

Technical Cooperation Document

I. Basic Information for TC

▪ Country/Region:	REGIONAL
▪ TC Name:	The Accelerator Fund (ACL) Communication Strategy and Positioning
▪ TC Number:	RG-T3716
▪ Team Leader/Members:	Tapia Bonilla, Maria (CSD/CCS) Team Leader; Delgado, C. Raul (CSD/CCS) Alternate Team Leader; Aguiar Parera, Catalina (CSD/CCS); Almeida Oleas, Natalia (LEG/SGO); Cabrera Botero, Maria Margarita (CSD/CCS); Caicedo Sierra, Miguel Felipe (ORP/GCM); Edwards, Guy William Humphrey (CSD/CCS); Garcia Salinas, Andrea Victoria (CSD/CCS); Gomez, Juan Carlos (CSD/CCS); Jaen Reynolds, Eduardo (CSD/CCS); Navacerrada Busquets, Pablo (CSD/CCS); Nunez Castillo, Scarleth Jamileth (CSD/CCS)
▪ Taxonomy:	Research and Dissemination
▪ Operation Supported by the TC:	N/A
▪ Date of TC Abstract authorization:	27 May 2020
▪ Beneficiary:	Inter-American Development Bank's Borrowing member countries
▪ Executing Agency and contact name:	Inter-American Development Bank
▪ Donors providing funding:	NDC Pipeline Accelerator Multidonor Trust Fund(ACL)
▪ IDB Funding Requested:	US\$350,000.00
▪ Local counterpart funding, if any:	US\$0
▪ Disbursement period (including Execution):	24 months
▪ Required start date:	October, 2020
▪ Types of consultants:	Consulting firms and individual consultants
▪ Prepared by Unit:	CSD/CCS-Climate Change
▪ Unit of Disbursement Responsibility:	CSD-Climate Change and Sustainable Development Sector
▪ TC included in Country Strategy:	N/A
▪ TC included in CPD:	No
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Productivity and innovation; Environmental sustainability

II. Objectives and Justification of the TC

- 2.1 The Board of Executive Directors of the Inter-American Development Bank (IDB) established the Nationally Determined Contribution (NDC) Pipeline Accelerator Multi-Trust Fund (ACL, or the Fund) in 2017 to help countries in Latin-America and the Caribbean (LAC) deliver on their commitments under the Paris Agreement and the agreed United Nations (UN) 2030 Agenda, including 17 Sustainable Development Goals (SDG).
- 2.2 The ACL provides grant financing to cover the added costs of embedding climate and sustainability considerations in upstream program and project preparation, as well as the identification and facilitation of pipeline creation for sustainable

investments. Fund resources seek to enable IDB Group's projects and counterparts at the country level to develop plans for low-carbon growth, climate resilience, and sustainability early in the project cycle.

- 2.3 The ACL is a key step to the IDB Group, as it contributes to fulfilling the commitment of increasing the financing of climate change-related projects in the region. In this context, the ACL provides support to more than 20 countries in the region¹, and as such, plays a crucial role within the *NDC Invest* platform. Since its inception, the ACL has financed initiatives that promote transformational investments consistent with LAC countries' NDC and other climate commitments.
- 2.4 In 2019, an effective communication strategy was built to revamp the *NDC Invest* branding. Under this work, some initial ACL audiovisual material (ACL logo, layouts, etc.) was developed to share and disseminate lessons learned among stakeholders in relevant regional and national events.
- 2.5 At the second Steering Committee (May, 2019), an [action plan for the ACL Fund's](#) brand, essence, positioning and dissemination was presented for the endorsement of contributing donors. The proposal included such activities as the main elements of a technical cooperation (TC) —to be prepared in 2020— that focuses on the communication of important aspects of the fund to relevant stakeholders. The objective of the TC is to carry out the deployment of the proposed strategy and activities for the next three years (2020-2023). During the meeting, a draft “look and feel” of the ACL branding and logo (“Powering the Promise of Prosperity”) was showcased to the donors. A visualization of the ACL branding application was also featured, which allowed donors to see different prototypes within the IDB's *NDC Invest Platform* (www.ndcinvest.org) in terms of banners, infographics, and videos, among others.
- 2.6 While building upon activities initiated under operation titled “*To Consolidate the Presence of NDC Invest® in the Region*” (ATN/MC-17402-RG, ATN/OC-17401-RG), this new TC will develop a communications strategy for the ACL Fund, that will encompass issues such as the image of the brand, microsite design, improvement of dissemination activities and reach out to target audiences.
- 2.7 This TC aims at promoting ACL solutions² to LAC governments, private sector and other stakeholders —including donors— by increasing the fund's visibility and improving the dissemination effectiveness of its results. The ACL strategic communication and dissemination activities require building a communications strategy that includes brand positioning and the creation of a pitch to present the Fund to potential new donors. The objective is to support the consolidation of the ACL as a relevant financial instrument focused on the acceleration of a pipeline for sustainable operations in LAC. Consequently, the design and implementation of a communications strategy is key to maintain the engagement with current and potential donors in order to keep the fund active and make it financially sustainable in the long term to support new projects in LAC.
- 2.8 The TC is consistent with the Second Update to the Institutional Strategy (AB-3190-2) and is aligned with the development challenge of productivity and

¹ All countries in the LAC region that are borrowing members of the IDB are potential beneficiaries of the operation.

