

Standing Committee 43



Document 43 – 09

Strategic Framework for Ramsar Partnerships

Claudia Fenerol, Partnership Coordinator

SC 43 - Partnerships



- Document 43-09
- Draft Framework for Strategic Ramsar Partnerships

SC 43 - Partnerships



ACTION REQUESTED

SC 43 is invited to:

- 1) endorse the direction of the draft Framework in view of its finalisation for COP 11
- 2) provide any comments or recommendations at this meeting

SC 43 - Partnerships

- Document - viewed in concert with **SC 43-16 note** on Partnerships and synergies with Multilateral Environmental Agreements and other institutions
- Particular attention to be paid with the DR-43-16 and the linkages of work undertaken and planned
- **SC 43-02** – Finance DR - para 19 – *requesting Sec to continue to develop new approaches and tools, including signature initiatives, to secure vol. support for priority projects*

SC 43 - Partnerships

Today:

- Presentation will speak to Framework

As a result:

- Provide a roadmap
- Describe current activities
- Address new ideas listed at the end of the Framework



SC 43 - Partnerships

- Under Ramsar much work undertaken – e.g. Partnership Handbook, SC 43-16 and more with the IOPs



- Current draft document sets out conditions and frames the partnership programme

NB: Framework does not change current commitments – while some MOU/MOCs being renewed, updated (or even closed due to expiration)

SC 43 - Partnerships

Strategic Framework

- 1) Partnerships
- 2) Resource mobilization

- Provides operating conditions and roadmap for the future
- Defines strategic priorities and directions for partnerships
- Describes core values and operational priorities
- Sets out a way forward for resource mobilization
- Suggests 2 mechanisms to consider for the Convention

SC 43 - Partnerships

Do not run through life so fast that you forget , not only where you have been, but also where you are going.

(Author unknown)

First part of document...

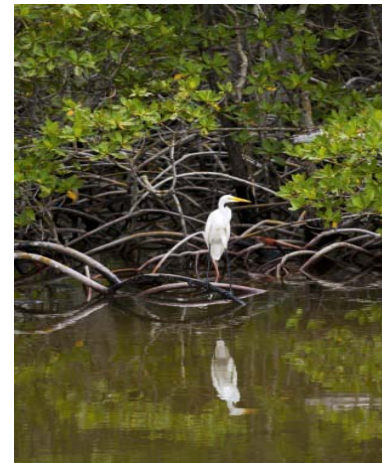
- Takes stock of partnerships and operations
- Situation analysis
 - strengths, weaknesses, gaps and recommendations

SC 43 - Partnerships

- One particular finding is that:

Partnerships are a very valuable tool to leverage resources to carry out the mission of the Convention

e.g. value of the IOPs



SC 43 - Partnerships

An important need identified:
What are the priorities for the
Partnership Programme?

What should be the directions or key
focus areas for partnerships?



SC 43 - Partnerships

Identifying priorities and future directions

Process of defining the priorities for Partnerships

- Secretariat Mgt team met to discuss priorities
- In view of the 40th anniversary and the Secretariat's discussion of priorities, discussions grew into looking at the future directions of Convention
- Secretariat viewed this opportunity as a crossroads

SC 43 - Partnerships

“Failure to plan is a plan for failure” anonymous quote

Vision 40+

Defined 3 core values for future



1. Wetlands are a key infrastructure for ecosystem services
 - Particularly water-related services
 - Vital services provided by water should be conserved
 - Strategic goal: need to mainstream wise use of wetlands to other sectors and throughout society
 - Operationally – communication and awareness raising....

Vision 40+

2. Wetlands a key component of other sustainable development and environmental programmes and conventions
 - Strategic goal: develop partnerships to convey importance of wetlands, raise profile of Ramsar and gain access to resources.

SC 43 - Partnerships

Vision 40+

Priorities for Partnerships set out on basis of knowledge and experience of Secretariat

1. Wetlands – water and agriculture (water and food security and water use and quality)
2. Wetlands/water and the extractive /energy industry
3. Wetlands/water and climate change mitigation (carbon storage) and adaptation
4. Wetlands – water and social protection (human health and disaster prevention/management)
5. Scientific partnerships – eg GWOS - state of the world's wetlands
6. Wetlands/water and urbanization
7. Wetlands and integrated water management

Vision 40+

3. Wetlands make a concrete and measureable contribution to human societies
 - Goal: Need to clarify link between healthy wetlands and quantity and quality of water
 - Operationally: develop tools - metrics and valuation of wetlands to demonstrate value and cost of the loss
 - TEEB of Wetlands – and economics of wetlands
 - Identifying state of world wetlands – GWOS...

