CONVENTION ON WETLANDS (Ramsar, Iran, 1971)

51st Meeting of the Standing Committee

Gland, Switzerland, 23-27 November 2015

**SC51-21**

**Report on prioritization of fundraising activities to fund non-core budget activities from all sources, with a view to significantly increasing non-Party contributions**

**Actions requested:**

Standing Committee is invited to review the report on prioritization of fundraising activities to fund non-core budget activities, and advise on actions in 2016.

**Introduction**

1. In Resolution XII.1 the non-core budget priorities and requirements for the period 2016-18 are outlined. In Resolution XII.7, it is stated that fundraising should be carried out and prioritized by the Secretariat and supported by the Head of Partnerships.
2. Below is a list of non-core needs for 2016-18, in the order of priority agreed upon by Parties at COP12, which includes those that have been specifically identified by the Ramsar Secretariat as potential priorities for 2016:

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Non-core budget priorities 2016-2018** | **3-year funding requirement (CHF)** | **2016 target** |
| **1** | Ramsar Advisory Missions for Parties requiring assistance | 600,000 | 200,000 |
| **2** | STRP 2016-2018 programme of work support | 300,000 | 100,000 |
| **3** | RSIS, IM/IT (Website) Continuing Development | 175,000 | 58,333 |
| **4** | Pre-COP13 regional meetings (delegates support and meeting costs for preparatory meetings) | 650,000 |  |
| **5** | COP13 (2018) sponsorship to eligible delegates | 600,000 |  |
| **6** | Arabic language introduction and translation support | 250,000 | 83,333 |
| **7** | Small Grants Funds for protection and wise use of wetlands | 1,000,000 |  |
| **8** | Regional Initiative Networks and Centres support (priority activities) | 150,000 | 50,000 |
| **9** | Ramsar CEPA Programme (2016-2021), exclusion of World Wetlands Day | 300,000 | 100,000 |
| **10** | On-line system for National Reports, reporting and indicators development | 175,000 | 58,333 |
|  | **TOTAL** | **4,200,000** | **650,000** |

1. In the following paragraphs, we analyse needs and potential for achieving these agreed fundraising targets for the triennium:

**Item 1. Ramsar Advisory Missions**

*Fundraising target agreed: CHF 600,000*

*Secretariat lead partner(s): SRAs, Head of Partnerships*

*Activities budgeted for per year:*

Ramsar Advisory Missions: 2016 budget lines

|  |  |  |
| --- | --- | --- |
| **Country** | **Site** | **Total cost (CHF)** |
| Uganda | Lake Albert, Murchison Falls | 45,000 |
| Tanzania[[1]](#footnote-1) | Kilombero floodplains | 55,000 |
| D. R Congo | Parc National des Mangroves | 40,000 |
| Uganda | Lake George | 45,000 |
| Iraq | Hawizeh Marsh | 30,000 |
| Kyrgyz Republic | Son-Kol | 30,000 |

*Possible approaches for identifying prospective funders:*

Discussions held at the Secretariat led to the following ideas:

* + - Map private sector interests with the specific Ramsar Sites to see whether, as has been done in the past, the RAM could be funded through corporate environmental programs.
    - Invite the country to pay for RAMs undertaken in their own country, as Norway has done in 2015.
    - Identify those sites that are threatened by oil and gas exploration, and apply to the Norwegian Oil for Development Programme for support.
    - Seek access to new funding via leaders who know Ramsar Convention (e.g. Kofi Annan, Ibrahim Thiaw).
    - Request support from other organizations such as World Heritage Centre and UNEP who are interested in carrying out RAMs.
    - These ideas, and others, could be discussed with the Resource Mobilization Working Group.

**Item 2. STRP 2016-2018 programme of work support**

*Fundraising target agreed: CHF 300,000*

*Secretariat lead partner(s): Deputy Secretary General, Head of Partnerships*

*Activities budgeted for per year:*

The STRP programme of work for the triennium will be discussed and agreed in late September/ early October 2015, which will provide clarity on budget lines and activities.

*Possible approaches for identifying prospective funders:*

Discussions held at the Secretariat led to the following ideas:

* + - Depending upon the specific activities that are defined within the STRP strategy, it may be possible to identify specific foundations or others for whom those activities offer value.
    - It may be possible to ask Contracting Parties who have supported the STRP in the past, such as Norway and Finland, to provide support again.
    - These ideas and others could be discussed with Resource Mobilization Working Group.

**Item 3. RSIS, IM/IT (web site) continuing development**

*Fundraising target agreed: CHF 175,000*

*Secretariat lead partner(s): Head of Communications, Head of Partnerships*

*Activities budgeted for per year:*



\*The costs for the development of each website item are being currently identified.

*Possible approaches for identifying prospective funders:*

Guidance sought from the Working Group on CEPA and the Working Group on Resource Mobilization.

