2020 WHITLEY AWARD - APPLICATION GUIDELINES

BEFORE YOU APPLY:

- Be as clear and concise as you can. Answer all the questions in English.
- This application is for the 2020 Whitley Awards. Whitley Awards are £40,000 GBP and need to be utilised within 12 months of the date when the grant is received. Applications must be for one year of work, with two reporting deadlines in the interim and completion of the year.
- Your application is **incomplete** without the submission of three references by the deadline of **midnight GMT, 31st October 2019.** Guidance for your referees is at the end of this document.
- For more information about eligibility, please visit the WFN website (http://whitleyaward.org/apply-for-funding/how-to-apply/)
- If you have already been unsuccessful in your application twice, we will not consider a third application in a consecutive year.
- PhD projects, MSc dissertations, expeditions and undergraduate projects are not eligible for a Whitley Award.
- The applicant must be the leader of the project for which he or she is applying. **Joint applications or nominations are not accepted.**
- **Whilst total fluency in English is not a requirement, the applicant must be able to communicate in English without a translator.** This is so that if the applicant is invited for an interview in the UK, (s)he can benefit fully from the Whitley Awards week which involves interviews, networking events, training and media opportunities.
- The strategic focus of the Whitley Awards is national conservation leadership in countries that are **not defined as a High Income Economy by the World Bank** (see http://data.worldbank.org/about/country-classifications/country-and-lending-groups). Please note that Equatorial Guinea and certain island nations in the Caribbean are exceptions to this criterion. If you have any questions about eligible countries or your country status has recently changed, please contact WFN.
- We recognise highly effective people who are **nationals** of the countries (or regions) where their conservation activities are focused (i.e. they were born there or have lived there a long time and have achieved national status).There are some exceptions, for example, long term residency (15+ years) or commitment to country/region building capacity of local team members for future leadership.
- We seek grassroots conservationists from **locally incorporated NGOs** in biodiversity-rich developing countries, rather than in-country staff employed by NGOs headquartered in developed countries. If you are in doubt, please contact us.
- Please note that should your application be successful, we will request **film footage** of your work to help publicise your project. This can be amateur or professionally filmed but must be in high quality format. Footage could be of you, your work, the area, species and habitats with which you work. We would like you to be aware of and prepared for this requirement should your application succeed. If you are shortlisted, we will need this footage quickly (March 2020).

SUBMISSION CRITERIA:

- **Submission:** Applications must be submitted via **email** (not via post) sent to info@whitleyaward.org
- **Format**. Application form should be attached as a **Microsoft Word** document and not a PDF.
- **Photographs.** This should be sent as attachments across multiple emails, ensuring that each email does not exceed the file size limit (20 MB).
- **Subject Line**: Your e-mail subject line should be entitled: "[YOUR NAME] WA20 Application". Attachments should be clearly named in the following format: "[YOUR NAME] WA20 App"; "[YOUR NAME] WA20 Audited Accounts", etc.

- **Deadline.** Your application will only be assessed if your application form, supporting photos and documents, and all three supporting referee statements are submitted by the deadline, which is **midnight GMT on 31st October 2019**.

- **Confirmation.** A separate email with no attachments should be sent following submission of your application form and supporting docs. This email should confirm that you have attempted to submit your application. We aim to respond to all submissions to confirm receipt within two weeks.

- **Problems?** If email submission is not possible or you experience any problems, please contact the WFN office (Tel: +44 (0)20 7221 9752 or email info@whitleyaward.org).

WHAT HAPPENS AFTER YOUR SUBMISSION?

- Once your application has been received, you will be sent an acknowledgement within two weeks (please bear with us as the volume of applications can be high).

- Applications will be screened by WFN and then sent for external review.

- Those who remain in the process following external review will be asked to provide further information to clarify points raised by reviewers in preparation for when the WFN Judging Panel meets to review the applications in March.

- Finalists will be selected in spring and invited to the UK for interviews in April/May.

- Successful winners will be presented with their awards at the Whitley Awards ceremony in April/May.

- We aim to notify unsuccessful applicants of the outcome during spring (although this timing may vary).

