



Global Communications and Advocacy

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Director

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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

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.”



Communication: Focusing our Efforts

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

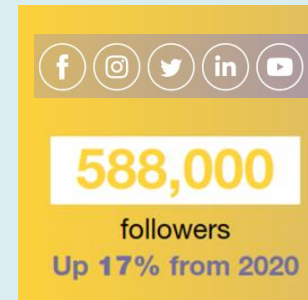
- **Successfully launched** the new *Strategic Global Communications and Advocacy Approach*
- **Led on new collaborations** across divisions and departments as well as across the UN and other IFIs
- **Streamlined our messaging**
- **Started positioning** ourselves as a thought leader
- **Available to you:** monthly impact report media kits made available, high level summaries of new reports, and launching in 2022 *IFADNow*.

2021 in numbers

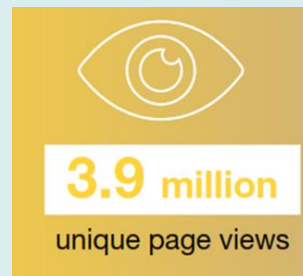
➤ **Media** (local, regional and top-tier global)



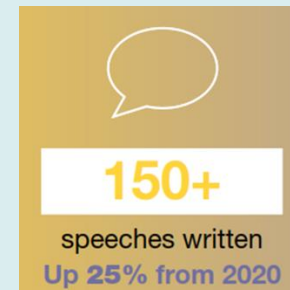
➤ **Social Media** (global and regional channels)



➤ **Corporate website**



➤ **High-level events** (75+ events supported)



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

