

Ramsar Convention Resource Mobilization Work Plan

Actions requested:

The Standing Committee is invited to endorse the Ramsar Convention Resource Mobilization Work Plan.

Introduction

1. The Ramsar 4th Strategic Plan 2016 – 2024 (Resolution XII.2) identifies mobilization of resources at the local, national, regional and global levels as an enabling condition for the implementation of the strategic plan.
2. The Resource Mobilization and Partnership Framework (Resolution XII.7) calls for the Secretariat to prioritize fundraising activities to fund non-core budget activities from all sources, with a view to significantly increasing non-Party contributions.
3. The Annex to Resolution X.12 provides principles for partnership between the Ramsar Convention and the business sector which will be followed when mobilizing resources from the business sector.
4. Annex 4 to the report of Standing Committee 52¹ includes a Resource Mobilization Framework that provides guidance as to how resources should be mobilized within a whole-of-Secretariat approach. Of particular importance as reflected in Decision SC52-23, all members of the Secretariat staff are to support the efforts for fundraising as a part of their jobs and work together to support efforts in this regard.
5. Decision SC52-23 also requests that the Secretariat develop the Convention's first full Resource Mobilization Work Plan and that this Work Plan be adopted at a future Standing Committee, SC53 if possible.
6. The Resource Mobilization Work Plan aims to 1) secure non-core funding for budgeted non-core activities as currently identified in Resolution XII.1 Annex 3, and 2) facilitate resource mobilization at the local, national and regional levels as referenced in Resolution XII.7.
7. This Work Plan seeks to simultaneously achieve the resource mobilization outcomes identified in the current 2016-2018 triennium, as well as to establish the strategic direction, capacity and momentum required for effective resource mobilization in the next triennium. Given that raising funds can take from 12 to 18 months from an initial approach to securing a gift, much of the work undertaken in 2018 will result in revenue being realized in the next triennium.

¹ www.ramsar.org/document/report-and-decisions-of-the-52nd-meeting-of-the-standing-committee-sc52

8. Annex 1 of this Work Plan maps resource mobilization activities across 2018, as well as the next triennium. This slightly longer, four-year outlook will enable the Secretariat to undertake work and outreach during 2018 that will realize results both in 2018 and importantly, in the next triennium. It is acknowledged that adjustments will need to be made to this Work Plan for the years 2019-2021 based on the guidance and direction provided by the Parties at COP13.

Objectives of the Work Plan

9. This Work Plan has two overarching objectives: 1) securing non-core funding for activities within the Secretariat's current non-core budget (Resolution XII.1 Annex 3) through outreach to multilateral funds, the private sector, and Contracting Parties, and 2) facilitate resource mobilization for Contracting Parties at the national and regional levels through the identification of funding sources and the provision of resource mobilization guidance (Resolution XII.7).
10. This Work Plan is not intended to mobilize resources for projects. Given that most donors seek to fund projects, the funding available for budgeted non-core activity areas is likely limited. This Work Plan acknowledges this constraint and seeks to prioritize those activities and funding channels that represent the greatest potential for non-core funding.
11. The number and diversity of non-core funding priorities put forth in Resolution XII.1 Annex 3 are ambitious. This Work Plan proposes an approach of focusing on a select number of funding needs in year 1 and as funding is secured and capacities increased, pursuing additional funding needs in years two and three of the plan.
12. This plan has been designed with flexibility that will allow changes to the non-core funding priorities in anticipation that adjustments may be needed to address Parties' future prioritization, as determined by COP resolutions and/or Standing Committee decisions.

Securing Non-Core Funding (Strategic Aim #1)

13. Three categories of potential donors represent the greatest potential for securing non-core funding: multilateral funds, the private sector and Contracting Parties. All three of these categories have a strong bias towards funding specific projects rather than providing support for budgeted non-core activity areas, which are typically a bit broader in scope. Given this, the following activities have been identified to support the mobilization of non-core funding.
 - a. Develop funding proposals for selected non-core budgeted activities;
 - b. Identify entities interested in funding wetland conservation and related activities which have funding of administration and overhead within their funding scope;
 - c. Proactively approach no fewer than ten potential funders each quarter with funding proposals; and
 - d. Access targeted potential funders by leveraging Secretariat attendance and participation in strategic fora and events.

14. Non-core funding priorities as put forth in Resolution XII.1 Annex 3 that are both time sensitive and most critical to desired outcomes of the Parties have been given the most attention in the near term. This approach is reflected in Annex 1 of this document.

