

Global Communications and Advocacy

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 ILIFAD | FIDA



Global Communications and Advocacy



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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

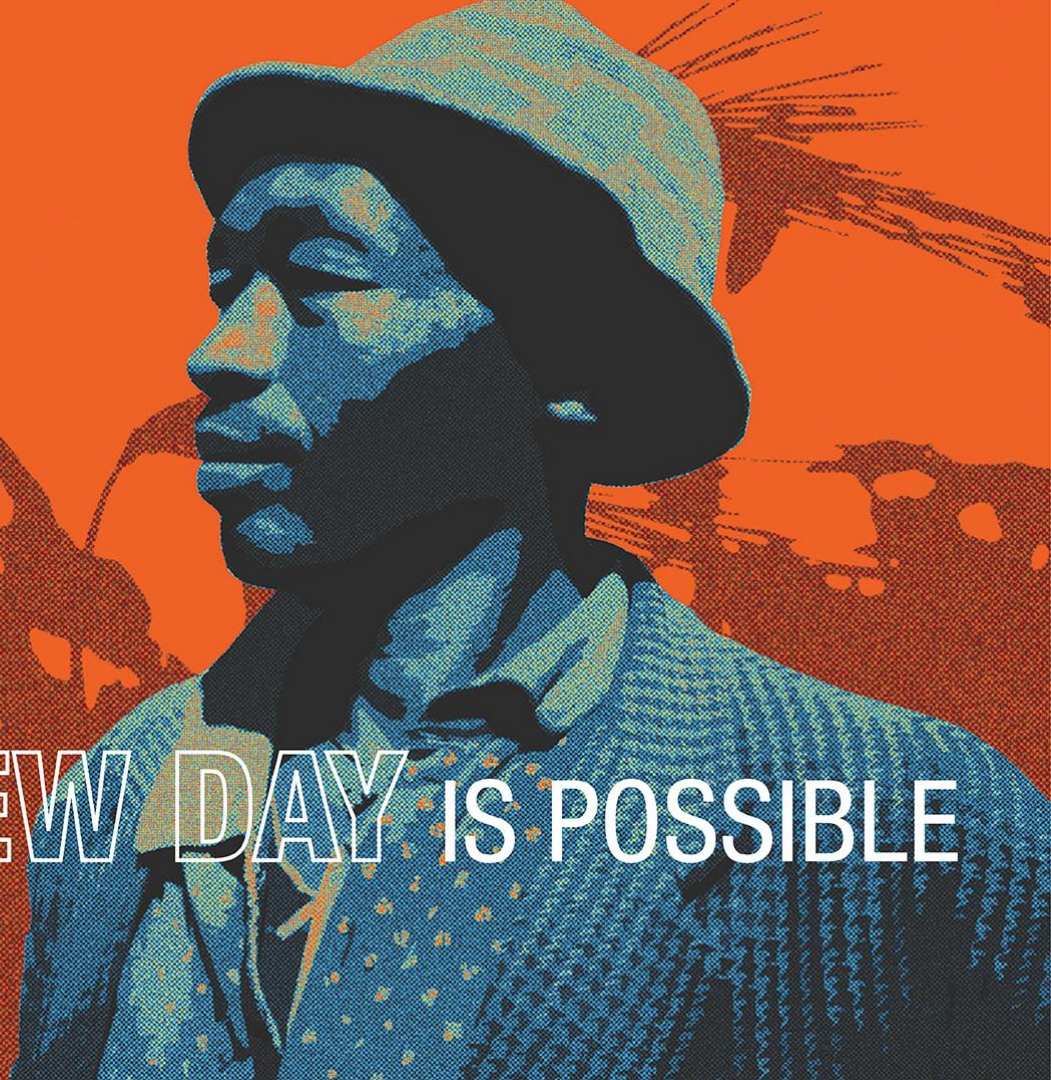
people *to care and to act*

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IFAD13

TOGETHER, A NEW DAY IS POSSIBLE




Concept

- The world faces multiple crises—war, climate change, pandemic
- Rural people are key to **ensuring peace, food security and stable communities**
- New Day: a creative, positive concept to inspire and build support for IFAD13
- Award-winning filmmaker Jonathan Pearson and iconic song by Nina Simone
- Inspiring imagery of rural people at work, filmed in project areas in Tunisia

A global campaign positioning IFAD as the lead agency in ensuring the international financial system delivers rural resilience and a food-secure future.

