



ACFS update: Resource mobilisation



The International Treaty
ON PLANT GENETIC RESOURCES FOR FOOD AND AGRICULTURE

Rome, 13th October 2010

Presented by: Harvey Duthie, CCS

Positioning

- In the same format as the last ACFS meeting this presentation has been prepared to complement document IT/ACFS-6/10/3. It provides a detailed progress update on resource mobilization, relating growth to each of the priority prospect categories identified in the 'Strategic Plan'.

All Resource Mobilization based on Strategic Plan

Summary



- Contracting Parties - 75% (\$87 million)
- Private Sector - 11% (\$13 million)
- International Foundations - 11% (\$13 million)
- States not yet CP's - 1% (\$1 million)
- Individuals - 2% (\$2 million)

Tier levels for Contracting Parties

Tier	Annual investment level
Tier I	Up to \$2.6 million
Tier II	Up to \$870,000
Tier III	Up to \$345,000

Annual targets

Year	2010 (15 months)	2011	2012	2013	2014
Cumulative	\$10m (\$14.37 committed)	\$27m	\$50m	\$80m	\$116m

Specific investments secured

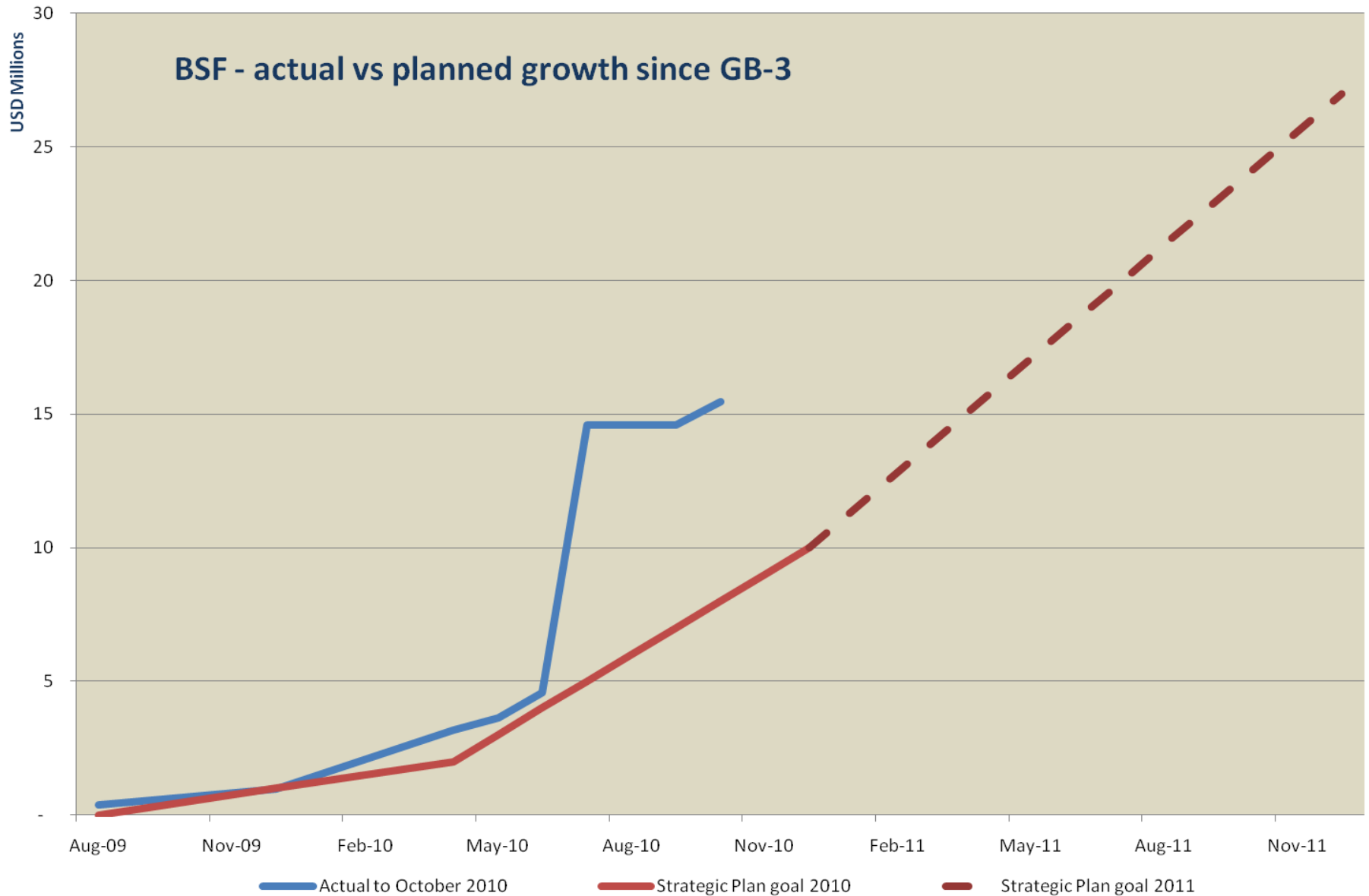
Chronologically:

- Spain - \$2.2 million
- Italy - \$1.2 million
- Australia - \$870,000
- UNDP - \$10 million
- Norway – 0.1% of seed sales annually
- Kenya – level to be confirmed

Raised USD\$14.37 million

Progress relative to Strategic Plan

BSF - actual vs planned growth since GB-3

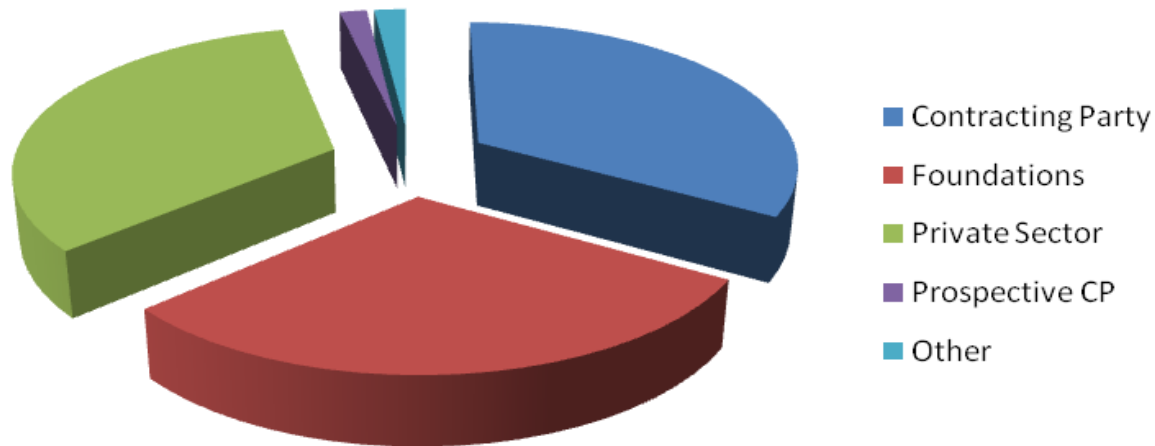


Point 16: IT/ACFS-6/10/3

- *'It is important to note that while the current status is ahead of plan, this is heavily reliant on three Governments (2.4% of the membership), and one major UN supporter.'* - IT/ACFS-6/10/3
- As the Treaty works toward the next milestone of \$27 million by the end of 2011 it is of critical importance to:
 - Broaden the investor pool - to include additional member governments, the private sector and international Foundations;
 - Continue to secure 'Top of Tier' investments;
 - Secure multi-annual investments;
 - Continue to invest appropriate time and resources.

Prospective donors

- A further 50 prospects have been added to the tracking chart since the last meeting of this committee. The total number now is 450.
- The Secretariat continues to have significantly more prospects than it has resources to manage.
- The % breakdown of the tracking chart remains largely unchanged:

