



2010 Application Guidelines: Conservation Follow-up and Conservation Leadership Awards

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CONSERVATION LEADERSHIP PROGRAMME

The Conservation Leadership Programme (CLP) is a partnership of four international conservation organizations and BP working to develop the capacity of future biodiversity conservation leaders by providing a range of awards, training, advice and sustained support via an active international network of practitioners.

Since 1985, the Conservation Leadership Programme has supported and encouraged thousands of individuals who are early in their conservation career and are aiming to address global conservation priorities at a local level. The CLP has been an important stepping stone for many individuals and has helped to facilitate the discovery of species new to science, the designation of new protected areas, knowledge sharing and collaboration and the creation of mechanisms for long-term conservation.



The partner organizations, BirdLife International, Conservation International, Fauna & Flora International, the Wildlife Conservation Society, believe that the Programme's success can be attributed to the fact that it goes beyond grant-giving, providing ongoing support and access to networks that help awardees gain skills and move up the conservation career ladder.

CONTINUATION AWARDS

The CLP offers continuation funding to previous Conservation Leadership Programme (previously BP Conservation Programme) award winners in the form of Conservation Follow-up and Conservation Leadership Awards. Applications for continuation funding will only be considered once a full report has been received for the initial project/s.

Conservation Follow-up Awards: 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 the 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. There are approximately five awards offered annually, each worth up to \$25,000 USD. These awards are available to teams that have successfully completed projects at the Future Conservationist level.

Conservation Leadership Awards: The idea of the Conservation Leadership Award is to enable teams that have been supported in the past 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. Two awards are offered annually, each worth up to \$50,000 USD.

Future Conservationist and Conservation Follow-up Awardees are both eligible to apply for Conservation Leadership Awards. Those applicants who were granted a Future Conservationist Award and are now applying for a Leadership Award will need to show that they have gone through the process of building on their initial work, most likely over a number of years, through the support of other resources.

HOW WE CAN HELP

Proposal Preparation: Applicants are strongly encouraged to contact programme staff well before the application deadline for advice or input on your proposal. 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.

Award-winner Support: Winning teams can benefit from additional support once awards have been granted. The CLP can provide guidance during the planning and implementation stages and helps each team access expertise from within each of the five partner organizations and from past winners. A representative from each team will be invited to attend an international training event organized by the CLP to share ideas, develop skills and knowledge and network with other conservationists.

Post-project Support: The CLP is committed to the development of the individuals we have supported and we maintain close contact with award winners. The programme has an established alumni network that provides additional opportunities for individuals to win further awards (including Conservation Follow-up and Conservation Leadership Awards), attend training courses and conferences, continue building skills, and network with one another and experts in the field of conservation.

Web Resources: On the CLP website under the Advice section, you can find useful information about project planning and additional funding sources. The [Conservation Project 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, Chinese, Russian and Spanish. If you have any problems accessing the Internet, let us know and we can post copies.

CLP AWARD CRITERIA

Successful applicants will: 1.) Develop the knowledge, skills and experience of team members; 2.) Implement a focused, high-priority conservation project combining research and action; 3.) Contribute to the long-term success of local conservation efforts; and 4.) Contribute to the education and awareness of local stakeholders.

Eligibility 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, NGO and academic institutions and local governments. Applications are evaluated by CLP staff and partners, and by experts from other relevant organizations.

ARE YOU ELIGIBLE?

Each project must:

- Have submitted a final report and end of project evaluation survey of their Future Conservationist award or Conservation Follow-up award.
- Demonstrate that results from the Future Conservationist project have been disseminated to stakeholders and the scientific community (through peer reviewed journals).
- Be developed to a significant extent by the team members themselves. (Support and advice from local CLP partners is acceptable and strongly encouraged.)
- Be no more than three years in length for Follow-up or Leadership Awards
- Address a recognized global biodiversity conservation priority at the species or site level.*
- Be led by a national of the country where the project is taking place. (Co-leadership with a non-national team member is acceptable.)
- Demonstrate that all team members will develop leadership capabilities and influence change at a local level.
- Have a minimum of three people on the team and 50% or more of the team members must be from the project country.
- Request 50% or more of the total project budget from the CLP.
- Demonstrate that the proposed project goes beyond the specific topic of thesis or dissertation research if any team member is pursuing a Master's or PhD.
- Have a significant field component relative to the specific taxonomic group being studied.

*Work on a particular project will only be supported where: 1.) the project addresses the population, site, or habitat conservation needs for species (not subspecies) listed as Critically Endangered (CR), Endangered (EN), Vulnerable (VU) or Data Deficient (DD) on the [IUCN Red List of Threatened Species](#) – for taxonomic groups that have not yet been assessed for IUCN Red List there must be reasonable justification that the species is of global conservation concern; OR where: 2.) the project addresses sites that are recognized as being internationally important for conservation (e.g. [Alliance for Zero Extinction](#) sites, [Important Bird Areas](#), [Important Plant Areas](#), Key Biodiversity Areas, [Ramsar](#) and [Natural World Heritage](#) sites, etc).

