



CLIMATE SUPPORT FACILITY COMMUNICATIONS STRATEGY (FY21-23)

The Climate Support Facility (CSF) is a new multi-donor trust fund (MTDF) managed by the Climate Change Group (CCG) of the World Bank (WB). The CSF will support developing countries in their efforts to accelerate the transition to low-carbon economies and resilient communities. The CSF will work with governments to deliver ambitious climate action through their Nationally Determined Contributions (NDCs) and take a long-term view of climate as a core part of their development planning.

Specifically, support channeled through the CSF will enable client countries to:

- a. Ensure climate change-related considerations are an integral part of economic recovery efforts from COVID-19;
- b. Design and implement enhanced NDCs in subsequent review cycles; and
- c. Identify and sequence policy reforms and investment choices needed to achieve long-term climate goals.

In achieving this vision, the CSF will elevate the need to move toward net zero greenhouse gas emissions by 2050, and help countries accelerate their transition to low-carbon and climate resilient development pathways before mid-century.

As outlined in the CSF Strategy and Workplan FY21-23, the primary focus of the CSF over the next three years will be to support countries with managing a recovery from the COVID-19 pandemic in a way that enables enhanced climate action in the short-term and a transition towards low emissions and climate resilient development in the long-term. This document lays out an approach to CSF's communications and visibility efforts that aligns with that overarching strategic goal.



OBJECTIVE

The objective of CSF's communications and outreach efforts will be to primarily support the facility's operational goal of helping developing countries accelerate their low-carbon, resilient development pathways. We will achieve this by:

- Sending a strong and consistent signal that integrating climate (both at the macro level and through bottom-up climate action) in all aspects of development planning can have a positive impact on our clients' development objectives, resulting in a climate-informed recovery process and long-term pathways to low carbon and resilient development.
- Showcasing the unique role of the CSF in strengthening the World Bank's capacity to support countries on climate and align its portfolio around low emissions and climate resilience.
- Creating recognition and awareness to its two main programmatic windows – the Green Recovery Initiative and the NDC Support Facility (NDC-SF), and support for and collaboration with the NDC Partnership under the latter.
- Developing and disseminating stories of success, particularly those that can put a human face to the positive impacts of low-carbon, resilient policies. In highlighting results from CSF-supported activities, we aim to enhance awareness among stakeholders of how we work and provide visibility to our donors and partners.

EXTERNAL OBJECTIVES

- **Position the CSF as the World Bank Group’s go-to resource for supporting action at the nexus of COVID recovery and NDCs** – including by strategically deploying internal champions and engaging with external climate influencers at key calendar moments. This will also include building on the successful NDC-SF brand as it fully integrates within the CSF and strengthening opportunities for joint visibility with the NDC Partnership.
- **Tell a compelling story of successful climate action, showcasing proven results in countries to build the case for integrating climate into core development planning** – Showcasing positive stories that demonstrate effective climate policies in order to engage effectively with client countries, as well as with donors and partners. This may also involve coordinating across WBG and donor/partner channels or platforms, to elevate multiple perspectives and more effectively leverage the CSFs unique role in bringing them together.
- **Build recognition and a cohesive narrative across CSF’s work.** This includes for example, positioning new areas of work like the Green Recovery Initiative (GRI) through platforms like the High-Level Dialogue Series, and also highlighting synergies between GRI and work of established programs under the CSF like the NDC-SF.
- **Support high level partnerships and enable the wider CSF network to build support for ambitious climate action** – this includes demonstrating commitment to the NDC Partnership and the Coalition of Finance Ministers for Climate Action, where the World Bank holds a permanent seat and co-hosts the Secretariat respectively. The CSF will cross-promote activities, publications, and events of these high-level partnerships, including through joint communications efforts where possible.

INTERNAL OBJECTIVES

- **Provide high quality communications support** to the CSF team and implementing units for CSF-supported activities, as well as CCG and World Bank management as needed.
- **Enhance internal understanding** of the role and value-add of CSF, the results and activities of the CSF, and create **internal demand** for CSF support. It will be important through CSF communications to demonstrate how the Facility is helping build collaboration across Bank units on climate, and the value add of our services.



HIGH LEVEL MESSAGES

Please note that these may be revised on an ongoing basis, including with new examples:

- **CSF support will help countries shape green, resilient, and inclusive development pathways** through the Facility's COVID-19 Green Recovery¹ Initiative (GRI) and Western Balkans Program. Countries have already articulated climate action priorities in the form of NDCs, and the CSF will help countries use them as blueprints for economic recovery spending. To aid green recovery, the CSF will partner with Bank regional and sectoral teams to support project design and implementation, as well as embed specialized economic advisors in ministries of finance.
 - o The CSF is already enabling climate change mainstreaming in COVID-19 recovery by making available funds quickly, through a just-in-time (JIT) mechanism. For example, it has recently approved a \$300,000 JIT grant for the World Bank South Asia team to integrate climate-informed policies and institutional actions in a funding pipeline of \$1.65 billion across Afghanistan, Nepal, India, Pakistan, and Bangladesh. Funding provided will enable countries to evaluate how climate measures fit economic stimulus needs and strengthen the institutional capacity of governments to undertake climate-informed policies and planning.
 - o In the Philippines, meanwhile, the CSF has committed \$120,000 to help integrate climate and environmental sustainability in the financial sector by developing and adopting green credit guidelines, enhancing climate and environmental risk management, and mobilizing green finance through sustainable bonds.
- **Through the NDC Support Facility (NDC-SF), which has a demonstrated record addressing governments' climate action needs, CSF support will enable countries to implement their climate targets and increase their ambition.** In particular, the NDC-SF will boost coordination between sectors, build government capacity, and develop NDCs and long-term strategies (LTSs). As such, it is equipped to go beyond typical project cycles and sector-specific strategies to address the gap in long-term climate strategy, supporting medium- and long-term, multi-sectoral planning. Activities implemented through the NDC-SF will make an important contribution to the global NDC Partnership.
- To highlight synergies with the GRI, themes such as how enhanced NDCs can help spur a green recovery will be explored through CSF communications products.
 - o NDC-SF assistance to Côte d'Ivoire, brought stakeholders together to assess how to meet the country's target of 42% renewable energy by 2030. The Ministry of Energy used the private sector's inputs during this "NDC Implementation Roadmap" process to create new energy policies that have accelerated the deployment of renewables.
 - o In Indonesia, the NDC-SF provided technical support to develop regulations for green bonds. These guidelines led to the issuance of a \$1.25 billion Islamic sukuk green bond, which is now financing NDC implementation projects in light rail transit and mini hydropower.
- **The CSF will also help countries mainstream climate in macro-fiscal policies and systems.** This includes development of tools and models that help integrate climate in reform policies and recovery packages, and support climate action with a whole of government approach spanning areas like procurement, infrastructure governance and state-owned-enterprises.

¹ In the context of climate action, the CSF characterizes a 'sustainable recovery' as:

- Avoiding immediate policy and investment decisions with long-term negative consequences such as carbon lock-in and stranded asset creation;
- Designing recovery and stimulus packages that deliver multiple economic, social, and environmental benefits by promoting productive investments aligned with countries' NDCs and other climate plans and strategies;
- Building institutional capacity and strengthening policies and regulatory and market frameworks that support low-carbon and climate-resilient development.



STAKEHOLDER GROUPS/AUDIENCES

Primary:

- Client governments
- CSF Donors (current and potential)
- Technical partner organizations and other multilaterals (e.g. NDCP, IMF, WRI, UN agencies, MDBs)
- World Bank management and teams (Regions and Practice Groups)

Secondary:

- Media
- Civil society organizations (both international and local CSOs and NGOs)
- Academia and think tanks
- Private sector

CSF BRAND IDENTITY

An overarching brand identity for the CSF has been developed, including a logo and templates to be used for CSF-supported activities. To ensure maximum visibility and brand recognition, it is generally recommended under the umbrella trust fund guidelines of the World Bank that sub programs within an umbrella not develop separate brand images (e.g. logos, templates, communications channels and products) as this can dilute visibility of the program and its donors.²

However in the case of the CSF, the NDC-SF, which is an established TF within the CSF, already has some branding elements in place, and its other main programmatic window, the GRI, has already gained external recognition. As such, the CSF is recommending sub-branding for these two programs – the GRI and NDC-SF. The NDC-SF logo will be redesigned to better integrate with the CSF logo and colors and a new GRI logo created along the same lines. These subprogram logos will be used in conjunction with the CSF (i.e. with the NDC-SF logo appearing on materials for NDC-SF supported activities, and the GRI logo on materials for GRI-supported activities), and the World Bank logos where appropriate, to ensure each program is duly credited. **It is to be noted that the CSF while creating a strong overarching identity for the umbrella program, is committed to providing visibility for its individual programs including the GRI, NDC-SF, and Western Balkans. The achievements of each of these programs will be promoted through dedicated communications products and channels including individual webpages, events, factsheets, feature stories and social media content. For NDC-SF related communications materials, commitment to the NDC Partnership will be highlighted.**

For more details on CSF branding guidelines please see Annex 1.

² According to Sections 3.1 [DFI's Guidance Note on Communications and Visibility in Umbrella Programs](#), "it is recommended that, 'In terms of managing logo profusion in programs with a large number of partners, the preferred approach is to agree to the use of a program identifier [an agreed brand and logo] on program outputs, instead of specific development partner identifiers.'" Section 6 notes "good practice suggests avoiding 'logo profusion' where possible ...and to use the program identifier in most communications."



COMMUNICATION CHANNELS, ACTIVITIES AND PRODUCTS

The CSF will deploy this communications strategy through a range of channels, activities, and products. **There will be significant efforts to produce materials customized to each CSF program/window.** These communication activities will seek to raise awareness of CSF projects and on-the-ground impacts supported financially through the GRI and the NDC-SF. The CSF will also highlight results and country examples of the Western Balkans Green Recovery Window, a specialized funding window of the green recovery support pillar, where appropriate.

External Products, Promotional Materials, and Online Platforms

- **Annual and Completion reports:** The PMU will prepare a CSF Annual Report at the end of each FY and present it to donors. A draft version will be shared with donors by the following September, with a final version ready for publication by the end of the calendar year. The published version will include donor logos. The Annual Report will include financial statements for each of funding window of the CSF, as well as a consolidated statement for the full trust fund. A Completion Report will be prepared in anticipation of the CSF closing date at the end of FY30. Target audiences for these reports will be donors, relevant stakeholders, and World Bank units with activities funded by CSF.
- **CSF External Website:** The CSF Program Management Unit (PMU) will maintain an external website within the World Bank web domain, which will allow maximum outreach by leveraging the Climate Change Group and other existing World Bank Group channels. **The new CSF website will link to the existing NDC-SF website and cross-promote content.** The website will include dedicated program sub-pages for each of the funding windows of the CSF (e.g. GRI, Western Balkans, NDC-SF). The website will include all externally published materials, CSF knowledge products, links to online trainings and webinars, blog stories featuring CSF funded activities, as well as content focusing on the GRI and the Western Balkans Window, among other elements. Target audiences for the external website will include clients, donors, relevant stakeholders, as well as information for secondary audiences, including media outlets, climate and development professionals, students, and university partners, among others.
- **Feature Stories, Marketing Materials, and Blogs:** The CSF will produce feature stories and blogs to highlight the results and impacts of CSF-supported activities. These pieces will be published on World Bank platforms and cross-promoted on internal and external Bank channels and social media as appropriate. Opportunities for joint blogs with key partners, such as the NDCP and WRI, on important topics will be explored. A “Project Profile” series is being developed that will showcase CSF-supported projects. A range of CSF-branded promotional materials is also under development (including a CSF brochure, FAQs, etc.) which are geared to create awareness and support for CSF's work.

As mentioned earlier, in addition to bringing visibility to the CSF, through specific products communications efforts will seek to bring visibility to individual programs within the CSF. This includes for example, separate brochures or factsheets developed for the GRI, NDC-SF and the Western Balkans Program. Similarly, stories developed under the Project Profile series can be geared to highlight individual programs or also show synergies between them.

Internal Page

- **World Bank Intranet:** The CSF will maintain an intranet website on the CCG homepage to provide resources, materials including information regarding how to apply for CSF funding, as well as branding templates, etc. Additionally, it will be the primary location for knowledge products, lessons learned, internal events, operational guidance, and CCG/CSF business processes. A friendly URL (FURL) will be created in collaboration with the CCG Knowledge and Learning Team in order to provide easy access for Bank task team leaders (TTLs) and operational teams.

Newsletter

- The CSF will update donors and key stakeholders informally through a monthly newsletter that provides an update on programmatic activities. **This newsletter will be used to promote both CSF, GRI and NDC-SF content** (no separate GRI or NDC-SF newsletter will be developed) – this consolidation will enable greater stakeholder outreach. The newsletter will link to blog posts, learning materials, and other items that will be hosted on the external CSF website. Additionally, the newsletter can promote donor and partner (e.g. NDCP, UNDP etc.) hosted events and webinars, as long as they relate to CSF's key objectives and messaging. Target audiences for the newsletter will include clients, donors, relevant stakeholders, and WBG TTLs.

Events

- **High-level Green Recovery Dialogue Platform:** In consultation with donors, the CSF will co-host at least two high-level events during the calendar year. The purpose of this type of event will be to elevate the discourse on green recovery among clients, donors, development partners, and relevant stakeholders, ii) raise awareness of CSF-funded activities through the GRI and the Western Balkans Window, iii) and position the CSF as a key driver of this agenda. The CSF will seek to involve donors in the planning process to help assist with the preparation. Partnerships with other organizations and promotion of these events will be an important feature. Depending on the topic of the event, the CSF will seek to collaborate with other WBG TFs/units, or external partners like the IMF, UNDP, and NDCP. (See Annex II for a concept on a first set of such events).
- **CSF-hosted discussions:** The PMU will host periodic events highlighting CSF-funded activities and on-the-ground impacts from projects. These events will feature how the CSF collaborates with donors, clients, development partners, and relevant stakeholders to accelerate action on green recovery, NDC implementation and enhancement, and LTS development. These events will also show how these priorities influence other sectors and technical work. The PMU will collaborate with the CSF Partnership Council (PC) and Advisory Committees to outline CSF-hosted events throughout the FY.
- **Trainings, workshops, clinics, and webinars:** The CSF will also host online webinars, workshops, and other online trainings on outcomes learned and achieved through CSF supported projects. The CSF will also cross-promote events hosted by other development partners, as long as they fit with the CSF's development priorities, and share it with CSF donors, clients, and Bank TTLs as appropriate. For workshops and events on NDC-related issues, the CSF will engage with the NDCP on planning to maximize visibility and identify topics of discussion.
- **Brown Bag Lunches (BBLs):** The CSF will host periodic BBLs as key lessons-learned become apparent during the implementation of CSF-funded projects and related topics. Target audience will include WBG TTLs and staff.
- **External Events:** The CSF PMU will raise awareness of CSF-funded activities at external events by participating on relevant panels, disseminating CSF publications and materials, and meeting with stakeholders on the sidelines. The CSF will also participate in donor-organized events and feature CSF programs at high-level climate fora as opportunities arise.

For all program-wide communication products, the CSF logo will be used as the sole program identifier in conjunction, if appropriate, with the World Bank logo. This approach will allow communication products to focus on key messages and accommodate the addition of new donors to the CSF. For communication products at the grant recipient or local level, where the client or project may receive support (financial or otherwise) from a number of sources, the branding and visibility can include the CSF logo, in addition to individual relevant client government logos.

Social Media

The CSF will work with the CCG Communications Team to promote and disseminate information regarding CSF activities, publications, announcements, events, and blog posts via relevant World Bank channels including:

- WB Climate social media channels (Twitter: @WBG_Climate)
- WB corporate social media channels such as [Facebook](#), [Instagram](#), and [LinkedIn](#), as appropriate.

Engagement Actions for FY21-23

External:

- Develop a new external website aligned with the CSF Strategy and Work Plan FY21-23
- Promote CSF achievements, new research/knowledge and programs, events etc. through channels listed below, with an emphasis on external events and workshops designed to share expertise
- Collaborate with communications counterparts in donor ministries, as well as development partners and implementing agencies, to cross-promote content, ensuring greater visibility among more diverse audiences
- Build awareness and support for CSF's work through key spokespeople who can create visibility at the global, regional, and country levels
- Targeted media outreach on key initiatives
- Design and implement outreach plans on flagship events and publications through online and traditional media

Internal:

- Coordinate closely the CCG Comms team and Bank regional and GP communications counterparts and knowledge management colleagues, to (i) develop a solid pipeline of stories, blogs, BBLs/webinars (ii) expand outreach beyond CCG channels, and (iii) ensure the CSF is credited appropriately in communications efforts by Bank teams on CSF-supported activities
- Promote CSF messaging in Bank internal communications to enhance awareness of our work
- Create cohesive branding guidelines and standard templates to improve visibility for CSF and donors supporting our work



MEASURES OF SUCCESS

The CSF will track key metrics for its communication activities and products for each fiscal year. These metrics will be compiled and reported on as part of the CSF Annual Report in order to measure the reach, engagement, and impact CSF communication activities and products have had on target audiences. In developing and tracking these metrics and indicators, the CSF will seek the following communication outcomes:

- **Understanding:** Increase awareness and understanding of CSF's work and achievements, both internally and externally, as it relates to its development priorities outlined in the CSF Work Program and Strategy
- **Trust:** Position the CSF as a trusted development partner for external stakeholders that supports developing countries in accelerating green recovery efforts, enhancing NDCs, and developing long-term strategies
- **Sector Leadership:** Successfully place key CSF messages (highlighted above) at all levels of dialogue and receive public endorsement of key opinion leaders in support of the CSF development objectives
- **Influence:** Affect policy change and increase stakeholder demand for CSF's services in supporting activities pertaining to green recovery, NDC enhancement, and LTS development

Possible indicators for measuring the communication outcomes above include:

- Coverage of CSF content on donor and partner channels
- Traffic to CSF, GRI and NDC-SF web pages and content
 - Page views
 - Time on page
 - Link clicks
- Newsletter open rate and click rate
- Event/BBL registration and attendance
- Publications abstract views and downloads

For any further questions, please contact the CSF Communications Team:

- o Shaela Rahman, Sr. Operations Officer (srahman@worldbank.org)
- o David Allen, ETC (dallen@worldbank.org)
- o Chris Lewis, STC (clewis2@worldbank.org)



ANNEX I: CSF BRANDING GUIDELINES

Branding and Visibility Requirements for CSF-Supported Activities

Context

- For recipients of a CSF grant, project coverage is obligated to ensure appropriate acknowledgment of CSF support. As such, all communications content, including feature stories, blogs, reports, or other documentation – including at a conference, seminar, training, and press releases, interviews, etc. – related to a CSF-funded project /activity must:
 - 1) explicitly acknowledge CSF support; and
 - 2) be shared with the CSF communications team in advance (see “Advance Notice” below).
 - 3) for GRI and NDC-SF TF grants, in addition to the CSF, acknowledgement of the GRI and NDC-SF support will apply
- Crediting CSF enables the communications team to promote your work through our digital platforms, including the CSF and NDC-SF websites, social media channels, donor, and internal communications, and more. Cross-promotion of your project content through CSF channels offers greater visibility and helps make the case for donor engagement.

Process: What to Do and When

- The following information must be included in all communications, as relevant to the specific type of dissemination carried out. Links to logo files are available at the end of this document.
 1. The **CSF Logo** must be clearly visible on all material; the **NDC-SF and GRI** logos must also be used in addition to that of the CSF for materials produced under NDC-supported activities. Please use a high-resolution logo which can be made available by the CSF Comms team.
 2. Written material should include a **funding statement** acknowledging that the project/initiative/activity is funded by the by the respective support window (GRI and/or NDC SF) of the CSF. When published online, the facility name should be hyperlinked to the [CSF brief page](#). Text can vary on a case-by-case basis, for example:
 - i. “Project X/ Activity X is supported by the Green Recovery Initiative of the Climate Support Facility.”
 - ii. “With financial support from the NDC-SF of the Climate Support Facility.”
- In case of multiple funding sources, the CSF contribution should be acknowledged on the same footing as other donors.
- **Advance Notice:** For any materials that contain the CSF, GRI and NDC-SF logos that will be published externally, especially media materials, the communications team should receive a draft for review at least two business days ahead of release/publication.
- **Events:** For events organized and/or (co-)funded by the CSF, such as Project launches, conferences, workshops, seminars, study tours, etc., the logo and appropriate funding statement should also be made visible.
- In addition, **CSF representatives should be invited to attend (and/or contribute whenever appropriate)**. Please contact the CSF communications team with reasonable notice time prior to the event to ensure adequate involvement of CSF team members.

For all media-related activities (i.e. press release, press conference, interview, blog post, etc.) in the context of a CSF-funded action, you are kindly requested to liaise with the CSF communications team in advance. Please send materials to be reviewed to the CSF Comms distribution list (CSF_Comms_Team@worldbankgroup.org).

- **Post-event:** Please share the proceedings of the event with the CSF communications team, including media reports, pictures, etc. for promotion through the CSF website and other channels.
- **The CSF communications team will also seek your contributions for various outreach campaigns.** This may include: writing success stories on your projects; participating in BBLs and other events, etc.
- **WBGs CCG Comms Meetings:** To ensure that the wider WBG Climate Change comms team is made aware of upcoming events and materials, CSF-supported TTLs should liaise with the CSF communications team regarding potential upcoming events, publications, reports, etc. These items will be incorporated into the CSF Editorial Calendar and shared with WBG comms colleagues in order to inform how the community can support development and dissemination.

Digital and Printed Materials

| COMMUNICATION TYPE | REQUIREMENTS |
|--|---|
| FEATURE STORIES AND BLOGS | <ul style="list-style-type: none"> • Mention of the respective support window (GRI or NDC-SF) of the CSF (spelled out) and link to the CSF brief page. Link to NDC website should be added for stories/blogs on NDC-supported activities. |
| VIDEOS | <ul style="list-style-type: none"> • CSF logo (and GRI and NDC-SF logo) placement at beginning and/or end • Mention of CSF in video description |
| REPORTS AND PUBLICATIONS | <ul style="list-style-type: none"> • Specific page for partners logos • Funding statement in acknowledgment page or in the core of the text |
| BROCHURES, INFORMATION LEAFLETS, FACT SHEETS, NEWSLETTERS | <ul style="list-style-type: none"> • Logo on front or back cover (header or footer) |
| PRINTED MATERIAL FOR CONFERENCES, WORKSHOPS, SEMINARS (INCLUDING BANNERS, POSTERS, ETC.) | <ul style="list-style-type: none"> • Logo on front/back/header/footer (as appropriate) |
| POWER POINT PRESENTATIONS | <ul style="list-style-type: none"> • Logo on first slide of a presentation or in the header / footer of each slide |
| WEBSITES | <ul style="list-style-type: none"> • Logo on same location on every page • Ideally as part of the frame which appears on all sections of a website • Must be cleared by ECR WPO and CCG comms team WPO clearance guidelines available here |

Events and Activities

| COMMUNICATION TYPE | REQUIREMENTS |
|---|--|
| PROJECT LAUNCH, CONFERENCE, WORKSHOP, SEMINAR, STUDY TOUR, ETC. | <ul style="list-style-type: none"> • Invite CSF/SCCAO staff to attend and/or contribute, as appropriate • Logo to be printed and displayed in the room, when appropriate • Display banner/ funding acknowledgement on webpage when there is one • Liaise with CSF communications team for follow-up prior to the event |
| PRESS CONFERENCE, PRESS RELEASE, INTERVIEWS, MEDIA CLIPS | <ul style="list-style-type: none"> • Liaise with CSF communications team to ensure proper clearance/attendance from staff |
| POST-EVENT | <ul style="list-style-type: none"> • Share proceedings with CSF communications team including press releases, media clips, pictures, success stories, etc. |

Contacts: For questions please contact CSF_Comms_Team@worldbankgroup.org



CSF BRANDING

Please use the following logos and colors when designing communications products (e.g. presentations, emails, newsletters, blogs, reports) for both internal and external dissemination:

Colors:

 Red: 95; Green: 189; Blue: 102 (Hex: #5fbd66)

 Red: 39; Green: 171; Blue: 226 (Hex: #27abe2)

 Red: 39; Green: 73; Blue: 138 (Hex: #27498a)

 Red: 148; Green: 149; Blue: 153 (Hex: #949599)

Logos: Please use the following logos when referencing CSF and NDC-SF support. High resolution logo files can be obtained here ([Intranet link to be added once available](#))

CSF Logo



NDC-SF & GRI Logos





FAST-FORWARD CLIMATE ACTION



WORLD BANK GROUP
Climate Change