



CONVENTION ON MIGRATORY SPECIES

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CONFERENCE OF THE PARTIES
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Agenda Item 21.0

REPORT ON CMS FUNDRAISING

1. Paragraphs 3-5 of UNEP/CMS/Conf. 9.5 explain that the fundraising campaign led by the Secretariat in 2006-2008 raised total resources of €4.7m for projects from public and private sources to complement the core Trust Fund Budget of €6.62m. This compared with an approximate total of € 827,000 raised for projects in the previous triennium 2003-2005. The proportion of resources raised from earmarked state and private contributions compared to regular budget rose from approximately 17% to over 41%. A list of all the contributions pledged, and those still requiring support, is at UNEP/CMS/Inf. 9.20 (Annex 1). A list of projects supported through private contributions during 2006-2008 is at UNEP/CMS/Inf. 9.21 (Annex 2).
2. The main state donors for projects since COP8 have been Australia, the European Commission, France, Germany, Italy and the United Kingdom, whilst the most generous private sector donations have come from TUI and (via Friends of CMS) Bayer. The contributions in kind from two partner NGOs – Whales and Dolphin Conservation Society and IFAW - are also noteworthy.
3. In October 2005 “Friends of CMS” (“*Freundeskreis der Bonner Konvention*” (FBK)), was established as a non-profit support and fundraising organization in Germany to assist the CMS Secretariat with the funding of its projects both there and in other German-speaking countries. Although it has still to realize its full potential, Friends has already raised a total of € 100,000 cash and € 50,000 in Lufthansa tickets. The Convention is indebted to the founding chair, Dr. Klaus Toepfer and his acting successor, Dr. Manfred Niekisch for their work in establishing and maintaining Friends. A leaflet about the organisation will be available during the COP.
4. During 2008 the Secretariat commissioned a pilot project for a similar fundraising body in the UK. This concluded that a UK non-profit organisation should be established with charitable status under the working title of “The British Trust for the Convention on Migratory Species (BTCMS)”. It is proposed to launch the body in 2009 under a steering committee comprising scientists, media specialists, government/diplomatic representatives and business members. The UK body will have a joint role of raising general awareness about CMS and raising financial support for migratory species.

5. During 2006-2008 the Secretariat has built up an effective and ambitious partnership with TUI, the international tourism company based in Hanover. The first outcome of the Collaboration was the publication in 2006 of the Wildlife Watching and Tourism Booklet, an innovative study on this niche market both in terms of content and production, given that its costs were covered 100% by corporate funding. This was followed by the most successful CMS-TUI project to date, Year of the Dolphin, which is covered in a separate paper (UNEP/CMS/Conf. 9.21). The Secretariat would like to express its gratitude to all those TUI staff that have worked to support the partnership, and especially to Wolf Michael Iwand, former Executive Director of the TUI Group Corporate Environmental Management, who retired in January 2008, and his successor, Mila Dahle, Head of TUI Environmental Management.

6. The Secretariat is also grateful to National Geographic Deutschland and Lufthansa for continuing to support CMS through the second Thesis Award (a prize of € 10,000), to be announced at COP9.

7. In 2008 the Secretariat published in English a brochure entitled Firm Friends to promote the Convention to business-oriented audiences. The brochure was sponsored by the UK (DEFRA). Copies will be distributed to all delegates in the welcome packs. Resources to translate the leaflet into other languages would be gratefully received by the Secretariat.

8. Partnerships with the NGO sector have also been critical in providing new and additional resources for CMS, as well as in supporting common conservation objectives. In particular WDCS have paid for a half time officer during the period July 2007 to Dec 2008 based in Australia, which has been particularly valuable in supporting the new Pacific Cetaceans Agreement, and developing our programme on cetacean conservation, including co-operation with IWC. From 18 August 2008 IFAW have funded a full time officer based in Hamburg who is focusing on marine mammals and other species conservation work. The Secretariat would like to thank both NGOs for this generosity.

9. Fundraising is time-consuming. During the triennium we have deployed several short-term consultants to assist in the work. Our budget proposals for 2009-2011 include a P3 level Partnership and Fundraising Officer who will be fundamental to our future efforts in this direction.

Action requested:

Parties are invited to:

- (a) Note the major success of the Secretariat's fundraising campaign during 2006-2008.
- (b) Agree to provide resources including a full time P3 level Partnerships and Fundraising Officer to help maintain and expand fundraising efforts with the public, private and NGO sectors during 2009-2011 and beyond.
- (c) Agree to the establishment of a charitable body in UK to raise awareness of, and funds for, the CMS Group.

