

Philanthropy experience at IFRECOR



Pascal COLIN
French Overseas Ministry,
IFRECOR national focal point

ICRI General Meeting , Belize, 15-17/10/13
contact@ifrecor.org • www.ifrecor.org

Philanthropy experience at IFRECOR



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



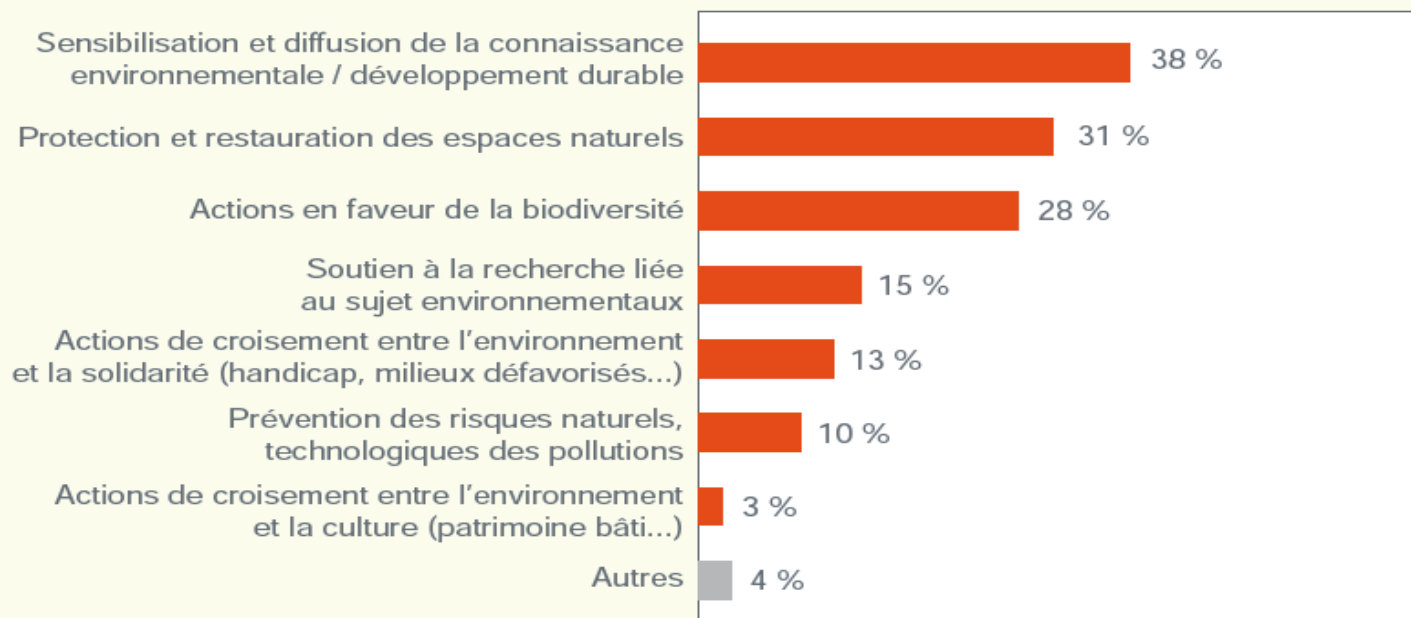
Environmental philanthropy in France

- 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

Philanthropy experience at IFRECOR

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)**



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



Philanthropy experience at IFRECOR



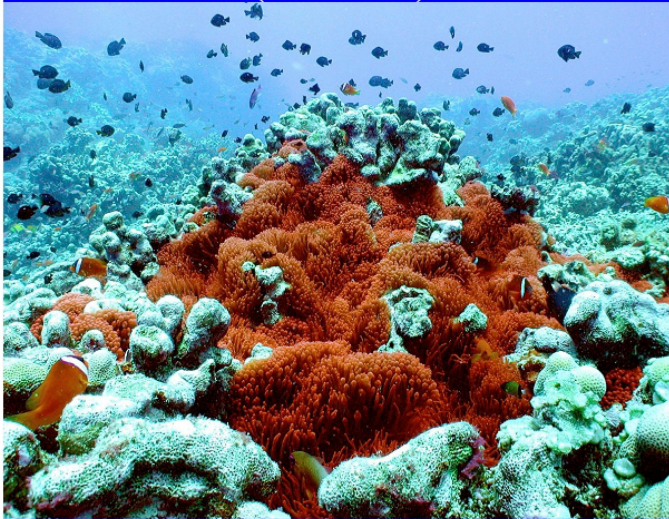
Development of adapted tools

- 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)

Philanthropy experience at IFRECOR



Charte du mécénat d'entreprise de l'Initiative Française pour les Récifs Coralliens (IFRECOR)



©CatHolloway / WWF-Canon

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.



***Soyez partenaires de
l'IFRECOR***



contact@ifrecor.org – www.ifrecor.org



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



contact@ifrecor.org • www.ifrecor.org