



*****The Case Study Competition will Continue for 2020***
Deadline Extended**

Announcing Our Third Global Conservation Case Study Competition

Deadline: 30 June 2020

- Are you managing a conservation project?
- Are you willing to share your lessons learned with your peers around the world?
- Do you want to win fabulous prizes?
- Are you looking for everlasting fame and glory?

CMP and CCNet are keen to identify and share excellence in good conservation practice (including adaptive management and evidence-based conservation). This competition aims to collect and share a range of case studies to promote cross-organizational, cross-project, and cross-coach/practitioner learning about good conservation practice.

How to Enter: We are looking for case studies that describe what was done and that provide clear lessons and advice to others on what it means to practice good adaptive management and/or evidence-based approaches using the [Open Standards for the Practice of Conservation](#) or a similar approach. Stories or cases that describe learning from “failure” are as valued as those about success.

- **Use the template below** to provide a description of the case study. Keep in mind criteria below.
- **Include a link to** a succinct web-page, video, Google document, PDF file, or other **web-sharable overview** (i.e., ready to be posted on a website) describing the case study to conservation practitioners.

Submit case studies by **30 June 2020** to info@conservationmeasures.org with the words “Case Study Entry” in the subject line. We will do our best to accept submissions in any language.

Questions: Please address any questions to Jaclyn Lucas at lucas.jaclyntaylor@gmail.com.

Judging: The judging panel will be made up of at least 6 members – a combination of CMP, CCNet, and potentially external individuals. This initial panel will curate the entries and select up to 10 case studies for further judging. There will also be online crowd-sourced voting to provide input into the judges’ decisions.

The panel will consider the following criteria:

- **Relevance** - Clearly illustrates good use of multiple steps in the *Conservation (Open) Standards* cycle. At a minimum, it should include an explanation of its “theory of change”
- **Setting the scene** - Provides a succinct description of both the case study situation and the adaptive management / evidence work that was undertaken
- **Well-presented** - Describes the case study in a concise, easy-to-understand narrative in both the template description and the web-sharable overview

- **Compelling lessons learned** - Readily identifies compelling lessons that would be valuable to others. Clearly states how others could apply these lessons.

**In addition, judges may give special consideration to examples of full-cycle cases and receiving a diversity of examples.

Property rights: By submitting a case study, you are granting CMP and CCNet permission to post your case study on our websites. All materials will be shared with full attribution to authors under a Creative Commons [Attribution-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-sa/4.0/).

Timing: The case study competition launches in December 2019. The closing date for submitting entries is **30 June 2020**. Curation and selection of the case studies will take place through July with crowd-sourced voting to follow. The top 3 winners will be announced virtually due to the postponement of the Rally.

Prizes:

- **First place:** Travel grant for up to **US \$2,000** to a conference/technical meeting of the recipient's choice.
- **Second and third place:** Travel grant for up to **US \$500** to a conference/technical meeting of the recipient's choice.
- Prizes will be transferable.
- In addition, the top 5 case studies will receive an **individual one-year Miradi subscription** and be **featured on the CMP and CCNet websites** and in communication materials. Links will be available to all submissions.
- Oh, and did we mention **everlasting fame and glory?**

Template for case study submission: Please copy and fill out the following template for your case study. Your final product should be **3-4 pages maximum** in length. In addition, please provide a link to a succinct web page, video, PDF file, or other web-sharable overview of the case study.

CMP - CCNet Conservation Case Study Template
Case Study Title: meaningful, short descriptive title
Authors: List the case study author(s) - individuals and/or organizations Contact Person: Provide name and email address of the main contact person Location: Describe the location of the case study
Summary: Provide a brief 2-3 sentence summary of what the case study covers
Public Overview (Web Post) of Case Study: Provide a link to a succinct web page, video, PDF, or other web-sharable overview of the case study - think of this as your chance to creatively and compellingly share with your peers what you did and what you learned. If it is in good enough shape, we can post as is to our website
Setting the Scene: Provide a description of the situation and the good conservation practices profiled Why is this project important? What is notable about it? Why does it make sense to share it now?
Results and Lessons Learned: Provide a brief outline of what was accomplished as well as any challenges faced and how these were addressed. If possible, please comment on

how your good conservation practices contributed to your overall project or programmatic work. Quotes or pithy statements from key team members or stakeholders are great!

Application beyond Case: Comment on the potential for the work done and the lessons learned in this case study to be applied in other situations. For example, consider if there are specific conditions that need to be in place for a certain strategy to work.

Further Information: Feel free to provide links to other key materials related to the case study, such as websites, publications, presentations, or testimonials. Note that it is better to have one or two key items rather than many less-relevant materials.

Key Words: Copy the following table and tick the themes that apply to your case study. This is not meant to be a restrictive list - case studies that range beyond these themes are most welcome! This table does not count against your 3-4 page limit.

Table of Key Words for Tagging Case Studies

These tags will be used to help other people find your case study on the web.

Key Words (select all that are relevant)	Put x if Relevant
Stages in Conservation Standards Cycle	
- Assess	
- Plan	
- Implement	
- Analyze & Adapt	
- Share	
- Full cycle adaptive management	
- Other _____	
Case Study Scale	
- Project-level	
- Program-level	
- Organizational-level	
- Other _____	
Specific Topics Addressed:	
- Human wellbeing	
- Climate change	
- Community-based conservation	
- Indigenous populations	
- Marine conservation	
- Freshwater conservation	
- Terrestrial conservation	
- Other _____	