



Case Study

CAF –Development Bank of Latin America

Since 2012, Newlink's multi-disciplinary team has helped position CAF, Development Bank of Latin America, as an model multilateral institution in the region.

Objective

Position CAF as **THE** development bank **OF** Latin America **FOR** Latin America. Make it the **model for the region**.

Recipients

General public, multilaterals, governments, credit agencies, banks and private companies, academic audiences, partner organizations, current and potential clients, think tanks, CAF officials, the media, and opinion leaders.

Challenges

a) Little clarity on CAF's role and leadership; b) IDB has greater standing in Latin America; c) Big communications focus on technical, as opposed to human, aspects.

Insight

Humanize CAF's communications by creating and executing an orbital strategy focused on connecting the institution to its **WHY** as opposed to its **WHAT**, highlighting what sets its apart, and firmly correlating the knowledge and leadership of its executive president with the institution itself, as well as underscoring CAF's contribution to Latin America's sustainable development.



DETRÁS
DETODOL
LOQUE
HACEMOS
ESTAS TU



Programs

To achieve the established objectives, generate *engagement* with the target audience, and capitalize on anticipated opportunities for CAF-Development Bank of Latin America-, our team focused on developing and humanizing the organization’s reputation and image and on bolstering the executive leadership’s positioning. That led to the execution of the Ongoing Reputation Management

and Proactive Executive Leadership programs. The strategies carried out following implementation of these programs included a collaborative component involving other Newlink areas of expertise, including Integrated Production, Creative & Branding, Branded Content, and Social Marketing.



Executive Thought Leadership



Ongoing Reputation Management

Our Team

Since the outset of our relationship with CAF, the Reputation Management and Public Affairs team has spearheaded the development of strategies and the execution of programs carried out for CAF. In addition, leaders of other areas of expertise have brought added value to the account. Jointly, we have achieved transformative results.



Angela Camacho

Vice President

Since 2015, Ángela Camacho has provided CAF with strategic orientation in the area of public relations and reputation.



Rafael Ramírez

Chief Creative Officer & Managing Director

Since 2016, Chief Creative Officer and Managing Director Rafael Ramírez has led and supervised all of Newlink's creative services for CAF.



Federico Bianchi

Integrated Production Director

Since 2012, Federico Bianchi has been responsible for supervising all audiovisual and digital solutions for CAF.

Our Team

Since the outset of our relationship with CAF, the Reputation Management and Public Affairs team has spearheaded the development of strategies and the execution of programs carried out for CAF. In addition, leaders of other areas of expertise have brought added value to the account. Jointly, we have achieved transformative results.



Felicitas Soares Gache

Creative & Branding Director

Since 2013, Felicitas Soares Gache has supervised all of CAF's *branding*, design, and advertising through Newlink's Creative & Branding area.



Nahila Campos

Senior Account Executive for Social Business

Since 2015, Nahila Campos has provided innovative social media strategies that deliver measurable results.



Alejandra Labanca

Branded Content Director

Since 2015, Alejandra Labanca has found creative ways of telling stories to help CAF achieve its goals.

Results at a glance



Strategic Consulting:

- 2 Newlink programs.
- 1 institutional and executive positioning strategy, updated every year since 2012.
- 2 strategies for specific areas of CAF.
- 2-6 strategies per year for CAF events around the world.
- 2 Orbital Speaker trainings (President García and emerging leaders).

Journalistic Content:

- 117 press releases.
- 62 interviews.
- 13 opinion columns.
- 2,769 organic reprints.
- 3 books: Conversing with CAF, Management Report, and CAF Conferences publication.

Creativity:

- 2 re-workings of graphic identity
- 1 logo.
- 1,496 creative pieces.

Audiovisual:

- 311 videos produced.
- 87 Conversing with CAF videos (programs, capsules, and summary videos), which obtained
- + 83,290 views.
- 9 documentaries.

Social Media:

- 61,474,055 impressions generated via Facebook.
- 1,500,862 visits to specific sections of CAF's Web site, generated by 43 traffic campaigns.
- 4 FB Live sessions, which obtained 163,102 views.
- Increase of 25,025 followers on FB, 20,038 on Twitter, and 34,337 on LinkedIn.



Results: Strategic Consulting

1. Strategic Framework:

Following implementation of the Ongoing Reputation Management Program, Newlink developed the following content:

- CAF positioning strategy and key messages.
- Positioning strategy and key messages for CAF's Social Innovation and Gender Equity areas.
- Communication strategies for CAF conferences (around 6 events per year).





Results: Strategic Consulting

2. Orbital Speaker for Emerging Leaders:

In 2016, Newlink held a **strategic session with President García and 10 emerging CAF leaders**, equipping them with practical tools that expanded their ability to envision possibilities and structure proposals to the media and on social networks. During the training seminar, the CAF leaders improved their ability to elucidate and effectively express innovative proposals aimed at permeating and shaping reality, whether by upholding the common good or proposing convergent courses of action to resolve major issues of shared concern.

This training succeeded in:

- Aligning CAF's new strategy and the "CAF WAY" working method.
- Promoting the adoption of change within the organization.
- Empowering new actors who will help institutionalize CAF's legacy by communicating the permanence of its achievements, thereby establishing a strategic relationship with each one of them.
- Positioning CAF's key messages internally so those inside the organization understand and grasp the legacy of the institution and its leader.



Results: Strategic Consulting

2. Orbital Speaker for Emerging Leaders:

The content of the training included:

- Objectives
- Visualization of possibilities and results
- Alignment
- Storytelling
- Discourse management
- Press conferences, Word Café, casual conversations, Teleprompter practice, etc.



Officials who underwent training: Enrique García, Carolina España, Mauricio Garrón, Juan Carlos Elorza, Migel Ángel Ostos, Andrés Zamora, Jaime Holguín, Julian Suarez, Ana Botero, Castro Ligia, Christian Asinelli



Results: Strategic Consulting

3. Strategic Account Management Actions:

- Strategic workshop with a Newlink and CAF multi-disciplinary team (August 16, 2016)
- Strategic workshops with CAF Executive President Enrique García.
- Monthly editorial board meeting with the client to define which issues to highlight and the month's priorities.
- *Briefing* meetings with the client about special projects (ex. videos, social media, journalistic content, interviews, events, etc.).
- Creative workshops with the client
- Internal *brainstorming* sessions to gather innovative ideas for approaching certain projects.





Strategy: Executive Leadership

Newlink's executive leadership program aims to bolster CAF's reputation by achieving the following objectives:

- **Institutionalizing** and multiplying **Enrique García's** knowledge and leadership in Latin America, making his experience and track record CAF's own legacy and highlighting his:
 - Steadfast commitment to the region and what CAF does.
 - Track record and accomplishments.
 - Formula for equitable development.
 - Leadership in institutionalizing the organization in Latin America.
 - Ability to build bridges and achieve consensus.
- **Positioning CAF's leaders** as go-to experts on Latin American economic issues based on their experience, track record, and strategic contribution to the institution.
- **Making people aware of the actions CAF leaders have taken** to foster Latin America's sustainable and inclusive development.



Strategy: Executive Leadership

In striving to achieve the identified objectives, priority was given to the strategic areas in which CAF has had an impact, including institutional development, knowledge management, green economy, regional integration, and to the sectors that benefited from its work: energy, transportation and telecommunications, social development, and infrastructure.

1

Development and placement of **opinion columns** signed by CAF leaders.

2

Management of **regional and international media interviews**.

3

Identification of and assistance with **appearances and participation** in strategic spaces.

4

Development and execution of the **Conversing with CAF** program, featuring the participation of recognized leaders from Latin America and Spain.



Results: Executive Leadership

During the execution of the Executive Leadership program, Newlink developed the pillars of its strategy, messages, and actions in detail. The following are some notable results:

13 **Opinion columns** published in media such as América Economía, El País, Portafolio, and the Semana magazine that were signed by CAF leaders.

62 **Interviews arranged** with regional and international media, including CNN en Español, NTN24, BBC News, O Globo, El Tiempo, and New York Times en Español.

