declared in the application. They also need to explain how the CLP proposal differs from the partner organisation's work.
- Applicants may participate in only **one** CLP project at a time.

Project:

- Follow-up Award applicants must have completed and reported on a CLP Future Conservationist project; Leadership Award applicants must have completed and reported on both a CLP Future Conservationist and Follow-up award projects.
- The project must **build on a previous CLP project** by addressing a practical conservation issue raised by the original project.
- CLP offers support to early-career conservationists living and working in **low- and middle-income economies in Africa, Asia, the Pacific, Latin America and the Caribbean, Eastern and South-eastern Europe and the Middle East**. The project must take place in one of the eligible countries. See above for ineligible countries (high income and countries with whom trade or other dealings are prohibited under any sanctions or restricted party regime imposed by the UN, EU, UK and USA) and high-income Caribbean and Pacific Island economies that *are* eligible.
- Follow-up projects may be up to but no more than **two years** in length; Leadership projects may be up to but no more than **three years** in length.
- The total funding request from the CLP must not exceed **US $25,000** for Follow-up Awards; CLP funding must cover **at least 50%** of the total project budget for both award types; the total funding request from the CLP must not exceed **US $50,000** for Leadership Awards; CLP funding must cover **at least 50%** of the total project budget for both award types
- The project must focus on **globally important species** for biodiversity conservation that are at risk. We consider a species to be 'at risk' if it is designated as globally threatened (CR, EN,

VU) or data deficient (DD) by the IUCN Red List OR if there is information suggesting that urgent conservation action is needed.
- For those projects focusing on **multiple species** and/or taxonomic groups, at least one species in each taxonomic group being studied must be at risk.
- Projects that involve laboratory analyses must justify why this work is **critical and urgent** for conservation.

Considerations for Successful Proposals:

- Focus **70%** of your effort on the sections marked as '**Important for Proposal**' and only **30%** on those marked '**Background Information**'. This reflects the relative importance of these sections to the reviewer and should enable you to focus on the more important parts of the application form.
- Applicants must clearly communicate their ideas **in English** on the application form. We encourage teams to seek out a native English speaker to review the proposal prior to submission.
- Those projects proposed in **priority sites** for conservation will be looked on favourably. We consider 'priority sites' to be, for example, Alliance for Zero Extinction sites, Important Bird and Biodiversity Areas, Important Plant Areas, Key Biodiversity Areas, Ramsar sites, UNESCO World Heritage Sites, Marine Protected Areas and potential Marine Protected Areas. Project **work at 'priority sites' should be linked to the target species at risk i.e. CR, EN, VU or DD**. Applicants must provide a hyperlink to published factsheets for the sites proposed.
- The proposal must make clear how each team member will **develop their capacity** through the project. This includes, for example, how team members' knowledge, skills and experience as conservation practitioners will improve.
- Projects should consider how **gender** can be integrated into their project as well as the **diversity** of team members.
- The project must have **realistic objectives** with appropriate methods, activities and budget to achieve the stated objectives.
- The project should have a good balance of conservation research and action e.g. **engage local stakeholders** and should describe how project outcomes will contribute to local, regional and/or national **conservation priorities**.
- Applicants should demonstrate how the project results will be applied to conservation after the project ends.
- Payment for services of rangers/guides or training costs for the project team must be justified.
- Contingency budget must not exceed 5% of the overall budget and must be justified.
- If a CLP partner organisation or direct affiliate has an office in the applicant's home country, we strongly encourage the applicant to make contact for **advice and support**.

CLP Does NOT Fund:

- Gene storage or captive breeding of animals are not normally funded.
- Conference attendance, tuition fees for academic programs or scholarships.
- Salaries or stipends to team members or consultancies.
- Projects initiated by a CLP partner organisation.
- Incomplete applications will not be considered.
- Plagiarism or fraud – this will result in a rejection of the proposal

Judging Criteria:

Your project will be evaluated in three areas: 1.) Team capacity development; 2.) Contribution to conservation; and 3.) Project feasibility.

Team Capacity Development:

- The application clearly demonstrates how the project will build the knowledge, skills and experience of each team member.
- The team members show a commitment to conservation and potential for leadership as good ambassadors for the work they are doing.
- The team has the support of experienced advisers.
- Particularly welcome are projects that link with CLP partner organisations or other CLP alumni.

Contribution to Conservation:

- The project must address a practical conservation issue raised by the original project, and links should be shown to the previous work.
- The project relates to established conservation priorities and plans (e.g. National Biodiversity Action Plans).
- The project demonstrates long-term benefits with outcomes that contribute to ongoing local conservation priorities.
- The project offers measurable benefits to local stakeholders.
- The project will positively influence stakeholders' environmental knowledge, attitudes and behaviours.
- Applicants must demonstrate they are truly addressing new aims rather than continuing unfinished objectives from previous projects.
- Demonstrate that results from the Future Conservationist/Follow-up project(s) have been disseminated to stakeholders, local communities, and the scientific community (through peer reviewed journals).

