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**President's report on a proposed grant
under the global grant window to
Global Citizen for the Global Citizen
Partnership – Enhancing Global Advocacy for
Increased Investment in SDG 2**

Note to Executive Board representatives

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For: Approval

Recommendation for approval

The Executive Board is invited to approve the recommendation for the proposed grant as contained in paragraph 19.

President's report on a proposed grant under the global grant window to Global Citizen for the Global Citizen Partnership – Enhancing Global Advocacy for Increased Investment in SDG 2

I. Background and compliance with IFAD Policy for Grant Financing

1. Almost one billion people are food insecure in the world today, and this figure is on the rise as a result of increased conflict, climate change and economic stagnation. Three quarters of these people live in rural areas and are involved in or closely tied to agriculture. Data suggest that agriculture and rural development are critical pathways to ending hunger by 2030. Although investments have grown since 2015, they have not found their way to the developing countries lagging furthest behind to a sufficient degree. Investments in the least developed countries – which constitute the majority of IFAD's lending portfolio – have been stagnant for five years. COVID-19 threatens to derail progress, as the crisis is putting additional stress on the world's food systems.
2. Considering IFAD's important role in supporting the realization of the 2030 Agenda – ensuring that the world's poorest and most vulnerable rural people improve their livelihoods and food and nutritional security – achieving exponential impact is vital. IFAD needs to maximize opportunities to overcome SDG 2 financing gaps, and must increase its global influence and ability to mobilize Member States and partners to this end.
3. The rationale for this grant proposal is that substantially scaled-up funding and innovative approaches to increase investments are needed to achieve SDG 2. Global Citizen has a long-standing commitment to SDG 2, has mobilized its global network to secure new and meaningful commitments to it, and has consistently worked to ramp up global momentum aimed at ending hunger. This proposal seeks to expand this successful partnership by engaging political commitment and financial support for increased investment in agriculture and rural development.
4. Since 2019, IFAD has been engaging with Global Citizen in a transformative campaign to mobilize support around SDG 2, including through: the Rural Poor Stimulus Facility and the Twelfth Replenishment of IFAD's Resources (IFAD12). This has generated positive results, raising visibility and engagement around the needs of small-scale farmers and the need to fight poverty and hunger by investing in agriculture.
5. The proposed three-year proposal aims to scale up the partnership to advocate at all levels for increased financing for sustainable food systems transformation and support for priority areas of IFAD's global engagement.
6. The proposal is in line with the strategic objectives of IFAD's regular grant programme outlined in Regular Grants Policy (EB 2021/132/R.3). It contributes to (i) leveraging better impact on the ground and (ii) fostering a more conducive policy and investment environment for smallholder agriculture through advocacy, policy engagement, knowledge sharing and bringing visibility to IFAD's work.

7. The recipient was identified through direct selection due to its worldwide advocacy, policy-influencing mandate, and extraordinary convening power. IFAD's Operational Strategy and Policy Guidance Committee met to review the proposal on 14 April 2021. It was approved on 15 October 2021.

II. The proposed project

8. The goal is to increase political and financial support for policies and investments in agricultural and rural development that will contribute to the delivery of SDG 1, SDG 2, and SDG 13. The objectives are:
 - (i) Secure policy and financial commitments through enhanced advocacy efforts addressing the challenges of rising poverty, hunger and climate change, and meeting the targets for SDG 1, SDG 2, and SDG 13
 - (ii) Build a coalition of partners committed to investing in rural people and promoting commitments to achieve SDG 1, SDG 2, and SDG 13; create sustainable momentum that extends beyond the grant period in its reach and impact.
 - (iii) Provide a global forum to highlight that rural and agricultural development benefits rural communities, by leveraging Global Citizen events, utilizing their platform, generating media opportunities, and activating social media; raising awareness about the commitments made by policymakers, civil society and the private sector.
9. The target groups.
 - (i) The direct target group includes government decision makers, leaders of international institutions, the private sector, foundations, civil society and the general public in IFAD's Member States. The aim is to mobilize momentum, helping generate increased impact for poor and vulnerable rural people in line with the 2030 Agenda.
 - (ii) The grant activities will also benefit IFAD Member States by providing policy support, raising awareness and mobilizing new resources. Specific targets will be determined annually based on objectives, opportunities and needs.
 - (iii) The indirect target group will be IFAD's primary beneficiaries – small-scale rural producers and vulnerable rural people – who need and benefit from policies and investments that advance sustainable and inclusive transformation in agriculture.
10. The grant will be implemented over three years with the following components:
 - (i) Globally, it will deliver a partnership that enhances progress towards IFAD's goals. Global Citizen, with IFAD and partners, will intensify efforts to build upon narratives that mobilize audiences and calls to action on SDG 1, SDG 2 and SDG 13. These efforts will highlight the importance of investment in food systems and rural transformation, among other IFAD thematic priorities. The partnership will utilize data and evidence generated by IFAD, including insights gained from country programmes, as well as publicly available knowledge and research relevant to the grant.
 - (ii) Regionally and nationally, it will mobilize support from the ground up, to drive progress towards targets relevant to SDG 1, SDG 2 and SDG 13 by building and expanding on momentum from key events in 2021. The partnership will promote accountability and visibility for the fulfilment of commitments and maintain momentum to deliver increased political and financial support over the grant period. Regional networks will be strengthened through targeted activities (such as leveraging the New Partnership for Africa's Development to ensure a budgetary allocation of 10 per cent to agriculture in Africa and addressing fragility in Latin America and the Caribbean and small island