The guidance below is intended to help you complete the application form to the best of your ability. Please adhere to word limits to avoid being penalised.

APPLICATION SUMMARY

1. Project Summary:

The applicant is the person applying for the Whitley Award and must be the Project Leader (joint applications or nominations are not accepted). The application title has a word limit of 12 words. e.g. "Vostochny wild salmon refuge: conservation of biodiversity in Sakhalin Island, Russia." List the country(s) where your project is based. If taking place in more than one country, please list all countries, indicating which will be the main focus.

PERSONAL PROFILE

2. Contact Details:

Provide the office address and phone number, including the international and area code. Email address is our primary means of contact and should belong to the project leader. Provide more than one but please indicate your preferred email address. State any long periods when you will not be available, bearing in mind that if successful, we will need to be in close contact during the months leading up to the ceremony in April-May 2020.

3. Organisation Details:

If you are not working with an NGO, please explain the context for project delivery (e.g. will you be working through a university department, institute, etc.? How will funds be managed and what institutional support will be provided?). If applying as part of an independent team, briefly explain the project's origin. We do not fund start-up projects that cannot evidence previous success and experience managing funds. However, projects may be new (or managed through new NGOs) that build on earlier work or experience if this can clearly be shown. WFN does not fund government bodies or departments.

4. Personal Summary:
Provide your personal details. List all the languages you speak and write in, including a description of your ability to communicate in English. Note that you must be able to communicate in English to be eligible for the grant. Under education, please give details of relevant qualifications.

5. How did you hear about the Whitley Awards?
Please select all relevant options and provide a concise explanation and/or names of the source. This helps us learn how people find out about WFN.

6. Have you previously applied to the Whitley Awards?
If you have previously applied, tell us the year of application, project title, brief overview and any feedback from WFN.

7. Have you previously received funds?
WFN and the listed organisations are entirely separate organisations. However, we do maintain close links and are therefore interested to know if you have been funded previously by any of these organisations.

8. List all your related work and achievements, starting with the most recent:
Using bullet points, summarise previous work carried out related to the work described in this application. Where have you gained skills and experience that will help you in carrying out the work detailed here? What have been your most significant achievements to-date related to this work? Include relevant employment and experience. Do not attach a CV as this will not be considered.

9. Key Publications and Notable Awards:
Include your most recent publications relating to the proposed project and any awards given to you in recognition of your work.

10. Team leader experience:
Using bullet points, briefly summarise your experience as a team leader. Give examples that show you are a suitable leader for your proposed project work.

PROJECT DETAILS

11. Executive Summary:
In **no more than 350 words**, summarise your project aims, what you hope to achieve in terms of impact (what will change as a result) and what would happen without WFN funding (i.e. why is funding needed and needed now?).

12. Location/Site:
Give coordinates of your project site and use the decimal format (e.g. 37.7, -122.2) or DMS format (e.g. 37 25 19.07 N, 122 05 06.24 W). This should refer to a central focus point for your project for illustration purposes. Please also include a map(s) (depicting national, regional and local location) to illustrate your project area(s). Please indicate in area of influence of your project (in ha or km).

13. Project Background:
Explain your project in **no more than 350 words**:
- a. The **background** or **context** of your project;
- b. What **threats** the species or landscape is facing;
- c. Why the proposed work is **urgent** and **important**;
- d. **Issue(s)** your project is addressing (what are the problems);
- e. **Scale** of your project;

f. What is the **socio-political context** of your work, what social and political issues will the project address and how will you deal with gender specific issues if relevant.

14. Aims:
In **no more than 100 words**, explain what your project is hoping to achieve. Aims are statements of intent and are written in broader terms.

15. Objectives:
Use bullet points. In **no more than 200 words**, state your objectives of the project. Objectives are specific statements set out to achieve the project aims with measurable outcomes. They should be **SMART** (Specific, Measurable, Achievable, Realistic and Time-bound) and should include information on current baseline data.

e.g. (1) To increase Egyptian vulture breeding in Egypt National Park by 20% in 3 years, from 25 to 30 pairs; (2) To deploy bycatch-safe fishing gear from 10 to 300 fishermen in 10 communities within 2 years; (3) To reduce human-elephant conflict by 20% in 2 years, from 100 reported incidents to 80.

