Resource Mobilization Trends

Good results of the corporate Resource Mobilization function:

- Increased earmarked and softly earmarked contributions in 2013. 25.6% increase. From USD 135,680,168 in 2012 to 173,124,360 in 2013.

- Widened donor base. (Saudi Arabia, DFID. CIDA in 2014) In 2012-2013 several emerging donors in top ten donor list. Increased contribution % of total contributions by private sector, municipalities, UN pooled funding and other donor countries.

However,

- Non earmarked/softly earmarked contributions level is still insufficient to cover our Work programme despite increases and newcomers.
Increasing Earmarked and Softly Earmarked contributions

Amount in USD Thousands

- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

- Foundation General Purpose
- Regular Budget
- Foundation Special Purpose
- Technical Cooperation
Widening Donor Base

2010 Source of Fund

- Other Donors: 74%
- Traditional Donors: 12%
- UN Pooled: 6%
- Municipalities: 4%
- Emerging Donors: 4%
- Private Sector: 1%
- Other Donor Countries: 1%
- Development Banks: 1%

2013 Source of Fund

- Other Donors: 32%
- Traditional Donors: 15%
- UN Pooled: 5%
- Municipalities: 4%
- Emerging Donors: 4%
- Private Sector: 3%
- Other Donor Countries: 1%
- Development Banks: 1%
Earmarked contributions in 2014

UN-Habitat sources of Fund as of 30th June 2014

- Traditional Donors: 53%
- UN Pooled: 24%
- Emerging Donors: 19%
- Other Donors Countries: 4%
- Private Sector: 3%
- Municipalities: 2%
- Development Banks: 1%

Traditional Donors
UN Pooled
Emerging Donors
Other Donors Countries
Private Sector
Municipalities
Development Banks
# 2014 Non-Earmarked (core) Contributions

Some Earmarked Success in 2014

<table>
<thead>
<tr>
<th>Title</th>
<th>Agreement Value</th>
<th>Start Date</th>
<th>End Date</th>
<th>Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Support to Land Governance For Peace, Stability and Reconstruction in DR Congo Post Conflict</td>
<td>13,349,013</td>
<td>2-Oct-14</td>
<td>31-Oct-17</td>
<td>DFID</td>
</tr>
<tr>
<td>Future Saudi Cities Programme</td>
<td>25,000,000</td>
<td>1-Jan-14</td>
<td>31-Dec-17</td>
<td>Saudi Arabia</td>
</tr>
<tr>
<td>Water, Sanitation and Hygiene in Disaster Prone Communities in Northern Ghana</td>
<td>8,760,102</td>
<td>1-Jun-14</td>
<td>30-May-17</td>
<td>Canada</td>
</tr>
</tbody>
</table>
Core (non earmarked) Contribution 2014

- Consolidation of emerging donors
- New/Back donors
- However there is a reduction in contribution by traditional donors
- Overall situation slight reduction compared to 2013
Resource Mobilization function. Major steps ...

RM function has been successful in:

1. Recognizing UN-Habitat’s fundraising model:
   - Decentralized and setting up minimum structures to implement it:
   - A Donor Relations and Resource Mobilization Service, corporate Resource Mobilization strategy endorsed by CPR
   - Corporate Resource Mobilization action plan outline, enhanced Donor Information System in number of profiles and strategic information on funding opportunities
Resource Mobilization function. Major steps ...

2. Also strengthening Resource Mobilization strategy and action plan with:

- Identified priority countries at the regional level for increase Non-Earmarked, Softly earmarked and Earmarked contributions.

- Defined funding opportunities and outlined Resource Mobilization strategy with the European Commission.

- Developed 6 months Regional Resource Mobilization action plans (country by country for priority identified donor countries)

- Developed document on involvement of the private sector
RM function. Major steps …

3. Investing in donors.

• Bilateral consultations/discussions with major traditional long-term donors in Softly Earmarked (e.g. Sweden, Spain, New government of Norway)
• with former Non-Earmarked traditional contributors (United States, United Kingdom, Netherlands)
• potential new traditional contributors (e.g. Germany).
• And with new emerging donor countries (China, Nigeria, South Africa, Saudi Arabia, etc.)
• Yearly Joint Consultations with group of major donor countries (traditional and emerging)
• Meetings with the private sector (New York, Medellin)
Resource mobilization. The Way forward

Overall goal: Full Program Funding

1. **Accept and fully implement the fund raising model:** In a decentralized fund raising model the Resource Mobilization function is a shared responsibility across the organization that has to be structured in a coordinated way to reach the full program funding.

