Guidelines for Applicants
2024

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 2014, more than 7 million users have visited the GFW website from every country in the world. GFW is 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.

Global Forest Watch offers a suite of tools to meet the needs of a wide range of users.
- **Global Forest Watch:** 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.
- **Forest Watcher:** The Forest Watcher mobile and web application allows users in remote areas to access GFW data offline via their smartphone or tablet. With Forest Watcher, users can monitor areas of interest, view deforestation and fire alerts, navigate to a specific location of suspected forest clearing to investigate with the built-in route tracker and reporting functionality, collect and share information on their monitoring sites, and manage teams of forest monitors.
- **MapBuilder:** Users can create their own customized monitoring platform using GFW's MapBuilder template, which allows them to create maps using data on GFW combined with their own datasets. WRI, in collaboration with national governments in select countries, have developed a number of Forest Atlases using MapBuilder technology, which are also excellent sources of forest information.
- **GFW Pro:** 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.

B. The Small Grants Fund

Overview and objectives
The Global Forest Watch Small Grants Fund (SGF) seeks to build the capacity of civil society organizations to effectively use GFW tools and data to reduce illegal or unplanned deforestation. Successful projects translate data into action, applying GFW to overcome challenges in protecting the world's forests.

Project scope should fall into one or more of the following approaches:

1. **Advocacy**
   Examples include:

   - Using data and imagery found on GFW alongside community territorial maps to advocate for land titles and other strengthened land rights.
   - Create an open data platform with MapBuilder by crowdsourcing, compiling and publishing data on concessions that overlap with ancestral community lands, and support communities in applying public pressure to get these concessions revoked.

2. **Forest Monitoring and Enforcement**
   Examples include:

   - Develop the capacity of forest monitoring brigades to conduct field verifications of near-real time alerts with the Forest Watcher mobile application and other technologies, and work with enforcement officials to stop unplanned or illegal deforestation.
   - Support Indigenous communities in developing response protocols, formulating legal strategies and compiling evidence of illegal deforestation including satellite imagery, data and analyses, and submitting it to law enforcement through formal complaints or other legal processes.
   - Train police, prosecutors and/or judges to raise awareness as to how satellite imagery and data can be used to provide accurate, timely and cost-effective evidence of deforestation.

3. **Journalism and Storytelling**
   Examples include:

   - Publish stories, data visualizations, and/or videos highlighting where illegal deforestation is occurring and how it impacts local livelihoods or ecosystems to raise public awareness and put pressure on authorities to respond.
   - Use data found on Global Forest Watch to analyze the direct and indirect impacts of proposed development projects on local livelihoods and forest biodiversity and share these through traditional media outlets and social media channels.

4. **Stakeholder Engagement and Capacity Building**
   Examples include:

   - 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.
   - Work with forest fringing communities to understand their needs for protecting their forest and co-design land defense strategies using GFW and other technologies to protect their forest landscapes.
   - Create an online course that specifically addresses issues of deforestation in your community and teaches non-experts how to use GFW tools to investigate and report on deforestation in their area.

5. Informing Land Use Management and/or Policy
   Examples include:

   - Train a collective of smallholder farmers to monitor and manage their areas using forest, land use and carbon data.
   - Use data and insights found on GFW to conduct high quality research and put together policy briefs to influence land use policy for more sustainable land management and long-term land use planning.
   - Use GFW to identify and establish areas or jurisdictions as nature-based solutions, REDD+ or other payment for ecosystem services projects, and monitor compliance.

See more information about past projects [here](#).

The SGF Award

Small Grants Fund at a glance:
   - The Small Grants Fund awards organizations between $10,000 and $40,000 USD
   - The number of projects selected can range from 8-15, with 12 being the average
   - Projects for the 2024 grant cycle will run from June 1, 2024 – May 31 , 2025
   - Each grantee will be assigned a WRI staff member as an advisor, who will provide virtual 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 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);
   - Receive a rating of medium to low risk on WRI's organizational assessment (containing questions regarding organization governance, financial and compliance structure), which will be carried out once finalists are provisionally selected.
   - Be able to provide your organization's most recent annual audit, or ALL three of the following documents:
     1. a Balance sheet for the previous two years;
     2. an Income Statement for the previous two years;

3. a Cash Flow Statement for the previous two years
- At least one project point person with professional working proficiency in English (oral and written), in order to be able to submit the organizational assessment, narrative and financial progress reports in English, and communicate regularly via email and videoconference with WRI staff.

B. Project Eligibility

The Small Grants Fund seeks applications for **projects that clearly demonstrate how they will use the GFW tools and data on GFW as a key component of their strategy to reduce deforestation and sustainably manage forests.**

Applications should clearly articulate who the project aims to influence and how project activities will lead to improved forest outcomes. Projects may employ one or more of the following approaches:

- Stakeholder engagement and capacity building
- Advocacy
- Forest monitoring and enforcement
- Storytelling/journalism
- Informing decisions related to land use management or policy

Successful projects will be those that have a demonstrated commitment to forest monitoring and sustainable forest management and can articulate how 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 either describe the nature of existing relationships with those stakeholders, or outline a clear plan for and assess the feasibility of establishing any new relationships with project stakeholders.

The selection committee will be looking for projects that are feasible while also likely to attain meaningful 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 2024 Small Grants Fund cycle, we are looking for projects that will be carried out in one or more of the countries below.
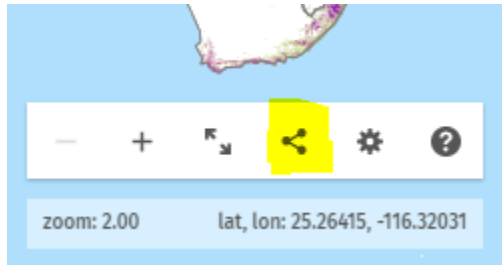
Latin America		Africa	Asia
Brazil	Nicaragua	Cameroon	Cambodia
Colombia	Panama	Democratic Republic of the Congo	Indonesia
Costa Rica	Paraguay	Gabon	Malaysia
Ecuador	Peru	Ghana	Myanmar
Guatemala	Suriname	Madagascar	Philippines
Honduras		Republic of the Congo	Vietnam
Mexico			

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. This help center article provides step by step instructions on how to save an area of interest. The instructions are also provided below:

Please visit the GFW platform at 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 the integrated 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 existing area on the map if relevant (such as a protected area or Indigenous territory) 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.

III. Application Process

All applications must be submitted by 23:59 (ET) on February 13ᵗʰ, 2024.

To apply, please visit the [Grants and Fellowship page](#) 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. Each section should be completed in its entirety. Letters of support from project partners or previous funders are welcome, but optional. 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 January 30, 2024 at 9:00 AM ET, or view the recording of the webinar which will be posted on the [Grants and Fellowships page](#) shortly thereafter. You can register for the webinar [here](#).

IV. Selection Criteria and Process

All applications will be reviewed by the GFW Small Grants Fund selection committee following the submission deadline. The committee will systematically score all applications based 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 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:

2024 Grant Cycle	
Application submission deadline	*February 13, 2024*
Application review	*February – April 2024*
Applicant interviews, conditional finalist selection, and organizational assessment	*April 2024*
Final approval and subgrant agreements signed	*April – May 2024*
Projects begin	*June 1, 2024*
Projects end	*May 31, 2025*

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](), this post on [integrated 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, please write to [gfwfund@wri.org]().