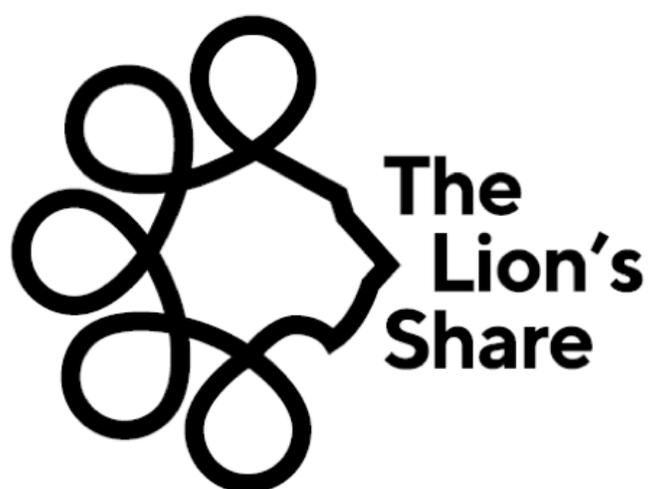




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THE LION'S SHARE TRUST FUND
2018 CONSOLIDATED REPORT



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I. Executive Summary

The Lion's Share Fund, launched in September of 2018, is a unique way of raising much-needed funds to help wildlife and animals everywhere by asking advertisers to contribute 0.5 percent of their advertisement media spend for each ad that includes images of animals

Each time an animal appears in advertising, the company responsible will contribute to The Lion's Share Fund hosted by the United Nations Development Programme (UNDP). An executive board with leading conservationists and NGOs, companies, media agencies, the United Nations family, among others, will in turn ensure that those funds are invested in initiatives and programmes that benefit animal welfare, conservation and wildlife environments worldwide.

The idea of The Lion's Share comes from the media world. It was created by Australian media company Finch. Finch approached the United Nations (UN) to help them create a global movement of behavioral change for wildlife conservation and animal welfare. In such a simple, yet brilliant way The Lion's Share seeks to change advertisement as we know it: for the first time in history, animals will be recognized for their role in advertising.

UNDP along with the founding partners – Finch, Mars Incorporated, BBDO and Nielsen – announced the unique and innovative initiative at the Cannes Lions International Festival of Creativity in June of 2018, which is the annual global event of the advertisement world. Following this announcement, The Lion's Share Fund officially launched at the UN Headquarters in New York during the 73rd session of the UN General Assembly in September 2018.

The objective of The Lion's Share global outreach strategy in 2018 and going into 2019 has been to form a core group of partner companies and industry leaders who will progressively scale-up the initiative and launch a global consumer-facing campaign. Specific activities in 2018 included outreach to select companies, media coverage, hosting and participating in events, including a Lion's Share panel at the Social Good Summit during the high-level week of the 73rd session of the United Nations General Assembly (UNGA) in New York, a Lion's Share presentation during Advertising Week in New York City in October, and a panel presentation and reception at the Business and Biodiversity Forum at the Fourteenth meeting of the Conference of Parties to the Convention on Biological Diversity (CBD COP 14) in Sharm El Sheikh in November.

Through these activities and with the support and active participation of partners, UNDP Goodwill Ambassadors, conservationists, media, and other influencers, The Lion's Share succeeded in generating awareness and support for the initiative.

As part of The Lion's Share overall investment strategy; a portion of funding was invested into three small grants ("quick wins") in late 2018. These three initiatives are investments into critical wildlife areas, supported community benefits and demonstrated partnerships. The quick wins included a land purchase to safeguard critical habitats in Sumatra, strengthening a communication network in Niassa National Reserve in Mozambique, and funding a comprehensive African elephant economic study.

II. Purpose

“Wildlife and their habitats are in crisis right now. We are losing species at an unprecedented rate, estimated to be 1,000 times the natural extinction rate. The Lion’s Share is an idea that is as innovative as it is simple, and which will make a real impact on the future of animals, their habitats and our planet,” Achim Steiner, UNDP Administrator.

Humanity has wiped out 60% of the world’s animal populations since 1970. We are now facing a risk of future generations living in a world deprived of some of its most iconic species. The huge loss is a tragedy, but also threatens the survival of civilization. Leading scientists have said the destruction of nature is as dangerous as climate change. The 6th Mass Extinction is a warning sign that our planet’s health is in serious trouble. Unfortunately, the world’s response to the biodiversity crisis is lagging.

The Lion’s Share brings a funding mechanism for wildlife conservation to the global stage. It partners private sector actors with the United Nations and other leading conservation experts to protect rich and varied ecosystems while ensuring people continue to benefit.

The Lion’s Share will utilize a simple idea to generate game-changing global movement and financing needed to reverse wildlife extinction. If a business uses an animal image in its advertisement, that business donates 0.5% of the media spend cost to the Fund. Once joined by the world’s major advertisers, The Lion’s Share ambition is to capitalize to \$100 million annually to wildlife conservation globally within five years. This initiative is beyond social responsibility; this is a fair share to reverse the wildlife crisis.

