



**MEETING OF DIRECTORS OF THE WEST AFRICAN NMHSs  
(Banjul, Gambia - 1 to 5 February 2010)**

**Pre-Meeting Workshop  
Resource Mobilization and Strategic Advocacy  
1 - 2 February 2010**

**Summary Report**

## **1. Resource Mobilization and Financing Mechanisms - Day 1, Feb 1<sup>st</sup>**

WMO (D-RMO) provided an overview of the purpose and focus of the Resource Mobilization Office as agreed at EC LXI to set the background for discussions.

### **Mission:**

**Support the NMHS and WMO Technical Programmes to enhance the level of in-country and external technical support and funding to programs/projects aimed at improving NMHS products and services to:**

- support the protection of life, property and environment
- increase the security/sustainability of food production, energy and water resources
- particular emphasis on the developing countries, LDCs and SIDs.

### **Focus;**

**A strategic program of activities aimed at securing resources for development and modernising NMHS and in the process securing extra-budgetary resources for WMO Technical Programmes to support development projects.**

### **Main Actions:**

- Identify **development needs of NMHS** at regional / national levels in association with RAs, PRs and WMO Technical Programmes and in particular the **WMO Regional Offices**.
- Develop a **comprehensive picture of the priorities and operations of funding agencies** and development partners – EC, WB, RBs, GEF, ODA, Foundations [project cycles, methodologies, terms of reference].
- Engaging development partners (EC, WB, GEF, Bilateral-ODA) for **financial mechanisms / partnerships** for high-impact hydro-meteorological development projects at regional / national level

During the course of Day 1 the Meeting considered the specific opportunity areas for Resource Mobilization and Financing mechanisms that are available in the context of WMO / NMS operational areas. These fall into three categories:

#### **1. Opportunities available in the WMO System**

- Voluntary Cooperation Programme
- Emergency Assistance
- Fellowship Programme
- Direct Advice and Support from WMO Technical and Scientific Programme

#### **2. Opportunities facilitated through the WMO System**

- Regional Scale Dev. Projects (WB, EC, Foundations)
- Bi-lateral Trust Funds
- Country to Country Transfer of Technology and Expertise

#### **3. Opportunities availing at the National Level**

- National government funding
- UN DAFS – ONE UN FUNDS
- Development Grants (WB, Reg, Dev. Banks, EU, OD-AID)
- Overseas Missions
- Private Foundations

## **1.1 Opportunities available in the WMO System**

F Villalpando provided an overview of the WMO **VCP, Emergency Assistance and Fellowship** financing mechanisms. The meeting observed that the VCP and Technical Cooperation activities of WMO have been of benefit to the region for many years and were greatly appreciated by recipient countries.

There was concern expressed over unmet requests and clarification was given regarding the types of projects that could be met under the VCP-F and VCP Coordinated or Emergency Assistance and those that needed to be formulated into development projects to seek additional donor support. Those that could not be met under VCP-F were therefore subject to successfully finding support within the WMO membership (VCP Coordinated) or other external sources of funding. Clearly it is not possible to gain support for all requests hence some requests remain unmet.

There was significant discussion surrounding the matter of delays in procurement of equipment especially for small scale procurement such as currently being undertaken in the context of the Spanish Cooperation Project for the countries in West Africa Emerging from Conflict as the time being taken for provision of the agreed equipment was considered to be unsatisfactory. The meeting inquired why it was not possible for WMO to put in place special arrangements for Emergency Assistance or small scale procurements that would expedite such transactions and greatly reduce the transaction timelines. It was explained that the WMO process requires a series of steps that may at times lead to delays if there are issues relating to quotations (quality and number) , specifications etc and specifically that WMO cannot source from a single supplier as often requested by countries based on their existing network / equipment suppliers.

### **Recommendation 1:**

**The countries requested WMO to give consideration to what could be done to avoid delays in procurement and requested serious consideration be given to finding ways to eliminate such delays.**

## **1.2 Financing Opportunities accessible at National Level through external financing mechanisms.**

This session was intended to highlight the financing mechanisms available to countries through external agencies such as World Bank, European Commission, International Funding Facilities (GEF, UNFCC etc) and international Missions. The aim was to highlight **how** these mechanisms commonly operate at national level in terms of both priority setting for investment and access by government agencies, to provide insight into how NMS might seek to engage at their own national level and benefit from these financing modalities. Unfortunately due to the late change in venue of the meeting (from Mauritania to Gambia) only two major entities were secured to present, the European Commission and the GEF (through the national focal point). However, the information

**Mrs. Helen Cave**, Head of delegation of the European Union provided an overview of the key funding mechanisms of the European Union with particular emphasis on the EU European Development Fund (EDF) available to ACP Countries (Africa, Caribbean, Pacific) by virtue of Cotonou Agreement.

