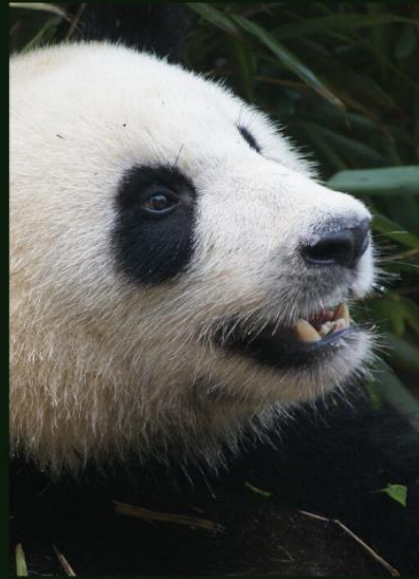


The
Lion's
Share



THE LION'S SHARE FUND

2019

CONSOLIDATED
REPORT

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2019 Consolidated Report



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EXECUTIVE SUMMARY

Wildlife populations are half the size they were just 50 years ago. With one million species threatened with extinction, the world is facing an ecological crisis. Loss of wildlife and biodiversity is a serious warning sign for human well-being, as the natural world provides us everything from air and water, to food, medicine and shelter. Species and habitat loss are having devastating impacts on current and future human generations.

The issues of wildlife loss and climate change are interconnected and cannot be dealt with in isolation. To mitigate the effects of climate change, we need to restore healthy ecosystems and nature repaired. Long-term business survival, and, more importantly, human existence depends on a healthy natural world.

Now, through The Lion's Share, brands that feature animal images in their advertisements have a vital opportunity to help address these planetary challenges. After its first full year of operation, The Lion's Share is beginning to see a shift in the advertising industry. Because of The Lion's Share, industry leaders are discussing how animal images in their advertisements can contribute to the vitality of animals in the wild and restoration of nature.

During 2019, The Lion's Share team held meetings with more than 50 advertisers worldwide, bringing awareness of a unique opportunity for them to play a game-changing role in reversing the biodiversity crisis. The Lion's Share was featured at more than 20 events during 2019, increasing visibility and contributing to the development of new partnerships. Several new partnerships were made, unlocking new sources of funding for critically needed conservation initiatives.

The Lion's Share is now an award-winning initiative! **In 2019, The Lion's Share won three awards:** the coveted D&AD White Pencil Award, the Champion for Humanity Award, and the highly coveted Cannes Lions International Festival of Creativity Sustainable Development Goals Grand Prix. The awards not only signify industry recognition of The Lion's Share Fund's creativity and effectiveness but, most importantly, how the Fund contributes to and advances the UN's 2030 Agenda.

In habitats on the ground, The Lion's Share already saw an impact during its first year of operation. In 2019, the Fund provided a grant to improve critical radio systems for law enforcement officers protecting highly vulnerable wildlife in Mozambique's Niassa National Reserve, which helped reduce the elephant poaching rate in the Reserve to zero. In Indonesia, The Lion's Share helped secure land for habitat expansion for critically endangered orangutans, elephants and tigers in North Sumatra. This newly reforested plot of land will provide a valuable buffer zone to protect them from encroachment and poachers.

Also in 2019, The Lion's Share funded a first-of-its-kind study to map the entire African elephant protection value chain, using evidence collected from the elephant range states, mapping wider economic impacts and multipliers, including impacts on Government 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.

Advocacy for wildlife conservation was launched through The Lion's Share social media accounts, amplifying messages with the use of UNDP Goodwill Ambassadors and advocates, leading conservationists and leading private sector influencers.

Strategic planning for the next five years was also one of the main focuses of 2019, with the establishment of The Lion's Share 5-year Investment Plan (2020-2025) developed to scale up

PURPOSE

The 2030 Agenda and the 17 Sustainable Development Goals (SDGs) were agreed by all UN member states in 2015. The agenda recognizes that the private sector will have a critical role to play if the world is to achieve the goals and ensure economic growth and poverty reduction that does not come at the expense of environmental damage, catastrophic climate change and social and income inequalities.

Biodiversity and ecosystem services are the foundation of the global economy and human well-being. They provide essential services at every level, from local to global, such as food, water purification, natural disaster protection and climate-change mitigation. The magnitude of the economic value derived from biodiversity is estimated to be well over USD 100 trillion, i.e. over one and a half times the size of the world's gross domestic product. Failure to address biodiversity loss is and will continue to be costly.

According to the landmark 2019 report from the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) biodiversity, health of ecosystems on which we and all other species depend is now declining globally at rates unprecedented in human history. More rapidly than ever, we are eroding the very foundations of our economies, livelihoods, food security, and health.

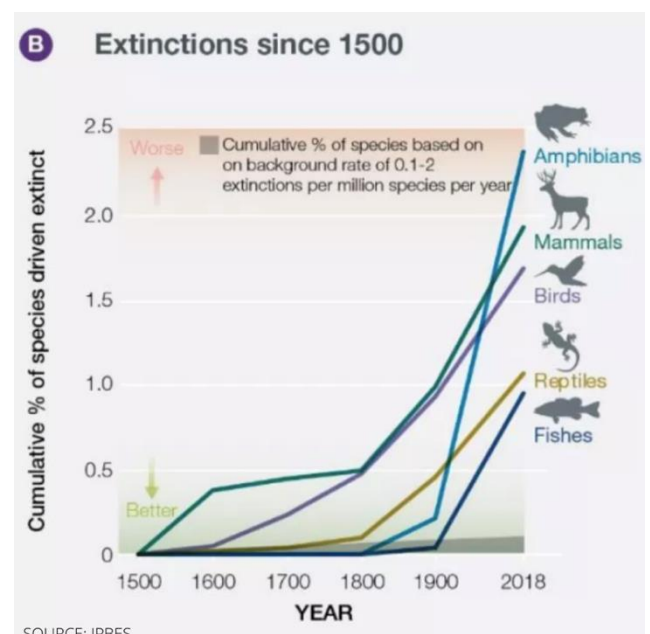
The 2019 IPBES report finds that around 1 million species are now threatened with extinction, many within decades. This is more than ever before in human history. The average number of native species in major land-based habitats has fallen by at least 20%, mostly since 1900. Without habitat restoration, more than 500,000 of the world's terrestrial species have insufficient habitat for long term survival.

Current negative trends in biodiversity and ecosystems will undermine progress towards 80% (35 out of 44) of the assessed targets of the Sustainable Development Goals, related to poverty, hunger, health, water, cities, climate, oceans and land (SDGs 1, 2, 3, 6, 11, 13, 14 and 15). Loss of biodiversity is therefore shown to be not only an environmental issue, but also a developmental, economic, security, social and moral issue as well.

It is understood that the gains in human well-being over the last century have come at the expense of our world's natural capital. Biodiversity losses are caused by a cascading and interlinked series of *direct causes and drivers*.

