

EcoShift Funding Initiative: Market Insights Phase I



TRANSFORMATIONAL
INVESTMENT
CAPACITY

Project Summary

Problem

At the current work pace (from 2019 to 2022), MSF's commitment to reducing carbon emissions by 50% by 2030 **will not be met**. To meet this commitment, it's anticipated an additional investment in the range of €50M to €100M per year is required across the MSF Movement. Green funding is out of scope for current MSF fundraising programmes which are not resourced or structured to dedicate efforts to assess and access global funding for exploratory initiatives.

Proposed Solution

Address the **gap in funding MSF's environmental initiatives by assessing the market for \$50M to \$100M per year earmarked fundraising** to achieve MSF's commitment to reducing carbon emissions by 50% by 2030. Phase 1 will conduct a **market assessment** on green funds within iNGO, institutions, foundations and international organizations. Identify the **fundraising potential** that MSF could raise to fund decarbonization efforts. Propose the fundraising **resources, experience/expertise, form, setup and mechanism** that MSF should adopt to best tap into the identified fundraising potential.



Potential Impact

- Accelerates **access to funding** for MSF's roadmap of environmental initiatives that could be pooled into a common fundraising effort.
- Enables **operations to pursue its social missions** with operational budgets that are slowly adopting greener initiatives, while dealing with financial stringency.
- Considers **new funding sources** at the scale of **€50M to €100M per year**.

Viability

- Leverages best practices and lessons learned from other iNGOs
- Builds upon **OCG's Planetary Health capabilities**.

Risk Mitigation

- Evaluates **geopolitical, economic, and social factors** that could affect green funding initiatives.
- Defines how MSF can meet donors' requirements while maintaining the focus on social mission (i.e. social mission driven, not donor driven).

Scalability

- Provides the necessary information for MSF to make **strategic decisions** on the funding model for MSF's decarbonization and environmental transition and develops a **roadmap** to implement this fundraising plan globally.

Area/Type: Other

Sponsor/Support: OCG

Length/Project Status: 9 months; **ONGOING**