

## **Marketplace on Biodiversity Innovative Projects CALL FOR PROPOSALS**

Following the completion of BIOFIN Project's first phase, where a proposed financing plan to increase biodiversity was developed, the project is now on its second phase where the finance solutions are to be implemented.

The BIOFIN Project believes in catalyzing private sector participation and innovative partnerships to increase investments for biodiversity. In collaboration with the Biodiversity Management Bureau of the Department of Environment and Natural Resources (BMB-DENR), the Philippine Business for the Environment (PBE), TeaM Energy, and the Philippine Tropical Forest Conservation Foundation (PTFCF), this marketplace is organized to showcase innovative biodiversity projects/ initiatives that have potential to scale and can deliver social, environmental, and economic performance. Furthermore, the marketplace is expected to stimulate funding, insights, resources, and conversations to address the challenges on biodiversity, thus, contributing to achieve the targets of Sustainable Development Goals 14 and 15 (Life on water; Life on land).

### **What can you get from the Marketplace?**

*If you are a potential proponent:*

- Opportunity to exhibit and pitch to investors in the marketplace your innovative projects
- Seed funding for your project
- Technical capacity-building trainings for proposal development
- Skill development for pitching

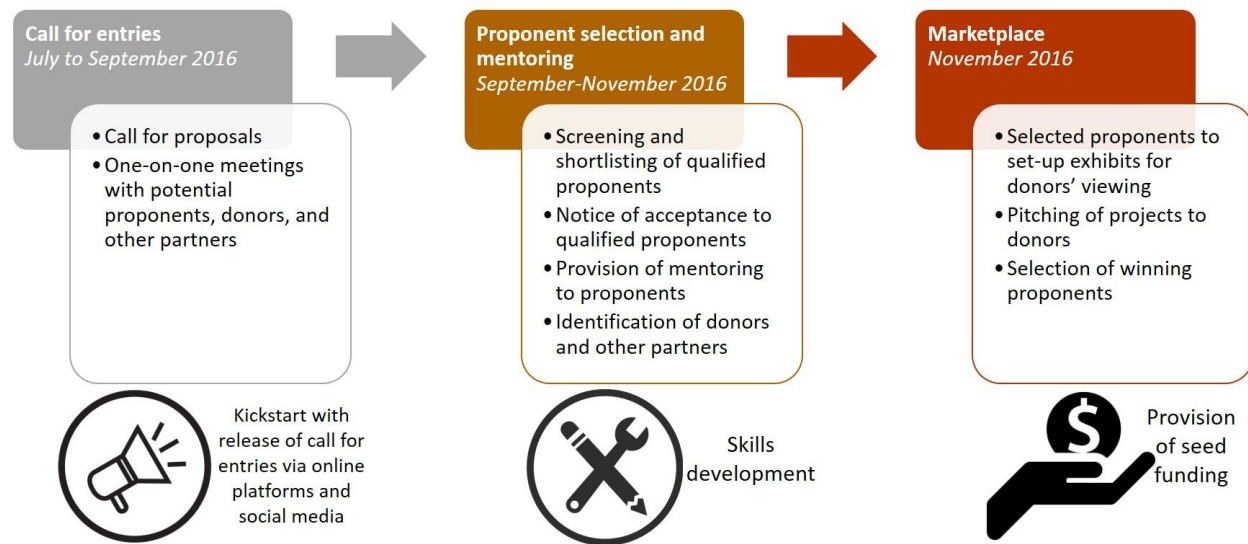
*If you are a potential donor and investor:*

- ROI
- Opportunity to support and create partnerships for Sustainable Development Goals (SDGs) 14 *Life below water* and 15 *Life on land*

*If you are among other partners:*

- Opportunity to put up an exhibit booth at the marketplace and promote your organization
- Opportunity to support and create partnerships for Sustainable Development Goals (SDGs) 14 *Life below water* and 15 *Life on land*

## Marketplace structure



## What are we searching for?

### If you are a proponent:

We are looking for local proponents with projects that are anchored on the following Philippine Biodiversity Strategy and Action Plan (PBSAP) Priority Programs:

Program Title	Description
Banking on biodiversity: a program on genetic research and wealth generation in protected areas	The program will demonstrate that the wealth arising from biodiversity resources (ecosystems, species, and genetic resources) can in fact be realized in the short term in the form of benefits accruing to communities who earn livelihoods, corporate sector from commercialization of specific goods, and the public sector through permits, patents, and personal and corporate income taxes.
Optimizing potential of protected area for ecotourism	The focus of this program is on ecotourism in protected areas and aiming for on-site revenue generation. Specific features such as caves and wetlands within protected areas shall likewise be included in this program.
Biodiversity and water management	The program uses a watershed management approach to ensure that freshwater sustains economic activities such as agriculture and aquaculture and maintains critical ecosystem services such as those provided by peatlands and other wetlands.
Improving resilience, reducing vulnerabilities	This program is PBSAP's response to climate change. It focuses on maintaining healthy habitats to reduce vulnerabilities and spans the coastal, forest, inland

Program Title	Description
Celebrating urban biodiversity	sectors plus examine threats posed by invasive alien species.  This program demonstrates how biodiversity can be integrated into urban settings through mainstreaming into land use plans. Incentives and recognition can be provided through the proposed city biodiversity index.

The projects should also have the following characteristics:

- Have a direct on-the-ground benefit to biodiversity conservation;
- Exemplify partnerships and leverage knowledge and information-sharing between organizations working in similar geographies or on similar challenges;
- Have potential to scale;
- Have a strong innovation approach;
- Have social impact;
- Catalyze organizational expertise into community action;
- And utilize current technology in innovative ways or develop technological tools that can be shared with others to more cost effectively advance conservation.

Innovation may include new/improved business models, financing mechanism, policy practices, technology, delivering products and services that benefit community and enhance ecosystems services. Scale on the other hand looks at the aspects of operational, social, and financial viability while enhancing biodiversity and ecosystem services for beneficiary communities.

#### If you are an investor and/or a donor:

Investors and donors may either be one but not limited to the following:

- Private sector/ individuals – provide support via injection of market-based capital
- Public sector – government support to non-profits and development organizations in the form technical assistance and other forms of support
- Donors – provision of grants

Donors and investors may provide other means to support the projects. Furthermore, a combination of support from on exceptional proposals is also welcome.

Investors and donors can further screen investment opportunities with social and impact goals. They can also contact project developers for further information and negotiations.

#### If you are interested to participate in the Marketplace as other partners:

You can participate as any but not limited to the following:

- Sponsors – organizations and individuals that will provide any form of support to the Marketplace activity (in-kind and financial);
- Mentors - organizations and individuals that will provide mentoring services to the proponents for packaging the project concept and to pitch the idea to the marketplace;
- Media partners – provide pre-, during (if possible), and post-marketplace media coverage

## How do I submit my proposal?

1. You should submit a 2 to 3-page concept note of your project (download the template here: <https://drive.google.com/open?id=0B3Y3bYkJfdfeNHRPeIF1LUFcCnM>).
2. Submit a lean canvass/business model canvass of your project (download template here: <https://drive.google.com/open?id=0B3Y3bYkJfdfeMW5zcXpTdm5rU1k>).
3. Send your concept note and lean canvass/business model canvass to [biofinmarketplace@gmail.com](mailto:biofinmarketplace@gmail.com) with your project title/name as the subject.

At least five (5) proposals will be selected per PBSAP Priority Program. Submitted proposals will be further developed and participants will have the chance to be mentored by business experts.

## How do I express my interest to participate as a donor/investor or other partner?

If you want to be a donor/investor, send us an email at [biofinmarketplace@gmail.com](mailto:biofinmarketplace@gmail.com) with the following information:

1. Prospective project/s you want to invest in or donate funds to
2. How much you are willing to put in for the project/s
3. Your contact details

If you want to participate in the Marketplace as other partners, send us your expression of interest indicating how you want to participate (e.g., as sponsor, mentor, media partner, etc.) as well as your contact details at [biofinmarketplace@gmail.com](mailto:biofinmarketplace@gmail.com)

Upon receipt of the expression of interest, the BIOFIN team will contact you for further instructions.

## Important dates

- Submission of proposals – July 29 to September 15
- Expression of interest from donors, investors and other partners – July 29 to September 15
- Screening and shortlisting of qualified project proposals – September 15 to September 29
- Notice of acceptance to selected proponents – September 30 to 31
- Mentoring period – November 1 to 24
- BIOFIN Marketplace – November 25

## Contact us

For inquiries, feel free to get in touch with Ms. Kamille Rosales of the BIOFIN team at email address [kamille.trillanes@undp.org](mailto:kamille.trillanes@undp.org) and telefax number (02) 281-4354.