



A COLLECTION OF WORK // 2022



COFFEE
TABLE
BOOKS



COFFEE TABLE BOOKS, EMAAR PROPERTIES // DUBAI



PRINT

FINE WINE CATALOGUE

AUGUST

afrikan+eastern
RESPONSIBLE GREAT BLENDING

The origins of African + Eastern can be traced over 100 years to Africa & the Middle East. Established in the tradition of sea-borne trade and commerce since its founding, it has been witness to the region's incredible growth and is now the largest importer, distributor & retailer of beverage alcohol brands in the Middle East and Arabian Gulf region.

We aim to provide an exceptional customer experience through our commitment of Great Service, Brand and Quality. With access to over 4,000 products across Beer, Wine, Spirits & Champagne our range is imported from over 40 countries across the world to ensure our diverse customer needs are met.

African + Eastern retail stores are located in Dubai, Abu Dhabi and Oman. An alternate value-for-money shopping experience is also available through the 'Cellar' - located in Ras Al Khaimah and Fujairah.

We are proud to present our Fine Wine selection which includes the best of each region. While this list is a good starting point, we would be more than happy to source any specific items as necessary. Equally, our in-house wine experts can offer expert advice or suggestions tailored to your requirements.

T: +971 4 434 4500
E: RECEPTION@ANE.AE

OURA ON-TRADE

CHILE

One boasts a long tradition of wine-making. While the popularity of quality Chilean wines has flourished throughout Europe and other continents over the past three decades, the planting of its very first vineyards dates back to the 1500s. Today, Chile is the 18th largest wine producer in the world. About two-thirds of this land produces table grapes.

Favourable natural and environmental conditions are one of the main drivers of Chilean viticultural success. Physically, the rugged coast that delineates most of the world's vineyards is the only one in the world. Chilean wine, in fact, Chile is the only major wine-producing country free of phylloxera. The country's three main wine regions are the Central Valley, the Atacama Desert and the Southern Region. The Central Valley is the heart of Chilean wine production, where many of the world's most famous wine producers are based. The Atacama Desert is known for its high-altitude vineyards, which produce some of the world's most unique wines. The Southern Region is known for its cool-climate vineyards, which produce some of the world's most elegant wines.

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RESPONSIBLE GREAT BLENDING

CHAMPAGNE

This famous sparkling wine comes from the Champagne region in Northern France. Champagne can be made from three different grape varieties: Chardonnay, Pinot Noir and Pinot Meunier. The term 'Blanc de Blancs' means the wine is made from only Chardonnay grapes and 'Blanc de Noirs' only from the red grape varieties, Pinot Noir and Pinot Meunier.

Within Champagne, there are several sub-regions, each with its own unique terroir. The major areas from north to south are Reims, Epernay, Vitry-le-François, Troyes, and Châlons-en-Champagne. Each sub-region has its own specific characteristics and is known for producing different styles of Champagne.

Since the weather in Champagne can vary year on year, most Champagne is a blend of different vintages. This is known as 'assemblage'. The process of assemblage allows winemakers to create a consistent house style, even in years when the weather is not ideal. Non-vintage Champagne and have a lot more complexity.

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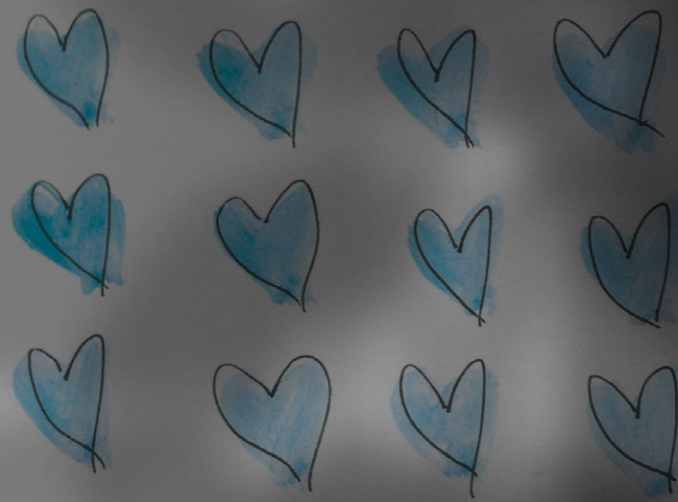
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RESPONSIBLE GREAT BLENDING



While there was a lot of darkness, the light
shone through and diabetes has given us so much
to be grateful for and shown us just how
beautiful people can be.

