

## Appendix 2 Stakeholder Interview Report

This is a summary of the stakeholders' views about the CEPF website based on comments from interviewing members of the Secretariat, Donor Council, Working Group, and RITs.

CEPF is known for biodiversity, civil society, and hotspots. In Phase III, the website should focus on that, institutional strengthening, and how to build NGO capacity.

A major goal of Phase III is to attract more donors, which means CEPF needs to have a more global reach. Donor country governments need to justify the spending of taxpayer money, and to show where their money goes. These taxpayers are a crucial subset of the general public that is a constituency of the donors. Donors and the private sector want to know the numbers in terms of size of the funds. They need to be able to measure what their contribution is worth. They want more details about each project, so they can link CEPF projects to their own initiatives. They want to claim that they've supported a specific thing that a project has done that is important to their constituency and the global agenda. Donors also want to see that the Secretariat is supporting grantees to the best of our abilities, and a key method for this is to provide resources through the website. To learn more about projects on the website, donors need minutes and safeguards, improved access to the project database, access to information on Key Biodiversity Areas and hotspots, and information on what grantees are doing and learning.

Phase III should keep donor goals in mind, such as linking global agenda items to the specific corresponding projects (e.g. climate change, poverty, etc.), and explaining how biodiversity addresses and affects global issues. However, we need to anchor ourselves into our own message before linking to the global agenda. And while we need to make the CEPF identity obvious, we need to give credit and thanks to donors and grantees.

As a tool for Phase III, it was suggested that the website could serve as a resource for civil society, biodiversity, and conservation professionals. The website could provide a platform for them to talk amongst themselves. CEPF and its website could be the go-to source for engaging in dialog between organizations. That was countered with the observation that our sector of conservation already has enough resources. CEPF doesn't need to be a resource to all in civil society capacitating and biodiversity.

There are many ways the website can support CEPF's Phase III. Highlighted suggestions that we will pursue are:

- Communications in general: we need to link our communications with donors' communications, particularly the GEF
- **Ensure FoundationConnect integration**
- Create multiple website/or sections to provide different portals to different audiences
  - **A Grantee-website/section could have grantee-specific templates and guidelines**
  - A Grantee-website/section could have simplified instructions, videos, etc.
- Grantee-produced materials can be featured on the home page
- YouTube videos and a social media widget can be prominent on the homepage
- Website should be visually attractive. Simpler text will support that. Everything should be easy to find and get. Pages shouldn't be too busy or present too many options.
- Clarity of message using simple, non-academic terms
- Focus on impacts, efforts and benefits more than threats
- Say less but provide more
- Focus on presenting an image of CEPF, not just information
- Explain what CEPF does, why and how
- **Improve IA by bringing buried content to the top level**
- **Improve translation/international language support**
- Map oriented showing where our work actually takes place, tied to KBAs
- Define the taxonomy (keywords and categories, priority ones in multiple languages)
- Use infographics, facts and numbers, and interactive modules
- **Improve search capabilities**
- Implement yearly surveys of users
- Link content to SDGs, Aichi Targets, etc.
- Feature results prominently and with interactive infographics
- **Elevate access to calls for proposals and to sign up for newsletter (including ability to select news from a particular hotspot)**
- **Forum for RIT exchange of comments and documents**

## Full Comments

- Site content is exhaustive, but overwhelming, hard to discover, and outdated
- Site presentation is underwhelming
- The limits of the current site architecture contribute to the feeling that content is buried or inaccessible
- The site does not have adequate translation and/or international language support

- Create a portal for applicants and grantees that is full of the templates and management guidelines we want them to use. Create a separate portal for donors and their constituencies (e.g., Japanese taxpayers, French taxpayers)
- Create a directory of grantees with names, cell phones, and e-mails, and allow us and others to actually use this, sort it, e-mail to it.
- More visual/map oriented showing where our work actually takes place, tied to KBAs
  - Make the maps with data points more dynamic, including live links to projects.
  - Improve interactivity by adding a map feature on the home page from which users can navigate projects and identify the ecoregion that corresponds to their location. This will make presenting information to all visitors of the site more engaging, informed and directed. This is important because grantees in the past have submitted letters of interest to the wrong hotspot. A map is the best point of reference for grantees.
- Define the key words that will help our website to be referenced.
- Define the style of our website. What style would best fit with CEPF's personality? On that specific point, if I had one priority, that would be to shorten all the text everywhere (and rather provide a link to download more documents should the reader be interested in learning more about a topic). The website needs to be simplified (a bit like the first page) and modernized.
- Revise the layout to be more dynamic, clean and appealing.
- Mobile-friendly.
- Streamline displays with Parallax scrolling like that found on CI's webpage. Likewise, limit large text blocks on the homepage to avoid overwhelming the visitor. Instead, use infographics, facts and numbers, and interactive modules (like a map). Currently, the site feels "old" and "text-heavy."
- Better search capabilities, so that users can access the rich information in our grants database.
- Facilitate navigation of Partners index by adding alphabetical search.
- Summaries of CEPF results (i.e. monitoring data) at the global and hotspot scales, making use of info graphics where possible, and linking to SDGs, Aichi Targets, etc.
- Develop a more systematic way of collecting staff, grantee & RIT feedback on the website, i.e. once yearly survey.
- Clear, simplified guidance for applicants and grantees; perhaps including videos or recordings of orientation calls and training presentations.
- Include storymaps to aggregate much of our stories, data and multimedia in ways that viewers will absorb more and in new ways from the website.

- Use storymaps to showcase multimedia and postings already on the website but in more aggregated, user friendly ways so visitors absorb more and in new ways from the website.
- Additional templates for storytelling (particularly with improved visuals) or through storymaps
- Accessible stories about featured grants.
- Add website/user capability to visit CEPF website in "Grants section" or other and register an email address to receive notices for certain information, i.e. future calls for proposals posted for individual or multiple calls for proposals.
- Add social media widget
- Highlight 'Call for Proposals' on the home page or make it more easily accessible.
- Use a consistent format when listing 'Call for Proposals' for each hotspot.
- Democratize 'Lessons Learned' by adding a forum, disqus, or comment function to improve grantee discussion. This will also have the effect of making the site appear more frequently used.
- Update site translations and add more languages. The French translation is currently outdated.