The key *direct causes* are:

- i. *Habitat loss, fragmentation and degradation*, including loss of natural areas, ecosystem services and prey species, pollution, encroachment, and climate change;
- ii. *Killing of animals*, including by over exploitation (uncontrolled hunting), poaching for illegal wildlife trade including exotic pets, retaliatory killing due to human wildlife conflict, and irresponsible pet ownership and increased population of stray animals.



Despite a spectrum of established efforts, actors and donors, and the important successes they have achieved, critical gaps remain, and deeply worrisome trends continue. Wildlife and biodiversity continue to decline sharply. To address the wildlife crisis, ongoing efforts must be strengthened, and new partnerships, methods and narratives explored. This means going beyond public funding and involving non-traditional and powerful actors such as the business and finance sectors. It also means remobilizing consumers and the general public. A marked behavioral shift on the part of decision makers, businesses, consumers and the public is exigent. Without such a paradigm shift, markets driven by unsustainable consumption and production patterns and misaligned political forces will continue to hamper biodiversity conservation worldwide.

Mobilizing the levels of private sector investments needed to protect biodiversity and reverse trends of wildlife loss will involve transformative change and variation in way conservation is funded. Current investment in nature is not enough. Filling this nature-investment gap is a major challenge, but it is also an opportunity for new, innovative financing mechanisms to be propelled. Further, it is a decisive moment for the private sector to invest in biodiversity on which the ultimate prosperity of their business will unquestionably depend.

Recognizing the value of biodiversity and ecosystems to societies, and the many past and ongoing complementary conservation initiatives, The Lion's Share uses a new funding modality to bring the private sector to the fore of conservation and animal welfare efforts. The Lion's Share will draw on nature's potential to achieve multiple conservation and development dividends.

The Lion's Share utilizes 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 biodiversity crisis.

The unique value proposition of The Lion's Share is that it presents an unparalleled opportunity for the private sector to join forces and lead a global movement for safeguarding wildlife and key habitats. It is the first-ever multi-partner global platform for wildlife conservation and animal welfare, bringing together major private sector companies, creative advertising professionals, global and national non-profit organizations, the United Nations (UN) network of organizations, and concerned individuals to catalyze a global shift towards conservation action and care of all animals.

2019 NARRATIVE REPORT

i. The Lion's Share Secretariat

1. Background

The Secretariat function is hosted by the UNDP Bureau for Policy and Programme Support (BPPS). The Secretariat will be physically located within the UNDP Global Environmental Finance (GEF) unit within BPPS and will work closely with relevant focal points within the UNDP Bureau of External Relations and Advocacy (BERA) and the Multi-Partner Trust Fund Office (MPTFO). The Secretariat has a position within the Fund management structure, which is comprised of three levels:

- i. Fund Governance (Executive Board, Steering Committee)
- ii. Fund Management (Secretariat, MPTF Office)
- iii. Fund Implementation (implementing organizations; UN and non-UN entities)

The Secretariat supports the Steering Committee and the Executive Board and facilitates the overall operation of the Fund. The Secretariat will respond to requests and guidance from the Steering Committee and the Executive Board, including to ensure linkages to the other core agencies' knowledge, experience, and respective mandates.

The Secretariat provides both technical and operational expertise. A primary role of the Secretariat is to manage the approval of initiative/project/programme proposals in accordance with the Investment Plans and the allocation envelopes as agreed by the Steering Committee. The Secretariat ensures that successful proposals have been developed in accordance with agreed-upon programme submission guidelines and criteria specified in the Standard Operations Manual.

2. Conservation Update

a. Quick Win Grants

As part of the Lion's Share initial investment strategy during the capitalization phase, three 'quick wins' were selected for funding. These quick wins are small investments that have the potential to provide visible and tangible contributions to global wildlife conservation efforts in the early stages of The Lion's Share Fund. The selected quick wins also seek to contribute to the marketing of the Lion's Share Fund and to attract further company sign-ups.

These initial small investments were awarded to those initiatives that best match the criteria outlined below:

- Be Catalytic
- Be Up-scalable
- Show Concrete Results within One Year
- Represent an Investment in Critical Wildlife Areas with Biodiversity Benefits
- Demonstrate Community Benefits
- Demonstrate Partnerships
- Be Affordable

The initial selected three quick wins presented a combination of on-the-ground action, critical research and land purchase. The quick wins were announced at different fora, such as the 73rd Session of the United Nations' General Assembly in September 2018 and the World Economic Forum in January 2019. The results of the three selected grants are detailed below.

1) Sumatra, Indonesia – Land Purchase (completed)

The Leuser Ecosystem covers more than 2.6 million ha of contiguous primary forest in Sumatra, Indonesia and is one of the most important rainforests on our planet harboring high levels of biodiversity. Leuser is home to critically endangered Sumatran orangutans as well as Sumatran elephants and rhinos. The majority of the world's remaining 400 Sumatran tigers, a critically endangered species, also inhabit this rainforest.



Once a lush biodiverse rainforest, the land proposed for this purchase is now a community managed palm oil plantation, and a wildlife conflict hotspot. This wildlife-human conflict causes significant harm to both people and wildlife. A herd of elephants regularly travels through the plantation, causing damage to crops and property. Last year an elephant calf was killed in retaliation. A stranded orangutan has been evacuated from the plantation and returned to safe forests. A plantation security guard has been jailed for poaching, having admitted to killing two tigers.

In 2019, 360 ha of land was purchased with the support of The Lion's Share Fund. The area was previously deemed a 'weak spot' on the eastern border of the Leuser Ecosystem in terms of access for illegal activity. Securing and reforesting the plot (a former palm oil plantation) has enabled the land to be actively managed as a buffer zone to protect this stretch of the Leuser border from incursion.



With the support of The Lion's Share funding, the plot has been purchased by Sumatran Orangutan Society (SOS), Yayasan Orangutan Sumatera Lestari (YOSL), an NGO with substantial expertise and an excellent track record in reclaiming and restoring palm oil plantations, will own and manage the land as both a restoration site and social enterprise. Community members who had previously been employed by the plantation have been employed on the restoration project and a

community managed organic tree nursery has been established. YOSL has also provided specialist training to individuals and communities in this region, including best-practice methods to discourage wildlife from entering community farmlands.