Project Feasibility:

- The project is realistic in its aims, with the ability and experience of participants suited to the methods, objectives, budget and time frame.
- The project is cost-effective and shows good value for money.
- The project will clearly deliver appropriate outputs – a research report, journal articles, education materials, contribution to a critical conservation need, etc.
- The project demonstrates wide collaborative support from local communities, local or national institutions, such as NGOs or academic institutions, and relevant governmental organisations.

Additional Criteria for Conservation Leadership Awards:

- Projects must show how they link to and consolidate a Conservation Follow-Up project.
- A strong element of building skills and capabilities of other stakeholders must be included, for example training local community members.

- The project must demonstrate a sustained future and should be able to continue functioning if the team leader moves on. Proposals may include the establishment of a new NGO or innovative programmes in existing institutions as part of the project.
- Applications should indicate how the project can become self-supporting or be able to raise adequate additional funds over the long-term.

HOW TO APPLY

1. Logical Framework

Download a standard Logical Framework from the CLP website. First develop the project on the standard logical framework format (see example on Appendix 1) and submit to the CLP via email to henry.rees@fauna-flora.org or clp@birdlife.org by **8 September 2021**. The Logical Framework should set out: 1) the overall goal, 2) project purpose, 3) results, 4) activities, 5) indicators of success, 6) means of verification, and 7) important assumptions. **THIS SHOULD BE SENT AND SUBMITTED BEFORE COMPLETING YOUR APPLICATION.** Reference the Institutional Fundraising for Conservation Projects on the CLP website (section 1.6) for instructions.

If the Logical Framework and Final Report are satisfactory, the team will be invited to submit a full proposal via the CLP online application portal by the deadline **Sunday 10 October 2021**. **No late applications will be accepted and applications must be completed in English**. The following guidelines will assist you in writing your application. Applications emailed to CLP will not be accepted. We expect to announce awards in April 2022.

To gain insight into the kinds of Follow-up and Leadership projects we support, it may be helpful to view the summaries of past winning projects, which are available in the 'Supported Projects' section of the CLP website. The CLP team is also available to provide advice up to two weeks prior to the deadline. Email requests to clp@birdlife.org.

> **To increase the chances of a proposal success focus 70% of your effort on the sections marked as 'Important for Proposal' and only 30% on those marked 'Background Information'. This reflects the relative importance of these sections to the reviewer and should enable you to focus on the more important parts of the application form.**

2. General Information – BACKGROUND INFORMATION

Project Start and End Date: Where possible, plan for a project start date in August 2021, after the Conservation Management and Leadership training offered by the CLP in mid-June to early-July. Most project teams refine their project plan after the CLP training to improve project delivery. An earlier start date is acceptable when other circumstances, such as seasonal sampling period, require this. Also note that CLP cannot send funds to successful projects until after June 2021 as certain documents are required from the project teams between April and May once the award is confirmed.

Abstract: The abstract is one of the most important parts of your application. While this is at the beginning of the application form, we suggest you **write your abstract last**. The abstract should be a condensed version of your proposal (no more than 200 words) highlighting the major points in a concise way to give the reader a short summary of your project. This should include a sentence on each of the following key areas: background, project purpose, main methods, expected results, and how results will be applied to address the conservation threat.

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Conservation Priority – Important for proposal:

Species: The project must focus on <u>globally important species</u> for biodiversity conservation that are under threat. <u>Target species must be at risk or Data Deficient</u>. We consider a species to be 'at risk' if it is designated as globally threatened (CR, EN, VU or DD) by the [IUCN Red List](#) OR if there is information suggesting that urgent conservation action is needed. If this is the case, provide justification with <u>citation</u> to justify why urgent conservation action is needed. For those projects focusing on **multiple species** and/or taxonomic groups, at least one species in each taxonomic group being studied must be at risk.

Site: Where is your site? How large is it in km^2? What type of habitat is it for your target species? Why is it important e.g. does it have international recognition and/or is it a protected area or being considered for protection? Those projects proposed in **priority sites** for conservation will be looked on favourably. We consider 'priority sites' to be, for example, [Alliance for Zero Extinction](#) sites, [Important Bird and Biodiversity Areas](#), [Important Plant Areas](#), [Key Biodiversity Areas](#), [Ramsar](#) sites, [UNESCO World Heritage Sites](#), Marine Protected Areas and potential Marine Protected Areas. Project **work at 'priority sites' should be linked to the target species at risk i.e. CR, EN, VU or DD**. You <u>MUST</u> provide a hyperlink to published factsheets for the sites proposed.

