
Implementation of paragraphs 1 to 3 and 5 to 8 of decision 6/COP.9

The common fund-raising strategy

The Conference of the Parties,

Recalling that strategic objective 4 of the 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018) (The Strategy), adopted by decision 3/COP.8, is to “mobilize resources to support implementation of the Convention through building effective partnerships between national and international actors”, *Also recalling* paragraph 7 of decision 6/COP.9,

Reaffirming that urgent action is needed to combat desertification, land degradation and drought, which requires favourable conditions for enhanced investment from national, international and private sector resources,

Having reviewed and considered document ICCD/COP(10)/3 on the establishment of a common fund-raising strategy (2012–2015),

1. *Takes note* of the draft common fund-raising strategy (2012–2015) in the annex to this decision;
2. *Requests* the secretariat and the Global Mechanism to continue coordinating their fund-raising efforts, ensuring alignment and integration with wider strategies to address strategic objective 4 of the 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018) (The Strategy), in accordance with decision .../COP.10;
3. *Further requests* the secretariat and the Global Mechanism to include reporting on their fundraising efforts in the overall report on the performance of the Convention’s institutions and subsidiary bodies.

Annex

Establishment of a common fund-raising strategy (2012–2015)

1. Background and scope

36. Through the implementation of the 10-year strategic plan and framework to enhance the implementation of the Convention (2008–2018) (The Strategy), Parties seek to realize the vision of forging “a global partnership to reverse and prevent desertification/land degradation and to mitigate the effects of drought in affected areas in order to support poverty reduction and environmental sustainability”. Strategic objective 4 (SO 4) of The Strategy aims “to mobilize resources to support implementation of the Convention through building effective partnerships between national and international actors”.

37. Parties share a commitment to urgent action to combat desertification and land degradation and agree that this requires enhanced investment from national, international and private sector resources, favourable political priority setting among development partners and favourable conditions for private sector investment. Continuous support for the implementation of the Convention will require effective partnerships, comprehensive resource mobilization and aligned fund-raising.

38. The ultimate purpose of this common fund-raising strategy is to ensure – through the enhanced policy dialogue facilitated by the United Nations Convention to Combat Desertification (UNCCD) process – that efforts to reverse and prevent desertification/land degradation and to mitigate the effects of drought in affected areas are not constrained by a lack of resources. By its decision 6/COP.9, the Conference of the Parties (COP) requested the secretariat “to establish, in collaboration with the Global Mechanism (GM), and submit to the COP for consideration and adoption, a common fund-raising strategy with respect to the mobilization of resources for activities that are complementary to GM activities, addressing both the needs of affected developing country Parties and where appropriate, in affected country Parties in Central and Eastern Europe and the internal requirements of the institutions and the subsidiary bodies of the Convention taking into account the respective mandates of the secretariat and of the GM as provided in the Convention”.

2. Approach and principles

39. Through the implementation of this common fund-raising strategy over the period 2012–2015, the profile of desertification/land degradation and drought (DLDD) and sustainable land management (SLM) issues on global development agendas should be raised and the credibility of UNCCD institutions as the leading global authorities on DLLD enhanced.

40. In this strategy, particular emphasis is placed on improving the extent to which resource requirements under the UNCCD process and its supportive services to Parties are met, increasing the predictability of resources for the Convention process and improving the transparency, accountability, efficiency and effectiveness in their use. A thematic multi-stakeholder partnership approach to critical issues should better align and coordinate inputs, while respecting the mandates of the secretariat and the GM as provided in the Convention. Activities undertaken under this fund-raising strategy will be jointly executed by the

secretariat and the GM, with the support of interested partners. The approach takes into account the Paris Declaration on Aid Effectiveness (2005) and a mutual commitment to align contributions with national priorities. The plan will be implemented with the understanding that, in reality, international commitments and priorities have to compete with other national urgencies but with the conviction that combating DLDD is more far-reaching than aid policy. Combating DLDD is about collaboratively securing one of the most fundamental common services humanity obtains from nature: the fertility of the land. The approach will be regularly reviewed and revised accordingly.

KEY PRINCIPLES

41. The secretariat and the GM will:

(a) Work through priorities: Focus fund-raising on a limited number of programme priorities clearly identified in the budget and work programme agreed by Parties. Work with potential partners to identify matches between their priorities and those of the UNCCD.

(b) Develop a wider and more secure resource base: Wherever possible, ask for support to match the full period of the biennial budget. Ask for pledges to be made sufficiently in advance to allow for sensible planning with the core budget resources. Aim to broaden the range of partners, with more Parties contributing, and greater involvement of the public and private sectors.

(c) Coordinate work: Organize bilateral review meetings with major development partners and host meetings of interested Parties for the exchange of views and information. Ensure coordinated approaches to development partners.

