

Distinguished Representatives,

It is my pleasure to inform you that the new iteration of our global multilingual website, ifad.org, has been launched a few days ago.

The revamp is the result of extensive work carried out by the Communication Division and the Information and Communications Technology Division over the past two years and goes beyond a “new look”. It will enhance IFAD’s ability to amplify the voices of rural people, engage with key audiences, and raise visibility on the global stage. The new platform is a resource for content, visually appealing, optimized for mobile phones, and accessible to all users.

Here’s some of the new features you may appreciate:

1. **Fresh visual identity and branding:** We reflect our core identity as a hybrid UN-IFI organization with a human face by using modern fonts, strong imagery and interactive multimedia functionality.
2. **Prominent data storytelling:** We made sure our impact is showcased throughout our website in a more impactful and engaging way.
3. **Modular templates:** We developed flexible templates that make content creation faster, easier and more adaptable. This will allow for a more streamlined and cost-effective development of regional and country sub-sites in the long term.
4. **Improved accessibility:** We implemented accessibility-friendly requirements, so it is easier for people with disabilities to browse our website as we strive to provide a user-friendly experience for all.
5. **Increased language independence:** We enabled more autonomy for the official language versions of the site, allowing them to balance both global priorities and local contexts.
6. **Audience-focused navigation and structure:** We completely revamped the way we present our content, by building a simplified structure and navigation that makes it easier for our various audiences to find the information they are looking for and immediately understand who we are and what we do.

We hope our Members enjoy browsing the new website and help us bring more visibility to IFAD’s important mission.

Warmly,

Katherine Meighan

Chief Legal and Governance Officer, Associate Vice-President External Relations Department (a.i.)