The Lion Share grant of US\$190,000 was awarded to SOS. Details of the impact include:

- The purchase of 360 ha of land on the edge of the Leuser Ecosystem;
- Before forestry replanting began, the land was cleared of oil palm trees – thousands of oil palms were felled;
- The YOSL restoration team carried out a survey of the forest adjacent to the site to establish which indigenous trees grow in the area (and what should be replanted);
 - Selected species will be grown and maintained in a tree nursery;
 - Aim to have about 400,000 trees replanted

- Within a year of re-planting, it is expected that a greater diversity of birds will return to the site while mammals (including orangutans) start to return around year 3 or 4
- Replanting is expected to begin in early 2020
- After the purchase of the land, SOS worked with Spanish artist ESCIF and Splash and Burn to carve a rewind symbol into the oil palm plantation - the rewind symbol is a hopeful message, symbolic of the fact that it is not too late to reverse the fortunes of Sumatra's forests and rewild Sumatra;
- The rewind symbol is a hopeful message, symbolic of the fact that it is not too late to reverse the fortunes of Sumatra's forests and re-wild Sumatra;
- A short film documentary will be released called Rewild Sumatra; and
- A contest was held to re-name the plot of land – Selamanya Hutan (meaning Forever Forest) was selected.



2) Niassa National Reserve, Mozambique – Communication System Upgrade (completed)

Niassa National Reserve (NNR) is a 4,200,000-hectare nature reserve located in northern Mozambique. 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.

Niassa 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.

The Reserve is a remote and vast protected area with few roads and limited communications infrastructure. In 2018, The Elephant Crisis Fund funded a full review of the NNR's radio communication system.

It was determined a communications upgrade was needed 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. Subsequently, an ambitious plan for upgrading the network was developed to be implemented in two phases.



As part of Phase 1, an assessment of the existing system was completed as was the refurbishment of repeater installations. The radio network became fully operational in February 2018 and has already provided an important improvement in the effectiveness of law enforcement exercises, the integration of the Operators into more combined operations and better communications between all stakeholders. Funding was then needed to implement Phase Two, the expansion of the radio network and additional work to rectify identified weaknesses.



In support of phase two, The Lion Share grant of USD \$50,000 was awarded to the Wildlife Conservation Society (WCS) Mozambique. With the grant, The Lion's Share strengthened the communication Network in the Niassa Reserve by funding a portion of the radio network expansion, 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 contributed towards zero poaching in Niassa for more than one year.

Details of the impact include:

- The grant has helped facilitate the overall project to expand the coverage of the Niassa National Reserve digital VHF radio system;
- All equipment was fully delivered to Niassa National Reserve and the technical team was on site in February and March of 2019 for installations;
- The primary role of the expansion and upgrade of the radio network within Niassa National Reserve is to improve the communications network for law enforcement activities. This grant has provided funding to allow for the smooth delivery of the equipment to the Reserve, and to assist in the costs of the technicians installing the systems;
- Additional benefits of the improved coverage are reduced congestion in high activity areas, the ability to track our radios when deployed and to provide a secure network for NNR Management to communicate amongst themselves and with partner operators with some built in redundancy; and
- As of May 2019, Niassa had registered 0 cases of elephant poaching in the reserve.

3) African Elephant Economic Study (ongoing):

African elephants are facing an increasingly uncertain future. There were around 19 million African elephants in the wild in 1880, 10 million in 1932, and now less than 450,000. Between 2010 and 2012 alone more than 100,000 elephants were killed; mostly for their ivory. The illegal wildlife trade has been valued at up to \$10 billion USD a year, of which trade in illegal ivory has been a considerable percentage. At its peak, and with a single male elephant's two tusks often weighing more than 100 kilos, the black market value of ivory has fetched many traders over \$150,000 USD per elephant.



If the wild elephant populations become extinct in the coming decades, along with a number of other important species, what would be the 'net present value' of incomes lost over that period? What are the implications of this loss for long-term economic viability of many of the world's economies? Moreover, could the evidence-based research, through for instance justifying sustainable tourism, influence and change the investment framework for wildlife protection? What would that mean for the way governments, international donors, and tourists invest their funds over time?

To answer these questions and 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, to be completed in partnership with the EPI Secretariat (Stop Ivory) and consulting firm Geopolicity Inc. 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 Share grant of US\$10,000 was awarded to Stop Ivory. Updates on the report include:

- The report, titled “Promoting Market Based Solutions for Elephant Protection in Africa” has been completed in 2019;
- The report features in depth case studies from Botswana, Tanzania, Malawi and Kenya and includes:
 - (i) a summary of strategic findings
 - (ii) an approach to building sustainable wildlife economies
 - (iii) a section on unlocking conservation finance
 - (iv) an anchor, ancillary and spinoff investment approach and
 - (v) three EPI Market Based Assessment Frameworks which can be used in the engagement process.
- The summary of strategic findings should have a profound effect on how we invest towards wildlife-based economies, as most economies demonstrate the structure of an extractive industry, with limited to no off take for community development; and
- Formal launch of the report is expected in early 2020.

b. 5-Year Investment Plan

In 2019, the Secretariat finalized the initial 5-year Investment Plan with a sharp focus on the Fund’s unique, innovative approach to wildlife conservation. Through the Investment Plan, The Lion’s Share makes long-term commitments to conservation priorities and sustainable development based on five key principles, as follows:

Game Changer: This involves investing in actions that harness the power of media to bring about benefits for wildlife and animal welfare. The Lion’s Share seeks to directly link advertisers, brands and media owners to the conservation sector, mobilizing hundreds of millions of new actors to implement and support conservation objectives. The Lion’s Share 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.

Bold Imagination: The Lion’s Share 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



**THE
LION'S
SHARE**

Investment Plan
2020 - 2025



involving a range of strategic entry points that balance crisis intervention, no-regret actions, innovation and manageable risk.

Catalytic Force: The project will invest in actions that can catalyze 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.

Coalition Builder: The Lion's Share 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.

SDG Integrator: The Lion's Share will invest in generating multiple benefits from conservation actions, making direct contributions to the 2030 Agenda for Sustainable Development. It will demonstrate the effectiveness of nature-based solutions in tackling issues for achieving SDG targets beyond SDGs 14 and 15. It will invest in articulating the critical linkage between the health of the natural world, human survival 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 is therefore broadly indicative. Although the 5-year portfolio vision is based on an initial projection of US\$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 partnerships are cemented and expanded, investments are mobilized and the identity and leveraging capacity of The Lion's Share brand is built through business-to-business and business-to-consumer outreach campaigns. Priorities will also include consolidation of the Secretariat by building its technical and operational capacity.

The Lion's Share will deliver targeted conservation results through the following four Investment Windows.

🐾 Partnerships for Change:

- The largest funding window, providing long-term support for collective conservation action to support new ways for nature and people to coexist.
- During the period up to 2030, the Partnerships for Change will target the conservation of flagship/keystone species including big cats, elephants and rhinoceros as well as coral reefs in priority land- and seascapes.
- The Leuser Ecosystem, Sumatra, Indonesia has been selected as the first priority landscape in Asia and is the last remaining forest where Sumatra tigers, rhinos, elephants and orangutans roam together.
- The Partnership begins on January 1, 2020 and engages an alliance of 6 organizations (a mix of local and international NGOs) to take a holistic approach to conservation, financing multiple interventions aimed at tackling threats simultaneously.
- The Partnership will focus on four key pillars:
 - maintaining and restoring the ecosystem and flagship species populations (e.g. land purchase for restoration, rhino breeding center, etc.);
 - establishing sustainable financing mechanisms;
 - supporting community stewardship through diversification of livelihoods and job creation (e.g. establishing female ranger teams, co-operatives for organic farming, etc.); and
 - delivering effective communication campaigns and education.

