

EcoShift Funding Initiative: Market Insights Phase I



TRANSFORMATIONAL
INVESTMENT
CAPACITY

Project Summary

Problem

At the current work pace MSF's commitment to reducing carbon emissions by 50% by 2030 will require an **additional investment in the range of €50-€100M per year**. 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 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 a larger scale.

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**