It's all love ♥



But what is *diabetes*, anyway?



The real-life story of a two-year-old,
diagnosed with type 1 diabetes.

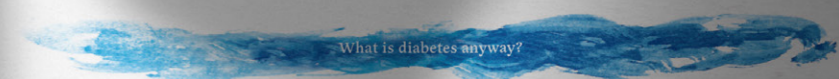
By Abby Wilks

But wait, it's not all bad, don't panic just yet,
You can still do this, there's no need to fret.

With a little help, you can do it – like me,
And now my pancreas is made up of family!



Page 23



What is diabetes anyway?

WHAT IS DIABETES? // CHILDRENS BOOK

There will be days that might be harder than others,
When your diabetes means you feel like staying
in bed, under the covers.

Or when your blood glucose is high, you might feel a



Spinneys

The fresher experience

CATEGORY:
Best Launch Live Event



HOUSE OF
COMMS

MAPPING OUT THE FESTIVITIES



Our strategy
Start early – Christmas in September!

This was for two reasons –

- 1) The media tend to start producing their **Christmas guides** in October, which means they need all content by the second week of September and
- 2) Because in September Christmas is all shiny and new and **everyone is so excited** for that first glass of mulled wine and first sniff of a mince pie. Any later than this and it feels like a chore.

Create a campaign that balanced a **fun, festive event** where Christmas came early alongside a very carefully planned and targeted educational campaign made up on **interviews, recipes** and **carefully placed features**.

THE CHALLENGE

In Dubai we're surrounded by glamour and glitz 24/7. Having Christmas dinner either at or delivered from a five-star hotel is nothing unusual and every hotel is clamouring over each other to push their Christmas offer.

HOW DO WE NAIL IT?

So how do we achieve cut through and ensure people sit up and take notice of Spinneys' Christmas at Home Range? Making Spinneys the **M&S of the Middle East** where you go for delicious ready to cook ranges, that you know will have all the tasty goodness of something you have prepared from scratch. While also pushing this "fresh" range, one of the key educational messages for Spinneys we needed to shout about was **sustainability, ethical sourcing** and **no added hormones or antibiotics** – so while this was a fun and festive brief – we need to create a campaign that educated the key influencers, media, bloggers and ultimately the consumers.

TO TOP IT ALL OFF

It didn't end with just our event... we utilised further tactics to spread our messages far and wide –

- Christmas recipe placement in key media
- Competitions in the media, on Facebook group on blogs and on social media to encourage engagement and further raise awareness of Spinneys' Christmas Range
- Recruitment of brand ambassadors
- In store Christmas cookery classes
- We even had Spinneys Christmas on Dubai Eye









SPORTS TALK MAGAZINE // DUBAI

Try our new app:
Austria Snapshot Adventure
 and win a dream trip to Austria every week!

STEP 1: Create your personalised avatar with your own face on it.

STEP 2: Test your skills on your virtual tour through Austria in 3 exciting game modes.

STEP 3: Visit Austrian attractions and take snapshots of yourself in front of them.

STEP 4: Share your snapshots with your friends and win trips to Austria.

***Until June 14 we will give away a dream trip to Austria EVERY WEEK!**

Available on the App Store and Google Play.

www.austria.info/snapshots

Austria
 arrive and revive

www.austria.info

Ramadan Kareem

Over the month of Ramadan, pick from three distinctive restaurants that cater to families and group reservations for Iftar.

Iftar at Mizan Restaurant
 Join our stunning Iftar buffet of time honoured and contemporary Arabian favourites. Served between 7:00pm and 10:00pm, dine for AED 160 per person with fresh juices and soft drinks or order from the a la carte menu after 10:00pm.

Suhoor at Arcadia Lobby Lounge
 Enjoy Suhoor at the exclusive Arcadia Lounge with a quintessential Arabic table dhôte menu from AED 120 per person until late, an a la carte menu is also available.

Shisha at One on One Lounge
 Treat yourself at the stylish One on One Lounge to a rainbow of the shisha flavours that includes classics such as apple, grape and mint.

The H Hotel (formerly The Monarch Dubai)
 One Sheikh Zayed Road,
 P.O. Box 125511, Dubai, U.A.E.
 T: +971 4 501 8888 F: +971 4 501 8899
 E: welcome@h-hotel.com

MEET THE NEIGHBOURS

WE'VE MOVED TO DOWNTOWN DUBAI!

