Financing reforestation in Lebanon: Innovations in the 40 Million Trees Program

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Introduction

Objective of the Ministry of Agriculture – RDNRD
Increase the forest cover of Lebanon from 13% to 20%

40 Million trees Program (PPP)

Needs for Funding

NFF
FLRM (Crowdfunding)
The 40 Million Trees Program

- A National Global Initiative
- Plant 40 Million Trees in 70,000 hectares of public land
- Approximate Cost 400 000 000 USD
- Restore socio-economic functions of the forest

Important milestones:
- Implementation/ Monitoring/ Management
- Requested appropriate and agglomerated Funding
- Marketing and Communication Strategies
Existing funds

• National Budget of MoA (1.5 M $)
• National Reforestation Fund
  • Forest law 1949
  • Fed by fines (forest and agriculture infractions)
  • Spent on reforestation activities only
  • Presently inactive due to administrative issues...
• Grants
Proposed scenario for the NFF

• Hybrid Governance scenario:
  - Funding approval by board of trustees (Public and Private sectors).
  - Technical oversight by CEO and committee, lead by MoA.
  - Administrative and Financial management by project in partnership with BDL.
Oversight Roles

Board of Trustees
- Oversee project approvals and fund-level independent evaluations
- Receive and review and approve substantive reporting (quarterly and annual reports) progress reports

Technical Committee/ AA
- Oversee technical project screening and reporting
- Technical risk management
- Recommend any corrective actions to Board

BDL/ AA
- Oversee fiduciary management including internal and external audits with AA support
- Evaluate project implementers financial management capacity
- Financial risk mgmt.

Administrative Agent (AA)
- Monitor and evaluate implementation of funded projects in line with fund-level logical framework
- Evaluate project implementers project management capacity
- Technical risk management

Project Implementers
- Monitor and report (biannual/annual) on results in line with project-level logical framework
- Implement participatory monitoring and implementation plan with affected communities
Sources of funding

Private
- CSR
- Crowdfunding
- BDL

Public (GoL)
- Forest related revenues
- In-kind contributions
- Innovative instruments, e.g. timber import tax, fuel tax

Intl. financing mechanisms
- GCF (largest), GEF
- REDD+/EBA related (FIP, FCPF)
- UNCCD (TA)

Development Partners
- Bilateral (including TA)
- Multilateral, e.g. CFF
Beneficiaries and Criteria

• **Beneficiaries:**
  - State, Municipalities, Private sector, NGOs and academia sector

• **Criteria:**
  - Relevance
  - Value for money
  - Gender sensitive
  - Sustainability
  - Technical feasibility
Strategic timeline

- Validate NFF feasibility study: Feb 13
- Partners Roundtable: Feb 23
- Website developed: Jul 3
- Governance structures established: Jun 1
- Initial capitalization/MoU signed: Oct 2
- Draft NFF decree: Apr 9
- Operational Manual approved: Aug 1
- Funding round 1: Dec 1
- Funding round 2: Apr 2
- Funding round 3: Aug 1

2017
- Design phase: Mar 1 - Sep 30

2018
- Operationalization phase: Sep 1 - Sep 2
FLRM – Crowd funding component

Objective
Financial resources mobilization function (projects proposals submitted to bilateral/multilateral donors, private sector mobilization, etc...).

OUTPUT 2
“RESOURCES MOBILIZATION”
• Public and private investments and partnerships (National Fund/CSR platform and mobilization of the Diaspora)
Type of reforestation projects

- **Type 1: Small-scale**: individual supporters
  - < 10,000 USD

- **Type 2: Medium-scale**: individual supporters + Responsible companies (CSR)
  - < 100,000 USD

Each partner NGO will be asked to design one of both.
Projects procedure

• Evaluation by MoA (criteria).
• Upload on the crowdfunding platform (Linked to the 40 Million trees website).
• Lunching of the project (if funds raised).
• Follow up and monitoring (MoA)
40 Million Trees – MoA website

Webpage – 40 M Trees

Project 1
Project 2
Project 3
Project 4
Project 5
Project 6
Project 7
Project 8
Project 9
Project 10

Project 11
Project 12
Project 13
Project 14
Project 15
Project 16
Project 17
Project 18
Project 19
Project 20
Rozine Needs a Liver Transplant
by Catherine Moughalian
I woke up on Sunday 17th and found out I need to raise 200,000 USD to keep my mom alive.

Beirut, Lebanon
Successfully Funded
$86,685 Raised(108%) — 876 Funders

#cyclistoflife
by Cyclist of Life Miche...
Micky will cycle 4,000km from Paris to Beirut to raise funds that will support 3 Lebanese NGO’s

Beirut, Lebanon
Successfully Funded
$107,920 Raised(108%) — 116 Funders

Save Fayha Choir
by Fayha Choir
Reach out a hand to Fayha Choir. Help us continue our path to spread peace through our music...

Tripoli, Lebanon
Successfully Funded
$34,944 Raised(116%) — 97 Funders

I Run For Trablos
by Dania Adhami
Running in support of 3 Families in need in Trablos, to help them start their small businesses

Beirut, Lebanon
Successfully Funded
$2,045 Raised(102%) — 16 Funders
<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
<th>Goal</th>
<th>Pledged</th>
<th>Days Left</th>
<th>Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help us plant 1,000 cedar trees in Lebanon</td>
<td>The goal is to increase the number of cedars in Lebanon by 1000 Cedars until December 2016...</td>
<td>$32,500.00</td>
<td>$0.00</td>
<td>90</td>
<td>0%</td>
</tr>
<tr>
<td>HELP himaya CLIMB THE MATTERHORN</td>
<td>Last year, Rayan and I were privileged to have climbed to the summit of Mont Blanc, the tallest peak in the Alps. In so doing we ...</td>
<td>$16,833.00</td>
<td>0</td>
<td>112%</td>
<td></td>
</tr>
<tr>
<td>Happy Birthday Dee</td>
<td>Help me raise $350 the cost of gardening tools. To Share my love for nature with 30 kids victim of abuse resident of ...</td>
<td>$350.00</td>
<td>0</td>
<td>100%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$350.00</td>
</tr>
</tbody>
</table>
Next steps

• First contact with the diaspora.
• Workshop gathering the NGO’s with the potential donors
• Activation of the 40 M tree website
Thank you for your attention