Guidelines for Applicants

1. Introduction

1.1. Global Forest Watch

Launched in February of 2014, Global Forest Watch (GFW) is a dynamic forest monitoring and alert system that provides decision-makers with timely and useful information to support forest management, land use planning, and law enforcement. GFW provides free access to high-resolution satellite imagery, an array of spatial data, and near real-time alerts showing where forest disturbances are occurring around the world. GFW makes it incredibly easy for users to visualize, analyze, and download geospatial data from global to local scales. Users can also contribute their own data and analysis to GFW's interactive platform through crowdsourcing tools, blogs, and discussion forums. Visit www.globalforestwatch.org to learn more.

In addition to GFW's main online mapping platform, new customized applications are being developed to support specific types of decisions and decision-makers. For example, the GFW Commodities "app" enables companies to monitor and assess deforestation risk in major commodity supply chains. The GFW Fires app supports rapid alerting and response to unplanned or illegal burning. Additional applications are currently in development, and we encourage anyone to build their own app using GFW's open data and open source Application Programming Interface (API).

Global Forest Watch is made possible by a growing partnership of over 60 organizations convened by the World Resources Institute.

1.2. The Small Grants Fund

The Global Forest Watch (GFW) Small Grants Fund (SGF) seeks to promote broad uptake and innovative use of GFW by civil society around the world. The fund provides financial and technical support to empower civil society organizations to apply Global Forest Watch data and technology in support of their work. Organizations can seek funding to strengthen local forest management and conservation practices, conduct evidence-based advocacy and campaigning, and promote greater transparency in the forest sector. For more information on Global Forest Watch, visit www.globalforestwatch.org.

The Small Grants Fund awards eligible organizations between $10,000 USD and $40,000 USD for projects ending no later than December 31, 2015. The number of

projects awarded varies depending on project budgets. The total funding available is $375,000 USD and all grants are dispersed by The World Resources Institute.

Successful grantees turn information into action, applying GFW to overcome significant challenges in protecting the world's forests. Previous winners engaged in a wide range of topics and demonstrated the impact of equipping capable civil society organizations with powerful information and resources.

Examples of previous SGF projects:

- **Mapping mangroves in Madagascar.** The objective of this project is to map and validate mangrove deforestation in the Ambaro and Ambanja Bays of North Western Madagascar using GFW data. The results are being used to empower community-based management initiatives, and provide an excellent example of mangrove deforestation monitoring techniques that are scalable to larger areas.

- **Improving media in Indonesia.** The objective of this project is to create media packages for six locations in Indonesia with prominent environmental issues. These packages gather data from GFW, interviews, and high quality video and images of difficult-to-reach forest and wildlife. Their work focuses on 3 key areas: storytelling, syndication, and verification.

- **Assessing charcoal production in Cambodia.** This project uses GFW data to estimate and raise awareness of the impact of charcoal production on the forests of the Cardamom Mountains. The results are used to provide solutions to policy makers in an effort to sustain the lives of local forest-dependent communities.

2. Eligibility

2.1. Organization Eligibility

The GFW Small Grants Fund is an initiative of the World Resources Institute (WRI) and is bound by WRI's award policies and institutional subgrant agreements.

Eligibility is restricted to organizations that meet the following requirements:

- Certified non-profit and non-governmental;

- Implementing projects at a regional, national or sub-national level*;

  *The Small Grants Fund aims to support civil society with 'on-the-ground' applications of Global Forest Watch, and to empower organizations that may not have the financial resources to implement powerful small-scale projects. Priority will be given to civil society organizations working at the national or subnational level or to international organizations partnering with local, national or subnational civil society groups.

- Annual budget of greater than $30,000 USD*;

  *If the proposed project budget exceeds $30,000 USD, then the applying organization must have a budget of greater than $40,000 USD.

- Computerized financial systems for tracking and recording expenses;

- Ability to fill out an organizational assessment document (containing questions regarding organization finances) in fluent English.

See "FAQs" for additional information on organization eligibility.

2.2. Project Eligibility

The Small Grants Fund seeks applications for **projects that use or contribute to Global Forest Watch.** Potential project concepts may include but are not limited to:

1. Using GFW to monitor, assess, or map forest landscapes to support sustainable forest management, law enforcement, biodiversity conservation, land use planning, and/or recognition of the forest tenure rights of local communities;

   Example: use GFW's near real-time tree clearing alerts to monitor tree cover change in a logging concession or within another area of interest and relay this information to government officials.

2. Using GFW to support evidence-based advocacy, campaigning, education, or training;

   Example: generating evidence about illegal logging in a national park to launch a campaign pressuring the government to halt illegal activities and prosecute those responsible; or, training local communities about dynamics of deforestation and forest management strategies.

3. Increasing forest transparency by *(a)* promoting disclosure of geospatial data by companies, governments or communities, by *(b)* aggregating and surfacing existing forest data, or by *(c)* developing new geospatial data for GFW*;

> Example: Make a freedom of information request to a local government agency in order to publicly disclose maps of mining concessions and related contract information.
>
> *GFW supports SHP, GeoJSON, KML, SVG, and CSV files

4. Using GFW for journalism or other evidence-based storytelling to support broad communication and to raise awareness about a specific issue;

   > Example: Publish a series of stories about encroachment of deforestation into a protected area or biodiversity-rich habitat, and the potential drivers of that deforestation, with reporting based on data found on GFW.