developing states) and engaging with political leaders and representatives of civil society organizations. This enhanced advocacy approach with regional linkages will boost IFAD's ability to drive political will to support IFAD's priorities, and reinforce the agenda to increase financing.

- (iii) Increase engagement with the private sector to mobilize investments into rural micro, small and medium-sized enterprises. The partnership is geared at unlocking new private sector and foundation investments by utilizing Global Citizen's unique positioning as a convening power to connect IFAD to companies and foundations and help build relationships across the private sector.
- (iv) Support management and knowledge-sharing activities that help IFAD and Global Citizen achieve mutually beneficial objectives. Global Citizen will establish a project management team including a dedicated staff member to manage the partnership and coordinate activities. Together IFAD and Global Citizen will capture lessons learned during project implementation and utilize these to strengthen approaches, streamline processes, and identify emerging needs and opportunities to deliver on the grant's goals. At least two learning and knowledge-sharing events will be dedicated to establishing best practices and strengthening collaboration on advocacy efforts between organizations working on issues relevant to SDG 1, SDG 2 and SDG 13.

III. Expected outcomes/outputs

11. The project is expected to have the following outcomes:
 - (i) High-level political and financial commitments towards advancing inclusive food systems and ensuring sustainable rural transformation.
 - (ii) Increased awareness, visibility and stakeholder engagement on the need to fight rising levels of poverty and hunger and respond to the effects of climate change by securing investments in SDG 1, SDG 2 and SDG 13.
 - (iii) Heightened political support, particularly within new regions and countries, to mobilize partnership activities to increase financing.
 - (iv) Strengthened advocacy networks in selected countries of the IFAD portfolio with calls to action driven by the voices of rural people.
 - (v) Leveraged private sector and citizen engagement in supporting SDG 1, SDG 2 and SDG 13, and raised awareness and the need for substantial investments.
 - (vi) Enhancement of IFAD's position as a major leader in the work towards SDG 1, SDG 2 and SDG 13 with a stronger role in investment coordination.

IV. Implementation arrangements

12. **Grant management.** Global Citizen will be the recipient and implementer of the grant. It will be responsible for overall management of activities, budget, deliverables and coordination with dedicated IFAD headquarters staff. Biannual strategy meetings between IFAD and Global Citizen will be held. Monthly or weekly meetings will be planned as needed.
13. Global Citizen will establish a dedicated team to manage and implement the grant activities. This will include at least one full-time Global Citizen staff member – the project manager, plus part-time team members contributing to the implementation of the grant. The project manager will work closely with IFAD's relevant teams (see para. 17) on administration of grant documents, reporting, meeting coordination and other activities.
14. **Financial management and audit.** The grant entails no deviations from the standard procedures for financial reporting and audits. Global Citizen has financial systems to provide accurate record-keeping and accountability for the financial

operation of activities, in accord with Generally Accepted Accounting Principles (GAAP). It undergoes an external audit annually and meets GAAP and International Financial Reporting Standards. Any budget revisions must be presented to Global Citizen's Finance Committee for approval. In line with paragraph 15(iii) of the IFAD Policy for Grant Financing,¹ Global Citizen was selected for its unique global advocacy, policy-influencing mandate, and convening power.

