



ADAPTATION FUND

Adaptation Fund Board

October 2014

Resource Mobilization Strategy

Contents

Vision and Goal of Resource Mobilization Strategy:	3
Team	3
Resource Mobilization Communications Elements	3
Setting Goals	4
Note on Private Sector Potential Funding Streams	5
Resource Mobilization Strategy Phases:	5
Revenue Summary of the Adaptation Fund	7
Contributions	7
CER Sales	9

Vision and Goal of Resource Mobilization Strategy:

The goal of the Adaptation Fund's resource mobilization strategy is to create on-going, sustainable and predictable funding streams for the Adaptation Fund through robust and consistent operations. The resource mobilization efforts will also contribute to establishing the Adaptation Fund as the "fund of choice" for contributors who are financing climate adaptation projects. This will be based on the Adaptation Fund clearly communicating its work done to date as a fully-operational, efficient and transparent climate financing fund.

The need for the Fund to aggressively pursue contributions and additional revenue streams also necessitates the need for serious consideration of the strategic direction of the Adaptation Fund, in order to chart the best options for paths forward to sustainability and predictability.

Team

The resource mobilization efforts for the Adaptation Fund are led by the Secretariat Manager, per Decision B.16/24 and supported by the pro-active efforts of the Board. At its 19th Meeting in December 2012, the Board decided to create a resource mobilization task force comprised of "Board members that work in conjunction with the secretariat on outreach, strategy, and other efforts to achieve the interim US \$100 million resource mobilization target by the end of 2013 (Decision B.19/29). The Manager has undertaken discussions with contributor governments and others per decision B.16/24. At every Subsidiary Bodies and COP meeting, the secretariat has convened a dialogue with contributing Parties.

Proposed funding streams to be considered included contributor governments and, to a lesser degree, exploring potential private sector foundation grants. Revenue streams from private sector involvement could be a new direction for the Fund, and partnerships with the private sector could serve well to raise the Fund's visibility and status. Individual public contributions were not a critical component in this strategy, as the potential amounts that could be raised this way are appreciated but might require more resources.

Resource Mobilization Communications Elements

The Fund's visibility and image have recently been raised significantly through communications to enhance resource mobilization sustainability. This enhanced visibility was achieved through a concerted series of actions, including: creating compelling marketing materials that tell the story of the Fund and its programming; increasing the visibility of the Fund through appearances of "fund ambassadors" (including AFB members, Secretariat staff, and supporters), forging partnerships with key climate adaptation leaders, and sponsoring events that help position the Adaptation Fund as a thought leader in climate adaptation financing in vulnerable countries. These efforts are ongoing.

Setting Goals

A new resource mobilization goal for the calendars years 2014-15 was decided upon at AFB23 based on a formula that projected potential funding needs for the two years, including the expected project proposal submissions from national, regional and multilateral implementing entities. The projections also included multilateral project proposals already in the pipeline. The projections were based on calculating likely project submissions arising from concepts that the Board had endorsed, and informal consultations with regional and multilateral implementing entities. The potential funding needs were thus set at US\$ 160 million.

In Decision B.23/25, the AFB decided to:

(a) Extend the mandate of the Fundraising Task Force to continue implementing the fundraising strategy, with the **new fundraising target of US\$ 80 million per calendar year in 2014 and 2015;**

(b) Extend the service of the current Fundraising Task Force members: Ms. Angela Churie-Kallhauge, Ms. Laura Dzelzyte, Mr. Zaheer Fakir, Ms. Ana Fornells de Frutos, Ms. Su-Lin Garbett-Shiels, Mr. Hans Olav Ibrenk, and Mr. Jeffery Spooner, adding Mr. Marc-Antoine Martin as a new member; and extending Mr. Fakir's term of office as coordinator; and

(c) Request the secretariat to continue assisting the Fundraising Task Force in fulfilling its mandate, and to prepare an implementation plan for the fundraising strategy, including specific activities and events during 2014 and 2015, and integrating its communications strategy.

