



Visibility with a purpose

Hélène Papper

Director, Global Communications and Advocacy, ERG

7 September 2021



Communications Division (COM)



Helene Papper

Position IFAD as a key player

- **Communicating** IFAD's mandate effectively and innovatively
- **Strengthening and engaging** key stakeholders and the public as actors of change
- **Build** robust advocacy among Member States and our various audiences
- **Lead** on internal communications

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

Communication: Why it matters



The development arena is noisy, crowded and competitive

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

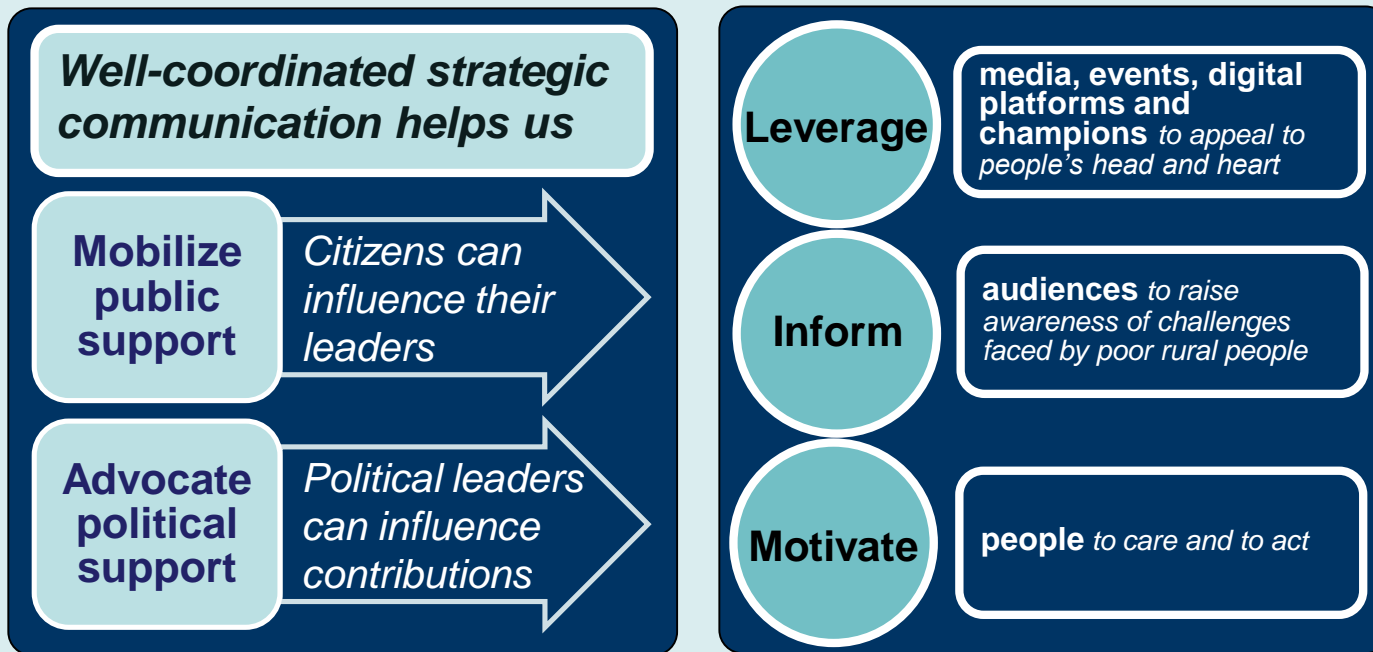
Communication is not an optional “support” function
It is core to our success

Working together, we can increase our visibility and positioning

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



Communication: Focusing our Efforts



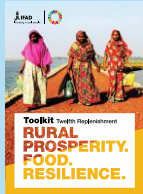
CHANGE THE WORLD BY CHANGING MINDS

Get involved: Things you can do to boost IFAD's visibility

Follow IFAD on social media channels



Use IFAD's Communications Toolkit
and the IFAD12 Advocacy Toolkit



Support IFAD campaigns

Learn more about the issues

Champion IFAD12 and its issues

Speak up

Share stories and write blogs

Support resource mobilization efforts

Champion IFAD12 and its issues