

TC ABSTRACT
Support the Development of a SECCI Communications Program
RG-T2118

I. Basic project data

▪ Country/Region:	Regional
▪ TC Name:	Support the Development of a SECCI Communications Program
▪ TC Number:	RG-T2118
▪ Team Leader/Members:	Hilen Meirovich (INE/CCS); Gerhard Lair (ORP/GCM); Agustin Caceres (INE/CCS); Cecilia Reifschneider (INE/CCS); Angelo Angel (INE/CCS); Felipe Caicedo (ORP/GCM) Juan C. Gomez (INE/CCS); Bernardita Sáez (SGO/LEG); Virginia Franzini (SGO/LEG).
▪ Taxonomy:	Research and Dissemination (R&D)
▪ Reference to Request ¹ : (IDB docs #)	38230683
▪ Date of TC Abstract:	November 7, 2012
▪ Beneficiary:	Latin American and Caribbean Countries
▪ Executing Agency and contact name	Inter-American Development Bank
▪ IDB Funding Requested:	\$600,000
▪ Local counterpart funding, if any:	N/A
▪ Disbursement period	36 months
▪ Required start date:	January 1, 2014
▪ Types of consultants:	Individual and Firms
▪ Prepared by Unit:	INE/CCS
▪ Unit of Disbursement Responsibility:	INE
▪ GCI-9 Sector Priority:	Protect the environment, respond to Climate Change and promote renewable energy and food security.

II. Objective and Justification

- 2.1 The general objective of the present technical cooperation (TC) is to provide technical support for the development of a Sustainable Energy and Climate Change Initiative (SECCI) Communications Program. Specifically, the project aims at: (i) the improvement of the channels utilized to communicate results and impacts of operations to stakeholders; (ii) increasing the initiative's visibility; and (iii) the achievement of effectiveness in communication, by carrying out targeted dissemination processes of the lessons that arise during the execution of SECCI projects. In addition, these communications efforts will help position the Bank as: (i) a knowledge hub whose projects and ideas for the Latin America and the Caribbean (LAC) region, are in the leading edge of the field of climate change; and (ii) the financing alternative of choice for national governments in the region, which supports their commitment to incorporate climate change in their decision making processes.
- 2.2 The specific objectives of this TC are: (i) the development of a SECCI Communications Program that includes and is complemented by project specific communication strategies; (ii) the elaboration of relevant promotional material and the organization of events necessary to carry out the communications program; and (iii) the identification and dissemination of lessons learned.

¹ [38230683](#) - Minutes SECCI Multi-donor Meeting October 23, 2013 Copenhagen, Denmark.

- 2.2 The IDB Sustainable Energy and Climate Change Initiative and the SECCI Multi-Donor Fund (taken together, the “SECCI”) were established in 2007 as an IDB Strategic Thematic Fund to finance a variety of interventions that support the implementation of the Sustainable Energy and Climate Change Initiative. The Fund also follows the Third Lending Target objective of supporting sector development, with the aim of achieving 25% lending in the area of climate change, environmental sustainability and sustainable energy. The Climate Change and Sustainability Division (CCS) seeks to position the Bank, through its various financial support instruments –such as the SECCI Funds, as the financing alternative of choice for national governments to deliver in their commitment to take steps to reduce the impacts climate change on their path to development.
- 2.3 The goals of the SECCI are centered on the provision of targeted mitigation actions in areas related to the energy, transportation, and carbon sinks as well as building climate resilience in key priority areas vulnerable to the impacts of climate change. The initiative finances activities under the SECCI, aimed at mainstreaming the development and use of renewable energy (RE), energy efficiency (EE), biofuels, carbon financing and the insertion of climate adaptation into policies and programs across sectors in the LAC region.
- 2.4 Furthermore, during the last Donors’ Meeting, which took place on October 2013, the SECCI donor partners expressed their interest in the development of a communications program to disseminate critical information and results of the SECCI, as well as the implementation of a methodology to identify and systematize information about the lessons learned from the design and execution of technical cooperation projects supported by the initiative. The identification and dissemination of lessons and best practices that originate from projects among donors, current and potential executing agencies of SECCI projects, regional governments, and IDB specialists, is therefore critical to improve strategic knowledge share, project effectiveness, and the strengthening of institutional capacities as stated in the SECCI strategy.
- 2.5 This goal requires the development of a cohesive communications approach that improves SECCI’s interaction with donors, articulates independent project specific communication strategies, supports the dissemination of lessons learned, and increases SECCI’s visibility among relevant stakeholders.

