

From: Emily Foecke (efoecke@CGDEV.ORG) <efoecke@CGDEV.ORG>
Sent: 13. januar 2017 23:40
To: Borge, Elli Susann
Cc: Kathy Smith (ksmith@CGDEV.ORG); Cordelia Kenney(cordeliakenney@CGDEV.ORG); Mercedes Pepper (mpepper@cgdev.org)
Subject: CGD 2017 Implementation Plan, Budget, & Cover Letter_QZA-16-0140
Attachments: CGD Cover Letter for 2017 Implementation Plan_QZA-16-0140_1.13.17.pdf;
CGD 2017 Implementation Plan_QZA-16-0140_1.13.17.pdf

Dear Elli,

Please find attached CGD's 2017 implementation plan and budget, and a cover letter to accompany the plan. I'm happy to help answer any questions as needed.

Best,
Emily

Emily Foecke
Research Assistant
Tropical Forests for Climate and Development Initiative
[Center for Global Development](#)
Phone: +1 202.416.4093
efoecke@cgdev.org

Kathy Smith
Center for Global Development
2055 L Street, NW
Fifth Floor
Washington, DC 20036

January 13, 2017

Elli Borges
Norad Department for Civil Society
Postboks 8114 Dep.
0032 Oslo
Norway

Re: 2017 Project Implementation Plan and Budget- QZA-16/0140

Thank you for your support of the Center for Global Development (CGD)'s work to unlock financial support for REDD+. With this letter, we are pleased to forward to you our Implementation Plan for calendar year 2017. In addition, we would like to take the opportunity to communicate changes to the team's implementation schedule envisioned in our original grant proposal that imply delays of more than three months of their activities.

The Center for Global Development's newest book, *Why Forests? Why Now?*, co-authored by Frances Seymour and Jonah Busch, was published in December 2016. The research underpinning the book was supported by our previous grant from Norad. However, the length of time and staffing intensity required to successfully publish the book in 2016 were both significantly underestimated at the time of submission of our proposal for a grant renewal. As a result, the project team is behind in advancing research activities proposed for the project's second phase.

Public and tailored outreach for *Why Forests? Why Now?* has begun, with many prospects already cultivated for spreading the book's messages to key policymakers and other stakeholders. The team plans to continue to proactively invest in outreach for the book over the first three to four months of 2017, and opportunistically invest in outreach opportunities thereafter. We feel strongly that the highest and best value of the time of the co-authors and supporting colleagues in early 2017 is to invest in outreach for the book and leverage its potential to drive increased financial support for REDD+.

However, continuing to invest in this important outreach for the book in early 2017 will mean continued delay in moving ahead with a substantial portion of the new research activities for this project, by at least three months. While the principal implication will be a reallocation of staff time within the personnel line item from research to outreach, it will also require deviations of greater than 10% from the original budget outlined, as presented in Table 1.

Table 1: 2017 Budget

Projected 2017 Budget	<i>2017 Costs</i>	<i>% of Total</i>	<i>Approved 2017 Projected Costs</i>	<i>% Deviation</i>
Personnel	398,632	62%	400,000	0%
Travel	75,000	12%	30,000	150%
Consulting	105,000	16%	80,000	31%
Other	25,000	4%	20,221	24%
Direct Costs, Total	603,632	93%	530,221	14%
Indirect Costs, Norad 7%	42,254	7%	37,115	14%
Total Project Cost USD	645,886			
Total Project Cost NOK*	5,528,787			
Carryover of Unspent 2016 Consulting Budget**	(528,787)			
Total Budget Request NOK*	5,000,000			

**Assumes a conversion rate of 8.56 NOK to 1 USD (as of 01/11/2017)*

***NOK 528,787 is expected to be carried over from unspent 2016 funds*

Deviations from the team's original projected for 2017 costs are driven by three factors: First, increased allocation of funds to travel to support outreach for *Why Forests? Why Now?*, as discussed above. Second, CGD is requesting a carryover of 528,787 NOK in unused consulting funds from 2016 to 2017, to be used to support the new research activities that have been moved from 2016 to 2017, as discussed above. Third, the foreign exchange rate has shifted from 8.81 NOK to 1 USD to 8.56 NOK to 1 USD between 1/15/2016, when the original budget was submitted, and the present. These three factors explain the deviations in each line of CGD's projected budget for 2017.