14 **Conversing with CAF** programs produced. These programs obtained 3,967,700 impressions on social media and +83,290 views.



Positioning on **social media**, including the execution and promotion of 4 FB Live sessions with President García that obtained 163,102 views.



strategic assistance during CAF conferences (Washington D.C., Paris, London, Oxford), World Strategic Forum (Miami), Latin Trade Symposium & BRAVO Business Awards (Miami).



Strategy: Media Relations

The strategy was aimed at developing, in conjunction with CAF, materials and content that would position the institution in the media as a go-to expert on economic issues and productive transformation in Latin America, leveraging its experience, track record, and strategic contribution to the region's development.

The strategy included the following actions:

- Monthly editorial board meeting between CAF and Newlink.
- Coordination of interviews with Tier 1, Tier 2, regional, and national media.
- Development and distribution of in-depth articles.
- Drafting of OpEds.
- Press releases.
- Distribution and positioning of the generated content.
- Delivery of clipping reports with results achieved.



Results: Media Relations

117

Press releases, with the number produced annually rising from 7 in 2013 to 35 in 2016, an increase of 400%.

62

Media interviews, with the number given annually rising from 6 in 2013 to 35 in 2016, an increase of 483%.

13

Opinion columns, with the number produced annually rising from 2 in 2014 to 5 in 2017, an increase of 150%.

2,769

Organic reprints of the 117 press releases distributed between 2013 and 2017.

**Note: Development of the opinion columns depended on the time and disposition of CAF Executive President Enrique García. As the relationship with the client became stronger over time, the number of opinion columns developed by Newlink began to rise. In addition, the client has been very conservative about its positioning in the media, a factor that has limited the number of press releases produced and interviews arranged.*



Results: Media Relations





Strategy: Branding

Newlink identified the need to create a more solid and humane image for CAF. Through a collaborative effort with the client, Newlink succeeded in:

1. Showing the “why”

- By incorporating the claim “More opportunities, a better future,” CAF’s communications began to become more aspirational.

3. Increasing brand capital

- Brand image maintenance on the part of CAF’s Strategic Communications Office was translated into visual coherence across all of its communications materials, whether institutional or for events or initiatives.

2. Showing the “you” behind CAF’s actions

- The visual communication shifted from images of public works and infrastructure to images of people who benefited from the projects.
- In terms of text, the concept “Everything we do begins with you” was created in a successful attempt to humanize CAF’s image.

4. Creating systematization

- The different communications needs were identified and prioritized, as were the criteria to be maintained in each case.



Results: Branding



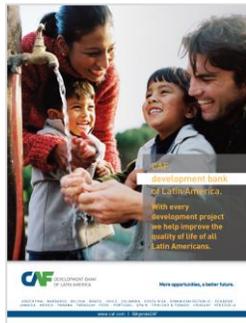
2012



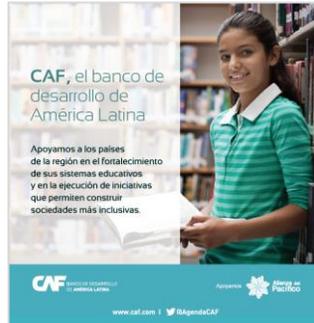
2013



2014



2015



2016

New brand and graphic identity

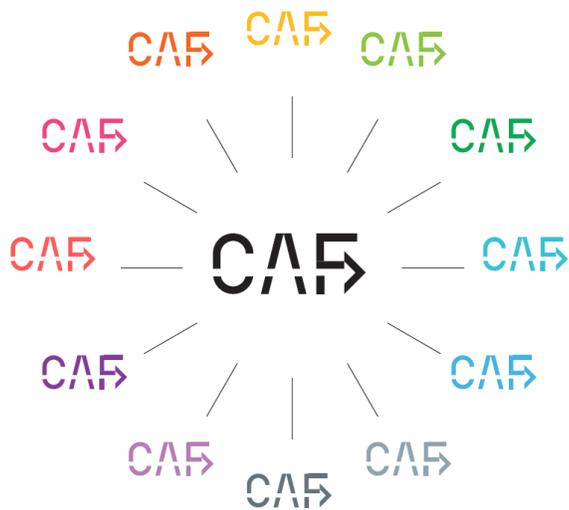




Results: Branding

The next step in our journey with CAF was to create a new, modern identity in keeping with the need to develop clean, clear, and elegant pieces.

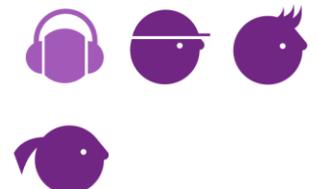
New Brand



CAF
Banco de Desarrollo
de América Latina

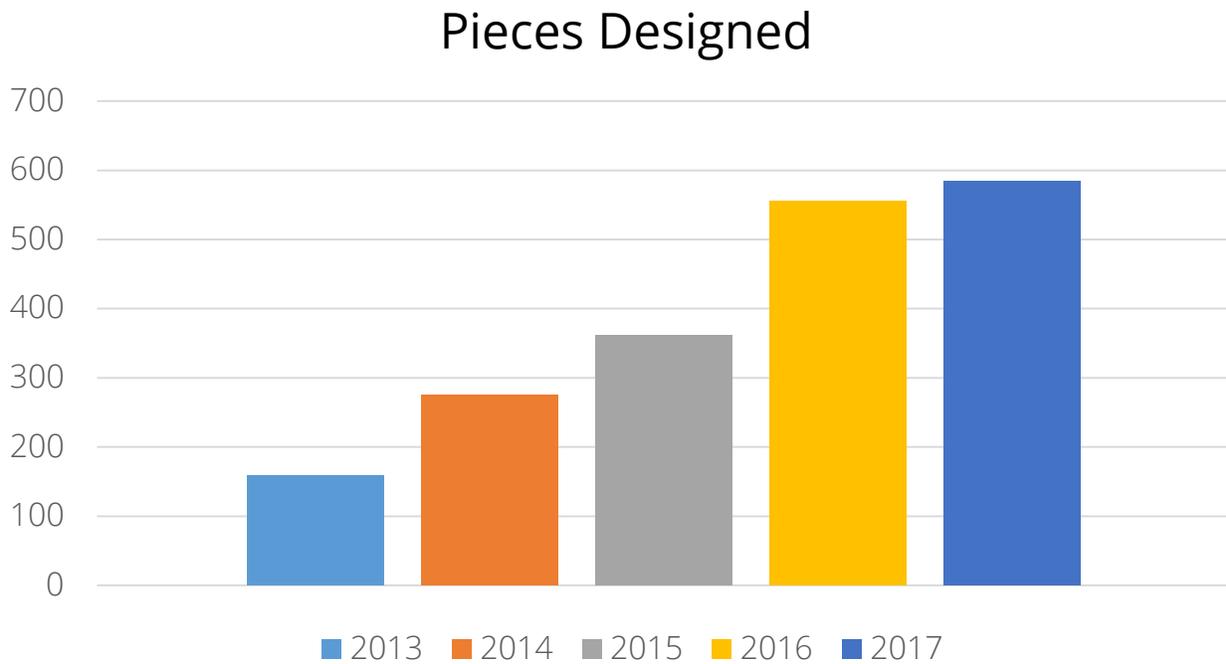
CAF
Más oportunidades,
un mejor futuro.

New Graphic Identity





Results: Branding



A total of **1,496** pieces designed between 2013 and 2016.



