

Communications strategy:

For the Rapid Assessment of the Green Climate Fund's Request for Proposals Modality (RFP2021)

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 [Rapid Assessment of the Green Climate Fund's Request for Proposals Modality \(RFP2021\)](#). 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 of key communications activities and engagement plans throughout the assessment cycle.

2. About the rapid assessment

The GCF's RFP modality is a key access instrument of the Fund, in particular to mobilize the private sector. An independent rapid assessment of this modality will examine the efficiency and effectiveness of the GCF's four RFP pilot programmes. This evaluation will be delivered to the Board in June 2021.

3. Communications objectives

The communications strategy focuses on raising awareness of the rapid assessment during the evaluation period and after its completion. It aims to promote and disseminate the assessment'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, and those who can be considered as “Champions” for this evaluation assessing the GCF's existing 4 RFPs	The Board's awareness of the evaluation's key findings and use of the evaluation's recommendations in improving the GCF business model and operations, as the GCF's ultimate decision-making body	Webinars, board side events, bilateral consultations between the IEU management and the Board members, IEU newsletters, social media, COP26 side events in Glasgow.	Executive summary, final evaluation report, GEvalBriefs and Notes in EN/FR/ES/AR, IEU newsletters (including Board-special editions, following each Board Meeting), the ‘evaluations’ section of IEU activities/annual reports.
GCF Secretariat	Particularly, the Secretariat Divisions/teams that oversee the operationalization of the 4 RFPs: EDA,	The Secretariat's awareness of the evaluation's key findings and recommendations, and the Secretariat's timely and thoughtful	Webinars, board side events, regular meetings between the IEU head a.i. and the ED. IEU newsletters, updates on the GCF intranet Green Shift and	Executive summary, final evaluation report, GEvalBriefs and Notes, regular Green Shift updates, IEU newsletters, press release, IEU's

Key audience group	Target subgroup (if applicable)	Desired change	Key outputs, engagement opportunities	Main products of interest
GCF partners (NDAs, AEs, EEs, etc.	MSME, MSF, REDD+. Members of the GCF Secretariat's policy team (led by Selina Wrighter)	Management Response to the evaluation. The Secretariat's integration of the evaluation learnings/take-aways in its Strategic Priorities and planning processes.	social media, COP26 side events in Glasgow.	video/podcast focusing on the evaluation findings and recommendations.
	GCF's accredited entities, implementing entities, national designated authorities and focal points and observers, including those who have utilized or are interested in the GCF's 4 RFPs to submit proposals	The AEs' and the observers' improved understanding of the GCF and awareness 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, COP26 side events in Glasgow.	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
IEU website	All	Serves as a hub for all public resources generated by the evaluation; needs to be updated on a daily basis	Jan – Dec (year round)
Approach paper	Secretariat, GCF Board	Approach, questions, messages of the evaluation	Mid-March
Final evaluation report	All	Contains the evaluation question, in-depth data analysis, conclusions, findings and recommendations	1st week of June, 3 weeks before B.29
Webinars/Board Side Events to present key findings	Board, Secretariat, PSOs/CSOs	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.	May – June
Executive summary	All	A 10-15-page executive summary of the evaluation report	June – July
Summary documents (2- and 4-pagers) in EN/FR/ES/AR	All	A 2-page and a 4-page summary briefs that focus primarily the evaluation's background, key question, findings and recommendations. These summary briefs are designed for busy readers, and these are useful tools to disseminate to a wider audience.	August - September
Video (if the required personnel capacity is available)	All	A quick video summary of the evaluation's key findings and recommendations, which will be uploaded to YouTube and the IEU's website	September – November
Social media	All	Key updates for every product/event related to the assessment	Throughout the evaluation cycle

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

A. 29th meeting of the GCF Board (B.29), June – July 2021

The IEU will hold one or more virtual side events in the week before B.29 where key findings and recommendations from the rapid assessment will be presented to Board members, advisors, AEs, NDAs, CSOs/PSOs and the GCF Secretariat. Invitations will be disseminated to elicit participation from the aforementioned stakeholder groups.

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

The IEU aims to host a COP26 side event dedicated to the GCF's alternative modalities, which include the request for proposals (RFP) modality, simplified approval process (SAP) pilot scheme, project preparation facility (PPF) and readiness and preparatory support programme (RPSP). The RFP assessment will be discussed along with the IEU's evaluations on SAP, RPSP and PPF. The event will take a hybrid format; it will take place physically at the GCF/GEF pavilion in the Blue Zone of COP26 in Glasgow, UK and be livestreamed online real time. It aims to engage the GCF Secretariat, AEs, and partner organizations on the findings and recommendations of this rapid assessment.

As part of the IEU's outreach efforts, and in order to ensure a good turnout, the IEU will prepare and distribute meeting invites to the potential audiences in due time, i.e., well before the date of these events. Additionally, with the aim of reaching a wider audience, the events will also be simultaneously advertised via the IEU's social media channels – Twitter and LinkedIn.

A recording of the abovementioned events will be made available on the IEU's YouTube channel, shortly after the events. The recordings will be shared on social media shortly after these events, to further enhance the uptake of key takeaways. Other IEU products, such as podcast episodes, may be produced based on the content of these events.

7. Timeline of key evaluation and communications activities (indicative)

Legend

D: Deliverable – from the list of outputs outlined at section #4	Working period – period in which the RFP evaluation team is working on the deliverables	Communications working period – period in which the IEU’s communications workstream will be producing and/or supporting the finalization of the various communications and synthesis outputs for this evaluation (RFP2021)
---	--	---

Tasks	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Inception phase											
Preliminary data collection and key stakeholders’ interview											
Approach paper			D								
Comms strategy development & implementation											
IEU website (constant updating)											
Data collection and analysis phase											
Preparation of data collection and analysis tools											
Online survey											
Portfolio analysis											
Deep dive studies											
Survey of best practices											
Document review											
Interviews											

