Action Grants

Tips and An Example Project for Creating Your Roadmap For Change

1. What is the focus of your project?

- What is the specific Conservation Issue?
- Why is this issue important?
- Who is your audience? For example, the key individuals or primary groups capable of driving meaningful change on this issue (a.k.a. **Target Audience**.)
- How can this conservation issue be resolved?

2. Building your roadmap for change:

Engage with the people who are the target audience for your project to:

- Identify your conservation situation (a.k.a. **Goal**). What is the conservation issue(s), the people involved, and the behaviors that need to change?
- Determine what the benefits of this project will be (a.k.a. **Outcomes**).
- Build a plan for action (a.k.a. **Objectives**). How will you change peoples' behaviors to reach the desired conservation outcome?
- Identify what this project will achieve (a.k.a. **Deliverables**). What will you create, complete, or produce? What is the associated timeline?
- Decide what your measures of success will be (a.k.a. **Indicators of Success**).

3. Start with a GOOD roadmap:

The following image and information was adapted from https://www.jamiearnold.com/blog/2019/8/12/outcomes-goals-and-objectives and https://blog. chrisadams.me.uk/posts-output/2019-07-06-outcomes-goals-objectives/

Outcomes, goals and objectives

Goal	Objective	Deliverable	Outcome
Cater for a memorable birthday party	Sandwiches for 20 people that everyone can enjoy	Sandwich	Happy memories Full stomachs

Goal	*sets broad direction to achieve an outcome. Head here!*
Outcome	*benefit gained from achieving a goal. Arrive here!*
Objective	*makes goals specific, measurable and time bound*
Deliverable	*defined outputs that (may) achieve an objective or goal*

A **Goal** in this case is the broad direction you're heading in. Head in this direction! **A goal describes the broad way to achieve an outcome**.

An **Outcome** is the benefit from achieving this goal. This is where you arrive! **An outcome succinctly describes the desired change** or impact achieved within your grant timeline.

The **Objective** is the specific, measurable, time-bound thing or action you'd need to meet to reach this outcome. This is **how** you will arrive and keeps you on the right route! **An objective helps you make your goal specific and accountable.**

A **Deliverable** is an output or thing you might produce that ideally would achieve the objective towards your goal. These are the things that will help you on your way t**o your destination! A defined output within a timeline that (may) achieve an objective or goal**.

Indicators of Success: These measures **track the progress and success of the project.** They should include quantitative targets that can be easily measured. See the example below.

Example Project

What is the specific Conservation Issue? (Detail the specific site or species information).

High trail use in a key habitat area of the park for amphibian migration has resulted in high amphibian mortality.

Why is this important? (Provide background info on the need for change or add context to how severe the issue is.)

Cite any recent work or projects in this area or provide the context for why and how this issue is important and who is causing the impact. This is crucial for this grant, as it focuses on changing behaviors or practices that cause or contribute to the problem.

Who is the target audience causing or contributing to the issue?

Park users in this critical area of the park, such as the migration corridor between the wetland and forest in the park.

How can this conservation issue be resolved? (Hint – done by building your roadmap for change.)

Goal:
- Improved amphibian survival

Outcomes:
- Improved habitat corridor for amphibians during migration
- Increased survival of amphibians during migration
- Park users adopt new trails

Sample Objectives:
- During the first 6 months we will have monthly meetings on-site or via town hall with trail users and park management to identify potential alternate routes that will not impact the migration corridor.
- Within the first year develop an alternate trail plan and work with trail users and park management to build alternate trails by end of project.
- Develop and implement an amphibian monitoring plan via volunteers and citizen science groups to monitor success of alternate trail and amphibian migration numbers by end of year 1.

Deliverables:
- During first 6 months gather info from park users at 3 on-site day survey events at trailhead kiosk, presentation to specific user groups e.g., Annual General meeting (AGM), social media survey for groups to gather input for an alternate trail and restoration plan for the impacted habitat areas – with a map showing alternate routes. * Note, provide details on how you will target the specific audience.
- Year 1 Recruit volunteers to undertake work on alternate trails and monitoring of trail use and amphibian movement.
- Year 1 & 2 Communication through signage and QR code signage to gather and share information about issue.

Indicators of Success:
- Compliance with use of alternate trail during year 2.
- Establishment of volunteer group to monitor trail use and amphibian activity for future years.
- Percentage change in amphibian mortality from year 1 to year 2.

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