Results: Branding

The collage displays various branding assets for CAF, including:

- Conference Posters:** "SEMINARIO INTERNACIONAL SOBRE CIUDADES INCLUSIVAS", "EL NIÑO Y SU IMPACTO EN AMÉRICA LATINA", "THIRD ANNUAL CAF-LSE CONFERENCE", "IV CAF-LSE CONFERENCE", "EL ENCUENTRO DE LÍDERES NACIONALES", "Un Estado más efectivo", "LAS EMPRESAS B", "Ciudades con Futuro", "¿Anunciamos nueva fecha!", "FOR TALEZA", "CIUDAD DE PANAMÁ".
- Reports and Documents:** "Reporte de Economía y Desarrollo 2016", "¿QUÉ ES UNA EMPRESA B?", "¿QUÉ SE REQUIERE PARA SER UNA EMPRESA B?", "¿DÓNDE SURGEN LAS EMPRESAS B?", "VOCES QUE RESPALDAN EL MOVIMIENTO B", "MOVIMIENTO B EN CIFRAS".
- City-Specific Graphics:** "BUENOS AIRES", "LA PAZ", "LIMA", "QUITO", "BOGOTÁ", "GUAYAQUIL".
- Logos and Branding Elements:** CAF logo, "Ciudades con Futuro", "#CiudadesConFuturo", "CAF - BANCO DE DESARROLLO DE AMÉRICA LATINA Y DEL CARIBE".



Strategy: Production

Objective

Increase CAF's visibility and humanize the institution's positioning through high-quality audiovisual products that are varied, interesting, and innovative.

Challenge

Generate efficiencies in the post-production and editing process to successfully deliver a large number of videos without suffering a drop in quality.

Solution

To tackle the audiovisual challenge and achieve our stated objective, NL developed several production manuals and held production *workshops* with the client.

Additionally, a 10-step process was created that allows us to efficiently catalog, evaluate, and edit available audiovisual material for the production of CAF videos. Those 10 steps are:

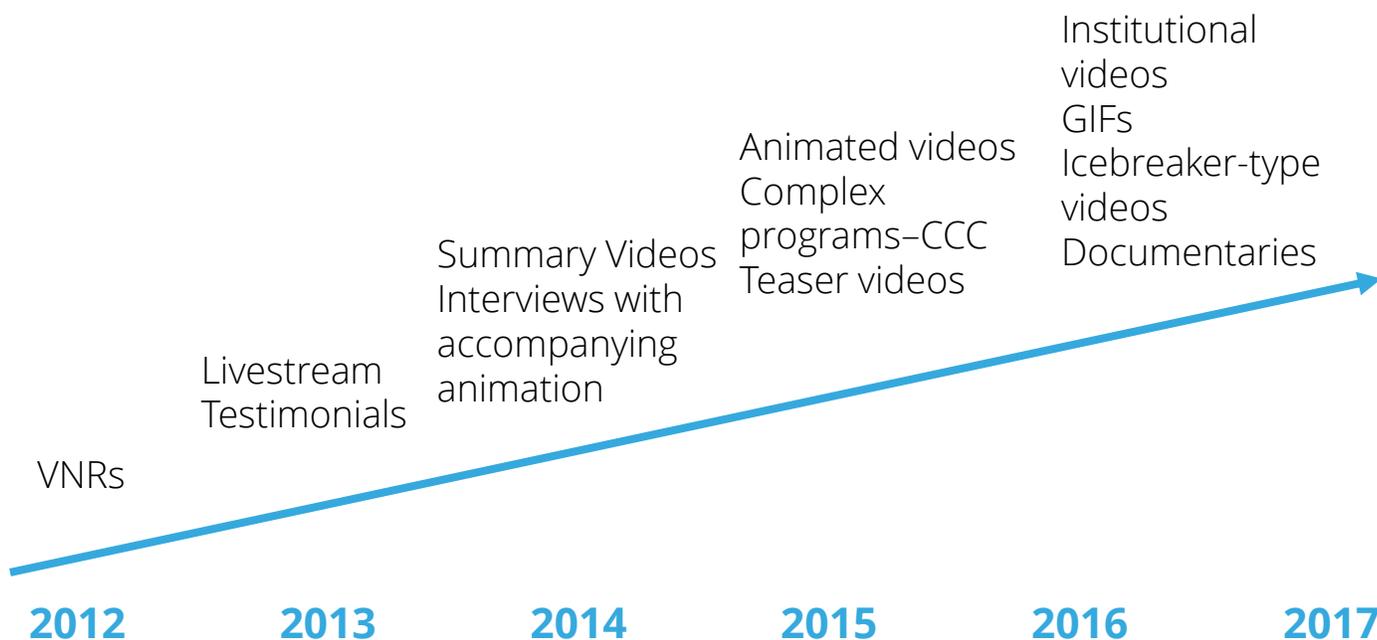
1. Review of audiovisual content
2. Script development
3. Client approval
4. Roughcut creation
5. Client approval
6. Graphic design
7. Approval of graphics
8. Video editing
9. Execution of changes
10. Client's final approval



Strategy: Production

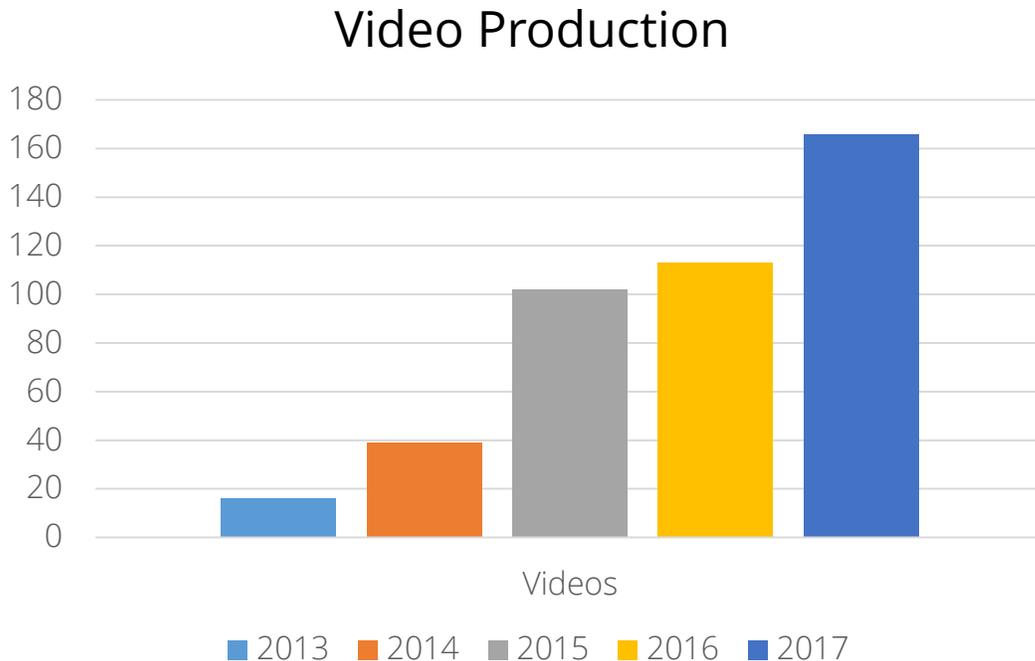
Our relationship with CAF began in 2012 with the development of several Video News Releases (VNRs) for the annual CAF conference in Washington D.C. Since then, the production and editing of NL-produced videos for CAF have evolved. The editing processes have been standardized and different creative concepts have been created, enabling greater efficiency in the development of high-quality videos.

Evolution





Results: Production



More than **311** videos produced between 2013 and 2017.



Results: Production





Strategy: *Conversing with CAF*

A proposal was made in 2015 for the launch of the **Conversing with CAF** program, a series of chats with CAF's executive president and global figures who have played a role in the region's development.

