

Ramsar Convention Resource Mobilization Work Plan

Actions requested:

The Standing Committee is invited to consider the Convention's Resource Mobilization Work Plan, which has been updated to reflect the priorities identified in Resolution XIII.2 Annex 3.

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 the 52nd meeting of the Standing Committee (SC52)¹ 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 requested that the Secretariat develop the Convention's first full Resource Mobilization Work Plan and that this Work Plan be adopted at a future meeting of the Standing Committee.
6. Decision SC54-06 noted the Resource Mobilization Work Plan presented to SC54 and confirmed that it should be further developed by the Secretariat, taking the Standing Committee's comments and COP13 decisions into account, and a revised text tabled for consideration by the Standing Committee at SC57.
7. Resolution XIII.2 directed the Secretariat to update the Resource Mobilization Work Plan to reflect the new non-core priorities identified in Annex 3 of Resolution XIII.2. Annex 1 of the present document reflects these new priorities.

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

Objectives of the Work Plan

8. This Work Plan has two overarching objectives: 1) to secure non-core funding for activities within the Secretariat's current non-core budget (Resolution XIII.2 Annex 3) through outreach to multilateral funds, the private sector and Contracting Parties; and 2) to 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).
9. The number and diversity of non-core funding priorities put forth in Resolution XIII.2 Annex 3 are ambitious. This Work Plan proposes an approach of focusing on a select number of funding priorities in year one and, as funding is secured and capacities increased, pursuing additional funding priorities in years two and three of the Plan.

Securing non-core funding (strategic aim 1)

10. Three categories of potential donors offer 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 actions have been identified to support the mobilization of non-core funding:
 - a. Development of funding proposals for selected non-core budgeted activities;
 - b. Identification of entities interested in funding wetland conservation and related activities which have funding of administration and overhead within their funding scope;
 - c. Proactive approaches to no fewer than ten potential funders each quarter with funding proposals; and
 - d. Accessing of targeted potential funders by leveraging Secretariat attendance and participation in strategic fora and events.

Facilitating resource mobilization for Contracting Parties at the local, national and regional levels (strategic aim 2)

11. 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, to be made available to all Contracting Parties.

- c. Resource mobilization capacity building will be offered to Parties as an element of the overall capacity building plan to strengthen Contracting Parties' ability to implement the Convention. Consideration will be given to utilizing cost-effective training approaches that will minimize costs for both the Secretariat and Parties.
12. 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 2019. A follow-up survey will be conducted in 2021.

Implementation and timeline

13. The actions and deliverables proposed in this Work Plan will be implemented in a sequenced manner over the triennium. The planned timeline and sequencing for implementation of the Plan are presented in Annex 1.
14. Key elements of this Resource Mobilization Work Plan for 2019 - 2021 will be reflected within the 2019-2021 Ramsar Secretariat Triennium Work Plan and annual Secretariat Work Plans. The implementation of the resource mobilization activities will be reported in and monitored through the 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	CHF	2019	2020	2021
1 RAMs	225k	Develop 2019 mission list	Develop 2020 mission list	Develop 2021 mission list
		Develop funding proposal		
		Outreach to potential funders	Outreach to potential funders	Outreach to potential funders
1 Gender	36k	Develop funding proposal		
		Identify prospective funders		
		Outreach to potential funders	Continue outreach if needed	Continue outreach if needed
2 Ramsar Regional Initiatives	150k	Develop funding proposal		
		Identify prospective funders	Identify prospective funders	Identify prospective funders
		Outreach to potential funders	Outreach to potential funders	Outreach to potential funders
3 World Wetlands Day	250k	Identify prospective funders	Identify prospective funders	Identify prospective funders
		Outreach to potential funders	Continue outreach if needed	Continue outreach if needed
4 Wetland inventories	165k	Develop funding proposal		
		Identify prospective funders		
		Outreach to potential funders	Continue outreach if needed	Continue outreach if needed
5 COP14 delegate travel	600k		Begin outreach to potential funders	Continue outreach if needed
6 CEPA Programme	200k	Determine CEPA funding needs	Develop funding proposal	
			Identify prospective funders	
			Outreach to potential funders	Outreach to potential funders
7 Support of STRP work	300k	Determine STRP funding needs		
			Develop proposal(s)	
			Outreach to potential funders	Outreach to potential funders

Non-core Budget Items	CHF	2019	2020	2021
8 Pre-COP14 delegate travel	650k		Begin outreach to potential funders	Continue outreach to potential funders
9 Language strategies	530k	Determine language strategy needs	Develop funding proposal	
			Identify prospective funders	
			Outreach to potential funders	Outreach to potential funders

Facilitate resource mobilization for Contracting Parties (Strategic aim 2)

	2019	2020	2021
Develop funder database	Finalize database compilation		
	Distribute database to parties	Update database	Update database
	Provide database usage training	Provide database usage training	Provide database usage training
RM tools	Create template proposals	Update and refine tools	Update and refine tools
	Develop grant writing tips	Update and refine tools	Update and refine tools
Capacity building	Undertake baseline capacity survey	Deliver training	Deliver training
			Consideration of training at pre-cops
			Follow up survey completed