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**IFAD**  
**INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT**  
**Executive Board – Eighty-eighth Session**  
Rome, 13-14 September 2006

**REPORT AND RECOMMENDATION OF THE PRESIDENT**

TO THE EXECUTIVE BOARD ON A PROPOSED

**GRANT UNDER THE GLOBAL/REGIONAL GRANTS WINDOW**

TO THE

**GLOBAL MECHANISM**

OF THE

**UNITED NATIONS CONVENTION TO COMBAT DESERTIFICATION IN THOSE  
COUNTRIES EXPERIENCING SERIOUS DROUGHT AND/OR DESERTIFICATION,  
PARTICULARLY IN AFRICA**

FOR

**SUPPORT TO RESOURCE MOBILIZATION FOR AND IMPLEMENTATION OF  
ACTION PROGRAMMES AND RELATED INITIATIVES  
– PHASE II**

**For: Approval**

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## **Note to Executive Board Directors**

This document is submitted for approval by the Executive Board.

To make the best use of time available at Executive Board sessions, Directors are invited to contact the following focal point with any technical questions about this document before the session.

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**ABBREVIATIONS AND ACRONYMS**

CETP	Community Exchange and Training Programme
COP	Conference of the Parties
GM	Global Mechanism
UNCCD	United Nations Convention to Combat Desertification in Those Countries Experiencing Serious Drought and/or Desertification, Particularly in Africa

**RECOMMENDATION FOR APPROVAL**

The Executive Board is invited to approve the recommendation contained in paragraph 25 of this document.

**REPORT AND RECOMMENDATION OF THE PRESIDENT OF IFAD  
TO THE EXECUTIVE BOARD ON A PROPOSED  
GRANT UNDER THE GLOBAL/REGIONAL GRANTS WINDOW TO THE  
GLOBAL MECHANISM  
OF THE UNITED NATIONS CONVENTION TO COMBAT DESERTIFICATION IN  
THOSE COUNTRIES EXPERIENCING SERIOUS DROUGHT AND/OR  
DESERTIFICATION, PARTICULARLY IN AFRICA**

I submit the following report and recommendation on a proposed grant under the global/regional grants window to the Global Mechanism of the United Nations Convention to Combat Desertification in Those Countries Experiencing Serious Drought and/or Desertification, Particularly in Africa (UNCCD) for Support to Resource Mobilization for and Implementation of Action Programmes and Related Initiatives – Phase II in the amount of US\$1.25 million for a two-year period.<sup>1</sup>

**I. BACKGROUND**

1. During 2005, the Global Mechanism (GM) underwent a major internal reorganization and change process, reassignment of responsibilities and repositioning within the UNCCD context to allow the mechanism to better fulfil its mandate. This profound change agenda was driven by the evolving international environment of development cooperation prompted by the Paris Declaration on Aid Effectiveness and other relevant decisions in international development cooperation. The decentralization of decision-making on financial resource allocation at the national level has focused the GM's attention on capacity-building and knowledge management, turning the GM into a specialized agency for advisory services on development finance. The change process within the GM limited its field activities in 2005. Therefore, the GM did not present a request for a second phase of the aforementioned grant to the Executive Board as initially planned in 2004.

2. A summary of progress in implementation and achievements to date of the activities undertaken during the first phase, as agreed by the Board at its eighty-first session (document EB 2004/81/R.23), is provided in Appendix I of the present report. The activities funded through this grant have been governed by GM's operational strategy, which was endorsed by the Conference of the Parties (COP) of the UNCCD during its fourth session, in 2000 (document ICCD/COP(4)/4/Add.1(A)).

3. During the seventh session of the COP held in Nairobi in October 2005, the GM presented the Consolidated Strategy and Enhanced Approach (document ICCD/CRIC(4)/4), which was endorsed by the COP through decision 5 (document ICCD/COP(7)/16/Add.1). The proposed second phase of the grant will involve activities in line with this strategy, which focuses on GM's specialized advisory services vis-à-vis capacity-building and support to structured mobilization of resources through national financing strategies for UNCCD implementation. These changes are reflected in the outputs listed in the logical framework provided in Appendix II.

4. The new strategy encompasses four main pillars, namely (i) support to national action programmes of the UNCCD and other UNCCD-related policy processes for establishing enabling framework conditions; (ii) focused support to mainstreaming the UNCCD into overarching development frameworks such as poverty reduction strategy papers; (iii) developing comprehensive strategies for national financing in sustainable land management; and (iv) facilitating

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<sup>1</sup> A grant of US\$1.25 million was approved by the Executive Board at its eighty-first session in 2004 (document EB 2004/81/R.23).

partnership-building – particularly with NGOs and the private sector – to increase critical convening power for negotiation processes in finance.