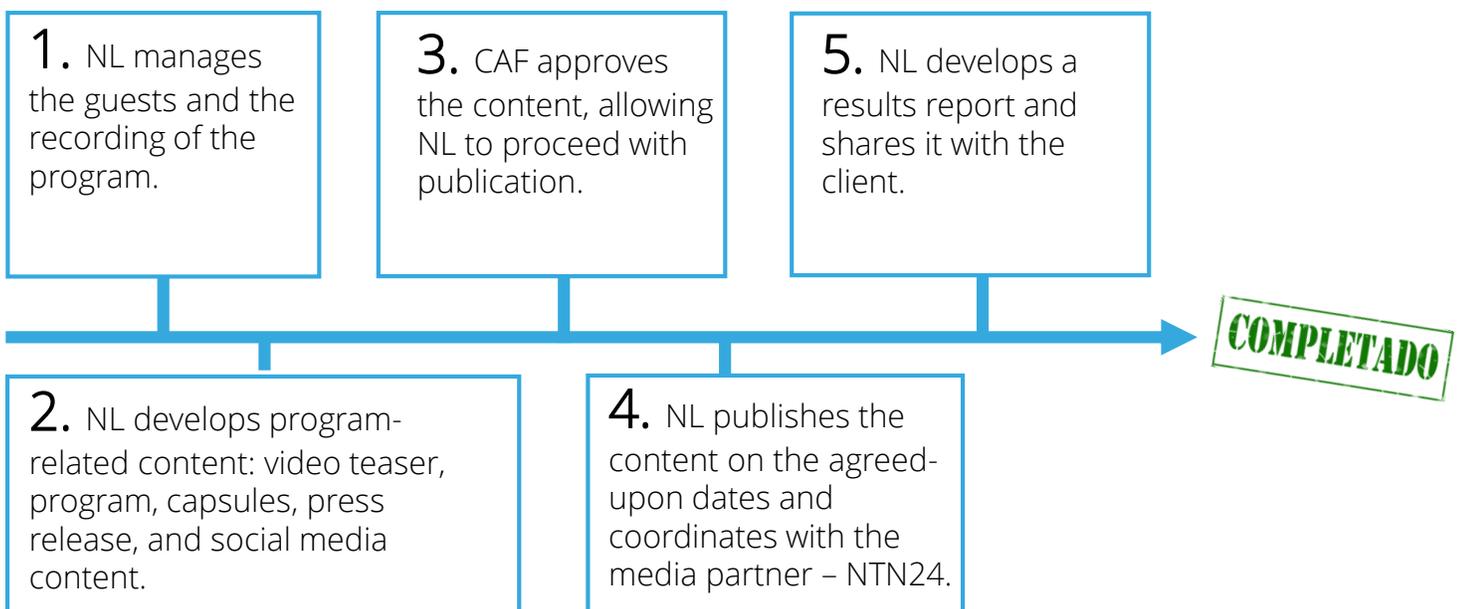
Objective

To disseminate CAF's messages and comment on the goals achieved and Latin America's future challenges.

Topics

Through the programs, Latin American and Spanish leaders discuss issues related to the Latin American and the Caribbean region's sustainable development, including infrastructure, education, urban development, social equity and inclusion, innovation, climate change, energy, etc.

Collaborative process





Strategy: *Conversing with CAF*



Enrique García



José Miguel Insulza



José Maria Aznar



Ricardo Lagos



José Antonio Meade



Rebeca Grynspan



Enrique Iglesias



José Mujica



Allan Wagner



Marco Aurelio García



Alejandro Foxley



Leonel Fernández



Alicia Bárcena



Michel Camdessus



Celso Amorim





Results: *Conversing with CAF*

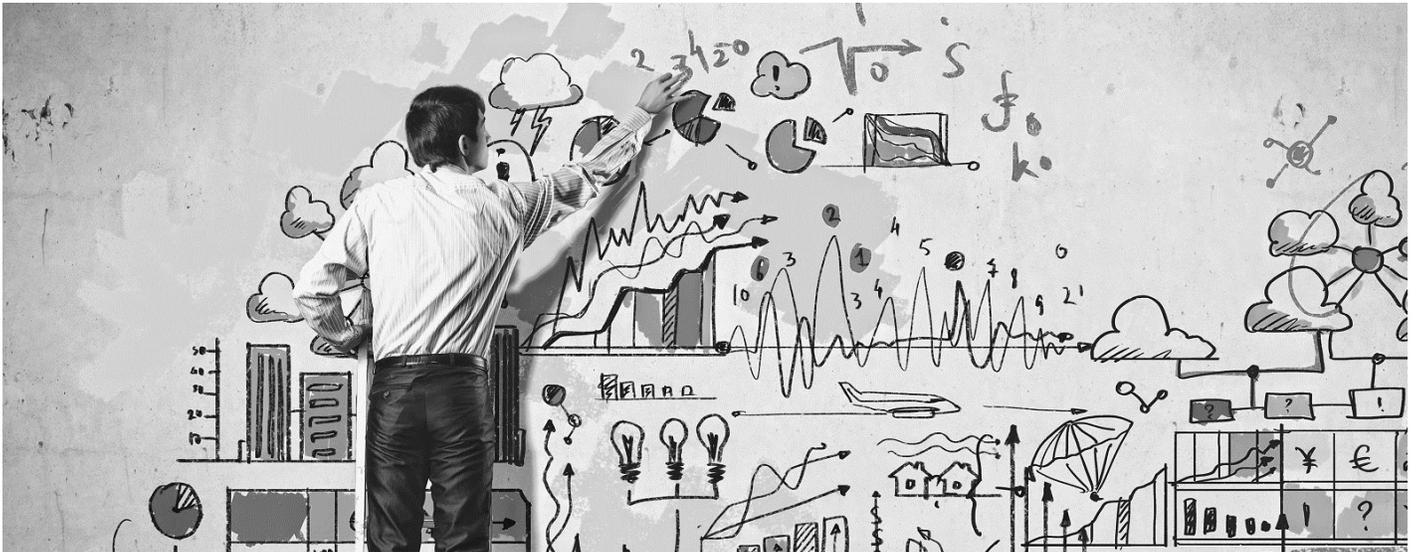
Between 2015 and 2017, a total of:

14 programs, **71** capsules, and **2** summary videos were recorded and published, generating:

+83,290
video views

+3,967,700
social media
impressions

+19,850
website visits



Results: Special Projects

Book – *Conversing with CAF*

Proposal

In 2016, production began on *Conversing with CAF*, a book that would examine topical issues and look back at recognized leaders who had appeared on the program.

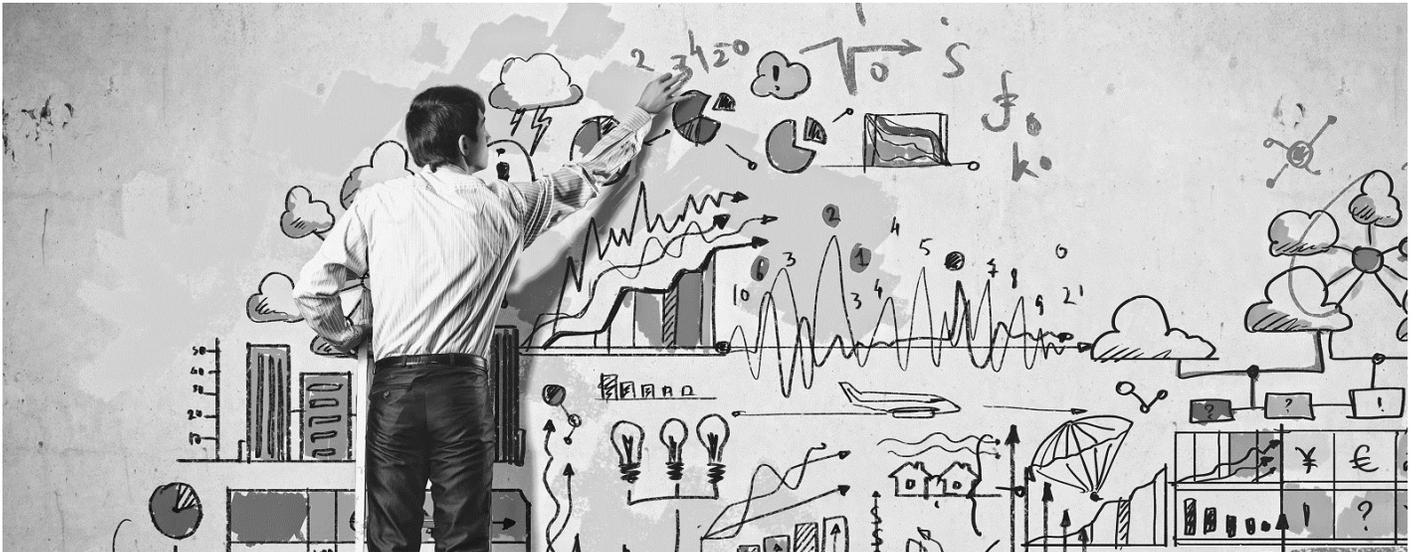
Content

The book contains 1 prologue written by CAF's executive president, Enrique García, and 14 interviews conducted with recognized leaders.