By engaging private sector companies and other partners, the Fund aims to raise significant capital to facilitate progress towards The Lion’s Share’s vision. This will be realized through global business-to-business and business-to-consumer campaigns, as well as capitalizing select funding streams that will contribute towards three long-term outcomes:

Outcome 1: Global Lion’s Share movement accelerates business and consumer behavioral change

Outcome 2: Wildlife-friendly land and seascapes and recovery of wildlife populations that reverse biodiversity loss

Outcome 3: Greater compassion for all animals (domestic or abandoned), wildlife and nature catalyzed, promoting human well-being and a more empathetic and tolerant society

III. Results

1. Narrative Report

A. Role of The Lion's Share Secretariat

The Secretariat, located within the UNDP Bureau for Policy and Programme Support (BPPS), include costs for The Lion's Share Coordinator, a conservation expert (part-time) and a programme associate (part-time). These personnel are vital to operation of the Secretariat. Additional staff members contributing to Secretariat work, including the head of ecosystems and biodiversity, have not charged the Fund for their time. The Secretariat responsibilities include the following:

- Prepare the Investment Plans;
- Prepare the Standard Operations Manual;
- Manage the proposal submission and selection process;
- Provide guidance to proponents on proposal development;
- Manage the online dedicated management platform for decision making;
- Screen and approve proposals in accordance with the funding priorities and allocations set by the Steering Committee; approves the Lion Cub Grants proposals, and submit Crisis project requests to the Chair, and the Transformative project funding requests to the Steering Committee;
- Support the monitoring and evaluation of programme implementation;
- Ensure sharing of knowledge and lessons learned through dedicated technical support;
- Ensure efficient and effective logistical and secretarial support to the Executive Board and the Steering Committee. This includes *inter alia*; planning and preparing meetings, ensuring records of decisions through meeting minutes, and supporting the nominating and election of members of the two bodies;
- Manage and support communication, public information and visibility, in close partnership with the UNDP Bureau for External Relations and Advocacy;
- Consolidate the narrative reports submitted by Recipient Organizations; and
- Support coordination efforts with any relevant global initiatives to avoid overlap or duplication.

B. Outreach & Communication

The outreach team, located within the UNDP Bureau for External Relations and Advocacy (BERA), include costs for the Engagement and Partnerships Manager, the Communications Consultant and the Senior Outreach Consultant. This team responsibilities include the following:

- Prepare marketing and outreach plan, including identification of target companies, outreach activities, engagement strategy and audience-tailored Lion's Share value propositions, in order to build an effective pipeline for engagement and corporate partnerships in The Lion's Share;
- Create a business plan and strategy for The Lion's Share engagement with the private sector;
- Conduct targeted, pro-active outreach to private sector companies to strengthen The Lion's Share global visibility and expand The Lion's Share partnership base;
- Develop, build and maintain relationships with current and prospective partners;

- Develop new and innovative ways and initiatives for private sector engagement in The Lion's Share Fund;
- Identify and design strategy for renewal of commitments and continued engagement from existing partners;
- Design global B2C campaign strategy and oversee implementation of B2C campaign and creation of assets;
- Collaborate and strategize with advertisers, production companies, celebrities and private sector actors to identify and implement B2C opportunities to maximize visibility and campaign results;
- Manage website and social media content, including development of brand awareness and online reputation;
- Connect with influencers, serve as contact point for influencers, put together influencer marketing strategy for a brand, oversee all aspects of an influencer marketing campaign; and
- Manage the day-to-day planning and execution of both large- and small-scale events, including pre- and post-event communications, attendee management, and negotiation of contracts.

C. Conservation Update

i. Investment Plan Development

Throughout Q4 of 2018, the Secretariat developed The Lion's Share Investment Plan. The plan commits to conservation priorities and towards broader socio-economic transformation, based on five key principles, as follows:

1. **Be a Game Changer:** this involves investing in actions that harness the power of media and changed business practices to bring about benefits for wildlife and animal welfare. The Lion's Share (TLS) will change the "rules of the game" by directly linking advertisers, brands and media owners to the conservation sector and programmes, mobilizing hundreds of millions of new actors to implement and support conservation objectives. TLS will support a variety of inspired and committed players—from individuals with good ideas, to small grass-roots organizations on the ground, and large international businesses.
2. **Show Bold Imagination:** TLS will boldly invest in innovations and new approaches. This will include establishment of new crowd-funding mechanisms involving company employees and the general public and use of cutting-edge technologies (such as artificial intelligence, blockchain technology, cryptocurrency, and remote sensing). It will also support bold actions to secure critical areas for biodiversity and ecosystem services, through land purchase, establishment of long-term conservation concessions, and securing new investments in conservation-oriented area-management systems for particular land/seascapes. Recognizing the need to act now, a versatile and nimble approach will be adopted involving a range of strategic entry points that balance crisis intervention, no-regret actions, innovation and manageable risk.
3. **Serve as a Catalytic Force:** The project will invest in actions that can catalyse sustainable and transformative impacts. This will involve intervening at "pressure points" that can be used to disrupt the status-quo and lead to systemic change that can have a multiplier effect, allowing conservation to 'leapfrog' and achieve impact at scale.

4. Be a Coalition Builder: TLS will invest in building strong coalitions for change and invest in convening national and international partners, and empowering them for achieving large-scale impact. Partners will be brought together across institutional and geographic boundaries, and new funding streams and engagements will be realized, to build a critical mass and achieve powerful results. This will, in turn, accelerate exchange of ideas and experiences from different land/seascapes and upscaling of what works.
5. Be an SDG Integrator: TLS will invest in striking multiple benefits from conservation actions, making direct contributions to the 2030 Agenda for Sustainable Development. It will invest in demonstrating the effectiveness of nature-based solutions in tackling issues for achieving SDG targets beyond SDGs 14 and 15. It will also invest in articulating the critical linkage between the health of the natural world and human well-being and sustainable development

The first 5-year funding cycle of the Lion’s Share Fund coincides with its capitalization period and the projected funding envelope must, therefore, be regarded as broadly indicative. Although the 5- year portfolio vision is based on an initial projection of \$100 million, this remains an ambition rather than a firm commitment.