III. Description of Activities and Outputs

A. Component 1: Communications Program.

- 3.1 This component will finance the development of an overall SECCI Communications Program to improve interaction with donors and increase visibility. It will be developed to provide a conceptual umbrella that integrates the messaging efforts of projects and ensures consistency in all communication activities. The program will include the development of communication strategies for at least four activities supported by the SECCI, particularly in regards to demonstration projects. These project specific communication strategies will complement the general communications program and will publicize project results and lessons learned, encourage the involvement of local stakeholders, and stimulate project scale-up and/or replication.
- B. Component 2: Promotional Materials and Events.**
- 3.2 To complement the communications program and project specific strategies developed under Component 1, this component will finance the development of promotional documents and materials required by these strategies. These can include printed materials, multimedia

products, public speaking engagements of IDB specialists, and the use of social media platforms, among others. As part of this regional TC, three workshops will also be organized in the region (Caribbean, Central America, and Andean countries) to showcase identified lessons learned from selected projects in order to showcase best practices, what worked and what did not.

C. Component 3: Lessons Learned and Best Practices.

- 3.3 A systematic analysis to identify, document, and disseminate lessons learned from projects. This will help improve SECCI donor relations and stakeholder engagement in the long term. This strategy will also be shared with other IDB Trust Funds managers so that they too can implement lessons learned and best practices to improve the way they communicate their results to donors and partners. Best practices and lessons learned will be carefully documented so that they can be applied to Bank projects or used for public policy recommendations. As a key input, this component will take the findings of the external evaluations of the demonstration/pilot projects that the Office of Oversight and Evaluation (OVE) of the Bank has prepared.

IV. Indicative Budget

Component	IDB Funds	Counterpart	Total
Component 1: Communication approach	\$200,000	\$0	\$200,000
Component 2: Promotional materials and events	\$150,000	\$0	\$150,000
Component 3: Lessons learned and best practices	\$250,000	\$0	\$250,000
Total	\$600,000	\$0	\$600,000

V. Executing agency and execution structure

- 5.1 The team proposes that this TC is executed by the Bank through CCS in coordination with the Office of External Relations (EXR). For the purpose of hiring consulting firms and non-consulting services, the project team will follow the Corporate Procurement Policy and Procedures (GN-2303-20), as this is a Bank-originated knowledge product that is not directly linked to a loan operation or a country driven grant. In the case of individual consultants, the Human Resources selection procedures will be applied (Guidelines for Externally-funded Complementary Workforce Employees –AM-650-1).

VI. Project Risks and issues

- 6.1 The potential risk associated with this TC is primarily that project specific communication strategies are not properly articulated in order to reflect SECCI's achievements in their entirety. A consolidated communications program for SECCI that takes into account project specific strategies as part of its overall plan is therefore necessary to mitigate this risk. It will ensure that both specific projects have an appropriate dissemination strategy among its stakeholders, as well as ensure the overall visibility of the SECCI and support resource mobilization.

VII. Environmental and Social Classification

- 7.1 The proposed project is not expected to have any environmental and social impacts on the Region as it focuses primarily on research and dissemination. In fact, it is expected to have positive impacts. Therefore, it is expected to receive a "C" classification based on the Bank's environmental and social safeguards analysis.