Early Warning System

IADB-RG-T3716

The Accelerator Fund (ACL) Communication Strategy and Positioning

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Quick Facts

Financial Institutions	Inter-American Development Bank (IADB)
Status	Proposed
Bank Risk Rating	U
Borrower	Regional
Sectors	Climate and Environment, Communications, Technical Cooperation
Investment Type(s)	Grant
Investment Amount (USD)	$ 0.35 million

Project Description

This TC aims to support the NDC pipeline Accelerator Trust Fund (ACL) in developing a communication strategy that includes brand positioning. The objective is to design and implement a Communication proposal to develop a clear marketing strategy promote Fund results and impact on accelerating IDB pipeline of sustainable operations. The Accelerator Trust Fund (ACL) provides grant financing to cover the added costs of embedding climate and sustainability considerations in upstream program and project preparation, as well as the identification and facilitation of pipeline creation for sustainable investments. Fund resources seek to enable IDB Group's projects and counterparts at the country level to develop plans for low-carbon growth, climate resilience, and sustainability early in the project cycle.

Investment Description

- Inter-American Development Bank (IADB)

Contact Information

ACCOUNTABILITY MECHANISM OF IADB

The Independent Consultation and Investigation Mechanism (MICI) is the independent complaint mechanism and fact-finding body for people who have been or are likely to be adversely affected by an Inter-American Development Bank (IDB) or Inter-American Investment Corporation (IIC)-funded project. If you submit a complaint to MICI, they may assist you in addressing the problems you raised through a dispute-resolution process with those implementing the project and/or through an investigation to assess whether the IDB or IIC is following its own policies for preventing or mitigating harm to people or the environment. You can submit a complaint by sending an email to MICI@iadb.org. You can learn more about the MICI and how to file a complaint at http://www.iadb.org/en/mici/mici,1752.html (in English) or http://www.iadb.org/es/mici/mici,1752.html (Spanish).