



Call for proposals

Selection Committee – February 2019

Protecting our forests and forest biodiversity in developing countries' focus area

The Maisons du Monde Foundation has made it its mission to **help to protect forests and wood resources with and for local populations**. It currently funds 23 projects in 11 countries.

Under the aegis of the Nicolas Hulot Foundation for Nature and Mankind, the MDM Foundation strives, specifically, to contribute to the following commitments:



Protecting our forests and their biodiversity: supporting conservation initiatives with and for local populations in developing countries, wherever urgent action is needed.



Giving wood a second life: reducing wood waste by implementing innovative solutions that promote the circular and solidarity economy, recycling and upcycling, and socio-professional reintegration, in France and within the European Union.



Engaging citizens to take action: facilitating individual and collective engagement by supporting and encouraging citizen engagement projects addressing major environmental issues, so that everyone can do what they can to play their part.

It is within this framework that the Maisons du Monde Foundation is launching a Call for Proposals for its February 2019 Selection Committee on the theme 'Protecting our Forests'.

As part of our commitment to transparency, we set out below the projects that our Foundation supports, and those which it cannot support. We are also aware that your team's time is precious. Please ensure that your project meets the eligibility criteria specified in page 3 onwards before submitting your application. Any application that does not meet these criteria will not be accepted.

2019 Focus: Forest and climate

Given the current and future challenges posed by climate change, the Maisons du Monde Foundation will this year focus specifically on projects that incorporate combating climate change into their approach.

About the Forest and Climate Focus:

*Forests play a key role in combating climate change, but they are at the same time massively affected by the impacts of this global phenomenon. Deforestation is responsible for **12-20% of global greenhouse gas emissions**, which disrupts the natural equilibrium.*

But they are also a solution to climate change, by capturing and reducing GHGs, and providing many other essential ecosystem services around the world.

*To help protect our forests and to support local communities in adapting to the effects of climate change, **in 2019 the Maisons du Monde Foundation wants to support projects that specifically address the issue of ‘Protecting our forests and combating climate change’.***

This is a conscious choice: the Maisons du Monde Foundation will continue to select projects that focus exclusively on protecting our forests and their biodiversity. Priority will be given to projects that also incorporate climate change issues and how to combat them.

Project applicants therefore have the choice of submitting 1 project WITH or WITHOUT this climate change dimension.

To submit an application for funding, ONLY ONE APPLICATION MUST BE COMPLETED:

‘Protecting our forests’ focus area application.

Project applicants proposing a ‘Forest and climate’ project must answer additional questions indicated in this same form.

How to submit an application to the Maisons du Monde Foundation?

How does the selection procedure work?

The projects are selected in 4 phases:

- Phase 1: Applications for funding forms submitted - 19 September to 12 November 2018 inclusive
 - Project applicants are asked to ensure their application meets the project eligibility requirements and the criteria of the Maisons du Monde Foundation.
 - Project applicants are invited to submit the **funding application forms** to the Foundation by email only, to fondation@maisonsdumonde.com, adhering to the application deadlines published via the Foundation's website.

- Phase 2: Applications for funding forms pre-selected - 13 to 30 November 2018
 - A pre-selection committee will be organised to select projects that meet the Foundation's eligibility and selection criteria
 - Following pre-selection, and during the month of December, the pre-selected applicants must provide the completed **logical framework** for the project, and **interviews** may be held with the pre-selected project applicants to obtain additional information.

- Phase 3: Decision of the Foundation's Board of Director's panel - February 2019
 - The **Board of Directors**, meeting in February, will examine all of the applications selected internally and will choose the ones that will be supported by the Foundation.
 - **The Foundation will contact the project applicants following the Board of Directors' meeting** to inform them whether or not their funding application has been accepted.
 - **The partnership agreement setting out the funding mechanism** will then be sent for signature and the grants for year 1 of the partnership will be paid from June 2019 onwards.

- Phase 4: 'Favourite' projects added to the Checkout round-ups (ARRONDI) scheme - Late April to December 2019
 - **A minimum of four projects** will be added to the Checkout round-up scheme, until they raise the amount stated in their funding application (€60,000, €75,000, or €90,000). The funds raised during this period will then be released year after year for three years, according to the payment mechanism described in the partnership agreement.

Sending the funding application form

The funding application form may be written in French or in English and must be sent **by email only to fondation@maisonsdumonde.com**

How much funding can I request?

Project applicants can apply to the Maisons du Monde Foundation for funding **of either €20,000, €25,000 or €30,000 per year**, as part of a **three-year** partnership.

Applications requesting **funding of less than or more than the amounts** indicated above **will not be accepted**.

The budget for the project submitted is stated in euros and must show the **parts that would be funded by the MDM Foundation**, including administrative and human resources costs, which must be limited: these two costs combined must not exceed **30% of the funding request** made to the Foundation.

