




**WEB  
DESIGN**




IN THE SPOTLIGHT   INSPIRING INNOVATION   NEWS DIGEST   WHERE WE'VE BEEN   OPPORTUNITIES

QUARTERLY NEWSLETTER April, 2014 - Volume 8, Issue 1   Office of Outreach and Partnerships

**IN THE SPOTLIGHT**  
Partner Efforts Highlighted Via Annual Partnership Report and New Communications Channels

**READ ME**




**2013 PARTNERSHIP REPORT**

To increase engagement with partners, highlight collaborative projects, and disseminate knowledge cultivated by joint efforts, the IDB is expanding into the blogosphere with a "Partnerships for Development" blog, which will feature partnership perspectives and opportunities, stories from the field, outlooks for development, and more. Additionally, it's newly released 2013 Partnership Report tells the story of regional development through a partnership lens, featuring partner interviews, success stories, new projects, and opportunities for prospective partners. Be sure to check out the blog, flip through our report, and engage with us directly on Twitter at [@IDBpartnerships](#).

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Innovative ConnectAmericas Platform Unveiled to Help SMEs Go Global



Take the world with your hands

Google, DHL, Visa and Alibaba.com have teamed up with the IDB to create ConnectAmericas, an innovative digital platform to help regional companies, particularly small and medium-sized enterprises (SMEs) expand their markets. Officially unveiled at the Bank's Annual Meeting of the Board of Governors in Bahia, Brazil, the ConnectAmericas platform offers members access to potential clients, suppliers, partners and investors throughout the region and around the world. In addition, ConnectAmericas offers access to state-of-the-art e-learning tools for SMEs and useful information regarding financing resources. After four months of testing with more than 100 businesses, [ConnectAmericas](#) went live on March 28th. The platform was also highlighted at the World Economic Forum on Latin America event, held this year in Panama City, Panama, where IDB President Luis Alberto Moreno joined Google Managing Director for Spanish Speaking Latin America, Adriana Noreña, for a [press conference](#).


**Read More**



INSPIRING INNOVATION   OPPORTUNITIES   IN THE SPOTLIGHT   NEWS DIGEST   WHERE WE'VE BEEN

QUARTERLY NEWSLETTER October, 2014 - Vol. 10, Issue 1   Office of Outreach and Partnerships

**INSPIRING INNOVATION**  
PepsiCo and the IDB Improve Nutrition for LAC's Little Ones



**PREVENTING UNDERNUTRITION AND OBESITY IN EARLY CHILDHOOD**

On the eve of World Food Day, [long time partners PepsiCo Chairman & CEO Indra Nooyi and Inter-American Development Bank \(IDB\) President Luis Alberto Moreno](#) gathered to unveil the Spoon Project. A groundbreaking nutrition project made possible by a \$5 million grant from PepsiCo, Spoon will work to simultaneously prevent undernutrition and reduce the risk of obesity in babies living in poor areas of Colombia, Guatemala, Mexico and Peru. Paradoxically interrelated conditions, this marks the first instance both have been targeted by a single intervention, marking a leap toward innovative solutions to the region's complex nutritional challenges. CEO Nooyi and President Moreno were joined by health authorities from participating countries and partner organizations, including technical advisors [the Global Alliance for Improved Nutrition \(GAIN\) and Nutriset](#), at the event.

**Read More**

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 **Bill & Melinda Gates Foundation and Other Partners Inspire through Grand Challenges Canada**

Today, as many as 200 million children fail to reach their full developmental potential. This is a devastating waste of human capital that contributes to global poverty, and that inspired the **Government of Canada** to launch its [Saving Brains Grand Challenge](#). An initiative created with such valued IDB partners as the [Bill & Melinda Gates Foundation](#), the partnership fosters and improves bold ideas for improving the early brain development of infants and children in low-resource countries.

Yet this is not the only effort pursued by Grand Challenges Canada. In late September, as part of UN Secretary-General Ban Ki-moon's launched [Every Woman, Every Child](#) initiative, the partnership announced \$2.4 million in grants for 22 bold ideas to address this challenge. Additionally, Grand Challenges invites applications for three new Grand Challenges:

- Putting Women and Girls at the Center of Development
- Creating and Measuring Integrated Solutions for Healthy Birth, Growth, and Development (part of the All Children Thriving platform)
- New Interventions for Global Health

Applications for these new challenges will be accepted beginning on November 4, 2014.