The period under this Investment Plan will also be a foundation-building phase, during which the partnership is cemented and expanded, investments are mobilized and the identity and leveraging capacity of the Lion’s Share brand is built through the business-to-business and business-to-consumer outreach campaigns. Priorities will also include consolidation of the Secretariat by building its technical and operational capacity.

Based on the \$100 million envelope projection, TLS Fund investments will aim to generate three key outcomes, each with specific 5-year results, measured by indicators and targets, as depicted in the Table below:

Table 1: Lion’s Share 5-Year Outcome Framework

<u>Lion’s Share Outcomes</u>	<u>Expected 5-Year Results</u>
<p>1. Global Lion’s Share movement accelerates business and consumer behavioural change.</p> <p><i>Delivered through:</i></p> <ul style="list-style-type: none"> • <i>Conservation of Hope Corporate Program</i> • <i>The business to consumer campaign spearheaded by TLS partner Clemenger BBDO</i> • <i>TLS Digital Ecosystem</i> • <i>TLS Award</i> 	<ul style="list-style-type: none"> • World’s largest advertisers and influencers pledge support for TLS, generating recurring funding being disbursed through TLS platform. • The Lion’s Share certificate established and marketed across the globe, nurturing better wildlife and animal-conscious business and consumer decision-making. • TLS companies displaying TLS certificate with raised consumer awareness of TLS and core messages. • Consumer facing campaigns developed and implemented embedding global awareness on the wildlife and habitat loss and implication for sustainable development, reaching billions around the world. • Digital platform for individual investments established and trialed through participating companies.

<u>Lion's Share Outcomes</u>	<u>Expected 5-Year Results</u>
<p>2. Wildlife-friendly land and seascapes secured to reverse biodiversity loss and enable recovery of wildlife populations.</p> <p><i>Delivered through:</i></p> <ul style="list-style-type: none"> • <i>Transformative Partnerships</i> • <i>Lion Cub</i> • <i>Crisis/Flashpoint</i> • <i>TLS Award and Challenge Grants</i> 	<ul style="list-style-type: none"> • Land and seascapes protected and restored/rehabilitated leading to improved ecosystem health and species recovery • Terrestrial and marine protected areas expanded, sustainably financed and effectively managed • Selected flagship species protected in 'strongholds' (ha of land purchased as concessions, sustainably managed for specific conservation priorities) • Transformative wildlife-based or wildlife-compatible livelihoods demonstrated by communities and beneficiaries • Community stewardship cultivated for nature and protected areas through support for local livelihoods, diversification of livelihoods, and job creation • Regional and national partnerships / coalitions between governments, civil society and private sector established or strengthened to protect and manage endangered wildlife • Innovative sustainable financing mechanisms established to secure conservation-oriented land and seascapes management systems in critical wildlife corridors and strongholds of target species • New technologies and systems demonstrated for human-wildlife conflict management, anti-poaching and anti-trafficking
<p>3. Greater compassion for all animals (domestic or abandoned), wildlife and nature catalysed, promoting human well-being and a more empathetic and tolerant society.</p> <p><i>Delivered through:</i></p> <ul style="list-style-type: none"> • <i>Global Animal Welfare Program</i> • <i>Conservation of Hope Corporate Program</i> • <i>TLS Award and Challenge Grants</i> 	<ul style="list-style-type: none"> • Global Animal Welfare program established, aiming to increase responsible pet ownership and support local operations caring for strayed and abandoned domestic animals, and to address the nexus between wildlife and domesticated animals. • Campaigns developed and implemented aiming to deepen global affinity for nature and understanding of animal and wildlife's vital contributions to human health, livelihoods, jobs and societal progress.

The initial Investment Plan details how The Lion’s Share will deliver targeted conservation results through four conservation funding windows, which will be directly linked to the Conservation of Hope Campaign.

Window 1: Transformative Partnerships: long-term programmatic support for transformative joint actions for wildlife and habitat conservation in developing countries

Window 2: Lion Cub Grants: a small grants stream for civil society organizations and communities

Window 3: Crisis Flashpoints: a funding window for urgent, targeted assistance in response to wildlife crises

Window 4: The Lion’s Share Award: recognizing individual efforts and incentivizing innovation, entrepreneurship, successful conservation campaigns or similar initiatives

Funds will also be allocated to establish a Global Animal Welfare Programme, to improve animal welfare at grassroots level, manage population growth and diseases in street dogs, and manage the domestic dog-wildlife interface.

The Investment Plan outlines concrete investment directions, windows, and a plan for the start-up phase from January 2020 to December 2021, with an initial investment target of \$15 million. This will facilitate a quick start-up of the components under most of the funding windows, allowing TLS to show early commitments and communication of results, and to consolidate modalities and processes for decision-making, granting, monitoring and evaluation of the fund.