5. Generating original, policy-relevant research or analysis to discern spatial or temporal trends in land use, forest change or drivers of deforestation;

   > Example: Research and publish a report on the potential opportunities and risks for the expansion of plantation forests in your country, supported by GFW data, with the objective of influencing forest management policy.

6. Supporting baseline setting or measurement, reporting and verification (MRV) for REDD+ projects;

   > Example: Determine the extent of historical deforestation in your project area (baseline setting) and monitor the area for future forest change (MRV)

7. Building a customized app (web- or mobile-based tool) using GFW's open source API;

   > Example: Working with a programmer, build an application that maps social media conversations about forests and potential deforestation in your country along with the near real-time forest data on GFW to determine possible areas to investigate on the ground.

8. Using GFW to support legal investigations and/or court cases related to forest crimes.

   > Example: Compile evidence of illegal deforestation or burning on peatlands using the GFW Fires or GFW Commodities application that could be used in a legal case against one of the involved companies.

Other considerations:
- Special consideration will be given to projects that promote gender equity or benefit women, and to projects that support poverty reduction and/or social justice
- Previous Small Grants Fund applicants are encouraged to apply

3. Application Process

All applications must be submitted by March 1, 2015. Applications received after this deadline will not be considered.

To apply, please visit www.globalforestwatch.org/getinvolved/small-grants-fund and click on "Apply Now." This link will direct you to the online application. Once you have started your application, you may save and return to it anytime.

The application contains three sections: basic information, financial information, and project information. You will also be required to upload a project budget. Each section should be completed in its entirety. If you have any difficulty responding to a question, please contact gfwfund@wri.org for guidance.

4. Selection Criteria and Process

All applications will be reviewed by the Small Grants Fund committee immediately following the submission deadline. The committee is comprised of World Resources Institute experts in forest policy and management, human rights, advocacy, geospatial data and remote sensing.

Small Grants Fund review committee:
- Lalanath DeSilva, Director, Environmental Democracy Practice, WRI
- Aaron Steele, Chief Technology Officer, WRI
- Carolyn Ciciarelli, Financial Coordinator, Global Forest Watch, WRI
- Rachael Petersen, Research Analyst, Global Forest Watch, WRI
- Benjamin Jones, Research Analyst, Global Forest Watch, WRI

The committee will systematically score all applications based on the following criteria:
1. Relevance to the mission of the Small Grants Fund, i.e. demonstrating a direct use of or contribution to Global Forest Watch (see 1.2 and 2.2);
2. Creativity and/or innovative nature of the project idea;
3. Clarity and persuasiveness of the project's theory of change through the project goal, objectives, activities, and outputs;
4. Cost-effectiveness, i.e. clearly articulating how WRI funding will be successfully leveraged to create specific and unique outputs;
5. Feasibility of carrying out the proposed activities in the project period.

After the committee review, finalists will be contacted for a brief Skype or phone interview. The Skype or phone interview will allow the committee to ask

additional questions and the finalist will have the opportunity to learn more about the Small Grants Fund.

Winners will be announced by March 31.

5. Timeline

Call for applications	January 6
Application submission deadline	March 1
Application review & finalist interviews	March 2-27
Organizations accepted	March 31
Paper work processed	April 1-30
Project start date	May 1
Project end date	December 31

6. FAQs

I'm implementing a project in conjunction with a number of organizations. Can I apply on behalf of multiple organizations?

Unfortunately, funding can only be granted to one organization per application, although you may work with other partners to implement the project.

I'm seeking funding for a small component of a larger project. Can I apply?

Yes. However, your application must clearly indicate how the Small Grants Fund award will be used to help achieve the project goal.

I won't be able to finish the project by December 31, 2015. Can I apply?

Yes. However, in your application, you must describe the activities and outcomes that can be achieved in the time allotted, and how they tie into the larger project goal.

Can the application be filled out in languages other than English?

Unfortunately, we can only accept applications in English. However, we can provide some level of guidance in Spanish, Portuguese, Bahasa and in select other languages as needed. Please contact gfwfund@wri.org for more information.

My project seeks funding to purchase equipment, seedlings, or other materials. Can I use the SGF award for this purpose?

No. Given the short-term nature of these projects, we cannot award funding for this purpose. However, a portion of funding requested may go towards equipment, such as portable internet sticks, but we typically request that this amount be below $5,000 USD.

I applied to the SGF last year, but was not accepted. Will my application be given special consideration this year?

No. All applications will be reviewed against the same criteria. However, we encourage previous applicants to apply.

I'm not sure what Global Forest Watch is. How can I determine whether this platform can be used for my project?

All applicants must describe how GFW will play a critical role in the project. Visit the ABOUT or HOW TO pages to find out more information about GFW.

Can I apply as an individual, not as an organization?

No. Unfortunately, only organizations are eligible to apply.

I work for a large, international organization, but we're implementing a project with a local partner. Can I still apply?

Yes. International organizations are eligible to apply if the proposed project is at the national or subnational level. In this case, organizations are encouraged to work with local partners.

Do you have a question that's not on this list? Please email gfwfund@wri.org.