Given these opportunities and constraints, the Center for Global Development requests your approval to implement the team's 2017 plan and budget with these new changes. Thank you for the continued support of Norad to help unlock financial support for REDD+, and we look forward to executing this important work.

Sincerely,



Date: January 13, 2017

Kathy Smith

Unlocking Financial Support for REDD+
2017 Project Implementation Plan and Budget
QZA-16/0140

[Center for Global Development \(CGD\)](#), grant recipient

Thematic category: International consensus on REDD+

Country or Region: Global

Financial Support from NORAD for 2017 (est.): 5.0 million NOK

Main projected outcomes: This project aims to contribute to a major global increase in the incentives to achieve REDD+ efforts that are established through the new international climate regime and/or other climate, environment, and development funding streams. The project team anticipates that they will generate research that will contribute to an increase in global results-based financial flows for REDD+. The team plans to do so by addressing three of the barriers that are currently blocking large-scale finance for REDD+. Specifically, through its evidence-based research outputs, the project intends to:

1. elevate tropical forests as a priority for achieving climate and development goals
2. raise confidence in results-based REDD+ initiatives as methods for achieving environmental and social outcomes
3. expand the evidence-based rationale for a financial base of support for REDD+ beyond increased official development assistance to include a variety of 21st century development finance sources, including carbon markets

Success from the research and analysis in this project would result in both more financing and more effective use of funds to create incentives for tropical forest countries to conserve their forests. This in turn will lead to a higher level of cost-effective and verifiable reductions in greenhouse gas emissions from deforestation and forest degradation in developing countries.

1. Summary of 2017 anticipated progress and contributions to project impact

<i>Key Activities and Outputs</i>	<i>2017 Progress Indicators</i>	<i>Contributions to Impact</i>
A) Public and tailored outreach for book, “Why Forests? Why Now? The Science, Economics, and Politics of Tropical Forests and Climate Change”	<p>Promotion and dissemination of book to policymakers and thought leaders in Washington DC and other cities in relevant countries</p> <p>Featuring of book and its key messages in media outlets, the websites and newsletters of other organizations, and publications</p> <p>Substantial meetings and open presentations of book’s key messages</p>	<ul style="list-style-type: none"> • Increased awareness of the evidence base that supports the prioritization of tropical forests within climate and development budgets • Expanded understanding by policy actors of the essential role of forests in climate mitigation and development priorities • Improved confidence in results-based REDD+ initiatives to elevate the role of forests in policy, and thus improved willingness of policymakers to pilot and expand multiple sources of finance for REDD+

B) Conduct and commission original, independent, and high-quality research	Continued production and promotion of significant publications including working papers, policy briefs, blogs, background papers, and peer-reviewed academic journal articles on topics supporting three chief outcome areas	<ul style="list-style-type: none"> • Expansion of the evidence base that supports the prioritization of tropical forests within climate and development budgets • Creation of additional “hooks” for generating media attention and other opportunities for outreach to target audiences
C) Convene substantial and solution-oriented seminars, events, and meetings, and contribute substantively to those convened by others	Organization and facilitation of meetings with key audiences and stakeholders on topics supporting three chief outcome areas, and selective participation in such meetings convened by others	<ul style="list-style-type: none"> • Enriching the research agenda with feedback from key stakeholders and target audiences • Extension of the implications of research findings into relevant policy arenas

2. Detailed 2017 implementation plan

For the 2017 year, the program’s main strategies and associated outputs are: A) public and tailored outreach for the published comprehensive economic and scientific book, “Why Forests? Why Now?” B) CGD-affiliated scholars conducting and commissioning original, independent, and high-quality research in new priority areas that support project outcomes, and C) convening substantial and solution-oriented seminars, events, and meetings with key audiences and stakeholders, and selectively participating in events convened by others.

A) Public and tailored outreach for “Why Forests? Why Now?”