In Decision B.24/28, the AFB decided to:

(a) Rename the fundraising task force as the resource mobilization task force in order to convey the idea of a continuous activity;

(b) Request the secretariat to:

(i) Prepare a summary document of the resource mobilization strategy that could be made public; and

(ii) Develop material for the Conference of the Parties, including the ability to easily download key documents from the Adaptation Fund website.

Note on Private Sector Potential Funding Streams

Foundations:

Most private sector foundations give money only when it can be directed to specific projects, or specific locations, including nation, or region. Relationship building with foundations can take time, and has begun, with contact being initiated with Clinton Foundation, Coutts Philanthropy Howard Buffett Foundation, Mary Robinson Foundation, Rockefeller Foundation, Royal Foundation, and the Heinrich Boell Foundation.

Non-Foundation Private Sector:

Relationships and/or contacts with potential partners and supporters in this sector have been initiated with BBC Media Action BNP Paribas, Britdocs, Climate & Development Knowledge Network (CDKN), ICF International and SwissRe.

Resource Mobilization Strategy Phases:

Phase I – through end-2013 - activities and goals met

- Exceeded 2012-2013 calendar year resource mobilization goal of US\$ 100 million, with US\$104.3 million pledged, led by Germany, at COP 19. While this resource mobilization goal was met in pledges, of the pledges, US\$ 10.4 million is still outstanding.
- Began cultivating potential private sector partners and supporters: relationships initiated with private sector include SwissRe, BBC Media Action, Rockefeller Foundation, ND-GAIN, and others.
- Created resource mobilization toolkit, including talking points, AF infographic, Overview, Adaptation Story, ‘sales pitch’ and talking points, direct access piece, and Readiness Programme materials

Phase II – 2014-2015

- COP 20 Lima as major resource mobilization push.
 - Contributor Dialogue
 - Side event highlighting tangible work and successes of Adaptation Fund, with specific focus in Africa, illustrating its value for contributors
- Continue regular, systematic cultivation of public sector and private sector contributors and potential contributors, and increase engagement and visibility in these sectors by:
 - continuing contributor cultivation of Phase I;
 - partnering on specific activities, which could include such items as co-hosting events like panel discussions and lecture series, cross-promoting projects/programmes, etc.

- continuing to identify new potential contributors
- continue exploring options to leverage private-sector collaboration with the Fund;

