



CALL FOR PROPOSAL

COVID-19 RESPONSE SMALL GRANTS

As of April 14, 2020, over 1.8 million people worldwide have contracted the novel coronavirus, COVID-19. The spread of COVID-19 is a health crisis but it is not just a health crisis. **COVID-19 threatens to create devastating social, economic, and political crises that could leave deep scars for years to come** - reversing development gains achieved over the last 20 years. Developing countries could lose at least US\$220 billion in income, which translates into lost jobs and stretched governments in some of the world's poorest and most vulnerable countries. The pandemic is moving like a wave – one that may yet crash on the systems and peoples least able to cope.

Resilience in Wildlife Communities

More than 75% of our planet's land surface is affected by human activities and in recent years the emergence of zoonotic infectious diseases such as COVID-19 has increased significantly as habitat is disturbed and human exposure to formerly remote pathogen reservoirs in nature increases. As countries restrict international travel and the movement of people to slow the spread of coronavirus, many communities are experiencing insecurity from the loss of income generated from tourists.

The Lion's Share calls for proposals for the **Resilience in Wildlife Community Grants**, which supports initiatives in communities dependent on wildlife-based tourism and income from associated activities, to withstand this current, and future, outbreak of pandemics and other global shocks.

The small grants (**US\$ 20,000 - 50,000**) are disbursed to non-profit organizations in developing countries seeking funds to catalyze community/local-level action to protect severely threatened ecosystems or wildlife in their last strongholds. These grants will finance local projects that find innovative solutions to wildlife conservation challenges, while simultaneously enhancing local people's well-being and livelihood.

Strengthening Resilience of Wildlife Economies

Community and wildlife-based tourism can help generate incentives for conservation and the sustainable management of ecosystems. Wildlife based tourism operations and associated enterprises can provide direct benefits that can offset pressures from other less sustainable activities that are environmentally and/or socially destructive.

Grantees will demonstrate solutions that **show how communities in wildlife rich areas can become more resilient to major shocks such as pandemics and natural disasters**, which bring sharp decreases in visitor numbers, while **maintaining conservation and livelihood objectives in parallel for the mutual benefit of wildlife and ecosystems**.



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Solutions could include: resilient alternative livelihood opportunities that can survive periods of volatility, expanding revenue streams for wildlife supportive industries, integrating sustainable agriculture models into nature-based tourism (e.g. securing food and water supplies for communities in 'downtimes'), enhancing connectivity and promoting virtual wildlife tourism experiences for sustained local income, implementing fast, timely and effective measures to ensure the health and safety of wildlife, promoting coping strategies that support gender equality and empower women, etc. This provides an opportunity to evolve the nature-based tourism approach towards sustainability and survival in times of crisis.

Selection Criteria

Each proposal will be assessed based on the grant objectives outlined below:

- Deliver concrete results within one year of fund transfer;
- Represent an investment in a developing country in areas with critical species and habitats with current nature-based tourism activities;
- Demonstrate wider community benefits with increased resilience;
- Demonstrate innovation and scalability (to other communities);
- Address longer-term sustainability of interventions;
- Provide compelling local stories.

Submission

We encourage any interested non-profit organization to submit a proposal using the attached template that outlines:

- Background on the project region, including key threats to wildlife and biodiversity and socioeconomic information;
- Current wildlife-based tourism operations and/or tourism related enterprises;
- Proposed activities to be funded with clear outputs and how the outputs will make communities more resilient;
- Timeline for project completion;
- Implementation partners (if any);
- Amount of funding requested;
- Budget information.



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How to Apply

Please submit the proposal using the attached template with any supporting documents to The Lion's Share Secretariat at TheLionsShare@UNDP.org, by **5 pm EST, May 15, 2020**.

About The Lion's Share: Animals have been used in advertising for over 150 years, and feature in approximately 20% of all adverts we see. Alarmingly, **most popular animals used in these advertising campaigns are either endangered or threatened** and face a precarious future. With **over 1 million species at risk of extinction** within decades, our planet is in crisis and the risk of losing iconic species has never been higher. The Lion's Share presents an innovative mechanism that engages global brands and advertisers in global conservation efforts. The Fund, hosted by the UNDP, encourages private sector companies to contribute 0.5% of their media spend on advertisements featuring animals to fund conservation and animal welfare projects around the world. The Lion's Share is a simple way to make a powerful difference.

Visit: <https://www.thelionssharefund.com/content/thelionssharefund/en/home/>