

# GEO - Development of a Sustainable Funding Strategy

## Statement of Work

Call for expression of interest: Applications to [secretariat@geosec.org](mailto:secretariat@geosec.org). Please quote in title of email Ref: GEO/CO/2022-06DSFS

Deadline for applications is **30 June 2022**.

### Background and context

The Group on Earth Observations (GEO) is a global partnership that promotes the use of Earth observations (EO) as evidence for environmental decisions, policies and finance.

Despite rapid advances in EO technology, governments and investors often do not have access to the right environmental data, at the right time and in the right format. This is particularly the case in low- and middle-income countries. Those most affected by climate change and disasters are often the least equipped to respond.

GEO closes these gaps in environmental intelligence. We promote open, coordinated, and sustained sharing of data, information, and knowledge about the Earth in support of better research, policy making, decisions, and action.

GEO convenes strategic partnerships to identify and develop the Earth Observation tools, services and coordination mechanisms needed to address global needs and knowledge gaps.

More than 60 partnerships in the GEO Work Programme develop practical and reusable applications of Earth observations to support public policy and decisions in support of climate action, disaster risk reduction, sustainable development and resilient cities and human settlements. These are supplemented by another 70 projects currently supporting least developed countries through technology, funding and in-kind support from the private sector. These projects leverage the resources of the contributors, their expertise and know-how to develop openly and freely available tools and applications based on state-of-the-art research, latest innovations and technologies in support of agriculture, biodiversity, blue economy, health and other sectors.

The GEO Secretariat is responsible for cultivating and facilitating partnerships through advocacy and stakeholder engagement and coordinating and liaising with the GEO Work Programme activities to drive synergies and strategies for resource mobilization. The

operations of the GEO Secretariat are funded by the voluntary contributions to the GEO Trust Fund.

The recently conducted Mid-Term Evaluation of GEO has emphasized the need for accelerated scaling up of the GEO Work Programme activities to reach more end-user communities, especially in the most vulnerable countries and communities. To achieve this, GEO requires a Sustainable Funding Strategy to inform our partnership development and resource mobilization.

### **Deliverables**

This Expression of Interest calls for consultants to formally submit their interest to deliver the following two outputs:

- 1) A Resource Mobilization Strategy
- 2) A Donor Mapping Report

The Resource Mobilization Strategy will require the following work:

- a) Develop a concise strategic approach to build a robust and sustainable approach to funding the GEO Trust Fund and GEO Work Programme;
- b) Develop fundraising objectives, methods, strategies and focus (bilateral, private sector, public funding, foundations, and high net worth individuals); and
- c) Develop a creative plan to engage donors with short, medium and long-term targets that are connected with ongoing work on the future of GEO.

The Donor Mapping Report will require the following work (and can draw on initial preparatory mapping already undertaken by the Secretariat):

- a) Identify potential donors under various scenarios (e.g. to the GEO Trust Fund, programmatic funding, thematically oriented funding, etc.);
- b) Conduct a comprehensive analysis of potential donors worldwide and assess the feasibility of securing multiyear and thematic funding;
- c) Include information on potential donor contact details, background and funding focus, funding volume, application process and cycles.

### **Proposed Timelines**

This task is expected to be completed over a period of four months and result in the production of two outputs: 1. the Resource Mobilization Strategy and 2. the Donor Mapping Report. A more precise timetable for these deliverables (and draft outline and versions) will be agreed upon with the selected consultant.

## **Qualifications**

The Resource Mobilization Strategy and Donor Mapping Report can be developed by an individual consultant with the following background:

- Have proven experience working with philanthropic, aid and international donor organizations;
- Have an extensive network of connections with relevant organizations at senior levels;
- Have proven experience working on international development initiatives;
- Have a good understanding of the global political, donor and business dynamic and strong relationships with organizations including the high net-worth individuals.
- Have a good understanding of the data for development and the environmental information ecosystem including related donors.

## **Education**

A Master's Degree in the International Relations, Social Sciences, Communications, Economics or Development studies.

## **Experience**

- A minimum of ten years' experience in fundraising, resource mobilization or stakeholder engagement;
- Demonstrated track-record in securing funds from the global donor community and private sector;
- A solid understanding of the investment environment in the private sector;
- Excellent written and oral communication skills;
- Fluency in English language;
- Sound knowledge of institutional and private sector donors;
- Experience in working with private-public partnerships.