

**Critical Ecosystem Partnership Fund
Twenty-Eighth Meeting of the Donor Council
Brussels, Belgium
Wednesday, 20 January 2016
2-5 p.m. Central European Time**

Phase III Communications Strategy Update

Recommended Action Item:

The Donor Council is asked to review and discuss the draft communications strategy (to be sent to the Donor Council following Working Group review in early January).

Background

In 2014, CEPF's Donor Council approved the strategic framework for Phase III of CEPF. Among the expected outcomes of the framework is the development of a new communications strategy, emphasizing stronger communication products and more effective impact reporting.

Prior to the 26th meeting of the Donor Council in January 2015, the Donor Council and Working Group members, other donor representatives and Secretariat staff participated in a communications workshop designed to gather initial input regarding ways to improve CEPF communications to better serve the program, its grantees and its donors. This input was recorded and shared with a New York communications strategy firm, Big Duck, which was hired through a competitive procurement process in October 2015.

CEPF's communications team and Big Duck have been working closely with the Secretariat, conducting research and interviews with Working Group members, donor communicators, and RIT and grantee representatives to inform the strategy that will be presented at the 28th Donor Council meeting.

The goal of the strategy is to enable CEPF's communications to contribute to a successful Phase III by refining and measuring communication practices, increasing efficiency, and strengthening branding to help build and support the relationships necessary for CEPF to become a truly transformational fund.