

## Basic Information

<b>Approval Year</b>	: 2020	<b>Region</b>	: REG
<b>Team Leader</b>	: Visconti, Gloria	<b>Country</b>	: Regional
<b>Taxonomy</b>	: Research and Dissemination	<b>Department</b>	: CSD
<b>Fund</b>	: ACL	<b>Sector</b>	: PA - Climate Change Financing
<b>Approval Number</b>	: ATN/AC-18282-RG	<b>Sub Sector</b>	: FCC
<b>Execution Agency</b>	: US-IDB		
<b>Execution Status</b>	: Closed		
<b>Operation Objective</b>	: This TC aims to support the NDC pipeline Accelerator Trust Fund (ACL) in developing a communication strategy that includes brand positioning. The objective is to design and implement a Communication proposal to develop a clear marketing strategy promote Fund results and impact on accelerating IDB pipeline of sustainable operations. The Accelerator Trust Fund (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.		

## Financial Information

### RG-T3716

ATN/AC-18282-RG:ACL	Original	Current	% of Current Amount Financed
<b>Amount Financed</b>	\$350,000.00	\$350,000.00	
<b>Disbursed Amount</b>	N/A	\$85,920.13	24.55 %
<b>Commitments not yet disbursed Amount</b>	N/A	-	0.00 %
<b>Available Amount</b>	N/A	\$264,079.87	75.45 %
<b>Final Disbursement Date</b>	Oct 23, 2022		

## Status Update

The IDB decided to carry out a more integrated effort regarding the communication strategy for the different funds housed at the IDB. For this reason, some of the products to be financed by the TC have been covered with other resources. This approach has increased efficiency in the use of resources, as well as saving of key resources. Said that, an initial communication plan has been delivered as well as reports and infographic material.

## Advance in the Achievement of Outcome and Outputs

### Advance in the Achievement of Outcome

#### 1 . The Accelerator Fund (ACL) Communication and positioning strengthened

The IDB decided to carry out a more integrated effort regarding the communication strategy for the different funds housed at the IDB. For this reason, some of the products to be financed by the TC have been covered with other resources. However, an initial communication plan has been delivered as well as reports and infographic material that have been key to inform prospective donors and to raise additional financing from current ones.

## Advances in Execution

## 1. 1. Design of a communications strategy and branding plan to position the ACL Fund

**Component Cost: \$0**

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
1.1 <sup>s</sup> Strategies designed	Communications strategy designed (ACL)	Strategies (#)	0	2021	Strategies reviewed and approved	Sustainable Energy and Climate Change	Physical			
							2021	1	1	0
							2022	0	1	1
							EOP 2022	1	1	1
							Financial			
							2021	50000	50000	
							2022	0	0	20000
							EOP 2022	50000	0	20000

**Advances In Execution:** A comprehensive strategy has been delivered.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
1.2 <sup>s</sup> Action plans designed	Strategy and action Plan roadmap designed (ACL)	Action Plans (#)	0	2021	Action plan reviewed and approved	Sustainable Energy and Climate Change	Physical			
							2021	1	1	0
							2022	0	1	1
							EOP 2022	1	1	1
							Financial			
							2021	50000	50000	
							2022	0	0	20000
							EOP 2022	50000	0	20000

**Advances In Execution:** An action plan has been delivered, taking into consideration successful past experiences and challenges.

## 2. II: Implementation of the positioning and dissemination strategy

Component Cost: \$70,000										
Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.1 <sup>s</sup> Virtual platforms designed	ACL micro site finalized (ACL)	Platforms (#)	0	2021	Platforms launched and operational	Sustainable Energy and Climate Change	Physical			
							2021	0	0	0
							2022	1	1	0
							EOP 2022	1	1	0
							Financial			
							2021	30000	30000	
							2022	30000	30000	
							EOP 2022	60000	30000	

Advances In Execution: Not implemented with this TC.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.2 <sup>s</sup> Tools designed/strengthened	Communications tools designed and implemented (ACL)	Tools (#)	0	2021	Tools reviewed and approved	Sustainable Energy and Climate Change	Physical			
							2021	3	3	0
							2022	3	3	2
							EOP 2022	6	3	2
							Financial			
							2021	25000	25000	
							2022	25000	25000	19920
							EOP 2022	50000	25000	19920

Advances In Execution: Tools have been created, such as the infographics, and developed in an environmental sound way.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
2.3 <sup>s</sup> Awareness raising campaigns designed/implemented	Design of a internal dissemination strategy and support the implementation with target stakeholders (ACL)	Campaigns (#)	0	2021	Stakeholders distribution list	Sustainable Energy and Climate Change	Physical			
							2021	0	0	0
							2022	1	1	0
							EOP 2022	1	1	0
							Financial			
							2021	5000	5000	
							2022	15000	15000	
							EOP 2022	20000	15000	

**Advances In Execution:** Not implemented through ACL resources.

### 3. 3.Support communications and positioning of the ACL Fund

**Component Cost: \$60,000**

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.1 <sup>s</sup> Newsletters published	<ul style="list-style-type: none"> <li>Development of two biannual Newsletters for ACL stakeholders to showcase the overall outcomes and results of the ACL Fund. (ACL)</li> </ul>	Newsletters (#)	0	2021	newsletters reviewed and approved	Sustainable Energy and Climate Change	Physical			
							2021	1	1	0
							2022	1	1	1
							EOP 2022	2	1	1
							Financial			
							2021	15000	15000	
							2022	15000	15000	8000
							EOP 2022	30000	15000	8000

**Advances In Execution:** Communication tools have been regularly developed in the form of blogs, focusing on concrete examples of ACL funding implementation.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.2 <sup>s</sup> Annual reports published	annual report designed (ACL)	Reports (#)	0	2021	Reports approved and published	Sustainable Energy and Climate Change	Physical			
							2021	1	0	0
							2022	1	1	1
							EOP 2022	2	1	1
							Financial			
							2021	15000	15000	
							2022	15000	15000	8000
							EOP 2022	30000	15000	8000

**Advances In Execution:** Comprehensive annual reports published.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.3 <sup>s</sup> Networks/communities of practice established	<ul style="list-style-type: none"> <li>Management of the different IDB social media platforms such as Facebook, Twitter, Linkedin and Instagram to disseminate ACL Fund results, lessons learned, events and products content within the NDC Invest Platform, with an adequate recognition to its Donors and partners. (ACL)</li> </ul>	Networks (#)	0	2021	Official stakeholders list	Sustainable Energy and Climate Change	Physical			
							2021	0	0	0
							2022	1	1	1
							EOP 2022	1	1	1
							Financial			
							2021	10000	10000	
							2022	10000	10000	10000
							EOP 2022	20000	10000	10000

**Advances In Execution:** Communities of practice that involved donors, other IFI, national banks and public/private clients have been developed and strenghtened.

Output Indicator	Indicator Detail	Unit Of Measure	Baseline	Baseline Year	Means Of Verification	Theme	Year	P	P(A)	A
3.4 <sup>5</sup> Climate study completed	ACL Fund case studies and results developed on blogs, videos, publications or other communication products (ACL)	Studies (#)	0	2021	Study Approved	Sustainable Energy and Climate Change	Physical			
							2021	5	5	0
							2022	5	5	0
							EOP 2022	10	5	0
							Financial			
							2021	20000	20000	
							2022	20000	20000	
							EOP 2022	40000	20000	
Advances In Execution: This output has not been met. The iDB has delivered these products though other available financial resources.										