Please note: the Foundation expects to be able to pay funds for year 1 of the partnership from June 2019 onwards.

What organisations are eligible for Foundation funding?

The Maisons du Monde Foundation only funds projects carried out by **non-profit, voluntary organisations**, under **European or Asian law** (South-East Asia, including India), for projects located in **developing countries**.

What projects are eligible for Foundation funding?

Please note that only one project per applicant can be submitted to the Foundation.

Eligibility criteria:

The following are eligible:
<ul style="list-style-type: none">• Field projects when carried out in partnership with a local actor• Projects that respond to beneficiary needs and enable them to boost their capacities and, ultimately, their autonomy.• Projects that include awareness/training/education initiatives around protecting the environment• Projects starting in 2019: the three-year project proposed to the Foundation may form part of an historical project that began prior to this call for proposals, but the funding application and the activities proposed to the Foundation must always begin on 1st January 2019, at the earliest. The funding may be retroactive from this date, pending payment of the first funds from the Foundation from June 2019 onwards.

The following are not eligible:

- Projects starting from 2020 onwards: the project (the part funded by the foundation) must start in 2019 to be eligible.
- Funding applications covering less or more than 3 years.
- Projects with a funding request of less or more than the allocated budget envelopes (€20,000; €25,000; or €30,000 per year and over three years)
- Projects whose administrative and HR costs combined exceed 30% of the funding application made to the Foundation
- Projects that are commercial, sporting, religious or political in nature
- Projects that are strictly humanitarian in nature
- Projects to develop a school or university
- Productions of artistic, literary, musical or audio-visual works
- Individual or group travel, studies, internships, works and humanitarian trips
- Research work or task forces
- Initiatives proposed by organisations of less than two years' standing
- Projects from a successful candidate organisation, one of whose projects is already funded by the Foundation
- Exclusively agro-ecological projects located outside forest areas
- Agroforestry projects located outside forest areas. We fund agroforestry projects located in buffer zones or within a forest biotope.

Selection criteria:

The Foundation's support acts as a springboard for launching a new project initiated by the association, or could also make it possible to expand the scope of an existing or ongoing initiative. The Foundation's contribution must be a **minimum of or around 30% of the total budget of the project submitted by the project applicant**; and a **maximum of or around 70% of the total project budget**.

The following are prioritised:

- Projects located in a biodiversity hotspot, or concentrated in a forest ecosystem with high conservation value and with a significant direct effect on reducing anthropogenic pressure on ecosystems and on protecting the forest.
- Projects that contribute to sustainable local development through the implementation of economic alternatives to environmentally damaging activities
- Projects that involve the local populations and take into account the social and cultural context
- Projects that contribute to the annual planting of a significant quantity of trees with local populations.
- Projects that are demonstrative and reproducible
- Projects that measure their environmental and socio-economic impacts throughout their life-cycle

For projects that incorporate a climate change dimension, priority will be given to projects that also comprise:

- A climate change mitigation dimension:

The project implements activities specifically aimed at mitigating climate change, by limiting greenhouse gas emissions caused by deforestation, either by preserving existing forests or through reforestation. The project quantitatively demonstrates that its existence makes it possible maintain or increase GHG capture and implements ways of measuring the impacts of these activities.

-An adapting to climate change dimension:

The project implements activities to specifically promote the adaptation of forests and local populations to the effects of climate change and therefore to becoming more resilient. The project implements ways of measuring the impacts of these activities.

-A dimension covering local population and stakeholder awareness regarding climate change issues:

The project implements activities to enhance knowledge and understanding of climate change issues.

Measuring impacts

The Maisons du Monde Foundation has made it its mission to help to protect forests and their biodiversity with and for local populations. To gain a better understanding of how the projects the Foundation funds fulfil this commitment, the Foundation proposes that the selected associations evaluate the impacts of their project from the start of the partnership, based on a methodology created by the Foundation.

This methodology will be explained at the time of signing the partnership agreement. (6 main impacts are measured at the end of the three-year partnership with the Foundation: 'Protecting our forests', 'combating climate change', 'preserving biodiversity', 'engaging local populations', 'economic', 'social and societal')

How does the Maisons du Monde Foundation work?

Established in 2015, the Maisons du Monde Foundation was the culmination of more than 10 years' corporate sponsorship and embodies the brand's commitment to protecting our forests. Located wherever in the world there is an urgent need to act, the projects we support are led by local associations familiar with the realities on the ground.

How the Foundation works:

Selection of projects during the Board of Directors' selection committees

The Foundation is organised around the **Board of Directors**, which includes representatives from the Maisons du Monde brand and external experts. At its meetings, the Board of Directors defines the Foundation's strategic direction, and the panel selects the projects that will be supported over **three years** in the 'Protecting our forests' and 'Giving wood a second life' focus areas.

