



Defra/FFI Flagship Species Fund Call for proposals for 2012 funding

The Flagship Species Fund provides practical support for the conservation of globally threatened species and their habitats in developing countries. The fund focuses on **flagship species**, which are species that are symbolic to either international or local audiences and can be used to raise awareness or support for conservation efforts, bringing broad benefits to habitats or wider the ecosystem. The Fund's key taxonomic focus is on **primates, sea turtles and trees**.

Launched in 2001, the fund is a joint initiative between Fauna & Flora International (FFI) and the UK Government's Department for Environment, Food and Rural Affairs (Defra). In addition, matched funding is sought each year from corporate partners.

In 2012 the Flagship Species Fund is looking to support up to eight projects at a level of £5,000 to £15,000 (the average budget being less than £10,000).

The Flagship Species Fund is focused on supporting the work of **locally-based conservation groups or agencies** in the developing world, particularly those who have previous or ongoing relationships with FFI or other UK-based international conservation organisations. In addition there is an interest in work in the UK Overseas Territories, and thus locally-based UKOT organisations with relevant projects are encouraged to apply.

To apply for 2012 funding, applicants must submit a basic project concept (only applications using the format outlined below will be accepted) by a deadline of **21st September 2011**

Criteria

To be considered for FSF funding in 2012 your application must:

- Be made by, or on behalf of, a **local organisation** in a developing country or a UK Overseas Territory.
- Focus on a **globally threatened** species in one of the fund's priority categories: **primates, trees and sea turtles**. In addition, a small amount of funding may be available for projects which focus on other taxa, providing that:
 - The species is clearly a strong local flagship
 - AND/OR
 - The species is underrepresented in other conservation funding streams
- Have a **clearly defined conservation outcome** that, although focussed on a flagship species, should also demonstrate positive impacts on the **wider habitat and ecosystem**
- Contribute towards delivery of one or more of the **Aichi Biodiversity Targets** (<http://www.cbd.int/sp/targets/>).
- Be **field based** and focus on **direct conservation action** (to date projects have focused on direct species intervention, education and training, survey and research and, to some extent, policy and planning)
- Be between **6-18 months duration**, and in a position to start in early 2012

Application procedure

- Applicants should produce a **one or two page project** concept (in English) in the following format. Please do not send any other accompanying documentation.
 - The focal flagship species/taxa and justification for its status as a flagship, and its global IUCN threat category.
 - The country of operation
 - The name of the applicant (local, in-country) organisation
 - The amount requested from the Flagship Species Fund
 - The total budget, with a summary budget breakdown. A list of other sources of finance should also be provided, and an indication of the status of these funds.
 - The conservation problem to be addressed
 - The objectives of the project
 - Which Aichi target(s) the project will contribute towards (e.g. Target 12 which aims to improve and sustain the conservation status of threatened species, particularly those in decline) a list of targets can be found here: <http://www.cbd.int/sp/targets/>
 - The proposed activities
 - The expected outcomes
 - The timeframe for the project
 - Contact persons in the applying institution/agency (who will be notified of funding outcome)

- Project concepts must be sent to the Flagship Species Fund coordinator at amy.hinsley@fauna-flora.org by **21st September 2011**