- The Pantanal, Brazil has been selected as a priority landscape in Latin America. It is the largest continental wetland in the world and an important jaguar conservation region that maintains healthy populations of jaguars across southern parts of the Amazon, Bolivia and northern Argentina.
- Landscapes are under discussion for the first long-term partnership in Africa (must be home to elephants, rhinos and lions). The Partnership will support wildlife conservation that protects the vital habitat and large wilderness areas needed to maintain viable wildlife populations in perpetuity, while developing the wildlife economy to benefit all of the people for the foreseeable future
- Landscapes are currently under discussion for the first long-term partnership related to coral reefs. The Partnership will promote a 'protect-recover-transform' approach in select locations: protecting functioning coral reefs in climate cool-spots, recovering reefs where they have been severely degraded, and transforming coastal societies away from dependence on reefs that are no longer functioning.

🐾 Lion Cub Grants:

- Small grants for transformational activities that engage a variety of players, including grassroots organizations, finding innovative solutions to wildlife conservation challenges, while simultaneously enhancing local people's wellbeing and livelihoods.
- For the start-up phase, the Lion Cub Grants will consider a targeted call for proposals worldwide for 'quick wins' based on the following two themes: innovation to reduce human-wildlife conflict in Africa and solutions to boost the health of marine and coastal ecosystems in areas under greatest pressure, primarily in island and coastal countries

🐾 Crisis / Flashpoint:

- Rapid response to species and ecosystem emergencies.

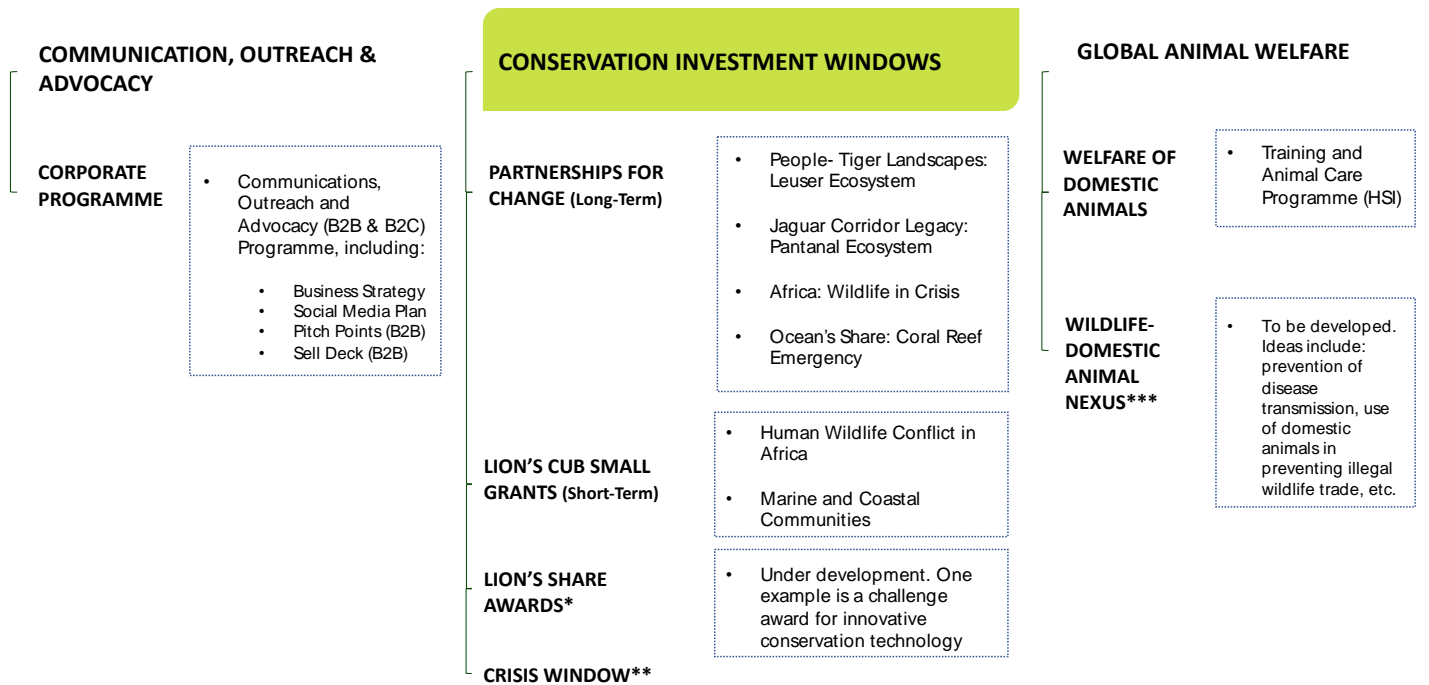
🐾 Lion's Share Awards and Challenge Account:

- Flagship awards that recognize consumer and corporate efforts to reverse nature loss and promote wildlife conservation; and targeted challenge grants to support research into and/or the application of new technologies, entrepreneurship and innovation.

Funds will also be allocated to establish a Global Animal Welfare programme to improve animal welfare at grassroots level, reduce population growth and diseases in street dogs, and manage the domestic dog-wildlife interface. For the initial start-up phase, The Lion's Share will be partnering with Humane Society International to deliver this programme.

Through targeted entry points, consumers and companies will become custodians of nature. By bringing people together to generate funds and deliver change, The Lion's Share will achieve not only the conservation of species and their habitats, it will conserve hope itself.

The following infographic depicts an overview of the initial 5-year Investment Plan structure.



As of Nov 7, 2019

*To be activated in this investment plan

**This window may be reformulated

***To be activated in the next investment plan

ii. Fund Governance

1. 1st Steering Committee Meeting – March 2019

The Lion's Share held its first Steering Committee meeting in Nairobi, Kenya in March of 2019. The first day's presentations and discussions revolved around Secretariat reports, a financial overview and a review of outreach. The second day of the meeting focused on presentations of the drafted 5-year investment plan, the B2C campaign and a potential digital platform.

The Committee's key decisions include:

- The first People-Tiger Landscape Transformative Partnership to be in the Leuser Ecosystem in Sumatra, Indonesia;
- Approval to develop the concept note for the first Jaguar Corridor Legacy Transformative Partnership in the Pantanal Region of Brazil;
- Approval to develop the concept note for the first Marine Partnership to focus on emergency coral conservation/restoration;
- Humane Society International was approved as a partner working on animal welfare projects under the Animal Compassion component; and



- Each of the Steering Committee members to act as Outreach Ambassadors of the Fund.