Links to other conservation projects/initiatives in the area: Give a brief summary of other conservation projects/initiatives working on similar issues to your proposed work. Explain how your work will build on what has been done in the past or what is currently being done.

3.   Project Details – IMPORTANT FOR PROPOSAL

Conservation challenge to be addressed by the project:

What is the conservation challenge your CLP project seeks to resolve? In other words, what are the threats to your target species and how will you address them? Give a summary of previous research and known information on the species and/or habitat, as well as a summary of the threats, the need for the project, and the conservation issues that will be addressed by the project. Provide clear justification of the need for this project by referencing relevant priority-setting publications.

Ideally, describe the problems to be addressed and the factors contributing to these problems. Summarise previous work and information. Projects should explain how the outcomes and impacts will benefit the broader ecosystem.

Overall Goal i.e. long-term objective: Describe briefly how your project will influence conservation in the long-term if successful in achieving all your objectives. Describe the higher-level objective to which the project will contribute. The overall goal will not be entirely achieved by this project. However, the project will contribute towards the achievement of this wider objective. It is an identification of the wider impact the project will have.

Project Purpose: Describe the desired conservation situation and immediate outcomes or change that will result if all the project objectives are achieved. There should only be one project purpose which contributes to the overall goal. It is the impact you expect the project to have and its contribution towards the achievement of the overall goal.

Project Results: List three to four results you will aim to fulfil in order to achieve the project purpose. These are the direct changes that you expect to see at the end of the project, which will contribute to achieving the project purpose. Projects should focus on no more than four results. Wherever possible, objectives should be SMART – Specific, Measurable, Achievable, Relevant and Time-bound. Please refer to page 27 of the Institutional Fundraising for Conservation Projects on the CLP website for more information on designing results.

SMART criteria

- SPECIFIC - Results should clearly state what you are expected to achieve, using action verbs to describe what has to be done.
- MEASURABLE - Results should include a quality and/or quantity reference so that you can measure whether or not you have achieved them.
- ACHIEVABLE – Results should be realistic. For example, it might be an achievable result to restore five hectares of habitat but it would be unrealistic to plan to restore five hectares in one week. Results should also take account of the skills, knowledge and resources needed to achieve them. You may need to consider whether the team need any training or development in order to achieve each result.
- RELEVANT - Each result should be relevant to addressing the conservation problem and should represent a necessary step to achieving the project's conservation goal
- TIMEBOUND - Results should include a time reference, such as a specific deadline.

Example of a SMART Result – "Ensure that at least 75% of local community members are aware of the threats facing giant anteater within six months of the start of the project."

Results typically fall into six major classes:

1. Improving the status of your target species
2. Creating new knowledge
3. Changing awareness and attitudes
4. Changing resource use practices of local people
5. Changing land and resource use policies
6. Reducing threats

Project Indicators: How will you measure the success of each result? An indicator is a measure whereby you collect information to assess progress towards achieving an explicitly stated desired conservation result. Continuation Award projects are designed to build on the success of the Future Conservationist or Follow-up awards that addressed priority biodiversity conservation problems. These projects are also expected to develop knowledge and leadership capacity of team members.

Your indicators are the quantitative and qualitative measures you will use to assess whether or not you are meeting each of the stated results. As with your results, indicators should be SMART with each including a reference relating to quantity, quality and time. For more information on indicators please refer to page 30 of the CLP institutional fundraising manual.

Example indicator – "Questionnaire surveys confirm that after six months of the project at least 7 out 10 of local community members are able to identify four of the five main threats facing giant anteater in the project area."

Project Activities: For each result list the two to four (as appropriate) priority conservation activities/actions you will need to undertake to achieve your result. Each activity should not be longer than 15 words. Include the month in which each activity will take place and the duration. Be sure to include specific fieldwork, education, awareness-raising activities and any community involvement, as well as post-fieldwork activities such as report write-up and dissemination, presentations to stakeholders, etc. Include the month in which each activity will take place and the duration (add extra rows where necessary).

Activities should be short, simple phrases like:

- conduct a survey of Nassau grouper
- complete analysis of the predicted economic returns to establish a community-based ecotourism enterprise
- develop co-management agreements between communities and the national resource management agency
- count number of pairs of birds nesting at the site
- conduct a targeted social marketing campaign within the community to reduce hunting of endangered seals.