(d) Adopt a partnership approach: Seek to work with committed and potential partners in an atmosphere of shared responsibility, well-defined outcomes and mutual accountability. Move progressively towards a multi-stakeholder partnership approach to delivery of the four-year work plan in order to better align and coordinate inputs and better service partnership relationships.

(e) Focus on accountability and impact-oriented action: Continually strive to provide a clearer view of where and for which outcomes contributions are spent and enable partners to follow contributions. Monitoring and reporting will be timely and fully transparent. Focus on impact and the use and usefulness of outputs to Parties.

(f) Strive for efficiency and effectiveness: Strive to maximize the efficient use of resources, provide for flexible modes of delivery and closely monitor the effectiveness of our investments.

3. Context

42. The secretariat and the GM have enhanced the political dialogue with international development and financing institutions and developed a series of tools and initiatives to support resource mobilization for national action in affected countries. Corporate fund-raising for the UNCCD process must be seen within the context of these wider efforts, particularly by the GM and Parties, to mobilize substantial resources for SO 4. Land degradation does not constitute an isolated environmental concern but impacts directly on human livelihoods, on food security and agricultural production, water management and availability as well as adaptation to climate change. Land degradation is one of the most complex, challenging development issues currently facing the international community.

43. Comprehensive follow-up to the high-level meeting, “Addressing desertification, land degradation and drought in the context of sustainable development and poverty eradication,” held on Tuesday, 20 September 2011 prior to the United Nations General Assembly General Debate, is crucial. In particular it is important to ensure that the outcomes of this meeting are leveraged to confirm DLDD-friendly results at the United Nations Conference on Sustainable Development in 2012 and beyond.

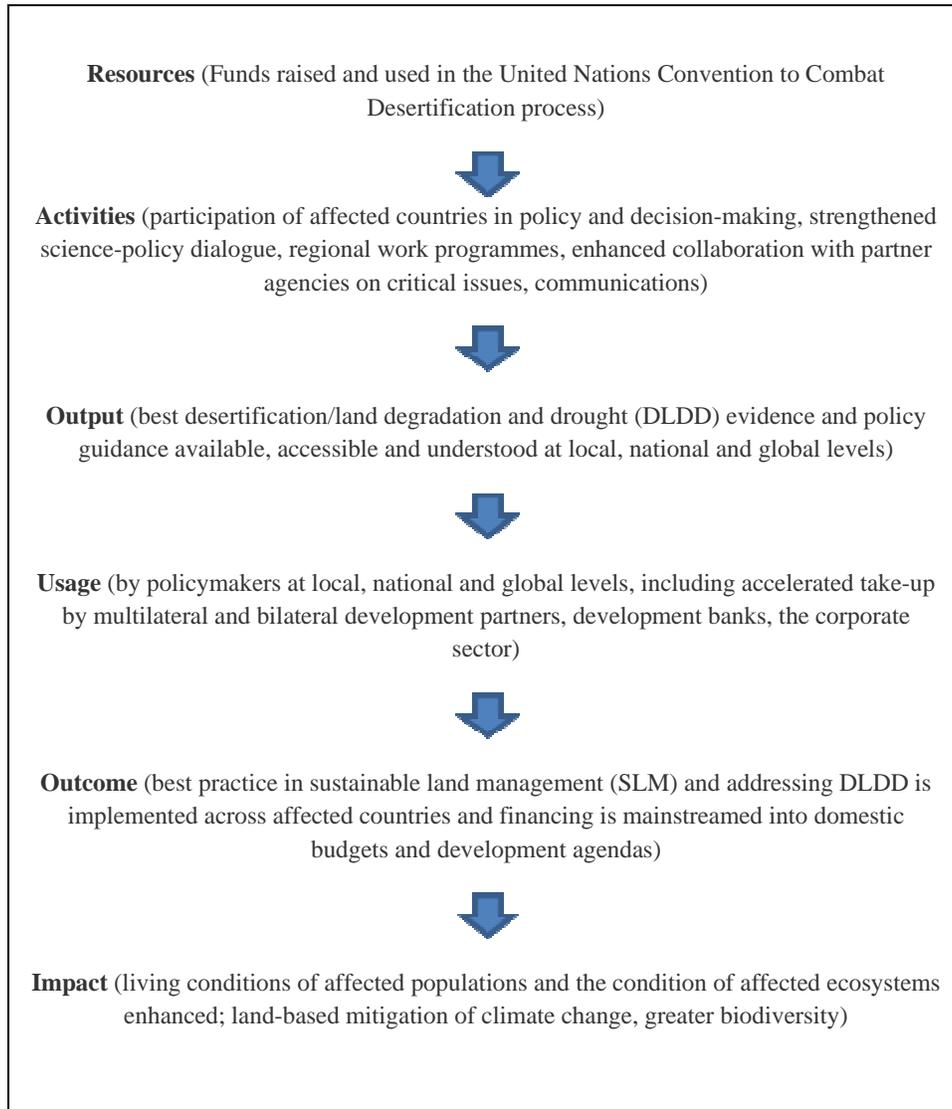
44. UNCCD fund-raising also needs to widen the resource base. Prioritization (particularly in favour of the Millennium Development Goals and climate change) means that a more compelling case, either to significantly increase the amount of funding allocated to DLDD issues or to avoid potential cuts, must be made urgently. The global economic world order is also evolving rapidly. Future developments in emerging, particularly G-20, economies will be critical for resource mobilization in the medium term. In parallel, the corporate sector and philanthropic foundations are emerging as major partners in many development sectors and any robust fund-raising strategy must explore engagement with these new players.