Additionally, the Investment Plan incorporates a Corporate Campaign to build the partnership, develop the brand and grow the Fund, and four investment windows and a Global Animal Welfare Programme, through which conservation action will be funded to achieve long-term outcomes.

ii. Quick Win Grants

a. Leuser, Indonesia - Land Purchase

The Leuser Ecosystem is the last remaining forest where Sumatran elephants, rhinos, tigers and orangutans roam together. Covering more than 2.6 million hectares in the Northern Sumatran provinces of Aceh and North Sumatra, the Leuser rainforest is one of the most biodiverse environments left on Earth. In 2004, Gunung Leuser National Park, covering over 800,000 ha of the Leuser Ecosystem, was recognized for its unique biodiversity by being named a UNESCO World Heritage Site. The lush forests and peatland serve as a major spot for carbon storage and is the source of drinking water and agricultural livelihoods for over 4 million people. However, agricultural expansion, illegal logging and unsustainable infrastructure placement is threatening the integrity of the ecosystem. the Leuser Ecosystem is also a site of consistent human/wildlife conflict and an illegal forest encroachment hot spot.

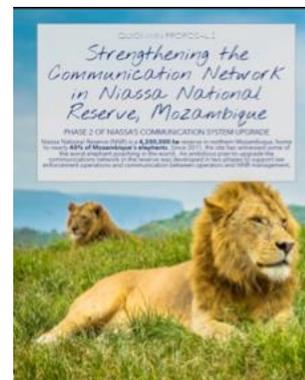


The Lion’s Share supported the Leuser Ecosystem Action Fund (LEAF) in co-financing the purchase of 360 hectares of degraded land on the eastern border of the Gunung Leuser National Park. This land will be properly protected and reforested in order to extend the habitat for the wildlife. Additionally, the

initiative provides sustainable livelihood opportunities for the local community. The Leuser Ecosystem Action Fund (LEAF) was co-founded by the Leonardo DiCaprio Foundation and the Sumatran Orangutan Society.

b. Niassa Reserve, Mozambique - Communication System Upgrade

The Niassa National Reserve (NNR) is a nature reserve in Mozambique. Covering over 42,000 square kilometres, it is the largest protected area in the country. NNR is a remote and vast area with few roads and limited communications infrastructure. It is rich in biodiversity and one of the largest protected miombo forest ecosystems in the world. It is also a critically important area for African wildlife, especially elephants, African lions, and wild dogs. NNR is home to nearly 40% of Mozambique’s elephants, but, since 2011 this area has been the site of some of the worst elephant poaching in the world. It has lost more than 70% of its elephant population, a decline from around 15,000 animals to now less than 4,000.



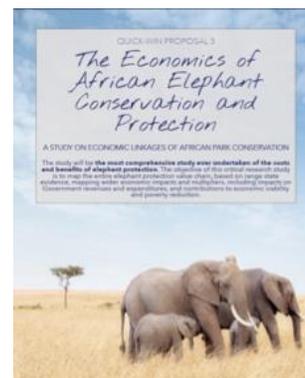
NNR is co-managed by the Government of Mozambique through its National Administration for Conservation Areas and the Wildlife Conservation Society. The reserve is divided up into tourism concession blocks. In order to improve communications within the Reserve, primarily to support law enforcement operations and to enable communications between the Operators (i.e., the members of the Niassa Conservation Alliance; Mariri Investimentos, Luwire, and to a lesser extent Chuilexi Conservancy) and NNR Management, an ambitious plan for upgrading the network was developed to be implemented in two phases.

The Lion’s Share strengthened the communication Network in Niassa National Reserve by funding a portion of the radio network expansion and additional work to rectify the identified weaknesses. Upgrading of Niassa’s limited communications infrastructure improved communications within the Reserve, primarily for law enforcement operations and communications between the key Operators and NNR Management. The upgrade allowed for better coverage, communication, and management of this vast and remote area that is a critical home range for elephants.

The Lion’s Share co-financed the grant by the Elephant Crisis Fund. Other partners included Kinetic Six (VHF technical support company, Save the Elephant, the Leonardo DiCaprio Foundation and the Wildlife Conservation Network.

c. African Elephant Economic Study

Elephants are a critical part of the ‘pull’ factor that attracts ‘Wildlife Watching Tourism’, which in turn generates untold billions in tourist receipts, that supplement budgets, and drive non-conservation spending in other sectors such as Education and Health. However, to date, no serious African-wide study has been initiated to assess the short and long-term economic impact of elephant protection in Africa, even though such a study could alter the entire understanding of the importance of wildlife protection, given its extensive linkages to other sectors, including its relevance to achieving the Sustainable Development Goals. Significant gaps in our understanding could



lead to poor investment policy decisions, whose long-term impact will likely be profound.

To help close the gap between research and practice on elephant conservation, the Elephant Protection Initiative (EPI) has recently commissioned a research study on the economics of African Elephants. The objective of the study is to map the entire elephant protection value chain, using evidence collected from the elephant range states, mapping wider economic impacts and multipliers, including impacts on Government revenues and expenditures, and assessing links to economic viability and poverty reduction. The study will assess how the protection of African elephants contributes (positively or negatively) to national development, state fiscal policies, purchasing power, and the wider spillover effects such as employment generation.

The Lion's Share co-financed the completion of this research study. It will fill major research gaps and will have direct policy and resource mobilization implications.

The African Elephant Economic study will be a high-quality collaborative research project the results of which could be used for global outreach. The report will be peer reviewed, and shared for comments with the World Bank, the UK Government, UN Environment Programme, EP, CITIES, the EU and other relevant stakeholders. The editorial team will be drawn from SI, Conservation International, and African Parks.