Methods: For each activity, detail the methods you will use. For example, if the activity is to conduct a survey on amphibian abundance and distribution, describe the survey methods you will use and provide appropriate citations that show that this method is a best practice in conservation. An example statement is '*A total of four localities will be surveyed. In each locality we will work in two habitat types: disturbed cloud forests and pristine cloud forests. At each habitat type we will survey potential sites to rediscover the missing species in addition to three (100m-long x 2m-wide) transects looking for adult frogs through the visual-encounters survey technique (Heyer et al.1994).*'

If the activity is about engaging local communities in conserving your target species or changing their behaviour, please provide details of how you will do this and provide a citation to show that others have used similar methods successfully. Make clear the sampling effort (e.g. number of days, size of area and number of times surveys will be conducted). If you plan to collect specimens, you must clearly state the reason for collecting and provide the name of the institution where the specimens will be stored. All necessary research permits and licenses must be obtained in advance

of any fieldwork. Projects must have a significant field component relative to the specific taxonomic group being studied.

When developing project methods, applicants are strongly advised to refer to CLP's database of good practice references on Appendix 3. This contains hyperlinks to a range of resources relating to: Proposal writing, Education & Outreach, Policy & Advocacy, Gender in Conservation, Alternative Livelihoods, Species/Site Management protocols, Field Research methods and Data analysis.

If an activity includes training **for** the team and is required to implement the project, provide information on the purpose of the training, who the trainers will be and where the training will take place.

Conservation evidence: Why do you think your methods will deliver the conservation result(s) that you are expecting?

This refers to methods of species or site conservation; habitat or species management; invasive species control, influencing decision-makers, and education/outreach/communications activities. Please provide evidence from personal communications, anecdotal evidence, published or unpublished papers, reports from similar projects, and projects cited on Conservation Evidence. Conservation Evidence is a free resource where you can search for your species, habitat or issue of interest and check how successful a method for conservation action has been in a specific location.

Project Stakeholders: Describe the work with local stakeholders in this section. Stakeholders are people or groups that are important to a project because they are influenced by or have overlapping interests with the issues involved. They are often important to the success of long-term conservation initiatives. Local stakeholder groups may include local government, schools, local villagers, hunters, fishermen, etc. You must decide how to define your stakeholder groups and then how you will interact with them. Also explain the main benefits they may expect from successfully implementing the project. To help you consider how to address gender dynamics of various stakeholder groups, see our "Tips for Integrating Gender"— one of the good practice documents mentioned below.

Outputs: What will be the material outputs (e.g. research report, journal articles, education materials, etc)? Consider how the team's efforts will contribute to long-term conservation action after the project has ended. Explain if and how project data and recommendations will be linked into national priorities, reporting systems, management and specific action plans. Whilst CLP encourages applicants to think about publishing their data on peer-reviewed journals, this is not a requirement for eligibility. It is encouraged to think of the most immediate and effective way these data can be used to positively support species/site conservation. See guidance on how to do this on the good practice document.

4.   Budget – IMPORTANT FOR PROPOSAL

From where else are you seeking funding? Clearly explain if the proposed project has **secured** funding from other donors. Include the source/donor, the amount requested, and if the funds are **pending** or have been **granted**. Also include in-kind contributions e.g. office space, vehicles. If the CLP award will not cover over 50% of the total budget, explain how the project will be implemented if other funding sources do not come through.

Itemised Expenses & Budget Justification: Fill in the form, ensuring you keep in mind that the judges will look for cost-effectiveness for each budget item and for a significant percentage of the budget to be spent directly on conservation activities. For each expense, **you MUST detail the unit cost and number of units/days/people**. CLP will not accept proposals if the budget is not sufficiently detailed i.e. if the budget contains a lot of estimated amounts, or they have been rounded it up. Contingency budget lines must not exceed 5% of the overall budget and must be justified. If judges deem your budget estimates to be too high for certain areas, we may reduce the amount of your award based on their recommendations. Please be realistic and detailed. For reference on how to provide detailed budget breakdown, see a sample application provided on the CLP website.

First calculate the costs in local currency when developing the budget before converting to US dollars. Budgets that demonstrate clear logical calculation and reasonable costs linked to the project activities will be viewed more favourably than those that make rough estimates in order to reach the upper limits of CLP awards. Fill in the "Other Donors USD" column **only** if the amount has been **granted.**

Equipment: With the exception of camera traps, photographic equipment (cameras and lenses) MUST NOT EXCEED US$500. Provide explanation on how purchased equipment will be used after the project concludes.

Vehicle hire and fuel cost: When planning our field trip, and fuel consumption, please keep in mind a way for carbon saving and/or green transportation.

Outreach Materials: Outreach materials for stakeholders, such as t-shirts, posters or brochures, need to be explained in the project methods – outline how these materials will help you meet your project objectives. Projects that request these items without clear thought of their use and impact will not be looked at favourably by the selection judges.

