

Practice Standards for Conservation Trust Funds
Webinar Series

Resource Mobilization

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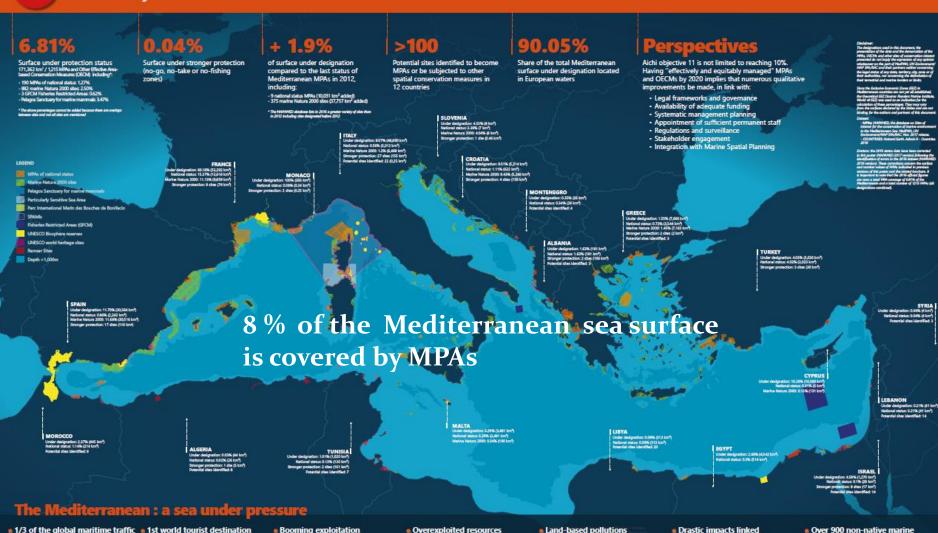








The system of Mediterranean Marine Protected Areas in 2016



- 1/3 of the global maritime traffic 4% per year planned by 2025

 43 million of armual arrivals in 2014, 40% planned by 2025
 - Booming exploitation of hydrocarbons at sea
- Overexploited resources 85%* of fish stocks overfished
- Land-based pollutions profound effects on biodiversity
- to climate change
- Over 900 non-native marine species including at least 40 invasives

Insufficient & unregular financial resources limit marine protected areas effectiveness



A sustainable financing mechanism of MPAs core management costs

Objectives for 2025

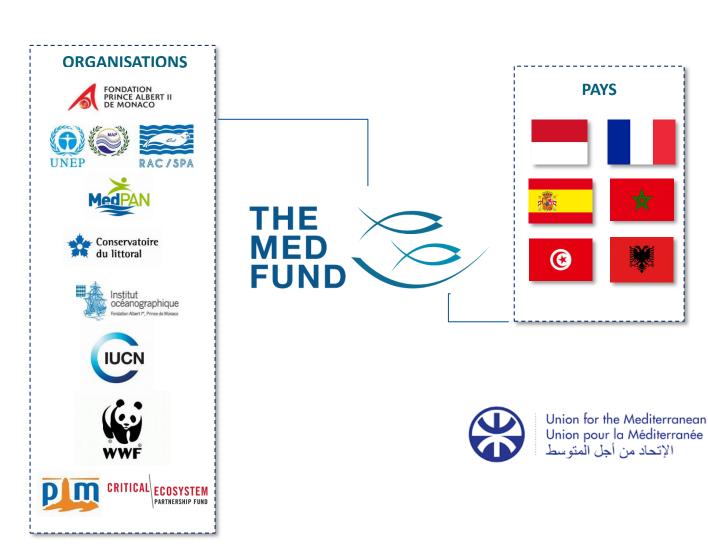
- > Support 20 MPAs
- ➤ Protect 7000 km2 of marine & coastal areas
- ➤ Raise 30 M€ in the endowment fund







The MedFund: a young regional trust fund with a shared governance involving Mediterranean countries & civil society



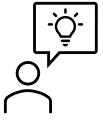
2 resource mobilization stages

- Funds raised for the establishment of the CTF and funding of pilots projects
- Funds raised for further consolidation and development: a 5 years resource mobilization strategy funded by The GEF & FFEM – in conjunction with our communication strategy



