

15 March 2016

## 1. Background

CERF – the **United Nations’ global emergency response fund** – marked 10 years of operations on 15 December 2015. Over the past decade, CERF has an unparalleled track record in terms of speed, scale of response and impact on saving lives. It remains a vital tool for the humanitarian community to provide lifesaving assistance in both sudden and protracted crises. On average each year, working closely with UN agencies in the field, CERF grants enable humanitarian partners to provide critical **health services to at least 20 million people, food assistance for some 10 million people, water and sanitation to 8 million people and emergency shelter to over 1 million people.**

2016 is a critical year to reinforce the strategic positioning of CERF as the global fund on emergencies in the context of broader changes in the humanitarian financing landscape. In particular, the Secretary-General, in his report for the World Humanitarian Summit (WHS), recommended the expansion of CERF to \$1 billion by 2018 to match the doubling of people in need of humanitarian aid and the six-fold increase in financial requirements.

Within this context, the following resource mobilisation and communication plan for 2016 includes an initial outreach and engagement on the expanded target of \$1 billion.

## 2. 2016 funding status as of 15 March 2016 (compared to 2014, 2015)

### 3. Strategic objectives for 2016:

#### Cash received for 2016 as of 15 March 2016:

- **\$212.4 million** (Netherlands, Sweden, Norway, Germany, Ireland, Australia, New Zealand, Kuwait, UAE, India, Liechtenstein, Estonia, Iceland, Portugal, Chile, RG of Flanders, SMO of Malta)

#### Outstanding – incoming or requested:

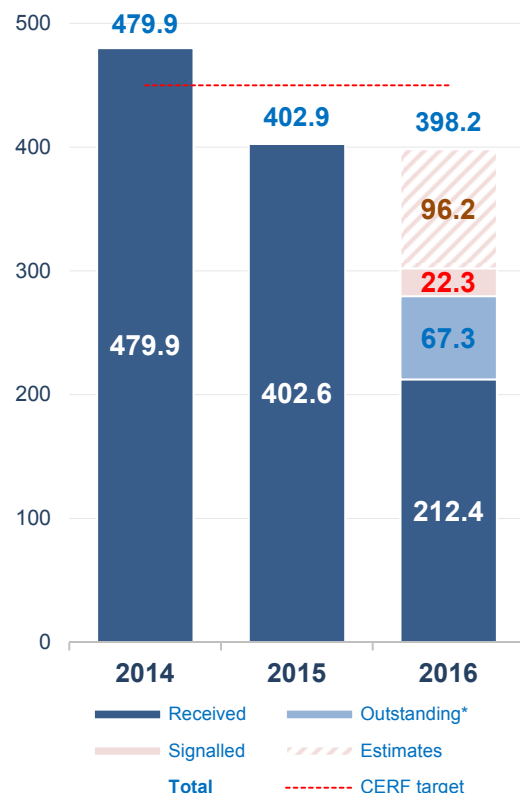
- Belgium – \$11 million
- Denmark – \$14.7 million
- Switzerland – \$4 million (tr.1 of CHF7 million)

#### Outstanding – payment to be requested:

- Luxembourg – \$5 million
- Republic of Korea – \$4 million
- Russian Federation – \$1.5 million
- Italy – \$1 million

#### Outstanding – pledged, but not yet requested or scheduled for payment:

- Germany – \$22 million (tr. 2 of \$44/€40 million, 30-Sep-16)
- Switzerland – \$3 million (tr.2 of CHF7 million, 30-Jun-16)
- Turkey – \$450,000
- Indonesia – \$200,000
- Saudi Arabia – \$150,000
- Others – \$327,000



In pursuit of the overarching goal to strengthen the CERF's position as the UN's global fund on emergencies:

- Achieve the \$450 million annual funding target for 2016.
- Promote overall efforts to mobilise commitment and engagement to the recommendation of the Secretary-General to expand CERF to \$1 billion by 2018.

#### 4. Cross-cutting issues:

- i. Capitalise on the political and technical levels of advocacy and engagement with partners – in particular, the UN Secretary General (SG) and the Emergency Relief Co-ordinator (ERC) as part of the UN leadership complemented by outreach from the CERF secretariat.
- ii. Garner support from key member state champions, especially those represented in the CERF Advisory Group, to advocate for CERF within their internal and peer networks to guide CERF engagement.
- iii. Develop evidence based advocacy and communications – emphasising results, strategic analysis of global priorities and CERF's relevance, critical data points from CERF.
- iv. Strengthen links with key sections/branches in OCHA – especially Partnerships Resource Mobilisation Branch (PRMB) and Strategic Communications Branch (SCB).
- v. Ensure adequate capacity in the CERF resource mobilisation and communication team.

