



Conservation, Lives & Livelihoods

Strategy and guidance for applicants



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Glossary

Biodiversity: A contraction of the term “biological diversity” referring to the variety and variability among living organisms on earth. This includes inter- and intra-species, genetic, and ecosystems diversity in an area, and is sometimes taken to include associated abiotic components such as landscape features, drainage systems, and climate.

Capability: The types of ability (e.g., skills and knowledge) required to complete a task.

Capacity: The amount of ability (e.g., human or physical resource) at a given point in time to deliver a task.

Conservation, Lives & Livelihoods: This is the name given to the channel of JOA’s grantmaking which supports integrated conservation and development projects. Formerly called *Conservation Livelihoods*, the name has been updated to reflect an expanded focus on multidimensional poverty reduction as a result of, or with tangible outcomes for, biodiversity conservation.

Due diligence: Due diligence refers to the audit process which will be undertaken by Jersey Overseas Aid in order to confirm that the organisations in the project consortia have the necessary regulatory policies and procedures in place to be able to manage the project competently and ethically. All partners in the consortium will be subject to due diligence processes and the Lead Partner will be required to assist in collating necessary documents from partner organisations.

Endemic/endemicity: Term given to a species which is (and has only ever been) restricted to a certain area, such as a specific habitat, region, or continent.

Focal country(ies): In the context of this strategy document, focal country(ies) refers to the six countries which Jersey Overseas Aid focuses its International Development grantmaking in. These are: Ethiopia, Malawi, Rwanda, Sierra Leone, Zambia, and Nepal.

Genetic diversity: Genetic variety found within or among species.

Ethics/ethical: The moral principles which govern a person’s or organisation’s behaviour.

Indicator species: an organism whose presence, absence or abundance reflects ecosystem health conditions and thus may be used as a proxy to indicate changes in the health of an ecosystem.

Illegal Wildlife Trade (IWT): IWT is the illegal exchange or sale of wild animal or plant resources. This can include animal or plant parts/derivatives.

Interdisciplinary: Involving two or more subject/disciplinary knowledges, e.g., conservation and development.

International organisations: Organisations that may have a local (possibly permanent) presence in the focal project country but whose conservation or development programming takes place in multiple countries and may be headquartered in a non-eligible country (see above and section 9.3).

Lead Partner/Project Leader: The organisation that leads on the submission of the project proposal, will receive, and distribute funds from Jersey Overseas Aid and will be the lead point of contact for all grant-related administration and reporting. The Lead Partner will accept JOA’s terms and conditions on behalf of the project consortium and take overall responsibility for project management.

Livelihood: A person's livelihood comprises the capabilities, assets (material and social) and activities required for a means of living. A sustainable livelihood is a means of living that can cope with, and recover from, stresses and shocks, and maintain or enhance its capabilities and assets both now and in the future, while not undermining the natural resource base (adapted from: Chambers & Conway, 1991).

Project consortium: The collective name given to the group [two or more] of organisations which make up the project implementation team (see section 9.1).

Local/national organisations: An organisation that is formally registered within the country of implementation (which must be an eligible country).

Poverty: Poverty is multi-dimensional and stretches beyond economic poverty. *Multidimensional poverty encompasses the various deprivations experienced by poor people in their daily lives – such as poor health, lack of education, inadequate living standards, disempowerment, poor quality of work, the threat of violence, and living in areas that are environmentally hazardous, among others (OPHDI, 2022).*

Safeguarding: To protect (humans, nonhumans, the environment, values, knowledge etc.) from harm or damage with an appropriate measure.

Theory of Change: Explains the logic behind a project intervention or process of change by outlining sequential steps and causal linkages that connect the intervention proposed with the intended outcome. They are usually presented in pictorial or narrative form.

1. Introduction to Jersey Overseas Aid

The island of Jersey is close to the French coast, measuring 45 square miles and with a population of 103,267 (2021). As a 'Crown Dependency' it is not part of the United Kingdom or the European Union but is a self-governing jurisdiction with its own government (the States of Jersey), laws, history, and traditions. Jersey Overseas Aid (JOA) is the Island's official, taxpayer-funded relief and development agency.

JOA is driven by a clear mission: to translate the generosity, skills, and compassion of the people of Jersey into effective assistance for the world's neediest people. However, as a relatively small national development donor, Jersey must work extremely hard to ensure that its aid is effective. It also needs to maintain the consent and goodwill of the Islanders who pay for it. JOA believes that one of the best ways of ensuring that its programming delivers the best value for money in a way that resonates with people from Jersey is to specialise in areas of development programming where the Island already has a comparative advantage. Therefore, JOA's strategic priorities mirror the Island's many areas of expertise: dairy and agriculture, financial services, and environmental conservation.

2. Why Conservation, Lives and Livelihoods?

The importance of environmental protection and conservation resonates widely in Jersey, in part due to the establishment of the [Durrell Wildlife Conservation Trust](#) in 1959. For over 60 years Durrell has conducted conservation work worldwide, often utilising captive husbandry and conservation breeding expertise developed at Jersey Zoo – Durrell's home on the Island – to save species from extinction. Durrell has always worked closely with local communities and stakeholders to ensure conservation actions are locally applicable and sustainable.

JOA's guiding mission is to alleviate poverty and improve the livelihoods of people in developing countries. For over 50 years, JOA has funded overseas aid projects in all corners of the developing world, very often in biodiversity hotspots, areas of special scientific interest, and where anthropogenic pressures on the environment are strong. It was not until 2018, however, that JOA's Conservation Livelihood strategy was launched – representing our commitment to supporting our partners to tackle climate change, biodiversity loss and multidimensional poverty, in an integrated way.

Since 2018, through our Conservation Livelihoods projects, JOA has catalysed sustainable change for over 135,000 people living across a range of key ecosystems, including afro-alpine forest, riverine forest, and wetlands. Together with our partners we have improved community-level nutrition and supported the diversification of livelihoods whilst strengthening – locally and institutionally – the management of natural resources in Ethiopia and Zambia. In Sierra Leone, we are working to protect many thousands of hectares of old-growth forest whilst harmoniously supporting cocoa farmers to enhance their income. From Rwanda to Malawi to Nepal, our partners have been engaging communities to explore and understand the causes of human-wildlife conflict, and to work together to find solutions. Our flagship project with Durrell has contributed toward restoring habitats, protecting species, and strengthening natural resource governance, whilst increasing food security, financial independence, and reproductive health choices in 20 communities surrounding three protected areas in Madagascar. We are proud to have supported partners to achieve these outcomes, change lives and protect threatened species and habitats, and have learned so much about where our funding can have the most impact.

