

Critical Ecosystem Partnership Fund

Sixteenth Meeting of the Donor Council
Conservation International
2011 Crystal Drive, Arlington, VA
15 January 2010
8 a.m. - 11 a.m. EST

Summary of CEPF Tenth Anniversary Plans

Recommended Action Item:

The Donor Council is asked to **discuss** the plans to date for CEPF's tenth anniversary and **provide additional guidance** as appropriate.

Background:

The year 2010 will mark the 10-year anniversary of the Critical Ecosystem Partnership Fund (CEPF). Launched in August 2000, CEPF has become a global program enabling hundreds of civil society groups to help protect vital ecosystems in ways that benefit people and nature.

Designated as the International Year for Biological Diversity, 2010 also marks the target for the Parties to the Convention on Biological Diversity (CBD) to achieve "a significant reduction of the current rate of biodiversity loss at the global, regional and national level as a contribution to poverty alleviation and to the benefit of all life on Earth." This target was subsequently endorsed by the World Summit on Sustainable Development and the U.N. General Assembly and was incorporated as a new target under the Millennium Development Goals. The tenth CBD meeting will be hosted by the government of Japan, a CEPF partner, in October of this milestone year.

The CEPF anniversary and importance of the year to the international community represents an important opportunity for the program to design and implement special communications and outreach activities and products to demonstrate:

- The impact of CEPF and the many partners it supports, including the contribution toward the CBD 2010 biodiversity target
- The important role of civil society in conserving vital ecosystems for local and global benefits
- Good practices and key lessons learned by the global program and its partners

The overarching activities included below have been endorsed by the Donor Council. The plan has been further refined and expanded together with the partners.

The Secretariat has also established a task force of partner representatives to help coordinate the partners' communications efforts related to the tenth anniversary and particularly activities that may take place in Japan. The task force is chaired by Bobbie Jo Kelso, the Acting Executive Director / Senior Director for External Affairs. Members are:

- Yasushi Hibi, Vice President for Asia Policy / Managing Director for Japan Program, Conservation International
- Daiji Kawaguchi, Assistant Director, Global Biodiversity Strategy Office, Nature Conservation Bureau, Ministry of the Environment, Government of Japan

- Gilles Kleitz, Project Manager, Environment – Biodiversity, L'Agence Française de Développement
- Yoko Watanabe, Program Manager/Senior Environmental Specialist, Global Environment Facility
- Patricia Yakabe Malentaqui, International Media Manager, Conservation International

The task force will periodically assess CEPF plans and documents and share information to enable greater coordination among the partners. Regular coordination protocols and activities related to CEPF communications planning and activities will also continue but be enriched and further strengthened with this new task force for 2010.

Major Activities for CEPF Anniversary, 2010

1. Anniversary book

CEPF will publish a book on CEPF at 10 demonstrating the program's unique approach and impact. The book will be similar in size to the GEF book "Financing the Stewardship of Global Biodiversity" and be a key celebration and communications tool to share with donors, government representatives and other partners. It will be highly visual and emotive, while documenting key successes. A communications specialist has been engaged to produce this book, expected for publication by May 2010 to be available at the GEF Assembly and for use throughout the year. A new CEPF brochure, overview fact sheet and other related, core communications materials will also be produced. All of these core communications materials will be available in English, French and Japanese.

2. Issue papers

CEPF will launch a series of issue papers on key themes and analyzing good practices and lessons learned. This will be an ongoing series, with three papers to be produced during 2010. Each paper will be 4-6 pages, modeled on the *en breve* series¹ that profiles lessons and analysis emerging from the World Bank's Latin America and Caribbean Region. Issue paper themes were discussed with the Working Group. For 2010, issues papers will be produced on the following themes:

- **Lessons learned in strengthening civil society.** This is a key element of CEPF's program. The paper will examine the strategies CEPF has employed to strengthen civil society, which ones have been most successful and why. Examples may include training, institutional strengthening and environmental awareness. (May 2010)
- **Role of small grants in biodiversity conservation.** CEPF has awarded a variety of small grants and supported diverse small grant facilities. This paper will examine what the program has learned from this experience and demonstrate the critical role of small grants, particularly when nested within an overarching strategic portfolio. (July 2010)
- **Lessons learned regarding establishment of partnerships.** The paper will examine the variety of networks and alliances CEPF has established and the impacts those partnerships have had, demonstrating that in many cases they have made conservation results easier and/or faster to achieve. Examples would include the various networks of environmental organizations established to serve as single, more powerful voices in promoting the conservation agenda. (September 2010)

¹ *en breve* series:

<http://newsletters.worldbank.org/external/default/main?menuPK=584011&pagePK=64133627&piPK=64133598&theSitePK=584005>

3. Analysis of CBD contribution

Special effort will be undertaken to analyze and document CEPF's contribution to the CBD 2010 biodiversity target and relevant indicators.

This includes two major activities:

- An impact assessment of CEPF is underway and is expected to include an analysis of how CEPF has contributed to the CBD 2010 target. The primary focus will be an assessment of the degree to which CEPF is fulfilling its niche, as well as the program's impact toward its strategic objectives of 1) strengthening protection and management of globally significant biodiversity and 2) increasing local and national capacity to integrate biodiversity conservation into development and landscape planning. David Olson, the consultant undertaking the impact assessment, began the assessment on 4 January 2010 and attended a series of introductory meetings at the CEPF Secretariat the week of 11 January 2010 as part of his first major task to develop a more detailed work plan for discussion with the Executive Director and Working Group. Mr. Olson also met with selected partner representatives during his January 2010 visit.
- A study is being developed by Conservation International's Center for Applied Biodiversity Science across the CEPF investment regions to determine how our 10 years of investment has contributed to slowing the rate of biodiversity loss at scale. The project will collate spatial and time-series data for a subset of pressure, state, benefits and response indicators recommended under the CBD. This project will deliver scientifically robust findings essential for analyzing and documenting CEPF contributions to the CBD 2010 biodiversity target and powerful, visual documentation for use during events and in media outreach and other communications. The project team will also coordinate closely with the consultant undertaking the impact assessment of CEPF to ensure that key findings are able to be incorporated into and thereby enrich the impact assessment. Mr. Olson and the team had a first meeting in January 2010.

4. Special events

Special activities will be designed around the GEF Assembly meeting to be held in May 2010 and the CBD meeting to be held in October 2010, including displays/exhibits and events to bring together governmental leaders, donors and nongovernmental representatives to discuss and showcase the benefits of engaging civil society partners in biodiversity conservation. Event planning will be discussed at a meeting of the CEPF 2010 task force scheduled to take place on 26 January 2010. Other events may also be planned.

5. Media outreach

Targeted media outreach will be conducted throughout the year for the placement of key stories about the program and our unique approach and success. A media strategy is in development for discussion with the CEPF 2010 task force at its meeting scheduled for 26 January 2010 and with the partners' media teams.

6. Ongoing communications

Selected stories, interviews and other communications will be created throughout the year under the umbrella of the CEPF tenth anniversary for use on the CEPF Web site and newsletter, as well as in partner communications. In late January 2010, for example, CEPF will launch a new online series entitled *Voices of CEPF* showcasing the perspectives and experiences of diverse partners. The series will be launched with an interview with Donor Council Chairman James Wolfensohn.