

CLIMATE INVESTMENT FUNDS

CTF-SCF/TFC.11/Inf.3

October 18, 2013

Joint Meeting of the CTF and SCF Trust Fund Committees

Washington, D.C

October 29, 2013

PROGRESS REPORT ON IMPLEMENTATION OF COMMUNICATIONS STRATEGY

I. INTRODUCTION

1. The purpose of this note is to provide updated information to the CTF and SCF Trust Fund Committees on the activities being undertaken to advance Communications within the CIF.

II. BACKGROUND AND CONTEXT

2. Two of the priority areas for the CIF's FY 14 Business Plan are: (i) Ensuring that key lessons learned are captured and disseminated in a timely and effective manner; and, (ii) Strengthening the engagement of CIF stakeholders, effectively communicating key messages and sharing stories that convey CIF's experience as a learning platform. These two areas are both dependent on effective communications.

3. A Senior Communications Officer was recruited and started work on June 1, 2013 and the recruitment process of a Communications officer is almost concluded. The communications team is working closely with the knowledge management and stakeholder engagement teams to support the two priority areas stated above.

III. APPROACH AND PROGRAM OVERVIEW

4. The FY 14 communications work program emphasizes continuing the implementation of the CIF communications strategy with focus on three priorities areas for action:

- a) Raise awareness and understanding among stakeholders of CIF's accomplishments, efficiency and effectiveness, through a targeted outreach campaign.
- b) Timely and effective responses to key issues of concern raised through press and other media.
- c) Sharpened tools for efficient sharing of lessons learned throughout CIF operations.

5. For the successful achievement of these objectives the business plan recognizes that the CIF Communications Working Group, the CIF Administrative Unit, and the individual Multilateral Development Banks, with their communications staff, must work well together as key partners for effective delivery.

IV. OBJECTIVE 1: RAISING AWARENESS AND UNDERSTANDING AMONG STAKEHOLDERS OF CIF'S ACCOMPLISHMENTS AND RESULTS

6. Priority activities for raising stakeholder awareness and understanding in FY14:

- a) MDBs provided information on project level progress, innovations and results collected, disseminated and promoted through appropriate outreach/ communication tools and events to targeted audiences.

- b) Early campaign to promote 2014 Partnership Forum and key CIF messages developed and launched.
- c) Targeted outreach events delivered; participation in major climate change conferences and events.

Collaboration with MDBs to disseminate/share results with stakeholders

7. The CIF Administrative Unit and the MDBs collaborated with Thomson Reuters Foundation to run a series of independently researched stories on CTF and SCF projects on the ground. A total of 12 stories were produced and disseminated widely, especially through the Reuters *AlertNet*. Of the 12 stories, four of them focused on CTF projects in India, Indonesia, Mexico, and South Africa; three of them focused on PPCR projects in Mozambique, Nepal and Zambia; three focused on FIP Projects in Brazil, Ghana, and Mexico; and two focused on SREP projects in Kenya and Nepal.

8. By September 15, 2014 the stories had received 5,024 page views on the internet with the average view being more than 3:50 minutes long (which is very impressive) indicating that the stories were actually read by viewers. In addition, over 40 different agencies republished the stories on their websites giving them a truly global reach among the targeted stakeholders.

9. The best read stories were on the Kenya geothermal project at Menengai (681 page views), Nepal climate early warning system (583 page views) and Brazil's indigenous people's green projects (574 page views). The Thomson Reuters Foundation stories also have quite a long shelf life, and continue to accrue hits via search engines long after they are published hence the numbers above will continue to rise over time.

Targeted outreach events

10. The CIF has participated in several international conferences and knowledge exchange events where targeted messages have been disseminated to various audiences. The messages have tended to focus on 'learning by doing', 'results', and 'innovation'. Significant messaging has also been on the private sector engagement especially related to the set-asides.

V. OBJECTIVE 2: TIMELY AND EFFECTIVE RESPONSES TO KEY ISSUES RAISED THROUGH MEDIA

11. The CIF Administrative Unit, in collaboration with the MDBs is working to prepare targeted responses covering concrete steps taken to address concerns raised by external parties. The CIF Administrative Unit is also supporting MDB focal points to respond to media and other queries.

Targeted responses to address concerns raised by external parties

12. The CIF manages this proactively through protracted stakeholder engagement and social media avenues including twitter and blogging. Other queries raised through online media are usually responded to in 48 hours. Another information sharing platform is the quarterly newsletter¹. Specific issues raised at project level are usually channeled through the relevant MDBs for responses. The CIF Administrative Unit also supports the coordination and packaging of responses to media and other inquirers as and when required.