The expectation is that the study will lead to spin off projects, advocacy, awareness raising and policy initiatives, all aimed at establishing a more effective resource mobilization strategy and more effective conservation measures for the long-term survival of the African elephant.

D. Pre-Launch Phase & Events

i. Pre-Launch Phase, Launch Planning, Workshop – March-September 2018

This period included six months of intensive collaboration between the private sector, the UN and conservation experts to make The Lion's Share idea operational. The governance structure within



UNDP and the MPTFO was established. Many key documents were developed including The Lion's Share Terms of Reference, the Donor Contribution Agreements, the sell deck and a marketing script. The partnership with Sir David Attenborough was established and a video showing his support and explanation of the Fund was produced.

Outreach to several major companies also began during this period. Event planning included preparations for the Cannes announcement in June and the UNGA launch in September.

ii. Cannes Lions Festival (*Announcement*) – June 2018

The Lion's Share Fund was initially announced in June 2018 in Cannes during the Cannes Lions International Festival of Creativity, as an innovative new multi-partner platform for wildlife conservation and animal welfare. As the world's largest annual gathering of major advertising companies, the Cannes Lions Festival provided a unique opportunity to reach the leadership of private sector companies in the advertising/creative sector whose engagement is vital to the success of the platform and the achievement of its outcomes. As the Festival also attracts the participation of global celebrities and strong media coverage, the announcement of The Lion's Share initiative on the main stage of the Festival presented a great opportunity to maximize public visibility for the launch of the Fund. The main stage announcement involved many speakers including UNDP Goodwill Ambassador Nikolaj Coster-Waldau, UNDP Administrator and representatives from private sector partners.



Following the announcement there was a press meeting, an Executive Board Lunch and a cocktail reception on the Nielsen Boat.



iii. UNGA 73 (*Launch*) – September 2018



The Lion's Share initiative was officially launched at the UN Headquarters in New York during the 73rd session of the United Nations General Assembly in September 2018. Together with UNDP, representatives of The Lion's Share partners including, Finch, Mars Incorporated, Clemenger BBDO, Nielsen and The Economist attended the events. Launch activities included a Lion's Share panel at the 2018 Social Good Summit, The Lion's Share Nasdaq Closing Bell Ceremony in Times Square, and announcement at the Global Goals World Cup 2018.

iv. Executive Board Meeting – September 2018

A meeting of The Lion's Share Executive Board was held on Thursday, 27 September 2018, following the launch of The Lion's Share at UN Headquarters. The meeting was held to take stock of The Lion's Share's progress, including new company sign-ups, staffing and quick wins, since announcement of the initiative in Cannes; hear Clemenger BBDO's plans for the business and consumer-facing campaign; discuss strategies for accelerating capitalization and the direction of the 5-year investment plan.

v. Presentation in Advertising Week New York – October 2018

BERA’s Engagement and Partnerships Manager delivered a presentation on The Lion’s Share to the Advertising Week 2018 audience in New York. Advertising Week is the premier event for marketing, brand, advertising, and technology professionals. Now in six different major cities across the globe – New York, London, Tokyo, Mexico City, Sydney and Johannesburg – each edition of Advertising Week presents endless opportunities to network and liaise with the industry’s top professionals.



vi. COP 14 – November 2018

The fourteenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP-14), was held in Sharm El Sheikh, Egypt, from 17 to 29 November 2018. The Lion’s Share hosted a panel and reception at the Business and Biodiversity Forum during the Convention on Biological Diversity (CBD) COP 14 in Sharm El Sheikh, Egypt. The panel featured BERA’s Engagement and Partnerships Manager (speaking on behalf of the Lion’s Share), the Director of Sustainable Development of Yves Rocher Group, the Vice President of the Network for Global Innovation, and others. The Lion’s Share reception was attended by the Executive Secretary of the CBD and over 100 attendees of the Business Forum and the High-Level segment of the CBD COP. The Lion’s Share also sponsored the presentation of an online game that aims to educate youth regarding conservation and wildlife protection.



2. Indicator Based Performance Assessment

The Lion’s Share Outcome 1. Global Lion’s Share movement accelerates business and consumer behavioral change

Indicator	Baseline (April 2018 if possible)	Narrative progress towards indicators from programmes	Planned Target
Indicator 1.1 Level of financing raised for TLS Fund	The Lion’s Share was officially launch in September of 2018. This started with an initial donation by founding partner Mars, Inc. of \$1,376,100.	Since September, The Lion’s Share team has been heavily involved in private-sector fundraising efforts. Since the launch 2 companies have signaled a willingness to sign on and the donation amounts are currently being negotiated. Several other companies are in negotiation for sign-on. Outreach efforts	The Lion’s Share aims to raise \$15,000,000 by the end of 2021.