2. 2nd Executive Board Meeting – September 2019

During UNGA 74, The Lion's Share held its second Executive Board meeting with UNDP's Administrator, Achim Steiner, opening the meeting providing inspiration words on nature's need for The Lion's Share brand to be propelled globally. This Executive Board meeting focused on a review of the first full year of operation, the next steps in B2B and B2C outreach, and conservation work. The results of the quick wins were also discussed. As 2020 has been deemed the "super year for nature", it was emphasized that the year would be a critical period for business outreach to be accelerated and consumers to be activated, with deadlines for brand signups linked to key events.

3. 2nd Steering Committee Meeting – November 2019

The Lion's Share held its second Steering Committee meeting in Paris, France in November of 2019. The first day offered presentations and discussions revolved around the financial update and the 2020 B2B acceleration plan. The second day of the meeting focused on presentations of the potential landscapes and conservation initiatives for upcoming investment. The Committee's key decisions include:

- The Leuser Ecosystem Partnership in Sumatra, Indonesia: The Committee approved the proposed Leuser programming. The Lion's Share will support conservation efforts in Sumatra with a focus on Eastern Leuser, a critical landscape that is home to the largest remaining tract of lowland forest in Sumatra. The Leuser Programme will have a holistic 'people and planet' impact, with highlights to include:
 - Establishing the first-ever Sumatran women's ranger team;
 - Securing 7,500 hectare for a Sumatran Rhino Breeding Centre, protecting 10% of remaining Sumatran Rhinos;
 - Purchasing and restoring 300 hectares of critical elephant corridor;
 - Creating and diversifying local livelihoods by training patchouli farmers on sustainable farming practices, supporting organic farming and bee-keeping groups; and
 - Launching a national campaign focused on stimulating systematic behavior change around illegal wildlife trade in Leuser and more broadly across Indonesia.

The first tranche of funding was transferred in December 2019. The Leuser Programme officially launched on January 1, 2020.

- Partnerships for Change in the Pantanal Region of Brazil: The Pantanal concept note was approved allowing The Lion's Share Secretariat now to proceed with developing a full programme document, funding dependent. It is anticipated this programme will protect the "Jaguar Corridor" across Latin America to ensure habitat health and connectivity for communities and wildlife.
- African Wildlife Crisis: The two-landscape approach for Mukogodo (Kenya) and Gonarezhou (Zimbabwe) was approved for concept development. Gonarezhou is considered the "Place of elephants", home to nearly 11,000 elephants and an integral part of the Great Limpopo Trans-frontier Park, connecting Mozambique and South Africa. The Mukogodo region is home to the largest population of black rhinos in Kenya and significant numbers of elephants and lions, together with most of the world's population of endangered Grévy's zebra.
- Coral Reef Crisis: The Committee requested concept development for marine/coral reef ecosystems initiatives with consideration of a transboundary approach.
- Global Animal Welfare: Humane Society International's "Training and Animal Care Programme" was approved with four initial projects in Bolivia, Mauritius, Bhutan and South Korea. The first

tranche of funding was transferred in December 2019. The Programme will officially launch on January 1, 2020.

- Lion's Cub Grants: The Committee recommended that the next round of Lion's Cub [small grants] should include at least one grant related to marine conservation work.
- Endorsement of the Outreach and Communication Acceleration Plan with an aim to sign 5 major brands and secure \$5 million in additional contributions by June 2020.

iii. Communications, Outreach & Advocacy

1. Background

Effective communications and advocacy are the foundations on which the success of the initiative is being built. These connect The Lion's Share with targeted audiences and influencers to help build a global movement and make it a global brand with a recognized certificate of excellence. For The Lion's Share to grow to scale, consumer behavior and purchasing power will need to drive brands to join the Fund and lead with moral and commercial purpose. This will give those brands a competitive edge over others that are manufacturing and marketing similar products. Effective outreach is crucial at all stages of The Lion's Share's development as it builds a partnership base, through personal engagement and events; broadens the partner- and supporter-base; and builds connections and engagement with consumers.

Through business-to-business (B2B) and business-to-consumer (B2C) outreach and advocacy, including industry-led media and public-facing campaigns and a digital ecosystem, The Lion's Share's Communications, Outreach and Advocacy will build the partnership, develop the brand and grow the Fund. It will galvanise the creativity, innovation, networks and marketing ability of its partner businesses to reach companies, especially global advertisers, and billions of consumers with messages about nature conservation, biodiversity, oceans and animals, that will inspire brands to join as partners, and consumers as supporters of The Lion's Share, accelerating business and consumer behavioural change and catalysing a global shift towards nature conservation and care for animals.

The Communications, Outreach and Advocacy objective is to create a Global Lion's Share movement to accelerate business and consumer behavioral change benefiting wildlife conservation and animal welfare. It will do so through business-to-business (B2B), business-to-consumer (B2C), media partnerships, and a digital ecosystem outreach and advocacy, and delivery of the following outcomes:

- Outcome 1.1: World's largest advertisers and influencers pledge support for The Lion's Share, generating recurring funding being disbursed through The Lion's Share platform.
- Outcome 1.2: The Lion's Share certificate established and marketed across the globe, nurturing better wildlife and animal-conscious business and consumer decision-making.
- Outcome 1.3: Consumers aware of global crisis in nature, wildlife and habitat loss and implication for sustainable development, especially for climate change, with messages and campaigns reaching billions around the world.

Achievement of this objective will contribute to achievement of The Lion's Share overall objective of harnessing private sector leadership and support to secure healthy wildlife populations and habitats, and support to instill compassion and care for animals.

The Communications, Outreach and Advocacy is managed by UNDP Bureau for External Relations and Advocacy, with the UNDP Engagement and Partnerships Manager as the Programme Manager, with guidance and support from The Lion's Share Secretariat and Steering Committee members.

2. New Partnerships

In 2019, five new partnerships were finalized. Many other partnerships were negotiated in 2019, with finalization scheduled for 2020. The five new partnerships are as follows:

- JCDecaux, the world's leading outdoor advertising company, joined The Lion's Share at the One Planet Summit. Jean-Sébastien Decaux, CEO for Southern Europe, Africa, Belgium, Luxembourg and Israel said that The Lion's Share global initiative underlines the company's commitment to preserve and protect biodiversity across the globe. JCDecaux will use the power and reach of its advertising portfolio to raise people's awareness and to help create positive and sustainable changes.
- Madewell joined through the 0.5% model, contributing each time an animal is featured in their advertisements.
- Deutsche Welle agreed to join The Lion's Share as a media partner. Deutsche Welle is running 5 to 10 TV spots per week for an initial period of one year starting on June 15 2019.
- Coles of Australia has agreed to join The Lion's Share through the advertising model, contributing 0.5% of their media spend every time an animal is featured in their advertisements.
- Cat and Dog Lovers Show of Australia also joined through the 0.5% contribution model.