   - Strengthening enhanced corporate approach and roles and responsibilities of the Resource Mobilization functions.
Resource mobilization . The Way forward


- Finalize development and roll out of country by country Resource mobilization strategies and action plans for identified donors to strengthen contributions to the Foundation General, the Foundation Special and Technical Cooperation.

- Roll out 2015 Resource mobilization strategy and action plan with the European Commission.

- Implementation of regional plans in collaboration with UN-Habitat regional offices.
Resource mobilization . The Way forward

3. Involve Member States (Committee of Permanent Representatives) in the enhanced strategy.

• Regular information sharing with Member States on major steps in the corporate Resource Mobilization function

• Discussions on achieving adequate and sustainable resources (Voluntary Non-Earmarked) for the implementation of the Work Program. Voluntary scale options for contributions to the Foundation General based on economic and social circumstances

• Goal: Share the burden, increase donor base, reduce financial risk for UN-Habitat. Major traditional donor’s concern
Resource Mobilization . The Way forward

4. Non-Earmarked funding from non-traditional donors. Think out of the box

• General public contributions.

   Facilitates fully flexible sources of funding.

   Major source for NGOs and sister UN (UNICEF, UNHCR) through “goodwill ambassadors” or crowd sourcing through social media.

   UN-Habitat’s strong social and community based approach is a potential.

   Challenge; Upfront Investment
Resource mobilization . The Way forward

Municipalities
Main beneficiaries of UN-Habitat’s program and Agenda. UN-Habitat has continued to work with respective partner cities and municipalities to improve institutional efficiency and effectiveness. In 2013 UN-Habitat received financial contributions of (USD 7,8M) from:

• Municipality of Medellin,
• Prefeitura da Cidade do Rio de Janeiro (PCRJ),
• Barcelona City Council
• Guadalaja Municipality,
• Municipo Gov. of Zapopan – Mexico,
• Área Metropolitana del Valle de Aburrá)
• Municipio De Tlanepantla,
• Corregidora Municipality Construction Bureau of Jiangyin City.

Potential : Five countries namely; the Philippines, Rwanda, Egypt, Mozambique, Colombia
Resource mobilization. The Way forward

Private Sector: Strengthening links

• UN-Habitat working together with more than 20 private sector entities. Private sector has tripled its financial contributions from (USD 2,2M) in 2010 to (USD 6,9M) in 2013

• Different type of engagement; Funding for core and/or projects; Pro bono support to fill expertise gap or capacity short fall; Consulting role to UN-Habitat on policies and strategies

• Benefits: Multi-year engagements (long-term funding) Strong potential in Middle Income Countries and Emerging countries, support the overall organization’s mandate; opportunity for engagement in public-private partnerships; enhances image of UN-Habitat with donor countries.

• Develop Resource Mobilization Strategy and Action Plan for private sector, Expand Donor Information System (to major Private Sector)
Resource mobilization . The Way forward

UN Pooled

UN-Habitat has actively engaged with other United Nations Agencies as partners on sustainable urbanization issues as evidenced by the number of joint programmes that were developed and jointly implemented with the other UN agencies. From 2009 to 2013, UN-Habitat has participated in more than nine UN joint programmes funded by the MDG-Fund.

In 2013, UN- Habitat worked closely with more than 16 other UN agencies, namely UNDP, UNHCR, UNOPS, United Nations General Trust Fund, UNEP, UN Development Assistance Plan (UNDAP) UNICEF, International Fund for Agricultural Development (IFAD), UNMISS, UNFPA, UNECA, UNISDR (UN International Strategy for Disaster Reduction) FAO, UNAIDS/UNDP Joint Programme International Organization for Migration (IOM)
Ebola

UN-Habitat has joined other United Nations Agencies and Partners in responding to the Ebola Crisis through

- Deployment of staff to affected regions
- Developed fund raising Concept notes
- Send out special appeal to development partners

UN-Habitat proposed intervention has been endorsed by World Health Organization