The book “Why Forests? Why Now?”, published December 2016, makes the case to development and climate policymakers in rich countries that reversing tropical deforestation is urgent, affordable, and feasible based on an assessment of the relevant science, economics, and politics. The co-authors of the book, Frances Seymour and Jonah Busch, in concert with CGD staff in communications, policy outreach, and complementary development policy research areas, have initiated a vigorous outreach strategy to propagate the messages presented in the text.

Important outreach plans for the book have already been put in motion. On December 7th, a private launch of the book was held with 27 high-level thought leaders and influencers in climate and development policy in Washington, DC, with a discussion attended by incoming CGD president Masood Ahmed. This was followed by a public launch event with 160 RSVPs from the general public (and an oversubscribed livestream feed) that featured comments by CGD president emeritus Nancy Birdsall and keynote remarks by US Special Envoy for Climate Change Jonathan Pershing.

Going forward in 2017, the authors and CGD staff will continue to expand on these outreach efforts. Outreach is expected to be conducted proactively through April of 2017, and opportunistically thereafter. Concrete plans for outreach in 2017 include the following: A content partnership with *The Guardian* has been established (with complementary funding from the ClimateWorks Foundation), scheduled to commence in mid-January 2017 and to feature eight content pieces over two months. CEO of Unilever Paul Polman has agreed to contribute a Q&A for the partnership, and journalists with *The Guardian* will contribute four of the eight pieces with independent reporting related to the book’s subject matter. Several journalists plan to feature *Why Forests? Why Now?* in their publications (either reviews of the text or interviews with the authors),

and the authors have been invited to write an article based on the book for the IMF magazine *Finance and Development* and a blog for the Global Forest Watch website.

Plans for additional outreach activities still in development include an international book tour, with events to be organized in Europe, East Asia, Southeast Asia, and California, with more locations as opportunities arise. Events and speaking engagements include Frances Seymour's participation in the 2017 World Economic Forum in Davos in January and presentation on the book on a panel at the American Association for the Advancement of Science (AAAS) Annual Meeting in Boston in February. The authors have also already been asked to hold events on the book with institutions such as the World Bank (in association with the PROFOR Advisory Board meeting in March and the Spring Meetings in April), the World Wildlife Fund, the David and Lucile Packard Foundation, and the Earth Innovation Institute, and anticipate similar invitations and occasions to promote the book throughout the year.

B) Conducting and commissioning original research

The team will conduct and commission original work in 2017 that supports the realization of the project's outcomes by 1) empirically testing the linkages between forest cover change and development outcomes, 2) presenting evidence regarding the social and political impacts of results-based finance for REDD+, and 3) investigating the diversification of funding sources for REDD+.

Under Outcome 1, Jonah Busch plans to work with co-authors to produce a paper suitable for submission to a peer-reviewed academic journal to test the hypothesis that keeping forests standing can help suppress malaria. This paper would be a new and valuable contribution to the literature on forests and health, because the evidence base to date is comprised mainly of case studies from a few countries with coarse data on forest loss. Now, dramatically improved satellite technology to measure forest loss can be exploited to study the question at larger scales and with greater accuracy. This paper is expected to be the first in a series of academic papers making use of this newly-available data to test linkages to development outcomes.

Under Outcome 2, Frances Seymour plans to focus her research on bringing evidence to bear on perceptions of the high risk of investing in REDD+. An initial literature review conducted in 2016, which summarizes the anticipated social risks of REDD+ that were highlighted during its early development in advocacy materials and academic articles, will serve as the basis for developing a research framework for country case studies to assess the degree to which such risks have been realized. At least three country studies—likely Guyana, Indonesia, and Peru—will be commissioned from country experts, and designed to also capture the positive social consequences of national REDD+ initiatives, especially for indigenous peoples. While in the first instance the studies will be published as CGD Working Papers (which are peer-reviewed), authors of commissioned case studies will be encouraged to submit their work to peer-reviewed academic journals for publication. A synthesis of the findings from the case studies and other materials is envisioned as an output for 2018. In addition, Jonah Busch plans to see through to peer-reviewed publication in an academic journal a paper projecting the cost-effectiveness of reducing future tropical deforestation relative to other mitigation options. This paper was previously published as a CGD working paper, “The Future of Forests: Emissions from Tropical Deforestation with and without a Carbon Price, 2016-2050” (Busch and Engelmann, 2015).

