

# PRACTICE STANDARDS FOR CONSERVATION TRUST FUNDS

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## Resource Mobilization Core Area

Content overview and key content issues

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# 2020 Practice Standards for CTFs

## 7 Core Areas

Institutional  
Effectiveness

II

Programs

III

Administration

IV

Asset  
Management

V

Resource  
Mobilization

VI

Risk  
Management  
and Safeguards

VII

Governance

I



<https://www.conservationfinancealliance.org/practice-standards-for-ctfs-update>

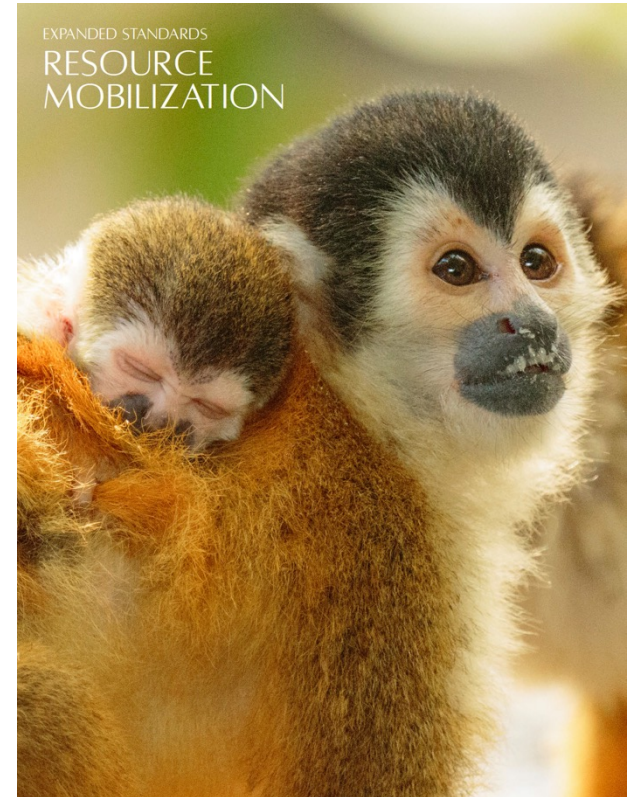
# Content overview

Resource  
Mobilization

VI

9 standards

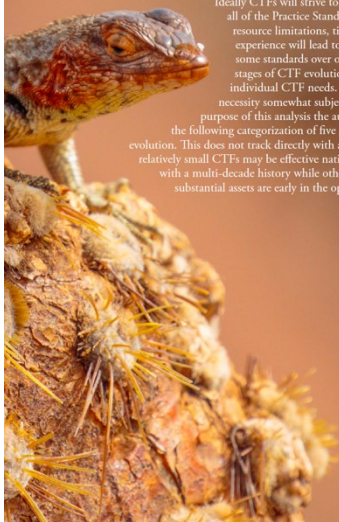
- Sources of financing
- Strategies, action plans and policies
- Opportunities to leverage additional funds
- High level support
- Effective communication



## ANNEX 1

## PRIORITIZING PRACTICE STANDARDS AT DIFFERENT STAGES OF CTF EVOLUTION

Ideally CTFs will strive to implement all of the Practice Standards; however, resource limitations, time, and experience will lead to prioritizing some standards over others at different stages of CTF evolution and to fit individual CTF needs. While by necessity somewhat subjective, for the purpose of this analysis the authors have used the following categorization of five stages in a CTF's evolution. This does not track directly with asset size as some relatively small CTFs may be effective national institutions with a multi-decade history while other CTFs with substantial assets are early in the operational phase.



## Annex 1

### 2020 Resource Mobilization Standards

### Evolutionary stages of a CTF

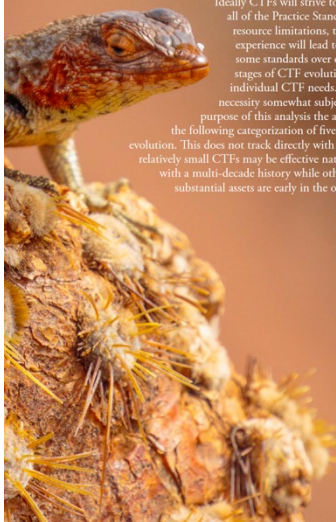
	Pre-registration	Start-up	Operational	Institutional	Termination
<b>Resource Mobilization Standard 1:</b> CTFs have strategies to diversify, multiply, and increase their short-term and long-term sources of financing, so as not to depend on a single source or a single funding mechanism.	X	X	X	X	
<b>Resource Mobilization Standard 2:</b> CTFs develop resource mobilization strategies and action plans to raise long-term capital as well as shorter-term funding for particular projects or programs.		X	X	X	
<b>Resource Mobilization Standard 3:</b> CTFs have policies to screen and determine which donor contributions and conditions they will accept.		X	X	X	
<b>Resource Mobilization Standard 4:</b> CTFs analyze and pursue opportunities for using funds from particular donors or government sources to leverage additional resources.		X	X	X	
<b>Resource Mobilization Standard 5:</b> CTFs analyze and explore opportunities to serve as financial intermediaries for donor programs, voluntary and mandatory cash flows, or other finance arrangements, to further the cause of environmental conservation and climate change adaptation and mitigation.			X	X	