VI. OBJECTIVE 3: ENHANCED TOOLS FOR EFFICIENT SHARING OF LESSONS LEARNED THROUGHOUT CIF OPERATIONS.

13. Priority activities for enhanced tools for efficient sharing of lessons learnt in FY14:

- a) New communications products, including CIF videos established.
- b) CIF website (Phase 2) upgraded to be fully user-friendly and responsive to stakeholders' needs.
- c) Twitter reach increased; Facebook page established.
- d) Concept for shortened Annual Report with an amplified "on-line" version developed and implemented.

New Communications Products

14. In July 2013, the CIF launched a blog, CIF Voices², to promote dialogue and exchange on low carbon, climate resilient development and bring stakeholders closer to the CIF action — and the CIF people — creating the climate for change. The blog has been well received and guidelines have been developed to help potential bloggers know how to write an effective blog. Most of the bloggers to date are from the CIF AU with exception of a blogger from one MDB, the African Development Bank. More MDB partners and Trust Fund Committee members are being encouraged to use this avenue to share their thinking on key climate change issues. Apart from being a more popular avenue for people to share their thinking on a given subject, blogs are also used as learning tools for sharing knowledge.

15. Up to five new CIF videos are being developed to demonstrate impact on the ground. Several MDBs have also produced videos which we share on our website. Part of the website revamp (Phase 2) will include creation of a multimedia section featuring compelling videos from the CIF and MDB Partners. The CIF is also applying for a YouTube channel to make it easier for stakeholders to discover and share CIF videos.

¹ <http://www.climateinvestmentfunds.org/cif/sites/climateinvestmentfunds.org/files/cifnews/September%202013%20v5.html>

² <https://www.climateinvestmentfunds.org/cif/blog/>

Phase 2 of CIF website upgrade

16. In August 2013, the CIF Administrative Unit procured the services of a web consultant who is undertaking a comprehensive audit of the CIF website. The web consultant has made recommendations that will result into a more dynamic, more simplified and more interconnected CIF website. The revamp of the website will involve reorganizing the focal areas, search engines, reframing, and archiving. It will also lead to generating new content resulting into a much more user friendly website with easy to find resources. Reconstruction will start in October and should be completed by January 2014. The full web reform will have been completed by the time of the Partnership Forum in July 2014. A prototype of a user friendly page is the new Measuring Results page (<https://www.climateinvestmentfunds.org/cif/measuring-results>) on the CIF website, which was launched in August 2013. However, even this page will be improved.

Twitter reach increased; Facebook page established

17. The Twitter (@CIF_Action) reach has increased to 366 followers by October 2013. However this does not take into account the tweets done by individual staff members on work related issues from their personal accounts.

18. A Facebook Page has not yet been established because of limited staffing and the lengthy approval process. With the impending recruitment of a full time communications officer, we expect the Facebook page to be established and the tweeter feeds to be substantially increased since social media will constitute a key part of their work. The strategy was to first get a blog site running effectively, increase the tweeter feeds and then evaluate the necessity of establishing other web social media platforms including Facebook and Linked-in.

On-Line Version of CIF Annual Report

19. The Annual Report draft is in advanced stages following the completion of the semi-annual operational reports. The Annual Report is expected to be completed by December 2013 and launched in January 2014. The design concepts have been developed and tailored to ensure that the report is smaller with an amplified on-line version. The focal program for this year –the FIP –has been significantly shortened to half the usual length and each program has only been allocated a 2-page spread. In addition, there will be a good balance of prose and infographics which make it easier to read and illustrate the report. The project annex will be expanded for the online version to include more project descriptions with active links which can be updated regularly.

VII. ADDITIONAL OBJECTIVES AND ACTIVITIES

20. The CIF Communications has also prioritized the following activities:

- a) CIF rebranding for consistent corporate identity
- b) Integration of communications, knowledge management and stakeholder engagement

- c) Campaign to promote 2014 Partnership Forum

CIF Rebranding for consistent corporate identity

- 21. Because the CIF Administrative Unit is housed within the World Bank Group, a rebranding exercise was necessary to remove any perception that the CIF is an extension of only one MDB. This rebranding has been done both at internal and external levels.
- 22. Internally, the CIF email signatures were changed to reflect the CIF logo and make it more associated with the Administrative Unit. CIF business cards and letterheads were also rebranded with the CIF logo instead of the World Bank Group logo.

Integration of Communications, Knowledge Management and Stakeholder Engagement

- 23. The CIF Administrative Unit recognizes that there is a thin line between communications, knowledge management and stakeholder engagement. These three functions are being managed and coordinated in an integrated way. The dissemination of knowledge products and the messaging for stakeholder engagement will therefore be an integral part of the communications and outreach strategy.

Campaign to promote 2014 Partnership Forum

- 24. The CIF Administrative Unit has started the planning process for the 2014 Partnership Forum, which is to be co-hosted by the Inter-American Development Bank in Jamaica, and is currently identifying possible themes and events that will spur a promotion campaign.