#### 5. Priority areas:

##### *Strategic positioning of CERF across key global milestones in 2016*

- Analyse the humanitarian landscape especially on humanitarian financing and resource mobilisation to identify key priorities and opportunities to drive engagement for CERF.
- Align high level engagement, advocacy and partnerships to promote the political and public visibility of CERF across key global milestones in 2016:
  - E.g., World Humanitarian Summit (May), ECOSOC (June), General Assembly (September), Member States briefings, CERF High Level Conference (December).
- Promote and reinforce commitment to CERF in relevant inter-governmental and multi-stakeholder processes:
  - E.g., ECOSOC resolution; WHS outcomes; omnibus resolution

##### *Resource Mobilisation*

- **Deepen the donor base:** secure core donors and mobilise additional contributions from all partners:
  - Top 10 donors in 2015: priority donors (UK, Sweden, Norway, Netherlands, Germany, Canada, Denmark, Ireland, Belgium, Switzerland)
  - Top 11- 20 donors in 2015: Australia, Finland, Republic of Korea, Luxembourg, USA, New Zealand, Spain, Russian Federation, Japan, Italy
    - In particular, enhance outreach with the USA
  - Increased outreach with donors especially those with potential to contribute more to CERF, linked to representation in the CERF Advisory Group (UAE, Qatar)
  - Conduct strategic analysis of donor funding cycles and priorities to maximise advocacy and outreach.

- **Diversify the donor base:** explore new opportunities from innovative financing and maintain ongoing efforts on private sector contributions to CERF.
  - Innovative financing: explore feasibility options for innovative financing initiatives in collaboration with Innovative Finance Foundation with potential to mobilise private sector engagement.
  - Islamic financing: as part of WHS engagement, position CERF for Islamic financing opportunities. E.g., background document for the WHS Special Session on Islamic Financing.
  - Private sector fund raising:
    - Maintain current efforts on private sector fund raising, including outreach to Western Union Foundation.
    - Explore partnerships opportunities via OCHA private partnership networks and the Global Compact.

### **Strategic Partnerships**

- CERF Advisory Group: enhance engagement with key Advisory Group members as champions on CERF priorities.
- Promote a diverse and effective Advisory Group composition to guide CERF in a challenging resource mobilisation environment.
- As part of broadening CERF outreach, identify key partnerships with potential to advocate for CERF in the global fora – e.g., Organisation of Islamic Co-operation (OIC), regional groupings of UN member states.

### **Telling the story of CERF: CERF as an investment of choice**

- Mobilise and leverage network of key advocates to promote CERF – UN partner agencies, donors and other partners.
- Linked to overall messaging of CERF, reinforce branding and visibility through a suite of communication products making the case for CERF. This also includes maximising donor visibility and communications.
- Optimise digital/social media platforms – twitter, facebook and CERF website - to expand public outreach and disseminate/amplify compelling content and messaging on CERF and related issues.
- Develop and disseminate key flagship publications – annual report, publication for the 2016 High Level Conference. Ensure translation in key languages.
- Strengthen the CERF website to serve as an open data and real time source of information on CERF to promote transparency and accountability.

## **6. Risks**

Based on 2015, key risk factors that impacted CERF's income remain largely unchanged in 2016. These include:

- A strong US dollar exchange rate with a negative impact on CERF income.
- Inability of core donors to maintain funding and/or provide end of the year top-ups that significantly contribute to reaching the annual funding target.
- Capacity of the Resource Mobilisation and Communications team

## 7. Implementation

Operational tools will be developed and updated to translate these priorities into series of complementary action plans and updates. These include:

1. Weekly overview and analysis of income vis-a-vis target to identify outreach especially with member states.
2. Annual donor engagement plan, disaggregated by quarters.
3. Advocacy and engagement plan providing an overview of key milestones covering SG/ERC level engagements, member state related events and CERF specific priorities/actions.
4. Metrics to track digital communications and outreach.
5. Monthly and quarterly public updates.