Application Questions – Other Species

Your project may not fit into one of the current Conservation Certification species themes. Examples of **Other Species** projects include those those targeting fish, marine mammals, non-pollinating insects or invertebrates, and native plants. Before applying for Conservation Certification under **Other Species**, be sure that your project does not fit into one of the other themes under Habitat, Species Management, or Education and Awareness.

As you complete the application online, you will be asked the following questions about your **Other Species** project. These questions will help us understand and evaluate your project.

	Question	Why this question is important
Overview	Describe why the project does not fit into any of the other species themes.	*This provides us with a description of your project to allow us to assess it and ensure it does not belong in any of the other Species Management themes.*
	Does the project target a specific species or a group of species?	
	Name the group of species being targeted and list several of the species in this group (common or scientific names).	
	Name the species being targeted (both common and scientific names).	
	What plants or structures have been added or maintained to benefit the species?	
	Briefly describe what activities are taking place to address the targeted species.	
	Upload photos showing the species project.	
	Upload photos showing the species project.	

WILDLIFE HABITAT COUNCIL℠

	Question	Why this question is important
Objectives	What are the project's conservation objectives?	*Having a conservation objective is a requirement for certification.*
Habitat and Life Cycle Needs	List the major habitat and/or life cycle needs your project addresses for the targeted species.	*Certain conservation actions are very valuable to the target species.*
	What plants or structures have been added or maintained to benefit the species?	
	Describe how the plants or structures address the habitat and/or life cycle needs.	
	Upload documentation of the plants or structures that benefit the species.	
Design of New Features	Have you added new plants or structures?	*Additions and expansions of your project since previous applications for recognition signify increase habitat value.*
	Did specific design or placement considerations maximize the benefit of the new plants and structures for the targeted species?	
	Upload documentation of the specific considerations.	
Species Management	List the steps taken to implement or maintain the project.	*Appropriate management policies and practices are also important to the target species.*
	Provide a timeline of the completed activities such as maintenance, implementation, population management, etc.	
	Upload documentation of these activities.	

WILDLIFE
HABITAT
COUNCIL℠

	Question	Why this question is important
Monitoring	Was baseline data collected for this project?	*Monitoring is essential to understand the impact of the project and to be able to adapt the project develops.*
	Explain the types of baseline data collected.	
	Upload the baseline data.	
	Describe what is monitored, including the frequency and list any plans or protocols used.	
	Upload the monitoring protocols, if applicable.	
	Upload the monitoring data and any analysis, if applicable.	
	Provide a brief summary of results from monitoring.	
	Evaluate the success of the project. If there were any concerns, what are the plans to address them in the future?	
Employee Participation	Do employees actively contribute to the targeted species project?	*Employee participation can strengthen a project and secure its future.*
	How many employees actively contribute to the project on a regular basis?	
	Describe how employees are involved in this project.	
	How many employee hours were spent on the following activities each year?	

WILDLIFE
HABITAT
COUNCIL℠

	Question	Why this question is important
Other Participants	Do any groups or individuals outside of your company actively contribute to the project on a regular basis?	*It is not always possible to recruit outside groups to a project. Conservation and education partners can strengthen a project and provide different audiences to use it for lessons or recreation, thus broadening its reach.*
	Select the types of groups.	
	List the names of the groups you work with.	
	Describe their involvement in this project.	
	How many hours were spent by the groups on the following activities each year?	
	If you work with a wildlife specialist on this project and have a current letter of support from them, upload it here.	
	List additional sources of technical advice (e.g. website, guidebook, etc.) and describe how they were used.	
Regulatory Requirements	Are any aspects of the project done in relation to regulatory requirements?	*Going beyond compliance is a requirement for certification.*
	Explain how the project exceeds requirements.	
Connectivity	Does the project connect with other projects targeting the same species on neighboring land?	*Connectivity on-site and across fence lines helps to decrease fragmentation, one of the leading causes of habitat loss.*
	Describe how the project connects with the other targeted species projects.	

	Question	Why this question is important
Alignment	Does the project align with any larger scale initiatives? (e.g. corporate strategy, regional conservation plan, migratory pathway, watershed plan, etc.)	*Aligning conservation efforts with large-scale conservation plans and other regional conservation initiatives allows a site-based activity to support a landscape-scale objective.*
	Is the project part of a corporate level commitment to conservation of the targeted species?	
	Upload documentation of the corporate commitment.	
	Does the project align with an existing conservation plan or other large scale initiative?	
	List the conservation plans or other large-scale initiatives the project aligns with and provide website links, if available.	
	How does your project align with these large-scale initiatives?	
Existing Certifications	Does this project have third party certification related to the targeted species?	*Other certifications or recognitions illustrate strong efforts and commitments.*
	List the certifications and provide a website link if available.	

WILDLIFE
HABITAT
COUNCIL℠