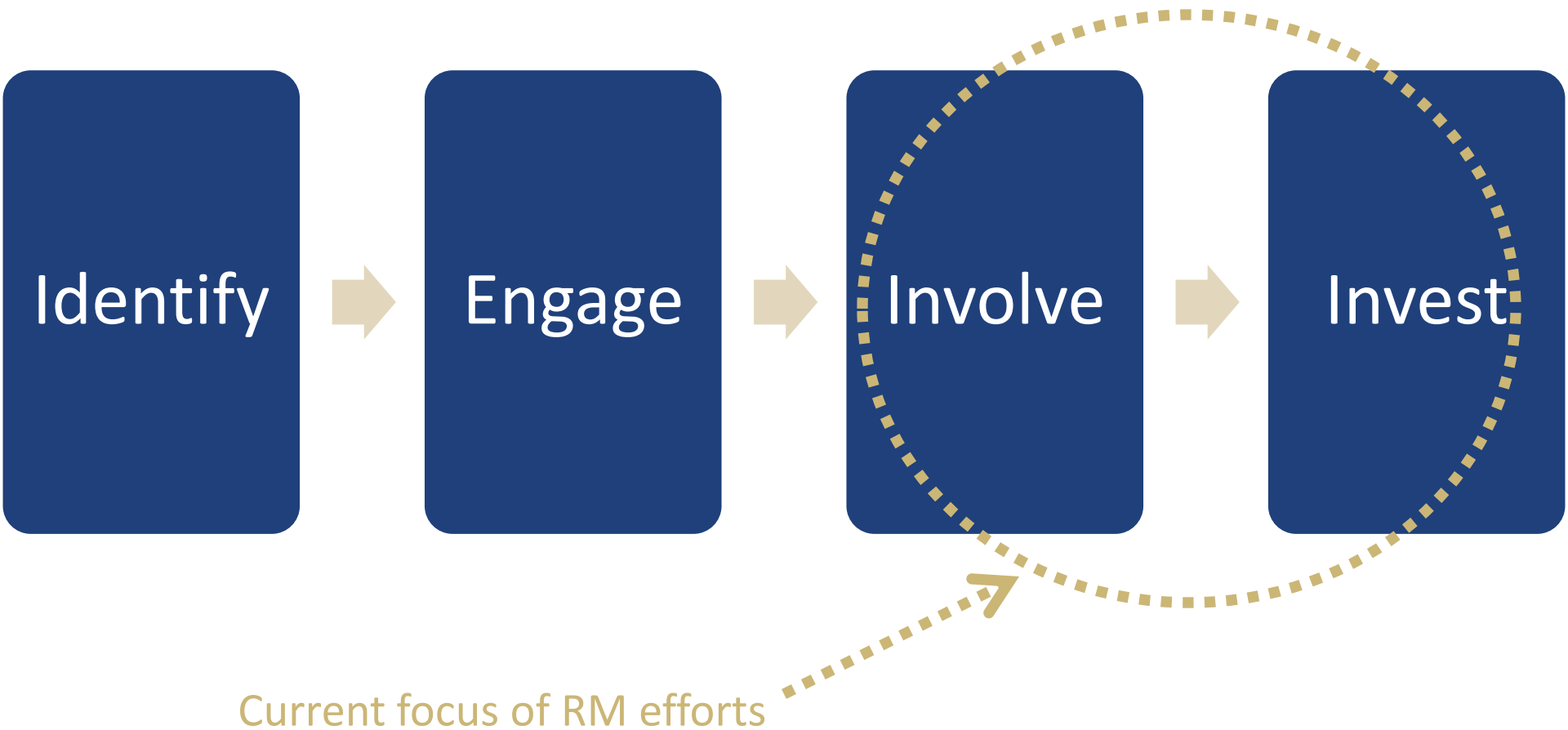


Building on early momentum

Since the last meeting of the Ad-hoc committee the Secretary and CCS have had successes in the following areas:

- Strengthening existing relationships, focused on CP's
- Developing new prospect leads, especially in Europe
- Prompting new introductions, through existing Treaty contacts
- Researching new prospects, particularly those focused on climate change

Cultivation process



Methodology of relationship developments

■ Contracting Parties

- Introductions through existing Treaty contacts – Ministers, Treaty Secretary, Ambassadors, Permanent Representatives, National Focal Points or other.

■ Private Sector

- Direct introductions to existing Treaty contacts or letters to CEO's, Directors of Corporate Social Responsibility and Heads of Sustainable Development etc. followed up with phone calls.

