



WHITLEY AWARD 2021 - APPLICATION GUIDELINES

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.

2. APPLICATION SUMMARY

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. List whether it is a marine/terrestrial/freshwater project.

3. PERSONAL PROFILE

Contact Details:

Provide your email address and phone number, including the international and area code. Your email address is our primary means of contact and should belong to the project leader. Provide an alternative email, if available. 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 2021.

Organisation Details:

Provide your organisation's name and office address. Note that WFN does not fund government bodies or departments. 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.

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.

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.

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.

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.

List your work and achievements relating to the project, 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 and project milestones to-date related to this work? Include relevant employment and experience. Do not attach a CV as this will not be considered.

Leadership 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.

Key Publications & Notable Awards:

Include your most recent publications relating to the proposed project and any awards given to you in recognition of your work.

4. PROJECT DETAILS

Executive Summary:

In **no more than 350 words**, summarise your project, 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?).

Location/Site:

Give the name and 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(s) to illustrate your project area(s). Please indicate the area of influence of your project (ha or km).

Project Background:

Explain your project in **no more than 400 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.

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.

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.)

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?

Evidence of Success To-date:

What makes you believe the proposed actions will work? Present evidence that your proposed approach will succeed, including any relevant work already carried out by you/your organisation that has led to the development of the proposed activities. Clearly differentiate between your past achievements and future objectives. Please refer to Conservation Evidence whenever possible, (<http://www.conservationevidence.com/>) to cross check/reference relevant examples of conservation interventions and their effectiveness.

Theory of Change:

If you have a pre-existing theory of change (ToC) you should upload it here.

A theory of change is an explanation of why and how a project or programme can be expected to achieve its results. It illustrates the sequence of change between activities and results. A ToC explains the underlying assumptions for these causal relations, revealing any implicit aspects critical for the project's results achievement. The theory of change should be supported by existing knowledge, such as research, evaluations, previous experience or other

documentation. There should be close alignment between the expected results formulated in the results framework and the change process described (i.e. how project outputs will lead to the intended project outcomes).

If you do not have a pre-existing ToC, please in **no more than 350 words**, describe the actions that your project will undertake 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/>.

Methods:

Please describe the proposed activities in relation to each of your objectives.

Logical Framework:

Describe in detail your project outcomes, objectives and activities over a period of 12 months and how you will monitor progress in a logical framework. Objectives and indicators should be **SMART** - Specific, Measurable, Achievable, Realistic and Time-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:

Impact: <i>Snow leopard population to recover in northern India</i>		
Project Outcomes: <i>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.</i>		
Activities (what you will do to achieve the objectives)	Indicators (measurable indicators that will demonstrate that the activity is impactful)	Risks and Assumptions (include plans on how you will overcome them)
Objective. 1. <i>To identify the home range of the snow leopard.</i>		
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	<i>Assume the current habitats identified are key snow leopard habitats and that data will be collected in these areas.</i>
Objective. 2. <i>To create the next generation of conservation leaders by training 10 professionals from all 30 local communities surrounding Himalayan National Park.</i>		
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-year conservation programme	<i>Lack of suitable candidates: this will be overcome by building relationships with relevant universities. 3 students have already expressed an interest</i>

Timeline:

Please provide a concise timeline over a period of 12 months 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 2021). All Whitley Award projects need to start in June and report at 6 and 12 months.

Example:

Activity	Jun	Jul	Aug	Sept	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	x			x			x			x		
2.2 Map habitat range											x	x

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 could be quantitative or qualitative measures of success. 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.

Biodiversity Targets:

List all the biodiversity targets that your project will contribute to:

- (a) **UN Sustainable Development Goals** (<https://sdgs.un.org/goals>)
- (b) **Aichi targets** (<https://www.cbd.int/sp/targets/>).

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?

Conservation Outlook:

This is your opportunity to provide insight into your outlook on conservation, what distinguishes you as a conservationist and to show your personality! In **no more than 300 words**, describe your personal outlook and broad vision for your nature conservation work. What do you hope to achieve over the next five years; what is the 'bigger picture'?

5. OPERATIONAL INFORMATION & CONTEXT

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.

Safeguarding Policy:

If your organisation has a pre-existing safeguarding policy, you should upload it here.

Safeguarding relates to preventing harm and abuse of human rights of all individuals involved in your work. A safeguarding policy protects the health, well-being and rights of individuals, particularly vulnerable groups and is a separate issue from health & safety of the team. Given that many of you work with communities, park rangers, women, children and vulnerable groups, we expect safeguarding procedures are put in place which your staff are aware of and act in accordance with. These measures cover all forms of harm (physical or mental abuse), neglect and exploitation. WFN acknowledges its duty to act appropriately to any allegations, reports or suspicions of abuse, and will work to protect and prevent the abuse of vulnerable individuals.

If you do not have a pre-existing safeguarding policy, please 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 with whom your organisation works. You will be required to develop a policy should your application be successful. We are happy to share WFN's policies as a reference.



