

Critical Ecosystem Partnership Fund

February 17, 2016

Approval of the CEPF Communications Strategy for Phase III

Recommended Action Item:

The Donor Council is asked to approve, on a no-objection basis, the Communications Strategy for Phase III, titled "Looking Ahead."

Deadline for no-objection approval is 2 March 2016.

Response to Donor Council Input:

The document we are now sending for approval is a revision of the Communications Strategy shared with the Donor Council at its meeting January 20, 2016. The revisions reflect input from donors received at the January 20 meeting. The revisions include:

- Addition of a section on what updating CEPF's core identity (name, tagline, and logo) would entail and result in, per the interest expressed by some Donor Council members in considering a name change for the fund. Page 16
- Addition to the appendix of estimated cost related to core identity change. Page 3 of the Appendix.
- Specification of categories of potential donors, including the private sector, in the list of primary audiences. Page 8
- Inclusion of media of high value to private sector potential donors in the list of recommended media activities. Page 25
- Recommendation added to Events section regarding Regional Implementation Team role in engaging potential private sector donors, as well as other current and potential donors, via regional meetings. Page 26
- Awareness Campaign section added to Communications Activities, Key Factors. Page 31
- Adjustment of implementation timeline to incorporate possible core identity change. Page 39

Background:

CEPF's Donor Council approved the strategic framework for Phase III of CEPF at its 24th meeting in 2014. Among the expected outcomes of the framework is the development of a new communications strategy, emphasizing stronger communication products and more effective impact reporting.

Prior to the 26th meeting of the Donor Council in January 2015, the Donor Council and Working Group members, other donor representatives and Secretariat staff participated in a communications workshop designed to gather initial input regarding ways to improve CEPF communications to better serve the

program, its grantees and its donors. This input was recorded and shared with a New York communications strategy firm, Big Duck, which was hired through a competitive procurement process in October 2015.

CEPF's communications team and Big Duck have been working closely with the Secretariat, conducting additional research and interviews with Working Group members, donor communicators, and RIT and grantee representatives to inform the strategy.

The Working Group reviewed the draft strategy at a meeting held January 6, 2016, providing input that was reflected in the strategy presented to the Donor Council for the January 20, 2016 meeting.

Purpose

The goal of the strategy is to enable CEPF's communications to contribute to a successful Phase III by refining and measuring communication practices, increasing efficiency, and strengthening branding to help build and support the relationships necessary for CEPF to become a truly transformational fund.

Prepared by the team at Big Duck with the input of the CEPF Secretariat, the strategy includes recommended actions of varying priority and resource requirement. CEPF will implement the strategy based on capacity and funding availability, focusing in the near term on actions that make the most effective use of current resources.

CEPF's Regional Implementation Teams (RITs) already play a role in communications, and the Secretariat expects that this function will expand in line with the RITs' evolving leadership role as outlined in the long-term visions for the hotspots. This will be a key element of implementing the communications strategy. Additionally, implementation of the Communications Strategy will be closely tied to implementation of the Learning Strategy currently being developed by the Secretariat.