**Read More**

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**Niñas Viviendo con Altura Proves the Power of Empowering Girls through Sports**

## Inter-American Development Bank (IDB)

### Responsive Email Newsletters

- \* Fall 2013
- \* Spring, Fall 2014
- \* Winter 2015
- \* Vertical Response, Salesforce
- \* HTML

Email newsletter design and HTML for (2) quarterly newsletters from Office of Outreach and Partnership sent via Vertical Response, Salesforce as well as Outlook.

Technical requirements: must display well on mobile devices as well as within desktop email applications (*most notably Outlook 2010*).





**PRINT  
DESIGN**

## A CATALYTIC FORCE

UNA FUERZA  
CATALYTICA

UMA FORÇA  
CATALYTICA

UNE FORCE  
CATALYTIQUE



**Inter-American Development Bank**  
A PARTNER FOR LATIN AMERICA  
AND THE CARRIBEAN

From where we stand, we see a region brimming with possibility. All Latin America and the Caribbean need to make lasting change is a catalytic force to propel them to the bright future they have in store. Long the leading source of long-term financing for the region, we are happy to serve as that vehicle. Will you come along for the ride?

Join us as we discuss the importance of active schools and communities, new employment opportunities and biodiversity.

[www.iadb.org](http://www.iadb.org)

## THE PARTNER of CHOICE



# O PARCEIRO IDEAL



**Inter-American Development Bank**  
A PARTNER FOR LATIN AMERICA AND THE CARIBBEAN

For over half a century, the Inter-American Development Bank has been the leading source of long-term financing and innovation for Latin America and the Caribbean. These five decades have seen the growth of an expansive network of partners and friends around the world committed to change for the better.

*This year, we are determined to spark results-driven dialogue about biodiversity, active schools and communities, and new employment and entrepreneurship opportunities for youth and women. Join the conversation. Join us.*

[www.iadb.org](http://www.iadb.org)

## Inter-American Development Bank (IDB)

**Clinton Global Initiative  
Advertisements 2013**

\* Print Ad

Full-color print advertisement  
for 2013 Latin America Clinton  
Global Initiative program  
book.





**PRINT  
DESIGN**

# DEPORTES PARA EL DESARROLLO



*MEJORANDO  
VIDAS A TRAVÉS  
DEL DEPORTE*



**Inter-American  
Development Bank  
(IDB)**

**Sports for Development  
Booklet**

Full-color, 8 page, story telling booklet, showcasing the IDB's initiatives using sports as a tool for development in helping children, their families and global communities.

In Spanish.





## DESIGN SERVICES

### We invite you to check out the IDB Group's 2013 Partnership Report!

Let us tell you about the exciting partnerships the IDB engages in key priority areas and the impact they make across the region. Join us to innovate, create and scale projects. Let's forge a new partnership or build upon a current collaboration.

[Read our 2013 Partnership Report to find out how.](#)



### At the IDB, we believe that together we can go farther.



We partner with corporations, foundations, governments, international organizations, universities, and NGOs to identify and execute development approaches that generate results.

Follow us on Twitter: [@IDBpartnerships](#)



## Inter-American Development Bank (IDB)

### Design, Branding Transition

- \* Postcards
- \* Holiday Cards
- \* eCards
- \* Blog Graphics
- \* Website Graphics
- \* Twitter Graphics

A variety of print and web design projects for the Office of Outreach and Partnerships as they transition into a brighter color palette and graphic identifiers.





**DESIGN SERVICES**



Join us to discuss how we can collaboratively unleash Latin America and the Caribbean's agricultural potential.

Tuesday, September 23rd  
7:30 – 9:00a.m



www.iadb.org



We're working to improve lives in Latin America and the Caribbean. Join us.



www.iadb.org

We invite you to a private breakfast hosted by the Inter-American Development Bank and the Clinton Giustra Enterprise Partnership to discuss how to support LAC's contribution to feeding the world.

Kindly confirm your participation to itzelb@iadb.org

We'll kick off by sharing a recent report that draws on the knowledge of 30 partners to offer implementable recommendations. Read it here:



TUESDAY, SEPTEMBER 23rd

7:30 – 9:00A.M

SHERATON HOTEL AND TOWERS NEW YORK Park Suite 3



Trabajemos juntos para mejorar vidas en América Latina y el Caribe.



www.iadb.org

**Inter-American Development Bank (IDB)**

**Clinton Global Initiative 2014**

- \* Postcard
- \* Ads in both English and Spanish, (tablet and mobile versions)

Promotional materials for the IDB created for the 10th Annual Clinton Global Initiative Meeting.