45. In addition to efforts to raise awareness about DLDD issues and frame development agendas among potential funders through targeted outreach and evidence-driven campaigns, accessing existing funding streams, particularly relating to climate change and/or the Global Environment Facility (GEF), offer synergies for implementation with the other Rio conventions and large, insufficiently tapped, resource flows. Strategically, ongoing operations in the wider development agenda, such as the Comprehensive Africa Agriculture Development Programme (CAADP) and its Rural Futures of the African Union Commission, the Global Agriculture and Food Security Programme (GAFSP), The Great Green Wall for the Sahara and Sahel Initiative and a variety of other regional and subregional programmes and initiatives demand the pro-active engagement of UNCCD institutions and partners.

46. Finally, it should be clear that corporate fund-raising (for the COP and its subsidiary bodies, the secretariat and GM operations) is not a goal per se, but is to be seen as a catalyst for policy dialogue and investment in SLM and stronger SLM/DLDD policy at national level. The secretariat and the GM aim to strengthen the UNCCD impact chain where relatively small investments through the UNCCD process and supporting services, and through economies of scale, facilitate major policy reforms and leverage investment at national level. In turn, this best practice policy and investment brings tangible impact and benefit to beneficiaries in drylands.

Figure

The common fund-raising strategy impact chain



4. Financial target

47. Parties mandated that fund-raising should respond to defined resource needs. While the overarching fund-raising strategy is designed to cover corporate/institutional fund-raising for the period 2012–2015, the financial target to measure the success of the fund-raising strategy is set as the result of the gap identified in the costed two-year work programme to be approved at the tenth session of the COP (COP 10). The secretariat and the GM will therefore benchmark and measure success in terms of the proportion of UNCCD work packages receiving adequate funding.

In order to implement the work plans and work programmes of the Committee on Science and Technology, Committee for the Review of the Implementation of the Convention and the secretariat, and to support GM operations, supplementary (voluntary) funds will be required for:

- Participation at sessions of the COP and its subsidiary bodies
- Servicing of the COP and its subsidiary bodies (i.e. impact and performance reporting process and scientific conferences)
- Processes leading to a COP decision that will have an impact at country level (economics of land degradation, national action programme alignment)
- Work programmes of the regional coordination mechanisms
- Support to eligible affected country Parties – yet to be quantified.

Corporate/institutional fund-raising targets exclude funds available from core budget resources and resources mobilized at eligible country level for SLM/DLDD.

48. In order to achieve the financial target mentioned in paragraph 47, actionable objectives of the common fund-raising strategy have been developed and are listed under five distinct fund-raising goals.

(a) Goal 1. Resource needs and priorities are clearly documented:

- (i) To improve priority setting for financing DLDD interventions in the face of limited resource flows: Streamline the use of existing core budget resources between the secretariat and the GM and budget check all proposed activities against core or available resources;
- (ii) To more effectively, convincingly and compellingly communicate the financial requirements for the implementation of the UNCCD process and improve the understanding and commitment of Parties and potential partners: Produce a “Financial Resource Requirement” brochure including (1) a statement of resources mobilized and managed; (2) a statement of specific needs for the coming biennium, including available funding, gaps and priorities; (3) an impact statement on failure to mobilize; and (4) development partner recognition and acknowledgement.