Pop in and say hi to your new neighbours.

We've opened a brand new African + Eastern store at Burj Views, Downtown Dubai that is jam packed full of all your favourite tipples. Make sure to check our wide range - all at very attractive prices - making your life EASY!

To find out more check our website for details or call **800 CHEERS**

Store open every Sunday to Thursday from 10am - 9pm and Fridays from 2pm - 9pm.

www.africaneastern.com

العنوان
 بوليفارد
 شقق فندقية

بوابة الدنول الى ارقى كيلومتر مربع في العالم، إعمار تكشف عن أحدث معالمها: العنوان بوليفارد، وسط مدينة دبي.

- شقق فندقية فخمة بخدمة 5 نجوم مفروشة بالكامل.
- اتصال مباشر بدبي مول.

بدأ البيع في 22 سبتمبر 2012.

ساعات العمل من 9 صباحاً حتى 7 مساءً
 المكان: إعمار سكوير، مركز مبيعات إعمار، وسط مدينة دبي، طرقة النخيل، ثانوية لمن يتخبر لها.

A - EMAAR (36227)
 +971 4 366 1688

EMAAR.COM

THE ADDRESS
 THE BLVD
 Serviced Residences

The gateway to the most prestigious square kilometre in the world. Emaar unveils its latest landmark offering: The Address The BLVD, Downtown Dubai.

- Fully furnished luxury serviced 5-star residences.
- Directly linked to The Dubai Mall.

Sales start on September 22, 2012.

Opening hours are from 9.00am to 7.00pm.
 Venue: Emaar Sales Centre, Emaar Square, Downtown Dubai.
 Registration process: First come first served basis.

800-EMAAR (36227)
 +971 4 366 1688

EMAAR.COM

G4S

Securing Your World

G4S is a leading ports security solutions provider in the Middle East with operations in Saudi Arabia, Qatar, UAE, Kuwait, Bahrain, Oman, Jordan, Lebanon and Yemen, ensuring secure transportation through customer-focused solutions.

G4S is active in more than 120 countries, and is the largest employer quoted on the London Stock Exchange with more than 618,000 employees.

- Protects more than 170 maritime terminals around the world
- Works to International Ship and Port Facility Security (ISPS) Code standards
- Member of Security Association for the Maritime Industry
- Member of Global Institute of Logistics
- Container, ferry and cruise expertise

For more information:
 Tel: +971 4 434 2130

G4S Middle East
 Regional@uae.g4s.com

BE LICENCE AWARE

DID YOU KNOW...?

YOU MAY HAVE HEARD DIFFERENT, BUT TRUST US - YOU NEED A LICENCE!

When out on the town this weekend, celebrating a birthday party at home or even watching the big game at a friend's you need a beverage licence. Did you know you can fill in the online application form and upload your documents on our website?

And did you know that when you do get your licence through African + Eastern you also get incredible rewards including your pick from a range of premium labels, vouchers worth over AED 1,000, discount offers and so much more!

africaneastern.com - as easy as can be.

www.africaneastern.com

afrianeasternstore africaneastern african_eastern

african+eastern
 INSPIRING GREAT BLENDS



ADCB DUBAI INVITATION

ADCB Khalid Bin Walid (Bank Street) Branch, Mezzanine Floor
 Date: Tuesday 12th September 2017
 8:30am for 9:00am start
 Presentation to last approximately one hour

THE POWER OF PERFORMANCE

At the risk of **BEING COMPLACENT**

Ample liquidity has been a major factor behind equity and bond markets moving in the same direction so far this year, suppressing volatility. History suggests that this trend is unsustainable. The end of any bull market is inherently a difficult phase of the cycle - more so this time around as investors may have to navigate the potential withdrawal of extraordinary central bank stimulus.

Got questions? Want answers? Join us.

SPEAKERS:
 Stuart Rumble, Investment Director, Multi Asset, Fidelity International - the outlook for income-generating assets
 Azad Zangana, Senior European Economist & Strategist, Schroders - risk assets and the global economy

powerofperformance.me

Fidelity INTERNATIONAL **Schroders**

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REGISTER NOW FOR THE SPRING TERM

ZAYED CRICKET ACADEMY

ABU DHABI CRICKET

The UAE's premier cricket coaching program for children aged from 4 - 19 years old

Prices start from AED 400 per term
 Starts Monday 8th January, 2018

AbuDhabiCricket.ae/academy
 Head to our website to see new the coaching schedule and to register for the coming term

Abu Dhabi Sports Council

@AbuDhabiCricket

CAMPS International

LET'S GET THE BALLS ROLLING IN AFRICA & ASIA

As part of the BSME U11 Games, Kings' School Al Barsha, along with our headline sponsor Camps International, are launching an important initiative. We want to make 1,000 footballs to give to children in Africa & Asia. We invite you, either companies or families, to sponsor a panel on these footballs. The cost to you is only AED 2,000. The footballs will be presented to Camps International, who will distribute them to children in remote parts of Africa & Asia.

