

**Conservation Collective**  
**ACTEF: Scoping Report (suggested contents)**

- Scoping study – what are the key environmental challenges, priorities and opportunities.
- Positioning piece - conduct interviews with the environmental NGOs and grassroots conservation organisations to investigate their willingness to collaborate with one another, and document what they each see as their key needs and challenges.
- Feasibility study – which private, corporate or institutional donors with a strong connection to, or interest in, the Aegean Coast region of Turkey could be our supporters. Who is already /is not already giving? How could this foundation be designed to bring in those outside of the usual suspects?

**Suggested Contents**

1. Executive Summary - introducing the new local foundation, highlighting the main findings of the scoping report, drawing conclusions on how this report should influence the grant-giving strategy.
2. Introduction - overview of Aegean Coast of Turkey:
  - Location
  - Geographical area/boundary
  - EEZ/boundary of marine area
  - Land mass
  - Topography/geography
  - Ecosystems
  - Threat of hurricanes/other natural disasters
  - Protected areas, land and sea
  - Population
  - Main industries
3. Explanation of state of the environment by theme:
  - Marine
  - Landscape / soil / agriculture / Local produce
  - Climate/Energy
  - Waste management
  - Water resources
  - Biodiversity
  - Other key environmental challenges and threats
4. Current conservation groups and initiatives:
  - Active local grassroots groups/associations
  - Present national and international NGOs
  - Ongoing /historic campaigns
  - Local thematic expert individuals or institutions (advisory board suggestions)
  - Other environmental networks present
  - Environmental education or volunteering initiatives
  - Apparent gaps in capacity, civil society, environmental action and funding
  - Consider political links of each



5. Relevant national laws and policies and local political situation
  - Political advocacy and lobbying, how is it being done/where successful
  
6. Feasibility study of potential donor base
  - Potential demographic make-up/nationality / location
  - Leading corporate or businesses partners
  - Rich or famous residents or diaspora
  - Funders identified
  - Main concerns of funders
  
7. Local foundation specifics
  - Structure
  - Who (founding donors/SC/Chair)
  - Branding/logo icon
  - Roadmap/vision
  - Fund-raising strategy
  
8. References

Consultant Overview:

- Local or well-integrated resident of the area with strong communication skills
- Written and spoken English and local language(s)
- Pro-active, highly organised individual – a self-starter and entrepreneurial approach
- Excellent connections with government, policy makers and businesses
- Good understanding of the key NGOs operating in the area
- Background in marine biology or other environmental studies

A consultant will be paid \$1,000 to carry out this study, a timeline will be agreed. \$500 will be paid on completion of the first draft; and \$500 on submission of the final version following comments from founding donors.



## Aegean Coast of Turkey Environment Foundation - Executive Director Job description

*The Conservation Collective comprises a global network of locally focused environmental foundations, emerging from the natural instinct of all people to protect what they love.*

The Aegean Coast of Turkey Environment Foundation (ACTEF), launching 2021, will facilitate funding for the most effective grassroots environmental initiatives, with world-class oversight, management and programme aid.

The ACTEF will raise funds to support the most effective environmental projects and campaigns working to protect and restore nature along the Aegean Coast of Turkey. The foundation will focus on restoring and protecting biodiversity on land, at sea and in fresh water it will also promote a circulate economy, green jobs, and responsible tourism.

Day to day activities of the full time, paid, local executive director would be split between grant making and fund raising. Fund administration and communications will also be overseen by this individual, with support from the Conservation Collective.

### Overview:

- Local or well-integrated resident of the area with strong communication skills
- Written and spoken English
- Pro-active, highly organised individual – a self-starter and entrepreneurial approach
- Excellent connections with government, policy makers and businesses
- Good understanding of the key NGOs operating in the area
- Background in marine biology or other environmental studies

### Responsibilities:

#### *Pre-launch*

- Prepare scoping document of environmental issues and priorities in the area; map out the NGO landscape, including existing projects within the ACTEF's areas of interest and identify funding gaps. Suggest where the ACTEF can make a significant positive environmental long-term impact
- Oversee all set up aspects, with support from the Conservation Collective: charity registration, formation of trustees and committees, development of website and marketing materials, compile and manage donor list, professional services engagement (bank, legal, accountancy)
- Develop and manage budgets and financial forecasts

### Once operational:

#### *Grant making*

- Identify grants and prepare overview of the short list for the steering committee to review at quarterly meetings/calls.
- Identification of project and program ideas, support potential partners in project design
- Project development in areas where partners are not active, support with capacity building adding value where possible. Creation of alliances and coalitions between various stakeholders.
- Project follow up and evaluation



- Lobby to influence policy where relevant
- Concisely and accurately report on progress of grants to the steering committee

#### *Fund raising*

- Work with Chairman and central team to secure core team of at least ten leaders to contribute €10,000 every year, for three years
- New donors. Manage sales process from beginning to end, liaising with Steering Committee members as door opener/sales force, attend key donor meetings.
- Maintaining existing donor relationships: key corporate partners and donors (create, develop and convert opportunities)
- Raise money from local and international businesses (researching new partners, cultivating partnerships through tailor made programs)
- Leverage additional funding from larger foundations to achieve big picture goals

#### *Governance & team*

- Coordination of Steering Committee meetings (agendas, dates, minutes etc.); circulate grant applications and accompanying ED recommendation notes before calls
- Coordination of core team (trustees/co-founders) meetings on ad hoc basis for time sensitive operational decision making

#### *Communications*

- Draft newsletters (min 2x per year) and distribute via MailChimp
- Website content – drafting text, posting news items, managing translations
- Developing content and posting on social media platforms (Facebook, Instagram)
- Social media monitoring and engagement with partners (likes, shares etc)
- Create brochures and other marketing collateral
- Relations with the media: drafting press releases, attending press conferences, interviews with press, radio and local TV.
- Production of annual report, web content and other publications (after year 1)
- Attending events and participation in conferences in representation of ACTEF
- Preparing content as required for local partners (text for brochures, web pages and other promotional material)

#### *Fund admin*

- Arrange all aspects of fund administration: budgets, financial reports, online payments etc