(b) Goal 2. Advocacy to ensure policymakers and development partners are fully cognizant of the importance of comprehensive action on DLDD issues and the intrinsic value of the UNCCD process:

- (i) To integrate DLDD issues into development cooperation plans and priorities of bilateral and multilateral partners and foundations by framing the policy setting environment, using the advocacy policy frameworks: Identify, engage and collaborate with a network of key decision makers (e.g. parliamentarians, representatives and influencers from Organization for Economic Co-operation and Development (OECD) and Group of Twenty (G-20) countries);

- (ii) To assess the economic costs of DLDD issues: Facilitate the collection and dissemination of key evidence/outcomes from the 2nd UNCCD Scientific Conference and the economics of land degradation initiative for policy making/fund-raising;
- (iii) To ensure the policy setting environment is conducive to fund-raising: Personalize the issue of DLDD for the public and investors through the development of practical “positive” steps that can be taken by citizens and strengthen relations with civil society as an agent for behavioural change, advocacy and fund-raising;
- (iv) To speak to policymakers and funders with relevance and authority: Ensure internal assets and a network of SLM champions and dryland ambassadors are used for fund-raising and advocacy for resource mobilization purposes;
- (v) To frame and implement a biannual campaign on a critical theme with a significant funding shortfall: Proposal 2012–2013 on science, knowledge and capacity-building;
- (vi) To distil and produce concise, forward-looking materials tailored to fund specific needs and timelines, based on the advocacy policy frameworks.

(c) Goal 3. Consistent and systematic outreach with potential development partners:

- (i) To establish a mechanism for regular ongoing virtual communication with potential partners, as requested: electronic mailing list (e.g. LISTSERV), video/teleconferencing, online chats;
- (ii) To facilitate an annual consultation or meetings of interested Parties with potential partners on matching specific themes/issues with their strategic priorities;
- (iii) To carry out an analysis of development partner constraints on contributing to UNCCD processes and work collaboratively on new modes of delivery;
- (iv) To agree on a calendar of opportunities and deadlines (i.e. advocacy visits, speaking tours) with bilateral and multilateral development partners to support internal advocacy for DLDD issues;
- (v) To map and engage a network of foundations interested in environmental issues and keep them regularly informed about UNCCD, particularly regarding DLDD issues;
- (vi) To systematically engage and work with multilateral/regional platforms (e.g. Global Donor Platform for Rural Development, the Global Drylands Report, regional and international financial institutions including development banks and economic communities, GEF, reducing emissions from deforestation and forest degradation (REDD+); European Union, African, Caribbean and Pacific (ACP) Group of States;
- (vii) To strengthen the UNCCD business forum and develop a value proposition for corporate sector engagement on DLDD issues, identify business champions and innovators, explore practical options and mechanisms for engagement and commitment.

- (d) **Goal 4. Explore non-traditional funding streams for UNCCD issues:**
 - (i) To map and connect with non-traditional partners (in sectors such as health and education): Develop value propositions and appropriate work packages for these new sectors;
 - (ii) To develop a tangible “marketing product/approach” for UNCCD and DLDD issues to strengthen presence and brand identity;
 - (iii) To hold a consultation on opportunities in affected countries: Explore markets and trademarks for unique dryland sustainable products; examine co-financing payment schemes for land management and ecosystem services.
- (e) **Goal 5. Develop internal fund-raising capacity:**
 - (i) To establish and coordinate a network (community of practice) for DLDD resource mobilization composed of officers invited from each like-minded partner agency: Establish product/service-driven terms of reference to guide collaboration;
 - (ii) To collaborate with colleagues to ensure linkages between evidence, policy, advocacy and communications are enhanced to support fund-raising: Develop a common key message platform for use with policymakers and funders, and communicate the impact chain more effectively;
 - (iii) To strengthen synergies with other Rio conventions (United Nations Framework Convention on Climate Change, Convention on Biological Diversity) and GEF on advocacy, resource mobilization and fund-raising;
 - (iv) To establish a monitoring mechanism to review evolving priorities, strategies, systems and key contacts among partners;
 - (v) To establish and respect an annual calendar for the submission/reporting of proposals;
 - (vi) To develop a more standardized approach to partnership: Move towards thematic multi-stakeholder partnerships where the complementary strengths and core competencies, resources and assets (joint delivery and in-kind contribution) of multiple partners can be better aligned. Partnerships might be envisioned around, for example, food security or soil carbon;
 - (vii) To develop an online centre for partnering: Explore matchmaker functions to match available resources and skills with a bank of suitable projects.

5. Implementation of the common fund-raising strategy

49. The effective implementation of the common fund-raising strategy will require the commitment and practical collaboration of relevant UNCCD stakeholders at every level.

50. Risks and assumptions include the following:

- (a) Future shocks do not have a fundamental impact on the social, political or economic situation in donor countries;
- (b) The science-policy dialogue and best practice is continually strengthened in order to provide the best possible guidance on the implementation of comprehensive action on DLDD/SLM;

(c) The ability of UNCCD to continually leverage opportunities to strengthen political will and to thoroughly understand and convincingly communicate needs must be reinforced. Activities are addressed through the biannual joint work programme of the secretariat and the GM. The establishment of a network for DLDD resource mobilization (Goal 5 – paragraph 48 (e) (i) of this fund-raising strategy) should enhance our ability to deliver on our fund-raising targets in a spirit of partnership as agencies work collaboratively to support the implementation of this strategy.