Additional partnerships were agreed upon in 2019, with final signatures and public announcements planned for 2020. These include several financial institutions, luxury fashion brands, a super market chain, an international magazine, an international news outlet, and various other well-known advertisers.

3. Outreach Events

a. Davos – January 2019

On January 23rd, The Lion's Share held an event alongside the World Economic Forum Annual Meeting in Davos, Switzerland. The Lion's Share Breakfast was hosted by UNDP Administrator Achim Steiner, and co-hosted by many influential individuals including Michelle Yeoh, actor, environmental activist and UNDP Goodwill Ambassador.



The breakfast meeting had two immediate results:

- During the breakfast, Jean-Sébastien Decaux of JCDecaux announced they will join The Lion's Share; and
- Brune Poirson, the Secretary of State to the Minister for the Ecological and Solidary Transition for the French Government, extended her full support to The Lion's Share.

Additionally, several high-level meetings were held with potential private-sector partners and advocates leading to several promising discussions.

b. One Planet Summit – March 2019

The One Planet Summit was held in Nairobi, Kenya in March of 2019. The event brought together global leaders including President of France, Emmanuel Macron and President of Kenya, Uhuru Kenyatta, as well as entrepreneurs, international organizations, and civil society to help accelerate and focus attention on climate investments in line with the Paris Agreement.



The Lion's Share was showcased during the One Planet Summit as an innovative initiative bringing private sector into the world of conservation globally. The Summit hosted a sign-on ceremony for JCDecaux, the largest outdoor advertising company worldwide. The company has agreed to harness its outdoor advertising platforms to support global visibility for The Lion's Share and Jean-Sébastien Decaux, CEO, has pledged his personal support in outreach.

c. Various Outreach Events – April & May 2019

During April and through May, representatives of The Lion's Share team participated in various private-sector focused outreach events, including:

- Leaders on Purpose CEO Summit, April 9th–10th in Washington, D.C.;
- Sustainable Brands Conference, April 23rd–24th in Paris;
- OECD EMnet Working Group Meeting, April 25th in Paris;
- Collision Conference, May 20th–23rd in Toronto;
- Viva Tech Conference, May 16th-18th in Paris; and
- D&AD Festival, the creative hub for the advertisement world May 21st–23rd in London.

d. Cannes Lions International Festival of Creativity – June 2019

At the 2019 Cannes Lions International Festival of Creativity The Lion's Share won the 2019 Cannes Lions SDG Grand Prix. Out of 970 entries the Lion's Share won the highest possible award in the SDG category. The category is unique in that the entrants are



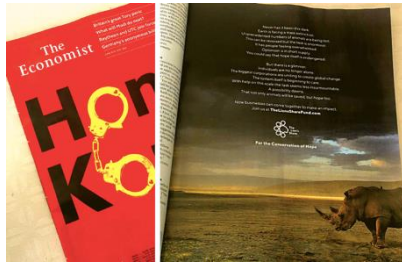
judged not just on creativity and effectiveness, but on how they “contributed to or advanced” the UN’s 2030 Agenda. The prestigious award is considered the “Oscar of the advertising world” and acts as an endorsement from the industry for The Lion's Share



and is expected to significantly propel conversations with targeted advertisers / corporations. The award also includes a monetary prize of approximately \$360,000 for The Lion's Share awarded by the Cannes Lions.

The Lion's Share gained visibility/support through advertising, high-level events, and outreach meetings at the world's largest gathering of advertisers, including:

- Launch of the "Hope" Campaign, June 16: Clemenger BBDO created The Lion's Share's first ad campaign, with static and digital ads displayed during the week of Cannes Lions on prime JCDecaux outdoor displays next to the Palais des Festivals and throughout the Promenade de la Croisette. A full-page ad geared for the C-suite audience was published in The Economist,



June 15 edition and a 30 second spot was aired on DW through all 4 of their channels and DW news website throughout the week.

- MasterCard Lunch for Purpose, June 18: Boaz Paldi was a guest speaker and presented The Lion's Share as a simple way for advertisers to get involved and have impact.

- WWF Screening of Netflix's Our Planet, June 18: World Wildlife Fund and Silverback Films (Keith Scholey, producer) presented highlights of Our Planet, a nature documentary series made for Netflix, narrated by Sir David Attenborough and produced by Silverback Films, in collaboration with WWF. WWF featured The Lion's Share as a solution that businesses can be a part of now to address the environmental crisis; Boaz Paldi presented to an audience of advertisers and agencies.



- BlackRock: Profit and Purpose dinner, June 19: Abdoulaye Mar Dieye was the guest speaker at a dinner hosted by BlackRock CMO Frank Cooper with a discussion moderated by Gillian Tett, Editor-at-large, Financial Times, held at Project Everyone's Goals House. The aim of the dinner was to share BlackRock's view on purpose including CEO Larry Fink's letter. Mar presented TLS and as a result of the dinner the CMO of BlackRock became interested in TLS. A meeting is now scheduled to continue the conversation on how Blackrock can get involved in TLS.

- The Lion's Share Reception on the Nielsen Yacht: UNDP, Nielsen and partners hosted a conversation on brand purpose and The Lion's Share featuring UNDP Goodwill Ambassador Connie Britton with Andrew Palmer of The Economist. Boaz Paldi



emceed the event. Abdoulaye Mar Dieye delivered remarks together with Toni Petra for Nielsen, Jane Wakely for Mars, Incorporated, Isabelle Schlumberger for JCDecaux, Rob Galluzzo for FINCH, and Mark Rose of Fauna & Flora International. In attendance were some of The Lion's Share top targets for partnerships.

- The Lion's Share Dinner hosted by The Economist Group: The Economist hosted a dinner for The Lion's Share partners and The Economist clients. Boaz presented the Lion's Share. SAP, PWC, Deloitte and the CMO Network have reached out to The Lion's Share with great interest in the initiative and possible partnership.



o The TLS team held various productive one-on-one meetings with key high-level advertising industry targets.

e. 1st Africa Wildlife Economy Summit in Victoria Falls, Zimbabwe – June 2019

UNDP’s Head of Biodiversity and Ecosystems, Midori Paxton, presented The Lion’s Share to the audience of 300 people at this summit co-organized by the African Union and UN Environment and supported by a range of partners including UNDP. Four heads of states (Zimbabwe, Botswana, Namibia, Zambia) and 14 ministers, as well as many community leaders, community members, civil society organizations, businesses etc. were present and participated in lively dialogue. The Lion’s Share gained much interest.

f. Weekend Media Festival – September 2019

AJ Coyne of Clemenger BBDO represented The Lion’s Share at the Weekend Media Festival in Croatia, a forum gathering leaders and experts in communication and business industries. The Lion’s Share was presented as a creative way to drive the advertising industry into the conservation arena, helping save species through a common-sense funding mechanism.

g. The Lion’s Share: Harnessing Advertising for Good (UNGA 74 Side Event) – September 2019



On September 24th, during UNGA 74, The Lion’s Share held its main annual event at UN Headquarters. The event was championed by an array of advocates including

UNDP Administrator Achim Steiner, Actor and UNDP Goodwill Ambassador Nikolaj Coster Waldau, Droga5 Founder and Creative Chairman David Droga, South African Musician Bonj, Marine Biologist and Ocean Explorer Dr. Sylvia Earle, several other leading conservationists and The Lion’s Share partners FINCH, Mars Incorporated, BBDO, Nielsen, The Economist Group and JCDecaux. The event was a success with more than 400 attendees.