■ International Foundations

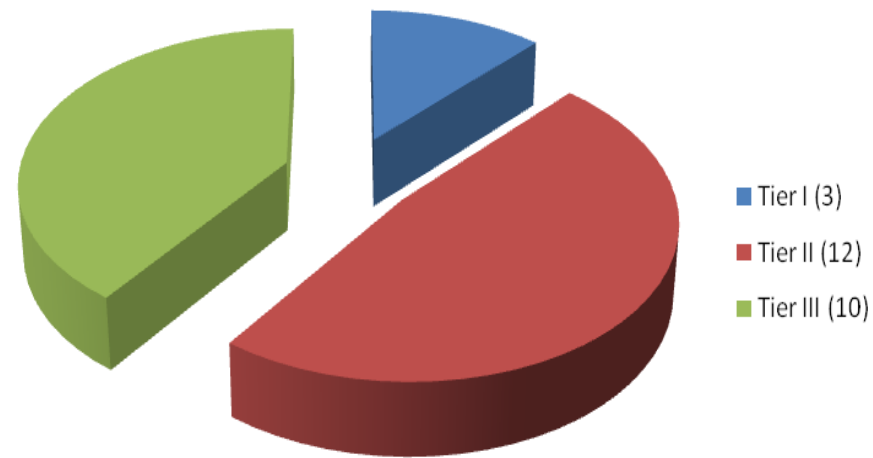
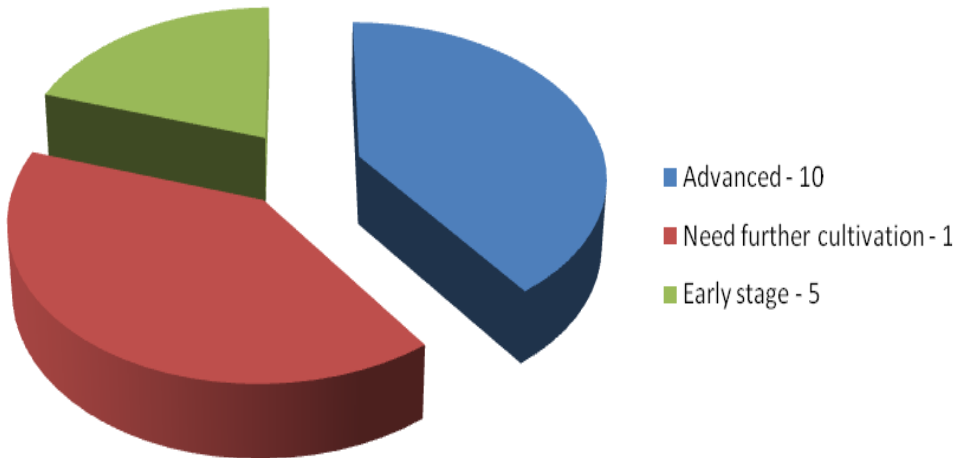
- Varies dependant on specific Foundation procedures – often preliminary phone calls, followed by mailing of materials, preparation of letters etc

What's working best?

