

The following information can be found online at www.togethergreen.org/grants

TogetherGreen

INNOVATION GRANTS PROGRAM 2010

ACHIEVING CONSERVATION RESULTS BY ENGAGING PEOPLE!

CONSERVATION PLANNING GUIDE

We developed this guide to help you incorporate some of the principles and practices defined by the Open Standards for Conservation Planning into your project:

http://conservationmeasures.org/CMP/Site_Docs/CMP_Open_Standards_Version_2.0.pdf

INSTRUCTIONS

Please use the questions below to help complete your response to the Project Description questions on the application form.

Your project must target at least one of the *TogetherGreen* conservation goals (listed below under Habitat, Energy, and Water). Please note that if your project targets multiple goals (for example, reducing a threat to habitat and improving water quality), you should combine your answers to the relevant questions below in your response to the Project Description questions on the application form. (For example, you would describe your Project Target with reference to both habitat and water quality.)

At the end of this guide, we have included tips for selecting priority habitats and species as your conservation targets (if applicable), as well as tips for using commonly accepted language in your proposal to define both the threats your project is addressing and your project activities.

HABITAT GOALS

If you choose **reducing the threat to habitats or species** as the focus of your project:

- **Target:** Describe your specific habitat or species target. (Which species or population of species are you targeting? Which habitat type and location are you targeting?)
- **Need:** Explain how you know your species or habitat target needs help. (Is it on the WatchList? Is its status on the state wildlife list threatened or endangered? Is it included in a local database of threatened or endangered species?)
- **Threat:** What are the specific threats or problems (for example, habitat loss, sprawl, human behaviors or lack of knowledge, or lack of an incentive) putting pressure on the species or habitat?
- **Objectives:** Given the targets and threats, what are you going to accomplish with your project? What reduction(s) in the threat(s) to your target(s) will you achieve?



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- **Audience:** Who is the audience for this project and why have you selected this audience? Have you ever worked with this audience before? If not, how do you plan to establish credibility with them? What do you expect the participants to do as a result of being a part of this project? (What types of behavior change are you aiming for – from consumer choices to community actions and beyond?)
- **Activities:** Given your objectives and your selected audience(s), what strategic activities will you conduct?
- **Indicators of Success:** If your project is successful, what will success look like? Your indicators should be SMART: specific, measurable, achievable, realistic, and time-bound. They should include conservation indicators of success (number of acres protected, pounds of carbon dioxide saved, length of river restored, and so on), as well as audience indicators of success (numbers of people reached, numbers of people persuaded to adopt a particular action, demographics of the audience reached, and so on).

If you choose **restoring habitat** for a species or population of special concern:

- **Target:** Describe the specific habitat you will be working to restore and the species or population that will benefit from the restoration.
- **Need:** Explain why you picked this species or habitat. (Is it on the WatchList? Is its status on the state wildlife list threatened or endangered? Is it a local community landmark?)
- **Threat:** How did the habitat become degraded? What are the threats? How will your restoration program address these threats (sprawl, pesticide use, recreational use, lack of enforcement, and so on)? Are there ongoing threats (sprawl, pesticide use, recreational use, lack of enforcement, and so on)? If so, how will your restoration program address them?
- **Objectives:** Given the target for restoration, what are your key objectives for the project? (What are you going to accomplish with your project?)
- **Audience:** Who is the audience for this project and why have you selected this audience? Have you ever worked with this audience before? If not, how do you plan to establish credibility with them? What do you expect the participants to do as a result of being a part of this project? (What types of behavior change are you aiming for – from consumer choices to community actions and beyond?)
- **Activities:** Given your objectives and your selected audience(s), what strategic activities will you conduct?
- **Indicators of Success:** If your project is successful, what will success look like? Your indicators should be SMART: specific, measurable, achievable, realistic, and time-bound. They should include conservation indicators of success (number of acres protected, pounds of carbon dioxide saved, length of river restored, and so on), as well as audience indicators of success (numbers of people reached, numbers of people persuaded to adopt a particular action, demographics of the audience reached, and so on).

ENERGY GOAL

If you choose to **reduce energy use** or **increase efficiency** to slow greenhouse gas emissions:

(Note: there are no “Target” or “Threat” categories for the Energy goal. These are terms used in conservation planning and refer specifically to species and habitats.)

- **Need:** Explain the need for this project and what is causing excess energy to be used (too many people are driving to work, energy audits show that heat is escaping from the windows and doors, people don’t know what actions they can take to reduce energy use, and so on).
- **Objectives:** What are your key objectives for the project – what are you going to accomplish?