5. In order to implement the new strategy effectively, the GM has developed strategic programmes to substantiate and inform its country-level interventions and to broaden the scope of UNCCD implementation. These strategic programmes include:

- promoting national financing strategies;
- mainstreaming the UNCCD (for example, in terms of governance, institution-building and policies);
- trade and market access for communities and households;
- payments for environmental services;
- engaging the private sector and NGOs;
- environmental education; and
- forestry and forest rehabilitation.

6. The strategic programmes constitute the backbone of GM's operations aimed at increasing investment in sustainable land management. There are no technical programmes. By concentrating on building a knowledge base through in-house coordination of networks with a variety of institutions and disseminating this information through an effective knowledge management system, the GM aims to remain focused and increase its impact through the necessary specialization in the fields of public finance and private investment.

7. Strategic issues were selected on the grounds of their potential for resource mobilization. This includes resource mobilization through increased investments by communities and households into sustainable land management. In other words, the GM is undertaking actions to help put in place favourable framework conditions for investments from all sources, and all strategic programmes were selected to this end. As the GM evolves, additional strategic programmes may be needed to increase the comprehensiveness of its approach to country implementation in such areas as crisis and conflict prevention, and health and education.

8. Despite the fresh approach, the GM will continue pursuing the goal and objectives of phase I described below.

- (i) **Mobilization of financial resources to support the UNCCD implementation process.** The level of finance available for the implementation of the UNCCD increasingly depends on the political will of governments to set sustainable land management as a national priority in poverty reduction. Country parties to the convention then need to translate this political priority into the allocation of human, institutional and financial resources. The changing environment in financial resource allocation means that the sectors of environment and subsistence agriculture are in competition with such sectors as public health, education and infrastructure. GM is engaging with country partners in longer-term interventions of 3-4 years under this objective.
- (ii) **Broadening of the funding base for UNCCD implementation.** The GM's work in mainstreaming the issues of sustainable land management and combating desertification and land degradation into policy processes and its strategic move forward in financial resource mobilization depends on effectively taking into account strategic issues at the policy level as a necessary precursor to making the argument for increased investment in land, particularly land used for subsistence production in rural areas. The importance of broadening the base for finance through an intersectoral approach is demonstrated clearly by successful practices linking concerns associated with sustainable land management and land restoration with the main priorities of food security and poverty reduction. These



priorities, laid out in various strategic documents on country support by governments of developing countries, bilateral donor agencies, multilateral financing institutions, the private sector and civil society, are the guiding benchmarks of the GM. If such a favourable environment is set, innovative financing instruments can be applied.

- (iii) Development and implementation of a communications strategy.** A communications strategy has been developed under phase I with the purpose of providing the GM and its partners with information and knowledge on effective strategies for UNCCD implementation. To implement the communications strategy, the GM will, inter alia, capitalize on the knowledge, expertise and comparative advantages of its partners, in particular IFAD, the World Bank and bilateral agencies. Operationally, this translates into three “communication thrusts” addressing the distinct needs of various constituencies. These thrusts include: (i) a donor relations programme; (ii) a partnership incubator programme; and (iii) an advocacy programme. This will be accomplished through strengthening communication instruments and channels of web-based communication, policy research and analysis, the Financial Information Engine on Land Degradation (FIELD) of the GM, media relations and other targeted knowledge management activities.

## II. RATIONAL/RELEVANCE TO IFAD

9. IFAD and the GM will continue to mainstream the UNCCD into IFAD’s country and subregional strategic opportunities papers and IFAD-supported projects. A portfolio review shows an increased allocation by IFAD to sustainable land management and other UNCCD-related issues. Through the IFAD grant, the GM will assist focal point institutions of the UNCCD to interact effectively in resource allocation processes and budget negotiations at the country level.

10. Benchmarks, criteria and indicators are currently being developed for GM interventions to consolidate and adapt GM’s approach as appropriate and to increase its impact. The concept behind the GM interventions described in section I has given rise to a GM Country Engagement Strategy. Based on the emerging results-based management system, the GM will set up country-specific programmes for its interventions of 3-4 years per country. The requested second phase of the grant will cofinance five of these longer-term country programmes along the lines of the logical framework set out in Appendix II of the present report.

