

Resource Mobilization Work Plan 2023-2025

Actions requested:

The Standing Committee is invited to take note of and approve the Resource Mobilization Work Plan, which reflects the updates to the non-core fundraising priorities approved for the 2023-2025 triennium.

Introduction

1. The Resource Mobilization Work Plan sets out and guides the Secretariat's approach to secure funding for priority activities not included within the core budget. Furthermore, it presents the activities proposed to facilitate resource mobilization for Contracting Parties, at the local, national, and regional levels as referenced in Resolution XII.7 on *Resource Mobilization and Partnership Framework of the Ramsar Convention*.
2. The first Resource Mobilization Work Plan developed by the Secretariat was presented to the 57th meeting of the Standing Committee (SC57) in 2019. The Work Plan, presented as document SC57 Doc.19, laid out the resource mobilization objectives, strategic aims, and implementation timelines to raise non-core funds for priorities approved by Parties at the 13th meeting of the Conference of the Contracting Parties (COP13, 2018) for the 2019-2021 triennium.
3. Resolution XIV.1 on *Financial and budgetary matters* requests the Secretariat to update the Resource Mobilization Work Plan to reflect the fundraising priorities approved by the Contracting Parties at COP14 and make it available to the Standing Committee at its 62nd meeting for consideration. The objectives and strategic aims as previously stated in document SC57 Doc.19¹ remain relevant and will continue to guide the implementation of the updated Work Plan.
4. This Work Plan is attached in Annex 1, and presents the updated list of non-core fundraising priorities listed in Annex 4 to Resolution XIV.1, as well as revised implementation timelines for the 2023-2025 triennium. In addition, Annex 2 includes the activities the Secretariat will undertake to facilitate resource mobilization activities of Contracting Parties.
5. The implementation of this Work Plan will be realized through outreach to Contracting Parties, bilateral donor agencies, multilateral donor agencies, the private sector and foundations, as well as through forming relevant strategic collaborations and partnerships. An assessment of funding sources for non-core priorities for the 2019-2021 triennium showed that 76% of

¹ See <https://www.ramsar.org/document/sc57-doc19-ramsar-convention-resource-mobilization-work-plan>.

voluntary contributions received were from government agencies, compared to 14% from the private sector and 10% from foundations.

6. Furthermore, a whole-of-Secretariat approach to resource mobilization (as approved in Decision SC52-23), in which the Resource Mobilization Officer and other senior members of the Secretariat undertake fundraising for non-core priorities, will contribute to the implementation of the Work Plan and the realization of the strategic aims and objectives of resource mobilization.
7. To deliver the whole-of-Secretariat approach for resource mobilization effectively, a workshop was organized as part of the 2023 annual work planning workshop held from 6 to 9 March 2023. All staff members involved in fundraising were present and contributed to the discussion aimed at strengthening the fundraising and resource mobilization objectives of the Secretariat.

Annex 1

Work Plan implementation timeline: List of non-core fundraising priorities for 2023-2025

	Non-core priority items	Short description	Amount CHF	2023	2024	2025
1.	Ramsar Advisory Missions	Facilitate undertaking of RAMs in requesting countries.	225k	<ul style="list-style-type: none"> • Compile list of RAMS. • Donor mapping exercise. • Develop concept notes. Outreach to partners and donors. 	<ul style="list-style-type: none"> • Compile list of RAMS. • Donor mapping exercise. • Develop concept notes. • Outreach to partners and donors. 	<ul style="list-style-type: none"> • Compile list of RAMS. • Donor mapping exercise. • Develop concept notes. • Outreach to partners and donors.
2.	Youth and Wetlands	Strengthen youth engagement and participation.	280k	<ul style="list-style-type: none"> • Develop proposal of activities based on the work plan of the youth working group. • Invite interested Contracting Parties to fund the position of youth Advisor. • Donor mapping exercise. • Outreach to donors and partners. 	<ul style="list-style-type: none"> • Outreach to donors and partners. • Invite interested Contracting Parties to fund the position of youth Advisor. 	<ul style="list-style-type: none"> • Outreach to donors and partners. • Invite interested Contracting Parties to fund the position of youth Advisor.
3.	Regional Initiatives networks and centres support	Support RRI fundraising objectives.	150k	<ul style="list-style-type: none"> • Engage RRI's to identify funding needs/discuss fundraising options. • Donor mapping exercise. • Outreach to donors and partners. 	<ul style="list-style-type: none"> • Outreach to donors and partners. 	<ul style="list-style-type: none"> • Outreach to donors and partners.
4.	World Wetlands Day	Finance development of communication and outreach materials.	250k	<ul style="list-style-type: none"> • Prepare proposal. • Outreach to donors and partners. 	<ul style="list-style-type: none"> • Prepare proposal. • Outreach to donors and partners. 	<ul style="list-style-type: none"> • Prepare proposal. • Outreach to donors and partners.

