



Fostering Payments for Environmental Services (PES) in the Danube Basin



The Goal: To conserve rural environments and improve rural livelihoods

Where?

The Danube Basin, with a focus on the lower Danube and Danube Delta (Bulgaria, Moldova, Romania and Ukraine).

What?

By the end of the 3-4 years of program implementation we expect to achieve the following:

- Payments for environmental services (PES) schemes that reward the maintenance, improvement or adoption of conservation-friendly land uses are in place or well advanced in several locations along the Lower Danube and Danube Delta, and are beginning to deliver in terms of conservation and improved rural incomes and livelihoods.
- Stakeholders in the wider Danube basin, in other European rural areas, and in other international watersheds around the world, are learning from this successful program and are considering adapting and/or adopting parts of it to address their conservation and rural development needs.
- This project has and will continue to make significant contributions to the understanding of researchers and decision makers of how to scale-up PES schemes so that they deliver significant conservation and rural livelihood improvements.



How?

To achieve the above outcomes, during the 3-4 years of program implementation we will work:

- **With producers and other stakeholders in selected locations**, to identify and support land uses that protect the rural environment and provide environmental services that may trigger payments from the EU, from country agencies, from businesses or from consumers.
- **With national and regional agencies**, to develop regulatory frameworks and institutions to support and scale-up PES programs, particularly regarding how to comply with and benefit from EU's rural and environmental regulations and financing opportunities.
- **With the private sector and other large users of natural resources**, to mobilize businesses' marketing know-how to increase firms' and households' awareness of and willingness to pay for environmental services.
- **With EU agencies** to put to work the PES opportunities embodied in the recent Water Framework Directive; in the ongoing greening of the CAP, including its pillar 2 on Rural Development; and in other related EU instruments (e.g. the EU the Neighbourhood Policy).
- **With the Danube international and national agencies** to increase their capacity to design and implement sustainable financing and PES schemes and to help mainstream such schemes into integrated river basin management plans and procedures.
- **With an array of institutions and experts** that have been active in the Danube during the last decades (e.g. ICDP, GEF, UNDP, WB); as well as with similar institutions in other watershed and regions, with the goal of avoiding duplications, maximizing synergies, cross-learning and dissemination of best practices and lessons learned.

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The Timeline

2002- 2004: WWF builds its capacity in the Danube and on PES schemes. In late 2004 initial discussions, with UNEP-GEF lead us to focus in this Danube initiative.

2005 1st semester: WWF develops an initial Danube PES proposal that is endorsed by the governments of the focal countries. It is submitted to the GEF Medium Size Projects program and is awarded a "Project Development Facility Grant" (PDF A).

2005 2nd semester: The PDF A grant plus additional WWF funds are being used to engage main stakeholders in the discussion of the initiative; to draft the full 3-4 years detailed program work plan; and to undertake additional fund-raising.

November 2005: The full project proposal, including third parties co-financing pledges is resubmitted to the GEF Medium Size Projects program to request the rest of the GEF grant.

2006: The initiative is being reviewed by GEF. In the meantime, WWF uses its own funds to go forward with ground breaking and preparatory activities. The project proposal is approved by GEF, triggering the co-financing pledges. The project is ready to begin.

2007-2010: The project activities are in full gear.

How can you support the PES for the Danube Basin initiative?

At this stage, the second Semester of 2005, we are developing the detailed 3-4 years work plan and you can help us by:

- Getting to know about this initiative and endorsing it.
- Advising us on relevant issues players, programs, that we should take into account.
- Participating in one of our work plan development workshops.
- Letting us know how this initiative could contribute to your work.
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- Discussing how your institution or group could participate in the 3-4 years project ahead.
- Bringing private sector marketing know –how to foster PES among consumers and businesses.
- Making a co-financing pledge (we need to rise approximately one million euros of additional funding for the 3-4 years project).

Photos:

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