



**Our External Audiences**

# IDB Invest Audiences

*From interviews with different stakeholders, 5 relevant external audience groups have been identified to scale impact.*

1. Strategic Allies
2. Voices of Progress
3. Guardians of Sustainability
4. Investors with Purpose
5. Impact Builders



# Strategic Allies

Gobernadores y Accionistas

## Definition:

High-ranking government officials and representatives of multilateral organizations who have the power to make decisions and influence public policies related to economic and social development. They are key partners in driving large-scale impact and achieving sustainable development goals in Latin America and the Caribbean.

## Key Characteristics:

**Motivated by:** Attracting investment, fostering economic growth, and creating positive social and environmental change in their countries or regions.

**Interested in:** IDB Invest's track record of successful investments, its ability to mobilize private capital, and its expertise in sustainable development.

**Measure success by:** Increased GDP, job creation, improved infrastructure, reduced poverty rates, and progress on environmental and social indicators.

**Consume information through:** Financial and business press, specialized development publications, high-level conferences and events, and professional networking platforms like LinkedIn.

**Influenced by:** Data-driven evidence, expert analysis, success stories, and peer recommendations.

# The Visionary Governor

*PERSONA*

**Title:**

Governor of the State of Nuevo León, Mexico

**Priorities:**

Attract investment to diversify the state economy, promote innovation and create quality jobs.

**Success Metrics:**

Increase in state GDP, reduction in unemployment, and improvement in competitiveness indexes.

**Information Sources:**

World Bank reports, studies from international consulting firms, meetings with business leaders.

**Key Influences:**

Economic advisors, regional business leaders, and experts in sustainable development.



# Communication Style

**Tone of Voice:**

Formal, professional, and data-driven. Emphasize credibility, expertise, and partnership.

**Personality:**

A trusted advisor, strategic partner, and thought leader in development finance.

**Key Message:**

Focus on IDB Invest's impact, track record, and ability to deliver results. Highlight successful projects and showcase the positive outcomes for the region.

**Sample Social Media Post (LinkedIn):**

**Image:** A high-quality photo of a completed infrastructure project, such as a bridge or renewable energy plant, with a caption highlighting its positive impact on the local community and economy.

**Headline:** Investing in Sustainable Infrastructure for a Stronger Future.

**Body:** IDB Invest is proud to have partnered with [government/organization] to finance the [project name], which has created [number] jobs and improved the lives of [number] people in [region]. This project demonstrates our commitment to driving sustainable development and building a better future for Latin America and the Caribbean. #IDBInvest #SustainableDevelopment #ImpactInvesting

# Remember

- Tailor your communication to highlight the specific benefits and outcomes that are most relevant to each Strategic Ally.
- Use data and evidence to support your claims and demonstrate the impact of IDB Invest's work.
- Foster a sense of partnership and collaboration, emphasizing how IDB Invest can help Strategic Allies achieve their development goals.





## Voices of Progress

### Influencers

#### Definition:

Thought leaders, experts, and communicators who generate and disseminate knowledge on development, economics, and sustainability issues. They have the ability to influence public opinion, shape policy discussions, and advocate for positive change in Latin America and the Caribbean.

#### Key Characteristics:

**Motivated by:** A desire to inform, educate, and inspire action on critical development challenges.

**Interested in:** Evidence-based research, innovative solutions, and thought-provoking analysis on topics like climate change, poverty reduction, gender equality, and sustainable infrastructure.

**Measure success by:** The quality and reach of their work, its ability to spark debate and influence policy decisions, and its contribution to positive social and environmental outcomes.

**Consume information through:** Academic journals, think tank publications, major news outlets, social media platforms (especially Twitter), podcasts, and conferences.

**Influenced by:** Rigorous research, compelling storytelling, and the credibility and expertise of their sources.

# The Engaged Journalist

## PERSONA

**Title:**

Governor of the State of Nuevo León, Mexico

**Priorities:**

Exposing injustices, amplifying the voices of marginalized communities, and advocating for policies that promote social and environmental progress.

**Success Metrics:**

Publication in reputable media outlets, engagement on social media, and evidence of policy impact.

**Information Sources:**

Academic research, reports from NGOs and international organizations, interviews with experts and community leaders.

**Key Influences:**

Other investigative journalists, human rights activists, and academics specializing in development issues.



## Communication Style

### Tone of Voice:

Intellectual, informative, and engaging. Use evidence and storytelling to convey complex ideas in an accessible and compelling way.

