



NBSAP
accelerator
partnership



**MATCHMAKING
MECHANISM
STRATEGY**
September 2024



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INTRODUCTION

This document outlines the strategy of the NBSAP Accelerator Partnership's MatchMaking Mechanism. Central to this strategy is the vision to connect the country-identified implementation needs of National Biodiversity Strategies and Action Plans (NBSAPs) with the available technical and financial support of the NBSAP Accelerator Partnership's institutional, non-state, and country members, helping countries reach the 23 targets of the Kunming-Montreal Global Biodiversity Framework (GBF). The NBSAP Accelerator Partnership's MatchMaking Mechanism strategy addresses the challenges that hindered the achievement of the Aichi Biodiversity Targets¹ by creating an easy-to-use digital platform backed by a dedicated team²³ that matches supply and demand and accelerates the implementation of ambitious, GBF-aligned NBSAPs.

The development phases of the NBSAP Accelerator Partnership's MatchMaking Mechanism recognize and respond to risk, acknowledging the high failure rates of past biodiversity matchmaking platforms and similar software-based projects, which range from 66% to 92%, depending on project size and the definition of failure. The development phases of the NBSAP Accelerator Partnership's MatchMaking Mechanism aim to ensure successful progress towards accelerating biodiversity action by considering scale, impact, and adaptability. These phases are as follows:

- **Inception phase⁴ (CBD COP15 - UNGA 2023):** Complete market and use research, core group formation, consultations⁵, and initial digital design principles⁶.
- **Phase 1 matchmaking (UNGA - CBD COP16):** Secure IT developer proposals, design and develop the MatchMaking Mechanism digital platform, conduct pilot-testing, and launch the service at CBD COP16.
- **Phase 2 matchmaking⁷ (CBD COP16 onwards):** Expand functionalities, improve user experience, and integrate advanced features⁸.

This strategic document (August 2024) is formulated for Phase 1 matchmaking (UNGA - CBD COP16).

This version has been edited to support outreach and engagement. The longer, original text is [here](#).

1 The Aichi Biodiversity Targets were a set of 20 global objectives established under the Convention on Biological Diversity's Strategic Plan for Biodiversity 2011–2020. These targets aimed to address the underlying causes of biodiversity loss, reduce direct pressures on biodiversity, and improve its status by safeguarding ecosystems, species, and genetic diversity. Despite these ambitious goals, progress towards achieving the Aichi Targets was uneven, with significant shortcomings in national implementation, financing, and cross-sectoral collaboration. Ultimately, the Global Biodiversity Outlook concluded that none of the 20 targets were fully achieved and only six were partially achieved.

2 See [Annex B for the proposed budget for the MatchMaking Mechanism](#).

3 See [Annex E: Roles and responsibilities](#) for more information.

4 See [Annex G: Inception Phase: CBD COP15 - UNGA 2023](#) for more information.

5 See [Annex A: Consultations for Matchmaking Conceptualization](#) for more information.

6 See [Annex D: User Experience \(UX\) and Design](#) for more information.

7 See [Annex H: Phase 2 Matchmaking: Planning for Scale \(CBD COP16 onwards\)](#) for more information.

8 See [Annex F: Sustainability Plan](#) for more information.

ABOUT

The MatchMaking Mechanism is an exclusive, free offering for NBSAP Accelerator Partnership members⁹, including countries, institutions, and non-state actors, that connects them with the technical and financial support they need for NBSAP implementation. By matching country-identified requests with capable technical and financial providers, the mechanism accelerates the achievement of national biodiversity goals.

The MatchMaking Mechanism is driven by a dedicated team of staff members¹⁰ who serve as connectors and coordinators. Collaborating closely with the technical staff of country, institutional, and non-state actor members, they provide tailored support, guidance, and coordination services to streamline matchmaking, supporting countries to accelerate NBSAP implementation. Under Phase 1, the NBSAP Accelerator Partnership will work with diverse representatives in member countries to develop and deepen the demand-side pipeline. However, all requests for support will be submitted by the designated NBSAP Accelerator Partnership focal point.