3. Context: A response to three global crises

This strategy sets out the ways in which Jersey Overseas Aid seeks to address – through its grant making and the expertise and innovation of selected partner organisations – the three global crises of our time: unprecedented loss of species and habitats, rising poverty and inequality, and climate change. These interconnected crises necessitate urgent, coordinated, and sustainable solutions. Solutions which place the world's poorest people, and most threatened species and habitats, on equal footing. This section reviews the environment-poverty-climate nexus and reflects on the varied successes and challenges of integrated conservation and development projects to date. Drawing on key principles of success arising from this evidence base and our own stakeholder consultation, we conclude by expanding on what *Conservation, Lives and Livelihoods* means to JOA.

3.1 Integrating conservation and development

Natural resource governance underpins social and economic relations between people and nations worldwide (Nelson, 2010). Over half of global GDP (c.US\$44 trillion) is dependent on nature and almost two thirds of the world's poorest people rely directly on natural resources (i.e., primary production) and ecological services for their survival (WEF, 2020; see also: UNEP, 2021). Despite the undeniable need to protect these life-supporting systems, unsustainable agricultural and industrial practices, and poor natural resource governance are leading to unprecedented changes in natural systems worldwide (IPBES, 2019). Approximately one third of farmland is degraded with decreased productivity; the same proportion of commercial fish species are overexploited (FAO 2018; FAO 2020); biodiversity loss has reached unprecedented levels; at current rates, 223 million additional hectares of forest cover are projected to disappear by 2050 (Bastin et al. 2019); and around two thirds of wetlands have been lost since 1990 (Ramsar Convention on Wetlands, 2018).

Whilst it is overly simplistic to say that poverty and biodiversity occur in the same place, it is evident that many areas identified as having high levels of biodiversity (species richness and endemism) occur in regions with severe and multifaceted poverty (Fisher and Christopher, 2007). Whilst many poor people live in urban areas, the most acute poverty is often in rural areas where 'biodiversity' is most intact (Hernandez-Morcillo et al. 2010). The rural poor therefore depend disproportionately and more directly on biodiversity and natural resources for their subsistence needs, income generation and insurance against risk. As a result, disruptions to and the degradation of natural systems, including through climatic change, most severely compromise the lives and livelihoods of the world's poorest – those who are the least responsible for causing it and arguably the least well-prepared to withstand it. When lives and livelihoods are compromised, people may be driven to depend to an even greater and less sustainable degree on natural resources, further depleting the resources which sustain them. Environmental degradation is estimated to affect the wellbeing of 40 per cent of the world's population - 3.2 billion people – and each year, we lose ecosystem services equating to more than 10% of the global economic output (Johnson et al., 2021). Increasingly then, biodiversity conservation and poverty alleviation practitioners will – and must – be working alongside each other (Roe et al., 2012a).

Arguably, the call for coordinated and truly collaborative efforts between biodiversity conservation and development has renewed urgency, but it is not new.

In recent decades there has been an increasing focus on bringing environmental conservation and rural development projects together in 'win-win' scenarios. Attempts have met with varied degrees of success and been widely critiqued, leading many to challenge the terms of integrated conservation and development projects (ICDP) and to scrutinise who decides these terms (cf. Kiss, 2004; Agrawal and Redford, 2006; Bauch et al., 2014; Roe et al., 2015; Oldekop et al., 2016). A

thorough review of the ICDP literature is beyond the scope of this strategy document, but we draw on some common critiques and lessons learned to set the scene and communicate the place JOA's donorship occupies in the evolution of integrated conservation and development programming.

At the turn of the twenty-first century, around a decade after the concept was first popularised, the three principal assumptions underlying ICDPs were: diverse livelihood options will reduce anthropogenic pressures on biodiversity; local people comprise the most significant threat to natural resources in a given area; and ICDPs present a viable alternative to protectionist approaches e.g., fortress conservation (Hughes & Flintan, 2001). Projects grounded in these assumptions tended to implement capital projects, alternative livelihoods activities, or access and benefit sharing frameworks, with indeterminable links to biodiversity conservation impacts (Worah, 2000; UNDP, 2000). Insufficient attention was given to policy and legal constraints, multi-scalar threats or those from external forces (Sayer & Wells, 2004), community heterogeneity (McShane & Newby, 2004), and issues related to equity and benefit-sharing. Even though – at this time – biodiversity conservation was commonly seen as the primary goal of ICDPs, some of the strongest criticism has come from within the conservation sector, with poverty alleviation “considered a distraction from a critical conservation mission”, progress towards which was not widely evident (Baral et al., 2007; Salafsky, 2011; Roe et al., 2012b, p.163; see also: Fisher et al., 2020). The efficacy of [certain types of] biodiversity conservation as a means to alleviate poverty has also been questioned widely, not least with reference to the creation of Protected Areas and payments for ecosystems services (PES) schemes (Brockington, Duffy & Igoe, 2008; Sandker et al., 2009; Sadanandan Nambiar, 2019; see also on impact evaluation: Romero et al., 2017).

In answer to the disciplinary dissonance evident in this earlier literature – and the relative lack of success stories, attention turned to collating lessons learned and generating a more nuanced understanding of the perceived links between conservation and (forms of) poverty to inform future conservation-development integrations (e.g., Roe et al., 2012a; Gardner et al., 2013; Klein et al., 2015, Oldekop et al., 2016). Conceptions of integrated biodiversity conservation and poverty alleviation have since shifted to emphasise the involvement of local people in all phases of a project, a recentring of conservation as opposed to ‘just’ sustainable development, and the importance of monitoring and impact evaluation linked to explicit poverty-environment connections. This has been accompanied by calls to additionally focus attentions outside of Protected Areas (Redford et al., 2015; Gatiso et al., 2022). Certainly, the perceived need to address biodiversity loss and poverty (and climate change) in an interconnected way has gained support across disciplines, even if the *manner* in which this is to be achieved has been disputed (Fisher et al., 2020).