SC 43 - Partnerships

- Strategic context of Framework
 - Added value of new partnership
 - Sets out main characteristics of partnerships
 - Defines their role for implementing the Convention
 - Types of partnerships and “with whom”
 - Structure of a partnership
- Due Diligence process outlined

SC 43 - Partnerships

Framework sets out a structure for developing a more robust:

1. Specific partnership strategy (on basis of past partnerships and needs for future)
2. Business partnership strategy for engagement
3. Resource mobilization strategy, particularly major gifts strategy



SC 43 - Partnerships

Snapshot of work underway

- Partnerships with the business sector – CSR
- Unilever discussions underway along with other business/corporations
- In speaking with companies the salient message is that this is a relationship and it is not immediate – it needs to be built.
- Work is to connect to the company priorities like reducing water use to leverage resources and actions
- Also building relations with WBCSD, Global Compact...etc

SC 43 - Partnerships

Partnership building...examples

- Global Water Forum, TNC enhanced relationship, Cl...
- FAO, UNDP, UNICEF, World Bank, UNESCO....
more comprehensive agreements

SC 43 - Partnerships



SC 43 - Partnerships



A successful Major Gifts fund-raising campaign is not magic. It is a straightforward, concise process of executing well-defined components arranged in a step-by-step progression. (T Poderis)

SC 43 - Partnerships



Resource Mobilization Section

– Pg 15 list 10 actions needed for Ramsar RM



1. Develop a compelling case for support
2. Raise the profile globally
3. Enhance donor relations and management
4. Build up a “prospect development plan”

SC 43 - Partnerships

5. Conduct donor cultivation activities
6. Create large-scale gift request strategies
7. Align communications with partnership and resource mobilization efforts
8. Select small set of priority initiatives for large scale donations



SC 43 - Partnerships

9. Hold Donor meetings and cultivation events - sponsor events, join in events at which prospective donors are attending

10. Outline role of Ramsar partners in fundraising activities/events



SC 43 - Partnerships



Two new mechanisms proposed

1. Signature initiatives
2. Global fund for wetlands and water management



SC 43 - Partnerships

Measures being integrated in the work ...

- **Novel and Innovative** – new niches entry points, market mechanisms - “stay away from saturated markets”
- **Diversification** – sector, geographic, thematic and funding sources e.g. private foundations, private individuals, CSR, labour unions
- ***Friends and family plan*** – past and current partners, personal contacts, sector leaders, leading associations, **and your contacts!**
- ***Donor events and other FR event*** (delayed due to budget issues)

SC 43 - Partnerships

Basic principles being applied to the RM work



- Pursue sustainable financing - multi year engagement – larger donations/contributions
- Innovate and try to stay out of saturated “donor markets”
- Identify new opportunities, new funding niches
- Enhance and extend partner and donor relations
- Integrate core values and strategic priorities from Vision 40+



SC 43 - Partnerships



Current activities:

- Continue raising the profile globally, heighten awareness of the value of Ramsar and network, network, network!
- Prepared this framework, working on RM strategy and business engagement strategies and major gift strategies
- PO has presented the Convention and projects from SGF to a number of Foundations and to philanthropists, discussions with Businesses although this refers to very tied funding to their priorities.