## III. THE PROPOSED PROJECT

### Goal and Objectives

11. The goal and objectives of the grant are consistent with the business plan endorsed by the Seventh Conference of the Parties. The goal is to provide financial resources for the implementation of the UNCCD.

12. Special emphasis will be placed on the decentralization of advisory services to national focal point institutions of the UNCCD, in particular in Latin America and the Caribbean.

13. In addition, south-to-south cooperation will continue to be strengthened under the grant, building on the cooperation achieved in the past between north and western Africa and the Latin America and the Caribbean region.

14. The project’s objectives are:

- mobilization of financial resources to support the UNCCD implementation process;
- broadening of the funding base for UNCCD implementation; and
- development and implementation of a communications strategy.

15. **Key project activities**

- **Mobilization of financial resources to support the UNCCD implementation process**
  - (a) mainstreaming of UNCCD concerns into broader development programming processes;
  - (b) facilitating the development and implementation of national financing strategies; and
  - (c) implementing training programmes with a focus on resource mobilization.
  
- **Broadening of the funding base for UNCCD implementation**
  - (a) gathering of information and knowledge on best practices and testing innovative approaches, inter alia, through payments for environmental services and measures for climate change adaptation in close cooperation with the World Bank, IFAD and the United Nations Framework Convention on Climate Change;
  - (b) implementing the second phase of the Community Exchange and Training Programme (CETP) for investment by communities and households; and
  - (c) reinforcing regional and international processes by strengthening dialogue based on analysis and other information sources using in-house expertise and partnerships.
  
- **Development and implementation of a communications strategy**
  - (a) web-based communications will regularly inform partners on developments in financial resource allocation patterns, approaches and innovative systems;
  - (b) policy and strategy analysis will be undertaken, in particular with a view to engaging constituencies in the debate on macroeconomic reform processes, poverty reduction and subsistence agriculture in rural areas; and
  - (c) organization of and contributions to selected expert consultations at all levels on the issues of finance for development through investment in sustainable land management will seek to identify strategic opportunities and best practices for broader implementation.

**IV. EXPECTED OUTPUTS**

16. The project is expected to have the following outputs:

- **Mobilization of financial resources to support the UNCCD implementation process**
  - (a) finalization of five national financing strategies and financial partnerships;
  - (b) UNCCD is mainstreamed into overarching development frameworks such as poverty reduction strategy papers and programmes for rural development; and
  - (c) establishment of an international training programme of the GM on finance for development.
  
- **Broadening of the funding base for UNCCD implementation**
  - (a) a guide to development finance is formulated;
  - (b) the CETP effectively supports mobilization of investments by communities and households in rural areas through trade and market access; and
  - (c) information about innovative approaches to resource mobilization is readily available and can feed into international policy processes.

- **Development and implementation of a communications strategy**

- (a) web-based communications system established;
- (b) policy series of the GM established; and
- (c) three regional/international expert consultations conducted as part of a strategy for knowledge sharing at the international and regional levels.

#### V. IMPLEMENTATION ARRANGEMENTS

17. The second phase of the grant will be administered and implemented by the GM, generally following IFAD's rules, policies and procedures and the special provisions for the GM as stipulated in the President's Bulletin on the Global Mechanism (document PB No. 99/10). The GM will ensure that this phase effectively responds to the goals of both the GM and IFAD.

18. IFAD will play a major role in the implementation of the grant through collaboration with the GM on resource mobilization by IFAD's portfolio managers, country programme managers and directors. The overall work plan will be established, according to the proposed logical framework and will constitute a major planning and execution tool in the context of the new results-based management system. Progress reports will be prepared and submitted to IFAD by the GM as required, on an annual basis.

19. The GM will monitor the progress against the agreed objectives through its Quality Assurance Management System. Besides the close cooperation with IFAD, other members of the Facilitation Committee, such as the World Bank, will cooperate with the GM in implementation at the country level. The cofinancing arrangements made for phase II with other donor agencies, the European Commission and the World Bank are common practice for the GM and are also required under the cofinancing policies of some donor agencies.

20. The funds will be subject to IFAD's standard budgeting processes, and must be approved by the President of IFAD. The proposed contribution will be allocated to the second GM Voluntary Contributions and Administrative Expenses (VCAE) account and the third GM Special Resources for CCD Finance account. With respect to the third account, the GM will provide financing on a grant basis, and implementation arrangements for each grant will be specified in a legal agreement between the GM and the recipient.