Nature-based Solutions (NbS) represent one possible approach, grounded in the coming together of conservation and development sectors in recognition of the positive and negative connections between people and nature, poverty alleviation and biodiversity conservation. NbS is a relatively recent conception of an integrated approach to achieving nature conservation and development goals. It refers to “actions that protect, sustainably manage and restore natural or modified ecosystems to address societal challenges” (Cohen-Shacham, et al., 2016, p.2)¹. Identified NbS success factors complement those learned as a result of more traditional ICDP approaches. These include centring local leadership, knowledge, and needs; the use of strict safeguards to mitigate

¹ For a review of NbS in action see: Hou-Jones, X, Roe, D and Holland, E (2021) Nature-based Solutions in Action: Lessons from the Frontline. London. Bond. <https://pubs.iied.org/sites/default/files/pdfs/2021-09/20451g.pdf>

unintended consequences; adoption of a systemic approach; an increase in long-term funding; increasing the scale and vision of approaches; and facilitating multi-stakeholder partnerships.

The guiding principles of this strategy – which draw on the lessons learned throughout the evolution of integrated conservation and development projects, in addition to many other sources and our first-hand experiences as a donor – are presented further below.

4. Conservation, Lives and Livelihoods: Strategic Vision

This strategy is the product of many months' research and participatory engagement with a global and interdisciplinary community of stakeholders – including conservation practitioners, academics, existing grantee organisations, beneficiaries, and fellow donors. Our sincere thanks go to all those who contributed their time, ideas, and expertise during the consultation process. The following sections outline the guiding aim and principles of this strategy.

4.1 Our Aim

*“To promote innovation and best practice in the design, delivery, and scaling of biodiversity conservation initiatives which engender multidimensional poverty alleviation **and/or** multidimensional poverty alleviation initiatives which enable effective and sustainable conservation and stewardship of natural resources”*

4.2 Guiding Principles

This strategy is organised around six key principles which will guide us towards achieving our aim as a donor:

- i) Net-positive conservation**
- ii) Multi-dimensional poverty alleviation**
- iii) Local knowledge, voice, and leadership**
- iv) Interdisciplinary knowledge-generation and communication**
- v) Innovation in impact evaluation**
- vi) Force multiplication**

4.2.1 Net-positive conservation

Successful partnerships will propose net-positive conservation actions as opposed to a 'do no harm' approach (cf. Bull et al., 2019; Maron, 2021; Moilanen, 2021). We would particularly like to see innovation or opportunities for scaling up in the area of nature-based solutions whereby conservation of nature *in itself* becomes a livelihood and *facilitates* development for the poorest and most marginalised, and socio-economic benefits are derived from the protection and restoration of natural resources rather than in parallel to.

4.2.2 Multi-dimensional poverty alleviation

Multi-dimensional poverty refers to the varied manifestations of poverty experienced by people in their daily lives. Economic poverty is just one manifestation of poverty and the relationship between economic growth and the alleviation of other forms of poverty and deprivation are not necessarily linear. Therefore, projects should consider other forms of poverty experienced by resident or Indigenous peoples in the project context, which may undermine effective conservation and sustainable natural resource use. This may include but is not limited to poverty of health or healthcare services, nutrition, education, sanitation and clean water, decent work and housing, vital infrastructures, power, agency, security, and social cohesion.

4.2.3 Local knowledge, voices, and leadership

The full and active participation of local people and the recognition of their rights is of principal importance. The knowledges, needs, and voices of resident and Indigenous communities must occupy a central position in problem identification and prioritisation, project design and delivery. Jersey Overseas Aid will require evidence of completed or proposed consultation with local people at the proposal stage and at least one partner in the project consortium must be a locally led organisation (see “Partnerships” section for more details). Proposals should demonstrate the ways in

which interventions and their delivery will integrate with or connect to existing community-based groups and networks. A comprehensive understanding of existing conservation, natural resource management, and rural development stakeholders operating in the local and regional landscape is expected in pictorial or narrative form.

4.2.4 Interdisciplinary knowledge-generation and communication

We wish to support genuine and multi-scalar integration of biodiversity conservation and poverty alleviation. It is for this reason that projects must be designed and delivered by a consortium of partners. Project partnerships must consist of at least one organisation with demonstrable biodiversity conservation expertise and another with demonstrable development expertise. Project consortia must also include at least one locally led organisation. Moreover, we require all proposed interventions to have *both* a biodiversity conservation *and* a poverty alleviation outcome, and for the rationale for both to be clearly articulated at the proposal stage. Projects and project partnerships with a clear plan for communicating the knowledge generated throughout grant-funded projects across communities, geographies, ecosystems, audiences, and disciplines will be looked on particularly favourably. Funds should be specifically requested for knowledge dissemination activities. Encouraging grantees to share lessons learned and knowledge generated is just one of the ways Jersey Overseas Aid hopes to multiply the impact of its donorship.

4.2.5 Innovation in impact evaluation

We acknowledge the challenges and pitfalls that evaluating cross-sectoral impact presents. However, we are ambitious, and we want our partners to be too. Successful proposals will attach both conservation and development outcomes to each intervention with indicators at multiple points along results chains. Any assumptions made with regards to causal mechanisms should be evaluated using ethical controls where possible. We welcome proposals which triangulate impact evaluation approaches, or which use mixed research methods in complementary ways. One of the great strengths of well-resourced academic institutions or international NGOs is their access to technically advanced monitoring equipment, facilities, and expertise. E.g., the use of aerial and satellite imaging, genetic or molecular analyses. However, wherever possible, resource and capacity building for impact monitoring of all kinds should take place at the local (or at least regional/country) level to ensure innovation in MEL can continue beyond project-end. As a donor, we are responding to the need for impact evaluation to reflect the timeframes within which human development and biodiversity conservation outcomes can realistically be achieved, by making funds available for up to two years after project implementation ends. We hope this will help improve sectoral knowledge around what works and what does not, when it comes to integrated conservation and development approaches – as well as highlight unintended consequences (see section 10 below).

4.2.6 Force multiplication

Jersey Overseas Aid sees itself as a force multiplier. The resources that we have available to support initiatives that seek to address both biodiversity conservation and poverty alleviation are limited, despite there being an urgent need for these initiatives to continue beyond project timescales and immediate geographies. As a relatively small national donor, we are therefore committed to funding projects which have the potential to scale their impact. Proposals which position themselves to leverage additional and/or sustainable funding more effectively as a result of project activities are especially welcome. So too are pilot projects that present innovative approaches yet to be ‘field tested’ but which, if successful, promise to deliver impact at scale. Models of collaboration between disciplinary partners or intervention approaches, which have the potential to be replicated elsewhere if successful are also of great interest, provided the consortia can evidence the need for

replication beyond the initial project site(s). These examples are by no means exhaustive, and we are excited to hear how Jersey Overseas Aid can support your organisation(s) to multiply the force of its impact.

