Philanthropy experience at IFRECOR

Pascal COLIN
French Overseas Ministry, IFRECOR national focal point

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contact@ifrecor.org • www.ifrecor.org
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The origin of this experience

- The adoption of the new Plan of action 2011-2015
  
an analysis on the gouvernance of Ifrecor at local and national levels with the necessity to more associate the private sector

- The economic and financial crisis till 2011
  
  with the most positive perspective of stagnation of the state financements

The decision to work for the development of public and private partnership and the creation of a working group
Environmental philanthropy in France

- 11% of global philanthropic activities
  → slow increase, with strong relation with economic situation

- 90% of patrons are small and medium enterprises

- Patron’s motivations to support projects:
  • field projects,
  • geographic proximity,
  • proximity with enterprise sector,
  • private interest from patron

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The sectors of intervention of environmental philanthropy in France in 2011

Dans le mécénat en faveur de l’environnement, dans quel(s) sous-domaine(s) votre entreprise s’est-elle engagée en priorité en 2011 ? (deux réponses maximum)

- Sensibilisation et diffusion de la connaissance environnementale / développement durable: 38%
- Protection et restauration des espaces naturels: 31%
- Actions en faveur de la biodiversité: 28%
- Soutien à la recherche liée au sujet environnementaux: 15%
- Actions de croisement entre l’environnement et la solidarité (handicap, milieux défavorisés...): 13%
- Prévention des risques naturels, technologiques des pollutions: 10%
- Actions de croisement entre l’environnement et la culture (patrimoine bâti...): 3%
- Autres: 4%

Base : entreprises mécènes dans le domaine de l’environnement (n=99)
Source : Admical
Benefits and difficulties for IFRECOR

• **Benefits**
  - New kinds of fundings
  - Several years project (2-3 years)
  - Development of public and private partnerships with support to enterprise’s social and environmental responsibility
  - Involvement of local stakeholders for coral reef preservation when it is a local patron

• **Difficulties to overcome**

  - IFRECOR: platform of experts without legal entity that cannot received direct funds from private sector
A philanthropy strategy for IFRECOR

- Objectives and content

- Necessity of a clear presentation of IFRECOR for a new public with an appropriated communication and the importance of corporate identity (brand logo)

- Definition of the objectives and values of Ifrecor for building a public and private partnership

- Identification of the most important characteristics of attractive projects of Ifrecor for the private sector

- Identification of strategies of mobilisation of private sector
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Development of adapted tools

- Corporate **ethical charter** (IFRECOR values and a frame for the public and private partnership)

- **Project portfolio**, with project form designed for private sector

- **IFRECOR philanthropic committee**, in charge of guiding and selection of projects

- .....Survey about the development of innovative funds for IFRECOR philanthropy (ex: trust funds)
Charte du mécénat d’entreprise de l’Initiative Française pour les Récifs Coralliens (IFRECOR)

Cette charte éthique du mécénat d’entreprise a pour objet de définir les valeurs et motivations respectives de l’IFRECOR et des entreprises engagées ensemble dans une démarche de mécénat, de poser les conditions d’un partenariat et d’en énoncer les modalités.

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4. To conclude...

- Philanthropy is a new opportunity for coral reef preservation

- Some administrative difficulties remain but public and private partnerships are facilitated in a lot of countries nowadays

- After 18 months...
  - Philanthropy strategy for IFRECOR will be adopted in November 2013
  - All the tools are established except trust fund
  - In same time a first partnership with a french international enterprise (decision next month) opportunity to interest more enterprises for sponsoring Ifrecor’s activities
THANK YOU FOR YOUR ATTENTION

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