² Centered on showcasing instruments, tools, frameworks and lessons learned.

innovation, as it ultimately intends to facilitate the continuous supply to LAC Governments of the latest knowledge regarding climate considerations that are crucial in the process of updating and strengthening their NDC—a process such governments agreed to when they ratified their adherence to the Paris Agreement. As a consequence, their institutional capacity to constantly improve their NDC will be enhanced, and lessons learned regarding climate operations, methodologies and systems, should be easier to share (regionally) for the purpose of replicating successful interventions. The operation is also aligned with the cross-cutting theme of environmental sustainability, as it provides support through dissemination and outreach for the development of new sustainable development projects. In addition, this TC is aligned with the objectives of the ACL Fund, as it aims at strengthening institutions to improve planning and execution capacities, develop sound frameworks and promote sustainable investment decisions at different levels of the government. Additionally, the operation aligns with indicator No. 6 of the IDB Group Performance of the IDB Group Corporate Results Framework 2020-2023 (GN-2727-12), since it will ultimately provide support to LAC countries with innovative climate change knowledge sharing.

- 2.9 The proposed TC is also aligned with the IDB's Integrated Strategy for Climate Change Adaptation and Mitigation and Sustainable Renewable Energy (GN-2609-3) and particularly with the knowledge agenda components as they are described in paragraph 2.25 of the IDBG Climate Change Action Plan 2016-2020 (GN-2848-3). It is further aligned with paragraph 3.18 of the Climate Change Sector Framework Document (GN-2835-8).

III. Description of Activities/Components and Budget

- 3.1 **Component 1. Design of a communications strategy and branding plan to position the ACL Fund (US\$100,000).** This component will include the design of a communications strategy and the implementation of a roadmap. Specifically, the following activities:
- a. Design of work plan with a timeline for deliverables. This will include a Gantt chart in Word and PDF formats.
 - b. Create an assessment report of the current ACL brand scenario and a proposal for a new brand positioning. Strategic concept to communicate ACL new brand positioning and creative communication campaign ecosystem and target journey.
 - c. Generation of a creative concept aligned with new ACL brand positioning and strategic concept and creative assets for ACL creative communication campaign, brand image and visual integration with the NDC INVEST® positioning communication strategy.
 - d. Design and programming of a website under the NDC INVEST® domain that include the creation of multimedia pieces and basic programming tasks to ensure a fully functioning online site that reflects the new image and communication campaign of the ACL Fund. This product includes the maintenance of the website for a period of at least 4 months.
- 3.2 The activities under Component 1 should be aligned with the [communicational strategy](#) and visual guidelines of NDC INVEST®. Among the expected results for this component are to design specific communications documents and its strategy

roadmap, to develop a branding plan according to IDB and *NDC Invest* guidelines and an ACL communications manual and its results to present the Fund. These documents should be considered as knowledge products to use and replicate the experience with other IDB climate funds.

3.3 **Component 2. Implementation of the positioning and dissemination strategy (US\$130,000).** This component considers an external consulting firm or consultant to implement the following activities:

- a. Design of an internal dissemination strategy and support the implementation with target stakeholders.
- b. Development of the scripts, storyboard and final cut of videos to showcase the ACL Fund. These communication materials will also be part of the communication strategy to position the NDC INVEST® platform.
- c. All the communication materials will focus on the ACL results achieved, lessons learned, knowledge tools and countries' experiences. They can include results by region or initiative where the fund has been implemented or type of tools or solutions designed and implemented. Documentary videos will be produced to highlight the overall results achieved.
- d. Produce knowledge and visualization materials to showcase projects across LAC and at global or regional conferences (e.g. Conference of the Parties (COP-26) of the United Nations Framework Convention on Climate Change, etc.) such as infographics, factsheets and others to enhance the positioning of the ACL Fund.
- e. Support the brand positioning (with the use of hashtags, keywords, event trends, etc.) in social media such as Twitter, LinkedIn, Instagram, etc., to deliver strategic messages to target audiences.
- f. Brand template and banners for the publication of blog posts.
- g. Design of a template for newsletters following the brand guidelines.

3.4 The expected result of this component is to design a package of tools to improve the knowledge at the IDB on how to operationalize communications for funds using specific tools and the communication strategy and results of the plan and considering different target audiences.

3.5 **Component 3. Support communications and positioning of the ACL Fund (US\$120,000).** This component will support the dissemination and communications of the ACL Fund and its portfolio to ensure an adequate presentation of the fund to donors and all its beneficiaries. Under this component it is expected to hire a consultant that will carry out the following activities:

- a. Management of the different IDB social media platforms such as Facebook, Twitter, Linked-in and Instagram to disseminate ACL Fund results, lessons learned, events, products and other content within the *NDC Invest* Platform, with an adequate recognition to its donors and partners.
- b. Write, publish, and coordinate the efforts to disseminate at least five blog posts per year on the ACL Fund activities or publications.
- c. Development of two biannual newsletters for ACL stakeholders to showcase the overall outcomes and results of the ACL Fund.