5. National policy and international convention alignment

In addition to meeting the six guiding principles of this strategy (see section 4.2.1-4.2.6 above), JOA projects should support the countries in which the projects are awarded to meet their commitments under international conventions, multilateral agreements and “calls to action”, and national policies.

These include, for example: United Nations Sustainable Development Goals, Post 2020 Global Biodiversity Framework, UN Convention on Biological Diversity (CBD), Ramsar Convention on Wetlands, the Nagoya Protocol on Access and Benefit Sharing (ABS), the Convention on International Trade in Endangered Species (CITES), the Convention on the Conservation of Migratory Species (CMS), the UN Framework Convention on Climate Change (UNFCCC), the UN Declaration of the Rights of Indigenous Peoples, and the International Treaty on Plant Genetic Resources for Food and Agriculture (ITPGRFA).

6. Our Theory of Change

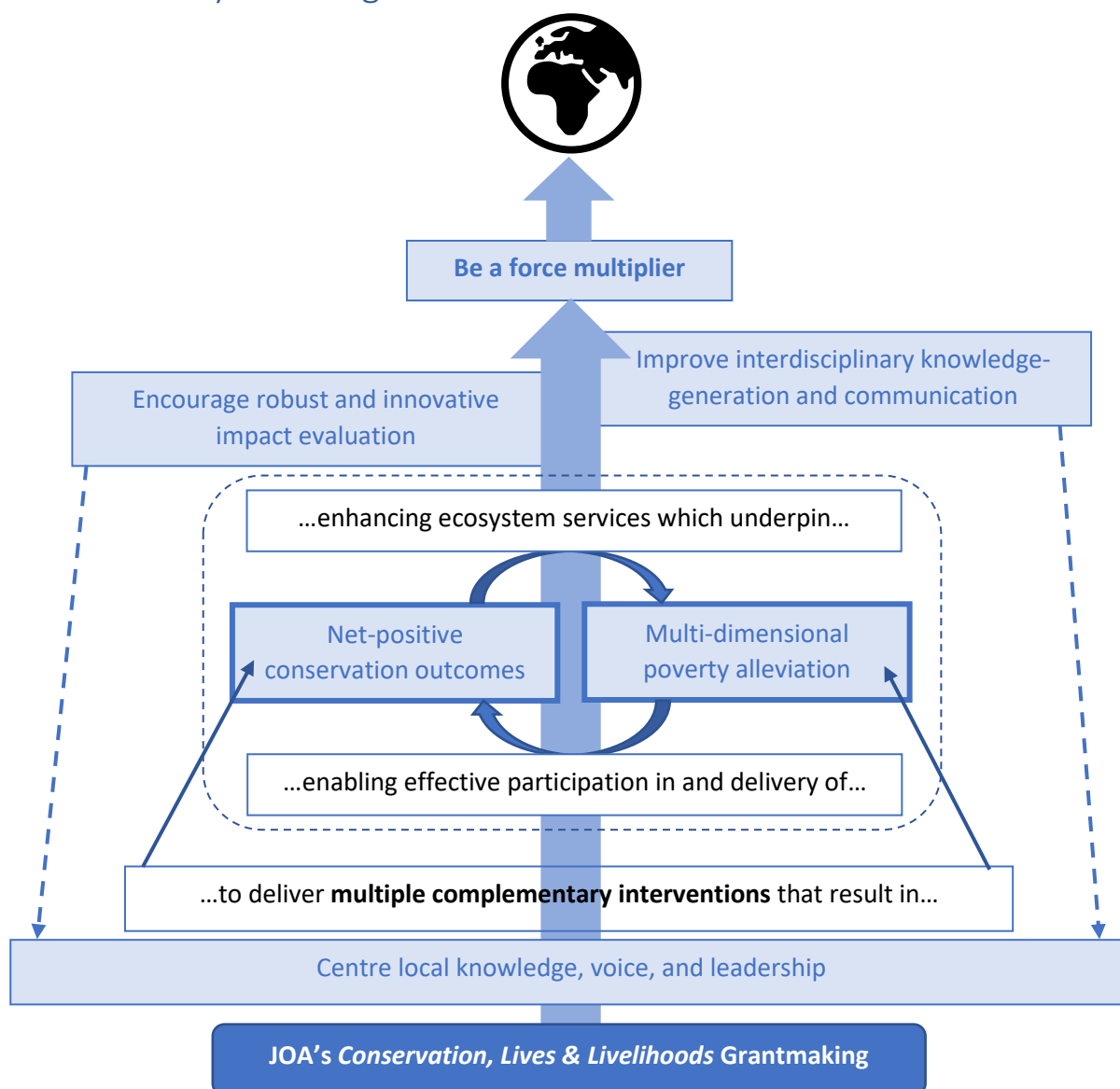


Fig. 1 JOA's strategic TOC pathway diagram for grantmaking under its *Conservation, Lives and Livelihoods* strategy. This diagram presents the six guiding and interconnected principles of this strategy (shaded blue) to illustrate that: *JOA's grantmaking under this strategy aims to support projects which centre local knowledge, voice, and leadership to deliver multiple, complementary interventions that result in lasting and mutually reinforcing net-positive conservation and multi-dimensional poverty alleviation outcomes. Net-positive conservation outcomes and multi-dimensional poverty alleviation are represented in a cycle whereby (entering the cycle at any point) net-positive conservation action/outcomes enhance ecosystem services which create conditions for multi-dimensional poverty reduction, that in turn allows more effective conservation action – and so on. By encouraging robust and innovative impact evaluation, and cross-sector dialogue, we will improve the efficacy of our grantmaking for the benefit of conservation, lives, and livelihoods, within our focal countries. We will deliberately support projects which pro-actively improve interdisciplinary knowledge generation and communicate their impact and learning beyond the immediate area of intervention. In doing so, we can multiply the force of our impact, helping others to enact positive change at globally, and at greater scales than our grantmaking alone allows.*

7. Conservation Criteria

Whilst all projects which JOA will fund under this programme must respond to a clearly articulated conservation need, we recognise that priority biodiversity conservation and poverty alleviation needs are very often found outside of formally designated conservation areas (e.g., Key Biodiversity Areas, Sites of Special Scientific Interest, Protected Areas, Ramsar Sites etc.). We feel strongly that a lack of formal conservation designation should not be a barrier to accessing funding. We therefore welcome proposals for work both within and outside of formally recognised sites of conservation interest on the condition that a convincing statement of need and theory of change is provided. For example, proposals for projects taking place within informal settlements or urban areas will be considered if the joint conservation and poverty alleviation need is compelling and evidencable.

