

**COMMUNICATION
FOR CLIMATE
CHANGE**

**MULTI-DONOR
TRUST FUND**

June 30

2009

**Criteria and Guidelines for
Submission**

**1st Call
for
Regional
Proposals**

Deadline for Submissions: July 31, 2009

COMMUNICATION FOR CLIMATE CHANGE MULTI DONOR TRUST FUND

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Criteria and Guidelines for Submission

I. BACKGROUND

The Communication for Climate Change Multi Donor Trust Fund (CCC MDTF) has been established between the World Bank and the Ministry of Environment and Territory of the Government of Italy to complement other Bank initiatives on Climate Change, by advancing the theory and practice of Communication for Development in support of Climate Change awareness. The TF Program is initially set-up for a three year period, subject to renewal and additional contribution from the same or other Donors.

The **Development Objective** of this TF Program is to (i) raise awareness about Climate Change and its impact at various levels: public at large, private sector, and policy and decision-makers; (ii) promote commitment among the public, private sector and policy-makers to take action; and (iii) build coalitions for further advocacy efforts. This Fund is structured around three components: Support to Operations, Research and Capacity Building, and Advocacy and Fund Leveraging.

The **Support to Operations Component** will fund the integration of communication components in Bank-financed Climate Change operations, at regional and global level. Special attention will be given to **Carbon Finance** operations. To maximize the impact of the communication support, and draw relevant lessons that could contribute to improving future communication interventions, operations will be selected on the basis of the stage they're at in the project cycle, with strong preference being given to those in the initial stages of preparation ('pipeline,' according to the terminology in the Bank's Operations Portal). This criterion would enable three key critical steps: (i) conducting the necessary research to build a baseline on communication-related aspects (knowledge, perceptions, positions regarding Climate Change and the proposed project interventions), (ii) integrating stakeholders' views, priorities and concerns into project design, and (iii) monitoring the impact of the communication interventions and measuring how it contributed to project effectiveness.

These communication components would aim to support the design and implementation of such operations, raising awareness of Climate Change and how the proposed interventions contribute to fight it, e.g. the role of Carbon Finance in responding to Climate Change by providing financial incentives to developing countries. Every such communication component would be based on opinion research in order to build a

baseline for impact measurement as well as to generate lessons for future communication interventions in this field. The process would be properly documented, so that each project supported by the CCC MDTF would constitute a case study for future reference.

The **Research and Capacity Building Component** will support research on the theory and practical applications of Communication in Climate Change initiatives, as well as capacity building interventions.

The component will finance research and the production of knowledge to support the sustainability of component 1, as well as the development of common methodologies for communication support to Bank-financed operations. Capacity building interventions will also be financed in order to build the communication capacity of relevant staff and management at country level (both in the Bank and in client Governments) to develop and implement the communication components of Bank-financed operations related to Climate Change.

The Advocacy and Fund Leveraging component will finance advocacy efforts within the Bank and globally for the adoption of communication interventions in Climate Change related operations. Such efforts will include on the one hand knowledge production, management and dissemination; and partnerships and coalition building on the other.

II. 1ST CALL FOR REGIONAL PROPOSALS

The CCC MDTF invites the submission of regional proposals that meet the requirements of Components 1 and 2 of the TF Program:

1. Communication Support to Operations & ESW (incl. capacity building)
2. Research

Proposals must be related to only **one** of these components. All proposals must be associated with a Bank lending operation,¹ Technical Assistance, or an ESW. All grants must be Bank-executed. All activities undertaken and materials produced with grant financing must identify the current Donor of the MDTF Program by using the logo of the Donor on printed materials and mentioning its name where appropriate (e.g. capacity building events).

a. General Conditions for the 1st Round of Proposals

Interested staff are encouraged to read the background documentation on the CCCTF to ensure that proposals meet the Program's requirements (Annex I).

¹ Eligible types of operations: SIL, APL, TAL, DPL, LIL, ERL, PRSC, GEF operations; Carbon Offset operations, Montreal protocol operations, Rainforest TF operations.

Submission: Proposals must be submitted through the online GFR platform (<http://go.worldbank.org/EOGEACARV0>) by **July 31, 2009**.

Required approvals: Written approval of the proposal is required from the TTL of the project/ESW that the proposal is associated with, and also from the Regional EXT Communication Advisor.

TF Accreditation: The TTL for the TF grant must be TF-accredited.

Eligible regions: All Regions. Proposals for work in AFR and MNA regions are strongly encouraged.

Eligible countries: All countries in the eligible regions. Proposals for work in China and Albania are strongly encouraged. Multi-country/ sub-regional activities are preferred.