If you can support us, please email jane@corporateaffair-me.com by December 7th 2017.

CA Corporate Affairs

Sponsorship funds will be used to produce and deliver 1,000 specially made balls. Excess funds will go towards the running of the BSME U11 Games. Four to six football designs will be created to incorporate all the sponsors' logos and then 1,000 balls made. All sponsors' logos will also be displayed in the official Games' programme, alongside an overview of the project.

THE LAUGHTER FACTORY

BRITAIN'S GOT TALENT

(but so has Canada!)



PAUL TONKINSON
"A sensational live performer, Yorkshire man and former Time Out Comedian of the Year"



DALISO CHAPONDA
"Britain's Got Talent sensational finalist with over 50m YouTube hits!"



PETER WHITE
"The funniest, slickest Canadian stand up you'll see all year"

THE BEST COMEDY NIGHT AROUND!

Friday 29th September,
Hilton Dubai Jumeirah - 7pm

Call us on +971 50 8786 728
or visit us online for tickets and info
www.thelaughterfactory.com

PLATINUM TICKETS UAE XCHANGE INFUSION TimeOut 800TICKETS

THE LAUGHTER FACTORY

WE ARE GOING TO HELL!

DARK AND DEVILISH COMEDY THIS OCTOBER

Thurs 5th & Fri 6th at 9pm
Mövenpick Hotel Jumeirah Beach, Dubai

Call us on +971 50 8786 728 or visit us online for tickets and info
www.thelaughterfactory.com



CAREY MARX
"Highly engaging, devilish, menacing and totally mesmerizing"



MARKUS BIRDMAN
"Birdman is the all-round package; witty, controversial, topical and silly."



ANDREW RYAN
"It's hard not to enjoy his amazingly cheeky Irish stories"

GET YOURSELF DOWN, BE A DEVIL!

TimeOut 800TICKETS PLATINUM TICKETS UAE XCHANGE

THE LAUGHTER FACTORY

EAT, DRINK, & BE MERRY!



HAVE YOUR FESTIVE PARTY WITH US!

Fri Dec 8th - Movenpick JBR @ The Talk, our signature international eatery



Your party can enjoy an amazing 5-star buffet, and free-flowing beverages from 7pm before the show starts at 9pm.

Packages including gig ticket start from AED 280 with soft drinks or AED 320 with house beverages including hops, grape and short drinks. Inclusive drinks packages are also available during the show.


Call us on 050 8786728 for all festive party details

MÖVENPICK TimeOut 800TICKETS PLATINUM TICKETS UAE XCHANGE


THE LAUGHTER FACTORY

MANDY KNIGHT
"Watching Knight is like being punched by an iron fist in a velvet glove"



JIMMY MCHIZIE
"Exquisitely done, with a compelling simmering fury..impressive"



ALEX BOARDMAN
"Check out his unique brand of flattery and abuse!"

THE DOWNRIGHT NASTY TOUR

PICK A WINNER AND COME ALONG!

Thurs November 2nd - Moevenpick JBR - 9pm
Friday November 3rd (late show)- Moevenpick JBR - 9pm

Call us on +971 50 8786 728 or visit us online for tickets and info
www.thelaughterfactory.com

TimeOut 800TICKETS PLATINUM TICKETS UAE XCHANGE

CLIMATE ECONOMY

WORLD BANK GROUP // BROCHURE



Carbon Initiative for Development

Increasing energy access

Ci-Dev provides financing for projects that support low-carbon energy access in low-income countries in collaboration with other parts of the World Bank Group.