To increase Lion’s Share visibility during UNGA Week, JC Decaux donated 46 bus shelter signs and 6 digital signs across NYC for the Lion’s Share campaign creatives. A full-page Lion’s Share campaign creative ran in the Economist Magazine in ‘The Climate Issue’ in September and Deutsche Welle ran 60 seconds television advertisements throughout the week on all their international channels.

h. Social Good Summit – September 2019

The Lion’s Share was the featured nature-based solution at this year’s Social Good Summit. A panel discussion featuring David Droga, Jean-Sébastien Decaux, Bonj and Amy Dickman revolved around the crisis facing wildlife and the importance of The Lion’s Share initiative. The panel was followed with a performance by Bonj, who sang a song written by Diane Warren, which has been donated to The Lion’s Share.



i. Adweek – September 2019

The Lion’s Share was featured as a “mechanism for brands to save nature” at this year’s Advertising Week in NYC. The panel discussion featured Boaz Paldi of UNDP, Bruce Reynolds of Dentsu, Christoph Becker of Gyro, and Tina Allen of BBDO NY.

j. UNGA Party for Good – September 2019

The Lion’s Share team attended the UNGA Party for Good hosted by We Are All Human Foundation. There the team celebrated The Lion’s Share’s Cannes Grand Prix win and was awarded the UN’s Champion for Humanity award. The We Are All Human “Champion for Humanity” Award is a recognition for initiatives that have significantly contributed to scalable, positive progress towards advancing a better world for all.

k. Web Summit – November 2019

Web Summit is an annual technology conference held in Lisbon, Portugal, considered the largest tech event in the world. Jane Wakely, CMO of Mars, Incorporated, and Farwiza Farhan, Chairperson of HAKA and conservation hero, represented The Lion’s Share at this year’s Web Summit in Lisbon. Jane was featured on the SDG Ambition panel, SDG Media Zone, and on the PandaConf stage. Farwiza represented The Lion’s Share through a ‘Protection Ecosystems’ panel on Web Summit’s Planet:Tech stage.



l. D&AD White Pencil Awards – November 2019

Design and Art Direction is a British educational charity which exists to promote excellence in design and advertising. The Lion’s Share won the coveted D&AD White Pencil Award in the Environment and Sustainability category. The White Pencil is the ultimate accolade for creative work that has the power to make significant, positive impact in the world.



m. Paris Peace Forum – November 2019

The Lion's Share was showcased as a "selected project" at this year's Paris Peace Forum. The Director General of the Paris Peace Forum, Justin Vaïsse, called The Lion's Share a "brilliant and useful idea." Maria Luisa Silva was a panelist in a discussion on "Greenback or Green Bias: Getting Business to Support Biodiversity" and spoke about The Lion's Share. Representatives of UNDP also spoke about The Lion's Share during additional pitch sessions at the Forum.



n. High-Level Ministerial Breakfast Meeting – November 2019

The French Secretary of State to the Minister for the Ecological and Inclusive Transition, Brune Poirson, highlighted her commitment to The Lion's Share as an innovative nature-based solution during a strategic meeting with the Fund's Steering Committee members and private sector executives. Several French brands attended the meeting, leading to new company interest in joining the Fund. Minister Poirson extended her full support to The Lion's Share and called on brands to join the Fund, calling the initiative "concrete and common sense".



INDICATOR BASED PERFORMANCE ASSESSMENT

| The Lion's Share Outcome 1. Global Lion's Share movement accelerates business and consumer behavioral change | | | | | |
|--|---------------------|-------------------|---|--|---|
| Indicator | Apr 2018 [Baseline] | As of Dec 31 2018 | As of Dec 31 2019 | Narrative Progress Towards Indicators from Programmes | Planned Target |
| Indicator 1.1 Level of financing mobilized for TLS Fund | 0 | USD 1,390,000 | USD2,917,873 [USD1,527,872 received in 2019] | <p>Since its launch in September 2018, The Lion's Share team continues to focus on outreach and private-sector fundraising globally.</p> <p>In 2019, the Fund received USD 1,527,872, which includes USD 1,082,986 in private sector contributions and USD 307,015 monetary prize for the Cannes Lions Grand Prix award.</p> <p>With four (4) new partners officially signed on to the Fund in 2019 (see additional detail under Indicator 1.2 below), at least an estimated USD 197,000 in additional funds are expected in early 2020.</p> <p>Also, an estimated USD 305,000 in additional funds is expected from four (4) other partners whose contribution agreements are being finalized [as of Q1 2020 / at the time of completion of this Consolidated Report].</p> | USD 5 million in new commitments by end of June 2020 and USD100 million by end of 2025. |

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|--|---|-------------|---|---|--|
| <p>Indicator 1.2 Number of Companies joined to The Lion's Share Fund</p> | 0 | 3 | 7 [4 Additional in 2019] | <p>Since launch of The Lion's Share in September 2018, seven 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>10 new major company partners by end of 2020.</p> <p>50 companies signed up to The Lion's Share Fund and 30 companies displaying The Lion's Share Certificate by end of 2025.</p> |
| <p>Indicator 1.3 Number of social media followers across multiple Lion's Share channels</p> | 0 | 150 | 5,000 [Instagram 3,461 + Twitter 1,161 + Facebook 378] | <p>A B2C campaign will be launched in Q1/Q2 of 2020 that will increase the overall public visibility of TLS in traditional and social media. A revamped social media strategy is being created to increase engagement and followers.</p> | <p>10,000 total number of social media followers by the end of 2020.</p> <p>50,000 total number of social media followers by the end of 2025.</p> |
| <p>Indicator 1.4 Number of media mentions (including articles, interviews and other forms of media coverage)</p> | 0 | Approx. 520 | Approx. 2000 [Approx. 1500 in 2019] | <p>Approximately 300% increase in media mentions as a result of new companies joining, the SDG Lions Grand Prix win, and participation in various and new outreach and advocacy events.</p> | <p>At least 100% increase in new media mentions for the year 2020 and 2000 new mentions by end of 2021.</p> |
| <p>The Lion's Share Outcome 2. Wildlife-friendly land and seascapes and recovery of wildlife populations that reverse biodiversity loss <i>Note: As 2018 through 2019 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.</i></p> | | | | | |
| <p>Indicator 2.1 Number of hectares of land that has been rehabilitated to support healthy ecosystems.</p> | 0 | 0 | 360 hectares (ongoing) | <p>Once the purchase of the plot of land in the Clinta Raja, Leuser had been completed, local partners began the rehabilitation process by removing the palm oil and growing indigenous tree species for replanting. This process began in 2019 and will continue into 2020 and 2021.</p> | <p>At least 3,000 hectares of land is expected to be restored within Leuser Ecosystem by end of 2021.</p> |