16. Project Beneficiaries:
Please quantify where possible who/what will benefit from the project. What is the target habitat? (a) What are the focal species? (b) Broader species affected? (c) Who are the stakeholders, communities and the number of people involved?

17. Expected Outcomes:
In **no more than 250 words**, explain what will be achieved after the project is completed? What is the change you have caused because of the project? (e.g. change in behaviour, etc.)

18. Evidence of Success To-date:
Present evidence of the success of your proposed approach including any relevant work already carried out by you/your organisation that has led to the development of the activities proposed. Clearly differentiate between your past achievements and future objectives. You may find materials on the Conservation Evidence website useful to reference (http://www.conservationevidence.com/).

19. Theory of Change:
In no more than 350 words, describe what is required in order to bring about your project's long-term goal. For further details, see http://www.theoryofchange.org/what-is-theory-of-change/toc-background/.

20. Methods:
In **no more than 1,000 words**, describe the proposed activities in relation to each of your objectives.

21. Logical Framework:
Describe in detail your aims, objectives, activities and how you will monitor progress in a logical framework. Objectives and indicators should be **SMART** - *S*pecific, *M*easurable, *A*chievable, *R*ealistic and *T*ime-bound - with specific quantitative targets to measure project progress. Include baseline data where your targets can be compared to. An example logframe has been provided below as guidance. The logframe will be used to monitor the progress of your project if successful.

Example:

Goal: *Conserve snow leopards and their habitat in northern India.*

Project Aims:

To decrease poaching of the snow leopard through awareness raising and training of local communities in Himalayan National Park; to obtain an updated status and improve the knowledge of the species.

	Indicators *(measurable indicators that will demonstrate that the activity is impactful)*	**Risks and Assumptions** *(include plans on how you will overcome them)*
Objective. 1. *To identify the home range of the snow leopard.*		
1.1 Analyse existing information and collect data on snow leopard movements *1.2 Map selected habitats*	*1.1.1 Conduct **4** surveys in potential key snow leopard habitats* *1.1.2 Range maps produced and **2** priority habitats selected* *1.2.1 **3** GIS maps developed*	*Assume the current habitats identified are key snow leopard habitats and that data will be collected in these areas.*
Objective. 2. *To create the next generation of conservation leaders by training 10 professionals from all 30 local communities surrounding Himalayan National Park.*		
2.1 Develop a selection process *2.2 Identify and hire 10 future leaders* *2.3 Conduct training*	*2.1.1 Selection process developed and shared* *2.2.1 Set up 3 interviews, agreements signed to hire **10** top candidates* *2.3.1 Conduct **4** training sessions to provide research and community conservation skills and skills tested after 3 month interval* *2.3.2 **10** future leaders start participating in 5-yr conservation programme*	*Lack of suitable candidates: this will be overcome by building relationships with relevant universities. 3 students have already expressed an interest*

22. Monitoring & Evaluation:

Please demonstrate an evidence-based approach - what methods and indicators will you use to monitor and evaluate the impact of your project as you progress? These should be referenced in your logical framework. Please make clear what you aim to have achieved by the end of your Whitley Award project.

23. Timeline:

Please provide a concise timeline to give an indication of when the outputs and activities outlined in your methodology and logframe will be expected during the year. The Whitley Award is for one year of funding and is received by successful applicants in June following the year of application (i.e. June 2020). All Whitley Award projects need to start in June and report informally after 6 months and formally after 12 months.

Example:

Activity	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Objective 1: To identify the home range of the snow leopard												
1.1 Collect snow leopard data	■			■			■			■		
2.2 Map habitats											■	■

24. Biodiversity Targets:
List all the biodiversity targets that your project will contribute to the (a) UN Sustainable Development Goals (https://sustainabledevelopment.un.org/?menu=1300); and the (b) Aichi targets (https://www.cbd.int/sp/targets/).