Piloting innovative results-based climate finance

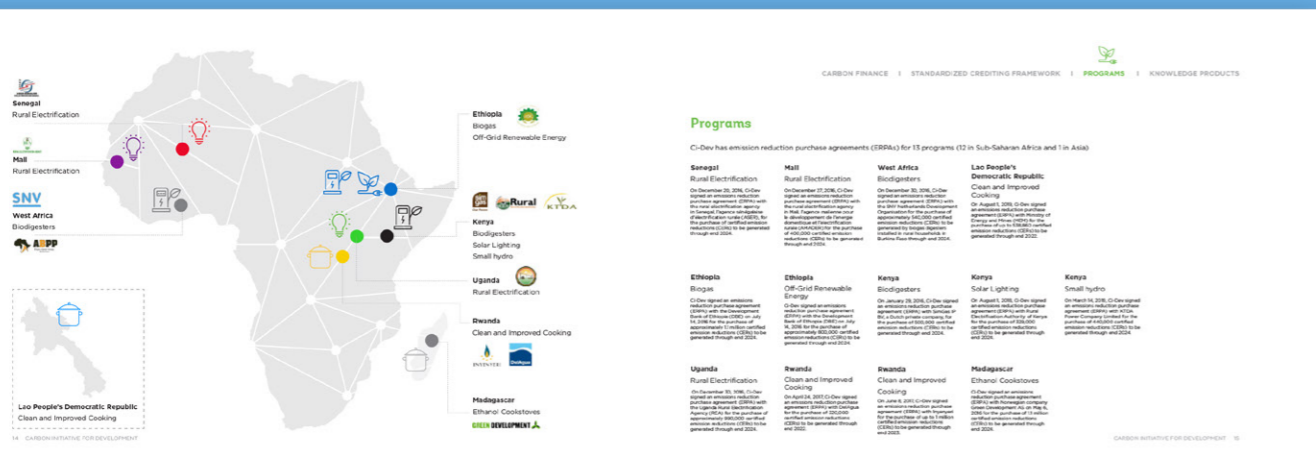
Ci-Dev uses results-based payments as a vehicle for financing energy access projects building on two decades of carbon finance experience of the World Bank Group.

New Standardized Crediting Framework

Building on the infrastructure that was created by the Clean Development Mechanism (CDM), Ci-Dev developed a new, simplified approach to crediting emissions reductions - the Standardized Crediting Framework (SCF).

CarbonPlus benefits

In addition to 8 million tons of CO₂ equivalent reduced, Ci-Dev programs will have provided about 400+ Megawatts of low-carbon energy by 2025. For a community this means:



The Standardized Crediting Framework approach provides:

- more comprehensive geographic coverage
- flexibility
- lower transaction costs
- encouragement for private sector engagement
- the opportunity to make use of future market mechanisms

Carbon crediting methodology

Ci-Dev has developed new methodologies, standardized approaches and business models that will help countries transition to the post-2020 regulatory environment under the Paris Agreement.

- A Standardized Crediting Framework for Scaling up Energy Access Programs
- Roadmap for the Standardized Crediting Framework Pilot in Senegal & Rwanda
- Lessons Learned Note for the Standardized Crediting Framework Pilot in Senegal & Rwanda

Energy access programs

The fund's pipeline of energy access programs has generated tangible knowledge to show how results-based climate finance contributes to success in the sector. This work can inform energy access practitioners and development professionals.

- Scalable Business Models for Alternative Biomass Cooking Fuels and Their Potential in Sub-Saharan Africa
- Post-2020 Ci-Dev Portfolio Transition Report
- The Impact of INDCs, NAMAs and LEDS on Ci-Dev Operations and Programs
- Ci-Dev CDM HRV Study: Facilitating Credit Issuance by Improving the HRV Procedures and Issuance Rules of the CDM

Climate finance for energy access

Ci-Dev's experience provides knowledge on financial models and financial barriers related to its programs, as well as work on results-based finance approaches for energy access activities.

- A New Approach for Pre-Financing Emission Reduction Purchase Agreements for Household Energy Access Programs
- Promoting Energy Access through Results-Based Finance within the Framework of the CDM: Assessing Business Models
- Integrating Carbon Finance in Traditional Financing - Key Barriers and Existing Experiences

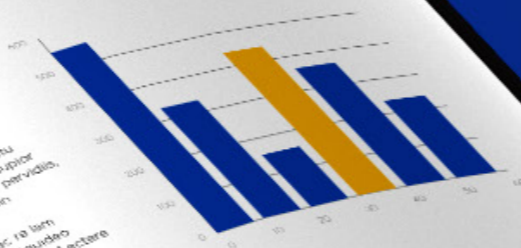
Knowledge Generation

One of the main objectives for Ci-Dev is to distill and disseminate lessons learned from its work to inspire further scaling and replication. In particular, Ci-Dev has developed expertise and knowledge related to carbon crediting methodology, the fund's portfolio of low-carbon energy access programs in low income countries, and results-based finance barriers and approaches.

