

## Communications strategy:

*For the Independent Evaluation of the Effectiveness of the GCF's Investments in the LDCs (LDC2022)*

*Oct 19 2021*

### 1. Background

Paragraph 64 (a) of the Evaluation Policy for the GCF, which is contained in [Annex I of decision B.BM-2021/07](#), states that:

*The IEU and the Secretariat will include a **dissemination/knowledge management plan for evaluations** in their respective work programmes. The Secretariat's knowledge management function will also play a critical role in this space.*

Further, paragraph 64 (d) of the Evaluation Policy goes on to say that “the GCF will promote the sharing of evaluative evidence across GCF partners through **different modes of dissemination and communication.**”

In this context, this draft communications strategy has been developed, by the IEU, to serve as the Unit's “dissemination/knowledge management plan” for its Independent Evaluation of the Effectiveness of the GCF's Investments in the LDCs (LDC2022). This strategy outlines how the IEU plans to disseminate the findings and learnings from this evaluation, including information about suggested modes of dissemination and communication, and provides an indicative timeline for key activities and engagement plans.

### 2. About the evaluation

The least developed countries (LDCs) are responsible for small additions to the overall GHGs stock globally but experience disproportionate impacts of its consequences. The evaluation will ask whether the GCF's approach and investments have been effective in reducing the vulnerability of local communities and their local livelihoods to the effects of climate change, and whether these impacts are likely to be sustained. The evaluation will be delivered by the end of 2021 and will be presented to the Board at its first meeting (B.31) to take place in 2022.

### 3. Communications objectives

The communications strategy focuses on raising awareness of the evaluation during the evaluation period and after the completion of the evaluation. It aims to promote and disseminate the evaluation's findings and recommendations, primarily to decision-makers and other key stakeholders in the GCF ecosystem.

### 4. Target audiences/stakeholders

Key audience group	Target subgroup (if applicable)	Desired change	Key outputs, engagement opportunities	Main products of interest
GCF Board	All Board Members, including the Co-Chairs, Board Members from LDCs, and those who can be considered as “Champions” for this evaluation.	Board Members are aware of the evaluation's key findings and use the evaluation's recommendations to improve the GCF business model and operations, as the GCF's ultimate decision-making body.	IEU webinars, board side events, bilateral consultations between the IEU management and the Board members, IEU newsletters, social media, COP26 side event(s) in Glasgow.	Executive summary, final evaluation report, GEvalBriefs and Notes in EN/FR/ES/AR, IEU newsletters (including Board-special editions), the ‘evaluations’ section of IEU

				activities/annual reports.
<b>GCF Secretariat</b>	Particularly the OED (given its interest in potentially having an LDCs strategy for the GCF), and relevant Divisions, including the DCP, DMA, PSF and the policy team of the GCF Secretariat.	The Secretariat becomes aware of the evaluation's key findings and recommendations and submits a timely and thoughtful Management Response to the evaluation. The Secretariat integrates the evaluation learnings in future planning processes.	IEU webinars, board side events, regular meetings between the IEU head a.i. and the ED, IEU newsletters, news updates on the GCF intranet Green Shift and social media, COP26 side event(s) and engagements in Glasgow.	Executive summary, final evaluation report, GEvalBriefs and Notes, regular Green Shift updates, IEU newsletters, press release, IEU's video/podcast focusing on the evaluation findings and recommendations.
<b>GCF partners (AEs, EEs, advisory group, etc.)</b>	GCF's accredited entities, implementing entities, national designated authorities and focal points and observers, particularly those who work in or take a special interest in the LDCs, including the advisory group.	The AEs' and the observers' understanding of the GCF is improved, and they become aware of the IEU evaluation's key findings and recommendations.	IEU webinars, board side events, IEU's engagement in external conferences/events hosted by GCF partners, IEU newsletters, social media updates, IEU Virtual Talks, COP26 side events in Glasgow. Advisory group engage in feedback meetings	Executive summary, final evaluation report, GEvalBriefs and Notes, press release, IEU's video/podcast focusing on content of the evaluation findings and recommendations.

## 5. Communications-related outputs

Output	Key audience	Content/comments	Expected delivery
<b>IEU website</b>	All	Serves as a hub for all public resources generated by the evaluation; updated immediately once new content becomes available.	A designated webpage created as early as Feb 2021, and updated throughout 2021 and early 2022
<b>Approach paper</b>	Board, Secretariat	Approach, questions, messages of the evaluation.	1 July 2021
<b>Draft country case study reports</b>	All	Six country case study reports: Ethiopia, Malawi, Togo, Haiti, Cambodia and the Pacific	15 September 2021
<b>Feedback meeting from advisory group</b>	Advisory group	Feedback on factual draft of evaluation report	8 <sup>th</sup> October
<b>Webinars and/or Board Side Events to present key findings</b>	Board, Secretariat	In these webinars or Board (virtual) Side Events, the evaluation team will present the evaluation's key findings and answer any questions the attendees may have.	3 <sup>rd</sup> /4 <sup>th</sup> week of November 2021
<b>Feedback meeting from advisory group</b>	Advisory group	Feedback on final evaluation report	13 <sup>th</sup> December
<b>Final evaluation report</b>	All	Contains the evaluation question, in-depth data analyses, conclusions, findings and recommendations	(Zero draft 10 November) 31 December 2021 (Board submission 14 February 2022)
<b>Executive summary</b>	All	A 10-15-page executive summary of the evaluation report	31 December 2021
<b>Summary document "GEvalBrief" (4-pager)</b>	All	A 4-page summary brief that focuses primarily on the evaluation's background, key question, findings and recommendations. This summary brief is designed for busy readers and is a useful tool to disseminate to a wider audience.	31 December 2021
<b>Final country case study reports</b>	All	Six country case study reports: Ethiopia, Malawi, Togo, Haiti, Cambodia and the Pacific	31 December 2021

<b>Video</b> ( <i>subject to personnel capacity available during the suggested time period</i> )	All	A 5-7 minute video summary of the evaluation's key findings and recommendations, which will be uploaded to YouTube and the IEU's website	First quarter of 2022
<b>Social media</b>	All	Key updates for every product/event related to the assessment/evaluation	Throughout the evaluation process

**6. Opportunities and plans for engaging stakeholders on the evaluation findings and recommendations**

**A. Webinars on the approach paper | May 2021**

Three webinars were held in May 2021, for different audience groups – the Board and advisors, AEs and NDAs; the Secretariat; and the CSOs/PSOs and other NGOs, to present and elicit initial comments on the approach of the evaluation. The webinar presentation was recorded and published online.

**B. 2021 United Nations Climate Change Conference (COP26) | November 2021**

The IEU aims to host a COP26 side event where the IEU's learnings from its independent evaluations of the GCF's investments in the small island developing States (SIDS) and the least developed countries (LDCs) will be presented and discussed. This will give the IEU another opportunity to share the evaluation's findings with the GCF stakeholders, partner organizations, evaluators and other climate finance experts attending the COP26.

**C. IEU webinars/Virtual Side Events on the emerging findings | November 2021 – January 2022**

The IEU will organize webinars and/or Virtual Side Event(s) to present the evaluation's emerging findings to its target audiences, identified above. At least one recording of these webinars or Virtual Side Events will be published online afterward. The webinar schedule is subject to change.

