Global Communications and Advocacy

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Director
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Global Communications and Advocacy

Positioning IFAD as a key strategic player both internally and externally by:

- **Communicating** IFAD’s mandate effectively and innovatively
- **Building robust advocacy** among Member States and our various audiences
- **Strengthening multilateral engagement** through communications partnerships
- **Strengthening and engaging** key stakeholders and the public as actors of change by widening and diversifying our audience base
- **Leading** on internal communications

Helene Papper
Communication and advocacy: Why it matters

The development arena is noisy, crowded and competitive

Compelling, cutting-edge communication with clear purpose cuts through the noise

Communication is not an optional “support” function. It is core to our success

Working together, we can increase our visibility and positioning

“Individually we are one drop, Together we are an ocean.”

Don’t forget communication is education, is action, is change
Well-coordinated strategic communication helps us

Mobilize public support
Citizens can influence their leaders

Advocate political support
Political leaders can influence contributions

Leverage
media, events, digital platforms and champions to appeal to people’s head and heart

Inform
audiences to raise awareness of challenges faced by poor rural people

Motivate
people to care and to act

CHANGE THE WORLD BY CHANGING MINDS
Key highlights from 2021

- Successfully launched the new *Strategic Global Communications and Advocacy Approach*

- Led on new collaborations across divisions and departments as well as across the UN and other IFIs

- Streamlined our messaging

- Started positioning ourselves as a thought leader

- Available to you: monthly impact report media kits made available, high level summaries of new reports, and launching in 2022 *IFADNow*. 
2021 in numbers

- **Media** (local, regional and top-tier global) - 17,000+ articles (Up 30% from 2019)

- **Social Media** (global and regional channels) - 588,000 followers (Up 17% from 2020)

- **Corporate website** - 3.9 million unique page views

- **High-level events** (75+ events supported) - 150+ speeches written (Up 25% from 2020)
Communication: We are All Actors of Change

COM accompanies IFAD’s global and decentralized teams

- **SHARE** IFAD’s Story and Impact
- **HIGHLIGHT** IFAD’s comparative advantage
- **POSITION** IFAD’s uniqueness as partner of choice

**LINK** IFAD’s key role in achievement of 2030 Agenda
Get involved:
Things you can do to boost IFAD’s visibility

Follow IFAD on social media channels

Use IFAD’s Communications Toolkit

Champion IFAD and its issues
Learn more about the issues
Support IFAD campaigns

Speak up
Share stories and write blogs
Support resource mobilization efforts