15. **Monitoring and evaluation.** M&E will be a key focus of the partnership, ensuring robust tracking of results and return on investment. Global Citizen has an accountability system with PricewaterhouseCoopers to track commitments from a variety of sources: publicly available information; commitment-makers; agencies contracted to deliver commitments; and credible sources such as sector experts. It employs a third-party validation system and measures impact via a standard that outlines how commitments translate into impact.
16. **Knowledge management.** In line with IFAD's Knowledge Management Strategy for 2019-2025, knowledge and lessons gained during the grant will be shared and applied in future advocacy work. This will include a lessons learned workshop organized after grant completion to contribute to IFAD's overarching knowledge base.
17. **IFAD supervision.** IFAD will nominate internal technical co-leads from the Global Engagement, Partnership and Resource Mobilization (GPR) and Communication (COM) Divisions for the supervision and ongoing coordination with Global Citizen. They will coordinate with other internal departments and divisions, including the Strategy and Knowledge Department and Programme Management Department for work at the regional level on policy engagement and grass-roots mobilization.

IV. Indicative project costs and financing

18. The total cost is estimated at US\$4,335,000 and includes an IFAD grant of US\$1,500,000 (35 per cent) and in-kind cofinancing by Global Citizen of approximately US\$2,855,000 (65 per cent).

Table 1
Costs by component and financier
 (Thousands of United States dollars)

<i>Components</i>	<i>IFAD</i>	<i>Global Citizen</i>	<i>Total</i>
1. Deliver a partnership that enhances progress towards IFAD's goals	780 000	440 000	1 220 000
2. Mobilize support from the ground up	190 000	2 300 000	2 490 000
3. Increase private sector engagement	275 000	115 000	390 000
4. Support management and knowledge-sharing activities to achieve mutually beneficial objectives	145 000	-	145 000
5. Overheads	110 000	-	110 000
Total	1 500 000	2 855 000	4 355 000

¹ IFAD Policy for Grant Financing.

Table 2

Costs by expenditure category and financier

(Thousands of United States dollars)

<i>Expenditure category</i>	<i>IFAD</i>	<i>Global Citizen</i>	<i>Total</i>
Salaries and allowances	450 000	-	450 000
Consultancies	200 000	45 000	245 000
Workshops	285 000	2 405 000	2 690 000
Goods, services and inputs	420 000	405 000	825 000
Travel and allowances	35 000	-	35 000
Indirect costs	110 000	-	110 000
Total	1 500 000	2 855 000	355 000

Note: Dollar amounts rounded to the nearest thousand.

V. Recommendation

19. I recommend that the Executive Board approve the proposed grant in terms of the following resolution:

RESOLVED: that the Fund, in order to finance, in part, the Global Citizen Partnership – Enhancing Global Advocacy for Increased Investment in SDG 2, shall provide a grant of one million, five hundred thousand United States dollars (US\$1,500,000) to Global Citizen for 3 years upon such terms and conditions as shall be substantially in accordance with the terms and conditions presented to the Executive Board herein.

Gilbert F. Hougbo
President

Results-based logical framework (Further details included in the grant design document)

	Objectives-hierarchy	Objectively verifiable indicators	Means of verification	Assumptions/ Factors and conditions outside the recipient's responsibility that might affect the achievement of the objectives
Goal	Increase political and financial support for enabling policies and investments in agriculture and rural development, contributing to the delivery of the SDGs and in particular, SDG1, SDG2, SDG13	<ul style="list-style-type: none"> • Number of new or increased ODA commitments to agriculture • Number of new or increased climate finance commitments targeting smallholder farmers • Number of global citizens taking action • Increased domestic investment in agriculture and rural transformation • Engagement with key partners (civil society, private-sector and government leaders) 	GC accountability mechanisms*	
Objectives	1. Secure increased investments to address the challenge of rising poverty, hunger and address climate change	<ul style="list-style-type: none"> • High-level advocacy engagements • Engagements with high level political leaders • Number of commitments to SDG1, SDG2 and SDG13 	GC accountability mechanisms*	<ul style="list-style-type: none"> • Changes in Government/Ministers • Governments do not want to engage • Other issues gain more visibility/traction
	2. Build a coalition of partners , committed to investing in rural people	<ul style="list-style-type: none"> • A developed campaign narrative and outline, with a communications plan • Engagements with civil society/NGO partners • Engagements with private-sector partners 	GC accountability mechanisms*	<ul style="list-style-type: none"> • Other issues gain more visibility/traction
	Provide a global platform , to highlight rural and agricultural development	<ul style="list-style-type: none"> • Number of stage and broadcast moments as part of GC events • Content published on GC platforms and media • Other GC-coordinated media 	GC accountability mechanisms*	<ul style="list-style-type: none"> • Lack of interest from Governments for public engagement or attention • Media and/or influencers do not engage on the campaign • Global crises and shocks divert public/political attention onto other issues
Outputs and Outcomes	1. High level political and financial commitments	<ul style="list-style-type: none"> • 2 confirmed increased commitments per year • 5 confirmed domestic commitments in agriculture and rural transformation by target borrowing countries 	GC accountability mechanisms*	<ul style="list-style-type: none"> • Political leaders/staffers are interested in the campaign/issue