All projects, however, must:

- Provide conservation actions benefiting at least one nonhuman species listed as “Critically Endangered”, “Endangered” or “Data Deficient” on the IUCN Red List². Species listed as “Threatened” will be considered if evidence is provided that the species’ status will deteriorate if no action is taken, if there is a risk of local extinction, or if the species may be taken as an indicator of wider ecosystem health.

Applicants who are unsure whether a project meets these criteria are strongly encouraged to discuss it with Jersey Overseas Aid before submitting a full application.

8. What kind of initiatives will JOA fund under this programme?

The following section provides examples of the types of interventions for which funding will be considered, and some of the common shortcomings associated with these types of interventions. Successful applications will demonstrate how they aim to address these shortcomings. Naturally, this is not an exhaustive list and is intended only to provide guidance to applicants. We look forward to receiving applications which propose interventions that are new to us, provided they align with this strategy’s guiding principles and minimum eligibility criteria.

Eighteen broad intervention themes are discussed below in the following order:

1. Research
2. Biodiversity conservation action
3. Nature-based solutions
4. Making a living: fishing and farming
5. Making a living: non-farming livelihoods
6. Human-wildlife co-existence
7. Illegal Wildlife Trade related interventions
8. Conservation enterprise
9. Market access and value chain optimisation
10. Micro-finance initiatives
11. Capacity building
12. Good governance
13. Health
14. Water, sanitation, and hygiene
15. Advocacy and peacebuilding

² See <https://www.iucnredlist.org/> for more information.

16. Climate change related interventions
17. Renewable energy
18. Awareness raising and education

8.1 Research

A demonstrable understanding of the problems facing communities of wildlife and people, and the socio-political, economic, and cultural context within which these problems occur, must underpin project design. We recognise that extensive consultation with local people prior to securing funds risks raising expectations that cannot be met. However, proposals should evidence how the needs, voices, and capabilities of local people have informed the project proposal in its current form. If additional socio-economic research is planned to inform the nature of project interventions during the project itself, the proposed methodology and method(s) for undertaking this research should be included within the proposal, accompanied by a brief explanation of why the approach has been selected. For multi-year projects, opportunities for course correction based on ongoing research findings and community feedback ought to be built into the project timeline. If baseline data relevant to the progress and impact indicators proposed cannot be provided at the project outset, baseline data collection must take place as soon as feasibly possible after the project start date. The approach to baseline data collection should be clearly outlined in the proposal and these activities should be written into the project budget and workplan.

Proposals containing an academic research component are welcomed, although pure research projects will not be accepted. A clear pathway towards integrating the findings of academic research into current or future activities must be outlined, though this does not necessarily need to be within the proposed project's timeframe. If the recruitment of MSc/PhD students to undertake research is proposed, lead organisations are encouraged to partner with institutions and students from within the project intervention country. Applicants should include details of any specialist equipment and/or permits that may be required in order to conduct research and how these will be obtained. Applicants are encouraged to demonstrate the importance or relevance of proposed research beyond the project site and to outline how they intend to disseminate the results of their research e.g., open-access journal articles, web articles, conferences etc.

8.2 Biodiversity conservation action

All proposals should include a pro-active biodiversity conservation component. Jersey Overseas Aid wishes to support evidence-based biodiversity conservation and habitat restoration, which protects endangered species and enhances the rights and resilience of local communities. Conservation interventions should clearly address the threats to species and ecosystem integrity identified in the proposal's problem statement. The IUCN's [Conservation Actions Classification Scheme](#) gives applicants a sense of the actions that Jersey Overseas Aid are willing to support, though it is not exhaustive (note: some actions included will be discussed further below).

Where reforestation or other forms of habitat restoration are proposed, proposals must specify and justify the species selected, and explain the process of selection. Indicators – and related monitoring systems – should ideally be attached to the ultimate goal(s) of reforestation and not the planting of trees alone to avoid afforestation with trees unsuitable for recolonisation by native species or maladaptation to climate change (Seddon et al., 2020).

The knowledges and skills of local communities should inform conservation action and related monitoring and evaluation activities where possible. Where technical expertise is not available

locally, it is expected that local capacity will be built during the project. Course fees (including international and residential) and student stipends are eligible costs within project budgets to enable this. If labour is required for conservation activities, e.g., invasive species removal or tree planting drives, local people must be invited to participate and appropriately remunerated for their contributions. Recruitment from within communities must be undertaken in a fair, transparent and consistent manner.

8.3 Nature-based solutions

We are especially interested to receive applications proposing nature-based solutions to socio-economic problems. Such solutions will support local people to work with nonhuman nature, enhancing its abundance, diversity, resilience, and sustainable productivity to the additional benefit of human well-being. Specifically, these may be activities that protect, restore, harness or (re)create natural systems. An example would be protecting or restoring forests to secure and regulate water supplies, increase availability of forest products for sustainable utilisation, and protect people, their livelihoods, and vital infrastructure from flooding and erosion. Nature-based solutions can be combined with other types of activities, e.g., technical or governance oriented, to maximise impact and long-term sustainability. Where the introduction of novel techniques or imported materials/equipment in place of traditional methods of protection, cultivation, husbandry, etc, are proposed, a feasibility statement must be provided. Feasibility statements will ideally be informed by local consultation and consider the practical, economic, and cultural implications of long-term use of unfamiliar equipment/techniques in the local context. Measurable indicators should be included at multiple points along the results chain in order to test assumptions made.

8.4 Human-wildlife co-existence

Human-wildlife conflict (HWC) is an intractable problem in many of JOA's focal countries. Changing relations between people and nonhuman nature, driven by habitat fragmentation and loss, may also increase the risk of human exposure to both new and established zoonotic pathogens (Keesing & Ostfeld, 2021). Efforts to promote peaceful co-existence between people and wildlife are therefore very much supported under this call. The separation of people and wildlife as a result of human-wildlife conflict mitigation measures has been shown to have unintended consequences including the displacement of conflict and disruption to the physical landscape. For this reason, proposals to physically separate people and wildlife as a means of HWC mitigation (e.g., fence building) must be able to demonstrate that doing so will not disrupt established patterns of mobility for both wildlife and people. Projects which seek to uncover and remedy the root causes of HWC, in addition to relieving immediate risks to lives and livelihoods, are likely to be more successful than those which propose only to treat its symptoms.

