



# Innovative Financing and Land Degradation

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Enabling poor rural people to overcome poverty



# Introduction

- WHY pursue innovative financing sources?
- WHAT has changed and what is new?
- WHERE are the opportunities?
- HOW to approach and secure the new funding sources?
- WHEN to engage and test new areas?
- Conclusion

# Why Innovative Financing?

- Beyond Overseas Development Assistance (ODA)
- Emergence and Growing Influence of New Funders and actors
- Expanded Role of the Private Sector (provider of technical know how and funding)
- Socially Responsible Businesses –Growth of PPPs
- Enhanced Role of Foundations – The “Gates Effect” and New Foundations (ex.AGRA)
- Involvement and Contribution of High Net Worth Individuals and Celebrities in Development Agenda

# WHAT Has Changed?

- Climate Change Agenda Receives Global Recognition and Acceptance
- Agriculture and Rural Development (space) Issues on the rise in Importance
- Carbon Credits and Carbon Sequestration
- Bio-energy and Bio-fuels
- Growing acceptance and examples of Private Public Partnerships
- Greater Public Advocacy and Recognition of Development Issues

# Where are the opportunities?

- Significant Investment and Financial Flows expected to climate change agenda –for both adaptation and mitigation efforts
- Global Environment Facility Adaptation Funds
- UNFCCC
- World Bank Bio Carbon Fund – IFAD Exploration of the Drylands Management Tranche
- Bilaterals and International Organizations New Funding Windows to Respond to Climate Change Agenda
- Foundations and Private Sector Partners

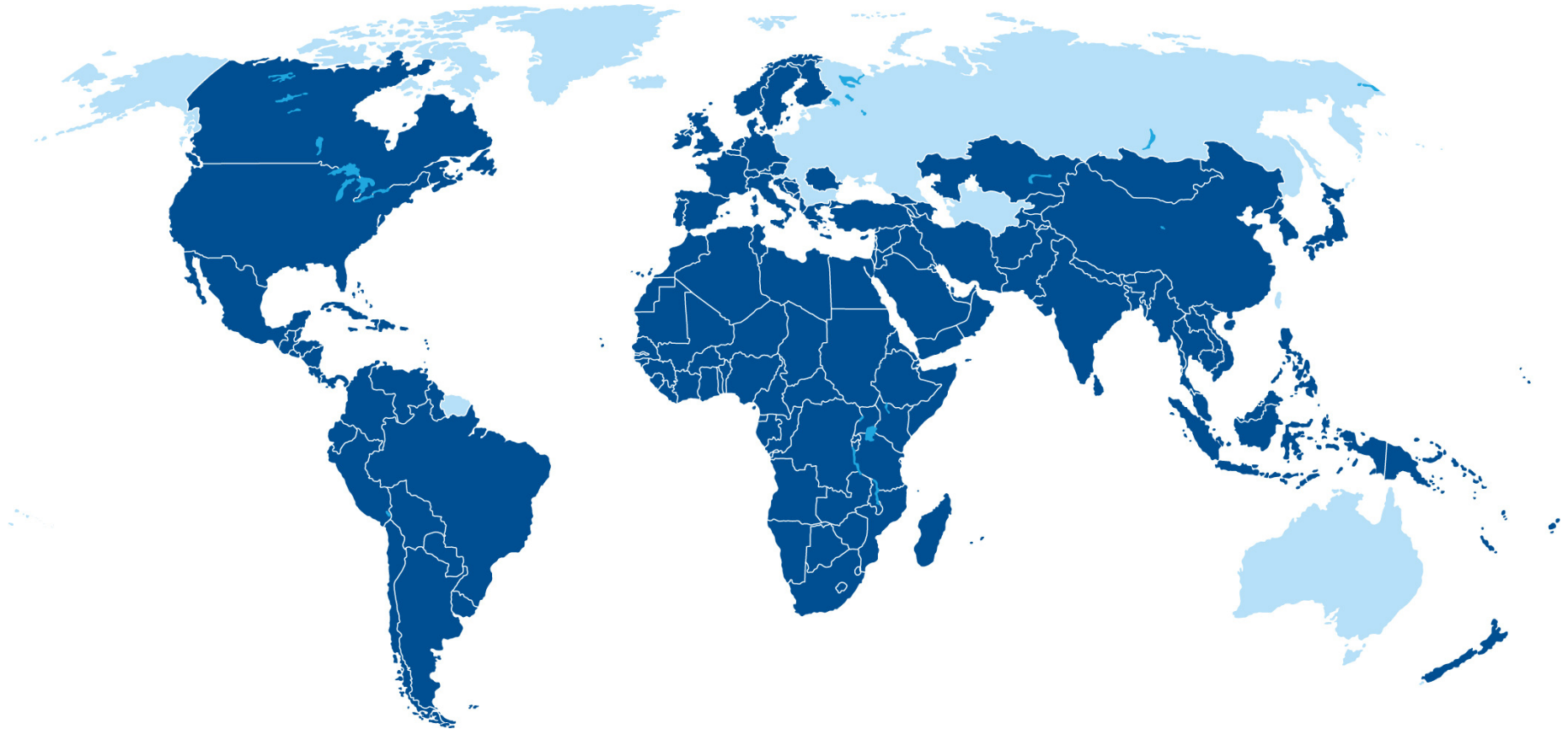
# How to engage?

- Link effectively the agenda for Disaster Prevention and Management to Emerging Concerns (CC and Agriculture)  
Create new innovative instruments:
- Solidarity Cards – Financial Institutions Specialized Thematic Contributions
- SMS—Use of mobile phones to raise funds for projects ( North Africa and GCCC countries experience)
- Private Equity Funds
- Involve Celebrities and High Net Worth Individuals As Advocates and Spokespersons of Key Issues
- Increase Public Awareness by Use of Public Service Announcements

# Conclusion

- The time is ripe -- attention to our issues increasing
- It is critical that our messages are well developed and communicated to old and new funding actors
- Build capacity at local and national levels to better enable them to access new funds and funding sources
- Be open and ready to test new innovative financing mechanisms

# Thank you



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