

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

3. 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	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.

¹ EU and Belgian Development Agency could participate in this RAM in Tanzania.

- 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:

Website item	Details
Library	To improve and optimize the "Search" in the Library by re-defining the order (tree) in the Left Column; re-wording the titles; and adding more titles for easier search
	To implement the the new Library order on the website
	To ensure all the documents are in the Library
	To define a prominent place for the "LIBRARY" block on the homepage
	To establish clear and simple guidelines of how to use the "search" functionality / for internal and external distribution
Main Menu	To establish consistency across the Main Menu
'Featured Ramsar site' block	Establish rotation, new site featured on a daily basis
Video section on the website	To add to "Resources" the "Videos" section and also the "downloadable" option
Press Corner	Develop the "Press" corner section: press contact, press relases, develop a function so that the journalists can enter their contact details in order to receive the Ramsar press releases.
Activities	Re-consider the "Activities" page, its content and order
CEPA section	To develop CEPA section
Culture Network	To develop Culture and Wetlands section (migrate the previous content)
STRP migration	Determine the new structure on the Ramsar website, migrate content from the STRP website
RSIS integration	To integrate the inforation of sites maintained by the RSIS seamlessly into the website
Consistency	Ensure the consistency across the website
Website Manual	To establish clear and simple guidelines and sitemap of how to use the website and where to find information for internal and external distribution

*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

¹Options 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.