

Engaging philanthropic donors and foundations

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Confusion!

- “Only Brazil and Indonesia matter”
- “It’s all about palm oil and soybean”
- “It’s all about land tenure”
- “If we make a grant, how can we have confidence it will be effective? We don’t understand the Congo Basin countries”
- “It’s all about livelihoods”
- “It’s all about sustainable forest management”
- “We can’t solve the forest problem without first solving... energy... woodfuel... charcoal... poverty... agriculture... economic prosperity... infrastructure... health... education... equity... governance...”
- “It’s all about biodiversity”
- “It’s all about reference levels... MRV... REDD finance... REDD readiness... payments for performance...”

La tour de babel....

REDD+, AFOLU

GCF, GEF, IMF, FIP

Aichi targets

FCPF R-PIN

MRV

NYDF, UNSG

VERs, CERs

Climate-smart agriculture

Landscape-scale

Natural capital

Ecosystem services

GHGs, sequestration

Emissions reductions

SFM, RIL, SL, JFM, PFM

Really?

It's about... protecting forests!

- Many ways to protect forests, many problems to be overcome
 - YOU are the key people working hard to achieve successful forest protection!!
 - But who knows what you are doing, and do they understand?
 - Have you told your story, have you explained what you need? Where have you told your story?
 - Technical reports for governments, international institutions, NGOs... academic papers.... Internal plans...
 - These are all necessary – but not sufficient
- Help donors and foundations have the confidence to give
 - Make your story part of their lives
 - They need clear explanations:
 - **The problem; your actions; your goals; your results**
 - **Some channels:** Mongabay, Reuters Foundation, Forestcarbonportal.com, Guardian, New York Times, Washington Post, Huffington Post, Forest Heroes, BBC, REDD Monitor, Ecosystem Marketplace, Facebook, Twitter

Send me your story!

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Working with philanthropic donors

What do they fund?

- Their funds are **small** compared to international institutions and governments
- So they often try to be **catalytic** - providing support for the development of ideas and initiatives that have potential, but may not fit international/government criteria
- They want to see strong **leadership** – people with good experience and a track record, who maybe are seeking to create new responses to problems
- They usually want to develop **relationships** with grantees; and often begin with small grants (c. \$10,000 - \$50,000) to ‘test’ opportunities
- Providing good **feedback** to philanthropic donors on results of a grant is essential – this helps build confidence

Suggestions for proposals

- **Both in situ projects and policy initiatives** are appropriate, because both are necessary
- **Most foundations understand that human capital is fundamental to success**
- **And, in the Congo Basin, we know that capacity building is the biggest need in many contexts**
- **So proposals that demonstrably increase capacity – make sense**
- **Most important of all, be direct about what you need – you are the experts!**

Thank you!