Carbon crediting methodology

Energy access programs

Climate finance for energy access

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denteste imisquam nostu sutum
que convoca pot.**

[illegible]

Ude racionem technicam danda? An
sufficiat, omnia diligenter incipiamus
scire, autum que corrigat, tota curam

1992



WORLD BANK GROUP
Climate Change

EIUSMODI TEMPOR
INCIDUNT UT LABORE
EDOLORE



JUNE 2019

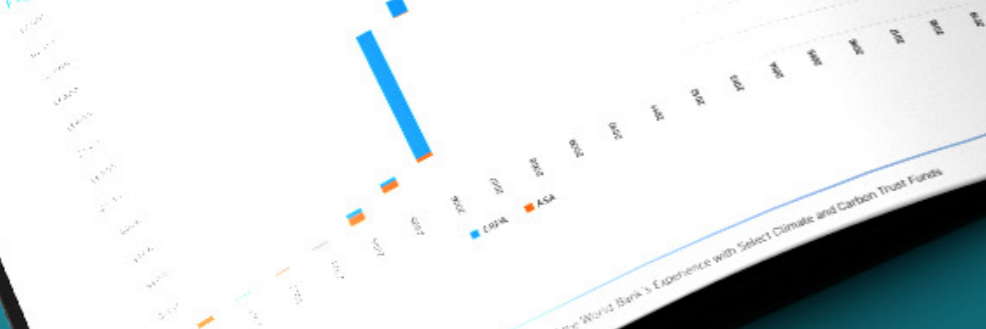
WORLD BANK GROUP // REPORTS

Carbon Finance

SUMMARY OVERVIEW

The World Bank's involvement in carbon finance has evolved with the external environment, starting with early efforts related to project-based approaches, most notably under the CDM, moving to achieve greater scale in response to market demand, working to consolidate and support markets as they matured along with support for the Kyoto Protocol, and now focusing on building the enabling conditions, capacity, and financial mobilization necessary to achieve scale in line with the ambition of the Paris Agreement. The World Bank has delivered a total of \$2.4 billion through 13 carbon-related trust funds through FY 2019 (see figures 9 and 10). Programs under these trust funds have generated an estimated 210 MtCO₂e reduced.

Figure 9: Cumulative Commitments (ERPA and ASA) of World Bank Carbon Funds (US\$ millions)



Source: World Bank

Accelerating and Innovating Climate Action: A Retrospective of the World Bank's Experience with Select Climate and Carbon Trust Funds

The World Bank can be credited with helping to launch the CDM and international trading in carbon units, building the capacity of national governments and market actors, and demonstrating technologies, business models, and policy practices for a carbon market with high environmental integrity. It has not only been an innovator, but also a driver of private investment, transfer of technologies, and capacity building. Despite significant innovation and impact, some challenges have persisted. Low investment funds, carbon funds have been fragmented and not always successful in leveraging the wider strategies and resources of the World Bank. Financial commitments to climate have not always translated into emissions reductions and progress in carbon finance has been slow outside major jurisdictions, especially in least developed countries (LDCs), where only one commitment has been made. Results have been mixed in industrial gases and energy, while results have been much more limited in AFOLU.

Figure 10: World Bank Carbon Fund Payments by Region (FY 1992-2019)



Source: World Bank

With the Paris Agreement providing an impetus to revitalize carbon pricing and global carbon markets, lessons learned on the need for risk-taking, scale beyond the project level, and effective alignment among technical assistance, emissions reduction unit purchases, and other forms of climate finance can traction. Past experience can help realize the promise of carbon finance and support ambitious reductions in underserved sectors such as transport and AFOLU.

Accelerating and Innovating Climate Action: A Retrospective of the World Bank's Experience with Select Climate and Carbon Trust Funds

WORLD BANK GROUP
Climate Change

Accelerating and Innovating Climate Action:

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June 2020

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Accelerating and Innovating Climate Action:

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June 2020

Executive Summary

This retrospective examines how the World Bank's strategic use of climate-related trust funds has enabled it to play an outsize role in catalyzing climate action worldwide for nearly 30 years. By looking back at the history of climate and carbon finance—with a focus on the pioneering role of the Global Environment Facility (GEF) and World Bank carbon funds in spurring climate change mitigation activities—this report draws lessons and recommendations on how the World Bank and the wider development community can continue to benefit from climate-related trust funds to support countries in meeting their Paris Agreement commitments and achieving their sustainable development and poverty reduction goals.