Deliverable

The delivery of 1,500 printed copies and 1 digital version of the book *Conversing with CAF* took place in March 2017 in Bogota. One hundred (100) copies were handed out at the CAF Board meeting in Panama.





Results: Special Projects

Campaigns

In 2016 and 2017, 2 campaigns were carried out to elevate CAF's positioning as a catalyst for sustainable development in Latin America.

1. FACES OF DEVELOPMENT:

4 videos in 3 languages.

Mini-documentaries that draw on participants' experiences to underscore how CAF's social projects benefit Latin American development.

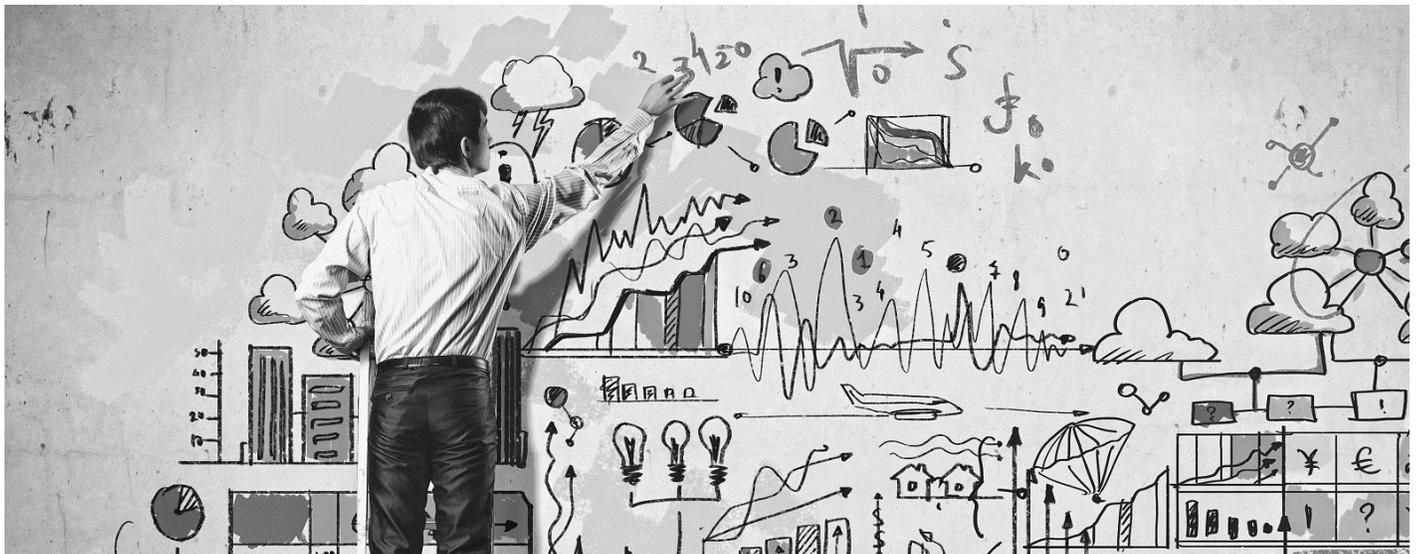
Topics: Climate Change, Young Leaders, Music to Grow, Hands that Save Lives.

2. IMPACT CAPSULES:

5 videos in 3 languages.

Mini-documentaries on CAF's impact in key areas for the region's sustainable development.

Topics: Governance, Policy Management and Public Management; Innovative Financial Instruments; Capital Markets; Water and Irrigation; Strengthening of Development Banks.



Results: Special Projects

Campaigns

The following actions were carried out to finalize and launch the proposed campaigns:

- Development of creative concept.
- Identification of topics/projects, guests, and questions.
- Development of running order.
- Logistics for the recordings.
- Development of final script after viewing recorded content.
- Editing of final video.
- Cooperation with different areas of CAF to secure approval for final content and video.
- Development of website/microsite.
- Development of strategy for each video, including actions in regional media outlets and social media, as well as internal communication.
- Launch, monitoring, and development of results report.





Strategy: CAF Impact Campaigns

The goal of this initiative was to develop 2 campaigns to bolster CAF's positioning as a catalyst for sustainable development in Latin America.

- *Faces of Development* describes the experiences of men and women whose lives were transformed by some of the bank's initiatives.
- *Impact Capsules* explains some of the programs the bank carries out to promote socially inclusive sustainable development in Latin America.



477,464
views



1,297,606
reach



2,471,769
impressions



6,253
interactions



Strategy: Impact Capsules

Governance, Policy Management, and Public Management Program



<http://bit.ly/2mZZsKa>

65,029 views

Innovative Financial Instruments: Infrastructure Debt Funds



<http://bit.ly/2o658WX>

62,629 views

Capital Market Fundraising



<http://bit.ly/2o5HZnJ>

49,174 views

Water and Irrigation Program: Comprehensive Management



<http://bit.ly/2nFbTuZ>

*Promotional package delivered at CAF's request

176,832
total views

Newlink™



Strategy: Faces of Development

Music to Grow



<http://bit.ly/2oEPArD>

105,794 views

Hands that Save Lives



<http://bit.ly/2oEPArD>

91,692 views

#JovenCAF



<http://bit.ly/2oEQYtT>

55,163 views

Study on Vulnerability and Adaptation to Climate Change in Metropolitan Arequipa



<http://bit.ly/2nFFsNQ>

47,529 views

300,178

Total views

Newlink™



Key Element: Social Media

 **Hortensia Urquidi** Neluca, que interesante este programa, me encantaría que algunos de mi familia pudieran asistir a esta institución, Aunque parece que es solo para la América Latina no???? Sin embargo, reenviame a mi gente. Gracias querida amiga. 🤔🤔🤔❤️❤️🌸🌸
Like · Reply · Message · March 21 at 7:30am

 **Mauro Alarcon Amén**
Like · Reply · Message · March 31 at 2:01am

 **Cleo Gutma** ...tienen mucha razón, es un instrumento de educación para jóvenes que no tienen ocupación y en lugar de dejarse llevar por la madre de los vicios..la música y el arte, los recupera. Yo apuesto por estos proyectos o programas por eso en el programa de Gobernabilidad desarrollado aquí en Perú fue mi proyecto y lo será hasta lograr el interés de quienes puedan ejecutarlo y financiarlo. Saludos
Like · Reply · Message · 1 · March 30 at 9:18pm

 **Luciana Andrea Fernandez Chiappero** Hay gente que sólo puede a través del arte una fuente de aprendizaje y valores estoy agradecida a la música por ser fuente de inspiración de la familia qué provengo y lograron hacer mucho y sacar grandes voces e instrumentos en el conservatorio lamento que algunos no vean éste desempeño y mero esfuerzo pero realmente es muy grande más allá de lo que sé ve se entrega el alma en cada nuevo proyecto,, adelante chicos los felicito los aplaudo de pie!!!!!!
Like · Reply · Message · 1 · April 1 at 11:37am

 **Maria Eugenia Ursini** Muy bueno el video . ¡¡Me encantó!!
Like · Reply · 1 · April 1 at 9:56am

 **Mercedes Luna Gutierrez** No conosco curcuma donde se consigue?
Like · Reply · April 1 at 10:03am

 **Teresa Cuenca** Que lindo programa
Like · Reply · Yesterday at 1:19am

 **Lau Charnelli** Hermoso
Like · Reply · April 1 at 3:35pm

Top Comments is selected, so some comments may have been filtered out.
Write a comment...