- **Audience:** Who is the target audience for this project and why have you selected this audience? Have you ever worked with this audience before? If not, how do you plan to establish credibility with them? What do you expect the participants to do as a result of being a part of this project? (What types of behavior change or actions are you aiming for? How will they reduce energy use or increase efficiency?)
- **Activities:** Given your objectives and your selected audience(s), what strategic activities will you conduct?
- **Indicators of Success:** If your project is successful, what will success look like? Your indicators should be SMART: specific, measurable, achievable, realistic, and time-bound. They should include conservation indicators of success (number of acres protected, pounds of carbon dioxide saved, length of river restored, and so on), as well as audience indicators of success (numbers of people reached, numbers of people persuaded to adopt a particular action, demographics of the audience reached, and so on).

WATER GOALS

If you choose to **increase water supplies** for all living things:

- **Target:** Identify the species and habitats that your project will help protect.
- **Need:** Explain the need for this project – why does the water shortage you are addressing matter? How does it affect your target species and habitats? How does it affect people in your community?
- **Threat:** What are the causes of the water shortage you are addressing?
- **Objectives:** Given the targets and threats, what are your key objectives for the project? (What are you going to accomplish with your project?)
- **Audience:** Who is the audience for this project and why have you selected this audience? Have you ever worked with this audience before? If not, how do you plan to establish credibility with them? What do you expect the participants to do as a result of being a part of this project? (What types of behavior change or actions are you aiming for? How will they produce conservation results?)
- **Activities:** Given your objectives and your selected audience(s), what strategic activities will your project implement?
- **Indicators of Success:** If your project is successful, what will success look like? Your indicators should be SMART: specific, measurable, achievable, realistic, and time-bound. They should include conservation indicators of success (number of acres protected, pounds of carbon dioxide saved, length of river restored, and so on), as well as audience indicators of success (numbers of people reached, numbers of people persuaded to adopt a particular action, demographics of the audience reached, and so on).

If you choose to **improve water quality** for all living things:

- **Target:** Identify the species and habitats that your project will help to protect?
- **Need:** Explain the need for this project – why does poor water quality matter? How does it affect your target species and habitats? How does it affect people in your community?
- **Threat:** What are the threats to water quality (non-point source pollution, nitrate or phosphate loading, increased sedimentation) you are addressing?
- **Objectives:** Given the targets and threats, what are you going to accomplish with your project?
- **Audience:** Who is the audience for this project and why have you selected this audience? Have you ever worked with this audience before? If not, how do you plan to establish credibility with them? What do you expect the participants to do as a result of being a part of this project? (What types of behavior changes or actions are you aiming for? How will they produce conservation results?)

- **Activities:** Given your objectives and your selected audience(s), what strategic activities will you implement?
- **Indicators of Success:** If your project is successful, what will success look like? Your indicators should be SMART: specific, measurable, achievable, realistic, and time-bound. They should include conservation indicators of success (number of acres protected, pounds of carbon dioxide saved, length of river restored, and so on), as well as audience indicators of success (numbers of people reached, numbers of people persuaded to adopt a particular action, demographics of the audience reached, and so on).

TIPS

Choosing species and habitat targets (Habitat/Land Goal):

Habitat and species targets will ideally be high priorities in projects. The following websites may help determine what your habitat and species targets might be:

Audubon's WatchList: <http://web1.audubon.org/science/species/watchlist/>

Common Birds in Decline: <http://stateofthebirds.audubon.org/cbid/>

Important Birds Areas: www.audubon.org/bird/iba/index.html

State Wildlife Action Plans*: www.wildlifeactionplan.org (choose your state of interest under "Explore the Action Plans")

*State Wildlife Action Plans identify both habitats and species of greatest conservation need.

Defining threats to your species and habitat targets, and to water quality (Habitat/Land Goal, Water Goal):

Conservation practitioners are increasingly using common terminology to describe the threats or problems species and habitats are facing. We recommend using this terminology, explained at:

http://conservationmeasures.org/CMP/IUCN/Site_Page.cfm

Defining the activities you will undertake to accomplish your project objectives (All conservation goals [Habitat/Land, Water, Energy]):

Conservation practitioners are increasingly using common terminology to describe the conservation actions or solutions they are using. We recommend using this terminology, explained at:

http://conservationmeasures.org/CMP/IUCN/Site_Page.cfm

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