SC 43 - Partnerships

Current activities (continued)

- Work ongoing on the structure the mechanism for receiving funds to meet certain country provisions
- Building **compelling case for support** (value of and cost of loss needed!)
- Cultivating of partners and of potential donors : building relations and raising profile and information about Convention to prospects



SC 43 - Partnerships

Snapshot of actions under cultivation of a donor involves

1. Research, ID, profile and cultivate new prospects + strategy for engagement
2. Stewardship visits to past partners to meet and make presentation to major donors
3. Cultivation and Stewardship actions
 - Letter, visits, campaigns, events, donor meetings, etc.
 - Create a donor prospect pipeline by mapping and profiling potential donors globally
 - Develop integrating and populating the donor database & prospect tracking system
 - Ensure regular (min. 4 times per year) contact with donors, meetings, phone and email contact, or member visit when on mission, establish timetable for annual stewardship letter, share good news etc

SC 43 - Partnerships

Activities:



- Developing **tools** : Gift forms, Donation card, 501 C 3 – recipient organisation, donation table
- Creating a **value list** of what the donation of X level would provide – e.g. 30 k funds a RAM, need to know where details of how resources would be used – necessary to quantify costs of needs
- Initiated the start of **fundraising campaign** - for attracting donations on a larger scale platform – “**Wetlands vital for Life**”

SC 43 - Partnerships

- Donor Brochure sample



It's up to you.

Help us stop the loss of wetlands.

Support the Ramsar Convention today. Already 160 countries have committed themselves to reduce the loss of wetlands within their territories as members of the Ramsar Convention.

Your support is needed to conserve wetland resources. Your contribution will help to maintain, restore and ensure sustainable and responsible management of wetlands around the world.

Invest in wetlands...vital for life.



CONVENTION ON WETLANDS
1971

**Invest in wetlands:
Vital for life.**

The Ramsar Convention on Wetlands

The Ramsar Convention on Wetlands was adopted in 1971 in Ramsar, Iran. It is an intergovernmental treaty that embodies the commitments of its member countries to maintain the ecological character of their Wetlands of International Importance and to plan for the "wise use" or sustainable use, of all of the wetlands in their country.

The Convention's mission is "the conservation and wise use of all wetlands through local and national actions and international cooperation, as a contribution towards achieving sustainable development throughout the world".

Broad definition of wetlands

The Ramsar Convention definition of wetlands includes lakes, rivers, river basins, wet grasslands, glaciers, peatlands, oases, estuaries, deltas, tidal flats, near-shore marine areas, mangroves, coral reefs, swamps, marshes, and human-made sites such as fish ponds, rice paddies, reservoirs, and salt pans.

For further information on the Ramsar Convention on Wetlands please contact us at:

Ramsar Convention Secretariat
Sue Mauvorny 38
1196 Gland, Switzerland
Tel: +41 22 9990170
Fax: +41 22 9990169
www.ramsar.org
femerd@ramsar.org

Wetlands: Vital for Life

- Rivers
- River Basins
- Mountain Glacial Lakes
- Deltas
- Floodplains
- Mangroves
- Coral Reefs
- Wet Grasslands
- Tropical Forests
- Oases
- Marshes
- Swamps
- Estuaries
- Peatlands
- Salt Pans
- Rice Paddies
- Tidal Flats
- Lakes





SC 43 - Partnerships



Activities

- As funding allows, hold donor meetings or other cultivation events, PO present programmes and projects
- Develop Donor oriented pamphlets or information sheets with priority projects defined
- Consider new ideas like an partnership or independent “Advisory” board, cultivation of partners via sector, theme, assignation
- Look towards the role of users of wetlands in this work – in concert with the theme for COP Wetlands and Tourism

SC 43 - Partnerships

As we look for support some context...

- RM work can be viewed the same way as engaging a new investor in a company or a fund of (hedge) fund, hedge fund...or sovereign wealth fund
 - *12-24 months to build a new relationship for a donation – think in terms of a new friend.*
- Rare to obtain operational costs, there are times and it is usually from the Board (you CP) or a long term partner
- Work focused: Large-scale sustained funding



SC 43 - Partnerships

Contributions requested through SC 43 as of 2 November....

Shortfall 2011 - 2012	Small Grants Fund
Reserve fund replenishment	CEPA
COP 11 Travel (900 000)	STRP
RAMs	Travel
Regional Initiatives	Other initiatives.... WFF....

SC 43 - Partnerships

- Expectations...

- Issue of balance : fundraising *vis a vis* partnerships work
- Priorities
- Large versus small scale
- Team effort



SC 43 - Partnerships

Words of Steve Jobs :

Stay hungry – Stay foolish!

http://www.ted.com/talks/steve_jobs_how_to_live_before_you_die.html

Thank you!

