



**SUPPORT  
IFAD'S  
REPLENISHMENT.  
SUPPORT  
RURAL PEOPLE.**



# IFAD Communications A catalyst for change

9 October 2020

# Communicating is action...

- **CHANGING THE WORLD BEGINS WITH CHANGING MINDS** - and that's why we need strong communications and advocacy
- To be effective, **IFAD's communication** is positioning itself to be even more **strategic, forward-thinking and far-reaching** to ensure that IFAD and its comparative advantage through its unique IFI – UN Specialised agency hybrid status shines through and that it also becomes a thought leader

**because rural development is a pre-requisite to global resilience.**



# Communicating in today's world

- In a very busy world where people are flooded with messages, communication is **NO LONGER AN OPTION**
- Effective and compelling strategic communications are **KEY** to being heard in a noisy, crowded environment.
- IFAD is cutting through the noise by adopting a solutions-oriented approach in its communications. It has the track record to show its success and not just tell it.

**Communications is a core strategic function**



# Positioning IFAD as the right choice

In this maelstrom of information, we want people to **choose IFAD**.

Because IFAD is the only actor that works from start to finish directly with rural communities including in the most remote areas of the world

... our role is to show that IFAD, with its core mandate and track record, is

**the right choice for building a resilient world.**



# Moving forward

## A sustainable future starts in rural areas

- IFAD's core mandate is about moving the world forward in a sustainable way
- IFAD continues to successfully build resilience for communities



# In a changing landscape...

- Making people care is **NO LONGER ENOUGH** our communication will focus on leading them to take action



- IFAD is changing its approach to make the work we do **REAL** and **TANGIBLE** for people.
- IFAD is taking its storytelling **FROM DIRE STATISTICS TO POSITIVE, CONCRETE SOLUTIONS.**

**IFAD is showing why your  
engagement matters**



# Engagement is key

## Global action means engagement

- As we face the harsh consequence of climate change, as we face global pandemics head on, achieving the Sustainable Development Agenda becomes more relevant than ever before.
- But **global action begins with individual engagement** – and **that's the added value of communications** in support of IFAD's core mandate. If everyone starts viewing the **rural world as *the* key to sustainability** at a global level, then we can really have sustainable, coordinated, multi-actor action at every level.



# Communication has to be strategic



- Communication, as it supports IFAD in the years to come - in IFAD 12 and beyond - will be strengthening its **external advocacy**, **developing strong brand-positioning** and **focusing** on **behavior change**.
- We will go on **SPEAKING TO A VARIETY OF AUDIENCES** – from governments and member states, to strengthening IFAD’s dialogues with the populations it works with directly, as it **expands its decentralized approach**.



# Innovation at the core of communication



- Communication will **INNOVATE**
- Innovation does not necessarily mean digital. Innovation means thinking out of the box and joining hands with partners who will go the extra mile to get our message through – from innovative social media strategies to mass media to engaging virtual reality
- We have to go back to the core of communication: **CONNECTING HUMANS**, sending a **MESSAGE TO THE WORLD**
- We are expanding both our traditional and non-traditional forms of reaching out to ensure that **IFAD's core mandate and values reach the hearts and minds of all.**



# Conclusion: Communication & Advocacy – an essential partner to achieve the 2030 Agenda



- ⇒ **Our strategy will focus on why we matter and how we show it.**
- ⇒ **Communications needs to be real for people. The “Care” factor is no longer enough.**
- ⇒ **Your engagement matters**
- ⇒ **IFAD is the right choice**

# Thank you!