21. To help defray the cost of hosting/administering the GM, interest earned on the balance of undistributed contributions will revert to IFAD.

22. The financial reporting on and auditing of the activities under the GM shall use United States dollars and be carried out in accordance with IFAD's normal practices and standards.

23. In accordance with IFAD procedures, the GM will be subject to a yearly external audit. IFAD will be provided with copies of the financial reports no later than six months (180 days) after the end of the year concerned.

24. Any additional information IFAD requires regarding the specific use of the funds provided is available from the GM upon request.

## VI. PRELIMINARY COST TABLE

Objective	Cost Category	VCAE (Second Account)	SRCF <sup>a</sup> (Third Account)
Mobilization of financial resources to support the UNCCD implementation process	Country financial partnerships and national action plans/subregional action plans/regional action plans		600 000
	Enabling activities/CETP		200 000 <sup>b</sup>
Broadening of the funding base for UNCCD implementation	Financing innovative approaches to explore new and additional funding		150 000
	Mobilization of new and additional resources	175 000	
	Development of resource mobilization strategy	50 000 <sup>c</sup>	
Development and implementation of a communications strategy	Development and implementation of a communications strategy	75 000	
<b>Total</b>		<b>1 250 000</b>	

<sup>a</sup> The Special Resources for CCD Finance (SRCF) third account is under review in the context of the change in budget administration following the development of the results-based management system.

<sup>b</sup> As a result of the change in management and direction of the GM in 2005 and the delay in requesting funding originally earmarked for 2005, some activities have been reprioritized and moved forward using financing from phase I. Cost provision for the second phase has been adjusted accordingly.

<sup>c</sup> Following the change in GM management and direction in 2005, some activities have been reprioritized and will be undertaken with funding from phase II rather than phase I.

## VII. RECOMMENDATION

25. I recommend that the Executive Board, approve the proposed grant in terms of the following resolution:

RESOLVED: that the Fund, in order to finance, in part, Support to Resource Mobilization for and Implementation of Action Programmes and Related Initiatives – Phase II, for a period of two years, shall make a grant not exceeding one million two hundred and fifty thousand United States dollars (US\$1,250,000) to the Global Mechanism of the United Nations Convention to Combat Desertification in Those Countries Experiencing Serious Drought and/or Desertification, Particularly in Africa upon such terms and conditions as shall be substantially in accordance with the terms and conditions presented to the Executive Board in this report and recommendation of the President.

Lennart Båge  
President

APPENDIX I

**ACHIEVEMENTS AND RESOURCES MOBILIZED  
DURING SUPPORT TO RESOURCE MOBILIZATION FOR AND IMPLEMENTATION OF ACTION  
PROGRAMMES AND RELATED INITIATIVES – PHASE I**

**Objective I**

**Mobilization of financial resources to support the CCD implementation process**

1. With the financial support made available through IFAD's first phase disbursement, the GM has been able to undertake several initiatives to enable countries to reach the implementation phase of NAPs by:

- Contributing to the establishment of country financial partnerships (CFPs), helping create an enabling environment for on-the-ground investments, access to markets and services, and for capacity-building, information and communications, research, and monitoring and evaluation.
- Providing financial support to the formulation of national action plans (NAPs), subregional action plans (SRAPs) and regional action plans (RAPs) for their incorporation into existing frameworks for country-level development planning.

2. Community Mobilization in Central Asia (CMCA) is an ongoing initiative designed to assist in the implementation of the Central Asian Countries Initiative for Land Management (CACILM). The primary objective of this initiative is to establish a group of community mobilizers who will work closely with local communities to develop sustainable land management initiatives that enhance livelihood opportunities at the local level.

To date:

- A group of community mobilizers have been recruited for each country and have received training on participatory rural appraisal (PRA) methods. A field visit to a pilot community was organized to allow community mobilizers to apply the knowledge and skills obtained.
- Each country has selected pilot communities and community meetings have been organized to identify community mobilizers.
- At the national level, field visits to target communities have been completed. An analysis of each country's specific needs was undertaken and pilot project ideas were identified.
- In Kazakhstan, a memorandum of understanding with the Global Environment Facility (GEF) /Small Grants Programme (SGP) has been concluded to ensure complementarity between the CMCA project and the GEF/SGP programme on sustainable use of rangelands in various climate zones of Kazakhstan.
- Terms of Reference have been drafted for compiling *community capacity assessment* and *traditional knowledge* reports.