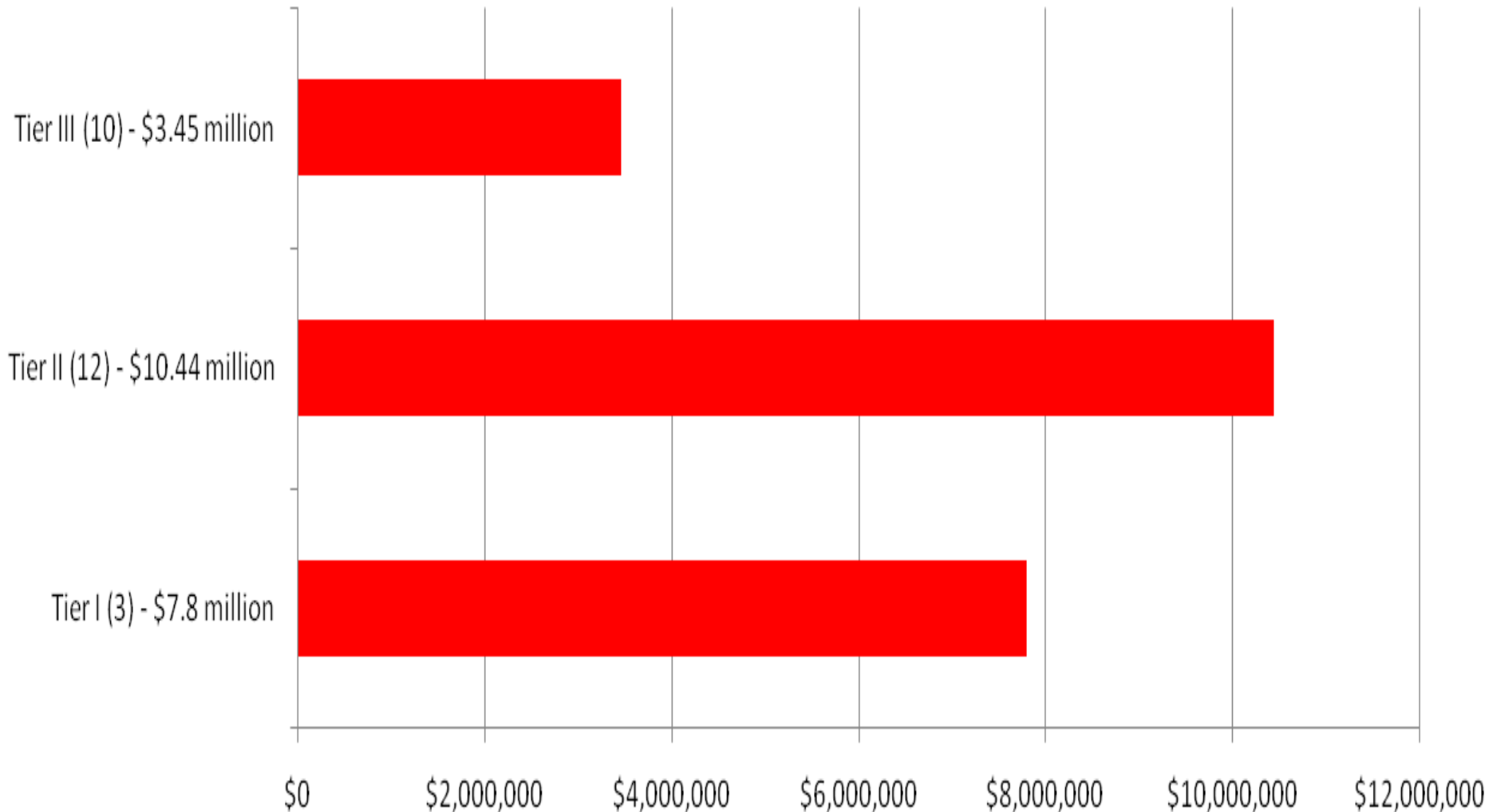
- 'Warm' introductions made on Treaty's behalf by existing contacts
- Active Treaty 'champion' based locally or internally
- Message delivered clearly and at Ministerial or CEO level

Contracting Party summary

- Spain, Italy & Australia 'Top of Tier' donor value = \$4.27 million
- Norway – 0.1% of seed sales (2010 value - \$101,368)
- Kenya – level to be confirmed
- 25 additional Contracting Parties can be categorized as actively engaged



'Top of Tier' value of active prospects



Private Sector summary

- Building on CP momentum, focus is on Private Sector investments
- First investment yet to be secured
- Current engagement with 7 major corporations
- Level sought - \$500,000 to \$1 million+
- Early progress visible
- Major announcement opportunities include High Level Round Table in December & GB4
- Renewed focus planned on arrival of additional P3 resource

International Foundation summary

- Slowest area of Strategic Plan to develop traction
- Active discussions with Gates, Rockefeller, Ford, Nippon and other major agricultural or climate change focused Foundations
- 50+ additional Foundations to research already logged to tracking chart, with particular focus on Food Security and Climate Change
- Unfunded projects approved may prove attractive proposition to Foundations over coming months

Other prospects

- IFAD – advanced discussions taken place
- World Bank – some correspondence with Secretariat
- Climate change funds – early exploration & research
- Regional banks – no action taken

Cultivation activities

Central to the Strategic Plan are Cultivation activities which serve as opportunities to engage supporters, inform prospects and provide appropriate high level investment announcement platforms.