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|--|---|--------------|--------------|--|--|
| <p>Indicator 2.2 Hectares of land purchased, secured through concessions and sustainably managed for conservation</p> | 0 | 360 hectares | 360 hectares | <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>During this reporting period, The Lion's Share has developed various activities in the Leuser Ecosystem intended secure land, through concessions, for sustainable management including land for a new rhino breeding sanctuary as well as land for ecosystem restoration.</p> | Through concessions, at least 17,000 hectares of land will be secured by 2021. |
| <p>Indicator 2.3 Area of protected areas expanded and strengthened</p> | 0 | 360 hectares | 360 hectares | <p>During the reporting period, land purchase was finalized to bring 360 hectares of land under conservation along the perimeters of Gunung Leuser National Park. This is a critical piece of land as it acts as a buffer zone to protect the National Park against encroaching development.</p> | By end of 2021, and additional 500 hectares of land is expected to be restored in the Gunung Leuser National Park. |
| <p>Indicator 2.4 Number of communities and beneficiaries supported for alternative livelihoods (e.g.</p> | 0 | 1 | 1 | <p>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.</p> | By end of 2021, it is expected that 58 communities in Leuser will benefit from alternative livelihoods. |

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| wildlife based/compatible livelihoods) | | | | <p>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.</p> <p>During this reporting period, The Lion's Share developed a strong livelihoods component in the Leuser Transformative Partnership. Activities will focus on supporting organic farming, local ecotourism initiatives, bee keeping, community forestry co-operatives, etc.</p> | |
| <p>Indicator 2.5 Innovative sustainable financing mechanisms established to secure conservation-oriented land and seascapes management systems in wildlife corridors and strongholds of target species</p> | 0 | 0 | 0 | N/A in 2018-2019. | By end of 2021, it is expected that 2 sustainable financing mechanisms will be established in the Leuser Ecosystem. |
| <p>Indicator 2.6 New technologies and systems applied for human-wildlife conflict management, anti-poaching and anti-trafficking</p> | 0 | 0 | 1 | <p>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.</p> <p>During this reporting period, the communication upgrade was</p> | By end of 2021, it is expected that at least 5 government and NGO partners will implement an enhanced wildlife crime strategy to improve rates prosecution against poachers. |

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| | | | | completed. In May 2019, grant recipient, Wildlife Conservation Society, reported that Niassa Reserve had not reported any incidents of elephant poaching in a 12-month period, a truly remarkable achievement. | |
| 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 3.1 Number of animal care initiatives supported and strengthened, including those linked to wildlife | 0 | 0 | 0 | <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>In 2018 The Lion's Share formed a strategic partnership with Humane Society International to work together on animal care initiatives. TLS will work with Humane Society International (HSI) to deliver the Global Animal Welfare Programme in this initial investment period.</p> <p>During this reporting period, The HSI has developed a full project document outlining initiatives in 4 countries focused on building veterinary capacity as well as community engagement in the care of stray animals. HSI's proposed animal welfare programme was approved in</p> | At least 2 country projects will be initiated as part of the animal welfare programme with HSI. |

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| | | | | November of 2019. Implementation is scheduled to begin in 2020. | |
| Indicator 3.2 Number of thematic conservation communication campaigns launched to deepen global affinity for nature and people | 0 | 0 | 0 | <p>Each Transformative Partnership will contain a communications component related to regional conservation campaigns. Specific targets to be finalized.</p> <p>During this reporting year, The Lion's Share worked with partners in the Leuser Ecosystem to devise a communication strategy for national and global campaigns in 2020.</p> | A national and global campaign around the Leuser Ecosystem is set to be launched in 2020 in collaboration with UNEP. |

FINANCIAL SUMMARY

2019 FINANCIAL PERFORMANCEⁱ

This chapter presents financial data and analysis of **The Lions Share Fund** using the pass-through funding modality as of 31 December 2019. 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 2019, contributors deposited US\$ 2,917,873 in contributions and US\$ 13,925 was earned in interest.

The cumulative source of funds was US\$ 2,931,798.

Of this amount, US\$ 2,429,100 has been net funded to 7 Participating Organizations, of which US\$ 1,146,982 has been reported as expenditure. The Administrative Agent fee has been charged at the approved rate of 1% on deposits and amounts to US\$ 29,179. Table below provides an overview of the overall sources, uses, and balance of **The Lions Share Fund** as of 31 December 2019.

Table. Financial Overview, as of 31 December 2019 (in US Dollars)

| | Annual 2018 | Annual 2019 | Cumulative |
|---|------------------|------------------|------------------|
| Sources of Funds | | | |
| Contributions from donors | 1,390,000 | 1,527,873 | 2,917,873 |
| Fund Earned Interest and Investment Income | 2,261 | 11,664 | 13,925 |
| 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 | 1,539,537 | 2,931,798 |
| Use of Funds | | | |
| Transfers to Participating Organizations | - | 853,000 | 853,000 |
| Refunds received from Participating Organizations | - | - | - |
| Net Funded Amount | - | 853,000 | 853,000 |
| Administrative Agent Fees | 13,900 | 15,279 | 29,179 |
| Direct Costs: (Steering Committee, Secretariat...etc.) | 1,376,100 | 200,000 | 1,576,100 |
| Bank Charges | 0 | 19 | 20 |
| Other Expenditures | - | - | - |
| Total: Uses of Funds | 1,390,000 | 1,068,298 | 2,458,298 |
| Change in Fund cash balance with Administrative Agent | 2,261 | 471,239 | 473,499 |
| Opening Fund balance (1 January) | 0 | 2,261 | - |
| Closing Fund balance (31 December) | 2,261 | 473,499 | 473,499 |
| Net Funded Amount (Includes Direct Cost) | 1,376,100 | 1,053,000 | 2,429,100 |
| Participating Organizations' Expenditure (Includes Direct Cost) | 399,943 | 747,039 | 1,146,982 |
| Balance of Funds with Participating Organizations | | | 1,282,118 |

ⁱ To see full 2019 Consolidated Annual Financial Report for The Lions Share Trust Fund please visit [MPTFO GATEWAY page](#)