The Joint Africa-EU Strategy provides an overarching long-term framework for Africa- EU relations , while its first action plan specifies concrete proposals for 2008-2010, structured along **8 Africa-EU strategic partnerships**:

1. Peace and security
2. Democratic governance and human rights
3. Trade, regional integration and infrastructure

4. [Millennium development goals \(MDGs\)](#)
5. [Energy](#)
6. [Climate change](#)
7. [Migration, mobility and employment](#)
8. [Science, information society and space.](#)

Together with the political [Lisbon Declaration](#), these key documents define the framework for the Africa-EU strategic partnership, designed to guide EU-Africa dialogue and cooperation in the coming few years, in line with the principles of African ownership, co-management and co-responsibility.

The following sources of financing support implementation of the partnership (depending on their scope and relevance):

- [European Development Fund \(EDF\)](#)
- The EU Infrastructure Trust Fund for Africa
- European Neighborhood Policy (ENPI)
- Development Cooperation Instrument (DCI)
- Instrument for Stability (IfS)
- European Instrument for Democracy and Human Rights (EIDHR)
- EU's common foreign and security policy budget
- Bilateral contributions from EU member countries

Specific needs are programmed in [regional](#) and [country](#) strategy papers and indicative programmes.

Ms Cave focused more specifically on the European Development Fund (EDF) the main instrument for providing Community aid for development cooperation in the African, Caribbean and Pacific (ACP) states and overseas countries and territories (OCTs). The tenth EDF (2008 to 2013) has been allocated €22.682 billion. In addition to managing part of the EDF's resources under the investment facility, the EIB will contribute up to €2.0 billion from its own resources for the period covered by the tenth EDF. Thematic Areas of potential interest to the Hydromet Sector include Environment and Natural Resources (including Climate Change) and Agriculture and Food Security.

Participants expressed concern that the area of meteorology seems never to appear specifically in any strategic documents. Ms Cave explained that the focus areas for funding were negotiated between the African Countries and the EU through the African Union and that it was countries that identified the priority areas to be funded. This was the mechanism for getting meteorology on the table, through the National Government.

#### **Recommendation 2:**

**Participants requested WMO to increase its engagement with EU planning processes in order to try to focus their attention on the issue of financing in the meteorology sector.**

#### **Recommendation 3:**

**Participants requested also that AEMET and Spain be requested to also intervene at the level of European Commission with EU planning processes in order to try to focus their attention on the issue of financing in the meteorology sector.**

Components	Expected Outcomes	Expected Outputs
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Mr., **Momodou Sarr**, Executive Director, National Environment Agency (NEA) and GEF Focal Point for The Gambia described for the meeting the GEF financing mechanism with particular emphasis on the thematic area of climate change.

The financial mechanism of the UNFCCC, GEF allocates and disburses about \$250 million dollars per year in projects in energy efficiency, renewable energies, and sustainable transportation. Moreover, it manages two special funds under the UNFCCC — the Least Developed Countries Fund and the Special Climate Change Fund.

### **Types of GEF Projects in Climate Change**

The GEF supports projects in:

- **Climate Change Mitigation:** Reducing or avoiding greenhouse gas emissions in the areas of renewable energy, energy efficiency, and sustainable transport
- **Climate Change Adaptation:** Aiming at increasing resilience to the adverse impacts of climate change of vulnerable countries, sectors, and communities

### **In the area of adaptation focus is on**

- Renewable Energies
- Energy Efficiency
- Sustainable Transportation
- Adaptation measures - vulnerability and adaptation assessments, and capacity building

Originally, the GEF supported initial studies, vulnerability and adaptation assessments, and capacity building. More recently, the United Nations Framework Convention on Climate Change asked the GEF to support pilot and demonstration projects in the field of adaptation. Under its strategic priority Piloting an Operational Approach to Adaptation, the GEF supports projects that provide real benefits and may be integrated into national policies and sustainable development planning. In addition, the GEF supports adaptation activities through the Least Developed Country Fund and the Special Climate Change Fund.

The largest part of GEF support for the national communications is delivered through an umbrella and support program administered by the United Nations Development Programme and United Nations Environment Programme. Through this umbrella program, countries can also receive support for vulnerability and adaptation assessments, capacity building, and technology needs assessments

**For LDCs a sum of 5M \$ per country is allocated.** This could be a good mechanism for investment for NMHS.

The PR of Gambia with WMO, Mr. Bernard Gomez presented on his experience in securing funds under the GEF NAPA allocation for a project entitled “Strengthening of The Gambia’s Climate Change Early Warning Systems”. This project seeks to implement The Gambia’s second top priority as identified in its National Adaptation Programme of Action (NAPA). The objective is to reduce vulnerability to climate changes through enhanced capacity for science-based decision making and planning for affected populations to respond to climate change through a strengthened early warning and informational mechanisms.

