



**Latin American and Caribbean Environmental Economics
Program (LACEEP)**

**PBDD/IDRC
Partnership and Business Development Division
International Development Research Centre
Research Support Grant Agreement
Grant No.:104710-001**

**Implementation of resource mobilization strategy to achieve
financial sustainability**

**Technical Report
July 1st, 2007 - December 31st, 2008**

December, 2008

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LACEEP/CATIE
December 2008

The Latin American and Caribbean Environmental Economics Program (LACEEP) requested from the PDDDB/IDRC fund a one time grant of 33,000 CAD to diversify and expand donor portfolio for LACEEP's activities, and to work towards financial sustainability. Three broad objectives that contributed to our financial sustainability vision were financed with this grant:

- (i) design and carrying out of a communication strategy;
- (ii) update of our governance body to include new partners that would enable resource-building alliances; and
- (iii) strengthen and extend personal donor relations.

LACEEP's mission is to leverage environmental economics as a field of research and as a useful contribution to sustainable development policy in Latin America and the Caribbean.

LACEEP's vision is of a network of innovative, dedicated and enthusiastic researchers linked by constructive dialogue, rigorous research and in-depth understanding of environmental economics.

In the long run we aspire to have strengthened a critical mass of environmental economists in key institutions across the region, with an ample source of learning tools and literature that enable dynamic discussions amongst them, and between them and decision-makers.

LACEEP as a network has built a niche by linking policy with rigorous analysis of environmental economics. Through increasing demand for LACEEP's courses and scholarships as well as increasing capacity in different countries in the region, LACEEP anticipates space for growth and innovation. Preliminary communications have proven that there are great potential for synergies with programs and donors.

Since its launch, in March 2005, LACEEP has created a solid and internationally recognized governance and advisory body that ensures the transparency and legitimacy of the operations. Six workshops have been carried out and a total of 30 scholarships have been assigned.

Summary of activities

The most important change resulting from the grant has been the new communication strategy. We have now targeted instruments for different audiences (policy makers, potential donors, applicants) and not only applicants as before. The most obvious change is the web page, which is now more an information portal rather than just a site describing what we do.

The communication strategy is the result of having Danilo Mora as consultant and member of our Advisory Committee. Danilo was chosen via an international request for applications. He is Costa Rican and heads the UNDP's communications unit in Costa Rica.

Some of the main points he mentions in the strategy is to:

- identify and prioritize LACEEP's communication needs
- analyze LACEEP's communication potential (FODA)

Among his proposals for LACEEP's communication strategy are:

- Define communication objectives
- Identify and prioritize public goal
- Monitoring
- Evaluation

We started preparing a resource mobilization strategy, but at the end it was clear that we could secure long term funding from our current donors, so our emphasis shifted towards dissemination of activities and increased impact.

Communication and dissemination strategy designed and in execution:

- A fundraising consultant was identified and incorporated in LACEEP's team as per the profile specified in the PBDD-IDRC proposal. The consultant has become familiar with LACEEP.
- Key input in documenting and securing current finance for the program was provided.
- A first draft communication strategy and a first issuance of communication products for LACEEP have been carried out.

Governance body updated including new partners that would enable resource-building alliances:

- With the fundraising consultant's advice and with active participation with from advisory board, mission and vision statements were designed and agreed upon during LACEEP's Octobers meeting. This was identified as key first step in our communication and fundraising strategy.

- A broad international call through Latin American communication networks was issued to identify a communication advisor. Over 10 communication specialists responded to the call. An evaluation criteria was designed and applied resulting in three finalists. An interview is to take place during the first week of April.
- We expect to incorporate this professional to the advisory board, fulfilling on of the three expected results of the result based framework of the PDDB/IDRC.

Donor network strengthened and expanded:

- Meanwhile, our team has focused on reaching one of the target audiences from our program: Latin American students and environmental programs from US, European and Latin American Universities. A cost-effective method of reaching this target audience has been securing air time from a constant flow of visitors our hosting institution, CATIE, has received around a dozen universities since the beginning of PDDB/IDRC funds were approved. The message and visibility of the program has been ensured by our team.
- We anticipate the active and constructive participation of the communication specialist, and the coordination of the fundraising consultant, to continue reaching out in a systematic way to allies and donors for the remaining term of the PBDD/IDRC agreement.