
PROPOSAL



Guidelines

Section 1: General project information

1.1 Project title	
1.2 Focal species	If your projects is more focussed on habitat or ecosystem conservation, or focussed on more than 3 species, please add a statement under “5.6 Any other comment or information”.
1.3 Geographic location	Use Google maps to determine the latitude and longitude of your project site(s) where necessary.
1.4 Project start and end dates	
1.5 Requested and total cost	
1.6 Name, affiliation and contact details	
1.7 Project team	List the core project team members and advisors in relation to the project (please include yourself). Include all supervisors if it is an academic study. This section should show that an appropriate team with the necessary expertise has been assembled.
1.8 Project summary	Provide a brief abstract of the project to convey the important and complex points (e.g. ideas, technical and scientific terms) in language suitable for a general audience. Include a summary of: justification for study, aims and objectives, methods and expected project outcome.

Section 2: Project structure and logic

2.1 Project background and threats	What is the conservation problem the project is trying to address? What are the drivers of species decline/loss that the project will attempt to address? Why are they relevant, and for whom? Why is this project needed? What is new or different about your project? Is it a repeat of a tried and tested successful approach from elsewhere? Briefly reflect upon successes, challenges or lessons learnt from any previous similar work and outline how these have influenced the design of this project. Provide respective literature including published action plans (cited) as background and supporting evidence as available and appropriate (add the full reference in Section 6).
2.2 Overall goal	The goal is the ‘greater why’ and is generally not intended to be achieved solely by the project. It describes a higher-level situation or vision that the project will contribute towards achieving. A goal statement typically relates to changes in

	species and/or habitat status and may include links between people and nature. It should be general, visionary and brief.
2.3 Intended project impact	The impact is the purpose of this particular project in contributing towards the goal. It describes the intended effects that can be reasonably achieved within the time frame of the project and given the resources available, and indicates who will benefit. It should be clear, brief and specific (as appropriate).
2.4 Log frame	<p>Please use the logical framework (log frame) table provided to identify the main elements of your project. Definitions of terms in the table are provided below.</p> <ul style="list-style-type: none"> • <i>Outcomes</i>: the intermediate outcomes that you aim to achieve in order to achieve the project impact. • <i>Output</i>: project-specific results such as services or products. These should be quantified as precisely as possible. • <i>Input</i>: brief description of the project activities and measures which will be used to deliver the target output. • <i>Means of verification</i>: the data sources that you will use to evidence the achievement of your output.

Section 3: Project Methods

3.1 Project methodology	Describe the inputs / main activities in detail that you will use to achieve the outcome. Methods should be supported by peer-reviewed evidence as appropriate and/or best available knowledge and experience. Provide evidence for why this approach is appropriate and expected to succeed.
3.2 Relevant partner organisations or consultants and their roles	If you deliver the project together with other partners or recruit consultant, please list these here and specify their role. If you hire consultants, please justify why external expertise is needed.
3.3 Capacity building	Capacity building is the process of developing and strengthening the skills, knowledge and resources needed to deliver conservation impact. For example, this could involve identifying and training new conservation leaders or helping to build strong information-sharing networks between conservation practitioners working on similar problems. What capacity building activities, at individual, community and/or institutional levels, will take place? Who will benefit from this, and how will it be delivered? How likely is it that the developed capacity continues to benefit the project or conservation in general? Will this project form part of a dissertation or thesis for any of the researchers named on the project? Please state the academic level e.g. MRes, PhD etc.
3.4 Dissemination of results	If your project contains an element of communications, knowledge sharing and/or dissemination please provide a description of your intended audience, how you intend to engage them, what the expected products/materials will be and what you expect to achieve as a result. Shared learning not only includes dissemination of formal outputs but internal learning throughout the project cycle. It is critical that knowledge gained

	is captured and shared. How will the project capture and share (internally and/or externally) this learning?
3.5 Project schedule	Please briefly outline your time plan, e.g. in which months or you deliver which part of the project.