Unit costs over US$1,000: Provide justification for any single item that costs US$1,000 and over under 'Budget Justification section'. Explain why the item is necessary and how it will be used. This section can also be used to clarify any of the other costs in greater detail. Highly priced items are questioned by the judges and therefore equipment should be reasonably priced.

Salaries and consultancies: CLP awards do not cover salaries for team members. Reasonable costs for consultancies may be used to cover training for the team members if they require these skills to implement the project. Reasonable costs for rangers and local guides working with the team at site are accepted. Funds from the project budget may be used to cover training for the team if this is required to implement the project. Where this is the case, you must provide information on the purpose of the training, who the trainers will be and where the training will take place.

For Conservation Leadership Award Applicants Only: How do you plan to raise additional funds to sustain any additional work beyond this award? Those applying for a Conservation Leadership award are required to demonstrate how they will build on the success of the CLP awards after the

project they implement is finished. At this level it is expected the team are scaling-up their work far beyond what they started.

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5.   Project Team - IMPORTANT FOR PROPOSAL

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You must fill out this section for each member of the team. Follow-up and Leadership Award applicants are required to have at least two of the original team members. New team members should be at an early stage in a conservation career with **no more than five years of work experience in the conservation sector**. Judges will use the information provided to assess how significantly projects will contribute to 'Team Capacity Development' – i.e. the skills, knowledge and experience of team members for a prospective career in the conservation sector. Interdisciplinary teams displaying a variety of skills and experience will be looked upon favourably.

Participation in previous CLP project(s): If any team member has participated in a CLP-funded project previously, indicate which award year and the project title of the most recent project. Please note that applicants may participate in only **one** CLP project at a time (per year) and in no more than three Future Conservationist Award projects in total, serving as team leader for no more than one project.

Highest level of education: Select from the drop-down list the highest level of education achieved. There is no minimum education required to participate as a team member.

Starting with most recent education level completed, provide a full background: Starting with the highest level of education attained, show the progression of your education through to secondary school. For example: 2008: Bachelor in Ecology and conservation 2006: Associates in Natural Resources Management 2004: Diploma in Conservation 2000: School certificate

All work experience starting with current job/occupation title, employer and number of years worked: List clearly all positions of professional employment held, employers, number of years and/or months worked for each employer, if the position was paid or unpaid, and a short description (optional), starting with your most recent. *For example: Research assistant in conservation – Wildlife Organisation– 2018/4 months – paid*

FOR NEW TEAM MEMBERS ONLY - How do you qualify as "early-career"? (with less than 5 years' experience): Each new team member explains in their own words what makes them "early-career" conservationists. *For example: "I qualify as early-career because I have not been paid to do conservation work. I have done less than 5 years of part-time voluntary conservation work while working (paid work) in a non-conservation role in a shop."*

If there is any uncertainty about a team member qualifying as "early-career", CLP will use this question to decide whether the members are eligible.

Team Role: Explain each team member's responsibility within the context of the overall project. For example, team responsibilities could include: project leader, conservation education expert, first aid officer, species surveyor, etc. It should be clear that each team member has the ability and experience to accomplish the tasks for which they are responsible and contribute to the overall success of the project.

Relevant skills and experience you bring to the project: List the unique skill sets you have that will be beneficial to implementation of the project.

Describe the skills and knowledge you will gain through this project: List the key conservation skills and how the project will build your capacity through the experience of implementing the project.

If you are a student, state your degree, thesis/dissertation title and how this differs from the proposed project. Does this project go beyond your studies? If yes, how?

CLP projects cannot be identical to a university thesis. If anyone on the project team is a student and data collected from this CLP project will be used in their university thesis or dissertation, you MUST clarify the difference between the CLP-funded project and the thesis. While data collected on a CLP project may be incorporated into a university thesis, the team must demonstrate how the CLP project is different and how it will go beyond the work of any academic studies benefiting from the data collected during the implementation of the project. While the projects may be complementary, failure to clearly distinguish between the focus of a student thesis and CLP project will result in disqualification of the proposal.

External Advisers and Collaborators: Teams should seek to develop collaborative links with local and international institutions, such as local or national NGOs, universities and/or relevant governmental organisations that can provide further expertise. If you would like advice about linking up with relevant organisations and individuals to build a more international and widely experienced team, please contact CLP. Note: **Project advisers should not also serve as referees to the project**.