The fundraising strategy started at the design stage

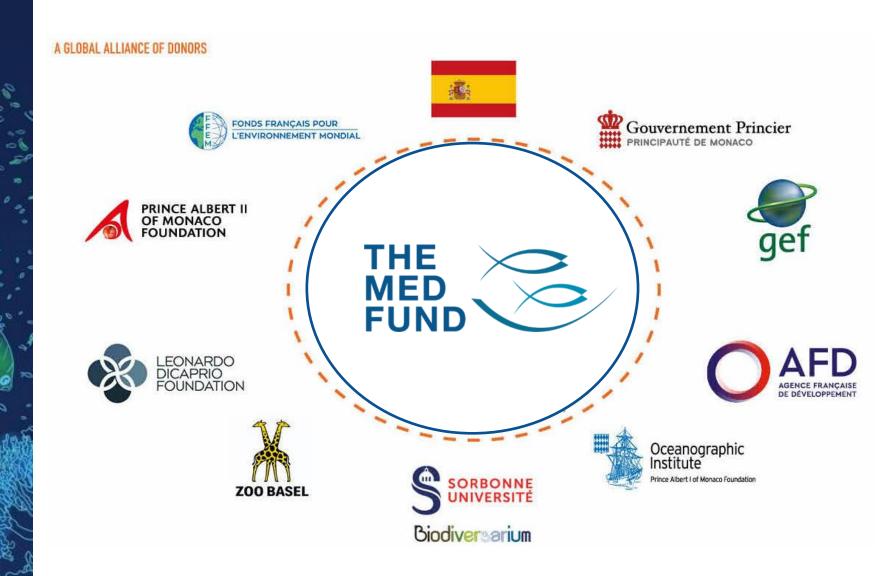
- 1. By assessing financial needs of Med MPAs and assessing a capitalization target for the Funds
- 2. By designing different funding windows : endowment / sinking and revolving in order to cope with different donors' requirements



Thank you to Conservation Finance Alliance/ REDLAC & CAFE



Building on a 1st global alliance of public & private donors





From Institutional donors to more innovative sources of funding

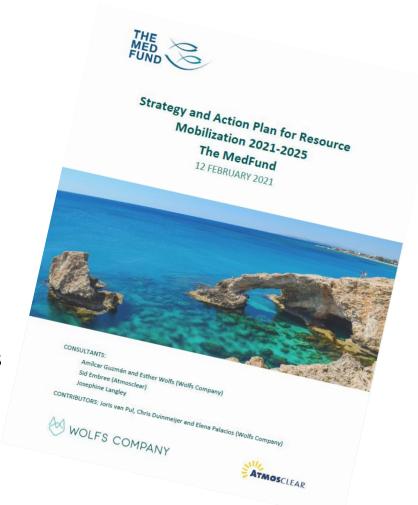
A dynamic network of aquariums and zoo contributes to The MedFund by dedicating part of the entrance fees





Overview of the Fundraising strategy main contents

- setting fundraising goals/targets,
- selecting/prioritizing possible donors,
- identifying donor priorities, requirements and other specific aspects,
- identifying relevant themes of interest,
- identifying options for diversification including innovative funding,
- defining additional policies such as the gift acceptance policy
- providing indicative timeline and recommendations for implementation







DIVERSIFICATION OF DONORS / MECHANISMS

Focus on short term priority

Institutional – philanthropic and private donors

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Explore medium to long term opportunity

Innovative funding mechanisms such as park bonds / debt conversion





- Build strategic partnership with key organizations and partners / grant consortium
- Build on political momentum







BUILD INSTITUTIONAL CAPACITY, TRUST AND REPUTATION

- Governance
- Impact on the ground track conservation and socio-economic benefits
- Financial strategy (responsible Investment policy & gift acceptance policy)







"MARKET" YOUR FUND

- MPA management costs is not sexy need to link with thematic priorities of donors
- Sustainable fisheries
- Climate change mitigation
- Blue economy
- Connectivity



Dedicated concept notes developed

- Identify your added values beyond ecological outcomes
- Regional conservation trust fund
- Science based approach: management effectiveness dashboard
- Promote co-management of MPA
- Gender approach
- We directly fund civil society organizations as MPA managers





- Networking and knowledge sharing alliances
- Donors watch: catch the flavor of the month "build back better" in a post Covid era



A TEAM WORK

- No return on investment without investment: Allocate financial and human resources – grant writing
- Promote board members and partners involvement to facilitate high level key contacts

Thank you

www.themedfund.org

Romain Renoux - Executive Director