Facilitate Resource Mobilization for Contracting Parties at the Local, National and Regional Levels (Strategic Aim #2)

15. Contracting Parties have expressed a need for support to mobilize resources at the national and regional levels, in particular through identification of potential funders of wetland conservation, and skills in writing proposals and grant applications. This Work Plan proposes the provision of three services by the Secretariat for Contracting Parties, as follows.
 - a. Development of a database of organizations interested in funding conservation of wetlands (and related activities). This database will provide basic information about the funding organization, their funding interests and requirements, and guidance on the process for securing funding.
 - b. Creation of a suite of basic resource mobilization tools including sample proposals, a PowerPoint presentation template, and guidance on effective writing of proposals and grant applications will be made available to all Contracting Parties.
 - c. Resource mobilization capacity building will be offered to Parties through a variety of channels including a resource mobilization training provided at regularly scheduled regional pre-COP meetings, a resource mobilization webinar, and trainings and guidance provided to regional initiatives. Consideration will be given to utilizing cost effective training approaches that will minimize costs for both the Secretariat and Parties. The capacity building efforts will take a “train the trainer” approach seeking over time to strengthen capacity at the national level via National Focal Points.
16. The utility and effectiveness of these services to Contracting Parties will be evaluated on an ongoing basis using online survey tools for participants in webinars and training provided at pre-COP meetings. To determine how national capacity has been strengthened over time, a baseline survey of a sample of national focal points will be conducted in 2018. A follow-up survey will be conducted in 2020.

Implementation & timeline

17. The actions and deliverables proposed in this Work Plan will be implemented in a sequenced manner during 2018 and the next triennium. The planned timeline and sequencing for implementation Plan are presented in Annex 1.
18. It is recommended that all elements of this Resource Mobilization Work Plan for 2019 through 2021 be reflected within the 2019-2021 Ramsar Secretariat Work Plan for that triennium and that the implementation of the resource mobilization activities be reported in and monitored through the upcoming and subsequent Secretariat Work Plans as a means to further foster a whole-of-Secretariat approach, integration, and accountability.

Annex 1

Work Plan Implementation Timeline

Non-Core Funding (Strategic Aim #1)

Non-core Budget Items	2018	CHF	2019	2020	2021
1 RAMs	Identify Missions Develop Funding Proposal Identify Potential Funders Outreach to Potential Funders	200k	Develop 2019 Mission List Outreach to Potential Funders	Develop 2020 Mission List Outreach to Potential Funders	Develop 2021 Mission List Outreach to Potential Funders
2 STRP	see note a)	00			
3 RSIS	see note b)	00			
4 Pre COP Travel	Pre-COP Travel Outreach to Parties	250k		Pre-COP14 Travel Outreach to Parties	Pre-COP14 Travel Outreach to Parties
5 COP Travel	COP13 Travel Outreach to Parties	450k			COP14 Travel Outreach to Parties
6 Arabic Language	see note c)	00			
7 Small Grants Fund	see note d)	00			
8 Regional Initiatives	Determine Regional Funding Needs Develop Regional Proposals Outreach to Potential Funders	100k	Outreach to Potential Funders	Outreach to Potential Funders	Outreach to Potential Funders
9 CEPA	Develop Funding Proposal Identify Potential Funders	100k	Outreach to Potential Funders	Outreach to Potential Funders	Outreach to Potential Funders
10 On-line Reporting System	see note e)	00			

Notes

- a) STRP work plan fully funded for 2018
- b) RSIS development complete
- c) Guidance required from Parties
- d) Guidance required from Parties
- e) On-line reporting system complete

Facilitate Resource Mobilization for Contracting Parties (Strategic Aim #2)

	2018	2019	2020	2021
Develop Funder Database	Draft Project Brief Begin Database Compilation	Finalize Database Compilation (Q1) Distribute Database to Parties Provide Database Useage Training	Update Database Provide Database Useage Training	Update Databse Provide Database Useage Training
RM Tools		Create Template Proposals Develop Grant Writing Tips	Update & Refine Tools Update & Refine Tools	Update & Refine Tools Update & Refine Tools
Training	Undertake Baseline Capacity Survey	Develop Web-based Training	Deliver Annual Training Follow up Survey Completed	Deliver Annual Training Conduct Trainings at Pre-COPs