Partner Links: Collaboration with one of the CLP partners is strongly encouraged. If there is a CLP partner office (BirdLife International, Fauna & Flora International and Wildlife Conservation Society) or on of their local partners in the country where the project will take place, we suggest you make contact and seek assistance in developing the proposal. If you have questions or have difficulty in making contact, contact the CLP team and we can help. Explain the level of support you have received from any of the partners in your application. If you have not made contact or there is not a CLP partner working in your country, this will not be detrimental to your application. Explain clearly and honestly whether or not the team has been in contact with a local CLP partner office in the project country and if any assistance has been offered in developing the project or if there will be contact at a later date to advise or collaborate with the team.

6. Team SWOT Analysis – BACKGROUND INFORMATION

The SWOT Analysis is a tool by which the team can self-assess their Strengths and Weaknesses as they relate to the project, as well as the Opportunities and Threats that the team may face. This is a brainstorming activity that should be carried out with the entire team. An explanation of this process can be found in Section 1.3 of the Institutional Fundraising for Conservation manual. You **must** ensure that you complete five answers for each section and address each of the strengths, weaknesses, opportunities and challenges identified.

7. References – BACKGROUND INFORMATION

Please provide contact details for two people who know the team and would be willing to provide a professional reference for your project. These individuals should be from a national university, a local or international NGO or local government. Declare the applicant's relationship with the referees. Referees will only be contacted if your project is shortlisted (February 2022). Referees should not be relatives to any of the project team and should be different to people listed as External Advisors and Collaborators. Project leaders must notify their referees upon notification of being shortlisted for final selection, as they will have a short time in which to respond. If referees are not available within this window, teams must provide an alternate reference. References not received in the time provided may jeopardise the chances of a team receiving an award.

Bibliography: Please clearly cite ALL scientific references in the following order: Author(s), (Year) Title. Journal. Volume: Issue, Pages. DO NOT include any references not cited in the proposal.

8. International Training Course – BACKGROUND INFORMATION

We are planning to invite a representative from each award-winning team to attend an international training course, which will be held for two weeks in June or July 2022. If it is not possible to deliver the training in-person, we plan to offer it online. Please identify one individual who can represent the team at this training course and provide his/her contact details below. The training will be conducted in **English**. It is **strongly** recommended that you choose someone who has a high level of English. Interpretation support **may** be an option depending on need and resources available. The topics that will likely be covered in this course will be: leadership development, project planning, behaviour change through education and outreach, fundraising, gender and conservation, and best practices of training. **Be sure that the chosen representative will benefit from these topics – someone who has already attended the training is NOT eligible to be a participant.** The person selected to come to the training will be representing your entire team. As a condition of attending the training, the participant is expected to return to their team and hold a training of their own for the entire team and to complete several post- course homework assignments together. The selected participant must be from a CLP eligible country and must have a passport that is valid beyond February 2023. If he/she does not yet have a passport, then he/she must apply for one **immediately** after notification of being awarded. Please be sure all information below is 100% correct. It will be used to prepare letters of invitation that can be used for visa applications. **Incorrect information will lead to delays and possibly failure of participant to attend the training**. We will send the invitation letters to the name and address listed below. If there is a change in the participant after you submit your application, please notify CLP at clp@birdlife.org with all of the information below for the new participant. For more information about the training see the Frequently Asked Questions section on "What is the CLP International Training course like?"

Appendix 1: Standard Logical Framework

As part of the proposal to CLP, a Logical Framework must be included. This should set out 1) the overall goal, 2) project purpose, 3) objectives (results), 4) activities, 5) indicators of success, 6) means of verification, and 7) important assumptions. **IF RESUBMITTING FROM PREVIOUS YEAR(S)** THE LOGICAL FRAMEWORK SHOULD INCLUDE RECOMMENDATIONS FROM THE EXPERT REVIEW BY CLP AND BE COMPLETED BEFORE FILLING IN THE APPLICATION FORM. After completing the logical framework, you will see that much of the information will be the same as in the application form. For advice on this, contact a CLP staff member or reference the example in Institutional Fundraising for Conservation Projects manual on the CLP website (section 1.6). If you have any queries, please contact a member of the CLP team at henry.rees@fauna-flora.org or clp@birdlife.org

Project Title: ENTER TEXT HERE		Planning period: ENTER TEXT HERE	Country: ENTER TEXT HERE Prepared on: ENTER TEXT HERE
Summary of Objectives/ Activities	**Objectively Verifiable Indicators**	**Means/ Sources of Verification**	**Important Assumptions**
Overall Goal: ENTER TEXT HERE			
Project Purpose: ENTER TEXT HERE			
Results:			

1. **ENTER TEXT HERE**	**ENTER TEXT HERE**	**ENTER TEXT HERE**	**ENTER TEXT HERE**
2. **ENTER TEXT HERE**	**ENTER TEXT HERE**	**ENTER TEXT HERE**	**ENTER TEXT HERE**
	ENTER TEXT HERE	**ENTER TEXT HERE**	**ENTER TEXT HERE**
3. **ENTER TEXT HERE**			
4.			
5.			