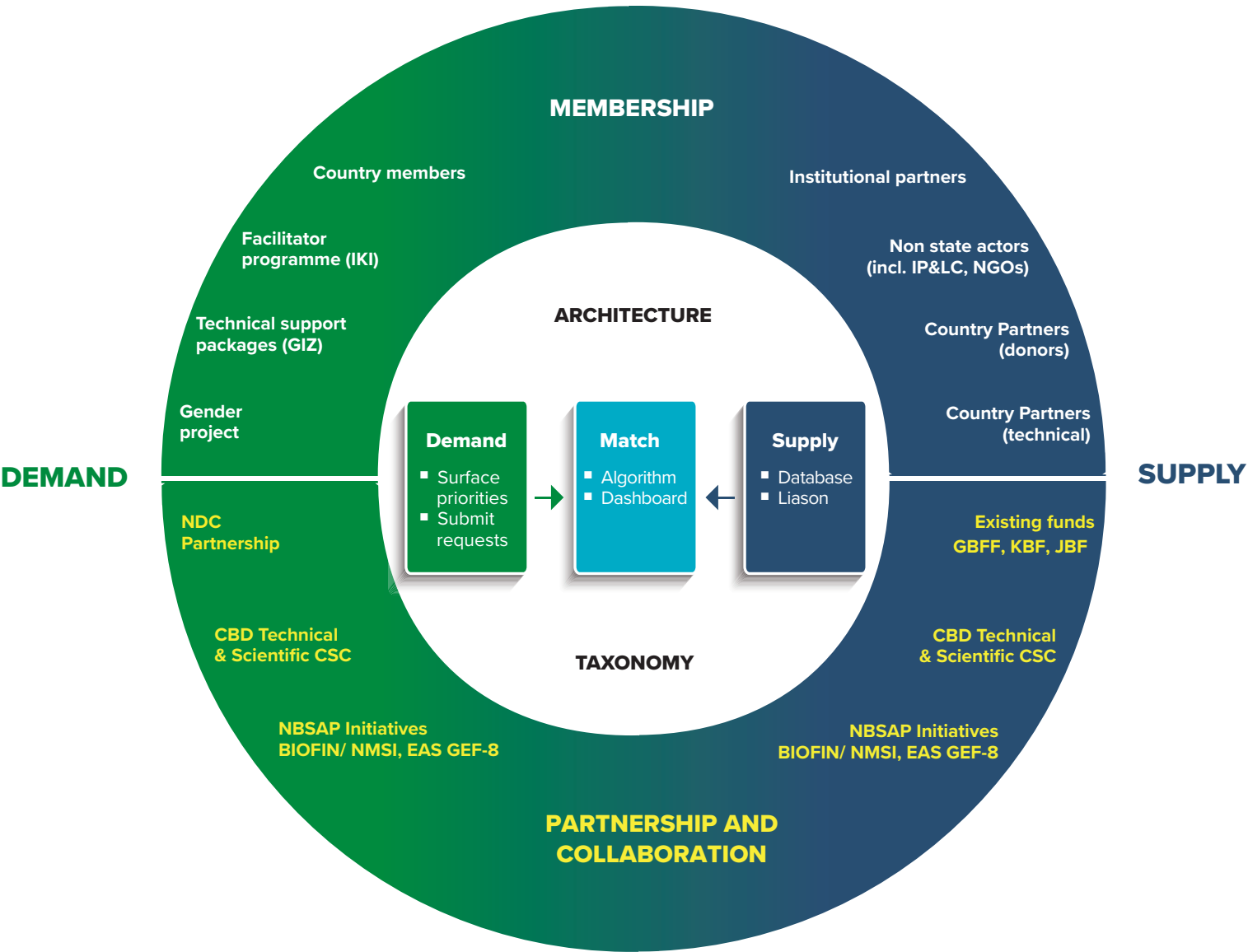


Figure 1: Overview of the NBSAP Accelerator Partnership’s MatchMaking Mechanism.