Indicator	Baseline (April 2018 if possible)	Narrative progress towards indicators from programmes	Planned Target
		<p>continue globally. Additionally, for the Leuser Ecosystem quick win, The Lion's Share Secretariat contributed the final installment of the Leuser Ecosystem land purchase to bring the total to \$1.1 million USD.</p>	
<p>Indicator 1.2 Number of Companies Signed up for TLS certificate</p>	<p>N/A (as Fund was launched in Sept. 2018)</p>	<p>Since the start of The Lion's Share in 2018, two companies have officially signed up and have been granted the rights to use the certificate. Several other companies are in negotiations for sign up.</p>	<p>The Lion's Share aims to sign up 15 companies and grant rights to use the certificate by the end of 2021.</p>
<p>Indicator 1.3 Media and social media impressions for TLS indicating earned media and public engagement and number of people reached</p>	<p>Media outreach was conducted on behalf of TLS starting in June 2018.</p> <p>The Lion's Share social media accounts, including Twitter, Instagram, Facebook and LinkedIn, were opened in November of 2018</p>	<p>520 earned media mention of TLS in traditional media equaling a reach of over 630 million people worldwide. This also equals a publicity value of over \$330,000.</p> <p>TLS hashtag, #lionsshare, generated over 41 million impressions on Twitter and over 5 million on Instagram.</p>	<p>A B2C campaign will be launched in the 3rd quarter of 2019 that will increase the overall public visibility of TLS in traditional and social media.</p> <p>A specific social media strategy is being implemented to increase impressions and followers.</p>

The Lion's Share Outcome 2. Wildlife-friendly land and seascapes and recovery of wildlife populations that reverse biodiversity loss

Note: As 2018 was a preparation and capitalization phase, full-scale investment in conservation work had not started. Therefore conservation support was limited to 3 quick win grants totaling \$ 250,000.

Indicator	Baseline (April 2018 if possible)	Narrative progress towards Indicators from programmes	Planned Target
<p>Indicator 2.1 Number of coalitions operationalized/ strengthened</p>	<p>N/A (as Fund was launched in Sept. 2018)</p>	<p>Two face-to-face conservation community consultation sessions were organized in May in New York and in October in London. These sessions enabled the team to solicit inputs into the Lion's Share theory of change and the investment plan, as well as ensuring support of the conservation community for the Lion's Share and its vision.</p> <p>3 expert consultative groups, comprising conservation leaders and organizations with extensive regional experience and knowledge, have been formed supporting the development of the Transformative Partnership Plans. A fourth consultative group is still to be formed. Each group advises on the Transformative Partnerships' visions and outcomes at both regional and landscape level, and advises on priority actions, possible innovations and partnerships within that landscape. Potential implementing agencies can be recommended via the groups.</p>	<p>The start-up Investment Plan includes ecological and socio-economic criteria to be applied for programme funding decision and to inform our programme results matrix.</p> <p>The results matrix will outline how an investment will support the conservation of areas under the greatest and/or most immediate pressure and jointly support the achievement of the Sustainable Development Goals, including enhancement of local livelihoods.</p>
<p>Indicator 2.2 Hectares of land purchased, secured through concessions and sustainably managed for conservation</p>	<p>N/A (as Fund was launched in Sept. 2018)</p>	<p>The Lion's Share, along with strategic partners, contributed to the purchase of a plot of land covering 360 hectares on the edge of the Leuser Ecosystem, located in Cinta Raja, North Sumatra, Indonesia. The plot was formerly managed as a palm oil plantation. The plot lies within the home range of several of Leuser's most iconic species, including elephants, tigers, and orangutans. The land purchase reclaimed this area for wildlife.</p>	<p>Targets for 2019 – 2021 are currently under development and dependent on the finalization of programme results matrix.</p>

Indicator	Baseline (April 2018 if possible)	Narrative progress towards Indicators from programmes	Planned Target
Indicator 2.3 Number of protected areas expanded and strengthened	N/A (as Fund was launched in Sept. 2018)	Two areas were offered protection support by The Lion's Share during the reporting period: 1) The Leuser Ecosystem including the Gunung Leuser National Park via the land purchase and 2) Niassa National Reserve in Mozambique was supported through contributions to their communication network.	
Indicator 2.4 Number of communities and beneficiaries supported for alternative livelihoods (e.g. wildlife based/compatible livelihoods)	N/A (as Fund was launched in Sept. 2018)	The land purchase in the Leuser Ecosystem facilitates the opportunity for local organizations to employ local community members, who formerly worked on palm oil plantations, to reforest the area. The elephant economic study will provide data on how local/community revenue can be diversified based on wildlife related tourism. This study is expected to lead to wildlife tourism related spin-off projects and policy changes, indirectly supporting alternative livelihoods.	
Indicator 2.5 Resources mobilized through regional and national sustainable financing mechanisms	N/A (as Fund was launched in Sept. 2018)	N/A in 2018.	
Indicator 2.6 Number of technologies and systems demonstrated for human-wildlife conflict management, anti-poaching and anti-trafficking	N/A (as Fund was launched in Sept. 2018)	Through the 2018 quick win initiative in Niassa Reserve in Mozambique; the communications system/network was upgraded which will better equip park management to prevent poachers/wildlife trade actors.	

The Lion's Share Outcome 3. Greater compassion for all animals (domestic or abandoned), wildlife and nature catalyzed, promoting human well-being and a more empathetic and tolerant society