6.			
Activities: 1.1 **ENTER TEXT HERE** 1.2 **ENTER TEXT HERE** 1.3 **ENTER TEXT HERE** 1.4 **ENTER TEXT HERE** 1.5 **ENTER TEXT HERE** 2.1 **ENTER TEXT HERE** 2.2 **ENTER TEXT HERE** 2.3 **ENTER TEXT HERE**			

3.1 **ENTER TEXT HERE** 3,2 **ENTER TEXT HERE** 4.1 **ENTER TEXT HERE** etc		

Appendix 2: Reference/Good Practice Materials for CLP applicants

This resource has been put together in order to assist applicants to the CLP Conservation Team Awards in selecting the most appropriate project development, implementation and evaluation techniques for their project. Due to the competitive nature of the CLP application process, applications that can demonstrate use of good practices that have been successfully applied elsewhere in conservation will be looked on favourably by the CLP judges.

It should be noted that some of these resources are specific to certain locations/situations and may need to be adapted for use in a given project. Applicants can contact the CLP team at clp@birdlife.org for further advice and support during the application process.

Proposal Writing/Project design

- **CLP Application Guidelines** – Essential reading for all applicants, includes CLP eligibility criteria and information of how to write an effective CLP proposal.
- **The Conservation Project Manual** - Wealth of Information on project design, implementation and evaluation –
- Available in English, Spanish, Russian, Chinese and Tibetan
- **Institutional Fundraising for Conservation Projects** – Excellent resource with a large section on project design and development. Available in Arabic, English, Spanish, Portuguese and French.
- Tips for integrating gender into CLP Award Proposals – Recommendations on how to maximise the impact of your project by incorporating gender into your project
- Writing an Abstract – Tips on how to develop and write an effective abstract
- Writing Good Questions, Hypotheses and Methods for Conservation Projects: A Quick Reference Guide - Basic tips for students and researchers to propose and plan a conservation initiative that is clear and concise.
- Open Standards for Conservation – Frameworks and free software for project design, planning, management and evaluation
- Better Evaluation - Monitoring and Evaluation toolkit

Species/Site management

- IUCN RedList – Essential reference point for all species based projects, contains information on current status, previous work, spatial data and recommended conservation actions for all the world's threatened species.
- Linking Biodiversity Conservation, Ecosystem Services and Climate Change: Teaching materials and building capacity - Free lessons!
- IUCN Species action plans – Published actions plans from IUCN specialist groups for various species and taxonomic groups. Check to see if your project target is included.
- IUCN Conservation Management tools – Large database of guides, case studies and toolkits for various conservation management strategies, check for those that apply to apply to your project target
- Tropical Native Species Reforestation Information Clearinghouse - Resource to support capacity-building in relation to tropical forest restoration and reforestation
- Ecosystem-based Adaptation in marine, terrestrial and coastal regions as a means of improving livelihoods and conserving biodiversity in the face of climate change – Resource compiled by conservation international in relation to ecosystem based adaptation in the tropics.
- IUCN Invasive species eradication manual - Comprehensive manuals for the removal of invasive species from
- Islands

Education & Outreach

- [Behaviour change in the Maya Golden Landscape –](#) Compilation of tools for assessing and targeting attitudes and
- behaviours (co-written by a CLP alumnus)
- [IUCN Communication, Education and Public Awareness – CEPA](#) - Toolkit developed by IUCN for National Focal
- Points and National Biodiversity Strategies and Action Plan coordinators
- [Know How Non Profit - Developing a communications strategy](#) – Highly rated set of guidelines for developing an effective communications strategy
- [Notes on Filmmaking by Anirban Dutta Gupta](#) (CLP alumnus)

Policy & Advocacy

- [CARE Advocacy Tools and Guidelines](#) - More useful information on developing and implementing advocacy strategies for policy change
- [VSO Participatory Advocacy Toolkit -](#) Good resource for designing and implementing an advocacy strategy

Livelihoods

- [IUCN Sustainable Livelihoods Enhancement and Diversification (SLED)](#) - Manual and guidelines for alternative livelihood practitioners

Capacity Building – Individuals and Organizations

- [Capacity for Conservation](#) - Excellent resource for NGOs and other conservation organisations comprising various evaluation and self-assessment tools, guidelines and links to other useful resources.

