



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

2025 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, Global Humane Society – the international brand of American Humane Society, the United States' 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 have achieved 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.

2025 APPLICATION CRITERIA

- Applications for the 2025 Prize will open on March 3, 2025, and will close on May 30, 2025. 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
- 1- to 3-minute video clip highlighting the applicant’s conservation achievements and qualifications for the Kiessling Prize
- An evidence-based narrative (up to 750 words) about the individual and his/her work
- Explanation of how grant funds would be used to advance conservation if applicant is chosen as the Prize recipient
- CV/Resume/Professional Bio
- One to three professional references

Global Humane Society 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 review all applications and may elect to choose up to five finalists (“Finalists”) for the award. The Prize Committee will ultimately select one individual (the “Winner”) 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 and select any Finalists in its sole discretion.

TIMELINE

March 3, 2025	Applications Open
May 30, 2025	Applications Close
Fall 2025	Winner Announced at Media Event and Award Ceremony in Washington, DC

THE AWARDING EVENTS

The Wolfgang Kiessling International Prize for Species Conservation will be awarded each year in a globally spotlighted press event and award ceremony designed to capture media attention throughout the world.

The Winner of the Kiessling Prize will travel to the designated award ceremony in the United States 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.

In the Prize Committee’s discretion, Finalists may be invited to travel to the designated award ceremony in the United States to be recognized for their work.

MEDIA AND PUBLICITY

Winners and their work will be promoted in international news stories, feature stories, opinion editorials in key media, and through reporters focusing on environmental, animal, and conservation issues. The Kiessling Prize webpage will serve as a public-facing, ongoing focal point promoting the Wolfgang Kiessling International Prize for Species Conservation and its Winners and Finalists, serving as a source of information about the crucial work being done across the globe to counter the Sixth Mass Extinction threatening Earth's animals. The Winner and any Finalists will be asked to sign a media release and provide photographs and videos related to their work, which Global Humane Society may use in the future at the award ceremony, on Global Humane's website and social media channels and in Global Humane's printed or digital media.