Under Outcome 3, Michele de Nevers will author 1-2 policy briefs on the principles, design, and lessons learned on her work to set up a fund to reward tropical countries for reducing deforestation that applies an innovative financing mechanism outside of ODA outlays. Her work on these papers is expected to begin in June of 2017, after work concludes on consultation with relevant participant and advisory countries. In addition, Jonah Busch plans to co-author a paper suitable for submission to a peer-reviewed academic journal that investigates a policy change in India that allocates \$7-12 billion in annual tax revenue to states on the basis of their forest cover. This paper will showcase a promising avenue of domestic resource mobilization as a source of results-based funding for tropical forest conservation.

Both Seymour and Busch expect to conduct much of their work on new research in the second half of 2017, after devoting more effort to book outreach in the first half.

Complementing their longer-term research agendas with more topical short-form commentary and analysis, project team members plan to produce 5-10 blogs and op-eds each over the course of 2017. While it is difficult to predict with certainty the specific topics that will be addressed in these pieces, as they are intended to be responsive to current events -- both general news related to climate and forests and specific processes related to REDD+ finance -- team members will take advantage of travel, participation in external conferences, and opportunities to present findings from research-in-progress.

Anticipated topics for blogs and op-eds early in the year include:

- The role of the private sector in tropical forest protection pegged to participation in the World Economic Forum in Davos in January
- Linking forest science to policy pegged to participation in the AAAS meetings in Boston in February;
- An op-ed on forests and climate pegged to the International Day of Forests in March; and
- Forests at the World Bank pegged to the Bank/Fund Spring Meetings in April.

Other topics that would be keyed to milestones in relevant policy arenas would likely include:

- International forest offsets in the International Civil Aviation Organization's Market-Based Measure;
- Development of a coalition of countries led by the European Union and China on climate action; and
- The prospect of California joining the Asian Infrastructure Investment Bank to collaborate on climate investment.

Short pieces related to research-in-progress may include:

- A blog providing an update on India's fiscal reforms;
- A blog on REDD+ and indigenous peoples; and
- An op-ed on raising non- government budgetary funds for global public goods.

C) Convening and participating in substantial seminars, events, and meetings

Beyond specific outreach for the book *Why Forests? Why Now?*, we intend to share our research and analysis with key policy-makers and policy arenas for ongoing engagement to cultivate an audience for the results of our research by convening events hosted by CGD and participating in selected events convened by others. As an example of the former, Michele de Nevers plans to host 1-3 knowledge exchanges and workshops as she begins working on policy briefs regarding the tropical forest endowment. As an example of the latter, Frances Seymour plans to participate in a series of consultations likely to be convened by the Meridian Institute on the next generation of REDD+ challenges. Seymour also plans to represent the implications of CGD's research results at meetings of the Global Forest Watch partners in February and the PROFOR Advisory Board in March.

We will also arrange a series of small meetings in national capitals of current and prospective REDD+ donors, as well as on the sidelines of relevant meetings such as those of the governing bodies of existing REDD+ financing mechanisms such as the FCPF Carbon Fund. Project team members will also continue engaging in policy processes associated with such prospective REDD+-relevant finance mechanisms as the State of California's cap-and-trade program, development of the International Civil Aviation Organization's Market-Based Mechanism, and the Green Climate Fund, all likely to progress in 2017 with associated public and private consultations. In-person meetings will be complemented by regular virtual communications.

Finally, the team plans to convene events that bring together researchers with policymakers or funders to share findings of scientific research, garner candid reactions from practitioners, and canvas opportunities to

bring ideas to action (e.g., forest-related finance within non-forest sectoral windows.) Drawing on the research described in part B), we will provide advice as requested on the design of the next generation of performance-based REDD+ financing agreements with individual countries.

3. 2017 Budget

Table 1)

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