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...”

Really?

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
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


Send me your story!

bmercer@mercerenvironment.net
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!