



INSTRUMENT NAME: 3.1 PHILANTHROPIC CONTRIBUTIONS

Pondscape-specific definition: Charitable donations for nature-based solution projects from private individuals, companies, or other private actors (e.g., foundations, NGOs), with low levels of conditionality relative to e.g., *Voluntary beneficiary contributions*.

CATEGORY	Voluntary contributions			
ALSO-KNOWN-AS	Donations; bequest; charity			
RELATED INSTRUMENTS	Crowdfunding; voluntary beneficiary contributions			
APPROPRIATE FOR: Who can use this type of financing instrument?	Pondscape developer	NGOs and non-profits	Local/city/regional govt. and agencies	National govt. and public agencies
SOURCE OF FINANCE: Who provides the finance?	Private companies, private individuals, private charity foundations			
PAYMENT FORM: What form is the payment?	Cash (donations)			
IN RETURN FOR WHAT? What is the NBS project obliged to deliver in return?	No obligation but generally in return for non-market outputs (e.g. ecosystem services)			
RECIPIENT REQUIREMENTS: What requirements must recipients meet to receive finance?	<ul style="list-style-type: none"> The recipient must be trusted by donators, making it well-suited to NGOs and non-profits or to well-known (often local) pondscape developers. Charitable donations can be tax deductible for the donator, but this may require the recipient to be a registered charity. 			
PROJECT REQUIREMENTS: What requirements must the pondscape project meet?	The project must be attractive to the donator. For example, it may deliver socially beneficial outcomes or outcomes that are personally important to the donator.			
OTHER REQUIREMENTS: What additional requirements are attached to the financing?	Differ per funder. The project must meet the specific requirements of the funding body or person. Sometimes, this may require positive visibility for funder. If contributions are to be tax deducted as donations, high transparency may be required.			
SPEED: How quickly do recipients receive money?	Fast (<4months) – Medium(5-12months) – Slow (12months+)			
FUNDING TIMELINE: When does the recipient receive the funding?	One-off or repeated.			
NBS TYPE: What types of NBS is the financing for?	Pondscape <u>creation</u>	Pondscape <u>restoration</u>		Pondscape <u>management</u>
SCALES: What scale of financing?	Small (<€10k)	Medium (€10k-€99k)	Large (€100k-€999k)	Very large (€1million+)
COMPLEXITY: How complex is applying for the finance	Simple		Medium	Complex
EXIST NOW IN EU?	Yes		No	





Instrument: 3.1 Philanthropic contribution

Example name: 3.1.1 The Living Danube Partnership – Philanthropic contribution

Example description: The living Danube Partnership contributes to the restoration of rivers, wetlands, floodplains, reducing flood risk and restoring habitats along the Danube. The initiative was enabled through a €4.2 million donation by The Coca-Cola Company, which wishes to replenish freshwater resources.

NBS DESCRIPTION	
LOCATION	Danube River
NBS TYPE	Creation Restoration Management
ECOSYSTEM TYPE	Wetland, floodplains
NBS BENEFITS	Conservation value, flood management
NBS DESCRIPTION	Measures included the removal of dykes, reconnection of former floodplains, improvement of flood capacity, reconstruction of wetland habitats for threatened and endangered species, and building of a fish passage.
SCALE (SIZE)	53 km ²
NBS PERFORMANCE CRITERIA	Target to replenish 12 million m ³ freshwater by 2021; forecast river restoration of 134,5 km by 2021; Target to restore 5.327 ha wetland and floodplains by 2021.
NBS PERFORMANCE	According to forecasts and estimations in 2018, the targets will be met and even surpassed.
FINANCING DESCRIPTION	
SOURCE OF FINANCING	The Coca-Cola Company, through The Coca-Cola Foundation
RECIPIENT	WWF (in cooperation with multiple private and public stakeholders)
SCALE (FINANCING)	€4.2 million
TIMELINE	Ongoing. The financial commitment by the Coca-Cola Company came in the form of a private grant. A steering group of different stakeholders was responsible for the yearly budget planning over a period of seven years. The group aimed at flexible financial governance to allow for adaptive management.
FINANCING REQUIREMENTS	The motivation of the Coca Cola Company is to “safely return to communities and nature an amount of water equal to what [they] use in [their] finished beverages.” Hence, the project design had to project a maximum water replenishment rate for its interventions, as well as an effective media outreach.
FINANCING PERFORMANCE	Not reported.
TRANSACTION COSTS	Not reported. The partnership has to sustain substantial coordination costs.
REFERENCE	WWF (2021) Restoring Rivers and Wetlands Living Danube Partnership – Results and Lessons May 2021. Available here: https://www.wwfcee.org/uploads/partnerships/LDP/WWF_CEE_Coca_Cola_Report_2_10526_.pdf WWF. 2018. The Living Danube Partnership - Mid-term progress report. Available here: http://awsassets.panda.org/downloads/wwf_dcp_coca_cola_report_180810_screen.pdf