	<ul style="list-style-type: none"> Increased Member States' contributions IFAD12 and IFAD13 		<ul style="list-style-type: none"> Political leaders/staffers are willing to publicly champion the issue No delay or cancellation of events No financial downturn/catastrophic event in target market/s No negative media on foreign aid/ODA/multilaterals
2. Increased awareness, visibility, and stakeholder engagement	<ul style="list-style-type: none"> At least 1 campaign outline with communication plan 2 new private sector champions with significant visibility At least 4 top-tier media placements 	<ul style="list-style-type: none"> GC accountability mechanisms* 2 surveys undertaken by IFAD across its membership to assess the impact of the grant 	<ul style="list-style-type: none"> Global crises and shocks do not divert public/political attention onto other issues Stakeholders are interested in the issues and willing to take action
3. Increased visibility and political support at regional and national platforms	<ul style="list-style-type: none"> 2 high-level champions from Africa 2 high-level champions from LATAMC Representation at a significant regional or national event each year 	GC Monthly report and event coverage.	<ul style="list-style-type: none"> Political leaders/staffers are interested in the campaign/issue Political leaders/staffers are willing to publicly champion the issue No delay or cancellation of events
4. Strengthened networks in select countries that is driven by the voices of rural and smallholder farmers	<ul style="list-style-type: none"> 3 high-level meetings with key champions and officials At Least 3 representatives from LDCs represented at a GC platform or event with focus on agriculture and rural communities 	GC Monthly report and event coverage.	<ul style="list-style-type: none"> Champions interested in the campaign/issue Political leaders/staffers are willing to publicly champion the issue No delay or cancellation of events
5. Private sector and citizen engagement effectively leveraged for greater visibility with focus on agriculture and rural communities	<ul style="list-style-type: none"> Engagements with at least 5 new civil society/NGO partners Commitments from at least 4 new private-sector partners Invite at least 4 individuals from IFAD projects to speak at events 	GC accountability mechanisms*	<ul style="list-style-type: none"> Partners are engaged/want to input/utilize a cohesive framing when possible Global crises and shocks do not divert fund and attention onto other issues
6. A Strengthened leadership and coordination	IFAD as key partner in 2 major GC Festival/event and invitation to speak at these events	GC accountability mechanisms*	<ul style="list-style-type: none"> No delay or cancellation of events

	role of IFAD in SDG1/SDG2/SDG13			<ul style="list-style-type: none"> Stakeholders are interested in the issues and willing to work together rather than competing
Component 1	Deliver an intensive advocacy campaign to drive progress on goals	<ul style="list-style-type: none"> At least 3 high-level bilateral meetings per year Engage at least 4 political leaders in events/Festivals At least 5 bilateral meetings with Heads of States At least one communication plan developed At least 6 articles/blogs and/or video content Social media content and targeted emails to GCs 	GC accountability mechanisms*	
Component 2	Mobilize Support from the Ground Up	<ul style="list-style-type: none"> Campaign actions on GC platform, at least 4 per year GC actions taken, at least 60,000 per year High level meetings, at least 3 per year GC content pieces, at least 3 per year Media placements, at least 2 per year Influencer engagement, at least 2 from A-list celebrity At least one field visit planned and executed 	GC accountability mechanisms*	
Component 3	Private Sector Engagement	<ul style="list-style-type: none"> Top-tier media via op-eds and/or blogs, at least 1 per year 4 op-eds with focus on SDG1/SDG2/SDG13 and IFAD Develop 1 viral social media campaign 	GC accountability mechanisms*	
Component 4	Management and knowledge sharing to achieve shared objectives	<ul style="list-style-type: none"> Digital actions - tweets, petitions, emails, call actions, etc. Working with civil society advocates and increasing their voice through the GC platform Mobilizing champions to implement recommendations of FSS Mobilizing citizens to campaign for investment in food systems IFAD as key partner and speaker in 2 major GC Festival/event 	GC accountability mechanisms*	

*Includes systems for tracking political engagement, media, GC actions, & implementation of commitments (all indicators)
GC, Global Citizen; FSS, Food Systems Summit, LDCs, least developed countries; SDG, sustainable development goal.