

# CLIMATE INVESTMENT FUNDS



**Tim Carrington**  
**CIF Administrative Unit**  
**Communication Strategy**  
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# Communicating Climate Investment

*Building Low-Emission Climate-Resilient  
Development*

- ❖ **“develop a comprehensive and strategic communication strategy, linked to building on the knowledge management strategy approved for the CIF, to better disseminate the lessons learned from the CIF.”**

# Communications Working Group Response:

CIF

- ❖ **Core narrative**
- ❖ **Critical audiences**
- ❖ **Credible third-party voices**
- ❖ **Tools, products and events**
- ❖ **Putting the pieces together**

- ❖ **What's been achieved: professionally produced print and web materials explaining goals and structure**
- ❖ **What's needed today: to move from brochure-like “this is who we are” to a more dynamic “this is what we are doing/this is what we're learning”**

- ❖ **Communicators in all partner banks**
- ❖ **Existing knowledge management, stakeholder relations, private sector liaison**
- ❖ **Freedom from institutional communications requirements for a permanent institution**

- ❖ Telling the story of CIF investment in low-emissions, climate resilient development;

- ❖ Relationship-building

- ❖ Structured listening

*All activities of Communications Working Group support 3 pillars*

- ❖ Redesigned, newly dynamic website
- ❖ Internal communications among partners
- ❖ Taking full advantage of meetings, missions
- ❖ Project tours

*Each partner MDB chooses signature projects that carry the most valuable results and lessons*



- ❖ **Keep partners, policymakers, beneficiaries informed**

- ❖ **Regularize briefings, visits**

- ❖ **Turn audiences into voices**

*Each MDB identifies inner-circle list of 25 opinion-leaders to engage*

- ❖ What are key groups thinking, saying, advocating?
- ❖ What information gaps, perception gaps need to be addressed?
- ❖ What does management need to know about how the effort is perceived?

*Each MDB partner identifies CSOs, institutions, media outlets to track through media analyses, informal focus groups, surveys.*

- ❖ **Clear compacts covering three pillars between Administrative Unit communications officer and the MDB communications specialists**
- ❖ **Deliverables in each of the pillars—telling the story, building relationships and engaging in structured listening.**

*What does the Administrative Unit owe the regional partners, and vice versa?*

❖ **1<sup>st</sup> level: Tracking the deliverables**

❖ **2<sup>nd</sup> level: Response analysis of media, blogs, opinions**

❖ **3<sup>rd</sup> level: Tracking shifts in opinion, perception**

*Core questions: Are we delivering what we promised? Is it making difference?*

# Thank you

# CIF

❖ We welcome your insights, suggestions and questions

Thank You