25. Project Sustainability:
In **no more than 300 words**, please explain what has been done to integrate a long-term plan into project design. How will you ensure future project finance and how will you diversify leadership so that the project does not depend on one person (i.e. succession planning)? Applications which give evidence that there is an exit strategy to enable the project to become self-supporting or sustainable over time will be given priority over others likely to fail once immediate funds have expired. Where do you see the project in 5-10 years and what will your involvement be? What will be the legacy in terms of conservation (i.e. species, habitats, etc.) and the local communities you are working with? Will leadership be passed to local people? How are you ensuring local people perceive ownership of the project?

26. Conservation Outlook:
In **no more than 300 words**, describe your personal outlook and broad vision for your nature conservation work. How does your work contribute to regional and/or global priorities? What do you hope to achieve over the next five years; what is the 'bigger picture'?

OPERATIONAL INFORMATION & CONTEXT

27. Team Members:
Using the table, give details of who will be working with you (including name, age, gender, nationality and role) and explain what experience they bring (e.g. qualifications, knowledge, skills). Make it clear who will be part-time and full-time, who will be assisting in a consultative capacity only and who will be salaried, indicating where salaries are dependent or part-dependent on this proposal. You should **include yourself** on this list and provide details of your own contribution.

28. Safeguarding Policy:
List the safeguarding policies and procedures your organisation has in place to ensure the proper conduct of your team members to protect the safety and welfare and prevent abuse of the individuals (including vulnerable groups such as women and children) whom your organisation works with. If there currently are no policies, note that you will be requested to use WFN's policies as best practice should your application be successful.

29. Collaborations:
List your links with other organisations/NGOs/universities/government departments that will be critical to your project's success and how they are contributing to the project (i.e. specify funding, knowledge sharing, resource sharing etc.). Indicate if the relationship is already active or proposed, formal (with an MOU signed) or informal, giving brief details.

30. Referee Statements:
- Three referee statements are required for each application.
- The deadline for the receipt of references is **midnight GMT on 31st October 2019**.
- References must be wholly objective and cannot be from team members, members of your organisation, or from those in a position to benefit in any way from your application being successful.
- References must be submitted in **English** on official letter-headed paper, signed by the referee and sent as a PDF file.
- References that are rejected may result in your application not being considered.
- Two of the references must be from within the country where you are working (ideally one local, one national). The third should be from an international referee who can provide context as to why your project work is important at a wider level.

- At least two of the referees must be able to provide expert opinion on the science, practical and technical aspects of your application.
- No two referees should be based at the same institution.
- Please send each of your three referees a copy of the **Request for Referee** below (completing the top two lines yourself), together with a full copy of your application form, and ask them to respond directly to the WFN office at info@whitleyaward.org before the deadline.
- All referees must have read your application form.
- We regret that we cannot chase referees for you. It is your responsibility to ensure referees complete references in support of your application. We therefore recommend that you give referees plenty of time and ask them to let you know when references have been submitted.

REQUEST FOR REFEREE:

IN CONFIDENCE

GUIDANCE FOR REFEREES - WHITLEY AWARDS 2020

Applicant Name:	
Project Title:	
Referee Name:	
Referee Position:	

The applicant named above has applied to The Whitley Fund for Nature (WFN) for a Whitley Award, a major international nature conservation award. We would be grateful if you could give the judging panel your candid opinion about the applicant and their work, as well as their suitability for the award. The applicant **MUST** provide you a full copy of the completed application form to assist you in your reference. Your reference will be one of the key factors the judging panel takes into account in their assessment.

Conflict of Interest. Please note that references must be wholly objective and cannot be from team members, members of the applicant's NGO/organisation and referees cannot be in a position to benefit in any way from the applicants proposal being successful.

WFN Background. WFN is a UK-registered charity offering Whitley Awards and ongoing support to outstanding nature conservationists around the developing world. We locate and recognise dynamic conservation leaders *and support projects founded on science, com*munity involvement and pragmatism. The charity offers funding, training and recognition to people who bring about change and champions passionate individuals who are committed to enabling long-lasting conservation benefits on the ground. Applicants are not restricted to qualified scientists but must be able to compile a written report to describe and quantify the success of their work with appropriate references. Applicants need

to be able to communicate in English. We are looking for dynamic team players who will benefit from not only financial support but media training and the international recognition associated with the Whitley Award. Undergraduate and school level expeditions are not eligible, nor are projects carried out in support of higher degrees. More information about the WFN and previous award and grant recipients may be found at www.whitleyaward.org.