8.5 Illegal Wildlife Trade related interventions

In recent years, the illegal trade in wildlife has reached unprecedented levels and now threatens more species with extinction than ever before. It is the fourth most lucrative illegal trade in the world and undermines the economic development and social cohesion of some of the world's poorest and most marginalised communities (UNODC, 2020)³. Jersey Overseas Aid therefore welcome proposals that incorporate illegal wildlife trade related interventions provided the project rationale/approach aligns with the guiding principles of this strategy.

JOA funds can be used to cover certain aspects of patrol operating, training, and equipment costs but only in the case that patrols are community-led. Under no circumstances can weapons or

³ See also: <https://www.unodc.org/unodc/en/corruption/wildlife-and-forest-crime.html>

ammunition be purchased with JOA funds. Applicants should contact us to discuss project requirements on a case-by-case basis if they are uncertain what activities can be funded.

8.6 Making a living: fishing and farming

Between 600-900 million people worldwide depend on marine, freshwater, and riverine fisheries for their livelihoods, underscoring the urgent need to rehabilitate fish stocks – 90% of which are now overfished [FAO, 2022]. Local communities may lack the institutional frameworks necessary to regulate fishing practices and to protect their fisheries from commercial exploitation. Declining fish stocks result in lower catch rates, with implications for household food and economic security, and potentially increasing dependence on other natural resources.

The conversion of forests, grassland, reedbeds, peatland, and mangroves to provide land for agriculture is the biggest driver of biodiversity loss globally. At the same time, decreasing productivity of available land due to fragmentation and unsustainable cultivation practices, added to increasingly unpredictable weather patterns, are adversely impacting the agricultural activities of rural communities globally (Chuang Zhao et al., 2017; IPBES, 2018; Wendimu, 2020). The ability of an agricultural system to adapt to climate change and other stress factors depends on the diversification of farming systems and crop varieties. The ability to diversify depends in turn on the proper management of soils, water, systems, and access to improved crop varieties.

Small-medium scale livestock keeping is often one of few options available to landless farmers and so represents a critical component of the rural economy. In several JOA's focal countries, pastoralism and agro-pastoral farming has been a way of life and livelihood for millennia. Traditional herding landscapes have been shaped and maintained by longstanding relations between people, their livestock, and wildlife. Climate change, conversion of habitats for agriculture and other forms of development, and even conservation itself (among other factors), are negatively impacting livestock-based livelihoods globally. Increasing biodiversity loss and habitat fragmentation brings livestock and wild animals into closer proximity, presenting disease transmission risks which jeopardise livelihoods.

There is enormous potential for improvements to farm- and fisheries-based livelihoods to engender both biodiversity and poverty alleviation outcomes. In welcoming proposals which support the transition to improved fishing, farming, or livestock husbandry techniques, we encourage applicants to carefully consider the following questions in the context of their work:

- i) Do markets exist through which to sell produce, and are they physically accessible to vendors?
- ii) Will the availability of time, equipment, or cultivable land, prevent the initiative from benefiting the poorest and most vulnerable community members?
- iii) Will the adoption of new practices change established socio-cultural or gender norms?
- iv) What are the potential unintended consequences of the initiative (social and ecological) and how can these be mitigated?
- v) Do proposed changes to livestock husbandry practices require additional veterinary services, and are these available locally?
- vi) Will available irrigation systems support the crop varieties and cultivation methods proposed? If novel irrigation methods are proposed, see (iv) above.
- vii) Where applicable, do storage or processing facilities exist in order to maximise potential nutritive or financial value?
- viii) Will any conditions be placed on those receiving support?

The Island of Jersey has considerable expertise in the area of improved dairy activities owing to the versatility and resilience of its native breed, the Jersey Cow. JOA's Dairy for Development funding programme may also be of interest to applicants. Please contact enquiries@joa.je for more information.

8.7 Making a living: non-farming livelihoods

Projects which strengthen traditional non-farming livelihoods, amplifying existing skills and knowledge, are encouraged. So too are projects which propose to create new livelihood sectors if a compelling case is made with evidence of sufficient and accessible market demand (see section 8.9). The introduction of modern technologies should harmonise with traditional skills and knowledge where possible.

Projects are invited to consider how multiple initiatives may be mutually supportive, increasing the income generating and biodiversity conservation potential of livelihood initiatives. This could include, for example, training of trainer schemes around new techniques, or the creation of cooperative systems granting producers more power to protect their resources, purchase equipment, negotiate or attract investment.

8.8 Conservation enterprise

JOA aims to support the establishment and effective functioning of economically and environmentally sustainable businesses, or the transformation of existing businesses to achieve these standards. We would love to see innovative proposals in the area of conservation finance and enterprise. We will consider proposals for micro, small and medium sized initiatives along the full length of the value chain, provided a compelling theory of change is presented. As with all initiatives, a 'do no harm' approach is not sufficient, and proposals should demonstrate how conservation enterprise initiatives will result in net positive outcomes for biodiversity conservation and impoverished local communities.

This may be achieved in one or more of the following ways:

- The enterprise initiative itself constitutes conservation action: conservation as a livelihood.
- The enterprise demonstrably contributes to a reduction in an environmentally destructive behaviour.
- The enterprise is environmentally sustainable (i.e., does no harm) **and** a proportion of profits raised contribute to conservation activities.
- Indirectly, e.g., the enterprise increases local wellbeing, knowledge or resources in ways that enable or sustain more effective biodiversity conservation.

In a world where disease-related travel restrictions may be more common, supporting communities who are now dependent on eco-tourism to diversify their offering and/or income streams, and become more resilient to shocks presented by tourism restrictions, are especially welcome.

8.9 Market access and value chain optimisation

Proposals must show a thorough understanding (or intention to develop this understanding early in the project) of the market context within which enhanced/alternative livelihoods initiative are proposed. There are many barriers to accessing and equitably participating in markets. These include physical, financial, or cognitive barriers, gender or cultural norms, information asymmetries, and many more. It is expected that considerations around market access and value chain optimisation will inform the project approach.