- d. Develop an investor pitch in coordination with the ACL Fund advisor and the IDB's Office of Outreach and Partnerships (ORP) to introduce the fund to potential new donors and carry out fundraising activities with other stakeholders.
 - e. Coordinate an internal communications plan to engage donors and other ACL stakeholders in the region.
 - f. Monitor, evaluate and report on the delivery and effectiveness of the communications plan and activities, including impact on target audiences over time.
 - g. Collaborate with the fund's team and relevant Sector Specialists in the preparation and edition of communication products that convey clear messages through effective delivery channels, consistent with the brand of the ACL Fund, *NDC Invest* and IDB branding, and ensure donors visibility and recognition.
 - h. Build and manage external media and internal communications to strengthen relationships with partners.
 - i. Maintain a stakeholders list and generate new material for the website and key related events such as the COP or Regional Policy Dialogues, among others.
- 3.6 The expected result is to strengthen the technical capacity and knowledge in executing communications plans and on how to operationalize its tools to promote and position the fund's results and achievements. Additional activities could be generated during the implementation of this component.
- 3.7 The total estimated cost for this technical cooperation is US\$350,000, which will be financed with resources from the NDC Pipeline Accelerator Multi-donor Trust Fund (ACL).

Indicative Budget (US\$)

Activity/Component description	IDB/Fund	Total
Component 1. Communications strategy and branding plan	100,000	100,000
Component 2. Implementation of the positioning and dissemination	130,000	130,000
Component 3. Support communications and positioning of the ACL Fund	120,000	120,000
Total	350,000	350,000

IV. Executing Agency and Execution Structure

- 4.1 Due to the regional nature of this TC and since it is originated at the initiative of the Bank, in accordance with Appendix 10 of the Operational Guidelines for Technical Cooperation Products (GN-2629-1), the Bank will act as the executing agency through its Climate Change Division (CSD/CCS). As such, the Bank will follow its procurement policies and guidelines related to contracting processes: (i) individual consultants will be hired according to the guidelines established in policy AM-650; (ii) consulting firms of an intellectual nature will be hired according to the "Policy for the selection and contracting of consulting firms for operational work carried out by the Bank" (GN-2765-4) and its Operational Guides (OP-1155-4); and (iii) other non-consulting services in accordance with the "IDB Institutional Procurement Policy" (GN-2303-28).

- 4.2 The IDB will execute this operation through CSD/CCS, which will be responsible for the technical management of the fund, and based on the fact that an important part of the activities that will be carried-out intend to support the positioning of the NDC ACL Fund. CSD/CCS will also be responsible for its supervision, disbursements and procurement. Additionally, CSD/CCS will coordinate with other participating IDBG Departments and liaise with other key initiatives and stakeholders involved in the implementation of ACL Fund activities.
- 4.3 The disbursement period for the operation is 24 months. Firms and individual consultants are expected to be hired based on the terms of reference prepared for each consultancy, and, if applicable, requirements to consult with civil society and/or user groups will be included to ensure that the products elaborated are aligned with their needs. The consultancies under this operation have been included in the Procurement Plan (Annex III), and the corresponding selection processes will be executed in accordance with the Bank's established procurement methods (see paragraph [4.1](#)).
- 4.4 Prior to initiating the implementation of the activities of the TC in any country, the corresponding no-objection will be obtained from the respective official liaising entity with the Bank in each country.
- 4.5 The intellectual property of the products that will result from the activities of this operation will belong to the IDBG.

V. Major Issues

- 5.1 The emergence of the COVID-19 global pandemic could threaten the achievement of the climate change and sustainability agenda in some LAC countries. It may also lead to the cancellation of planned events and activities that could affect the execution of the communications work plan given the unpredictability of the situation. Nevertheless, to mitigate this risk, the team is considering starting its activities with already achieved goals and results available from its portfolio and projects.
- 5.2 The execution of the communications plan could be delayed because of the closure of governmental offices and other entities due to the actions to mitigate the effects of the COVID-19 pandemic. The operation's team is working on the mitigation of this risk by identifying digital communications and share of knowledge through IDB available communication channels and platforms.

VI. Exceptions to Bank policy

- 6.1 No exceptions to Bank policies are expected for this TC.

VII. Environmental and Social Strategy

- 7.1 Given the nature of the project, there are no associated environmental or social risks. Per the Environment and Safeguards Compliance Policy of the Bank (OP703), the operation has been classified as Category "C", meaning that no environmental assessment studies or consultations are required (see the [Safeguard Screening Form](#) and the [Safeguard Policy Filter Report](#)).

Required Annexes

[Results Matrix - RG-T3716](#)

[Terms of Reference - RG-T3716](#)

[Procurement Plan - RG-T3716](#)