Reference*.* Please write a reference giving your opinion about the pragmatic and long-lasting impact of the work in question; how the applicant is known to you; the applicant's ability to lead a team, deliver the project and communicate the results; the strength of the proposed activities and methodology; how the project will make a difference to nature conservation; and any other information that might help the Panel. Should the applicant succeed, they will receive a Whitley Award worth £40,000 GBP in funding. We would therefore also value your candid opinion about the applicant's ability to absorb and spend the level of funding they are seeking, with due responsibility.

Submission of Reference. The reference must be sent as a scan of a **signed letter**, on **official printed letterhead** in PDF format. The subject line of the email should include the applicant's full name and your surname.

Deadline. Please submit your reference by email to info@whitleyaward.org by **midnight GMT on 31st October 2019.** This is very important as the applicant's application will not be considered without the receipt of all three references before the deadline.

31. Application Support:
All applicants should indicate if they had assistance in developing the proposal and if so, indicate what type of assistance and who was involved.

MEDIA

32. Communications:
In **no more than 200 words**, give details of how you propose to disseminate the results of this work and maximise replication for conservation benefit (e.g. use of media, conferences, publications, education, etc.). WFN is exploring options to promote the sharing of results between Whitley Award winners - do you have suggestions?

33. Photographs:
Please email us 10 high-quality photographs in support of your application (**JPEG** preferred). One of these must be a head and shoulders **photograph of yourself** and the others should depict your work, project area/ habitat and if relevant, the species/s your work affects. If possible, photos should be of you and your team active in your natural working environment. Email photos separately, ensuring that your full name is clear in the subject heading of each email. Please include a short caption for each photo and photo credit, if needed. **Do not submit multiple photographs inserted in a Word document or insert photographs to the application form**. Images should be sent across multiple emails, with each email not exceeding 20 MB to avoid surpassing attachment/file size limits.

34. Additional Footage and Photos:
The Whitley Awards are a media and profile prize in addition to a grant. If you are selected as a finalist, you will be asked to submit high-quality video footage and additional high-quality images for use in producing a short film highlighting you and your work. Please visit the winners section of the WFN website (www.whitleyaward.org/winners/) to view examples of previous finalist films. Give brief details of the amount and quality of footage and other media you have available or could access that can be used for these purposes. If you do not have footage, please state this (your eligibility will not be affected). Footage may be amateur or professionally shot.

This section is one of the most vital parts of your application. Please ensure you:

- Provide enough information so that we can fully understand your application whilst keeping it *simple*.
- All figures in budgets need to be provided in £ GBP sterling <u>and</u> local currency.
- Ensure that supporting documents are clearly titled.

35. **Financial Summary:**

a. **NGO**

State the local currency, the exchange rate used and the date for the used exchange rate. State the total income and expenditure of your organisation in the last financial year (FY). This will give us an indication of the scale of the organisation.

b. **Project**

State the local currency, the exchange rate used and the date for the used exchange rate. State the total income and expenditure of your project in the last financial year (FY). This is the *historical expenditure* of the project and will give us an indication of previous success of the project in relation to the organisation.

36. **Financial Governance:**

a. **Financial Documents**

Word/PDF documents are acceptable but use Excel when possible. Please ensure that all attachments are formatted for printing on A4 paper and that file names include your name.

You need to provide the following:

  i. **Organisation's founding documents -** (e.g. constitution, registration certificate). Provide a scanned copy of the founding documents for your organisation as a separate attachment. If these are in another language, please provide an English translation if available.

  ii. **Registration certificate** - This is issued by an authority by which your organisation is regulated.

  iii. **Latest Audited Financial Statements/Accounts** – Please submit your organisation's latest audited accounts from the last financial year. It is important that the recipient of a WFN grant can demonstrate that the organisation to which the funds are paid to is financially viable and has appropriate financial controls to ensure that the funds are properly managed. This must include:

   (a) *Income and expenditure statement*
   (b) *Balance sheet*
   (c) *Audit statement/report* signed by an independent external auditor. You should submit the latest audited accounts available. You must include copies **with values converted to £ GBP**, giving the rate of exchange and date used as well as a translation of the **audit statement in English, if available**. If you **do not have audited accounts**, you need to include an explanation below (36b) of why your accounts are not externally scrutinised.

b. **Explanation of Financial Controls**

Only complete if audited accounts are not available. Provide a description of how the financial affairs of your organisation are managed. In particular, describe the internal financial controls used to ensure that the grant will be disbursed only for the project to which it applies and in accordance with the project's objectives.