9 For more information on membership criteria and requirements, please see [here](#).
 10 See [Annex E: Roles and responsibilities](#) for more information.

STRATEGY FRAMEWORK

Goal

The NBSAP Accelerator Partnership's MatchMaking Mechanism matches country-identified requests for technical and financial NBSAP implementation support with institutional, non-state actor, and country member services, efficiently delivering solutions to requested support.

Objectives

- 1. Fast-track connections:** Facilitate swift connections (matches) between country-identified NBSAP implementation needs across the 23 targets of the GBF with available resources, including technical and financial support from donors and implementing institutions.
- 2. Addressing obstacles:** Recognize and address obstacles reported in past attempts to achieve the Aichi Biodiversity Targets¹¹ by creating an easy-to-use mechanism that successfully matches supply and demand, accelerating the implementation of ambitious, GBF-aligned NBSAPs.
- 3. Enhancing synergies:** Support the articulation of interlinkages, leveraging co-benefits, and enhancing synergies between nature action, climate action, NDCs, NBSAPs, and across Multilateral Environmental Agreements (MEAs) to deliver multiple benefits for biodiversity through matchmaking requests.
- 4. Maximizing impact:** Work closely with governments, organizations, facilitators, partners, and stakeholders to streamline the matchmaking process through a smart and intuitive digital platform, fostering easy and efficient connections and supporting countries and institutional members to accelerate NBSAP implementation collaboratively.
- 5. Providing tailored support:** Throughout the matchmaking process, offer tailored support and guidance to NBSAP Accelerator Partnership members, including in close collaboration with focal points, technical staff, and other relevant stakeholders to streamline access to technical assistance, expertise, and financing essential for implementing ambitious, GBF-aligned NBSAPs.

¹¹ See [Annex C: Understanding Supply and Demand](#) for more information.

ACTIVITIES AND TIMELINE

Phase 1 matchmaking (UNGA - CBD COP16) activities

Activity	Status	Timeline
Secure proposal from IT developer.	Complete	September 2023
Develop core design principles for the Phase 1 digital platform based on consultations with the NBSAP Accelerator Partnership Core Group and UX, AI and web specialists ¹²¹³ .	Complete	December 2023
Sign proposal from IT developer.	Complete	February 2024
Design and develop the taxonomy that will govern the system, building off existing work so as not to duplicate efforts.	Complete	March 2024
Draft the first draft of the submission form to receive requests for support.	Complete	April 2024
Perform analysis of all NDCP requests for support, analysis of nature-based solutions requests, and analysis of NDCP donors.	Complete	April 2024
Consult with member countries and institutional and non-state actor members about the core elements at SBSTTA-26 and Sbl-4. Integrate feedback.	Complete	May 2023
Conduct a competitive analysis for matchmaking in biodiversity. (See Annex C: Understanding Supply and Demand .)	Complete	May 2023
Conduct research on the risks and opportunities of adopting the “One-stop-shop” model proposed under the original project concept note. (See Annex C: Understanding Supply and Demand .)	Complete	May 2023
Refine and agree on the final Phase 1 matchmaking process flow. (See section “The Process Flow of Matchmaking” below.)	Complete	June 2024
Identify five pilots to test Phase 1 matchmaking.	Complete	July 2024
Design and develop the suppliers database for institutional, non-state actor and country members that are willing and able to provide technical and/or financial support. (See Annex C: Understanding Supply and Demand .)	Complete	July 2024

12 See [Annex D: User Experience \(UX\) and Design](#) for the key design principles.

13 See [Annex A: Consultations for Matchmaking Conceptualization](#) for more information on the conceptualization process.