Categories of Expenses allowed: Consultant Fees, Contractual Services, Travel Expenses, Media and Workshop Costs.

Available amount: In the 1st Call for Proposals a total of US\$250,000 is available; individual proposals should therefore not exceed US\$50,000. All proposals must include a budget breakdown per expense category per FY.

Reviewing Committee: proposals will be reviewed by members of the CCC MDTF Secretariat and Advisory Panel, namely: Trust Fund Program Manager, EXTOC; Sr. Communication Officer, SDNSO; Program Coordination Manager, EXTOC; Sr. Communications Officer, SDNCF. The Trust Fund Program Manager, EXTOC will chair the panel and make the final decision on each proposal.

b. General Criteria for Review:

- proposals associated with strictly Climate Change or Carbon Finance operations are preferred
- proposals associated with operations in the pipeline (under preparation) are preferred (this criteria does not apply to **Research** proposals)
- proposals for the AFR and MNA regions, as well as for China and Albania are preferred
- potential for informing/influencing the design of Bank-financed operations
- strategic importance of work to be done for the CCC MDTF
- potential for extracting lessons learned
- technical quality and clarity of the proposal
- cost-effectiveness of proposal
- co-financing with other sources is encouraged
- activities to be implemented within FY10 are preferred

A decision will be communicated to proponent TTLs within 4 weeks of submission. Fund activation may take up to 2 weeks. TTLs therefore shouldn't expect to start implementation before September 2009.

c. Specific Guidelines and Criteria:

1. Proposals for Communication Support to Operations, Technical Assistance & ESW

▶▶▶ Proposals for Communication Support to Operations, Technical Assistance and ESW must be submitted online through the **GFR** platform, to **window ##5242 – TF080929**.

Proposals that aim to provide communication support to Bank-financed operations and ESW should follow the following **additional** guidelines:

- **Eligible sectors of associated projects:** SD (agriculture and rural development; energy and mining; environment and natural resources management; urban development; water; social development; transport; infrastructure); PREM (gender and development; trade; public sector governance; poverty reduction).
- **Eligible themes of associated projects:** biodiversity, **climate change**, environmental policies and institutions, land administration and management, pollution management and environmental health, indigenous peoples, gender, natural disaster management, trade facilitation and market access, participation and civic engagement, policies and institutions, services and infrastructure.
 - ▶ However, operations that focus strictly on climate change, carbon finance, or global public goods (environmental commons) are strongly preferred.
- **Eligible communication interventions:** The following interventions are eligible for financing: communication research (e.g. public opinion research), consultations and social audits, communication-based assessments, communication strategy design and implementation, capacity building activities.
 - ▶ However, proposals for comprehensive communication strategies in support of Bank-financed projects and ESWs are strongly preferred.
- **Requirements for communication interventions:**
 - all proposals for communication interventions in support of operations must include a Results and M&E Framework with baseline indicators for impact measurement (as provided in Annex II)
 - proposals are strongly encouraged to include communication research at the outset to determine baseline data
 - all communication interventions must be properly documented, highlighting the baseline, interventions carried out, outcomes achieved, impact measurement and verification, and lessons learned for future similar interventions

- proposals for interventions aimed to support ESWs must include a dissemination plan similar to the matrix provided in Annex II, which can be simplified and/or adjusted, as justifiable
- proposals for capacity building activities should:
 - aim to develop and/or strengthen the capacity of operational communication staff, both in the Bank and the client government team, to develop and/or implement the communication components of the operations they work in
 - be tailored to the specific needs of the intended trainees
 - be based on a thorough assessment of the communication capacity of the target trainees, including their:
 - knowledge and/or expertise in the design and implementation of communication strategies in support of operations
 - understanding of communication dimensions of climate change, as applicable to the project in question

2. Proposals for Research

➤➤➤ Proposals for Research must be submitted online through the **GFR** platform, to **window # 5243 – TF080930**.

Proposals that aim to carry out communication research should follow the following **additional** guidelines:

- **Eligible sectors and themes:** the same as for component 1—Support to Operations.
- **Research focus:** research proposals should aim to identify and document good practices and lessons learned from communication interventions in support of Bank-financed projects, highlighting the following:
 - initial situation encountered (including project background, development objectives of the operation, etc.)
 - communication challenges identified
 - collection of baseline data (process and results)
 - design of communication strategy; key communication challenges and needs; communication strategy objectives; main audiences and expected outcomes
 - implementation of communication interventions; institutional responsibilities; challenges and opportunities identified along the way and how these contributed to fine-tuning the interventions
 - monitoring and measurement of results
 - lessons learned and recommendations for future interventions

- **Research can include collecting original data** (e.g. carrying out public opinion research to determine impact of past communication interventions).
- Preference will be given to proposals associated with ongoing and/or closed operations and ESW.
- **Product format:** the final product must be of publishable quality. It may be in the format of a case-study or working paper, and should be presented both in a full word version (minimum of 25 pages) and a summarized PowerPoint presentation.

