Guidelines for Applicants
2021
I. Introduction

A. About Global Forest Watch

Global Forest Watch (GFW) is a free forest monitoring system that provides timely and actionable information to support the sustainable management and conservation of forest landscapes. Since its launch in 2015, more than 3 million users have visited the GFW website from every country in the world. GFW has been used by civil society organizations, journalists, communities, governments and companies around the world to see where, when and why deforestation is happening and take action to address it. GFW is made possible by a growing partnership of over 200 organizations, convened by the World Resources Institute.

Global Forest Watch offers a suite of tools to meet the needs of a wide range of users.

- Using GFW’s interactive online platform, users can visualize, analyze, and download a wide array of geospatial and statistical data related to forests, including near real-time alerts and high resolution satellite imagery showing the precise location of recent forest disturbances.
- The Forest Watcher mobile app allows users in remote areas to access GFW data offline via their cell phone or tablet. With Forest Watcher, you can monitor areas of interest, view deforestation and fires alerts, navigate to a point to investigate with the built-in route tracker, and collect and share information on your monitoring site.
- Create your own customized monitoring platform using GFW’s MapBuilder template, which allows you to create maps using data on GFW combined with your own datasets.
- GFW Pro is an online management system designed to support reducing deforestation in commodity supply chains. It is used by companies, banks, and anyone else seeking to securely monitor a portfolio of locations to help quantify and manage progress towards deforestation commitments in the agricultural sector and translate geospatial data into actionable insights.
- In addition, WRI, in collaboration with national governments, have developed a number of Forest Atlases that combine government forest data with data on GFW.

B. The Small Grants Fund

The Global Forest Watch Small Grants Fund (SGF) seeks to build capacity of civil society organizations to effectively use GFW tools and data. Successful projects translate data into action, applying GFW to overcome challenges in protecting the world’s forests. See past projects here.

SGF Objectives

In 2021, the Small Grants Fund will solicit applications based on three themes:
1. **Forest Protection:** Rapid response to deforestation using early warning systems to identify, verify, investigate, and act upon satellite-based alerts for improved forest management, law enforcement and advocacy. The Global Land and Discovery (GLAD) deforestation alerts are the primary focus, though other alerting systems available through GFW may be used as well, including NASA’s VIIRs active fire alerts and Wageningen University’s radar-based RADD alerts (coming in early 2021 for select countries). Examples:

- Build the capacity of indigenous or local communities and/or law enforcement agencies to utilize alert systems accessed through GFW tools to monitor, verify and respond to forest threats within community lands or protected areas.

- Publish stories and data visualizations highlighting where illegal deforestation is occurring and how it impacts local livelihoods or ecosystems in order to raise public awareness and put pressure on authorities to respond.

2. **Forests and Agriculture:** Support deforestation-free supply chains by using GFW tools to monitor and manage the boundaries of commodity-producing areas. Examples:

- A civil society organization trains a collective of smallholder farmers or production companies to monitor and manage their areas.

- Utilizing data on GFW to create a dashboard of forest, land use and carbon data to guide sustainable farm management land use decisions.

- Mapping and monitoring high conservation value or high carbon stock forests within agricultural and forestry production landscapes using GFW Pro.

3. **Forest Policy:** Monitor compliance with global sustainability platforms, certification standards, and/or national and international environmental commitments related to forests. Examples:

- Using GFW to identify and establish areas or jurisdictions as REDD+ or other payment for ecosystem services projects, and monitor compliance.

- Obtaining commitments from banks and financial institutions in a particular country to adopt zero deforestation policies as a prerequisite to landowners for accessing credit.

- Using GFW data to analyze deforestation trends and highlight deforestation hotspots in a particular country and create an advocacy campaign to encourage government compliance with a country’s Nationally Determined Contributions under the Paris Agreement related to land use change.

**The SGF Award**

Small Grants Fund at a glance:

- The Small Grants Fund awards organizations between $10,000 and $40,000 USD
Depending on funding and project budget size, the number of projects selected can range from 8-15, with 12 being the average. Projects will run from August 2021 – July 2022. Each grantee will be assigned a WRI staff member as an advisor, who will provide remote technical support and other assistance.

