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Implementing the UK BAP – attracting champions for priority species

Draft Guidelines for Lead Partners/Contact Points Operating at UK and Local Levels

These draft guidelines have been produced from the results of an investigation into ‘the factors that have resulted in the successful attraction of corporate Champions for priority species identified in the UK Biodiversity Action Plan’ (see Annex 1 of Supporting Notes).

They are designed to reflect the practices of both non-governmental organisations (NGOs) involved in conservation and the support of the corporate sector. They act purely as a guide, and aim to provide the Lead Partner/Contact Point, whether it be on local or national level, with information about best practice when approaching small to medium sized enterprises (SMEs) or multinationals respectively, for support and sponsorship.

The sponsorship should represent a new initiative; it should be made clear that it would not happen without the Champion’s support. It must be made interesting and great emphasis should be put on the need for support for the species in question. It is essential that you, the Lead Partner, also make it clear what you are going to deliver in order to meet the requirements of the Champion.

True sponsorship is more than a donation, it is a *partnership* between the Champion and the Lead Partner. Engaging in the Champions Scheme is a major commitment and therefore serious planning is required.