### Personality:

A knowledgeable and credible source, a thought leader, and a champion for positive change.

### Key Message:

Highlight IDB Invest's innovative projects, its contribution to knowledge generation, and its commitment to evidence-based solutions. Showcase the human impact of its work and emphasize its role in promoting sustainable and inclusive development.

### Sample Social Media Post (Twitter):

**Image:** A striking photo or infographic illustrating the positive impact of an IDB Invest project, such as a solar farm powering a rural community or a woman entrepreneur launching a successful business.

**Headline:** Innovation for Impact: How IDB Invest is [positive action verb] in [country/sector].

**Body:** [Briefly describe the project and its impact, highlighting key statistics and human stories.] Learn more about IDB Invest's work in [link to relevant webpage or report]. #IDBInvest #SustainableDevelopment #[RelevantHashtag]

# Remember

- Provide "Voices of Progress" with access to high-quality research, data, and expert insights.
- Tell compelling stories that showcase the human impact of IDB Invest's work.
- Foster engagement by inviting discussion, debate, and collaboration on key development challenges.





# Guardians of Sustainability

NGOs

## Definition:

Non-governmental organizations (NGOs) and civil society groups actively working to promote sustainable development, social justice, environmental protection, and human rights in Latin America and the Caribbean. They are essential partners in ensuring that development is inclusive, equitable, and respectful of local communities and ecosystems.

## Key Characteristics:

**Motivated by:** A deep commitment to social and environmental causes, a desire to empower marginalized communities, and a vision for a more just and sustainable future.

**Interested in:** IDB Invest's social and environmental safeguards, community engagement practices, transparency and accountability, and the impact of its investments on local communities and ecosystems.

**Measure success by:** Positive changes in the lives of people and the health of the planet, increased community participation in decision-making, and greater transparency and accountability from development institutions.

**Consume information through:** Local and regional news outlets, NGO websites and newsletters, social media platforms, community meetings, and direct engagement with IDB Invest through consultations and workshops.

**Influenced by:** Evidence of positive impact, community testimonials, independent research and analysis, and a demonstrated commitment to social and environmental responsibility..

# The Environmental Advocate

**Title:**

Executive Director of an NGO focused on protecting marine biodiversity and coastal ecosystems in the Caribbean.

**Priorities:**

Ensuring that IDB Invest-financed projects in the region adhere to the highest environmental and social standards, and that local communities have a voice in the decision-making process.

**Success Metrics:**

Successful advocacy campaigns that lead to policy changes or project improvements, increased community awareness and participation, and measurable improvements in environmental conditions.

**Information Sources:**

Scientific research, reports from environmental organizations, local news outlets, and direct communication with affected communities.

**Key Influences:**

Other environmental NGOs, community leaders, scientists, and international organizations working on marine conservation.



## Communication Style

### Tone of Voice:

Professional, persuasive, and results-oriented. Emphasize IDB Invest's track record, expertise, and ability to deliver both financial and impact returns.

### Personality:

A knowledgeable and reliable partner, committed to mobilizing private capital for sustainable development.

### Key Messages:

Showcase IDB Invest's pipeline of impact investment opportunities, highlight successful projects and their impact, and demonstrate the organization's expertise in structuring innovative financial solutions.

### Sample Social Media Post (LinkedIn):

**Image:** A photo of a solar or wind farm, or another visual representation of a successful impact investment project.

**Headline:** "Investing in a Sustainable Future: IDB Invest's Impact Investment Opportunities]."

**Body:** IDB Invest is seeking investors to join us in financing projects that are transforming lives and protecting the planet in Latin America and the Caribbean. Learn more about our current investment opportunities in renewable energy, sustainable infrastructure, and more: [link to relevant webpage]. #ImpactInvesting #SustainableFinance #IDBInvest

# Remember

- Provide clear and concise information about IDB Invest's investment opportunities, including financial and impact performance data.
- Demonstrate IDB Invest's expertise in impact measurement and reporting.
- Foster relationships with impact investors through targeted events, webinars, and one-on-one meetings.
- Position IDB Invest as a trusted partner and leader in mobilizing private capital for sustainable development in the region.





# Investors with Purpose

Clients & Investors

## Definition:

Individuals and organizations who seek to invest in projects that generate a positive impact on society and the environment, in addition to a financial return. They play a critical role in mobilizing private capital for sustainable development in Latin America and the Caribbean.

