Ideas for a 2020 Donor’s Conference

Background Information

1. The IPPC Secretariat and the Bureau developed and discussed this document in its entirety in June 2016 meeting. The Bureau made the IYPH Steering Committee responsible for the donor conference and set the goal for a concrete proposal to be submitted to CPM-18.

**Introduction**

1. The attached document provides an outline for the SPG’s review and consideration regarding a donor’s conference 2020. The SPG is invited to discuss the ideas presented and to provide suggestions for developing the foundation for such a conference.

Donor conference 2020 – initial thoughts for planning purposes

Building and structuring a strong donor relations program

1. Put simply the act of setting up a donor’s conference is not an elementary process as one would do for a training or side session at CPM.
2. To ensure that we get the best results from a Donor’s conference one must identify the following key parameters:

* ***About our cause:***
  1. What challenges and needs do we have to communicate? (Is it compelling?)
  2. How are we tackling them (e.g. projects and initiatives)
  3. Are we clear how prospective donors can play an important role in advancing our work?
* ***Concerning the donors***

1. Which donors are we going to engage?
2. What are their priorities?
3. On what basis do they respond to request for funds (driven by evidence and numbers, or inspired by success stories)
4. How much do they know about the IPPC?

* ***About our funding objectives?***

1. How much funding are we asking for?
2. Are we asking for funding any at all?
3. Is 2020 the right time to be asking for funding?
4. Are we asking for the right amount?
5. Are we asking the right donors?

The answers to these questions may result in us having to cultivate prospective donors for a while before asking.

* ***How do we get this done?***

1. Who will be leading this initiative?
2. Do we need a team?
3. Do we need an experienced fund raiser?
4. Can we use someone from our team who has had success and build on it from there?

* ***What concrete things can we give to the donors before and at the conference?***

1. Materials to flip through to learn more about us.
2. Materials during the conference that can help them to fill in any blanks from the meeting.

* ***How do we plan to keep prospective donors in the loop?***

1. Incorporate prospective donors as a regular and carefully handled segment of our ongoing communications.
2. Is it possible to have a newsletter or regular email series to keep them informed about all the exciting work we’re doing?
3. Can we sustain this activity and with which resources?
4. If we are to cultivate donors particularly those we have not engaged before or in a limited way we should consider a few Pre-2020 actions. Some ideas can be:
5. Activities the Bureau, IPPC Secretariat and CPs can take in order to keep donors connected with the impact of their contribution and to assure them that their dollars make a difference.

* donor reports,
* acknowledgement letters (acknowledge the heroes—your donors),
* a series of face to face with Donors,
* a series of virtual meetings with Donors,

1. Special events to recognise the contributions of donors and the impact they have had.

* donor recognition event
* donor cultivation days

1. Measuring and Promoting Success

* Prepare an IPPC film covering success stories of projects and IPPC activities funded by donors for the period 2015 – 2019. This should focus on the countries in areas of trade, food security and environmental pest risk management
* Publication of the first: “State of Plant Protection in the World”

1. **The big event “IPPC Donors conference 2020”. This could be held:**
2. In Rome on the margin of a major event (IYPH), CPM, FAO-Conference
3. Appropriate event and venue such as at the WTO, CBD, Brussels, London, Washington, New York or other location where there is a wide representation of countries and embassies and donors.
4. It could be held on a specific date to celebrate IYPH.
5. **The Donors conference could have 2 characteristics – a donor’s informative event followed by a high level event – a provisional annotated agenda is annexed.**
6. **The Bureau is invited to consider these as initial thoughts for initiating preparation for a possible donor’s conference in 2020.**
7. This could be further explored by the FC
8. A task force set up for this purpose
9. Resources allocated to ensure its success.

**Agenda – Day 1**

**MM/DD/2020**

**Time Events**

**8.00 – 11.00 Registration**

**11.00 – 12.00 Opening Remarks by several speakers: *a key note speaker; heads of state, ministers of agriculture or environment or trade, and specific donors***

**12.00 – 12.15 Break**

**12.15 – 13.00 Situational Analysis on the IPPC: *carefully articulated case study of the IPPC and the cause/problems which we want the donors to support us to solve***

**13.00 – 14.30 IPPC STRATEGY (Area I, Area II, Area III): *Overview of the IPPC vision and mission and how we want to tackle the cause/problem***

**14.30 – 15.30 The Role of the Donors in the IPPC Strategy: *speeches made by several Ministers or high level personnel from CPs***

**15.30 – 16.45 The Role of CPs in the IPPC Strategy: *We can get industry representatives to speak about this.***

**16.45 – 18.00 Question and Answer**

**Official Dinner: Awards to Donors: *We should recognise donors who have been steadfast in their support of the IPPC. This award should have a certain degree of substance and well publicised.***

**Agenda – Day 2 (HIGH-LEVEL EVENT)**

**Time Events**

**8.30 – 9.00 Registration**

**9.00 – 9.15 Introduction by the FAO-DG, ADG of the Department and Chair: *Provides a briefing or recap of the First Day***

**9.15 – 9.30 IPPC Film: *A film of not more than 10 minutes to showcase the cause of the IPPC and where we are going***

**9.30 – 13.00 Support and Pledging Statements by Country / Organisation / Foundation / INGO / etc. (3 minutes/speaker): *Here we have invited donors who we are sure will pledge funds.***

**13.00 – 14.00 BUSINESS LUNCH**

**14.00 – 15.45 Closing Ceremony and Conference Communiqué: *The Communiqué should be signed at the highest level perhaps by the FAO-DG and Representative Parties.***

**16.30 – 17.00 Press Conference: *A plenary press conference could be organised or individual press briefings could be held with Donors.***