

Critical Ecosystem Partnership Fund

First Meeting of the Donor Council
World Bank Headquarters, Washington, DC
(14 December 2000)

Fund Raising Strategy

The Critical Ecosystem Partnership Fund (CEPF) is a new biodiversity protection funding mechanism that aims to invest at least \$150 million over the next five years toward biodiversity conservation in the world's most threatened and biologically significant ecosystems. The initial donors to the Fund are Conservation International, the Global Environment Facility and the World Bank who have each planned to commit \$25 million to the fund. Each of these organizations recognizes that the magnitude of the challenge threatening biodiversity conservation requires increased coordination and collaboration to ensure long-term positive impact for the protection of biodiversity. An underlying principle of the partnership is a common vision that economic prosperity and biodiversity conservation are inextricably linked.

The Fund is governed by the CEPF Donor Council, which is currently comprised of James Wolfensohn, Peter Seligmann and Mohamed El-Ashry, representing their organizations. This constellation of leaders brings their respective resources, networks and strengths to the table to form a powerful coalition to support and influence the course of conservation around the globe. The Donor Council will guide CEPF decision-making, approve resource allocations, and evaluate the partnership's effectiveness in fulfilling conservation goals. The Council will also provide a forum through which the partners can coordinate their conservation investments – leveraging the power of partnership rather than attacking problems through individual efforts in the field.

The goal of the fund raising strategy is to grow the partnership in order to raise or exceed a total of \$150 million over five years. This will be achieved by securing the participation of a minimum of six organizations as equal donors to the initiative. These six organizations will be represented on the CEPF Donor Council. The ideal composition of the CEPF Donor Council will reflect the global priority of biodiversity conservation and as such the partnership will seek additional donors representing more diverse geography – tapping into strong existing networks in Europe and Japan. Bringing Japanese and/or European bilateral agencies into the initiative will strengthen the reach, scope and success of the fund. Likewise, CEPF plans to target major private foundations that concentrate their investments towards biodiversity conservation and social causes. A foundation of this kind will contribute a unique and distinct perspective and important network to the partnership.

With these objectives in mind, CEPF has laid initial groundwork to secure a Japanese partner by hosting a symposium and press conference in Tokyo in November 2000, with participation from an influential audience representing the government, NGO community and the private sector. Initial response from the government agencies, particularly the Ministry of Finance has been encouraging. CEPF intends to continue this dialogue and hopes that it will result in an additional donor to the Fund from Japan that will bring a new global and cultural perspective to the initiative. Additionally, CEPF intends to pursue a partner representing one or more European bilateral agencies such as those from the UK and the Netherlands and Scandinavian countries.

In order to reach the objective of securing partners from major private foundations, CEPF plans to target the John D. and Catherine T. MacArthur Foundation. This Foundation is a logical and synergistic partner because of its historical commitment to biodiversity conservation and strategic concentration on the

hotspots. It is thought that the Foundation's experience, perspective, and resources would be invaluable to the CEPF and help it make a long-lasting and significant contribution to protecting the hotspots. Other potential foundation targets would include the Gordon and Betty Moore Foundation, the UN Foundation and the Summit Foundation.

The CEPF was formed to advance a common conservation agenda in an innovative way and provide an opportunity for the Fund's partners to influence and coordinate plans and strategies around the globe. The partnership will also provide an opportunity to harmonize donor investment and increase field-based coordination. We hope to succeed and surpass the goal of raising an additional \$75 million in new resources for the partnership. This will be achieved by reaching out to organizations that will strategically increase the scope, leadership and networks of the partnership to result in tangible positive impact towards protecting the hotspots. We are confident that additional partners from the Foundation community and the Japanese and/or European bilateral community will be interested in leveraging their current investment in biodiversity conservation, participating as members of the Donor Council and also in the possibility of coordinating individual donations through the CEPF mechanism.