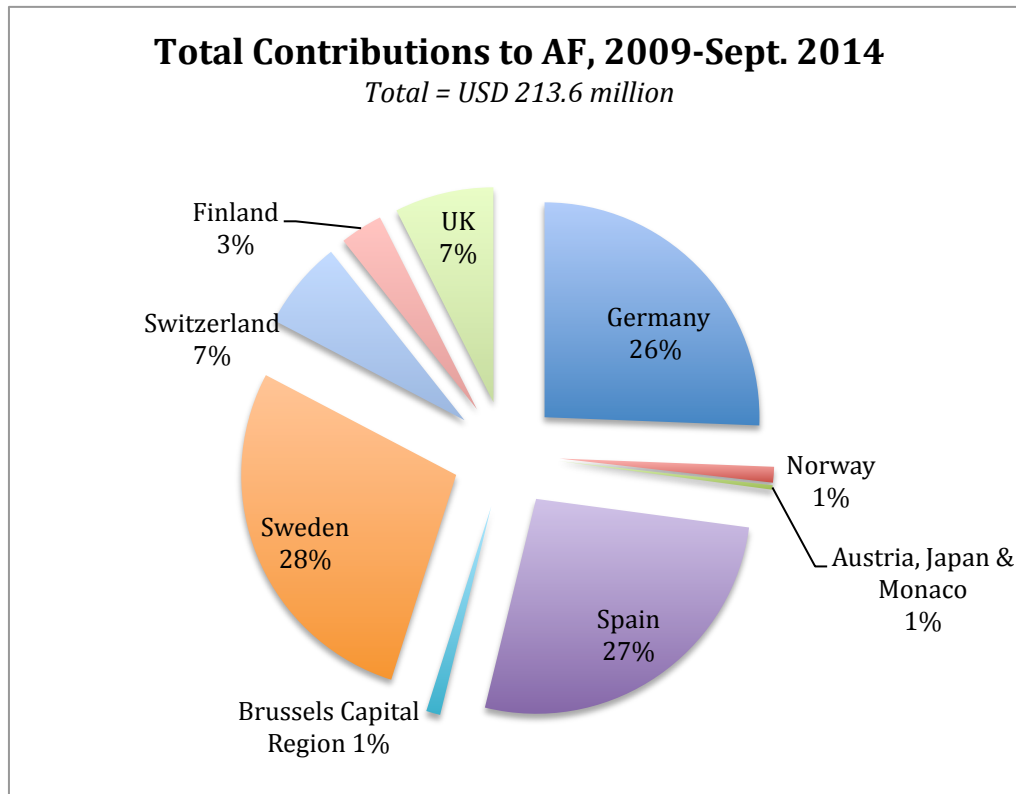
Phase III – 2016-2017

- The Fund’s image as the “fund of choice” for climate adaptation projects and programmes will be clearly established amongst contribtutors.
- Contributor cultivation, partnerships, and pursuit of innovative private sector revenue streams will continue as in previous phases, building upon and expanding resource mobilization efforts and yields.

Revenue Summary of the Adaptation Fund

Contributions

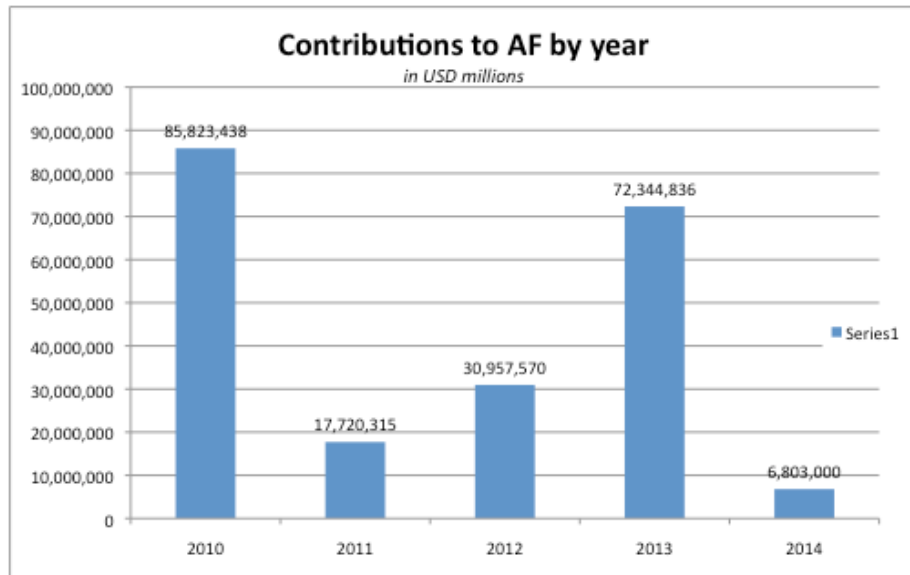
The Adaptation Fund has received significant funding from contributing governments since 2009.¹ As of end Sept. 2014, the Fund has received US\$ 213.6 million from eleven contributing governments.



Sweden -	US\$ 59,383,765
Spain -	US\$ 57,055,000
Germany -	US\$ 54,717,000
UK -	US\$ 15,915,000
Switzerland -	US\$ 14,203,594
Finland -	US\$ 6,870,534
Norway -	US\$ 2,439,381
Brussels Capital Region -	US\$ 2,266,650
Austria	US\$ 690,250
France	US\$ 87,700
Monaco -	US\$ 12,197
Japan -	US\$ 8,088

¹ Note: years mentioned are calendar years unless specifically stated otherwise

Total contributions to the Fund by year are represented in the table below:



CER Sales

The Fund's revenues from CER sales through Q1 2014 total US\$ 190.01 million, with just US\$ 21.6 million of the revenues received from Q1 2012 through Q1 2014.

