

**Statement of Endorsement and Recommendations**  
**One CGIAR Resource Mobilization, Communication and Advocacy Strategy**

**From:** Transition Advisory Group 7 (TAG7)

**To:** One CGIAR System Management Board and incoming Executive Management Team

TAG7 is pleased to endorse and submit the One CGIAR Resource Mobilization, Communication and Advocacy (RMCA) strategy. This strategy presents a resourcing framework to adaptively implement a \$2 billion financing ambition.

TAG7 acknowledges the challenges that the COVID-19 pandemic brings to the funding ambitions presented in this framework. However, TAG7 also sees an emerging opportunity as the crisis exposes the fragility of global food systems and the increasing global attention to food and nutrition issues in the run up to 2021 UN Food Systems Summit.

Analysis shows that there are funding sources to support a \$2 billion annual (pooled and bilateral) One CGIAR sustainable financial ambition by 2030 or earlier. Obtaining these funds will be contingent on a more cohesive CGIAR System, and a compelling R4D programmatic offer. The RMCA framework is based on five clearly defined Action Areas targeting key funding sources and instruments. These are: (1) System Council Funders, (2) emerging markets, (3) climate finance, (4) country specific investments, and (5) private finance. Ultimately, success will require a new way of working across CGIAR – coordinated, targeted, and transparent – anchored through a sustainable campaign approach.

In addition to the financial ambitions which support the CGIAR System Reference Group endorsed recommendations, this strategy is intended to increase both pooled and bilateral funding, elevate the global significance of CGIAR and agricultural research, and ultimately grow the total volume of investments across the global development innovation spectrum.

To assist with interpretation, TAG7 offers some guiding notes and recommended next steps:

- The RMCA sets out a **framework to reach a goal of \$2 billion** by or before 2030 – it is relevant now and, more importantly, beyond the current COVID-19 crisis;
- The strategy calls for an **ongoing Campaign and collaborative action** to 2030 goals.
- Implementation needs to be **fluid and adaptive to global finance context** and as deeper analysis becomes available;
- Resource mobilization and communications activities across the System need to align to **elevate awareness and relevance of CGIAR’s global significance**;
- The RMCA strategy implementation needs to be **staffed appropriately, draw on System-wide capacity, and be supported with budget and** resources commensurate with ambition;
- **Rebranding, as an integral element of the RMCA, must be completed as soon as possible** – it will contribute to both internal identity and external expression of mission and values;
- Operational **structure needs to be put in place to achieve ambition** for a pledging moment in 2021 and resourcing the 2022-2024 research agenda;

TAG7 will continue to provide advisory support to the key next steps to help operationalize the RMCA strategy, including capacity and resourcing, linkages to relevant TAG/TCF transition plans, and communications and advocacy towards the 2021 financing campaign.

In closing, TAG7 would like to recognize the collective contributions from the Resource Mobilization and Communication Communities of Practice who guided the development of this strategy and ensured it was fit-for-purpose to the One CGIAR context.

Transition Advisory Group 7,

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