Activity	Status	Timeline
Develop and launch the digital platform for internal use only. Embed the app into the NBSAP Accelerator Partnership marketing website. Internal testing and refinement prior to COP16.	Complete	August 2024
Design the login dashboard for country, institutional, and non-state actor members.	Complete	September 2024
Select the hosting technology for Phase 1 matchmaking.	Complete	October 2024
Agree on the roles, responsibilities and modality of collaboration between the NBSAP Accelerator Partnership digital platform and the CBD regional and subregional centers for scientific and technical cooperation under Decision 15/8.	In progress	October 2024
Schedule donor roundtable to present internal testing version of digital platform and potential pilots.	Complete	October 2024
Conduct consultations with members on distribution sub-channels and modalities (i.e, thematic hubs).	Not started	October 2024
Launch the members-only MatchMaking Mechanism at CBD COP16.	In progress	October 2024
Continuously gather feedback and data to improve user experience once the digital platform is launched. (See section “Key Feedback Mechanisms” below.)	Not started	October 2024

For activities, status and timeline of Phase 0, see [Annex G: Inception Phase: CBD COP15 - UNGA 2023](#). For activities and timelines for Phase 2 Matchmaking, see [Annex H: Phase 2 Matchmaking: Planning for Scale \(CBD COP16 onwards\)](#).

MATCHMAKING PROCESS FLOW

Phase 1 of the MatchMaking Mechanism follows a four-step process^{14,15} (see Table 5; Figure 2) that guides how the NBSAP Accelerator Partnership and its members can engage with the mechanism and the digital platform. The steps define the actions that country members will take in submitting a request and selecting matched partners, the actions institutional and non-state members will take to review and engage with requests for support, and the actions the NBSAP Accelerator Partnership team will take throughout the delivery of the service.

1 Submit request

- Registration: Members of the NBSAP Accelerator Partnership register on the digital platform. The General Coordination Unit (GCU)¹⁶ provides technological assistance and support during the registration process.
- Part 1 Request for Support: An NBSAP Accelerator Partnership country focal point¹⁷ submits part 1 of the Request for Support form. Under Phase 1 only member countries can submit requests for support.
- Iterative Feedback for Proposal Development: Research analysis¹⁸ and consultation feedback revealed a critical need for increased access to technical support, improved feedback mechanisms, and streamlined processes during proposal development.¹⁹ The NBSAP Accelerator Partnership provides technical and technological support related to proposal development..

2 Distribute requests

- Distribution: Through an automated process, requests are emailed²⁰ to potential suppliers. Frequency and thematic groupings of emails (distribution channels) will be agreed upon with suppliers.
- Suppliers review requests: NBSAP Accelerator Partnership members review requests received via email notification.
- Indication of interest: Institutional, non-state actors, and country members interested in, willing to, and able to provide technical or financial support indicate early interest without commitment.
- Review of shortlist of suppliers: NBSAP Accelerator Partnership country focal points registered on the digital platform are notified of the interest via email and can review the shortlist of available suppliers.
- The NBSAP Accelerator Partnership GCU coordinates potential suppliers to provide decision making support to country focal points.

14 See [Annex A: Consultations for Matchmaking Conceptualization](#) for more information.

15 See [Annex D: User Experience \(UX\) and Design](#) for more information.

16 The Global Coordination Unit (GCU) is responsible for the overall coordination and management of the NBSAP Accelerator Partnership.

17 In this context, NBSAP Accelerator Partnership focal points (or simply “focal points” refers to government representatives of NBSAP Accelerator Partnership member countries. They may or may not be CBD focal points. In this context, NBSAP Accelerator Partnership focal points also refers to relevant representatives that may have been hired by an external institution and embedded in government through the facilitator programme, the GIZ coordinator programme, the matchmaking pilots and more.

18 “Synthesis of lessons learnt and recommendations for the NBSAP Accelerator Partnership” available [here](#).