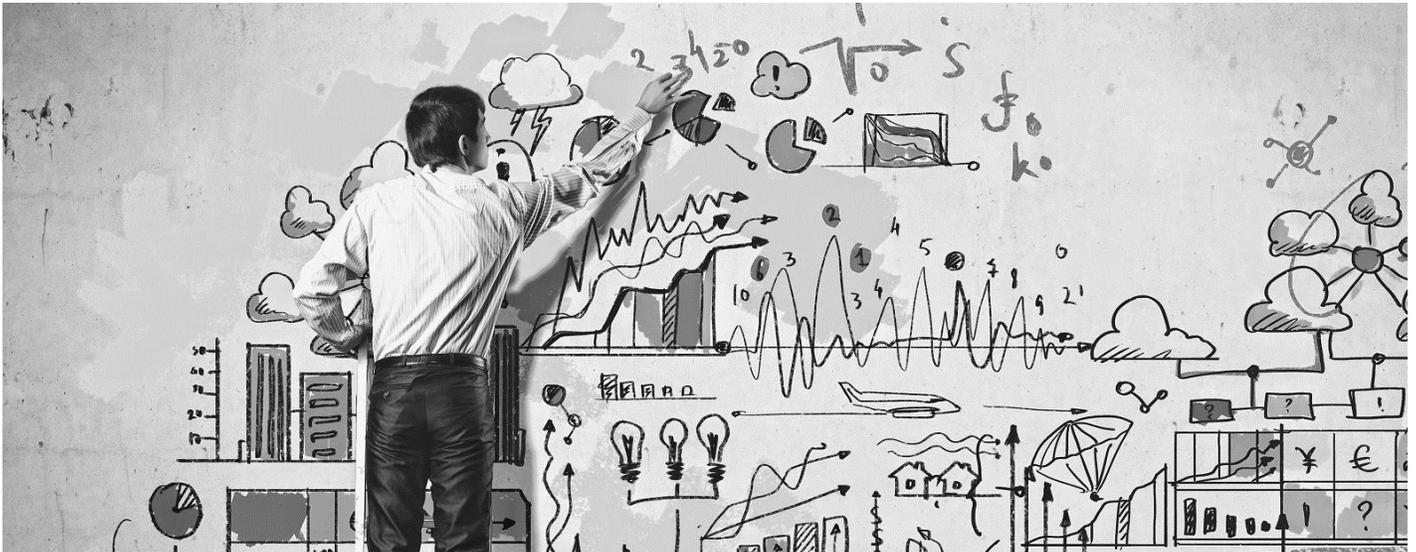
Key Element: Media Partner NTN24

In March 2017, a strategic alliance was forged with NTN24. That *media partner* promotes CAF's campaigns in its website's *Especiales* section, where CAF also has a rotating banner ad.

937,732
Impressions

930
clicks
received as a result of
impressions on NTN24's
website





Results: Special Projects

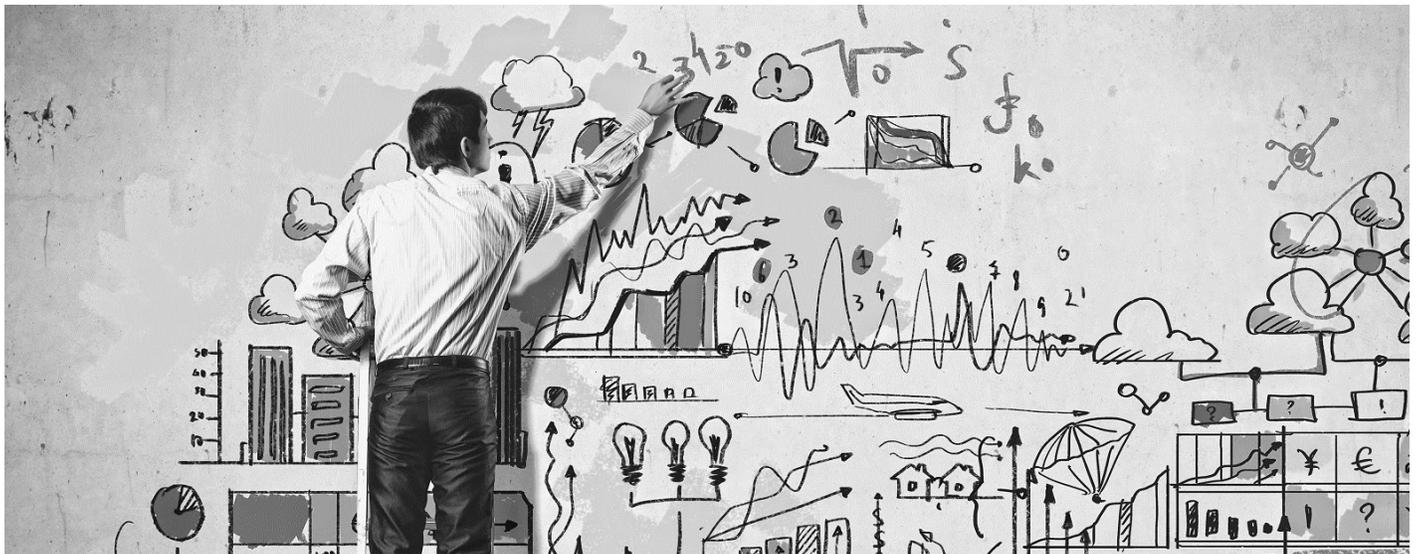
Documentary – 46 Years of CAF

A documentary was made over the course of 2016 and 2017 to look back on 46 years of CAF and its contribution to Latin America's development.

Actions:

- Concept Development
- Identification of participants/interviewees.
- Recording of interviews:
 - Enrique García, executive president of CAF.
 - Enrique Iglesias, former executive president of the IDB.
 - Galo Montaña, former executive president of CAF.
- Script development after viewing of interviews.
- Selection of supporting images.
- Editing.
- Approval.
- Publication on social media and microsite.





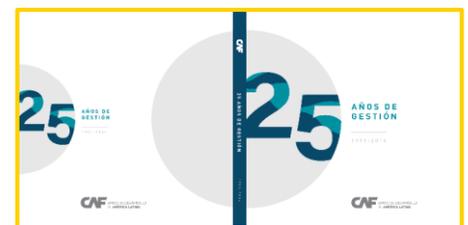
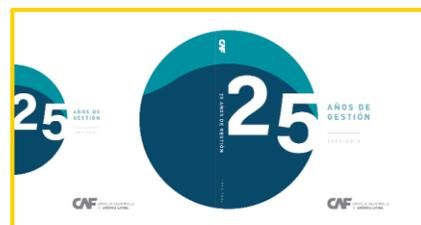
Results: Special Projects

Management Report – 25 years

Newlink, in conjunction with CAF, developed the book's concept and performed the following actions:

Actions Performed:

1. Presentation of idea/concept for the cover.
2. Cover design and adjustments.
3. Drafting of introduction.





Strategy: Digital

Objectives:

As part of CAF's communications strategy, Newlink set the following objectives for boosting the institution's digital positioning:

- Increase the visibility of CAF's website by creating a visually attractive site that generates greater interaction.
- Analyze the results obtained and adapt the digital platform strategy if necessary.
- Develop relevant content to increase the number of repeat visitors.

The **main challenge** in achieving the objectives was to address the limitations of CAF's website