Climate change information, monitoring and early warning systems	Strengthened capacity of hydro-meteorological networks to predict climate change events and risk factors	<ul style="list-style-type: none"> <li>- National network is strengthened to provide vital inputs for climate monitoring, prediction and generation of adequate data for climate impacts' assessment at appropriate geographical scales.</li> <li>- Training needs for operating the system are identified and a training plan is implemented</li> <li>- System in place to couple climate and socio-economic assessments for more relevant predictions</li> </ul>
Climate change information dissemination and communication to end users	Improved efficiency of climate information dissemination /delivery to end-users	<ul style="list-style-type: none"> <li>-Identification of appropriate and effective channels for the communication of relevant climate information</li> <li>-Demonstration for effective communication and response strategies to warnings are implemented</li> <li>- Lessons learned are collected from pilots and used to improve systems (adaptive management)</li> </ul>
.Institutional capacity for climate change policies and protocols.	Increased capacity of relevant institutions (ministries, local NGOs, extension workers) to respond effectively and in a timely manner to climate change warnings and to put in place preventative planning	<ul style="list-style-type: none"> <li>- Relevant policies are reviewed for climate sensitivity and policy process is identified</li> <li>- Policy revisions are undertaken and implementation plans developed</li> <li>- A functional policy response system is developed to encourage preventative planning and decision making in response to early warnings and climate change trends</li> <li>- Training and awareness raising of above stakeholders</li> <li>- Establishment of a public-private platform for risk management to engage private sector in climate proofing</li> </ul>

#### **Recommendation 4:**

**Considering the information provided by Mr. Sarr and other participants and the success of the Gambia MS and others in the sub-region in having a PIF accepted for NAPA funding, other NMHS should consider if they can access this mechanism also. They need to find out who the GEF and Climate Change Focal Points are in their countries and see where the planning and allocation process is currently for the NAPA and see how they can become fully involved in the NAPA Country Teamsee what possibilities are there.**

#### **Recommendation 5:**

**WMO is requested to engage as much as possible with all of these development mechanisms to ensure the interests of meteorology are reflected in the funding priorities. WMO also to keep countries in the region updated of potential funding opportunities.**

#### **Recommendation 6:**

**The African Ministerial Conference to be used to raise awareness on meteorological issues at level of African Union to make it a priority in future negotiations for prioritizing of major funding modalities for the region.**

## **2. – Marketing & Advocacy Workshop Feb 2nd**

*Facilitated by Steve Menzies, UK Social Marketing Centre Affiliate*

This one-day workshop was designed to show how marketing approaches can help NHMS in West Africa to design products and services that meet the real needs of their “end users”. The workshop was designed to answer two key questions:

1. How can marketing help to improve the way we provide our services to end users?
2. How can it help us to engage partners, decision-makers and funders?

The morning session included an introductory presentation focused on the business benefits that could be provided by taking a social marketing approach. This presentation included examples from the hydromet, health and environment sectors. In the afternoon session full case study examples were presented on water supply marketing projects from Madagascar and Kiribati.

The group exercises were designed to help National Directors share their own experiences and case examples with each other. The first “warm up” exercise focused on the value of using commercial marketing techniques to understand the “core benefits” perceived by the customer and how the 4 P’s (product, price, place and promotion) can be used to help guide the planning and decision-making process.

The second group exercise focused on the need to put ourselves in the shoes of the target end-user. The groups were asked to build a personal profile of a typical end-user, discuss their real needs, and propose a service or product that would meet these needs. The working groups selected a number of different end-user services focused on the agricultural, disaster management and civil aviation sectors. The groups then discussed how to use the 4 P’s to develop services or products that would increase perceived benefits and reduce barriers. By focusing on end users the National Directors raised a number of critical insights into how their information and services needed to be provided to end users in ways that suit their specific needs.

The third exercise was designed to focus on strategic or “upstream” objectives. The groups were asked to determine a strategic objective where they needed support of a key decision-maker at the national level. They were then asked to think how they could persuade these decision-makers to support their initiative by using the same principles used to increase perceived benefits and decrease barriers. Key insights from the Directors included the need to find effective ways to influence key decision-makers such as the Ministry of Finance and other partner organisations through the most effective political channels, and in language and terms that deliver clear economic and social benefits.

In the final “Team Challenge” the working groups were asked to develop a funding proposal based on the core principles and techniques discussed throughout the day. They were told that the UK Government had established a new competitive fund and that £500,000.00 would be provided to the proposal that demonstrates the most effective provision of climate services for end users. The successful bid would clearly demonstrate how the proposed product or service would:

- Meet the needs of the end user
- Benefit the country
- Be supported by key stakeholders/decision makers/partners.

Throughout the day the National Directors demonstrated a clear ability to understand and apply the core principles of marketing to the design of their products and services. Any future marketing training would benefit greatly from the development of more detailed demonstration activities or marketing programmes at the national level.