8.10 Microfinance initiatives

Financial inclusion and access to financial services form a core part of Jersey Overseas Aid's development aid programming. Under the *Conservation, Lives & Livelihoods* programme, microfinance initiatives should demonstrably contribute to the realisation of more sustainable livelihood activities or conservation outcomes. Projects proposing the establishment or strengthening of microfinance frameworks must be able to demonstrate that the activities for which savings or credit are subsequently used will (as a minimum) not undermine biodiversity conservation efforts in the region.

8.11 Capacity building

JOA is committed to supporting capability and capacity building initiatives. As stated above, all projects are expected to include activities that will build or enhance capacity and capability among local and/or national stakeholders in ways which enable project benefits to continue beyond a project's expected end-date. Proposals should outline specifically the skills and knowledge that are necessary to support local stakeholders to achieve desired outcomes, and why and how these knowledge gaps have been identified. The credentials of 'capacity builders' should be evident, and the ways in which new knowledge and skills will interact with existing and traditional ones clearly outlined. As with research activities, capacity building expertise should be sought from within the country wherever possible. Where external expertise is sought, the project's Local Partner(s) should play a role in the development and delivery of capacity building activities, where they possess the knowledge to do so. Projects may also seek specific funding to build the capacity of project staff, at the individual or organisation level. In line with established frameworks of behaviour change, applicants are encouraged to consider barriers that may limit peoples' ability to implement new knowledge and skills once training has been provided.

8.12 Good governance

Ensuring the principles of good governance are upheld in matters relating to environmental governance is essential to the sustainable utilisation of natural resources, and the fair and equitable distribution of benefits from utilisation. Following the UN OHCHR principles of good governance, projects which seek to improve the transparency, responsibility, accountability, participation, and responsiveness (to the needs of the people) of natural resource management institutions are welcomed⁴. Proposals should evidence their understanding of existing governance structures and the power dynamics that operate in this context, particularly those which may undermine local peoples' knowledge of, and participation in, processes of natural resource governance. If the creation of new governance institutions, policies, or frameworks are proposed, a detailed explanation of how these will (or will not) integrate with existing governance mechanisms and why the creation of new institutions is most appropriate, should be provided.

One of the benefits of adopting a good governance approach is that it enables the process and outputs of governance to be evaluated. Measurable impact indicators must be attached to good governance initiatives and measures put in place to evaluate progress towards these indicators at regular intervals throughout the project. The use of established natural resource management effectiveness tracking tools⁵ are encouraged (where contextually appropriate and locally endorsed) but not necessary.

⁴ For further information see: <https://www.ohchr.org/en/good-governance/about-good-governance>

⁵ Examples include the IUCN's [The Natural Resource Governance Framework](#), [METT-4](#) and the Ramsar wetlands specific [RMETT](#).

8.13 Health

Initiatives which seek to improve the health of resident and Indigenous communities in project focal areas will be considered. The programming of Jersey Overseas Aid has improved health and access to health services for rural communities around the world. Under this programme, the relationship between community health and biodiversity conservation must be made explicit. We recognise that this relationship may not always be linear. Enhancing human safety, social cohesion, and good relations between local people and conservation organisations (among many others), are all reasonable justifications for pursuing community-health initiatives. Measurable indicators should be attached to the stated outcomes.

Sexual and Reproductive Health (SRH) initiatives will only be supported where the implementing partner is an established SRH provider. The conservation rationale must be clearly articulated and those based on Malthusian arguments of population reduction will not be considered. Robust, impact-oriented evaluative measures should be in place to test assumptions. Relevant ministries should be pro-actively involved from the outset. All proposals should include information about how health and SRH services will continue to be provided post-project.

8.14 Water, sanitation, and hygiene

A lack of sanitation and/or access to clean water very often increases dependence on natural resources and serves to undermine (i.e., through resultant poor health or demands on time) the effective participation of local communities in conservation and natural resource governance. Water collection or washing in natural water bodies may even lead people into conflict with wildlife. Women may be disproportionately affected by these dynamics as those most commonly responsible for caring for sick or vulnerable family members and collecting water. Water, Sanitation and Hygiene (WASH) projects should demonstrate planning for the long term, in association with both users and governments. Water projects that propose changes to existing water courses must be accompanied by an environmental and social impact assessment.

8.15 Advocacy and peacebuilding

Project activities may include those which support resident and Indigenous communities to gain the knowledge and practical tools necessary to advocate for their interests in relation to natural resource governance, human wellbeing, rights, and socio-economic development. This may include (but is not limited to) workshops, training, exchange visits, events, or the direct provision of equipment to support advocacy. Activities under this theme will likely be complementary to effective natural resource governance initiatives, enabling communities to advocate for policy change, have confidence in local leadership and structures, and hold local institutions to account for implementation.

Conflict and a lack of social cohesion can negatively impact conservation and poverty alleviation initiatives in both the short and long term. Peacebuilding activities and events designed to promote social cohesion are therefore welcome within project proposals. If project partners are not experienced in this field, consultancy services should be sought from within the country to assist in the planning and delivery of peacebuilding initiatives. Projects are also encouraged to carefully consider the ways in which biodiversity conservation and poverty alleviation initiatives – and peacebuilding activities themselves – may unintentionally exacerbate conflict. This information should be captured in the project's risk identification and management matrix.

8.16 Climate change related interventions

Climate change is a crisis in its own right, but also compounds – and is compounded by – biodiversity loss and poverty. Though inextricably linked, we see climate change as partially distinct from

biodiversity conservation in so much as activities which effectively sequester carbon may not necessarily equate to effective biodiversity conservation and poverty alleviation. Projects that sequester emissions must also demonstrate how sequestration activities result in positive outcomes for local people and species of conservation concern. 100% of income generated from the sale of carbon credits must be fairly and equitably distributed to local communities through a locally endorsed mechanism. Projected carbon offsets should not be the only means of evaluating project impact. Contextualised outcome and impact indicators should also be included wherever possible. An example is provided below:

The use of improved cookstoves assumes reduction in fuelwood collection. The average reduction in fuelwood consumption can therefore be converted into a carbon offset value. In this case, can evidence also be provided that fuelwood collection is truly decreasing, and furthermore that this has a tangible impact on conservation and biodiversity as well as human wellbeing?

See above for specific guidance around tree planting initiatives.