## Key Characteristics:

**Motivated by:** A desire to align their investments with their values, create positive social and environmental change, and achieve competitive financial returns.

**Interested in:** Impact measurement and reporting, innovative financial instruments, and investment opportunities in sectors such as renewable energy, sustainable infrastructure, and social enterprises.

**Measure success by:** A combination of financial performance, measurable social and environmental impact, and alignment with the UN Sustainable Development Goals (SDGs)..

**Consume information through:** Local Specialized impact investing publications, industry reports and conferences, online platforms and networks, and direct communication with IDB Invest and other impact investors..

**Influenced by:** Evidence of impact, track record of successful investments, alignment with their investment thesis, and the reputation and expertise of IDB Invest.

# The Impact-Driven Investor

**Title:**

A Executive seasoned impact investor with a focus on renewable energy and energy efficiency projects in Latin America.

**Priorities:**

Identifying and investing in projects that contribute to the energy transition, reduce greenhouse gas emissions, and create positive social and economic benefits for local communities.

**Success Metrics:**

Achieving a target financial return while demonstrating measurable progress on environmental and social impact goals.

**Information Sources:**

Industry publications like ImpactAlpha, reports from the Global Impact Investing Network (GIIN), and online platforms like the ImpactBase.

**Key Influences:**

Other impact investors, industry experts, and thought leaders in the sustainable finance space.



## Communication Style

### Tone of Voice:

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### Personality:

A knowledgeable and reliable partner, committed to mobilizing private capital for sustainable development.

### Key Messages:

Showcase IDB Invest's pipeline of impact investment opportunities, highlight successful projects and their impact, and demonstrate the organization's expertise in structuring innovative financial solutions.

### Sample Social Media Post (Fb):

**Image:** A photo of a solar or wind farm, or another visual representation of a successful impact investment project.

**Headline:** "Investing in a Sustainable Future: IDB Invest's Impact Investment Opportunities."

**Body:** IDB Invest is seeking investors to join us in financing projects that are transforming lives and protecting the planet in Latin America and the Caribbean. Learn more about our current investment opportunities in renewable energy, sustainable infrastructure, and more: [link to relevant webpage]. #ImpactInvesting #SustainableFinance #IDBInvest

# Remember

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# Impact Builders

## Multilateral Banks

### Definition:

International financial institutions that share IDB Invest's commitment to promoting sustainable development in emerging markets. These banks play a crucial role in mobilizing resources, providing technical expertise, and fostering collaboration to address global challenges.

### Key Characteristics:

**Motivated by:** Achieving the Sustainable Development Goals, fostering economic growth, reducing poverty, and promoting environmental and social sustainability. Interested in: Co-financing opportunities, knowledge sharing, and collaboration on innovative financial solutions and development initiatives.

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**Measure success by:** The collective impact of their investments and partnerships on improving lives and protecting the planet, as well as their ability to leverage resources and expertise for greater impact.

**Consume information through:** Official publications and reports, industry conferences and events, professional networks, and direct communication with IDB Invest and other multilateral development banks.

**Influenced by:** Evidence of successful collaborations, alignment on development priorities, and the potential for scaling up impact through joint initiatives.



## Communication Style

### Tone of Voice:

Professional, collaborative, and results-oriented. Emphasize shared goals, partnership opportunities, and the potential for collective impact.

### Personality:

A knowledgeable and reliable partner, committed to working together to achieve sustainable development goals.

### Key Messages:

Showcase IDB Invest's expertise and track record in key sectors, highlight opportunities for co-financing and knowledge sharing, and emphasize the importance of collaboration for achieving greater impact.

### Sample Social Media Post (Fb):

**Image:** A photo of representatives from IDB Invest and other multilateral development banks collaborating on a project or attending a conference together.

**Headline:** "Partners in Progress: IDB Invest and [Name of other MDB] join forces to [positive action verb] in [country/sector]."

**Body:** IDB Invest is proud to partner with [Name of other MDB] to [briefly describe the project or initiative]. Together, we are leveraging our expertise and resources to drive sustainable development and create a better future for Latin America and the Caribbean. #MDBPartnerships #SustainableDevelopment #IDBInvest

# Remember

- Foster strong relationships with other MDBs through regular communication and engagement.
- Identify and pursue opportunities for co-financing and knowledge sharing.
- Highlight the collective impact of MDB partnerships in achieving the SDGs.
- Position IDB Invest as a valuable and reliable partner in the global development community.