To-date these events have been an effective tool:

- Bari Policy Seminar - Spanish investment announcement
- La Settimana della Biodiversita – Italy investment announcement
- Cordoba, 13th September – hosted by Spain (New prospects)
- Building on the first joint Resource Mobilization activities with the Trust, a joint side event is planned for the Hague, 4th November
- High Level Round Table, 7th December – hosted by Italy
- Governing Body 4, March 2010

Investment announcement opportunities



Spotlight on Cordoba event, September 13th



Delivering Global Food Security

Salon de Plenos, Ditupación de Córdoba, 13th September 2010

Morning

10.30am – Refreshments and introductions
- All participating

11am - Welcome and positioning of the Treaty's Benefit-sharing Fund
- Ms. Alicia Villauriz Iglesias, Secretary General of Rural Affairs, (MARM) Spain

11.20am - The global food crisis
- Ms. Farah Karimi, Executive Director, Oxfam

11.40am - The Benefit-sharing Fund: an effective instrument for advancing global food security
- Dr. Geoff Hawtin, Former CEO of the Global Crop Diversity Trust

12.10pm - Investing in the Benefit-sharing Fund: Our rationale for partnering with the Treaty
- Australia, Italy, Kenya & UNDP

12.45pm – Discussion led by Ms. Cosima Hufler, Chair of the Governing Body, International Treaty
- All participating

Afternoon

2.30pm - A role for international foundations?
- Ms. Monika Zurek, Agricultural Development Program, The Bill & Melinda Gates Foundation

3pm - Global biological diversity for development in the post 2010 era
- Mr. Ahmed Djoghlaif, Executive Secretary, Convention on Biological Diversity (CBD)

3.25pm - The role of the private sector
- Mr. Dean Oestreich, Chairman Pioneer Hi-Bred, Inc. and Vice President, DuPont – Retired

3.50pm - Developments in addressing food insecurity globally
- Dr. Shantanu Mathur, International Fund for Agricultural Development (IFAD)

4.15pm - Moving forward, leveraging support for the Benefit-sharing Fund & delivering impact
- Sir Gordon Conway, Professor of International Development, Imperial College, London

4.40pm – Closing remarks
- Dr. Shakeel Bhatti, Secretary, International Treaty

Evening

5.30pm - Opening Ceremony of the International Seminar on the role of Agriculture Biodiversity in addressing hunger and climate change
Or **Tour of the Mosque of Cordoba**

9pm - Drinks reception, cultural act & dinner
- Alcázar de los Reyes Cristianos, Cordoba (Patio Mudéjar)

Spotlight on Cordoba, September 13th



A key priority: Communicating the message

- The Treaty and 'Leading the Field' remain widely unknown
- Securing mainstream media attention is a priority for long term Resource Mobilization success

Priorities:

- A clear, non-technical message
- Appropriate resourcing
- Convey the early successes, underline the need & portray the opportunities the Treaty presents
- Regular globally recognized coverage

Operational next steps

- Secure next Contracting Party investments using High Level events as catalysts
- Secure first Private Sector investment before December 2010
- Develop further relationships with International Foundations
- Contract has been issued to the P3 (Resource Mobilization) candidate, who is expected to start early in November
- CCS has already begun twice weekly training calls with the P3
- An appropriate on-site hand-over will be required (1-2 months)
- All efforts focused on High Level Round Table in December
- Draft P5 (Resource Mobilization) position specification prepared and recruitment process should begin promptly

Strategic considerations

Challenge	Action required
Low profile of the Treaty	Increased investment in communications
Limited resources	Resource Mobilization must remain a priority
Undersubscribed High Level Task Force	Commit additional time to this area and leverage existing relationships, and planned events including the High Level Round Table to build team
Slow decision making processes	Use High Level events as investment announcement platforms and prompts for decisions
Time commitments on GB4 preparation	Use GB4 as an opportunity not an obstacle

Staying 'ahead of the curve'

- The Treaty continues to make clear progress in delivering its Strategic Plan and is significantly ahead of schedule
- Good start made – already raising 143% of 2010 / 16% of 2011 goals
- Much remains to be achieved
- Remember the ultimate goal is \$116 million
- It is essential the Secretariat, Committees, Bureau and other stakeholders remain focused and build on this early momentum

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