INNOVATION, EVOLUTION, INFLUENCE
Since the adoption of the United Nations Framework Convention on Climate Change at the Rio Conference in 1992, the World Bank has been a leader in scaling up climate finance, pushing innovation and influencing global progress on climate change. Much of this work has been made possible by the parallel funding provided to the World Bank through trust funds. These funds are central to the Bank's comprehensive approach to systematically leverage all sources of finance, expertise, and solutions to support developing countries' sustainable, climate-smart growth.

The World Bank's use of trust funds has supported transformative outcomes through efficient channeling, blending, and aggregation of public and private sources of capital. In addition to project financing, trust funds have helped support verifiable emissions reductions, the establishment of standards and enabling policies, and the development of critical capacity needed to promote and scale up public and private climate investments at the national, regional, and local levels. Trust funds allow the World Bank to be more innovative than it would otherwise be through regular country programming and investment. They can often bear more risk than financing from the Bank's own balance sheet, enabling pioneering investments and an acceleration of climate and carbon finance practices. In the process, the Bank has been able to play a key role in influencing policy and market development across emerging markets. Many climate and carbon finance developments over the last 30 years would not have been possible without the Bank's use of climate-related trust funds. Its intellectual leadership, willingness to take targeted risk in demonstration and pilot projects, credibility with policymakers and market actors, and ability to convene and catalyze other institutions and the private sector also contribute to the World Bank's unique role.

THE GEF

The GEF was established in 1991 to provide additional development assistance to improve the global environment, with climate change as one of its original priorities. The World Bank was one of the original three implementing agencies of the GEF and hosted its secretariat. The World Bank's strong engagement with the GEF at its inception resulted in close alignment in early strategies and operational priorities between the GEF and the Bank, particularly around clean energy. In the area of climate change, World Bank teams with the greatest access to GEF funds were those working on renewable energy and energy efficiency, as the linkages to climate action were easier to establish than with other sectors, such as agriculture, water, or transport. This has evolved over time as climate-related impacts in other sectors have become clearer and dedicated teams have been established in several areas of the Bank to coordinate more varied and innovative approaches to mitigation and adaptation investments, including those that were considered too risky to undertake by the Bank's International Bank for Reconstruction and Development (IBRD) or International Development Association (IDA) operations.

Even as the GEF's mandate has expanded to include more environmental issues and a growing number of implementing agencies competing for funding, early lessons from World Bank and GEF-funded activities remain relevant today. Other, newer climate-related trust funds have also incorporated World Bank-GEF operational approaches to streamline their own processes and procedures. Notably, the Climate Investment Funds (CIF) established in 2008 built its administrative processes on lessons learned from more than a decade of World Bank experience with the GEF.

CARBON FUNDS

The World Bank's involvement in carbon finance evolved with the external environment, starting with early efforts related to project-based approaches, most notably under the Clean Development Mechanism (CDM), moving to achieve greater scale in response to market demand, and working to consolidate and support markets as they wended along with support for the Kyoto Protocol. Today, the World Bank focuses on building the enabling conditions, capacity, and finance mobilization necessary to achieve scale in line with the ambition of the Paris Agreement. The World Bank can be credited with helping to launch

the CDM and international trading in carbon units, building the capacity of national governments and market actors, and demonstrating methodologies, business models, and best policy practices for a carbon market with high environmental integrity. It has been an innovator and driver of private financing, convenor of policymakers and private actors, and contributor to knowledge about carbon finance.

Yet, the Bank's wide range of carbon funds emerged over time in a fragmented way, with multiple bespoke funds created in response to donor objectives (or in some cases constraints). The carbon-related trust funds were not always successful in leveraging each other or the broader strategies and resources of the World Bank, and their governance and processes were sometimes perceived as cumbersome. Financial commitments to Emissions Reduction Purchase Agreements (ERPAs) have not always translated into issuances, and progress in carbon finance has been slow outside major jurisdictions, especially in least developed countries. Results have also varied by sectors, with the largest reductions achieved in industrial gases and energy, while results in sectors related to land use have been more limited.

