



**UNDP/GEF PROJECT ENTITLED “REDUCING ENVIRONMENTAL STRESS IN THE
YELLOW SEA LARGE MARINE ECOSYSTEM”**

UNDP/GEF/YS/SIW.1/1
Date: 20 May 2010
English only

Workshop for Accessing Funding: Basics and Approaches to Financial Sustainability
Qingdao, China, 21-23 July 2010

Programme (draft)

Day 1		
8:30 – 9:00	Registration	
9:00 – 9:10	Opening of the workshop	Mr. Yihang Jiang (PMO)
9:10 – 9:20	Brief introduction of the workshop	Mr. Isao Endo (PMO)
9:20 – 9:30	Introduction of participants	
9:30 – 10:30	Major elements of sustainable implementation (L)	Mr. Jiang
10:30 – 10:40	Coffee break	
10:40 – 12:30	Elements for financial sustainability (L + D)	Mr. Jiang
12:30 – 13:30	Lunch	
13:30 – 15:00	Funding sources (multilateral, bilateral, foundations and private sector and individual philanthropist) (L)	Mr. Gregory Edwards (TNC)
15:00 – 15:30	Coffee break/group photo	
15:30 – 17:00	Fundraising tools (e.g., campaigns, memberships, proposal development, engagement strategies, and cultivation activities) (L + D)	Mr. Edwards
18:00 – 20:30	Reception	
Day 2		
9:00 – 10:30	Approach to donors (successful examples) (L + D)	Mr. Sadayoshi Tobai (WWF) Mr. Stephane Asselin (EDAW)
10:30 – 10:50	Coffee break	
10:50 – 12:20	Small-group discussion to identify possible approaches to long-term financing (including interactive exercises/role plays on how to engage with multi/bi-lateral agencies, private companies and philanthropists)	Facilitator: Mr. Edwards Mr. Tobai Mr. Asselin

	(D + H)	
12:20 – 13:30	Lunch	
13:30 – 15:00	Small-group discussion (continued; including, the preparation for presentation) (D + H)	
15:00 – 15:15	Coffee break	
15:15 – 16:30	Group/individual presentation	
16:30 – 16:50	Feed back on the effectiveness of the proposed approach	Facilitator
16:50 – 17:00	Closing of the workshop	Mr. Jiang
Day 3		
	Site visit – Specific programme and venues will be determined in due course.	

Note:

TNC = The Nature Conservancy

WWF = World Wide Fund for Nature

(L) = Lecture

(D) = Discussion/Q&A

(H) = Hands-on exercise