Funding from the Foundation's own funds

All of the projects are funded partially or fully by the Foundation from its significant financial resources, enabling a leverage effect, so that the brand's success benefits everyone, in particular through the development of solidarity projects in France and internationally.

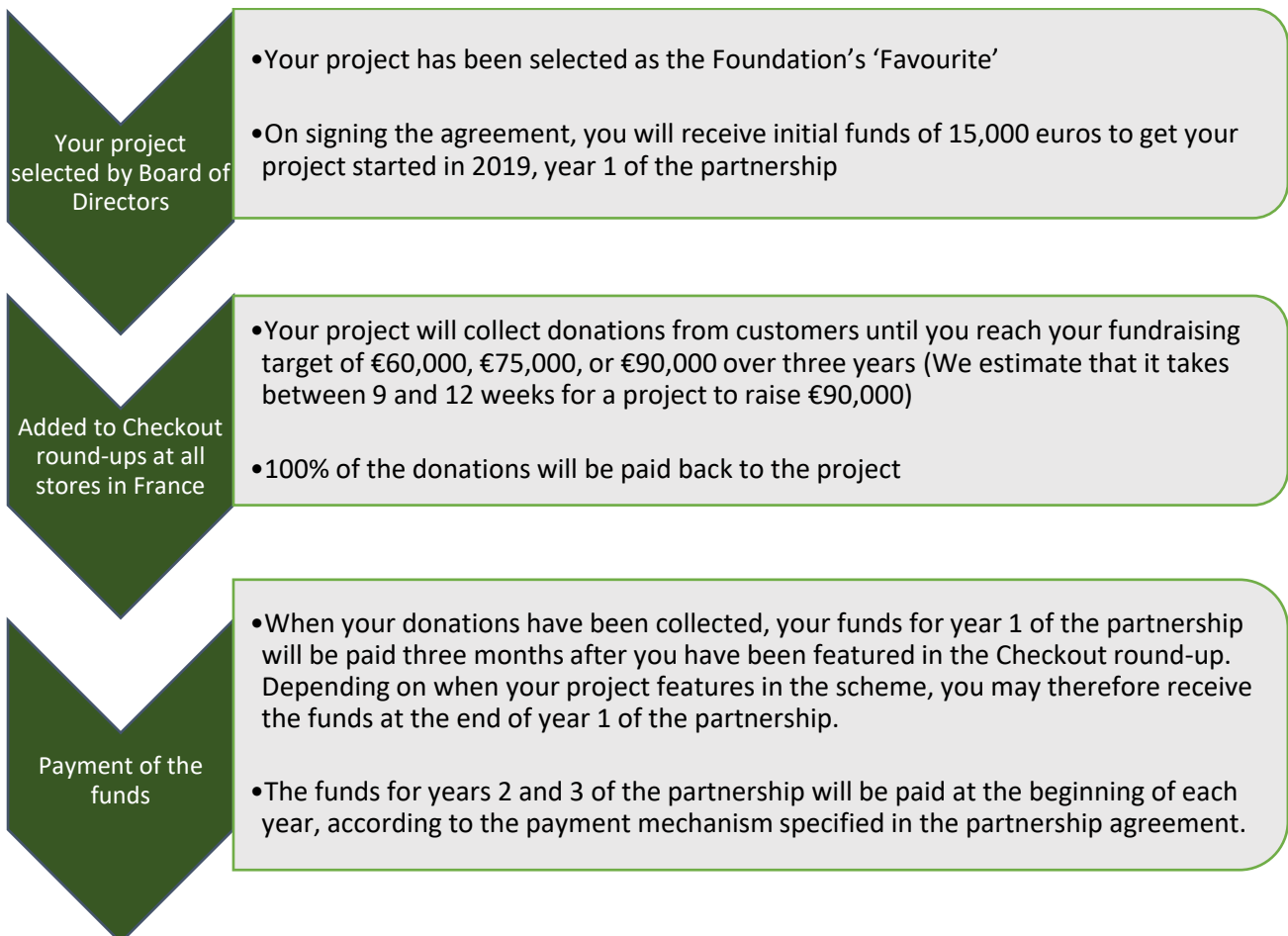
Project applicants can apply for a **grant of €20,000, €25,000 or €30,000 per year over three years**. The funds will then be released **year after year**, according to the payment mechanism specified in the partnership agreement.

Checkout round-ups (ARRONDI)

A second funding mechanism, the **Checkout round-ups**, also engages the brand's customers in supporting 'Favourite' projects that the Foundation is already funding, through micro-donations of a few cents.

Each year, at least **four 'Favourite' projects** are added to the Checkout round-ups at all Maisons du Monde stores in France, until they have achieved their fundraising target. 100% of the funds will then be released year after year over three years, according to the payment mechanism specified in the partnership agreement.

Your project has been added to the 'Checkout round-ups'. What does this mean?



If you have any questions about the call for proposals, please email: fondation@maisonsdumonde.com.