19 See section “Activities and Timelines” above for the anticipated research and analysis on how to use NBSAP Accelerator Partnership matchmaking datasets, smart technology and algorithms to streamline the process of designing bankable projects that yield tangible outcomes for biodiversity.

20 Consultation with members is anticipated before launch to validate the presence/absence of distribution channels or thematic hubs and the preferred communications channels (email, SMS, etc).

3 Finalize requests

- Part 2 request for support: The NBSAP Accelerator Partnership country focal points proceed with Part 2 of the submission process to provide more granular detail on the request, with prior indication of interest from suppliers.
- Iterative feedback for proposal development: The NBSAP Accelerator Partnership's MatchMaking Mechanism supports the iterative feedback process. This mechanism provides ongoing technical and technological support related to proposal development, digital platform use, coordination with potential suppliers, and more.
- Notification of additional information to interested suppliers: Interested suppliers are notified that additional information is available on the request.

4 Finalize matches

- Confirmation of preferred supplier(s): Country focal point confirms the preferred suppliers.
- Confirmation of interest: Supplier(s) confirm interest.
- Induction meeting: An induction meeting is organized between relevant parties to establish roles, responsibilities, and expectations.
- Support package: Matched partners collaborate to complete Part 3 of the request for support, defining roles, responsibilities, risks, accountabilities, and monitoring and reporting processes.
- Agreement: An agreement is finalized between the country and the supplier(s), ensuring clarity on roles and responsibilities, and accountability.
- Continued coordination support: If requested by either party to the match, the NBSAP Accelerator Partnership provides support throughout the match to reestablish connections and communications, and provide additional technical or coordination support not related to direct implementation.