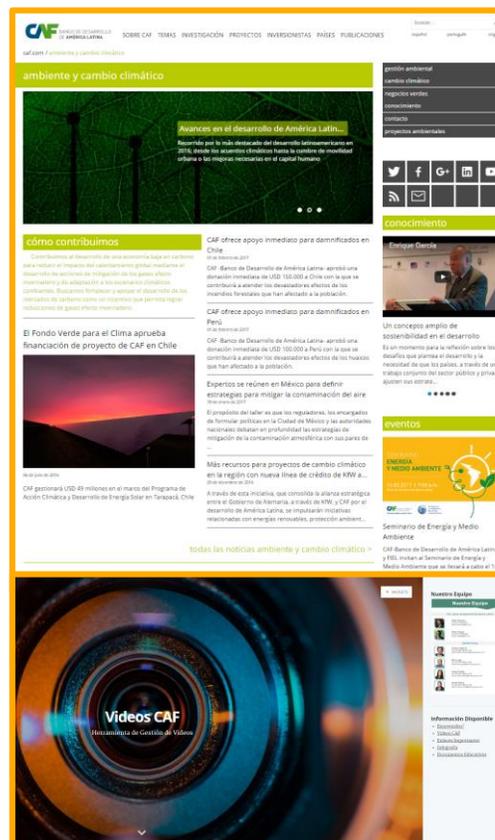


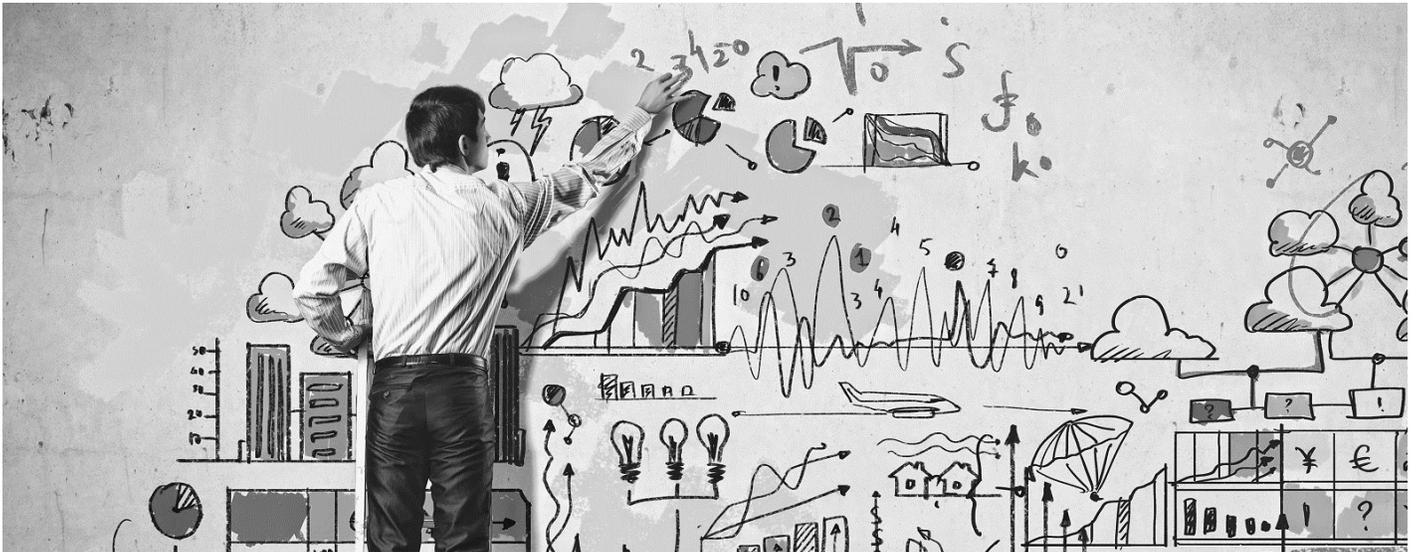
Results: Digital

To achieve those objectives, Newlink supported CAF by developing, designing, and implementing the following pieces:

- Templates and creative pieces for internal pages at www.caf.com.
- Website with relevant information about CAF's Academic Network.
- Wordpress site with relevant information for the production of audiovisual content (ex. infographics and recording and editing manuals.).
- Measurement and analysis of results (unique visitors, repeat visitors, page views, etc.).

Video of new page launch





Results: Digital

In addition, a web page within www.caf.com was developed to highlight the importance of and lend visibility to the Faces of Development and Impact Capsules campaigns.

Actions Performed:

- Development of look and feel.
- Approval of look and feel.
- Development of page in HTML5 format.
- Development of final content.
- Delivery of final file for incorporation into CAF's website.
- Publication/launch.
- Promotion via social media.



46 años de CAF



Contenido relacionado al video y el impacto de CAF:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet lectus libero. Suspendisse ultricies porta ipsum. In tempor, lectus agnoscere. Vestibulum eu eros, cubilia et rhoncus sit amet. Donec sit amet viverra. Curabitur mauris. Curabitur ipsum. Non convallis elit. Suspendisse id eu. Efficitur vestibulum efficitur. Vestibulum. Suspendisse nec semper ante. Praesentibus non tamen. Pellentesque ullamcorper. Quisque sed ultricies eleifend. Quamquam enim, nec ultricies augue. Accusamus ante. Curabitur. Et tristique magna. In varius turpis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et mi. A est gravida euismod. Et quisque. Maecenas suscipit nulla turpis nec maximus.





Strategy: Social Media

During the first two years of its relationship with CAF, Newlink provided strategic consulting and monitored the institution's social media results. However, in 2015, we took the initiative of absorbing the costs of social media advertising to concretely show the client the value of a robust and segmented strategy for key audiences. Since then, we have a much stronger participation in CAF's social media management and have implemented the following actions"

Social media strategy, consulting, and shared execution:

- Management of social media content.
 - Development, design, and scheduling of content created for Facebook, YouTube, and LinkedIn.
- Campaigns to promote segmented content on social media to boost profile visibility with target audience.

Results achieved

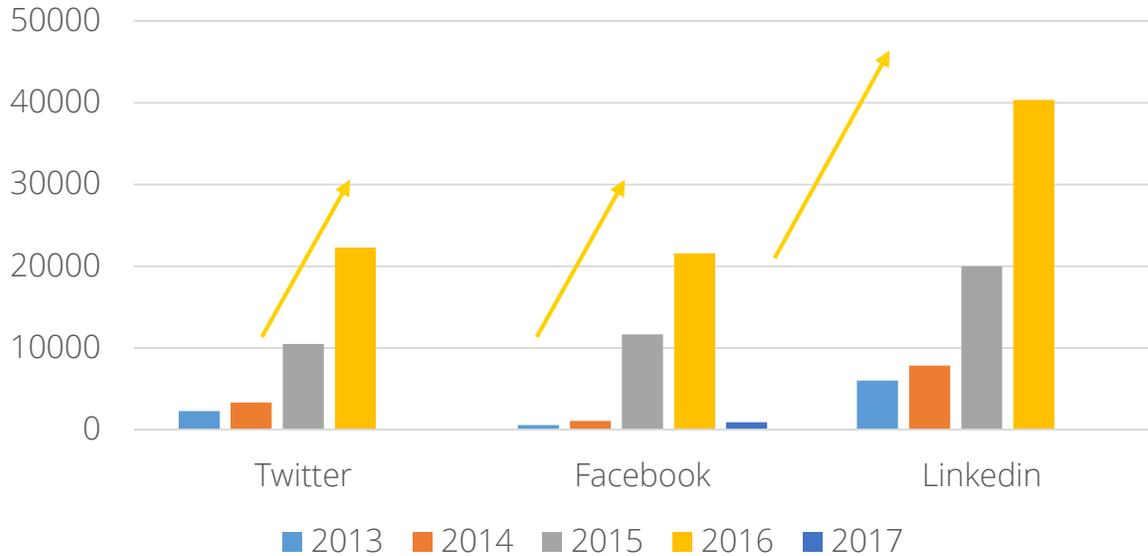
- Promotion –bolstering the impact/level of direct communication with relevant actors for CAF.
- Spokesmanship –taking control and speaking on CAF's behalf on social media.
- Relevance –maintaining the relevance of the content and communication platforms that key actors for CAF use on a daily basis.
- Control –taking greater control over CAF's sphere of interest.





Results: Social Media

Social Media Followers



CAF's followers have grown since 2015, when Newlink - in collaboration with the client - began developing and implementing strategies focused on the institution's key audiences. The actions carried out since 2015 have included the design of content adapted to different social platforms and promotion using segmented advertising.



Results: Social Media

Since 2015, postcards, infographics and GIFs have been designed for publication on social media.

III CONFERENCIA CAF SCIENCES PO
27 DE OCTUBRE
NUEVOS RETOS EN LAS RELACIONES AMÉRICA LATINA-UNIÓN EUROPEA

El viernes 13 de enero sigue **en vivo** la **IV CONFERENCIA CAF-LSE** a través de www.caf.com

A partir de: **9:00 a.m. hora de Londres**

@AgendaCAF | @LSE_GlobalSouth | #CAF LSE

¿CÓMO OPERA CAF?: CIUDADES CON FUTURO ES UN ECOSISTEMA QUE LE FACILITA A LAS AUTORIDADES LOCALES CONOCIMIENTO PRÁCTICO...

