



Communications & Outreach

Adaptation Fund



Strategy: Steady timely content using diverse platforms to reach target global audiences highlighting AF actions on ground, thought leadership/innovative & emerging programs, and record demand/climate urgency

- News Releases, Feature Stories
- Project Stories, Blogs
- Videos, Podcasts, Photo Essays
- E-newsletters, brochures, flyers
- Special campaigns, strategies
- Talking points/presentation templates
- Social media & themed social media cards
- Partner stories/videos
- Media partnership with Climate Home News

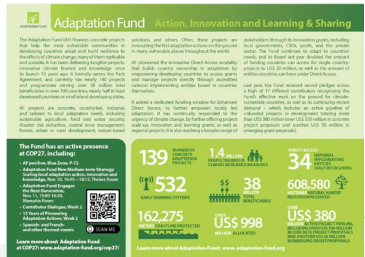


[International Women's Day 2023]



COP27 Outreach in Egypt and Beyond

- Highly visible AF pavilion, building on design from COP26
 - 2,400 Egypt collectors AF 15th anniversary postcards (w/QDR)
 - Egypt project stories and brochures on funding windows
 - 2,000 15th anniversary pens, 600 lapel pins
 - Catch-all COP27 website for AF events, multimedia stories
 - Hundreds of photos of AF, stakeholders at events, bilaterals
 - Timely media interviews raising AF profile
- Similar approaches at AF23 and COP28 with increased partnering



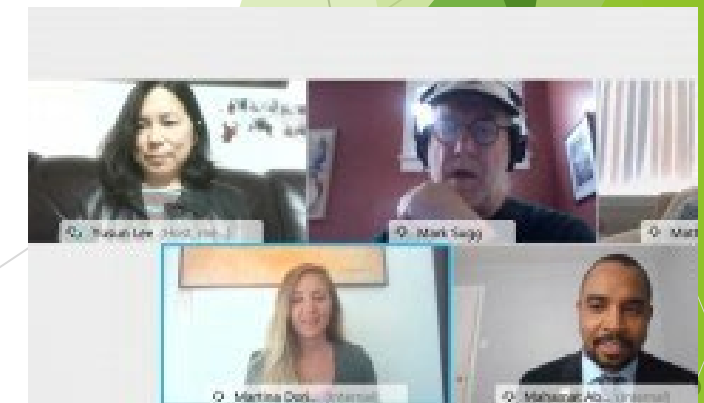
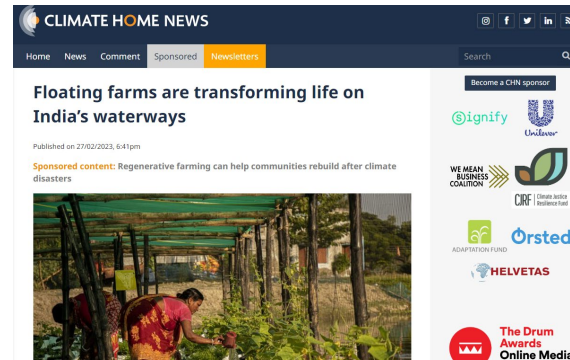
By the Numbers (FY23):

- ❑ AF Website – over 1M page views (**33% increase** from previous year)
- ❑ 46.5K followers across Twitter, Facebook, LinkedIn
- ❑ Over 1,500 media mentions (Eng, Spa, Fre), including prominent media (CNBC-Africa, Radio France Int'l, Devex)
- ❑ AF COP27 mini website -17,871 views, **57% increase** from COP26 site: Oct 15 – Mar 19
- ❑ Strong visibility contributed to record **20 contributors**, including 5 first-timers and 6 multi-year pledges
- ❑ 2nd highest annual fundraising amount (\$243M)



Innovate and Grow

- ❑ Leverage emerging communications and social media platforms
- ❑ Podcasts, multimedia storytelling
- ❑ Drones, 360 degree videos
- ❑ Monitoring and digital tools
- ❑ Partnerships (communications units of implementing partners and other stakeholders, and media groups to extend audience and story reach)
- ❑ Communications strategy being updated to further build on strengths
- ❑ New IT team monitoring and making user-friendly enhancements to website



Field Visits lead to high quality communications

- Maximize photo, video and interview opportunities in action on the ground for impact videos & stories, build archives for later products
- Leads to suite of engaging multimedia products on project & exchange
- Sharing with partners to extend audience reach



Promoting timely knowledge publications:

- Case studies across key adaptation themes
- Locally Led Adaptation, Youth, Disaster Risk Reduction (coming soon)

Opportunities to Collaborate

- Country Exchanges, Project Visits, stories, videos, podcasts, guest blogs
- Multiply reach of each other's stories/videos/photos on web, SM, media





Matt Pueschel,
Communications Team Lead
Communications Officer
Adaptation Fund
mpueschel@adaptation-fund.org

Yusun Lee, Communications Consultant
ylee15@adaptation-fund.org



ADAPTATION FUND

www.adaptation-fund.org

