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ADB Communications Approach

I. Introduction

1. Proactive public communications are an important tool for the Asian Development Bank (ADB) to communicate its institutional, strategic, and operational objectives under [Strategy 2030](#).¹ They are also key to engaging a wide range of stakeholders to achieve its vision of a prosperous, inclusive, resilient, and sustainable Asia and the Pacific.

2. ADB continually refines and strengthens its public communications approach to meet its stakeholders' needs and adapt to new priorities. In particular, ADB:

- (i) implements a public communications approach centered on sustained, integrated, and efficient communications that is adapted to suit audience needs;
- (ii) communicates its mission to eradicate extreme poverty and achieve a prosperous, inclusive, resilient, and sustainable Asia and the Pacific, as well as to be a leading source of knowledge on development in the region;
- (iii) uses a range of methods and tools—from latest technologies to face-to-face communications and other approaches—to reach its target audiences most effectively;
- (iv) maintains strong visibility in international, regional, and national media;
- (v) improves communications on projects, strengthen strategic communications (including crisis communications), and identify opportunities for coordinated communications with partners on joint initiatives and projects; and
- (vi) improves internal communication and builds staff capacity in external relations.

II. Audiences

3. ADB seeks to communicate with a broad range of audiences in its developing member countries (DMCs) as well as nonborrowing members. Key audiences include (i) governments, opinion leaders, and decision makers; (ii) media; (iii) civil society, including academia and project-affected people; and (iv) the private sector. ADB monitors changes in audience profiles and expectations, and tailors its communications approach accordingly.

III. Reaching Audiences

4. ADB conducts opinion and perception surveys and uses various formal and informal feedback channels to help ADB continually improve its communications activities.

5. ADB communicates with its audiences using a range of products, channels, and platforms: personal interaction, consultation, policy dialogue, knowledge products, mainstream and online media, websites, new media including social media, local and community media, mobile phones, and multimedia including videos, infographics, images, publications, and events.

6. Face-to-face communications such as meetings, briefings, and presentations, along with community media such as posters, leaflets, or brochures remain important communication vehicles for audiences with limited access to technology or mainstream media. ADB also adapts its approach to fit the cultural settings of its audiences.

¹ ADB. 2018. *Strategy 2030 Achieving A Prosperous, Inclusive, Resilient, and Sustainable Asia and the Pacific*. <https://www.adb.org/sites/default/files/institutional-document/435391/strategy-2030-main-document.pdf>

7. ADB strives to maintain a high level of exposure through a proactive media relations strategy to maximize media coverage of its mission, policies, programs, projects, and knowledge products.
8. ADB improves communications by coordinating its activities with partners on joint initiatives and projects.
9. ADB posts as much information as possible regarding its operations on ADB.org, its public website. The website is continually improved to meet user expectations and requirements.
10. ADB also uses its publishing program to disseminate its publications, development knowledge, and information to reach the widest possible audience.
11. ADB shares its knowledge products through its field offices and knowledge platforms such as the ADB Data Library, and continually seeks effective channels to improve the accessibility of ADB publications. In addition to marketing and disseminating its knowledge products online and on hard copy, ADB also uses other platforms to make its knowledge work and views available such as through public copyright licenses, conferences, and other events.

IV. Translation

12. English is the working language of ADB.² However, documents and other information are often translated into other languages to encourage participation in, as well as understanding and support of, ADB-assisted activities by its shareholders and other stakeholders.³
13. ADB translates documents in accordance with its translation guidelines. Translations may include information that (i) addresses ADB's overall business, policies, and strategic thinking, and is targeted at a wide international audience; (ii) is for public consultation, particularly with project-affected people; (iii) relates to specific countries, projects, and programs; and (iv) is intended for the ADB website. Criteria for undertaking translation include the literacy level of the audience concerned, languages known to that audience, alternatives to translation, time required for translation, and costs.

² ADB. 1966. *Agreement Establishing the Asian Development Bank*. Manila (Article 39.1).

³ In the event of discrepancy between the English version of the document and its translated version, the English version prevails.