Indicator	Baseline (April 2018 if possible)	Narrative progress towards Indicators from programmes	Planned Target
<p>Indicator 3.1 Number of animal care initiatives supported and strengthened, including those linked to wildlife</p>	<p>N/A (as Fund was launched in Sept. 2018)</p>	<p>In 2018 The Lion's Share formed a strategic partnership with Humane Society International to work together on animal care initiatives. With decades of experience in companion animal care, animal rescue and wildlife conservation, offices in 20 countries and on-the-ground animal welfare and conservation work in more than 50 countries, TLS will work with Humane Society International (HSI) to deliver the Global Animal Welfare Programme in this initial investment period. Currently HSI, under the guidance of The Lion's Share Secretariat, is drafting a project document for proposed initiatives.</p>	<p>From 2020, The Lion Share will allocate up to ten percent of the funds generated by the initiative to promote global animal welfare. The Lion's Share will support grassroots initiatives that:</p> <ul style="list-style-type: none"> i. Address welfare of domestic animals ii. Address the wildlife-domestic animal interface.
<p>Indicator 3.2 Number of thematic conservation communication campaigns launched to deepen global affinity for nature and people</p>	<p>N/A (as Fund was launched in Sept. 2018)</p>	<p>N/A in 2018</p>	<p>Each Transformative Partnership will contain a communications component related to regional conservation campaigns. Specific targets to be finalized.</p>

IV. Consolidated Annual Financial Report

**Consolidated Annual Financial
Report of the Administrative Agent
for
The Lions Share Fund
for the period 1 January to 31 December 2018**

**Multi-Partner Trust Fund Office
Bureau for Management Services
United Nations Development Programme
[GATEWAY: http://mptf.undp.org](http://mptf.undp.org)**

May 2019

PARTICIPATING ORGANIZATIONS



Empowered lives.
Resilient nations.

**United Nations Development
Programme(UNDP)**

CONTRIBUTORS

MARS Mars, Incorporated

DEFINITIONS

Allocation

Amount approved by the Steering Committee for a project/programme.

Approved Project/Programme

A project/programme including budget, etc., that is approved by the Steering Committee for fund allocation purposes.

Contributor Commitment

Amount(s) committed by a donor to a Fund in a signed Standard Administrative Arrangement with the UNDP Multi-Partner Trust Fund Office (MPTF Office), in its capacity as the Administrative Agent. A commitment may be paid or pending payment.

Contributor Deposit

Cash deposit received by the MPTF Office for the Fund from a contributor in accordance with a signed Standard Administrative Arrangement.

Delivery Rate

The percentage of funds that have been utilized, calculated by comparing expenditures reported by a Participating Organization against the 'net funded amount'.

Indirect Support Costs

A general cost that cannot be directly related to any particular programme or activity of the Participating Organizations. UNDG policy establishes a fixed indirect cost rate of 7% of programmable costs.

Net Funded Amount

Amount transferred to a Participating Organization less any refunds transferred back to the MPTF Office by a Participating Organization.

Participating Organization

A UN Organization or other inter-governmental Organization that is an implementing partner in a Fund, as represented by signing a Memorandum of Understanding (MOU) with the MPTF Office for a particular Fund.

Project Expenditure

The sum of expenses and/or expenditure reported by all Participating Organizations for a Fund irrespective of which basis of accounting each Participating Organization follows for donor reporting.

Project Financial Closure

A project or programme is considered financially closed when all financial obligations of an operationally completed project or programme have been settled, and no further financial charges may be incurred.

Project Operational Closure

A project or programme is considered operationally closed when all programmatic activities for which Participating Organization(s) received funding have been completed.

Project Start Date

Date of transfer of first instalment from the MPTF Office to the Participating Organization.

Total Approved Budget

This represents the cumulative amount of allocations approved by the Steering Committee.

US Dollar Amount

The financial data in the report is recorded in US Dollars and due to rounding off of numbers, the totals may not add up.

INTRODUCTION

This Consolidated Annual Financial Report of the **The Lions Share Fund** is prepared by the United Nations Development Programme (UNDP) Multi-Partner Trust Fund Office (MPTF Office) in fulfillment of its obligations as Administrative Agent, as per the terms of Reference (TOR), the Memorandum of Understanding (MOU) signed between the UNDP MPTF Office and the Participating Organizations, and the Standard Administrative Arrangement (SAA) signed with contributors.

The MPTF Office, as Administrative Agent, is responsible for concluding an MOU with Participating Organizations and SAAs with contributors. It receives, administers and

manages contributions, and disburses these funds to the Participating Organizations. The Administrative Agent prepares and submits annual consolidated financial reports, as well as regular financial statements, for transmission to contributors.

This consolidated financial report covers the period 1 January to 31 December **2018** and provides financial data on progress made in the implementation of projects of the **The Lions Share Fund**. It is posted on the MPTF Office GATEWAY (<http://mptf.undp.org/factsheet/fund/LNS00>).

The financial data in the report is recorded in US Dollars and due to rounding off of numbers, the totals may not add up.

2018 FINANCIAL PERFORMANCE

This chapter presents financial data and analysis of the **The Lions Share Fund** using the pass-through funding modality as of 31 December 2018. Financial information for this Fund is also available on the MPTF Office GATEWAY, at the following address: <http://mptf.undp.org/factsheet/fund/LNS00>.

1. SOURCES AND USES OF FUNDS

As of 31 December 2018, 1 contributor deposited US\$ **1,390,000** in contributions and US\$ **2,261** was earned in interest.

The cumulative source of funds was US\$ **1,392,261**.

Of this amount, US\$ **1,376,100** has been net funded to 1 Participating Organization as Direct Costs, of which US\$ **399,943** has been reported as expenditure. The Administrative Agent fee has been charged at the approved rate of 1% on deposits and amounts to US\$ **13,900**. Table 1 provides an overview of the overall sources, uses, and balance of the **The Lions Share Fund** as of 31 December 2018.