III. CCC MDTF GOVERNANCE STRUCTURE

The fund is managed by an **Administrative Secretariat based in EXTOC**. The **Secretariat** will coordinate the design and implementation of all activities and report to the Donor on the outcomes and results achieved.

The work program for each year of the Fund will be submitted to the **Donor** for approval. Reviews of project implementation will also be discussed with the Donor on a yearly basis.

While the Secretariat will be ultimately responsible for executing the Fund, it will seek advice and guidance from relevant Bank staff, to ensure that activities are aligned with and complement Bank strategy and interventions on Climate Change.

An **Advisory Panel (composed of senior staff from EXT and SDN)** will provide corporate guidance on the strategic decisions, areas of intervention, organization and contents of events and publications, etc. This Panel will help ensure that all activities under this Fund are aligned with the Bank's Strategic Framework on Development and Climate Change.

ANNEX I

Global Partnership/Multi Donor Trust Fund on *Communication for Climate Change*

Objectives, Activities and Expected Benefits

I. Objectives of the Proposed Communication for Climate Change Multi Donor Trust Fund (CCC MDTF)

The first year of the program will be a pilot phase. While the objectives, main activities and expenditure categories of the Fund will remain unaltered through the life of the Fund, as agreed with the initial Donor and outlined in the Legal Agreement, the implementation of the work plan and outreach efforts will be more precisely determined during the first year of implementation.

Other Donors are expected to contribute to the Fund; in fact, one of the components of the Fund will be fund leveraging. However, the objectives, main activities and expenditure categories of the Fund, as agreed with the Ministry of Environment and Territory of Italy, will not be subject to revision. Therefore, additional Donors will join the Fund subject to acceptance of these terms.

The objective of the proposed program is to complement World Bank-financed operations and initiatives on adaptation to Climate Change, by advancing the theory and practice of Communication for Development in support of Climate Change awareness.

The **Development Objective** of the program is to (i) raise awareness about the issue and its impact at various levels: public at large, private sector, and policy and decision-makers; (ii) promote commitment among the public, private sector and policy-makers to take action; and (iii) build coalitions for further advocacy efforts.

II. Components and Activities

The program would be structured around the following components:

- 1. Support to Operations**
- 2. Research and Capacity Building**
- 3. Advocacy and Fund Leveraging**

1. Support to Operations This component would fund the integration of communication components in Bank-financed Climate Change operations, at regional and global level. Special attention will be given to **Carbon Finance** and other Trust-Funded operations (e.g. **GEF**). To maximize the impact of the communication support, and draw relevant lessons that could contribute to improving future communication interventions, operations would be selected on the basis of the stage they're at in the project cycle, with strong preference being given to those in the initial stages of preparation ('pipeline,' according to the terminology in the Bank's Operations Portal).

This criterion would enable three key critical steps: (i) conducting the necessary research to build a baseline on communication-related aspects (knowledge, perceptions, positions regarding Climate Change and the proposed project interventions), (ii) integrating stakeholders' views, priorities and concerns into project design, and (iii) monitoring the impact of the communication interventions and measuring how it contributed to project effectiveness.

These communication components would aim to support the design and implementation of such operations, raising awareness of Climate Change and how the proposed interventions contribute to fight it, e.g. the role of Carbon Finance in adapting to Climate Change by providing financial incentives to developing countries. Every such communication component would be based on opinion research in order to build a baseline for impact measurement as well as to generate lessons for future communication interventions in this field. The process would be properly documented, so that each project supported by the CCC MDTF would constitute a case study for future reference.

2. Research and Capacity Building To complement the tremendous amount of research that is currently being conducted on the scientific aspects and economic implications of Climate Change, this component would support research on the theory and practical applications of Communication in Climate Change initiatives, as well as capacity building interventions.

The component would finance research and the production of knowledge to support the sustainability of component 1, as well as the development of common methodologies for communication support to Bank-financed operations. On one hand, the component would contribute to building a baseline for the communication components integrated in Bank-financed operations, and evaluating their results. On the other hand, the component would support research on the various communication related aspects of Climate Change² in order to identify and define the most suitable communication methodologies and approaches to support each of those aspects (within the scope of Bank-financed work and operations). This research would also analyze communication related challenges from a sectoral perspective, in order to provide a more tailored support to Bank operations.