Mejores prácticas: Ciudades más cohesionadas, con servicios universales de calidad, más conectadas, más capacitadas y con mayor fortaleza institucional

NECESIDADES DE LA AUTORIDAD + CONOCIMIENTO PRÁCTICO = VALOR AGREGADO CAF

CIUDADES CON FUTURO

REQUISITOS DE LOS PODERES PÚBLICOS

AUTORIDADES

Ciudad cohesionada, con servicios, conectada, capacitada y con fortaleza institucional

El modelo es **FLEXIBLE**, permite incorporar la demanda de las ciudades y mutar con el tiempo

El modelo es **DINÁMICO**, permite responder a las necesidades de las alcaldías dentro de los lapsos políticos

XX ANNUAL CAF CONFERENCE
SEPTEMBER 7-8, 2016
WASHINGTON, DC

FORO INTERNACIONAL DEPORTE PARA EL DESARROLLO
SOMOS muchos, seamos más
BOGOTÁ, COLOMBIA 29 | SEP | 16

Organiza **somos** con el apoyo de **CAF** y **JAVIERIANA**

“LAS CONFERENCIAS CAF INICIARON CON LA INTENCIÓN DE HABLAR DE TEMAS DE COMERCIO E INVERSIÓN EN EL HEMISFERIO. PRONTO EVOLUCIONARON A TOCAR TEMAS MÁS AMPLIOS Y MÁS ALLÁ DE LOS PAÍSES ANDINOS.”
ENRIQUE GARCÍA (2007)



Results: Social Media

CAF's social media activity in 2016 involved innovative efforts to employ the latest technology to reap diverse and multiple benefits for the financial institution.

Facebook Canvas

Carousel

< IV CONFERENCIA CAF-LSE 🔊

"La globalización en crisis:
implicaciones para el Sur Global"

13 de enero de 2017 | Londres

CAF -Banco de Desarrollo de América Latina- y la London School of Economics and Political Science (LSE) celebran la IV Conferencia Anual CAF-LSE el próximo **viernes 13 de enero**. Reconocidos académicos y expertos compartirán su visión del mundo a largo plazo desde diversas perspectivas y analizarán las consecuencias del Brexit, el acercamiento entre China y América Latina y el rol de los bancos de desarrollo, entre otros temas.



CAF - Banco de Desarrollo de América Latina
October 28, 2016

EVENTO | ¿Conoces el programa de la III Conferencia #CAFOxford? Revisa aquí las sesiones y te invitamos a participar o seguir el encuentro por livestream el próximo 4 de noviembre

III CONFERENCIA CAF OXFORD

La Evolución de las Políticas Gubernamentales Hacia la Informalidad

15:45 - 17:30

Conferencia CAF - Oxford: Los desafíos de la informalidad en América Latina

III CONFERENCIA CAF OXFORD

Informalidad I

Implicaciones políticas y perspectivas a futuro

13:30 - 15:15

Conferencia CAF - Oxford: Los desafíos de la informalidad en América Latina

CAF - Banco de Desarrollo de América Latina
December 26, 2016

EVENTO | Conoce quiénes son los panelistas de la IV Conferencia #CAF-LSE. El próximo 13 de enero debatirán sobre la crisis que enfrenta la globalización y sus implicaciones para el Sur Global.

IV Conferencia CAF-LSE "La globalización en crisis: implicaciones para el Sur Global"

IV Conferencia CAF-LSE "La globalización en crisis: implicaciones para el Sur Global"

Más información aquí



Results: Social Media

The Facebook Live initiative also was launched in 2016. Between the end of that year and the start of 2017, 4 Facebook Live sessions were held that resulted in a total of **163,102 views**.



IV Annual CAF-LSE Conference
38,750 views



XX CAF Annual Conference
59,945 views



III CAF-Oxford Conference
29,071 views



XX CAF Annual Conference
35,336 views.



Strategy: CAF Conferences

Since 2012, Newlink has provided strategic support at CAF events worldwide, including:

- CAF Annual Conference. **Washington D.C.**
- CAF-LSE Conference. **London.**
- CAF-Sciences Po Conference. **Paris.**
- CAF-Oxford Conference. **United Kingdom.**
- CAF-ILAS Conferences. **Beijing.**
- Habitat III and CAF Day. **Ecuador.**

These CAF conference have become a solid platform for positioning the institution as a generator of knowledge for and about Latin America. During these events, Newlink has strengthened CAF's visibility and raised public awareness about the institution's comprehensive development agenda.

The actions performed include:

- Strategy for each event.
- Actions with traditional media: partnerships and interviews
- Journalistic content
- Social Media: traffic campaigns and innovative platforms (FB Live and FB Canvas).
- Ambience, including step & repeat, roll-up banners, iPads, multi-touch tables, LED screens, etc.
- Audiovisual material, including VNRs, videos, interactive mural, virtual reality, etc.
- Livestream.
- Knowledge and fellows interviews.
- Production of Conversing with CAF



Results: CAF Conferences

Evolution of actions performed for each event:

2012

- Interviews
- Journalistic content
- VNRs

2013

- Interviews
- Journalistic content
- Ambience
- Livestream
- Knowledge interviews

2014

- Strategy
- Interviews
- Journalistic content
- Printed displays
- Livestream
- Media partnerships
- Knowledge interviews
- Icebreaker and summary videos.

2015

- Strategy
- Interviews
- Journalistic content
- Online ambience
- Livestream
- Media partnerships
- Knowledge and fellows interviews
- Social media –postcards.
- Icebreaker and summary videos
- Conversing with CAF

2016 and 2017

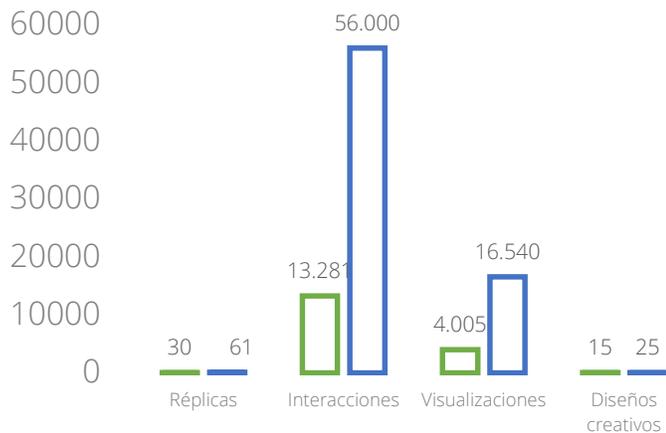
- Strategy
- Interviews
- Journalistic content
- Online ambience
- Livestream
- Media partners
- Knowledge and fellows interviews.
- Social media - postcards, FB Live and FB canvas.
- Icebreaker and summary videos
- Conversing with CAF



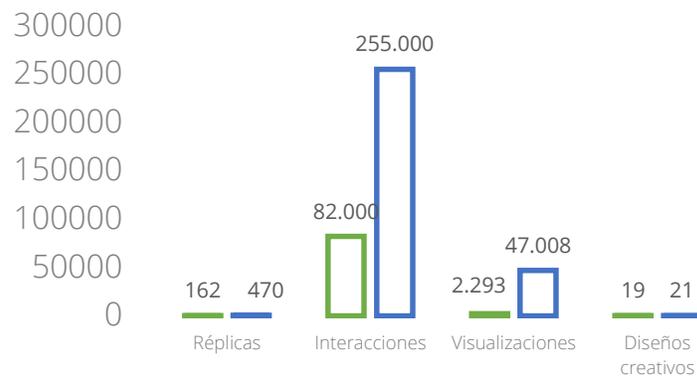
Results: CAF Conferences

Growth achieved: 2015 vs. 2016

III CAF-LSE Conference



XX CAF Annual Conference





**Ana Mercedes
Botero**

Social Innovation
Director

CAF –Development
Bank of Latin
America-

"Newlink taught me to simplify our message and communicate it accurately, quickly, and effectively."