Table 1. Financial Overview, as of 31 December 2018 (in US Dollars)

	Annual 2018	Cumulative
Sources of Funds		
Contributions from donors	1,390,000	1,390,000
Fund Earned Interest and Investment Income	2,261	2,261
Interest Income received from Participating Organizations	-	-
Refunds by Administrative Agent to Contributors	-	-
Fund balance transferred to another MDTF	-	-
Other Income	-	-
Total: Sources of Funds	1,392,261	1,392,261
Use of Funds		
Transfers to Participating Organizations	-	-
Refunds received from Participating Organizations	-	-
Net Funded Amount	-	-
Administrative Agent Fees	13,900	13,900
Direct Costs: (Steering Committee, Secretariat...etc.)	1,376,100	1,376,100
Bank Charges	0	0
Other Expenditures	-	-
Total: Uses of Funds	1,390,000	1,390,000
Change in Fund cash balance with Administrative Agent	2,261	2,261
Opening Fund balance (1 January)	-	-
Closing Fund balance (31 December)	2,261	2,261
Net Funded Amount (Includes Direct Cost)	1,376,100	1,376,100
Participating Organizations' Expenditure (Includes Direct Cost)	399,943	399,943
Balance of Funds with Participating Organizations		976,157

2. PARTNER CONTRIBUTIONS

Table 2 provides information on cumulative contributions received from all contributors to this Fund as of 31 December **2018**.

The **Lions Share Fund** is currently being financed by **1** contributor, as listed in the table below.

The table below includes commitments made up to 31 December **2018** through signed Standard Administrative Agreements, and deposits made through **2018**. It does not include commitments that were made to the fund beyond **2018**.

Table 2. Contributors' Commitments and Deposits, as of 31 December 2018 (in US Dollars)

Contributors	Total Commitments	Prior Years as of 31-Dec-2017 Deposits	Current Year Jan-Dec-2018 Deposits	Total Deposits
Mars, Incorporated	1,390,000	-	1,390,000	1,390,000
Grand Total	1,390,000	-	1,390,000	1,390,000

3. INTEREST EARNED

Interest income is earned in two ways: 1) on the balance of funds held by the Administrative Agent (Fund earned interest), and 2) on the balance of funds held by the Participating Organizations (Agency earned interest) where their Financial Regulations and Rules allow return of interest to the AA.

As of 31 December **2018**, Fund earned interest amounts to US\$ **2,261**.

Details are provided in the table below.

Table 3. Sources of Interest and Investment Income, as of 31 December 2018 (in US Dollars)

Interest Earned	Current Year Jan-Dec-2018	Total
Administrative Agent		
Fund Earned Interest and Investment Income	2,261	2,261
Total: Fund Earned Interest	2,261	2,261
Participating Organization		
Total: Agency earned interest		
Grand Total	2,261	2,261

4. TRANSFER OF FUNDS

Allocations to Participating Organizations are approved by the Steering Committee and disbursed by the Administrative Agent. As of 31 December **2018**, the AA has not transferred funds for programming purposes.

Transfers associated with Secretariat services and overall coordination are reflected below under the chapter '7. Direct Costs'.

5. COST RECOVERY

Cost recovery policies for the Fund are guided by the applicable provisions of the Terms of Reference, the MOU concluded between the Administrative Agent and Participating Organizations, and the SAAs concluded between the Administrative Agent and Contributors, based on rates approved by UNDG.

The policies in place, as of 31 December **2018**, were as follows:

- **The Administrative Agent (AA) fee:** 1% is charged at the time of contributor deposit and covers services provided on that contribution for the entire duration of the Fund. In the reporting period US\$ **13,900** was deducted in AA-fees. Cumulatively, as of 31 December **2018**, US\$ **13,900** has been charged in AA-fees.
- **Indirect Costs of Participating Organizations:** Participating Organizations may charge 7% indirect costs. In the current reporting period US\$ was deducted in indirect costs by Participating Organizations. Cumulatively, indirect costs amount to US\$ as of 31 December **2018**.

6. ACCOUNTABILITY AND TRANSPARENCY

In order to effectively provide fund administration services and facilitate monitoring and reporting to the UN system and its partners, the MPTF Office has developed a public website, the MPTF Office Gateway (<http://mptf.undp.org>). Refreshed in real time every two hours from an internal enterprise resource planning system, the MPTF Office Gateway has become a standard setter for providing transparent and accountable trust fund administration services.

The Gateway provides financial information including: contributor commitments and deposits, approved programme budgets, transfers to and expenditures reported by Participating Organizations, interest income and other expenses. In addition, the Gateway provides an overview of the MPTF Office portfolio and extensive information on individual Funds, including their purpose, governance structure and key documents. By providing easy access to the growing number of narrative and financial reports, as well as related project documents, the Gateway collects and preserves important institutional knowledge and facilitates knowledge sharing and management among UN Organizations and their development partners, thereby contributing to UN coherence and development effectiveness.

7. DIRECT COSTS

The Fund governance mechanism may approve an allocation to a Participating Organizations to cover costs associated with Secretariat services and overall coordination, as well as Fund level reviews and evaluations. These allocations are referred to as 'direct costs'. In the reporting period, direct costs charged to the fund amounted to US\$ **1,376,100**. Cumulatively, as of 31 December **2018**, US\$ **1,376,100** has been charged as Direct Costs.

Table: Direct Costs

Participating Organization	Net Funded Amount	Expenditure	Delivery Rate
UNDP	1,376,100	399,943	29%
Total:	1,376,100	399,943	29%