Conservation research (by taxa) Fish + Marine

- [Marine Mammal Survey and Assessment Methods](#)
- [IUCN marine publications](#) – Extensive database of case studies, toolkits and manuals relating to coral reef and marine habitat conservation

Tree surveys

- Range of materials compiled by the [Global Trees Campaign](#) e.g. practical guides for non-specialists, scientific papers and information on the conservation status of hundreds of the world's threatened tree species.

Data analysis

- [R Project](#) **-** Free open source statistical software which offers an enormous range of functionality, including a number of packages suitable for analysing conservation fieldwork data
- [QGIS Project](#) - Free open-source GIS software
- [ESRI ArcGIS Online](#) – Free account allows you to create and manage maps, apps and data. Also allows users to share and access data posted by other users online
- [DISTANCE -](#) Free software and survey protocols for distance sampling
- [Estimate S](#) - Free software programme for generating various biodiversity metrics and indicators

Use of Results

- [IUCN Red list assessments](#) – Guidelines and tools for carrying out and updating species red list assessments
- [Best practice guide for compiling, maintaining and disseminating national species checklists (GBIF)](#)

Appendix 3: Common Proposal Writing Mistakes

Mistake		Notes
1.	**Target species/site/team do not meet CLP criteria**	The proposal fails to meet one or more of the CLP's criteria on eligibility. Examples include: - One or more project team-members have >5 years of paid conservation experience - The target species is not listed as CR, EN, VU or DD on the IUCN red list and insufficient evidence given for conservation action - The project is too similar to one of the team member's PhD/Master's thesis Make sure that you carefully study the CLP's eligibility criteria and guidelines to ensure that your project is eligible. Please contact the CLP team (henry.rees@fauna-flora.org or clp@birdlife.org) if unsure.
2.	**Project outreach activities miss key stakeholder groups**	The project's outreach activities do not target key stakeholders that are the primary drivers of the project's conservation problem. For example: a project trying to address environmental degradation by a mining company by only targeting local school children may do little to impact the project's main conservation goal. Carry out a stakeholder analysis before writing the proposal to ensure that the project's outreach activities will have the maximum impact. Read CLPs fundraising manual for details on how to conduct one if you're unsure.
3.	**Not enough detail given in the budget section**	Each budget line **must** show an itemised breakdown of costs e.g. number of days or items / cost per item etc. For example: Rather than 'Publications: $150', show how this is broken down e.g. Field guide booklets (100 pieces x $ 1), maps (50 pieces x $1) The team must provide justification for all budget requests >$1,000
4.	**Not enough project days are devoted to fieldwork**	The number of days dedicated for fieldwork is insufficient to achieve the project's expected results. Be realistic about how much time and effort is required for each project activity in order to achieve the project's results. Please remember to apply this to any social science/outreach activities as well as traditional scientific fieldwork.

5.	**Project study methods are not appropriate to the conservation target**	Before writing your proposal, take some time to research the most appropriate methodology for addressing your project's conservation challenge. The team is especially recommended to make contact with experienced advisors who will be able to provide advice and support during project development and implementation. For reference, the CLP application guidelines include a list of useful good-practice guides and fact sheets designed to help teams identify the most appropriate methodology for their project.
6.	**The proposed project activities are too ambitious**	The proposal addresses an important conservation need but is promising results/outcomes that are not feasible within the time/resources available. Think carefully about what the team will achieve given the project's timeline and the resources that will be available to you. If an activity is particularly ambitious in scope it may need to be scaled back, revised or have more time dedicated to it.
7.	**SWOT analysis incomplete/poorly completed**	The SWOT analysis must be completed in full with five answers for each section and with each one addressed in the subsequent sections. Please refer to the CLP application guidelines and Project training manual for full instructions on how to complete this section.
8.	**Applicants do not seem to have experience with the target species/site/methods**	Please think carefully whether the team has the necessary skill base needed to carry out each of the project's activities. If there are any areas that are lacking it is essential that the team demonstrate that they will have support from an experienced advisor and/or will seek out relevant training. This should also be addressed in the SWOT analysis.
9.	**Project is trying to bring about behaviour change with insufficient knowledge of local issues/perceptions**	For Future Conservationist Award projects in particular, if there is very little prior information on the conservation issue then the team might be overly ambitious in attempting to change stakeholder behaviour. In these cases, the team may gain more effective results by spending more time assessing the situation on the ground (i.e. what is currently driving people to behave in a certain way) to make sure any subsequent behaviour change activities are based on known science and are realistic.
10.	**The project does not demonstrate an effective contribution to conservation.**	All CLP projects must demonstrate how the team's results and outcomes will contribute to conservation. Projects with a significant research component must show how research results will be applied in relation to the project's conservation goal. For example, developing/updating management plans, contributing to IUCN assessments, etc.