Please also note the following:

- ⇒ Awards do not cover conference attendance, tuition fees or scholarships
- ⇒ Awards do not cover salaries for team members. However, CLP allows stipends that could be extended to the period of the project as well as reasonable stipends for food and accommodation).
- ⇒ Projects must not involve gene storage, captive breeding or laboratory analyses (except for chytridiomycosis testing).
- ⇒ No team member can be employed by the BirdLife International Secretariat, Conservation International, Fauna & Flora International, the Wildlife Conservation Society or BP.
- ⇒ Team members cannot be employed large international NGOs.
- ⇒ Teams that have already won a Follow-up Award must apply for a Conservation Leadership award.
- ⇒ Projects that show links to key drivers of global environmental change at a site level – especially if they are addressing capacity issues on climate change mitigation and adaptation mechanisms (e.g. Reducing Emissions from Deforestation and Degradation) may be looked at favourably.

- ⇒ Project leaders must notify their referees upon notification of being shortlisted for final selection, as they will have a narrow window in which to respond. If referees are not available within this window, teams must provide alternative names. References not availed in the time provided may jeopardize chances of grant award.

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

Team Capacity Development:

1. The application clearly demonstrates how the project will build the knowledge, skills and experience of each team member.
2. The team members show a commitment to conservation and potential for leadership as good ambassadors for the work they are doing.
3. The team has the support of experienced advisors.
4. Particularly welcome are projects that link with Programme partners or past winners nationally.

Contribution to Conservation:

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

Feasibility:

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

Additional Criteria for Conservation Leadership Awards:

16. Projects must show how they link to and consolidate a Conservation Follow-Up Project, or comparable additional work undertaken over at least three years since the initial Future Conservationist Award Project.
17. A strong element of building skills and capabilities of other stakeholders must be included, for example training local community members.
18. The project must demonstrate a sustained future and can carry on functioning usefully should the team leader move on. Proposals may include the establishment of a new NGO or innovative programmes in existing institutions as part of the project.
19. Applications should indicate how the project can become self-supporting or be able to raise adequate additional funds over time.

20. Project should demonstrate that results from the Future Conservationist project and/or Follow-up project have been disseminated to stakeholders and the scientific community (through peer reviewed journals).

HOW TO APPLY

To gain insight into the kinds of projects we are likely to fund, it may be helpful to view the summaries of past winning projects available on the [CLP website](#). All project teams are required to submit a completed application in **English** by Friday, **6th November 2009**. No late applications will be accepted.

The application **MUST** be filled out online. Application forms can be prepared offline by downloading the form from our website: www.ConservationLeadershipProgramme.org. If you download the form, copy paste the proposal content to the online application form on our website. Please note applications emailed to CLP will not be accepted. Awards will be announced in April 2010. A sample application is provided on our website for reference – you must **NOT** copy these details into your application or it will be rejected.

Answer every question on the form as completely as possible. Do not attach pictures, logos, maps or other file attachments with your application form. The CLP programme team is available to provide advice. Please get in touch well in advance of the deadline for assistance: clp@birdlife.org. The following guidelines will assist you in writing your application.

1. General Information

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 (strictly no more than 100 words) highlighting the major points in a concise way to give the reader a short summary of your project. To write it, we suggest you reread your proposal, and then draft the abstract without looking back at it. Don't merely copy key sentences as you will put in too much or too little information.

Summarize the key details and be sure to include the following:

- **Background:** A simple opening sentence placing the work in context.
- **Aim and objectives:** A sentence giving the purpose of the work.
- **Methods:** A sentence explaining what will be done.
- **Conclude:** A sentence indicating what you hope to accomplish with the project and how you hope to use the results.

Climate Change: The CLP encourages teams applying for grants to think about the impacts of global climate change to biodiversity at the site level where you are working. It is necessary that you demonstrate you have put thought into these questions and if necessary, contact the CLP team for further clarifications.

2. Project Details

Project Aim and Objectives: It is essential that your project has a clear and achievable aim. Your aim should be followed by more detailed objectives. The objectives should be SMART: Specific, Measurable, Achievable, Realistic and Time-bound (with deadlines).

Background & Justification: This section should give a summary of previous research and known information on the species and or habitat, a summary of the threats and need for this specific project, and a summary of the conservation issues being addressed by the project. Referencing relevant priority setting information and publications, provide clear justification of the need for this project. For species specific work, refer to the [IUCN RedList](#) for priority

species. For site-based work, some of the following references might be useful: Conservation International's [Hotspots](#); BirdLife International's [Important Bird Areas](#), Plant Life International's [Important Plant Areas](#), [Alliance for Zero Extinction](#), [Ramsar](#) and [Natural World Heritage Sites](#).