3. The South-east Asia Subregional Action Programme for Combating Desertification (SEA-SRAP) has been established to help NAPs to be started. The programme focuses on promoting subregional collaboration to implement the UNCCD through the development of the SEA-SRAP. The framework has been finalized and a workshop to launch the programme was held in Viet Nam in December 2005 and attended by member country representatives. The report identifies specific programme areas to be developed in the region. Two project proposals are currently being prepared by the UNCCD Secretariat to support SEA-SRAP implementation at the subregional level.

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4. The development of Central Asian Subregional training programme for sustainable land management is another initiative that has benefited from the IFAD grant. Its goal is to develop a training programme to improve human and institutional capacity for implementing sustainable land management in Central Asian Countries and enhance coordination and collaboration between institutions and communities in order to promote sustainable land management at the subregional level.

5. A meeting to launch the programme was held in Turkmenistan in May 2006 at which national focal points of the UNCCD, their representatives, focal points of the International NGO Network on Desertification, and representatives of research institutes and pilot projects gathered to discuss the goals and tasks of the Subregional Training Programme and their respective roles and expectations. The participants agreed on a positive evaluation of the preparatory phase of the SRTP which was carried out along with the Ministry of Natural Resources and Environmental Protection of Turkmenistan, the GM and the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)/CCD. The proposed structure of SRTP was also approved at the workshop.

6. In Lebanon, the funds provided under the first phase of the grant are channelled into the development of a financing strategy for UNCCD implementation. The specific objectives of this activity are to strengthen the capacity of the UNCCD implementation team at the Ministry of Agriculture and to undertake specific studies and analyses in preparation for the development of a national financing strategy for NAP implementation and the convening of the country financing partnership forum.

7. The project is still under implementation but an initial comprehensive progress report has been received. The strategy is due to be finalized in September 2006 and the country financing partnership forum will be organized at the end of 2006.

8. The GM's strategic programme on market access and trade, which is supported by the IFAD grant, is also working towards mobilization of financial resources to support the CCD implementation process. The programme operates at three different levels:

- (i) **At the community level**, support processes build on the traditional knowledge of communities to identify the type of incentive mechanisms trade could provide to increase community investments in sustainable land management.
- (ii) **At the national level**, the programme seeks to ensure that policies and decision-making processes are informed by grass-roots knowledge, so as to create an enabling environment for incentive mechanisms to work efficiently and effectively.
- (iii) **At the international level**, networking and partnership-building is undertaken with trade- and environment-related institutions to form synergies and leverage ongoing initiatives to mobilize additional resources and involve new stakeholders in the CCD implementation processes.

9. A memorandum of understanding was signed on 23 February 2006 with the SGP of the United Nations Development Programme-GEF and has resulted in the mobilization of an additional US\$260,000, matching the GM investment. Through this partnership, the GM is acquiring grass-roots knowledge that can influence policy and decision-making processes at the national and international levels to create an enabling environment for investment by local communities in sustainable land management. The partnership will strengthen the impact of both organizations on these processes.

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10. Also of note is the allocation of US\$40,000 by the Government of Finland to the Network for Natural Gums and Resins in Africa to carry out research on financing opportunities to develop the gum arabic sector in four African countries.

11. The grant has also financed at least seven independent activities in support of ongoing GM initiatives to mobilize financial resources. These initiatives continue to provide concrete results in advancing the GM agenda. For example, in Burkina Faso, a preliminary grant of US\$130,000 has secured US\$175 million under the poverty reduction strategy paper (PRSP) framework for a three-year action programme comprising a broad range of desertification activities. Furthermore, the ongoing GEF-funded country pilot partnership (CPP) co-led by UNDP and IFAD is expected to require a US\$10 million allocation, which does not include US\$500,000 already mobilized to implement the CPP Project Development Fund (PDF) B.

**Objective II****Broadening the funding basis for CCD implementation**

12. As a broker, the GM is engaging governments, bilateral and multilateral agencies, the private sector and foundations to invest in projects for CCD implementation. It will continue to identify new innovative funding sources and approaches to further expand the funding basis. The first phase of the IFAD grant has enabled the GM to pursue this objective by supporting ongoing initiatives and financing new activities.

