RALLYING CRY

Please note: Board documents are deliberative in nature and, in accordance with the GPE Transparency Policy, are considered public documents only after their appraisal by the Board. It is understood that constituencies will circulate Board documents among their members prior to Board consideration for consultation purposes.

Board Policy Reference: BOD/2020/06 06—Rallying Cry

1. Objective

1.1 The purpose of this document is to update the Board on progress towards finalizing a rallying cry for GPE. An addendum to this document will be shared with the Board just prior to its September meeting containing two options to choose from and related decision language. By that time, qualitative and quantitative testing will be completed.

2. Background

2.1 In June 2020 the Board agreed on the need for a rallying cry to support the financing campaign and made the following decision:

BOD/2020/06 06—Rallying Cry: The Board of Directors:

- *Affirms the usefulness of a GPE Partnership Rallying Cry and notes that this should be developed to be included in the Case for Investment and as part of the forthcoming replenishment campaign, while aligned with the strategy.*

Next steps- Rallying Cry

- *Requests the Secretariat to develop options that are measurable, aligned with SDG4 indicators, gender disaggregated and inspiring. The Secretariat should bring options to the Board for decision in September*

While aligned to the strategy, the rallying cry is not part of the new results framework but is intended to inspire political leaders, decision makers and the general public to rally behind GPE's

replenishment and the partnership more broadly. Therefore, the Secretariat has sought to identify rallying cry options that resonate with the target population.

2.2 Immediately following the June meeting, the Secretariat contracted Brunswick, a London based firm with the best capability and capacity to undertake a rapid project of this nature. In spite of tight time frames, the Secretariat, advised by World Bank Procurement, was able to ensure economy and value for money.

2.3 Parallel to this procurement process, the Secretariat reviewed all relevant data and indicators, as well as input from board constituencies, to prepare a comprehensive package from which Brunswick could work.

2.4 Brunswick has undertaken in-depth qualitative focus group discussions in three different markets (Anglophone, Francophone, Asian). Focus group participants were carefully selected as proxies for highest level decision-makers across governments in these markets.

2.5 Based on the qualitative data and feedback, Brunswick is currently conducting in-depth quantitative testing of the most relevant and resonant potential rallying cries across eight markets: two in Africa, one in the Middle East, one in Asia, one in North America and three in Europe. Sample sizes in each market are large and focused on the senior decision-maker segment of the population. The outcome of the quantitative research will determine the two most popular and exciting rallying cry options. In September, the Board will be asked to choose between them. The selected rallying cry will be used in the financing campaign.

2.6 Brunswick has been asked to present its research and the two options directly to the Board in September as the Secretariat wants to ensure that the Board benefits from their independent advice.

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