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
# Significant & Steady Growth Across Communications Platforms

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>Pageviews</th>
<th>Twitter</th>
<th>Facebook</th>
<th>Linkedin</th>
<th>Media Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FY 2022</strong></td>
<td>121,451 (15% increase)</td>
<td>767,488 (8% increase)</td>
<td>477 tweets</td>
<td>16,249 followers (4,200 increase since last year)</td>
<td>2,865 followers (1,200 increase since last year)</td>
<td>English: 752, Spanish: 461, French: 100</td>
</tr>
<tr>
<td></td>
<td><strong>761,488</strong></td>
<td><strong>767,488</strong></td>
<td><strong>20,000</strong> followers (2,000+ increase)</td>
<td><strong>16,249</strong> followers</td>
<td><strong>2,865</strong> followers</td>
<td></td>
</tr>
<tr>
<td><strong>FY 2021</strong></td>
<td>106,024 (32% increase)</td>
<td>711,206 (13% increase)</td>
<td>617 tweets</td>
<td>11,997 followers (nearly 3,000 increase)</td>
<td>1,648 followers</td>
<td>English: 348, Spanish: 104, French: 34</td>
</tr>
<tr>
<td></td>
<td><strong>106,024</strong></td>
<td><strong>711,206</strong></td>
<td><strong>17,739</strong> followers (nearly 3,000 increase)</td>
<td><strong>11,997</strong> followers</td>
<td><strong>1,648</strong> followers</td>
<td></td>
</tr>
<tr>
<td><strong>FY 2020</strong></td>
<td>85,095</td>
<td>630,839</td>
<td>15,000 followers</td>
<td>11,633 followers</td>
<td>693 followers</td>
<td>English: 252, Spanish: 78, French: 60</td>
</tr>
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<td><strong>85,095</strong></td>
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</table>

Brand & visibility growth feeds overall growth of Fund

Record Funds Raised:
- 2021 -- US$ 356M
- 2018 -- US$ 129M
- 2017 -- US$ 93M

**Total:** 1,313 (nearly tripled)
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)
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
Thank You

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