

Guidance on the Use of the “National Fish Habitat Action Plan” Brand

Purpose:

The purpose of this Guidance is to establish guidance for the authorized use of the registered trademark term “National Fish Habitat Action Plan¹” and its logo. To protect the value and integrity of the “National Fish Habitat Action Plan” brand, all programs, partnerships, individual projects, or other entities wishing to use the National Fish Habitat Action Plan label or logo must follow the guidelines below.

Background:

The National Fish Habitat Action Plan (NFHAP) is an unprecedented national effort to build and support strategic partnerships for fish habitat conservation. The Action Plan establishes a process that brings together partners, challenges them to identify and collaborate to advance *strategic* conservation priorities, and to measure and report progress. It is this commitment to strategic work, conducted by partners working together, and a commitment to progress measurement that distinguishes the Action Plan and its Partnerships from other fish habitat conservation efforts.

*The National Fish Habitat Board*² (Board) has the responsibility for promoting, overseeing, and coordinating the implementation of the Action Plan, in cooperation with all of the NFHAP partners. Additional information is available at www.fishhabitat.org.

Partnerships:

Partnerships that have been formally recognized by the National Fish Habitat Board should use the NFHAP brand in their outreach material and other communications. These Partnerships are encouraged to identify themselves as “Fish Habitat Partnerships” or “NFHAP Fish Habitat Partnerships”.

Partnerships that have submitted a Letter of Intent to the National Fish Habitat Board may use the NFHAP brand in their outreach material and other communications. These Partnerships are encouraged to identify themselves as “Candidate Fish Habitat Partnerships” or “NFHAP Candidate Fish Habitat Partnerships”.

Individual projects:

The term “NFHAP project” may be applied to:

1. projects funded by NFHAP sources such as the Board or Federal agency funds designated for NFHAP;
2. projects proposed by FHPs but not funded by NFHAP sources; and
3. projects that are not funded by NFHAP sources or proposed by FHPs, but that address one or more of the strategic priorities of a Board-recognized FHP (as

¹ Trademark registered February 10, 2009.

² References to the Board include staff and committees that are established to support the Board.

established in the FHP's strategic plan) or of the Board itself (as established by the [Final Interim Conservation Strategies and Targets for National Fish Habitat Action Plan](#) and successive updates), and include an evaluation plan that complies with criteria established for Board-funded projects.

Projects that fall under categories 1 and 2 above should use the NFHAP brand in their outreach and communication materials. Projects that fall under category 3 above should apply to the appropriate FHP for endorsement, and once a letter of endorsement is received the project proponents may use the NFHAP brand. The Board will establish guidelines for FHPs in issuing such letters of endorsement.

Grant programs:

Grant programs may use the NFHAP brand in their outreach and communications materials under the conditions below:

Grant programs that are created specifically to support the Action Plan should include protection, restoration, and enhancement of all types of fish habitat as activities eligible for funding. They should be limited to funding projects that address priorities identified by the Board (as established by the [Final Interim Conservation Strategies and Targets for National Fish Habitat Action Plan](#) and successive updates) and Board-recognized Fish Habitat Partnerships (as established in the FHP's strategic plan). They should be required to include project assessment, evaluation, and reporting requirements consistent with the progress measurement criteria established by the Board and/or appropriate Fish Habitat Partnerships. The Board must review and approve eligibility of these grant programs before they are implemented to ensure the programs are aligned with the Action Plan mission and goals. The grant programs' communications efforts should be coordinated with the Board's communications staff. The grant programs should also coordinate evaluation and reporting requirements and processes with the Board and Fish Habitat Partnerships where appropriate. Grant programs meeting these criteria should call themselves a "NFHAP Grant program", and all projects funded by these grant programs should be considered NFHAP Projects.

Grant programs that are created for other purposes but that wish to state they are supporting the Action Plan should apply to the Board for endorsement. In order to be eligible for Board endorsement, grant programs should include the goals and objectives of the Action Plan in the grant program description and describe how the projects funded by the program will help to achieve the goals of the Action Plan. They should identify as a priority for funding projects that address priorities identified by the Board (as established by the [Final Interim Conservation Strategies and Targets for National Fish Habitat Action Plan](#) and successive updates) and Board-recognized Fish Habitat Partnerships (as established in the FHP's strategic plan), or include NFHAP strategic priorities in the ranking criteria in some other way. Grant programs should include performance reporting that is consistent with or equivalent to the progress measurement criteria established by the Board and/or appropriate Fish Habitat Partnerships.

Grant programs meeting these criteria should submit a letter to the Board requesting endorsement, and once a letter of endorsement is received the grant programs may call themselves a “Grant Program in Support of NFHAP”. The Board will establish an official process for issuing such letters of endorsement.

A project funded by these grant programs may be considered a “NFHAP project” if the project address one or more of the strategic priorities of a Board-recognized FHP or of the Board itself, and includes an evaluation plan comparable to that which is required for Board-funded projects. Project proponents should apply to the appropriate FHP for endorsement, and once a letter of endorsement is received the project proponents may use the NFHAP brand. The Board will establish guidelines for FHPs in issuing such letters of endorsement.

Other Entities:

Other entities wishing to use the NFHAP brand should apply to the Board for permission. The Board will establish an official process for granting permission for use of the NFHAP brand.