13. The lessons learned while exploring innovative funding opportunities under the GM's strategic programme on the private sector and foundations, have provided the basis for the development of a comprehensive framework. This framework – which is laid out in the Report Promoting Business Contribution to Addressing Global Environmental Problems prepared jointly by GM-UNCCD – includes a new effective strategy to attract substantial investments to support developing countries affected by land degradation. Thanks to funding by the grant, the strategic programme has also been able to prepare several concept notes on opportunities for GM engagement.

14. Also financed by the IFAD grant, the strategic programme on market access and trade is systematically strengthening links between the CCD and the issue of trade to stimulate investment flows and to channel additional resources to CCD implementation. A memorandum of understanding has been drafted with the UNCTAD BioTrade Programme to mainstream sustainable land management criteria in enhancing the development of trade for natural products. This partnership is also expected to reinforce linkages with other Multilateral Environmental Agreements, particularly the Convention on Biological Diversity.

15. In Morocco, under a formal legal agreement, the GM contributed to the development of a resource mobilization strategy and the elaboration of a NAP priority project portfolio in line with national strategic programming priorities. The process served to reinforce intersectoral coordination and integration by encouraging technical ministries to take the lead in developing projects that fell within their competencies, in close collaboration with other relevant stakeholders.

16. In order to consolidate financing, Morocco's NAP priority project portfolio was presented at a country financing partnership forum in September 2004. Fifty-three projects were presented to development partners. As a consequence, Spain committed to supporting a project costing US\$1.5 million. In addition, the GM and IFAD cofinanced the elaboration of a GEF PDF-B project in collaboration with the United Nations Industrial Development Organization (UNIDO) with a financing package of US\$16 million, including GEF grant financing of US\$6 million.

## APPENDIX I

17. A second phase of GM support made possible by the first phase of the grant is advancing these resource mobilization efforts. In order to investigate innovative financing sources, a pilot study has been launched on the use of the Clean Development Mechanism for financing the National Forest Strategy. A second study has been undertaken to design a capacity-building programme that is coherent with the West Asia and North Africa (WANA) programme.

18. In Chile, financing from the first phase has enabled the GM to finalize the Puna American SRAP, a strategic alliance with UNDP and other organizations such as the Economic Commission for Latin America and the Caribbean (ECLAC) which supports an initiative to engage private mining sector companies. A workshop was held in December 2005 in Chile with representatives from the mining sector, ECLAC and the secretariat of the Puna SRAP. This provided positive feedback and identified potential areas of convergence between the corporate social responsibility interests of the mining companies and the thematic and geographic priorities of the SRAP. A comprehensive analysis has been published, which includes a description of the activities of the mining sector and the implications for the Puna SRAP, in addition to a proposal of concrete actions that could be undertaken in the future to further strengthen the dialogue already begun on defining joint cooperative actions.

19. The primary objective of the GM's work in Chile is complementary to the activities currently receiving technical and financial support from the GM in Ecuador, also funded by phase I. Under the framework of the collaboration arrangement between the GM, EcoSecurities, the Government of Ecuador and the national clean development mechanism promotion office (CORDELIM), a specialized consultancy has been secured to help identify resource mobilization opportunities for UNCCD implementation through the use of payment for environmental services mechanisms, with a special emphasis on carbon trading.

20. In addition, the GM, with the financial support of the grant, has begun exploring innovative funding opportunities relating to one of its thematic issues, the empowerment of women in west Africa. The work of a leading gender expert has led to a concept note, which outlines the key issues requiring attention. Based on these findings, the GM attended the Beijing International Conference on Women and Desertification – held within the framework of the International Year of Deserts and Desertification – to highlight the important role of women in the implementation of the UNCCD. Experts in gender and in sustainable development, representatives of civil society, high-level country representatives and other eminent figures gathered to share experiences and seek ways of empowering women as an effective means to counter land degradation and rural poverty.

21. In this context, GM participated in the conference by launching a women empowerment initiative in West Africa, which evolves around four main themes, water, energy, land access and tenure, and market access and trade. The conference provided the GM with a chance to learn from leading experts worldwide on gender issues and desertification, benefit from practical case studies on women combating desertification across the globe and to network with international delegates from West Africa and meet with relevant international institutions.

22. The grant has also financed at least nine independent activities in support of ongoing GM initiatives to broaden the funding base. These initiatives continue to provide concrete results in advancing the GM agenda. For example in Tunisia, the elaboration of subnational action programmes to combat desertification will feed into the respective subnational development plans and into the Eleventh Socioeconomic Development Plan (2007-2011). In this spirit, the GM supported the elaboration of three subnational action programmes to combat desertification, which were mainstreamed into the respective subnational development plans. Three more action programmes are being elaborated with the GM's support.