Across all platforms and channels



\$1 INVESTED IN RESILIENCE LEADS TO \$10 SAVED IN HUMANITARIAN AID

RURAL YOUTH

/rʊərəl ju:θ /

1. Young people living in rural areas.
2. Game changers, innovators, and leaders who are crucial to building a sustainable future.



TO PROTECT OUR EARTH, WE NEED RURAL SOLUTIONS

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IFAD



WILL WE RESPOND TO CRISIS AFTER CRISIS

OR

INVEST IN A STRONGER FUTURE?

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IFAD13 REPLENISHMENT
A NEW DAY IS POSSIBLE.

NOW IS THE TIME TO INVEST IN A RESILIENT FUTURE.

Climate change, war and a pandemic are causing growing hunger and poverty. Supply chains and food systems are disrupted, insect swarms are rising, and inflation is surging.

In every crisis, it is the poor and vulnerable who suffer the most.

Crisis also impacts and are worsened for long-standing systemic problems. Right now we can lay the foundations to achieve greater resilience – especially for those who have been left behind. But only if we make the right choices and the right investments in local food systems. Every US\$1 we spend now on future resilience can save up to US\$10 in emergency aid in the future.

It all starts with food, our most basic need.

Today's food systems have failed to make nutritious diets accessible or affordable for all. At least three billion people are unable to afford healthy diets. Eighty per cent of the world's extremely poor people reside in rural areas and mostly rely on food systems for their livelihoods and food security.

Small-scale farmers, who produce up to 70 per cent of the food consumed in low- and middle-income countries, are often cut off from financing, social services, electricity and even paved roads, and are on the front lines of climate change. But with the right investments rural people can feed themselves, their communities and countries, contributing to food sovereignty and global food security – and creating a future in rural areas for the next generation.

IFAD is stepping up.

IFAD is the world's fund for transforming agriculture, rural economies and food systems, and targets its investments to the most vulnerable rural populations. For over 40 years, IFAD's model of locally led development has empowered rural people to take charge of their own futures.

IFAD leverages contributions to assemble more finance for rural transformation. Since 1977, IFAD has turned every dollar of core contributions from Member States into six dollars of investment on the ground.



IFAD13 BUILDING RURAL RESILIENCE FOR A FOOD-SECURE FUTURE

We are on the brink of a global emergency. Hunger and poverty are at unacceptable levels and the impacts of climate change are increasingly catastrophic. Forced migration, instability and conflict are growing, especially in vulnerable areas.

The time to act and invest in solutions is now.

These rural people and small-scale producers depend on small farms for their income and sustenance. They are also critical to local food security and climate and contribute significantly to the world's food production up to 70 per cent of food consumed in low- and middle-income countries.

For these rural people, dramatically scaling up inclusive, sustainable investments in agriculture would be transformative and would help to get the United Nations Sustainable Development Goals (SDGs) back on track. Investing in agriculture is two to three times more effective at reducing poverty than other sectors.

With such investments, production increases, diversifies and adapts to a changing climate. More and better food becomes available, and the incomes of all those along the value chain improve. With food security and options for livelihoods, pressure to migrate and instability decreases, while climate resilience grows up. This is why rural resilience is a game-changer for hunger, poverty and climate.

EVERY US\$1 INVESTED IN RESILIENCE TODAY CAN SAVE UP TO US\$10 OF EMERGENCY AID IN THE FUTURE



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Results

- France24 – global network with **101 million weekly viewers**
- **50 placements** across markets adjacent to the most popular news shows
- Leading channel in sub-Saharan Africa (**40 million viewers**)
- **21 million** in Middle East and North Africa
- Press release: over **400 media pickups**
- IFAD Goodwill Ambassador **Sabrina Elba** premiered the film at Cannes Lions festival with IFAD, UNDP and Goals House and spoke about the power of IFAD investments

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



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



Thank You

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