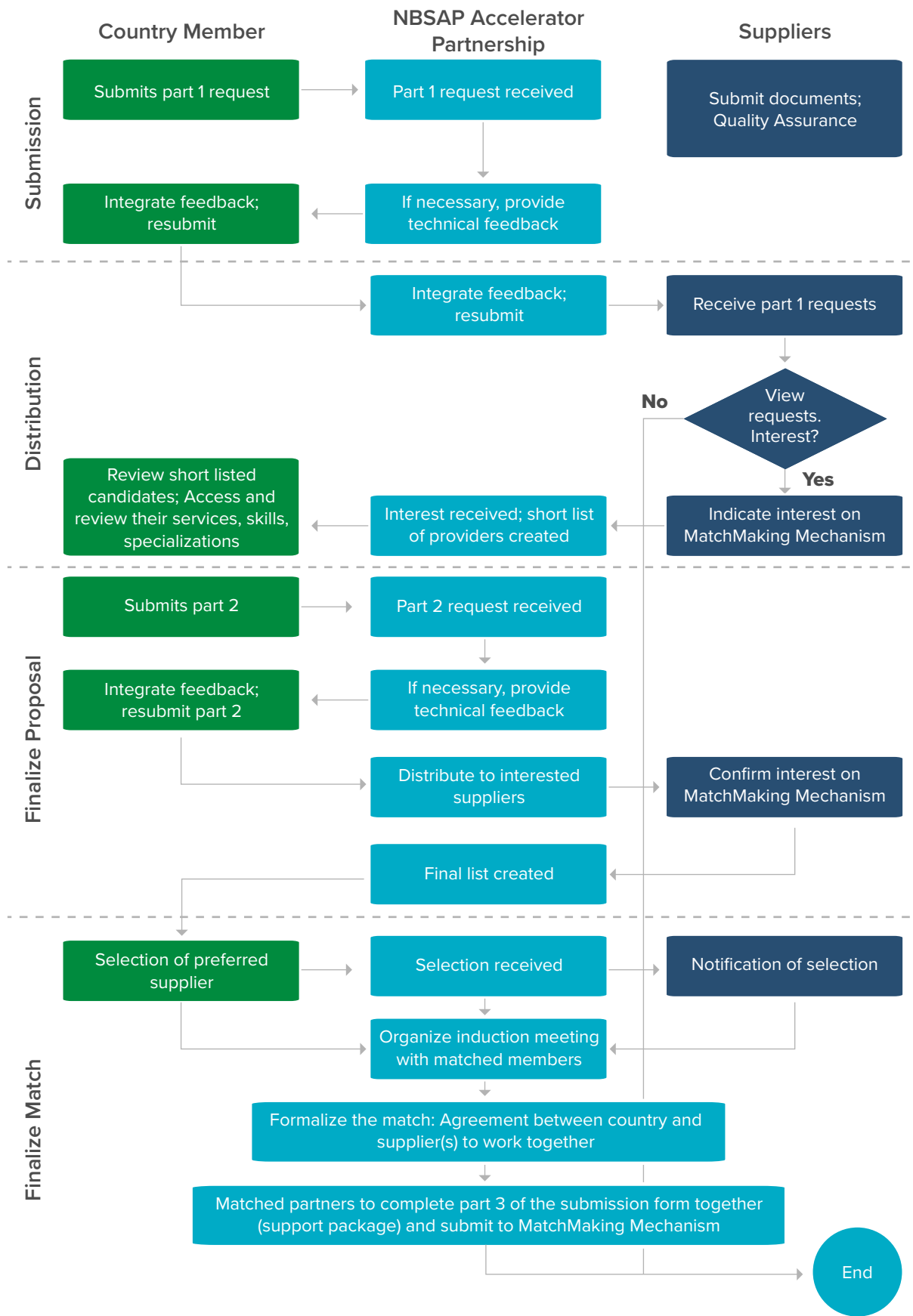


Figure 2: The 4-step process of Phase 1 matchmaking for country, institutional and non-state actor members, and the NBSAP Accelerator Partnership team.

RISKS

Two key risks²¹ have guided the formation and implementation of the MatchMaking Mechanism and its digital platform:

- The majority of software projects fail (between 66% to 92%, depending on the definition of failure and project size).^{22, 23}
- Many past matchmaking platforms in biodiversity have struggled or failed²⁴.

Acknowledging these risks, the NBSAP Accelerator Partnership's digital platform's phased approach is undertaken with scalability and adaptability in mind.

Data Privacy and Security

The NBSAP Accelerator Partnership prioritizes safeguarding sensitive data. Our commitment to data privacy and security is integral to every aspect of our digital platform. We understand and value the trust governments and stakeholders place in us by taking all necessary precautions to maintain the confidentiality and security of their information.

Protecting User Data

Ensuring the security of user data is of critical importance to the NBSAP Accelerator Partnership. We implement robust cybersecurity practices and have a dedicated team of specialists²⁵ proficient in managing plugins, monitoring traffic, and detecting threats. Our digital platform will be fortified with dual security measures using two separate plugins to enhance protection. The team is proactive in safeguarding the digital platform against potential threats, employing measures to mitigate risks and maintain data integrity upon enabling login features.

Compliance with GDPR Regulations

As part of our commitment to data privacy, we strictly adhere to regulatory standards such as the General Data Protection Regulation (GDPR). This EU regulation establishes stringent guidelines for the collection, processing, and storage of personal data. Our practices align with GDPR rules, ensuring that user data is handled with care and compliance. By upholding these regulations, we not only safeguard user privacy but also maintain the trust and integrity of our digital platform.

21 See Annex C: Understanding Supply and Demand for more information.

22 The Standish Group's 2020 CHAOS report estimated that around 66% of software projects failed, failure was defined as meeting one or more of the following three criteria: (1) failure to meet the approved schedule, (2) failure to achieve cost objectives, and (3) failure to provide the expected project scope. "The problem is exacerbated in large projects. Medium-sized projects fail at a rate of 91 percent, while large projects fail at a rate of 94 percent." Available online [here](#).

