



**3rd SESSION OF THE MEETING OF THE PARTIES TO THE AGREEMENT ON THE
CONSERVATION OF AFRICAN-EURASIAN MIGRATORY WATERBIRDS (AEWA)**
23 – 27 October 2005, Dakar, Senegal

PRIVATE SECTOR FUNDRAISING FOR THE UNEP/CMS FAMILY

(Note by the Executive Secretaries of CMS and AEWA))

1. In accordance with requests by the CMS Standing Committee in mid-2004 for immediate Secretariat action to address the financial problems of the Convention, UNEP/CMS appointed an external fundraiser in January 2005 on a 14-month contract. The majority of the fundraiser's costs (US \$ 95,000) have been met to date from the CMS Trust Fund. Although for the time being the main focus of the fundraiser is on CMS a spin off of his activities might be expected for the whole CMS-family. Therefore AEWA Secretariat decided to participate in the project and provide some financial support to related activities. After March 2006, we expect most –preferably all – of further fundraising costs to be met from the additional funds actually generated (i.e. not from the CMS and or AEWA Trust Fund).
2. The fundraiser prepared a comprehensive strategy document by mid-February 2005, on which he gave a detailed presentation to the CMS Standing Committee in April. The Committee considered the strategy to be sound, and agreed in principle to one of its key recommendations – the formation of a “Friends of CMS” body as a non-profit association targeting the private and corporate sector in Germany, and offering tax advantages for donors.
3. A full account of the discussion at the 28th Standing Committee can be found on the CMS website. In accordance with the Committee's request a more detailed information paper on the private sector fundraising project has also been circulated to Parties (see doc: Inf. 3.9).
4. During 2005, the main elements of the project have comprised the consolidation of existing company partnerships (e.g. with National Geographic Deutschland and Lufthansa); developing new links with other potential donors or supporters (e.g. TUI, Faber-Castell and Deutsche Post), ensuring the smooth delivery with Museum Koenig of the UNEP/CMS Thesis Award on Migratory Species Conservation, which already has sponsorship from National Geographic and Lufthansa (see doc: Inf. 3.9); building links with organisations such as the Bonn Chamber of Commerce and the Bonn Mayor's office, whose support will be vital; and establishing a “Friends of CMS” association in accordance with German law and UN rules.
5. So far there has been a positive response from about 12 companies and organizations. Further information about these can be found in paragraphs 22-39 of Inf. 3.9.
6. The fundraiser and the CMS Secretariat have drawn up draft statutes (i.e. rules) for the ‘Friends of CMS’, who will be called “Freundeskreis der Bonner Konvention” in German (FBK). FBK will be the key body for all CMS' private and corporate sector fundraising in Germany. In part it follows the pattern of non-profit national support and fundraising organizations established by other UN bodies such as UNICEF and UNHCR. However, a particular feature of FBK is that it is intended to be a

smaller and more select organization, which UNEP/CMS will invite (targeted) members to join. A Board under a chairperson appointed by the UNEP/CMS Secretariat together with 2/3 other 'deputies' and a Treasurer elected by the members will run FBK. The association is expected to be legally registered in Bonn before the end of October 2005. Launch events are planned in Bonn (whose Mayor has kindly agreed to be a founding member) and at the COP in Nairobi during November 2005. Further details can be found in paragraph 44-46 of Inf. 3.9

7. The aforementioned activities are a good example of the cooperation between CMS and AEWA, which is of mutual benefit. The CMS Executive Secretary has so far taken the lead and kept the AEWA Secretariat updated on progress made particularly regarding the establishment of the FBK. It is expected that after the establishment of the FBK more activities will be initiated and that at that stage also AEWA will become more directly involved.

Conclusion

8. Private sector fundraising is a challenging and competitive activity. CMS has certain distinctive features as the oldest UN body headquartered in Germany, and an attractive remit involving endangered animals, which make it logical to focus our initial fundraising campaigns on the private sector within our host country. This will require patience, and the creation of a permanent network of support in the formation of "Freundeskreis der Bonner Konvention" is an integral part of a strategy that might take 3-5 years or more to deliver significant benefits. Depending on our success in Germany, and the availability of logistical and political support amongst other Parties, UNEP/CMS in close cooperation with its Agreement e.g. AEWA may be able to establish parallel national bodies over the years ahead in other potential donor countries.

Recommendation

Parties are invited to:

- (a) Note the paper;
- (b) Offer their views on the projects of raising resources from the private and corporate sectors within their own business communities; and
- (c) Authorize the AEWA Secretariat in cooperation with UNEP/ CMS Secretariat to continue with the German fundraising initiative, as far as possible on a self-financing basis, during the next triennium.