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.

Referee Statements:

- Three (3) referee statements are required for each application.
- The deadline for the receipt of references is **midnight GMT on 31st October 2020**.
- 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 (2) 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 (2) of the referees must be able to provide expert opinion on the science, practical and technical aspects of your application.
- No two (2) referees should be based at the same institution.
- All referees must have read your application form.
- ***For the applicant:* Please enter the contact information on the online form. Once an email address has been entered, an email will be automatically sent to that address. If you need to change a referee, enter the new information in the table and a new email will be automatically sent. Note that we are unable to retract emails so please consult your referees before entering their contact details.**
- ***To the referee:*** Referees will receive an email request with the information below, with a link to directly upload referee statements. This will automatically be included as part of your application. You (the applicant) will not be able to see the recommendation in your online application but you can follow this process by following the status that is reported underneath their names in the table (i.e. when an email to your referee has been sent; when a referee has provided their statement).
- 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.

EMAIL TO REFEREE:



IN CONFIDENCE

GUIDANCE FOR REFEREES - WHITLEY AWARDS 2021

You have been selected as a referee for an applicant of The Whitley Fund for Nature's (WFN) 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 applicant’s proposal being successful.

WFN Background. WFN is a UK-registered charity offering Whitley Awards and ongoing support to outstanding nature conservationists working in the Global South. We recognise dynamic conservation leaders and support projects founded on science and community involvement. WFN 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 winners must have the appropriate scientific collaborations in place/ expertise on their team and be able to compile a written report to quantify the impact of their work. We are looking for dynamic team players who will benefit from not only financial support, but communications training and the international recognition associated with the Whitley Award. Applicants need to be able to communicate in English. Undergraduate and school level expeditions are not eligible, nor are projects carried out in support of higher degrees. More information about eligibility and previous award 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.

Please also copy and complete the table below in your statement:

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

Reference Format. The reference must be sent as a scan of a signed letter, on official printed letterhead, in PDF format.

Submission. Please follow the instructions in your referee request email to submit your reference statement to the application portal. Provide any additional information in the textbox and press ‘submit’. If you have made changes to the statement after submission or have submitted the wrong document, please contact us at info@whitleyaward.org and we will send you a new link. The most recent submission is the one that will be reviewed.

Deadline. Please submit your reference by **midnight GMT, 31st October 2020**. This is very important as the applicant’s application will not be considered without the receipt of all three references before the deadline.

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.

6. MEDIA

Communications:

The Whitley Award is both an award and a profile prize. In **no more than 200 words**, if you were to receive a Whitley Award, how would you use the associated boost in profile to benefit your work? 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.).

Photographs:

Please upload 10 high-quality photographs in support of your application (**JPEG** preferred). One of these must be a **headshot of yourself** (includes head and shoulders) 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. **Each photo should be saved using the format “[last name]WA21_[photo #] [caption] [photo credit, if needed]”**.

e.g. “SmithWA21_1 Chicks laying eggs©Hernandez”
“SmithWA21_2 Stakeholder Meeting”

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.

7. FINANCE

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 and local currency.
- Ensure that supporting documents are clearly titled.

Financial Summary:

State the financial year, local currency and the date of the exchange rate. Then 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.

Financial Governance:

a. Financial Documents

Word/PDF documents are acceptable. Please ensure that all attachments are formatted for printing on A4 paper. **Each file should be saved using the format “[last name]WA21-[NGO]_[type of document][year]”.**

e.g. “SmithWA21-IPE_Audit Report 2019”
“SmithWA21-IPE_Registration Certificate”

You need to provide the following attachments as part of your application. If the number of files exceeds the limit, please attach the rest of the documents under Section 9 “Additional Information.”:

- 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.
- Registration certificate** - This is issued by an authority by which your organisation is regulated.
- 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 can be provided in one or multiple documents but it 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 (b) 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.

Project Budget:

Provide the proposed budget on how you will use the Whitley Award **using the Excel template**. Please refer to the Guidance tab in this document. Provide a budget for the period of 12 months (June 2021–May 2022), 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, how much expenditure will be assigned to each objective and explain why the items you have referred to in the budget are necessary to succeed.

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.);
- 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.
- 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.

Fundraising:

Using the tables, briefly give details of other applications for funding you have made recently for the project. Include (a) secured funding, listing your current major donors, funding amount and date until when funds are committed. Include (b) pending applications and (c) unsuccessful applications and the amount applied for.

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.**

8. 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.



9. ADDITIONAL INFORMATION

Please provide any additional documents that you could not upload in previous sections. Include a brief description (e.g. additional financial documents).

10. APPLICATION CHECKLIST

Please confirm that you have attached all the documents on the checklist. Your application is considered incomplete otherwise.

11. DECLARATION

Please read the statement and tick the box, if agreeable. Applicants should carefully read and then sign the declaration to complete their application.