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Mobilizing New Funding and Partnerships for ITTO and Its Objectives

[Item 11 of the Provisional Agenda]

Strategic Fundraising Support to the International Tropical Timber Organization

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Strategic Fundraising Support to the International Tropical Timber Organization

Introduction

Lynea Advisory was engaged by the International Tropical Timber Organization (ITTO) in June 2014 to provide strategic fundraising support to assist the organization to realise its funding ambitions as set out in ITTO's Strategic Plan 2013 – 2018.

The consultancy was comprised of several streams of work including:

- Support to Apidae Development Innovations in the development of a range of communication materials including a brochure, cases for support for each of the thematic areas, an animation and fundraising video;
- The development of a funding pipeline template;
- Completion of a survey, gap analysis and Fundraising Action Plan; and
- Donor liaison.

These activities have provided Lynea Advisory and ITTO with an improved understanding of potential donor's priorities, values and likelihood for contribution of additional funds.

Survey Outcomes

In mid-July, the ITTO Secretariat, on behalf of Lynea Advisory, distributed a survey to its member governments. The survey aimed to assist both the consultants and ITTO develop a better understanding of the needs and priorities of prospective donor governments specifically and its members more generally. A total of 30 responses were received.

The responses from the survey indicated the areas of most interest were illegal logging and legality of timber trade and governance, closely followed by biodiversity, REDD, poverty alleviation and forest industry development.

The survey also indicated that the majority of respondents (72%) regarded the work of ITTO as being either extremely important or mildly important in helping the country achieve its domestic and international policy objectives. While there is broad support for ITTO, the vast majority of respondents noted that they intend for their voluntary contributions to either stay the same (75%) or decrease (15%).

Fundraising Action Plan

It was considered important that any donor liaison work undertaken by Lynea Advisory did not overlap with the work already being undertaken by ITTO. As such, Lynea concentrated on developing relationships with those organisations that ITTO is not already engaged with.

To develop the list of organisations with whom to consult, Lynea Advisory also capitalised on the work carried out by Markku Simula in 2013. As such, we focussed on those organisations that he categorised as being of high priority for resource mobilisation action.

Meetings with Donors

As reported at the 2014 International Tropical Timber Council Meeting, Lynea Advisory met with the following donors:

- Australian Department of Agriculture
- Australian Aid
- Australian Centre for International Agricultural Research
- Senator Colbeck (the Australian Senator with responsibility for forests) & his advisor
- Inter American Development Bank
- USAID
- US Forest Service
- International Finance Corporation
- Global Environment Facility
- Department for International Development (UK)

Appendix One contains a copy of the presentation delivered at the 2014 meeting which incorporated a discussion of these meetings.

2015 activities

Following on from the report provided at the 2014 International Tropical Timber Council meeting and upon consultation and agreement with the ITTO Secretariat, Lynea has invested the remaining consulting time into the following activities, the details of which can be found in Appendix Two:

- Representation of ITTO at the Australian Rainforest Summit
- Ongoing liaison with the Global Environment Facility
- Liaison with Norway's Ministry of Climate and Environment

Conclusion

Raising funds from donors is a time consuming exercise. The work carried out in this consultancy provided ITTO with some important contacts, intelligence and information. However, as was stressed at the outset of this work, raising funds requires ongoing investment in relationship building. As such, the meetings and activities that were carried out as part of this consultancy should be viewed as part of a longer term fundraising effort by ITTO. It is important to reiterate that most of the organisations that we met with are tied into very detailed and specific arrangements for disseminating their money and if ITTO is to be successful in raising funds from any of them, considerable additional effort is required.

Further to that, while funding opportunities for organisations such as ITTO continue to diversify, particularly as the private sector becomes increasingly involved in development type work, the level of sophistication with which funding mechanisms operate also continues to increase. As such, it is vitally important that ITTO continues to develop a comprehensive understanding of emerging areas such as results based finance, development impact bonds etc.

Unfortunately, a limitation of funds did not allow this consultancy to build on the links that were established in the initial rounds of consultation. It is clear however that with the right investment, it is possible for ITTO to identify new sources of funding.

Appendix - 2015 Activities

In consultation with ITTO, in 2015 Lynea Advisory focussed on developing relationships with the Global Facility and the Norway Ministry of Climate and Environment.

Attendance at the Australian Rainforest Summit

Dr Lyndall Bull attended the Australian Rainforest Summit held in Sydney in November 2014 on behalf of ITTO. Dr Bull was also able to secure a speaking position for the Executive Director at the Summit.

Global Environment Fund

Consultation was carried out with both a GEF project development consultant as well as with a representative from the GEF directly. The dispersal of any funds to ITTO from the GEF would require it to work in close association with both the GEF and at least one of its approved implementing agencies. Such a process would take many months and considerable personnel resources. While the investment from ITTO would be significant, it does have the potential to yield substantial benefits. The decision was made by ITTO that the resources are not currently available to make such an investment.

Norway Ministry of Climate and Environment

Lynea has put most effort in 2015 into exploring the potential for developing the relationship with Norway. This has involved a significant number of phone calls and emails over many months. The offer has been made on multiple occasions to visit Norway and make a presentation on ITTO's behalf. Unfortunately, while contact has been made and information requested by Norway supplied, the response from Norway has been extremely slow and sporadic.

Other

Lynea Advisory also invested significant resources into exploring the opportunities that exist for securing in-country funds 'at the post.' Initial contact was made to identify potential organisations to visit in both Indonesia and PNG (to be used as 'test countries' for such an approach). While seeking funds in this way does have potential, the decision was made by ITTO not to further explore these opportunities at this time.

As the host country of ITTO, Lynea Advisory did invest resources into making contact with relevant Japanese organisations (Ministry of Foreign Affairs, JICA and the Ministry of Agriculture, Fisheries and Forestry) – however the response from them was somewhat disappointing with little or no response provided.