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## Annex 1

### 2020 Resource Mobilization Standards

### Evolutionary stages of a CTF

	Pre-registration	Start-up	Operational	Institutional	Termination
<b>Resource Mobilization Standard 6:</b> CTFs seek the support of national government ministries, politicians and international donors to mobilize additional financial resources for the CTF and aligned strategic programs.	X	X	X	X	
<b>Resource Mobilization Standard 7:</b> CTFs commit to using specific formats, provide requested information, and comply with the procedures and timing for technical and financial reports through signed agreements, such as those between CTFs and their donors.		X	X	X	X
<b>Resource Mobilization Standard 8:</b> CTFs encourage cost-sharing arrangements through which grantees contribute a portion of the project or activity cost or raise funding from others.			X	X	
<b>Resource Mobilization Standard 9:</b> CTFs effectively communicate their role, providing long-term financial support to advance critical global and national social and environmental goals, to potential donors and partners.			X	X	

## What is new in this Core Area?

Resource  
Mobilization

VI

- Updates in **underlying evidence and definitions**
- Emphasis on **lessons learned and trends**
- Links to **cross-cutting themes**

Communications

Monitoring & evaluation



Annex 4

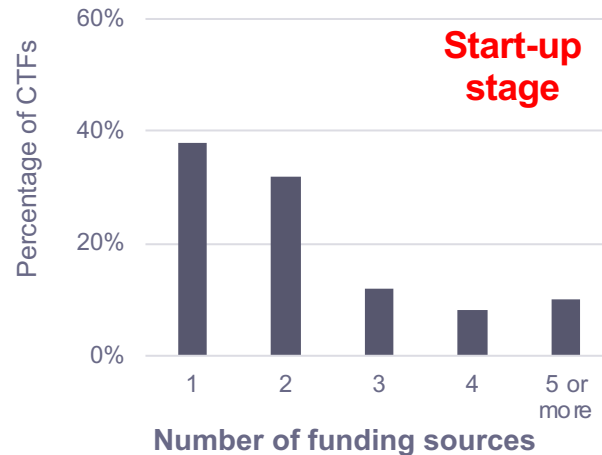
# The context



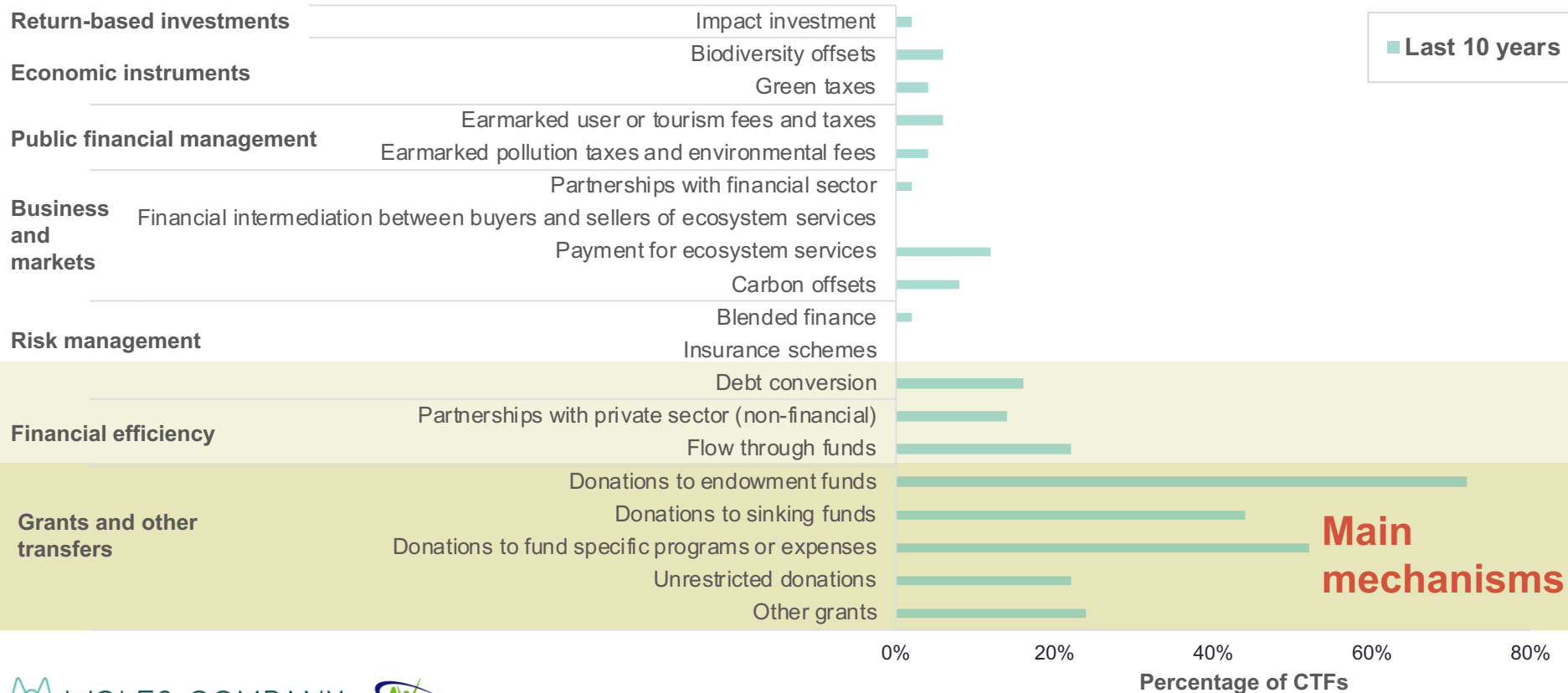
**50 CTFs**  
**2020 Global**  
**CTF Survey**

*“CTFs have strategies to **diversify, multiply, and increase** their short-term and long-term sources of financing...”*