	Non-core priority items	Short description	Amount CHF	2023	2024	2025
5.	Wetland inventories	Support Contracting Parties to initiate, conduct or complete their wetland inventories.	165k	<ul style="list-style-type: none"> Share project proposal with donors and partners. Update current donors on status of implementation. 	<ul style="list-style-type: none"> Outreach to donors and partners. Update current donors on status of implementation. 	<ul style="list-style-type: none"> Outreach to donors and partners. Update current donors on status of implementation.
6.	COP15 sponsored delegates travel	Financial support for Contracting Parties listed on the DAC and SIDS list to attend the meeting.	600k	<ul style="list-style-type: none"> Donor mapping exercise. 	<ul style="list-style-type: none"> Prepare proposal. Outreach to donors and partners. 	<ul style="list-style-type: none"> Outreach to donors and partners.
7.	STRP work plan	Support the development and production of products as listed in the Work Plan of the Scientific and Technical Review Panel.	300k	<ul style="list-style-type: none"> Develop funding proposals based on approved STRP workplan. Donor mapping exercise. Outreach to donors and partners. 	<ul style="list-style-type: none"> Outreach to donors and partners. 	<ul style="list-style-type: none"> Outreach to donors and partners.
8.	Pre-COP15 delegates travel	Financial support for in person attendance of regional meetings.	650k		<ul style="list-style-type: none"> Outreach to donors and partners 	
9.	CEPA Programme	Funding activities of the CEPA Oversight Panel Work Plan.	200k	<ul style="list-style-type: none"> Develop proposals based on the Work Plan of the CEPA Oversight Panel. Donor mapping exercise. Outreach to donors and partners. 	<ul style="list-style-type: none"> Outreach to donors and partners. 	<ul style="list-style-type: none"> Outreach to donors and partners.

Annex 2

Activities to facilitate resource mobilization of Contracting Parties

Activity	2023	2024	2025
Knowledge sharing and training.	<ul style="list-style-type: none"> • Findings from a <i>needs assessment survey</i>* consolidated into a knowledge sharing and training plan. • Prepare/share relevant resources and guidance on website and other channels. • Organize resource mobilization/fundraising webinars. 	<ul style="list-style-type: none"> • Based on findings of needs assessment, provide online training and guidance in collaboration with relevant partners • Prepare/share relevant resources and guidance on website and other channels. 	<ul style="list-style-type: none"> • Based on findings of needs assessment, provide online training and guidance in collaboration with relevant partners • Prepare/share relevant resources and guidance on website and other channels.
Funding organizations database	<ul style="list-style-type: none"> • Update and share link to database. • Regularly inform Contracting Parties that have signed up for notifications of funding opportunities. 	<ul style="list-style-type: none"> • Update and share link to database. • Regularly inform Contracting Parties that have signed up for notifications of funding opportunities. 	<ul style="list-style-type: none"> • Update and share link to database. • Regularly inform Contracting Parties that have signed up for notifications, of funding opportunities.

* Contracting Parties of the Convention have expressed a need for information resources that build capacity and facilitate local, national, and regional efforts for resource mobilization. The needs assessment survey, to be conducted in 2023, will identify urgent capacity needs, inform development of relevant knowledge products, and clarify the primary target audience for capacity building. Furthermore, the needs assessment will guide the Secretariat on whether there is a need for high-level information products for resource mobilization and fundraising, such as an overview of national and international financing sources and trends for wetlands.