**Item 4. Pre-COP13 regional meetings (delegate support and meetings costs for preparatory meetings)**

*Fundraising target agreed: CHF 650,000*

*Secretariat lead partner(s): SRAs, Head of Partnerships*

*Activities budgeted for per year:*

The cost of CHF 650,000 based on based on estimated and assumed travel costs associated with one delegate from each country on the OECD/DAC list of aid recipients, as well as costs associated with venue hire and equipment. Fundraising to start in early 2017.

*Possible approaches for identifying prospective funders:*

Contracting Parties, International Organisations, Airlines (including Star Alliance), and the UN.

**Item 5. COP13 (2018) sponsorship to eligible delegates**

*Fundraising target agreed: CHF 600,000*

*Secretariat lead partner(s): SRAs, Head of Partnership*

*Activities budgeted for per year:*

2018 budget line of CHF 600,000 based on estimated and assumed travel costs associated with one delegate from each country on the OECD/DAC list of aid recipients. Fundraising to start in early 2017.

*Possible approaches for identifying prospective funders:*

Contracting Parties, International Organisations, Airlines (including Star Alliance), and the UN.

**Item 6. Arabic language introduction and translation support**

*Fundraising target agreed: CHF 250,000*

*Secretariat lead partner(s): Secretary General, Deputy Secretary General, Head of Partnerships.*

*Activities budgeted for per year:*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Item | Estimated unit cost (CHF) | 2016 | 2017 | 2018 | Total |
| External translation of ongoing work | 27,000/yr | 27,000 | 27,000 | 27,000 | 81,000 |
| Source or develop a Ramsar glossary (once only cost) | 16,000 | 16,000 | 0 | 0 | 16000 |
| Translating and publishing priority web content | 27000/yr | 27,000 | 27,000 | 27,000 | 81000 |
| Arabic speaking Regional Officer (at 20%) 1 | 120,000/yr | 24,000 | 24,000 | 24,000 | 72,000 |
| Total (CHF) |  | 94,000 | 78,000 | 78,000 | 250,000 |

1 Options include the officer being an existing staff in a government department or Ramsar IOP or partners based in the Arab region. This needs further discussion.

*Possible approaches for identifying prospective funders:*

For Arabic language translation, Arabic speaking countries could be asked to provide support. The Secretary General has also requested that for the possibility of Russian and Chinese translations, Russia and China should be approached.

**Item 7. Small Grants Funds for protection and wise use of wetlands**

*Fundraising target agreed: CHF 1 million*

*Secretariat lead partner(s): Head of Partnerships*

*Activities budgeted for per year:*

A report on the use of SGF has been put forwards to SC51, which will lead to recommendations for future of the SGF.

*Possible approaches for identifying prospective funders:*

At the Secretariat level, it has been discussed that the Small Grants Fund could be tailored towards the interests of the private sector – particularly towards the interest of the energy industry in building resilience for coastal assets, and towards the interests of the beverage industry in providing source water protection. These ideas, and others, could be discussed with the with Resource Mobilization Working Group.

**Item 8. Regional Initiative Networks and Centres (priority activities)**

*Fundraising target agreed: CHF 150,000*

*Secretariat lead partner(s): Deputy Secretary General*

*Activities budgeted for per year:*

Priorities as specified by the Regional Initiatives.

*Possible approaches for identifying prospective funders:*

At the Secretariat level, efforts have already started to identify ways to build proposals to the Global Environmental Facility in support of Regional Initiatives. This, and other ideas, can be further discussed and developed with Resource Mobilization Working Group.

**Item 9. Ramsar CEPA programme (2016-2021), exclusion of World Wetlands Day**

*Fundraising target agreed: CHF 300,000*

*Secretariat lead partner(s): Head of Communications, Head of Partnerships*

*Activities budgeted for per year:*

Provisional activities are here listed for discussion with CEPA Working Group during SC51 following which budgets will be developed for individual items:

* Corporate identity and branding
* Quarterly SG Newsletter
* Social media
* Events
* Partnership activities
* Press engagement
* Publications
* Ramsar handbook
* Ramsar manual
* Capacity development: regional workshops; webinars; educational wetland courses

*Possible approaches for identifying prospective funders:*

To be discussed with CEPA Working Group and Resource Mobilization Working Group

**Item 10. Online system for National Reports, reporting and indicators development**

*Fundraising target agreed:* CHF 175,000

*Secretariat lead partner(s): SRAs, Head of Communications, Head of Partnerships*

*Activities budgeted for per year:*

To be identified

*Possible approaches for identifying prospective funders:*

To discuss with Resource Mobilization Working Group; possible opportunity for IT software company possible in-kind support, or joint approaches to be developed together with Convention on Migratory Species (CMS), UNEP-WCMC, and/or others.

1. EU and Belgian Development Agency could participate in this RAM in Tanzania. [↑](#footnote-ref-1)