**Objective III****Development and implementation of a communications strategy**

23. An effective communications strategy is essential for creating an environment that is conducive to accessing and channelling resources to the priorities identified in the NAPS of affected countries. In this regard, the GM is developing its own multimedia communications tools and maintains a system to track the flow of resources in support of the CCD. The development of a communications strategy is being pursued in close collaboration with IFAD, as called for by the two evaluations in 2003 and the Business Plan of the GM for 2003 - 2006.

24. As a component of the overarching communications strategy, the GM has designed a corporate web site and strategy, which describes the use that the institution will make of the Internet as a channel of communication with the GM's constituencies. Since the current version is outdated the Global Mechanism is planning to launch a web platform based on the new approaches by August 2006.

25. Given that the GM is investing in the development of a new web site, it is important to remember that while information collection and knowledge generation and dissemination are facilitated by information technology (IT), IT alone does not constitute Knowledge Management. In this context, a coherent content management policy, applied consistently and comprehensively will provide the GM with one cornerstone on which to build its knowledge base and an enabling framework in which to purposely craft information for its target, thus demonstrating its true added value. A customized two-day masterclass given by an IT expert, in March 2006 focused on best practices in managing web content.

26. Since February, the Global Mechanism has been working on an initiative to complement its online communications programme. The GM is exploring how to unlock the potential of e-mail marketing strategies, setting the stage for interactive e-tools such as newsletters, mailing lists and other means of delivering "push" content. Roll-out activities may begin as early as July 2006.

27. As an integral and leading component of the overarching communications strategy, the GM is updating and redesigning its corporate identity to accurately reflect the organization's mission and tell audiences what the organization stands for. The development of a corporate identity will involve work on logo type, colour, imagery, slogan(s) and graphic applications in all media including, collateral stationary, flyers, brochures, brochures, publications, website and web-based materials. This will enable the GM to allocate its communications resources more effectively and to have the support of design templates and visual identity policies, guidelines and standards. The new corporate identity will be ready in July 2006.

28. To mark the International Year of Deserts and Desertification a British Broadcasting Company (BBC) documentary has been filmed resulting in a series called "Villages on the Front Line", telling the dramatic stories of six villages affected by land degradation in Africa, Asia and the Latin America and Caribbean region. The series, which will include a final debate of about 50 minutes, will be broadcast on BBC World to 300 million homes during the first half of October.

**LOGICAL FRAMEWORK FOR THE PROPOSED SECOND PHASE**

<b>NARRATIVE SUMMARY</b>	<b>MEASURABLE INDICATORS</b>	<b>MEANS OF VERIFICATION</b>	<b>IMPORTANT ASSUMPTIONS</b>
<b>GOAL</b>			
Support to the mobilization of financial resources for country parties for the implementation of the UNCCD	• Investment from public and private sources for the implementation of the CCD and related objectives increased	• Statistics on amount invested in CCD implementation through GM database and monitoring and evaluation system	• Stakeholders honour their commitment to the CCD
<b>OBJECTIVES</b>			
Mobilization of financial resources to support the CCD implementation process increasingly effective in five countries	• Investments in CCD-related activities increased	• GM records and national reports to COP 8 in October 2007	• Donors act on commitments to invest in the CCD and on recommendations of evaluations • Effective cooperation with facilitation committee (FC) members
Broadening of the funding base for CCD implementation is achieved in three countries	• Best practices analysed and innovative financing packages prepared – including from non-traditional sources – established and mainstreamed	• GM records and national reports to COP 8	• Communications strategy and resource mobilization strategy developed • Donors act on commitments to invest in the CCD and on recommendations of evaluations • Effective cooperation with FC members
(Development and) Implementation of GM's communications strategy	• Communications strategy developed and application of strategy effective	• External evaluation of the GM to COP 8 in October 2007	• Effective cooperation with IFAD and FC members