In addition to the financial support and technical assistance, SGF recipients become part of a network of organizations and receive benefits that extend beyond the lifetime of their grant. These include membership in the GFW Partnership, opportunities to connect with others in the GFW network, invitations to GFW events, opportunities to test and provide feedback on new GFW features, and the potential to be featured in blogs, social media, or other WRI communications materials.

II. Eligibility

A. Organizational Eligibility

In order to meet WRI’s requirements for subgrant eligibility, organizations must:

- Be legally constituted as non-profit and non-governmental;
- Have a total annual budget greater than $50,000 USD;
- Possess a computerized financial system for tracking and recording expenses (preferably a professional accounting software);
- Be able to complete an organizational assessment document (containing questions regarding organization governance, financial and compliance structure) in English.
- Be able to provide either your organization’s most recent annual audit. If you do not have an audit, you must provide ALL three of the following documents:
  1. a Balance sheet for the most current and previous year;
  2. an Income Statement for the most current and previous year;
  3. a Cash Flow Statement for the most current and previous year
- Receive a rating of medium to low risk on WRI’s organizational assessment, which will be carried out once finalists are provisionally selected.
- At least one project point person with professional working proficiency in English (oral and written), in order to be able to submit narrative and financial progress reports and communicate regularly with WRI staff.

*NOTE:* Most grant recipients will be required to undergo a grant-specific audit at the end of the project. GFW will cover the cost of this audit up to a pre-determined amount.

B. Project Eligibility

The Small Grants Fund seeks applications for projects that clearly demonstrate how they will use the tools and data on GFW to achieve one of the three key objectives outlined above. Applicants are also strongly encouraged to use additional data on GFW or
from other sources as relevant related to land cover, land use, carbon emissions, and forest change.

Applications should clearly articulate who the project aims to influence and how project activities will lead to improved responses to deforestation. Projects may employ one or more of the following approaches to influencing these actors:

- Stakeholder engagement
- Advocacy
- Forest monitoring and enforcement
- Storytelling/journalism

Successful projects will be those that have a demonstrated commitment to forest monitoring, sustainable forest management and/or forest policy and can articulate how the addition of the tools and data on GFW will provide a value add to their existing work. They will also be able to convey which stakeholders are critical for their projects’ success and describe the nature of existing relationships with those stakeholders or outline a clear plan for establishing any new relationships with project stakeholders.

The selection committee will also be looking for projects that are feasible while also likely to attain a meaningful result or results leading to decreased deforestation. Examples of past outcomes from successful projects include:

- A conservation organization collaborates with park rangers to patrol a protected area and collect data using GLAD alerts accessed through the Forest Watcher mobile app. They identify an illegal logging camp within the reserve, document their findings, and the perpetrators are fined.

- An indigenous community uses GLAD alerts to identify the location of an illegal mining site, and document further evidence of the site by taking aerial photos with a drone. They compile the data, maps and photos and submit a formal complaint to local authorities, who then shut down the site.

- An organization creates a database combining VIIRS active fire alerts with concessions data for companies and financial institutions operating in the forest-risk sector. They use the database to reveal which financiers support companies that hold concessions where forest fires occur. As a result, banks adopt strict “no fire” policies for relevant sectors, including palm oil, pulp and paper.

C. Geographic Eligibility:

For the 2021-2022 Small Grants Fund cycle, we are looking for projects that will be carried out in one or more of the countries below.
Your organization may be registered in a country outside of those on this list if your project focuses on geographic areas within one or more of these countries.

