

Critical Ecosystem Partnership Fund

Third Meeting of the Donor Council
World Bank Headquarters, Washington, DC
12 June 2002

Annual Report and Communication Activities

Recommended Action Item:

The Donor Council is requested to **review** the CEPF plan to publish an annual report on its activities for public distribution and **commit** to institutional review and input of the external product prior to the next Donor Council meeting.

The Donor Council is requested to **approve** the financial statement for calendar year 2001.

Background

As required by the Memorandum of Understanding, CEPF is required *to provide the Donor Council annual progress reports on the operations of the Fund, expenditures under the budget, approved Ecosystem Profiles and the project portfolio. These reports are to be of such scope and in such detail as the Donor Council may reasonably request.*

In October 2001, CEPF submitted a draft report to the Donor Council for calendar year 2001 and updated the report for further submission in November 2001. The draft report was presented during the Second Meeting of the Donor Council in December.

CEPF has now prepared a final report of its calendar year 2001 portfolio and financial summary (attached). This was circulated prior to the CEPF Working Group Meeting held at the MacArthur Foundation headquarters in Chicago on May 7, 2002 and discussed during this meeting. A summary of modifications made to the September draft report are provided in the revised 2001 summary portfolio.

However, rather than finalizing the original report as presented to the Donor Council for publication, CEPF proposes to revise and expand it to create a compelling report on its activities as a high profile marketing tool and for maximum cost efficiency. CEPF and each of the partner institutions could use this report to demonstrate progress and attract new partners and grantees.

This first report would be expanded to include the first six months of 2002 to cover the period January 2001-June 2002. This approach would have significant benefits to the partnership by:

- Aligning CEPF public reporting with its new fiscal year.
- Ensuring maximum cost effectiveness by precluding CEPF from needing to produce an additional report for the first six months of 2002.
- Enabling CEPF to take part in a CI-wide effort to produce a suite of reports simultaneously, using an in-house designer and coordinated marketing efforts.
- Incorporating all nine hotspots where the Fund invests in projects.

CEPF proposes to publish the report in October 2002. The technical and communications counterparts at each donor organization will be asked to comment on the final draft by e-mail prior to publication.

In addition, CEPF would publish an external report each October thereafter and align its annual reporting to and review by the Donor Council accordingly.

For information only:

CEPF is systematically scaling up its communications efforts to deepen its relationship with existing grantees and partners and attract new ones.

1. In February, CEPF wrote to existing and potential grantees and institutional partners announcing its expansion into six new hotspots and plan to launch an electronic newsletter to keep the CEPF community better informed of CEPF activities and opportunities. The announcement, which was shared with the CEPF Working Group, invited the recipients to subscribe to the free e-newsletter. CEPF also shared the announcement with communications representatives at each of the donor partner institutions.
2. CEPF launched the new e-newsletter in March with two major objectives: to keep the CEPF community better informed about CEPF activities and opportunities and to push a greater number of visitors to the CEPF Web site, www.cepf.net. The newsletter, CEPF E-News, includes the latest news and lots of links to new and useful information on www.cepf.net. CEPF E-News is distributed by e-mail to subscribers who have specifically requested it. It is actively marketed to potential subscribers, who can request the newsletter in html format (with photos and the look and feel of a Web page) or as text-only. As of May 1, CEPF E-News has 150 subscribers—a three-fold increase since its premier issue.
3. The CEPF launched a new monthly feature profiling a CEPF partner or project on the CEPF Web site. The feature, called In Focus, is posted on www.cepf.net and highlighted with a link in CEPF E-News each month. It aims to provide a changing element to the Web site that can attract more involvement by visitors and, where possible, share lessons and approaches.
4. The CEPF has launched a process to redesign and expand www.cepf.net, with a primary aim to increase traffic and encourage visitors to go deeper into the site—engaging with the partnership and each other in ways that will ultimately benefit projects on the ground. The expansion will include significantly redesigning the site's home page to a more dynamic and useful introduction and invitation to the site's content. It will include a prominent section linking to partner sites as well as region-specific sections within www.cepf.net focusing on the Fund's unique niche and committed grants. The project will also ultimately enable CEPF to maintain and update its own Web site, providing greater agility in regular updates.