NARRATIVE SUMMARY	MEASURABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<b>OUTPUTS</b>			
<b>Objective 1: MOBILIZATION OF FINANCIAL RESOURCES TO SUPPORT THE CCD IMPLEMENTATION PROCESS</b>			
<b>Output 1.1:</b> Finalization of five national financing strategies and financial partnerships	• Documents disseminated by country parties and on GM's website	• National documentation	• Stakeholders and international community at country level respond positively to the national financing strategy instrument.
<b>Output 1.2:</b> UNCCD is mainstreamed into overarching development frameworks like PRSPs and programmes for rural development	Text and programming in relevant national policy and programme documents	Relevant national policy and programme documents	Governments and the international community endorse the issue of land degradation and sustainable land management as a priority
<b>Output 1.3:</b> Establishment of international training programme of the GM on finance for development	Training programme established	Programme document of training programme	International donor community continues its support to training
<b>Objective 2: BROADENING OF THE FUNDING BASE FOR CCD IMPLEMENTATION</b>			
<b>Output 2.1:</b> Formulation of a guide to development finance	• Process of formulation includes important stakeholders for feedback and peer review	• Document of the guide	• International institutions and bilateral organizations continue support in information sharing as planned
<b>Output 2.2:</b> Community Exchange and Training Programme (CETP) of the GM effectively supports mobilization of investments of communities and households in rural areas through trade and market access	Eight projects show concrete results in increased trade of local products	GEF Small Grants Programme Evaluation Reports	Working hypothesis that communities and households are actively pursuing trade and market access is verified
<b>Output 2.3:</b> International policy processes are continuously informed about innovative approaches to resource mobilization	Number of interactions and their quality.	External evaluation for COP 8 in October 2007	None

NARRATIVE SUMMARY	MEASURABLE INDICATORS	MEANS OF VERIFICATION	IMPORTANT ASSUMPTIONS
<b>Objective 3: Development and implementation of a communications strategy</b>			
<b>Output 3.1</b> Web-based communications system established	Quality of updated web-based information and list availability	Web page and consumer survey in June 2007	GM team and partner institutions provide information and knowledge on a regular basis
<b>Output 3.2</b> Policy series of the GM established	3 publications	External evaluation of the GM in October 2007 and consumer survey in June 2007	None
<b>Output 3.3</b> Three regional/international expert consultations conducted as part of a strategy for knowledge sharing at the international and regional levels	Strategy for knowledge sharing at the regional and international levels three expert consultations conducted	<ul style="list-style-type: none"> <li>• Strategy paper</li> <li>• Reports on regional/international expert consultations</li> <li>• External evaluation of the GM in October 2007</li> </ul>	None
<b>Activities</b> All activities will be detailed in the envisaged five country-specific programmes according to state of UNCCD delivery, entry points for the GM and needs assessment at the country level			

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INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT

APPENDIX III

DONOR INFORMATION (US\$) – STATEMENT OF CONTRIBUTIONS

Donor	1998	1999	2000	2001	2002	2003	2004	2005	Subtotal
Canada				31 951	259 200	83 936	220 109		595 196
Denmark				350 000					350 000
Finland				150 739	353 567	72 867		257 596	834 769
Germany	100 000								100 000
IDRC <sup>a</sup>					11 523				11 523
Italy					150 758		405 384	383 327	939 469
Netherlands					112 454	130 484			242 938
NORAD <sup>b</sup>						842 398			842 398
Norway			95 655	236 529	250 811	423 787			1 006 782
Portugal		50 000							50 000
Sweden	127 171		527 535		319 289	364 604	513 077	390 972	2 242 648
Switzerland	72 834	64 329	71 461	74 905	75 758	75 758	120 000		555 045
AFESD <sup>c</sup>				52 085					52 085
IFAD		2 500 000		1 300 000	1 250 000		1 250 000		6 300 000
IsDB <sup>d</sup>		12 000		20 000					32 000
OPEC Fund <sup>e</sup>				390 000		300 000			690 000
United States (CHC) <sup>f</sup>				79 600	103 500		(49 673)		133 427
World Bank			1 250 000	75 000	1 250 000	150 000	1 250 000		3 975 000
<b>TOTAL</b>	<b>300 005</b>	<b>2 626 329</b>	<b>1 944 651</b>	<b>2 760 809</b>	<b>4 136 860</b>	<b>2 293 831</b>	<b>3 708 897</b>	<b>1 031 898</b>	<b>18 814 366</b>

<sup>a</sup> IDRC= International Development Research Centre

<sup>b</sup> NORAD= Norwegian Agency for Development Cooperation

<sup>c</sup> AFESD= Arab Fund for Economic and Social Development

<sup>d</sup> IsDB=Islamic Development Bank

<sup>e</sup> OPEC=Organization of the Petroleum Exporting Countries Fund for International Development

<sup>f</sup> CHC=Congressional Hunger Council