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THE ACCELERATOR FUND (ACL) COMMUNICATIONS STRATEGY
AND POSITIONING

RG-T3716

TECHNICAL COOPERATION ABSTRACT

This document was prepared by the project team consisting of Maria Tapia (CSD/CCS) Team Leader; Raul Delgado (CSD/CCS) Alternate Team Leader; Scarleth Nunez (CSD/CCS); Pablo Navacerrada (CSD/CCS); Guy Edwards (CSD/CCS); Catalina Aguiar (CSD/CCS); Andrea Garcia (CSD/CCS); Juan Gomez (CSD/CCS); Felipe Caicedo (ORP/GCM); Margarita Cabrera (CSD/CCS), who helped to produce this document.

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TC ABSTRACT

I. Basic Project Data

▪ Country/Region:	REGIONAL/IDB
▪ 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; NUNEZ CASTILLO, SCARLETH JAMILETH (CSD/CCS); NAVACERRADA BUSQUETS, PABLO (CSD/CCS); EDWARDS, GUY WILLIAM HUMPHREY (CSD/CCS); AGUIAR PARERA, CATALINA (CSD/CCS); GARCIA SALINAS, ANDREA VICTORIA (CSD/CCS); GOMEZ, JUAN CARLOS (CSD/CCS); CAICEDO SIERRA, MIGUEL FELIPE (ORP/GCM); CABRERA BOTERO, MARIA MARGARITA (CSD/CCS)
▪ Taxonomy:	Research and Dissemination
▪ Number and name of operation supported by the TC:	N/A
▪ Date of TC Abstract:	27 May 2020
▪ Beneficiary:	Latin-American and Caribbean countries
▪ Executing Agency:	INTER-AMERICAN DEVELOPMENT BANK
▪ IDB funding requested:	US\$350,000.00
▪ Local counterpart funding:	US\$0.00
▪ Disbursement period:	24 months
▪ Types of consultants:	Individuals; Firms
▪ Prepared by Unit:	CSD/CCS - Climate Change
▪ Unit of Disbursement Responsibility:	CSD - Climate Change and Sustainable Development Sector
▪ TC included in Country Strategy:	Yes
▪ TC included in CPD:	No
▪ Alignment to the Update to the Institutional Strategy 2010-2020:	Productivity and innovation ; Environmental sustainability

II. Objective and Justification

- 2.1 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.
- 2.2 The Board of Executive Directors of the Inter-American Development Bank (IDB) established the 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 (SDGs).

- 2.3 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.
- 2.4 In 2019, at the second Steering Committee of the Fund, the Action plan of the Brand essence and the positioning and dissemination of the Fund was presented for endorsement by the contributing donors, to be included as activities of a Communication Technical Cooperation (TC) to be prepared in 2020 with the objective to deploy the strategy and activities within the next 3 years (2020-2023). During the meeting, it was showed to the donors the draft "feel and look" for the ACL branding ("Powering the Promise of Prosperity") and logo. It also included a visualization of the ACL branding application in examples within the IDB's NDC Invest Platform (www.ndcinvest.org) in banners, infographics and videos, among others.
- 2.5 This TC aims to increase the ACL visibility by improving the effectiveness of the dissemination of the Fund's results and in the development of a communication strategy that includes brand positioning. The objective is to support the establishment of the ACL as a relevant financial instrument focused on accelerating the IDB's pipeline of sustainable operations in LAC. Consequently, the design and implementation of a communication 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.
- 2.6 This TC is aligned with the following priorities of the IDB Institutional Strategy Update 2010-2020: (i) productivity and innovation, by promoting the implementation of climate operations, methodologies and systems; and (ii) environmental sustainability, by supporting the incursion of sustainable development projects. In addition, this TC is aligned with the objectives of the ACL Fund, through the strengthening of institutions to improve planning and execution capacities, develop sound frameworks and promote sustainable investment decisions

III. Description of Activities and Outputs

- 3.1 **Component I: I. Support communications and positioning of the ACL Fund.** This includes among others: (i) produce biannual Newsletters to showcase the outcomes of the Fund; (ii) develop a pitch to present the Fund to Donors and stakeholders; (iii) coordinate communications plan for engagement; (iv) monitor and report on the delivery and effectiveness of the strategy; (v) collaborate with specialists in the preparation of communications products to ensure effectiveness and brand consistency; and (vi) manage external media and internal communications partners relationships and channels.
- 3.2 **Component II: Design of a communications strategy and branding plan to position the ACL Fund.** This includes among others: (i) design of work plan and report of the current ACL scenario and proposal of brand positioning; (ii) strategic concept to communicate ACL brand positioning and creative communication campaign ecosystem and target journey; (iii) Generation of a creative concept aligned with ACL brand positioning and strategic concept for its creative communication campaign and integration with the NDC INVEST®; and (iv) design and programing of a website under the NDC INVEST® domain.
- 3.3 **Component III: Development of the positioning and dissemination strategy.** This includes among others: (i) development of the scripts, storyboard

and videos to showcase the ACL under the NDC INVEST® platform; (ii) produce knowledge and communication visual pieces to showcase projects across the region such as infographics, fact-sheets and others to enhance the positioning of the Fund; (iii) support the brand positioning in IDB social medial channels; (iv) brand template for blog posts; and (v) design of a template for Newsletters following the brand guidelines

IV. Budget

Indicative Budget (US\$)

Activity/Component	IDB/Fund	Counterpart	Total
Support communications and positioning of the ACL Fund	120,000	0	120,000
Communications strategy and branding plan to position the ACL Fund	100,000	0	100,000
Development of the positioning and dissemination strategy	130,00	0	130,000
Total	350,000	0	350,000

V. Executing Agency and Execution Structure

- 5.1 Given the nature of this TC, the IDB, through its Climate Change Division (CSD/CCS) will execute this operation and take responsibility 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 implementation and financing of Nationally Determined Contributions (NDC).
- 5.2 The Bank will be the executing agency on the basis that an important part of the activities that will be carried-out with this TC are to support the positioning of the NDC ACL Fund.

VI. Project Risks and Issues

- 6.1 Implementation of the Paris Agreement is set to start in 2020. External risks could come from the lack of engagement in certain countries by sectors that were not originally involved in the design of NDCs. This may result in a lack of understanding/engagement regarding sector contributions to national NDC objectives. Activities under Component 2 of this TC are employed to mitigate this risk.
- 6.2 The emergence of the COVID-19 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 communication work plan given the predictability of the situation. The execution of the communication plan could be delayed as a result of the closure of governmental offices and other entities due to the actions to mitigate the effects of the pandemic. To mitigate this risk , execution of activities will be done by desk review and virtual interviews since the Fund has already successful cases and supported information available to work with.

VII. Environmental and Social Classification

- 7.1 The ESG classification for this operation is "undefined".