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
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
IFAD13
TOGETHER, A NEW DAY IS POSSIBLE
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
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

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

Champion IFAD and its issues
- Learn more about the issues

Support IFAD campaigns
- Speak up
- Share stories and write blogs
- Support resource mobilization efforts

Follow IFAD on social media channels

Use IFAD’s Communications Toolkit
Thank You