

# IWT Challenge Fund

## What makes a good application?



Department  
for Environment  
Food & Rural Affairs



# Welcome!

Welcome to Stage 2 applicants from Round 8 of the IWT Challenge Fund!

## Your presenters:



**Naomi Doak**

- WCS, Regional Coordinator Counter Wildlife Trafficking
- Leads on CWT work across Greater Mekong and South Asia.



**Kelly Forsythe**

- Technical and Admin support to the Darwin Initiative and IWT-CF
- Day to day contact with all IWT-CF projects
- [IWT-Fund@ltsi.co.uk](mailto:IWT-Fund@ltsi.co.uk)



**Victoria Pinion**

- Technical support to the Darwin Initiative and IWT-CF
- Supports applicants and projects across all fund

# Agenda and Housekeeping

- Welcome
- IWTAG Presentation
- Questions

During the presentation we would appreciate if you could please keep yourself muted. If you have any questions, please feel free to type them in the Q&A box.

# Illegal Wildlife Trade Challenge Fund

## Stage 2 Applications



Department  
for Environment  
Food & Rural Affairs



Funded by  
UK Government

**Naomi Doak - Advisory Group Member**

# Introduction

- Vast number of applications with few through to Stage 2
- First time including Evidence and Scale projects
- Reaching Stage 2:
  - Strong application with significant potential
  - Clearly addresses pillars but also well written and shows potential
  - Strong likelihood of succeeding in Stage 2
  - Recognition of the level of work involved for Stage 2

# The Basics

- Read the Guidelines carefully, make sure you cover all the questions
- Address any issues or questions from the feedback in the letter but also in the text
- Address each question - don't neglect:
  - poverty alleviation
  - gender
  - human rights and ethical issues
  - outline the methods
- Decide on project type and pillar following the guidance – don't just tick all the pillars

# Helping the assessors assess

- Clear Goal (What?), Methods (How?), Outcomes, Impact
- Start with 'Why?' not the What or the How
- Applications should be clear and easy to understand – don't assume all the reviewers have experience in that topic or geography.
- Don't make your application overly complex or technical.
- Don't assume prior knowledge of reviewers e.g., previous projects
- No BS
  - honesty and integrity score high
  - Acknowledge the work of others
  - Acknowledge lessons from previous work and show you have adapted

# Naomi's Tips


- Demonstrate necessary skills and experience. If you don't have it, hire it. If you don't know it say so. Be honest.
- Review ongoing/existing initiatives (activities and location) - how does yours evolve the response? Who else has tried this work before? How are you building on that?
- Stretch targets are good but you also need to be realistic especially with the time it takes



# Naomi's Gripes

- Acknowledge constraints – don't say you can do something that is unlikely or achieve something big in a tight timeframe
- Be evolutionary - build positively upon what has gone before (N.B. evolution is slow), don't just repeat it, especially if it didn't work the first time.
- Ignore the efforts of others, current or previous.
- Ignoring local partners - work WITH them.
- Offer value for money.
- Using sophisticated techniques inappropriately/dangerously.
- Unethical/unjust goals - e.g., high/unfair arrests and prosecutions.

**Good luck!**

A large tortoise is walking on a dirt path through tall, dry grass. The tortoise is facing left and is the central focus of the image. The background shows more grass and some trees under a clear blue sky.

Final  
Questions?

Thanks for listening!