Capacity building interventions would also be financed in order to build the communication capacity of relevant staff and management at country level (both in the Bank and in client Governments) to develop and implement the communication components of Bank-financed operations related to Climate Change. Capacity building activities would be based on sector specific training modules, tailored to the specific communication challenges that Climate Change represents in each sector. The lessons drawn from the operational support, as well as the research conducted on the most

² E.g. awareness raising at the community level regarding the impact of Climate Change and how public policies can either further increase the problem or try to fight it, and attitude and behavior change regarding personal options and every day actions that could lead to change; awareness raising among the private sector on how their business decisions can help fight Climate Change; awareness raising among policy and decision makers on the need to adopt climate friendly policies; coalition building at and among all levels: grassroots and community organizations, private sector, and policy and decision makers.

appropriate communication methodologies and approaches would inform the design of training modules and activities.

Additionally, in coordination with SDNVP, the communication contents and materials will also be integrated in other Climate Change training developed by SDNVP for SD operational staff.

3. Advocacy and Fund Leveraging This component would finance advocacy efforts within the Bank and globally for the adoption of communication interventions in Climate Change related operations. Such efforts would include on one hand knowledge production, management and dissemination; and partnerships and coalition building on the other hand.

Whereas knowledge is concerned, the component would support publication of all research findings and lessons learnt at the operational level (e.g. through a dedicated web page, events, newsletters, etc.), as well as organization of debates and dialogues with key partners on Communication for Climate Change that would advocate for the mainstreaming of communication in Climate Change related policies and operations. This component would seek to bring together a pool of practice and academic leaders who are best positioned to contribute to the advancement of Communication in Climate Change. Implementation of this component would benefit tremendously from the organizational platform that was created within the framework of the WCCD.

Additionally, the component would also seek to build coalitions with development partners, academia, civil society organizations, foundations, private sector, and policy and decision makers, with three main goals: (i) to push forward the Climate Change agenda, and identify and support (endorse) champions at all levels, (ii) to broaden and consolidate Donor interest in and commitment to Climate Change, and (iii) to leverage the additional funding needed for continued research and operational support, both at the Bank and externally.

III. Benefits of the Program and its Activities

The proposed Program is expected to benefit the quality of World Bank operations and their implementation, as well as the capacity of operational staff (both at the Bank and Client Governments) to design and implement Climate Change-related projects. The Program is also expected to contribute to the knowledge base about Climate Change, particularly concerning the communication dimension, and to an increased awareness of the issue globally. Additionally, the Program should lead to an increased commitment on the part of donors and development partners to invest in Climate Change initiatives, be it at the policy, project or advocacy level.

Specifically, it is anticipated that each component will have the following outcomes:

1. Support to Operations This component aims to contribute to: (i) improvements in the design of Climate Change projects, by providing inputs that will allow to better tailor projects to the priorities, concerns, perceptions and knowledge of stakeholders and beneficiaries; (ii) stronger support, buy-in and responsiveness to projects from various stakeholder (e.g. behavior changes among the public; adherence to carbon finance incentives from private sector, etc.); (iii) smoother and more effective implementation of operations, which would result from the improved project design as much as from the tailored communication strategies that would support the project; (iv) more sustainable project results, beyond the project life cycle; and (v) future projects are also expected to benefit from the lessons learned.

2. Research and Capacity Building This component is expected to contribute to: (i) improved, research-based, tailored communication strategies that better support projects in reaching their development objectives, managing and mitigating non-financial risks, and addressing their communication needs and challenges; (ii) generate lessons, increase the knowledge of the communication dimension of Climate Change, and improve the practice of the discipline, thus enhancing the impact and effectiveness of Climate Change operations; (iii) increased capacity of operational staff (at the Bank and Client Governments) to design, implement and supervise the communication strategies of CC operations.

3. Advocacy and Fund Leveraging It is expected that this component will achieve: (i) increased awareness about Climate Change and the need for action among development partners, policy and decision makers, practitioners, private sector, academics and the public at large; (ii) increased commitment from development partners, policy and decision makers, private sector and foundations to invest in Climate Change awareness, policies, projects and other interventions; (iii) increased funding available for communication interventions in support of the Climate Change agenda; and (iv) increased number of Climate Change interventions with improved quality at entry.

ANNEX II

COMMUNICATION FOR CLIMATE CHANGE MULTI DONOR TRUST FUND

Results and M&E Framework for Communication Interventions in Support of Operations

Project Objectives	Communication Challenges	Communication Objectives	Main Audiences	Communication interventions	Expected Outcomes	Impact Indicator	Means of Measurement	Institutional Responsibility
	(as identified by communication-based assessment and/or research)	(to support project objectives while addressing challenges identified)	(per communication objective)					