

**MOBILIZE NEW FUNDING AND PARTNERSHIPS FOR ITTO AND ITS OBJECTIVES***[ITTA, 2006 Article 1 (g), (j)]***I. Background**

ITTO and its objectives are critical in a world where the sustainable management and conservation of tropical forests is receiving increasing attention and concern. As the organization enters a new era under ITTA, 2006, ITTO should seize the opportunity to develop and implement an innovative and proactive fundraising strategy. This will require the Executive Director, the Secretariat and ITTO's members to think creatively and learn from the successful strategies of other intergovernmental organizations, NGOs, and others. This effort should be led by an energized Secretariat, actively supported by members and partners in the NGO and private sector worlds.

**II. Description**

This 24-month activity will be divided into a first year of preparing and launching a funds mobilization and partnership strategy and a second year of active implementation. Specific activities will be refined in the first quarter of year one, but are expected to include, in the first year:

- a) Formation of an informal, open-ended ad hoc advisory group including producer and consumer members and stakeholders to advise the Executive Director in developing and launching the strategy
- b) Drafting of a proposal of fund mobilization and partnership strategy/action plan by the Secretariat
- c) Convening of one or more meetings of members, partners and resource persons to:
  - Refine a concise and compelling fundraising message;
  - Identify potential sources of financing and tailoring the message for different potential donors;
  - Seek the perspective of potential funders on ITTO's strengths and weaknesses;
  - Identify possibilities for co-financing activities and projects as well as for income generation from ITTO products;
  - Develop the Terms of Reference and recruitment strategy for a temporary fundraising professional to assist the Executive Director;
  - Refine the draft funds mobilization and partnership strategy/action plan.
- d) Further consultation and refinement of the strategy
- e) Submit a draft strategy and progress report to the Forty-ninth Session of the Council

Year Two activities will be defined in detail during Year One, and will be provided in a report to the Council at its Forty-ninth Session.

**III. Expected Output and Outcomes**

The overall expected outcome is realization of the funds mobilization targets contained in the ITTO Strategic Action Plan 2013-2018.

Specific outputs and indicators will be developed as part of the fundraising strategy, but will be oriented around the following principles:

- a) Increased funding and partnerships for achieving ITTO priorities
- b) Diversification of funding sources
- c) Sustainability of funding over time

<b>IV. Target Countries</b>	Global
<b>V. Duration and Timing</b>	24 months
<b>VI. Budget</b>	US\$100,000