Summary of contributions received through Trust Fund

#	Description	Donor	Pledged	paid (EUR)	Payment date
1	CAF Secretariat	Germany	\$40,128.56	0	all paid in 2005
2	Marine Mammals Action Plan	Monaco	\$ 10,000	10,000	29-Apr-05
3	Joint poster on conservation of Marine Turtles project	Mauritius	\$ 10,000	0	2-Dec-05
4	SSA coordination	France	€ 50,000	50,000	16-Dec-05
5	CMS Instrument on African Eurasian Migratory Raptors	UK	£100,000	146,692	3-Mar-06
6	Meeting of the Pacific Turtle MoU	Australia	AUD 35,000	0	21-Apr-06
7	Sharks Agreement	Australia	AUD 75,000	0	3-Mar-06
8	GROMS, public awareness materials & start-up costs of " <i>Freunde der Bonner Konvention</i> "	Germany	€ 51,100	51,100	07.04 & 08.09.2006
9	Publication of climate change booklet	UK	£9,000	12,938	24-Mar-06
10	Publication of children's leaflet and private sector leaflet	UK	£10,000	14,396	7-Jul-06
11	Development of an instrument on the conservation of migratory raptors	UK	£20,000	28,926	30-Jun-06
12	Copier machine	Germany	€ 6,176	6,176	21-Jul-06
13	Aquatic Warbler MoU support, inc conservation officer	UK	£10,000	14,836	20-Oct-06
14	First meeting of the Signatory States on Aquatic Warbler	Belgium	€ 5,000	5,000	1-Dec-06
15	Support for Saiga Technical Workshop	WAZA	\$ 3,000	2,332	1-Sep-06
16	Projects, inc gorilla and cetaceans of Africa	Monaco	€ 34,412	34,412	29-Dec-06
17	New IT hardware	Germany	€ 10,150	10,150	5-Jan-07
18	Pacific Cetaceans & MTs	Australia	AUD 25,000	0	26-Jan-07
19	Travel support for the Samoa meeting, Mar 07	Germany	€ 40,000	40,000	1-Dec-06
20	Development & implementation of the AI website	Belgium	€ 25,000	25,000	2-Feb-07
21	Comprehensive review of all global fisheries	UK	£15,000	22,282	19-Jan-07
22	Migratory Species	Monaco	€ 20,000	20,000	16-Mar-07
23	AI Workshop "Practical Lessons Learned"	UK	£25,000	0	5-Apr-07
24	Conservation Measures 2007	Germany	€ 43,523	43,523	15.06.07 & 7 Jul.07
25	Bycatch Fund for 2007	Australia	AUD 150,000	0	23.03 & 20.04.2007
26	Dugong MoU	Australia	AUD 150,000	0	16.03 & 18.05.2007

#	Description	Donor	Pledged	paid (EUR)	Payment date
27	Sahelo Saharan Antelopes Mission(SCF)	SCF	€ 1,990	1,990	30-Mar-07
28	Conservation project(TUI)	TUI	€ 16,791	16,791	5-Jan-07
29	Supporting ENB reporting of the Shark meeting	Australia	AUD 50,000	0	20-Apr-07
30	100th Party	Germany	€ 3,000	3,000	26-Oct-07
31	1st Raptors Agreement Meeting	SNH	£28,000	39,415	30-Nov-07
32	Invasive Alien Species Study	Italy	€ 50,000	32,500	7-Sep-07
33	Latin American Countries Outreach and Capacity Building (Spain)	Spain	€ 20,000	20,000	20-Jul-07
34	MS Action Plans (Italy)	Italy	€ 42,000	29,400	1-Oct-07
35	Scientific work. MoU with Italy	Italy	€ 30,000	30,000	6-Jul-07
36	Outreach and Communication Activities (Italy)	Italy	€ 30,000	30,000	6-Jul-07
37	Small Cetaceans Conservation(Italy)	Italy	€ 60,000	57,000	06/07/2007 &23/11/2007
38	Scientific council meeting(Sweden)	Sweden	SEK 300,000	0	13-Jul-07
39	Status, population size of bird species in Macedonia(Netherlands)	Netherlands	€ 39,042	0	
40	Gorilla	Monaco	€ 5,000	5,000	24-Aug-07
41	International meetings on primates & their forest ecosystems, Paris	WAZA	€ 3,000	3,000	3-Aug-07
42	Raptors meeting, Scotland	United Arab Emirates	£5,000	7,328	27-Jul-07
43	AI workshop "Practical Lessons Learned"	FAO	\$ 10,000	6,909	28/09/2007 & 12/10/2007
44	Online Monitoring Initiative	DEFRA, UK	£10,000	14,223	28-Sep-07
45	Migratory Shark meeting	DEFRA, UK	£10,000	14,223	28-Sep-07
46	International cooperation on African-Eurasian migratory raptors	DEFRA, UK	£20,000	28,445	28-Sep-07
47	Intergovernmental negotiations on Gorillas	France	€ 20,000	20,000	14-Dec-07
48	Ruddy Headed Goose project	Denmark	€ 9,357	9,357	31-Dec-07
49	West African Elephant (France)	France	€ 10,000	10,000	14-Dec-07
50	Year of the Dolphin (TUI)	TUI	€ 12,141	12,141	12-Feb-08
51	African Eurasian Migratory Birds	DEFRA, UK	£10,000	13,369	1-Feb-08
52	Conservation projects, incl Gorilla	Monaco	€ 25,000	25,000	18-May-08
53	COP-9 delegation support	Norway	NOK 300,000	0	
54	COP-9 support	Sweden	SEK 200,000	0	
55	Year of the Dolphin	Dolphin Fund	€5,000	5,000	
	TOTAL			€ 971,854	

Summary of direct private sector contributions (through “CMS Friends” non-profit platform under German law)

Flights provided for non-governmental and non-staff delegates to attend the Second Meeting of the Signatory States to the Memorandum of Understanding concerning Conservation Measures for Marine Turtles of the Atlantic Coast of Africa (AMT MoU), in Dakar, Senegal, 5-7 March 2008, amounted to approx. **EUR 7,000**

The Avian Influenza initiative received approx. **EUR 5,000** from CMS Friends as flights for non-governmental and non-staff delegates (in accordance with Lufthansa terms) to attend an AI Symposium held at Museum König in Bonn:

Total EUR 12,000