23 Whitney, K., Daniels, C. 2013. The Root Cause of Failure in Complex IT Projects: Complexity Itself, *Procedia Computer Science*, Volume 20, Pages 325-330. ISSN 1877-0509. Available online [here](#). (Accessed 29 May 2024).

24 Synthesis of lessons learnt and recommendations for the NBSAP Accelerator Partnership. Available [here](#).

25 See [Annex E: Roles and responsibilities](#) for more information.

MONITORING AND EVALUATION

Monitoring key performance indicators and evaluating effectiveness are critical to the NBSAP Accelerator Partnership’s MatchMaking Mechanism strategy. The NBSAP Accelerator Partnership takes a structured approach to M&E that tracks progress, assesses the effectiveness of interventions, and facilitates adaptive management. By systematically collecting and analyzing data from the MatchMaking Mechanism, the NBSAP Accelerator Partnership identifies successes, addresses challenges, and makes informed decisions to enhance biodiversity outcomes.

Key Data for Monitoring Progress

Output: A functioning MatchMaking Mechanism is established to match a country’s needs with implementation support and provides tailored support to members.

Objective	Indicator	Base line	Target Value	Date	Means of verification
Facilitate swift connections (matches) between country-identified NBSAP implementation needs across the 23 targets of the Global Biodiversity Framework (GBF) with available resources including technical and financial support from donors and implementing institutions.	Percentage of successful matches made within 6 months	0	50%	Dec 2026	Data collection from the MatchMaking Mechanism; tracking of requests received by the GCU; tracking of suppliers that joined the digital platform.
Recognize and address obstacles reported in past attempts to achieve the Aichi Biodiversity Targets by creating an easy-to-use mechanism that successfully matches supply and demand, accelerating the implementation of ambitious, GBF-aligned NBSAPs.	MatchMaking Mechanism is launched	0	1	Oct 2024	Proof of MatchMaking Mechanism, press releases, social media posts, and launch event.

Objective	Indicator	Base line	Target Value	Date	Means of verification
Support the articulation of interlinkages, leveraging co-benefits, and enhancing synergies between nature action, climate action, NDCs, NBSAPs, and across Multilateral Environmental Agreements (MEAs) to deliver multiple benefits for biodiversity through matchmaking requests.	Percentage of matches that deliver synergistic benefits across MEAs and the Rio Conventions.	0	75%	Dec 2026	Data collection from the digital platform; synergies across MEAs and Rio Conventions mapped, automated, and built into the digital platform's semantic classification algorithm to track synergies.
Work closely with governments, organizations, facilitators, partners, and stakeholders to streamline the matchmaking process through a smart and intuitive digital platform, fostering easy and efficient connections and empowering countries and institutional members to accelerate NBSAP implementation collaboratively.	Percent increase in the number of (a) countries submitting requests to the digital platform and (b) members providing services from Oct 2024 to Dec 2026.	0%	30%	Dec 2026	Data collection from the MatchMaking Mechanism; tracking of requests received by the GCU; tracking of providers that joined the digital platform.
Throughout the matchmaking process, offer tailored support and guidance to NBSAP Accelerator Partnership members, including in close collaboration with focal points, technical staff, and other relevant stakeholders to streamline access to technical assistance, expertise, and financing essential for implementing ambitious, GBF-aligned NBSAPs.	Member countries that have been active in matchmaking who are satisfied/very satisfied with the quality of the MatchMaking Mechanism by Dec 2026.	0	80%	Dec 2026	Satisfaction survey

Key Performance Indicators (KPIs)

	Objective	Key Performance Indicators
1	Fast-track connections	By December 2026, 50% of matches will be made within 6 months of request submission.
2	Addressing obstacles	Create and launch the digital platform to accelerate the implementation of GBF-aligned NBSAPs by CBD COP16 in October 2024..
3	Enhancing synergies	By December 2026, 75% of matches deliver synergistic benefits across MEAs and the Rio Conventions.
4	Maximizing impact	From October 2024 to December 2026, there is a 30% annual growth rate in (a) the number of countries requesting matchmaking and (b) members providing services.
5	Providing tailored support	By 2026, 80% of member countries active in matchmaking are satisfied/very satisfied with the quality of the MatchMaking Mechanism.