Methods: Research methods and data that will be collected should be fully described. This applies not only to the assessment of populations and distribution of species and habitats, but also to local community, education and social/economic work. You should include the data analysis techniques you plan to use. 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. Project must have a significant field component relative to the specific taxonomic group being studied.

Project Stakeholders: Clarify 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.

Conservation Outputs and Impacts: Explain how progress will be monitored, reported and verified. 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. Explain how you plan to share project results (e.g. working with local schools, universities, community leaders, talks, workshops, media outreach, reports, publications, etc.).

3. Budget

Itemized Expenses: Fill in the form, ensuring you keep in mind that the judges will be looking for cost-effectiveness and for a significant percentage of the budget to be spent directly on conservation activities. Clearly explain if the project has support from other funding sources. Show what percentage of the budget has been secured by the alternative sources. And if the CLP is not covering a significant portion of the total budget, explain how the project will be implemented if other funding sources do not come through.

Budget Justification: Describe and justify significant items you will be purchasing with award funding, explain why the item is necessary and how it will be used. This section can also be used to clarify any of the costs in greater detail. We prefer that awards do not cover salaries for team members. However, the CLP allows stipends that could be extended beyond the project implementation phase if necessary. Please provide justification for stipends that will go toward team members living expenses over the entire length of the project.

4. Timeline

Detail key activities that will take place over the course of the project – from project preparation, to implementation and post-fieldwork activities. Include a description of the activity, the month in which it will take place and the duration, or length, of each activity. Ensure specific activities like fieldwork, education, awareness-raising and any community improvement elements are included. Post-field activities should include report write-up and dissemination, presentations to stakeholders, etc.

5. Project Team

Team Experience: You must fill out this section for each member of the team. If you have

more than 7 people on the team, contact the CLP so that we can alter the form to allow for more information. Under "Team Role", explain each team member's responsibility within the context of the overall project. For example, team responsibilities could include project leader, project 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.

Judges will use the information provided to assess how significantly projects will contribute to the skills, knowledge and experience of team members for a prospective career in this area. Interdisciplinary teams displaying a variety of skills and experience will be looked upon favourably. Demonstrate that all team members are at an early stage in a conservation career with no more than 5 years professional experience (paid or voluntary) and no more than 35 years of age.

External Advisors 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 the CLP. Note advisors can serve as referees.

Partner Links: Collaboration with one of the CLP partners is strongly encouraged. If there is a CLP partner office (BirdLife, WCS, CI, FFI) in the country where your project will take place, we suggest you make contact and seek assistance in developing your proposal. If you have questions or have difficulty in making contact, let us know and we can help. Explain the level of contact you have had and how any of the partners have been of assistance. Please note that if you have not made contact or if there is not a partner working in your country, this will not be detrimental to your application.

6. Team SWOT Analysis

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 together. An explanation of this process can be found in Section 2 of the [Conservation Project Manual](#). Ensure each section of the SWOT table is completed.

7. References

References will be contacted after award winning projects have been selected in March 2010. Please provide contact details for two people who know the team and who will be willing to provide a reference for your project. These individuals should be from a national university, a local or international NGO or local government. Please let them know that we will be in contact in March or April and be sure that they are available to complete a reference at that time.

8. International Training Course

As part of the CLP Conservation Awards, one team member from each award winning team will be invited to attend a three-week training course and the International Congress on Conservation Biology in June/July 2010. The training and conference will be held in Edmonton, Alberta, Canada and the language of instruction will be English. Please select a team representative with a good working knowledge of English and the ability to travel internationally. Details provided in this section will help us to facilitate logistical arrangements. If the participant named on the application form changes before the selection of awards, please send updated information to the CLP management team.

9. Appendix: Logical Framework

Please include with your application a Logical Framework. This should be a simple framework that sets out the project goals, overall results, indicators of success and project activities. For advice on this, contact a CLP staff member or reference Section 3 of the [Conservation Project Manual](#) on our website.

TERMS OF AWARD

21. High resolution photographs or other illustrative material depicting aspects of fieldwork must be submitted to the Programme for our photographic files. Copyright remains with the photographer, but with a free non-exclusive licence for non-commercial use by the Programme and its partners.
22. A one-page summary stating progress and results attained to date is due to the Programme within eight weeks of commencement of the project.
23. Updates will be requested on a quarterly basis for the CLP newsletter.
24. The preliminary report outlining work carried out must be submitted to the Programme within a month of fieldwork completion.
25. An online end of project questionnaire must be submitted within six months of project completion.
26. A final report must be submitted within six months of project completion.
27. A detailed financial report must be submitted with the final report. All receipts must be retained and project spending fully recorded. The Programme reserves the right to audit the project at any time.
28. After the project is finished, the Programme will stay in contact with team members through the alumni network, and monitor leadership progress.
29. Team should look to publish results of their projects in a scientific peer reviewed journal. Additional future support from the CLP may be based on the success of a team to communicate their results to key audiences.