37. **Project Budget:**

a. **Budget**

Provide the proposed budget on how you will use the Whitley Award **using the Excel template**. Provide a budget for the period of the Whitley Award (June 2020–2021), itemised by the objectives included in

the logframe above and supporting activities. Show how the Whitley Award of £40,000 would be spent over one year and how much expenditure will be assigned to each objective. The statement should:

- Identify your total expected project income for the next year, including the Whitley Award period **showing all sources of confirmed income** and planned expenditure per donor, indicating where sources of income have been applied for but not yet confirmed;
- Show how much of each type of cost is budgeted for each objective, activity and resulting output (as defined in the logframe);
- Identify your planned expenditure with appropriate level of detail, making it clear how much funding is budgeted to be spent on project activities (e.g. equipment, supplies, percentage of salaries, transport, research, training, etc.);
- Show what percentage of the overall project budget Whitley Award funding would be.

NOTE: The budget must be broken down to **no more than £2,000 per line item**. If further breakdown is not possible, please provide an explanatory note in the 'Comments' section of budget. For salaries, please show the weekly, monthly rate as relevant.

Also provide a **historical budget** for this specific project. The assessors want to be able to see how your project has developed over the last couple of years in order to assess your need for funds and to be able to predict how you would cope with increased funds. The historical budget should identify:

- Total project income, showing all sources;
- Expenditure, with appropriate level of detail (e.g. make it clear how funding was used)
- Links with project activities and outcomes.

If this is a new project, we would like to see the budget for a most recent alternative project. If you have multiple projects, choose the one most similar or closely linked to this new project.

b. **Commentary on Budget**

Please give a written explanation of your project budget. Explain why the items you have referred to in the budget are necessary to succeed. Provide evidence of value for money. WFN funds practical conservation work, therefore, expensive vehicle expenditure, international travel and salaries are only funded if very well justified and **never where they make up the majority of the budget. In any application, it is unlikely that more than a third of the budget on salaries would be successful**. We look for projects for which winning the award would make a substantial difference.

38. Fundraising:

Using the tables, briefly give details of other applications for funding you have made recently for the project. Include secured funding, listing your current major donors, funding amount and date until when funds are committed. Also include pending applications and those where the result is pending. Please explain how you plan to raise the remainder of the funding required to support the project. Are you confident this can be achieved? What will happen if you fall short of your fundraising targets?

39. Delivery of Funds:

Provide details of where funds will be delivered if your application is successful. This would include details of your organisation's **bank, bank address, account number** and **IBAN**. Briefly describe how funds will be managed. Any costs that will be incurred in fund delivery needs to be included in your project budget (including overheads, tax and bank charges). We need to understand the context for how funds would be managed with accountability. **Please note that if successful, we cannot make payments to personal bank accounts. We can only make payments to bank accounts in the name of an organisation or project.**

ANNEX

WFN Impact

We like to measure the impact of Whitley Awards of all successful projects. Therefore, we have provided the headline indicators for project outcomes that will have to be provided in the final report so that you can begin thinking about how to approach this and what to capture in your monitoring efforts. Information is captured **where applicable** – do not worry if some are not applicable to your work as you will not be penalised.

LEGAL

Please confirm that you give WFN consent to share any element of the application on social media, donors or WFN Alumni for the purpose of raising awareness and best practices in conservation. Note that we will not share any confidential information.

Declaration

Please read the statement regarding report sharing and tick the box if agreeable. Applicants should carefully read and then sign the declaration to complete their application. A scan of the signed declaration page can be submitted by email with the completed application form or a scanned image file of the applicant's signature can be inserted into the document.