8.17 Renewable energy

The potential for renewable energy infrastructure to transform the lives and livelihoods of rural communities in JOA's focal countries is great. Projects which contribute to communities' energy security are welcomed. Renewable energy will likely be one link in a results chain which connects the adoption of new technologies with both development and conservation outcomes.

8.18 Awareness raising and education

All JOA funded projects should communicate the links between socio-economic development and biodiversity conservation at the implementation level. This may be a standalone activity as part of a wider project but is likely better achieved when integrated into relevant initiatives. Though JOA does not insist on conditionality within projects (i.e., recipients of project support agree to stop a given activity or change a given behaviour), it is expected that implementing organisations will consistently and openly communicate the intended joint conservation-development outcomes of initiatives to project recipients. This requires close collaboration between interdisciplinary partners at all levels.

Pure awareness raising and/or education activities should be informed by the experiences and traditional [ecological] knowledge held by resident and Indigenous communities in order to safeguard traditional cultural and ecological knowledge for future generations. Additionally, education activities should look to improve local teachers' knowledge and the availability of teaching materials for the chosen subject matter to enhance long-term learning, wherever possible.

It is expected that the monitoring and impact evaluation of educational activities will extend beyond numbers of people who have participated, to the changes in knowledge, attitudes, and behaviours arising as a result of these activities. We recognise the long-term and nonlinear nature of these changes and have extended the number of years for which projects can claim costs for monitoring and evaluation activities to help organisations evidence their impact in these areas (see section 10).

In line with the guiding principle of 'interdisciplinary knowledge generation and communication', activities under this theme may also extend to training and knowledge sharing between organisations or groups, in order to make joint initiatives more effective, or increase project impact.

9. Project requirements and applicant eligibility

This section outlines minimum project requirements. Please note that all Lead Partners (see project partnerships below) **must** have been pre-approved through our partnership application process prior to submitting a full application. If you have not been pre-approved you will unfortunately not be able to apply before doing so. Please contact enquiries@joa.ie with any questions relating to applicant eligibility.

9.1 Project partnerships

As one of the guiding principles of this strategy is to promote interdisciplinary knowledge sharing and communication, projects must be the product of collaboration between at least one development and one conservation organisation. Additionally, partnerships should demonstrate how they will facilitate and entrench this cross-fertilisation of disciplines throughout a proposal.

Projects MUST therefore:

- Be submitted by a Lead Partner, who will be the overall responsible organisation for the administration of the grant, receive funds from JOA and be the main point of contact for JOA. This organisation must have completed JOA's partner pre-approval process before submitting the project proposal for consideration.
- Represent a partnership between at least TWO organisations.

ONE organisation must represent considerable conservation expertise
ONE organisation must represent considerable development expertise

Intellectual partnerships, which seek to catalyse innovation and accelerate change will be considered, for example where a proposed partner can provide technical expertise for a key/novel component of the project but does not operate in the country of implementation.

- Include ONE local/national organisation. This partner must be locally registered in the country of implementation. This can include in-country offices of international organisations. However, partnerships with Indigenous and community-based organisations will be looked on particularly favourably.

Government departments/ministries may be project partners but cannot receive project funding even through sub-grants from Lead Partners (with the exception of indirect costs, e.g., training, equipment, per diems).

9.2 Project duration

Projects should be a minimum of 24 months and a maximum of 48 months long.

9.3 Eligible countries

JOA concentrates its International Development funding in six countries, namely:

- Ethiopia
- Malawi
- Rwanda
- Sierra Leone
- Zambia
- Nepal

10. Monitoring, Evaluation, and Learning (MEL)

JOA are looking to support projects whose output monitoring and impact evaluation frameworks are both robust and innovative. We acknowledge the challenges and pitfalls that evaluating cross-sectoral impact presents. However, we are ambitious, and we want our partners to be too. The following guidance is intended to be read alongside our MEL specific information sheet.

For projects funded under JOA's *Conservation, Lives and Livelihoods* strategy, impact evaluation should strive to understand connections and test assumptions between biodiversity conservation and multi-dimensional poverty alleviation outcomes. Successful proposals will attach both conservation and development outcomes to each intervention with indicators at multiple points along results chains. These should balance human and nonhuman metrics. Any assumptions made with regards to causal mechanisms should be evaluated using ethical controls/counter-factuals where possible. Measures of human-wellbeing should be accompanied by a brief explanation of how these measures have been selected and why they are contextually appropriate. JOA encourages project teams to conduct monitoring and evaluation activities either in-house or in partnership with expert consultancies (as opposed to contracting consultancies to undertake monitoring alone). This is to (a) build the capacity of project-teams, and (b) ensure learning stays with project teams to improve future programming. Where estimated measures of carbon sequestration are given, the intended outcomes that underpin these estimates should also be ground-truthed, e.g., reduction in tree-cutting for firewood collection or sapling survival rates.

We welcome proposals which triangulate impact evaluation approaches, or which use mixed research methods in complementary ways. Both quantitative and qualitative methods should be designed such that both positive and negative/unintended consequences of project interventions may come to light. One of the great strengths of well-resourced academic institutions or international NGOs is their access to technically advanced monitoring equipment, facilities, and expertise. For example, the use of aerial and satellite imaging, genetic or molecular analyses. However, wherever possible, resource and capacity building for project monitoring and impact evaluation of all kinds should take place at the local (or at least regional/country) level to ensure consistency in monitoring, evaluation and project learning can continue beyond project-end.

Innovation does not necessarily have to come in the form of new frameworks or evaluative techniques. For example, innovation may come in the creation of new partnerships to make better use of data already being collected in the region, or in the local adoption of familiar but underutilised data collection methods.

As a donor, we are responding to the need for impact evaluation to reflect the longer timeframes within which multi-dimensional poverty reduction and biodiversity conservation outcomes can realistically be achieved, by **making funds available for impact evaluation for up to 24 months after project implementation ends**. Projects seeking funding for impact evaluation activities post-project should explain what they expect to learn from the extended evaluation period, that would not be possible within the project-implementation period.

Please clearly separate the budget required for post-project evaluation activities within the project budget document. The project log frame should clearly highlight the monitoring and evaluation activities that will take place post-project. Please also include an additional column(s) in your log frame stating the target indicators for the additional years (i.e., project-end +1/+2).

For more information, or if you have questions about your project or partner eligibility, please contact enquiries@joa.ie.

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