Key Feedback Mechanisms

In collaboration with the NBSAP Accelerator Partnership's Knowledge and Learning Lead, the NBSAP Accelerator Partnership team will establish processes that can be integrated into the digital platform to collect feedback, and evaluate the mechanism and digital platform. These applications will be selected and integrated into the system before the launch of the MatchMaking Mechanism at CBD COP16.

GLOSSARY

Facilitator: A representative of the NBSAP Accelerator Partnership who is embedded within a relevant government institution, regional body, or transboundary organization responsible for supporting the identification and prioritization of national/regional needs and translating them into concrete, actionable requests for support.

Financial support: Funding provided to support the implementation of NBSAPs, including grants, loans, or other financial instruments to facilitate biodiversity conservation and sustainable use activities.

Match: The successful linkage of a specific country request with a suitable service provider - an institution, non-state actor, or member country - through the matchmaking platform.

Digital platform: An online system that connects countries seeking support for the NBSAP implementation of their NBSAP with potential suppliers, such as technical experts, financial institutions, and non-governmental organizations. The digital platform facilitates the exchange of information, collaboration, and matchmaking to ensure that countries receive the tailored support they need to implement their NBSAPs effectively.

MatchMaking Mechanism: Exclusive to NBSAP Accelerator Partnership members, the MatchMaking Mechanism is driven, coordinated, and delivered by a dedicated team within the GCU that provides tailored technical support and guidance to country, institutional, and non-state actor members to accelerate NBSAP implementation. The MatchMaking Mechanism matches country-identified requests with the specialized skills, services, and offerings of the institutional, non-state actor, and country members.

Request: A single, specific solicitation for technical or financial support submitted to the digital platform.

Suppliers: Institutional, non-state actor, and country members that offer technical, financial, or other forms of assistance to fulfill the specific needs of countries to implement their NBSAPs as outlined in the request packages, and may include governmental agencies, non-governmental organizations, private companies, research institutions, or individuals with relevant expertise.

Support package: A comprehensive plan tailored to address a country's priority needs and gaps in NBSAP implementation based on a successfully matched request through the MatchMaking Mechanism. Support packages are developed between the facilitator, the country and the suppliers and outline the roles, responsibilities, and monitoring and reporting processes for all involved parties, ensuring that the specific requests from the MatchMaking Mechanism are effectively addressed. Support packages typically include capacity building, technical assistance, financial support, and knowledge exchange activities.

Technical support: Assistance provided to enhance the capabilities of individuals or organizations. This may include training, advisory services, project services, thematic expertise, capacity building, and access to specialized tools and technologies, which may support the effective implementation of biodiversity strategies and action plans.

LIST OF ANNEXES

- [Annex A: Consultations for Matchmaking Conceptualization](#)
- [Annex B: Budget](#)
- [Annex C: Understanding Supply and Demand](#) (including rapid capacity needs assessment, competitive analysis, stakeholder mapping survey, supplier mapping exercises, private sector engagement)
- [Annex D: User Experience \(UX\) and Design](#) (including key design principles, user requirements and accessibility considerations).
- [Annex E: Roles and responsibilities](#)
- [Annex F: Sustainability Plan](#)
- [Annex G: Inception Phase: CBD COP15 - UNGA 2023](#)
- [Annex H: Phase 2 Matchmaking: Planning for Scale \(CBD COP16 onwards\)](#)



The NBSAP Accelerator Partnership is co-chaired by Colombia and Germany and it is implemented by a Global Coordination Unit appointed by:



Supported by:



based on a decision of the German Bundestag

and



based on a decision of the German Bundestag



Implemented by:

