



Communications



ADAPTATION FUND

Empowering the most vulnerable to adapt and build resilience to climate change



Communications: Steady Stream of Relevant, Relatable Content

Approaches

- Promote tangible projects on ground, emerging programs in adaptation, pioneering scalable actions, high urgency/demand
- Position AF as adaptation leader, flexible, country-led, innovative programs/pillars, well-functioning, proven, good value

Diverse Platforms

- News Releases (15-20 a year); E-Newsletters
- Project Stories (3-5 a year)
- Videos (5-7 a year); Podcasts (4-6 a year)
- Climate Home News stories (4-5 a year)
- Frequent social media posts
- Photo Essays, Brochures/Flyers, Blogs, posters, logo
- Partner stories/videos shared to extend reach
- Outreach at key events, press interviews
- Maximize opportunities, engaging presentations, digital backgrounds, talking points



International Women's Day: AF projects foster gender equality

Significant & Steady Growth Across Communications Platforms

	Users	Pageviews	Twitter	Facebook	Linkedin	Media Mentions
FY 2022	121,451 (15% increase)	767,488 (8% increase)	477 tweets 20,000 followers (2,000+ increase)	16,249 followers (4,200 increase since last year)	2,865 followers (1,200 increase since last year)	English-752 Spanish – 461 French- 100 <hr/> Total: 1,313 (nearly tripled)
FY 2021	106,024 (32% increase)	711,206 (13% increase)	617 tweets 17,739 followers (nearly 3,000 increase)	11,997 followers	1,648 followers	English- 348 Spanish- 104 French-34 <hr/> Total: 486
FY 2020	85,095	630,839	15,000 followers	11,633 followers	693 followers	English: 252 Spanish: 78 French: 60 <hr/> Total: 390

Brand & visibility growth
feeds overall growth of Fund



Record Funds Raised:

2021 -- US\$ 356M
2018 -- US\$ 129M
2017 -- US\$ 93M



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Leverage emerging platforms, let the work speak

Continually looking to leverage new tools, campaigns and partnerships

- 'Building Climate Resilience' podcast
- 360-degree video and drone footage
- COP pavilions, campaigns (Visa), anniversaries, photo contests, themes
- Sharing NIE & others' stories to multiply and extend audience reach
- New media partnerships (Climate Home News, and others w/potential)

Storytelling across Platforms

- Storytelling is *still* storytelling, find the hook, make it unique, timely, relatable; show, don't tell; know your audience(s) and where they are; reverse pyramid; identify beneficiaries to relate their stories
- Highlight well-performing, innovative, interesting projects that also can illustrate larger adaptation trends – enterprise stories
- Highlight successes as well as lessons learned; authenticity key
- Finding your voice – ample opportunities for personalizing experiences including blogs, podcasts, story, video or media interviews, panels (diverse opportunities to collaborate)



Building Resilience in Antigua and Barbuda in 360 degrees



Adaptation Fund · Building Climate Resilience Podcast: Managing Results-Based Adaptation Projects

Podcast Series: Building Climate Resilience

Hosted by Adaptation Fund Communications Staff

Examples of videos 'showing' projects in action



AF Projects – Bird's Eye View



Morocco – Beneficiary voice

Example: Outreach at COP 26 in Glasgow

First ever AF Pavilion – branded design, raised visibility, enhanced partnerships

COP26 AF website: 8,425 views
(up from 6,109 at COP25)-info catch all

Commemorative postcards, pins, videos,
QDR code to more info, sustainability,
web/social media news, key hashtags

Drew heavy/positive media attention

Key quotes from stakeholders at events
shared in materials - record fundraising



Eye to COP27 in Egypt,
Building and learning from
experience...continue
momentum



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Thank You



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