**BID** FONDO MULTI-DONANTE DE PRODUCCIÓN SOSTENIBLE DE ALIMENTOS

Buscamos alianzas para unirse como Socios Colaboradores, aportando su conocimiento técnico, experiencia y cofinanciación en la ejecución de proyectos de acuerdo a los parámetros y guías operativas del fondo.

Mayor información: <http://ow.ly/zoC7w>



www.iadb.org/foodsecuritystudy



Foto cortesía de Neil Palmer/CIAT

Contacto: [partnerships@iadb.org](mailto:partnerships@iadb.org)



**BID** FONDO MULTI-DONANTE DE PRODUCCIÓN ALIMENTARIA SOSTENIBLE

Durante las próximas décadas, el crecimiento de la población mundial junto con cambios radicales en las dietas ejercerán una gran presión sobre la agricultura y los sistemas alimentarios del planeta. Los próximos 10 a 20 años brindan una importante ventana de oportunidad para avanzar en nuevas formas de agricultura productiva y ambientalmente sostenible en América Latina y el Caribe. Sin embargo, existen varios obstáculos y desafíos que deben ser atendidos. Ver: [www.iadb.org/foodsecuritystudy](http://www.iadb.org/foodsecuritystudy)

**El fondo financiará prácticas agrícolas sostenibles como base para contribuir al suministro estable de alimentos a nivel regional y mundial a largo plazo. Los tres pilares son: (i) planificación agro-ambiental, (ii) aumento de la productividad a través de intensificación sostenible y (iii) comercio y acceso a mercados.**

Buscamos Alianzas para unirse como Socios Colaboradores, aportando su conocimiento técnico, experiencia y cofinanciación en la ejecución de proyectos de acuerdo a los parámetros y guías operativas del Fondo.



Mayor información:  
Nombre: Ginya Truitt Nakata/[ginyat@iadb.org](mailto:ginyat@iadb.org)



**Inter-American  
Development Bank  
(IDB)**

**Food Security One Pager**  
\* Print design

Print design for one pager promoting recently published Food Security report, targeting partnerships for sustainable agriculture projects in Latin America and the Caribbean.





**DESIGN  
SERVICES**

**Refreshing Perspectives with**  
**PepsiCo Chairman & CEO**  
**Indra Nooyi**  
 who will join us to discuss



**Her Story**

Emerging markets  
 Performance with Purpose  
 Work-Life Balance  
 Leadership  
 Competency  
 Innovation  
 Confidence  
 Consistency  
 Diversity  
 Incentives  
 Communication

Growth  
 Gender  
 Overcoming Obstacles  
 Environment  
 Compass

October 15, 2014 | Enrique V. Iglesias Auditorium | 9:30 am sharp – 10:15 am

Register through IDB events to secure a seat  
 COFs can connect via the live stream at <http://videportal>

**Refreshing Perspectives with**  
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IDB PEPSICO

## Inter-American Development Bank (IDB)

### Event Materials

- \* Table Tent
- \* Poster
- \* Event Projections
- \* Screen Graphics
- \* Word Art graphics

Event theme graphics for IDB speaking event.





**DESIGN  
SERVICES**

*Wishing You a*  
**MERRY  
CHRISTMAS**  
~ and a ~  
**HAPPY NEW YEAR**

We appreciate all the good you do.  
**Thank you for your partnership.**  
Apreciamos mucho todo lo bueno que  
usted hace. Gracias por su colaboración.


[www.iadb.org](http://www.iadb.org)  [@IDBPartnerships](https://twitter.com/IDBPartnerships)

Bernardo Guillamon Manager Office of Outreach and Partnerships

**Happy  
Year  
of the  
Horse**

**2014**  
Wishing our partners  
a New Year filled  
with health,  
happiness and  
good fortune.

We look forward  
to continued work  
with you in 2014.

 **IDB** Office of Outreach and Partnerships  
Bernardo Guillamon Manager  
[www.iadb.org/partnerships](http://www.iadb.org/partnerships) [bernardog@iadb.org](mailto:bernardog@iadb.org)

謹賀新年

## Inter-American Development Bank (IDB)

### Holiday Email Cards

\* Office holiday cards,  
2013-2014

\* Chinese New Year, 2014