Section 4: Project budget and technical input

4.1 Budget overview	In €.
4.2 Detailed budget	Please complete attached spreadsheet. This should cover the full amount of the project costs. If the project is a discrete part of a larger programme, please list proportionally what is covered by the core funds of the programme (e.g. project manager 50%)
4.3 Potential technical input from zoos of the Association of Zoological Gardens (VdZ)	The Association of Zoological Gardens (VdZ) are the main funders of Stiftung Artenschutz. We are following a One Plan Approach where both sides, <i>ex situ</i> and <i>in situ</i> activities, work together to reach the maximum benefit for conservation. If there is any potential for exchange of experience, technical input or training/advice by zoo staff that could be relevant, state it here. Please think wider than just animal management or husbandry. Zoos have expert staff in many areas, such as education, administration, carpentry, media etc.
4.4 Previous support by Stiftung Artenschutz or any other VdZ-Zoo	Please list the year, project title and amount that was granted to your organisation.

Section 5: Supporting information

5.1 Who are your stakeholders and how will you involve them?	Stakeholders are groups that potentially benefit from the activities of the project or whose involvement is necessary for the achievement of the project objectives. Please also describe how the stakeholders were identified, how they are to be reached and involved. Please also describe to what extent integral approaches to promoting equal opportunities for women and men and specific disadvantaged population groups play a role in the project.
5.2 Outline main risks to the project and its team and what risk management procedures are planned	Outline the risks that may affect the success of this project (e.g. security of funding, political unrest, key staff leaving etc.). Consider the issues that may affect the health and safety of team involved (e.g. lone working, remote field work, etc.) and describe the risk management that will be put in place. If you have a formal risk assessment please attach.
5.3 Licenses, permits, government support	List the relevant licences, permits and/or government support that will be needed for this project. If authorisations are required, have they been acquired? Which host country government ministries and agencies are most relevant to this project? (It is not necessary to include those that are already listed under the project team.)
5.4 Ethical considerations	Outline ethical considerations in relation to animals, people and habitat and how you prevent that the project causes physical, mental or socio-economic harm to them. Example for people: observing, collecting information from or about participants,

	providing an intervention designed to study the changes in knowledge, attitudes or behaviour, excluding people from areas or activities, changing social dynamics by benefiting only a part of the community etc. Example for animals: any modification or change to the animal's environment, capture or tracking methods etc. Example for habitat: destroying habitat by cutting transects. Explain how you will prevent or limit harm.
5.5 Project sustainability	Please describe how the results achieved during the course of the project will make a long-lasting contribution to the long-term conservation of the species? What exit strategies or ideas for follow-up financing do you have if you intend to continue work? What environmental consideration do you take within your projects? If your project is long-term, how will self-supporting and sustainable ways be incorporated into your work in the long-term?
5.6 Any other comment or information	Anything else you consider relevant for the reviewers to know about the project. Do not use this section to provide text that did not fit into the word count of specific questions.
5.7 Cited literature	Please provide full references for any in-text citations used in your application. e.g. Davies, T. E., Wilson, S., Hazarika, N., Chakrabarty, J., Das, D., Hodgson, D. J., Zimmermann, A. (2011) Effectiveness of intervention methods against crop-raiding elephants. <i>Conservation Letters</i> 4: 346-354.
5.8 List of appendices	If you would like to provide additional supporting information, please provide a list (titles) of supplementary attachments. These might for instance include the aforementioned official log frame or theory of change, a formal risk assessment, or ethical review. A CV must be attached.

Section 6: References

6.1 Referee	The reference letter must be sent directly to Stiftung Artenschutz office by the referee (not the applicant). The referee should know the applicant and/or the project well. Please provide his/her details. The referee might be contacted. The reference is only necessary if you are a new project partner.
6.2 Project patron	If you have a VdZ patron who wants to vouch for your project, please list the zoo and contact details here. The patron will be contacted. Not compulsory.

Section 7: Checklist

Checklist	Please check whether you have complied with all steps and attached all necessary information. If any compulsory attachment or the reference letter are missing, your project application will not be reviewed.
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