

**THE WOLFGANG KIESSLING INTERNATIONAL PRIZE FOR SPECIES CONSERVATION:**  
*Humankind's Highest Honor for the Conservation of Earth's Endangered and Disappearing Species*

## **KIESSLING PRIZE GUIDELINES**

## THE CHALLENGE

As the world's animals face what scientists call a "Sixth Mass Extinction," with up to one million species in foreseeable danger of disappearing forever, extraordinary efforts to preserve the creatures of the Earth are more vital than ever – as are the scientists, researchers and advocates who devote their lives to these efforts.

## THE WOLFGANG KIESSLING INTERNATIONAL PRIZE FOR SPECIES CONSERVATION

Recognition and support of those achieving significant advances in protecting and preserving Earth's endangered creatures are vital to effect significant positive change. To support these critical efforts, American Humane, the country's first national humane organization, has established ***The Wolfgang Kiessling International Prize for Species Conservation***. This award was created in honor of Wolfgang F. Kiessling, the founder of Loro Parque and globally acknowledged leader in the field of conservation. This prestigious award recognizes outstanding living individuals who achieve significant positive change in the field of conservation practice, theory and research and will be awarded annually.

## CRITERIA

For more than fifty years, as founder of the world-renowned Loro Parque in Tenerife, Spain and a globally acknowledged leader in the field of conservation, Wolfgang Kiessling has tirelessly worked to save numerous species from extinction and conserve their habitats. This annual award recognizes individuals who embody Mr. Kiessling's exceptional leadership, vision and commitment to the field of conservation, specifically species protection and habitat protection and the critical role that zoos and aquariums play in those efforts.

Applicants for the Kiessling Award should have made tangible, demonstrable contributions to the effort to combat the Sixth Mass Extinction which will have a long-term, meaningful impact on work to preserve the world's ecosystems. The candidate's work should be innovative, demonstrating an ability to develop creative solutions that could be implemented on an international scale.

## 2022 APPLICATION CRITERIA

- Applications for the 2022 Prize will open on February 15, 2022 and will close on April 30, 2022. All applicants for the Kiessling Prize must be self-nominated; nominations by third parties will not be accepted.
- The winning award recipient will be a credentialed conservation scientist who can proactively and profoundly make the case for zoos and aquariums working to fight the Sixth Mass Extinction. Applicants must be individual living persons, not an organization, program, or group of individuals. The selection committee will base their decision upon review of the following criteria:

- Submission of a completed application form
- 60- to 90-second video clip
- An evidence-based narrative (up to 750 words) about the individual and his/her work
- CV/Resume/Professional Bio
- One to three industry references

American Humane may request additional documentation as it deems necessary in its sole discretion.

## **THE KIESSLING PRIZE COMMITTEE AND THE SELECTION PROCESS**

The Wolfgang Kiessling International Prize committee will be led by Wolfgang Kiessling. The Prize Committee will review all applications, ultimately choosing one individual who will be awarded the Kiessling Prize and an unrestricted grant of US\$80,000 to further their work to make significant contributions to the practical application, research and theory of species protection. Decisions of Prize Committee are final. The Prize Committee shall have sole and absolute discretion to declare the winner of the Prize.

## **TIMELINE**

February 15, 2022	Applications Open
April 30, 2022	Applications Close
May-June 2022	Winner announced at international news events

## **THE AWARDING EVENTS**

The Wolfgang Kiessling International Prize for Species Conservation will be awarded each year in globally spotlighted transcontinental news events in the United States and Europe designed to capture media attention throughout the world.

The winner of the Kiessling Prize will travel to the designated awards ceremonies in the United States and Europe to participate in a presentation of their work to the world, receive the award and an unrestricted grant of US\$80,000. The winner will also take part in a major media campaign carrying news of the award and the prize-winning conservation work around the world.

Winners and their work will be promoted in European and international news stories, feature stories, Op-Eds in key media such as the Financial Times, and through reporters focusing on environmental, animal, and conservation issues. A specially constructed website will be created, devoted as a public-facing, ongoing focal point promoting the Wolfgang Kiessling International Prize for Species Conservation, its winners, and new applicants, as well as serving as a critical source of information about the crucial work being done across the globe to counter the Sixth Mass Extinction threatening Earth's animals.