

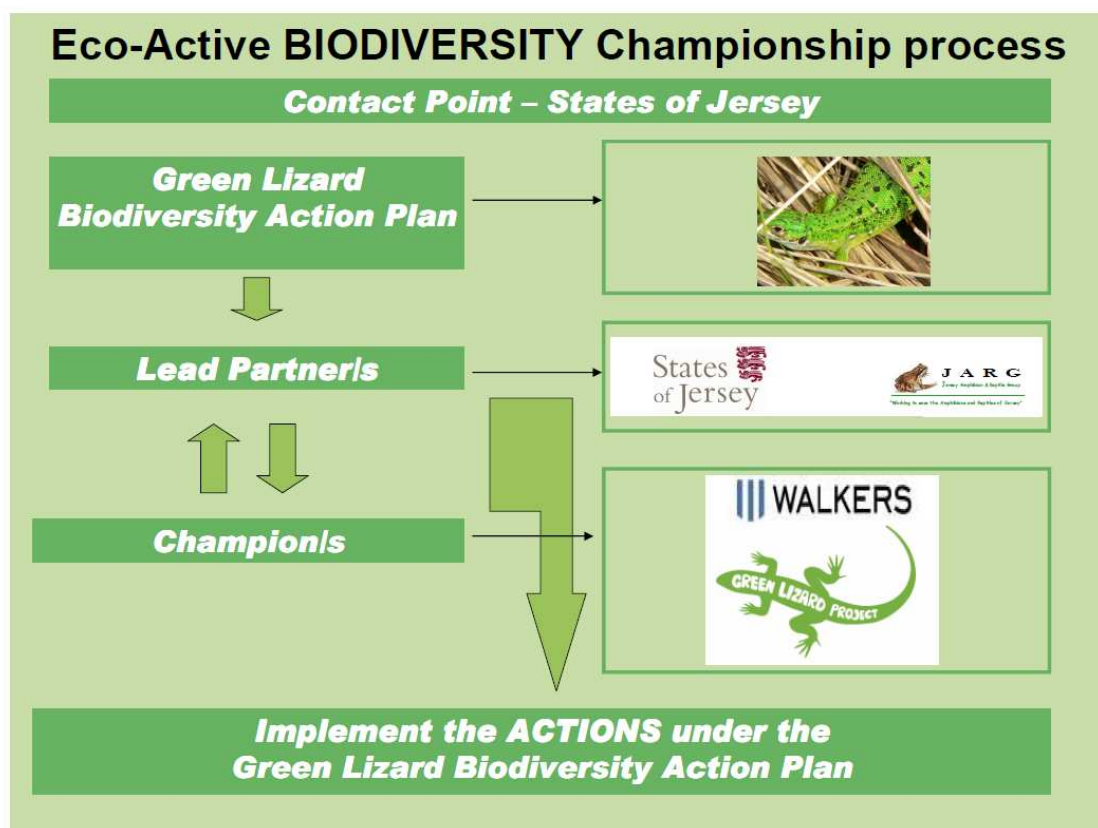
ECO-ACTIVE BIODIVERSITY ‘Championship’ scheme

Successful conservation of Jersey’s biodiversity will require the involvement and coordinated action of a wide range of governmental, voluntary and private organisations. Different types of groups are suited to different projects, whether it is schools, business, charities, or community groups. Partnerships are therefore a KEY theme in all elements of these Biodiversity Action Plans.

The Championship scheme has 3 core roles:

- **Contact Point**
- **Lead Partner/s** (see appendix 3)
- **Champion/s**

The process is given in this example of a current species champion;



The proposed actions in the Action Plans are translated into practical tasks;

- What actions need to be carried out
- How they will be executed
- By whom
- By when

The Action Plans provide the structure for the conservation work needed for a species/habitat, carried out with the help of lead partners and champions.

For example, Walkers committed to:

Champion -


WALKERS

Walkers became the first champion for one of the biodiversity action plans and has signed up to help maintain the green lizard's existing habitats, raise money and encourage Islanders to get involved in its protection.

Walkers has committed to:

- to be the champion of the green lizard for three years
- to design, produce and donate a limited edition green lizard toy which will be sold to raise money for the project
- to provide administrative, marketing and public relations support
- to assist the Planning and Environment Department in maintaining the green lizard habitat by gorse and bracken clearing



Contact Point –



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Champion/s

Champions (see appendix I for current partners and champions) do not have to have **any prior knowledge about conservation**. Instead their role is to provide resources to the lead partners to aid implementation of the biodiversity action plans. This can be done by simply contributing money for proposed actions published in the plans. Other opportunities include the chance to take part in surveys, carry out practical conservation management, and be involved with in-depth research projects.

Help can be provided in the following ways;

- by providing people to assist with practical habitat/conservation work
- by providing people to assist with environmental survey work
- by providing in-kind support e.g. materials, equipment and/or services by providing funds for actions

Organisations acting as Champions do not have to simply provide funds, it is hoped that they will be more directly involved in delivering different aspects of the action plan with the guidance of the lead partner/s.

Organisation benefits - These could include:

- **Involvement with Government backed national conservation programme;**
- **Involvement with local community;**
- **Enhanced corporate image;**
- **National/local publicity;**
- **Availability of guest speakers at events;**
- **Published Articles offering cost effective advertising;**
- **Opportunities for employee involvement, team building exercises or entertaining customers, clients or V.I.P.s;**
- **Use of logos/company name on publicity material/publications;**
- **A picture story in a house magazine or trade press.**
- **Contributes to your Corporate Responsibility environmental policy;**
- **Contributes to accreditation of ECO-ACTIVE Business and ECO ACTIVE Sustainable Schools Plan**

APPENDIX 3

Lead Partner/s

The leads partners are organisations / groups who direct and lead the action required for the species or habitat chosen.

For example; Action for Wildlife, National Trust for Jersey, Durrell,

The lead Partner/s (see appendix 1 for current partners and champions) have some knowledge of conservation. Their role is to give a positive lead and provide guidance to those who carry out practical tasks, survey work and research.

Their key responsibilities are:

- Carry out the actions and follow the objectives given in each biodiversity action plan;
- Identify and organise a range of organisations (The Champion/s) who wish to contribute to the implementation of the action plans, and together work to secure funding, materials and man power resources to deliver the actions;
- Establish who will be responsible for undertaking and funding work to implement the action plans. This approach allows partnerships to identify particular projects or activities with which to target potential Champions;
- Form an agreement with other Partners and Champions who carry out any actions - agreements may take the form of a simple letter or memorandum of understanding;
- Direct resources and manage publicity within the framework of the agreement between all parties;
- Plan work, monitor, review progress and report back to the contact point on the implementation of the individual biodiversity action plan.