The application will also ask you to indicate the specific area(s) within these countries where you will be implementing your project. To do so, please visit the GFW platform at [http://www.globalforestwatch.org/map/](http://www.globalforestwatch.org/map/). Change the language to your language of preference, and then navigate to the map. Once on the map, deactivate the Tree Cover Loss and Tree Cover Gain layers, and activate GLAD deforestation alerts. Next, navigate to the area(s) on the map where your project activities will take place. In order to indicate your area(s) of interest, please either: 1) click on an area on the map (such as a protected area) 2) draw an area or 3) upload an area, and then share this view with us in the space(s) provided in the application form. You can share up to five links. To share a view, simply click the “Share or embed view” icon on the map, which is the highlighted icon in the photo below. For more information on how to navigate the GFW platform, please visit our [Help Center](http://www.globalforestwatch.org/help-center).

### III. Application Process

**All applications must be submitted by 23:59 (EST) on March 1st, 2021.**

To apply, please visit the [Grants and Fellowship page](http://www.globalforestwatch.org/grants) on the GFW website and click on “Apply Now.” This link will direct you to the online application via Survey Monkey Apply. Once you have started your application, you may save and return to it anytime. Applications will only be
accepted through the online application platform. **Please note, all applications must be completed in English.**

The application contains two sections: organizational information and project information. You will also be required to upload a project budget and project logframe using templates that will be provided to you via the application software. Letters of support from project partners or previous funders are welcome, but optional.

Each section should be completed in its entirety. Please include a detailed justification of each budget line item in the “Budget Detail” column in the provided template. **While there are no explicit ceilings for any individual budget line, General and Administrative costs should be limited to ten percent or less of your direct costs.** If you have any difficulty responding to a question, please contact gfwfund@wri.org for guidance.

Applicants are also encouraged to join an informational webinar on Wednesday, February 3rd, 2021 at 8:00 am (EST), or view the recording of the webinar which will be posted on the Grants and Fellowships page shortly thereafter.

### IV. Selection Criteria and Process

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

The committee will systematically score all applications based, in part, on the following criteria:

1. **Relevance:** a clear indication of how your project will support using forest monitoring data for improved forest management, enforcement and/or campaigning for one of the key objectives. Demonstrates how data on GFW and GFW tools are central to the success of the project.
2. **Feasibility:** Proposed use of funds is efficient, and the proposal clearly articulates how WRI funding will be leveraged to enhance existing projects or ongoing work related to forest monitoring. Carrying out the proposed activities within the project period and with the proposed budget is realistic.
3. **Potential for impact:** GFW data and tools lead to outcomes, such as a change in policy or recognition of an area’s legal status, a lawsuit, an investigation, a fine or penalty, or a successful campaign or boycott.
4. **Sustainability:** Project outcomes will lead to lasting impact beyond the project’s life cycle. Project stakeholders understand and will continue to use GFW to support their forest monitoring efforts.

After the committee review, finalists may be contacted for a brief Skype or phone interview or be asked to respond to follow up questions over email.
V. Timeline

Following is a timeline of the application, selection, and implementation process:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Application submission deadline</td>
<td>March 1st, 2021</td>
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<tr>
<td>Application review</td>
<td>March – April 2021</td>
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<tr>
<td>Applicant interviews, conditional finalist selection and organizational assessment</td>
<td>May 2021</td>
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<tr>
<td>Final approval and subgrant agreements signed</td>
<td>June – July 2021</td>
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<tr>
<td>Winners announced and projects begin</td>
<td>August 1st, 2021</td>
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<tr>
<td>Project end date</td>
<td>July 31, 2022</td>
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VI. Resources and Support

The most successful applications are those that can most clearly articulate how they will use GFW and how it will contribute to their ongoing work. For more information about how to use GFW:
- Visit the GFW Help Center for step-by-step instructions and webinars on how to analyze forest change, subscribe to alerts, use Forest Watcher and MapBuilder, and more.
- Read the Global Forest Watch Blog, including this helpful post explaining GLAD deforestation alerts, and this post on high resolution Planet imagery.
- Join the Global Forest Watch Discussion Forum

For questions about the application process, please refer to the Frequently Asked Questions about the Small Grants Fund program on our website. For additional questions, or to be invited to a webinar for prospective applicants in February 2021, please write to gfwfund@wri.org.