## Resource mobilization Standard 1

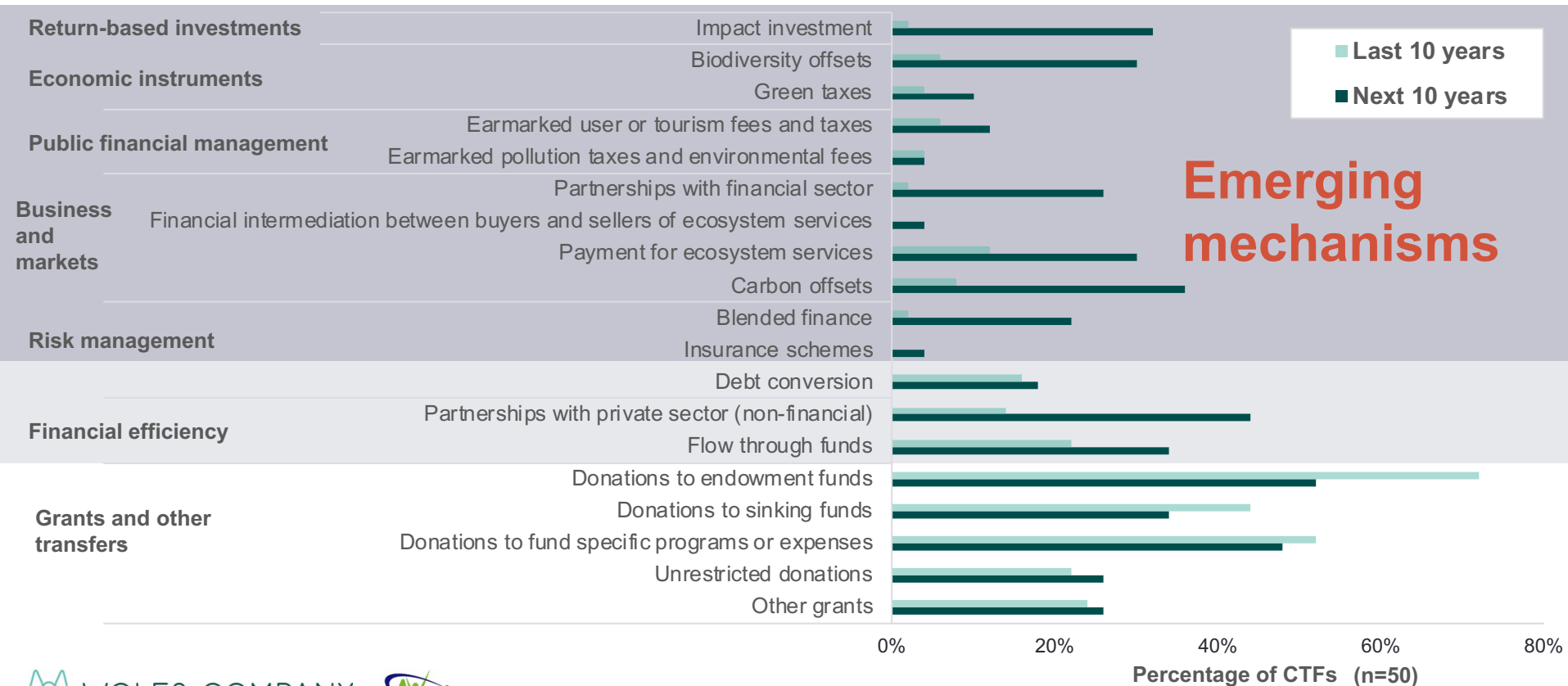


# Diversity of financing mechanisms

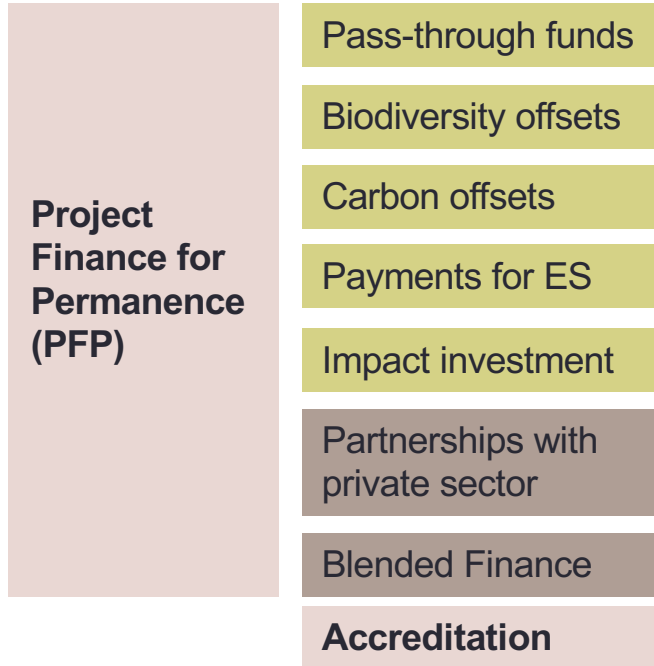




# Diversity of financing mechanisms



## Trends in resource mobilization



Next 10 years...

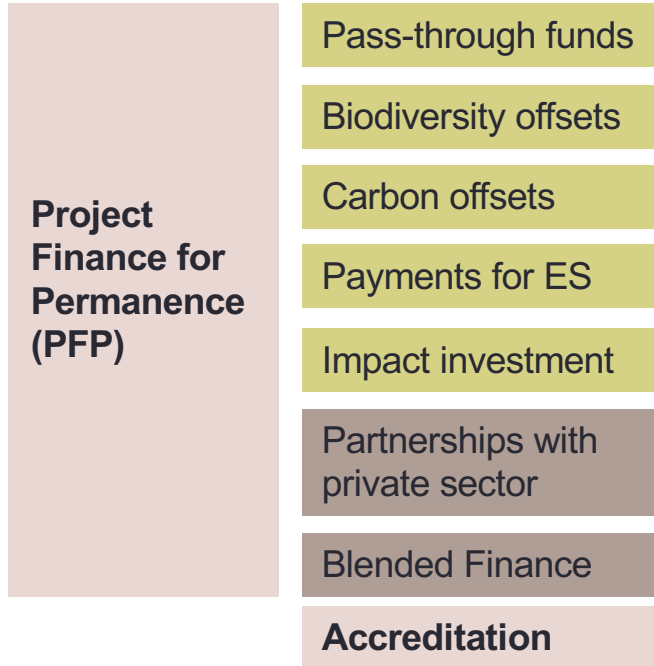
**30-45% of CTFs**  
expect to  
implement one  
of these  
mechanisms

*“CTFs analyze and explore opportunities to serve as **financial intermediaries** for donor programs, voluntary and mandatory cash flows, or other finance arrangements, ...”*

Resource mobilization  
Standard 5



## Trends in resource mobilization



Next 10 years...

**30-45% of CTFs**  
expect to  
implement one  
of these  
mechanisms

*“CTFs seek the **support of national government ministries, politicians and international donors** to mobilize additional financial resources ...”*

Resource mobilization  
Standard 6

# 2020 resource mobilization standards



## Other key aspects

- Resource mobilization strategies and action plans
- 'Gift Acceptance Policy'
- Communication



Thank you!



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