Introduction

With 189 member countries, staff from more than 170 countries, and offices in over 130 locations, the World Bank is a unique global development finance institution working for sustainable solutions that reduce poverty and build shared prosperity in developing countries. It is one of the world's largest sources of funding and knowledge for developing countries. In addition to its main lending, the World Bank employs trust funds to support—and often accelerate—the attainment of institutional goals. Trust funds provide grants and non-grant instruments, including low-cost concessional financing, that the World Bank and its clients can use to support technical assistance and capacity building, improve enabling environments, put in place standards, promote knowledge sharing, and support innovation in technology, finance, and policy.

Figure 1: World Bank Activities Supported by Carbon and Climate Trust Funds



The World Bank has been a pioneer in the use of trust funds for climate action, dating back to the early 1990s when the Global Environment Facility (GEF) and the Multilateral Fund for the Implementation of the Montreal Protocol (MPF) were established. With the creation of the Prototype Carbon Fund (PCF) in 2000, the World Bank helped catalyze the nascent carbon market envisioned under the Kyoto Protocol. This helped demonstrate proof-of-concept for a market mechanism to serve as an instrument for climate change mitigation and the global public good. In the 20 years since, the World Bank has continued to innovate and evolve in the way it uses both climate and carbon finance to support its clients in achieving progress toward climate change mitigation and adaptation.

SCALING CLIMATE AND CARBON FINANCE SINCE RIO

Since the adoption of the United Nations Convention on Climate Change (UNFCCC) at the Rio Conference in 1992, the World Bank has been at the forefront of efforts to provide and mobilize concessional finance for climate action. Over the years, it has significantly expanded its effort in climate finance in both the public and private sectors, supporting critical and necessary technical assistance and capacity building programs, without which many approaches to climate finance may not have scaled.

BOX 1: WHAT ARE CLIMATE AND CARBON FINANCE?

Climate finance is defined as international public finance that has the explicit objective of supporting mitigation and/or resilience-building activities, and which typically has some degree of concessional financing. The funds covered in this paper focus on mitigation-related activities, investments, and results.

In general, carbon finance is a generic term used for the revenue that can be generated by low-carbon projects and activities from the sale of their emission reductions by means of removals by sinks or from trading in carbon credits.

In this paper, carbon finance refers more broadly to the financing undertaken by the carbon funds covered in this report, including for Emissions Reduction Purchase Agreements (ERPAs) and World Bank advisory services and analytics (ASA) to develop capacity, policies, standards, and knowledge related to carbon markets and carbon pricing.



Overall climate flows have also increased. Global public and private climate finance flows are estimated to have reached \$579 billion per year on average during 2017-2018,¹ but they remain insufficient to put the world on a climate-compatible pathway. The Paris Agreement and its related implementing decisions under the UNFCCC² call for cooperative efforts to mobilize additional public and private climate finance, building on the current mobilization goal of \$100 billion per year, and increasing from there as of 2025 (see Box 3). The Paris Agreement also provides for a new generation of market-based mitigation mechanisms under its Article 6, which have the potential for increased carbon finance flows between countries under the Sustainable Development Mechanism of the UNFCCC, via bilateral deals, internationally-linked carbon markets, or within so-called "carbon clubs" that might emerge among groups of countries.

1. World Bank, 2019. "Global Climate Finance: A Retrospective of the World Bank's Experience with Select Climate and Carbon Trust Funds." Washington, DC: World Bank Group. <https://www.worldbank.org/en/topic/climatechange/publications/global-climate-finance-a-retrospective-of-the-world-bank-s-experience-with-select-climate-and-carbon-trust-funds>.
2. UNFCCC, 2015. "Paris Agreement." <https://unfccc.int/paris-agreement>.
3. UNFCCC, 2015. "Decision 1/CP.19, paragraph 93." <https://unfccc.int/paris-agreement/paris-agreement-text>.
4. UNFCCC, 2015. "Decision 1/CP.19, paragraph 93." <https://unfccc.int/paris-agreement/paris-agreement-text>.

Historical Background and Context

The GEF and carbon funds were among the earliest sources of finance that the World Bank used to support investments to address climate change mitigation. The results attained by these trust funds are among the most significant achieved by climate finance since the adoption of the UNFCCC.

AN EVOLVING GLOBAL POLICY AND SCIENCE LANDSCAPE

Global policy and science have evolved in lockstep, but action at all levels remains behind what the IPCC suggests is necessary to "prevent dangerous anthropogenic interference with the climate system." The first IPCC report, Climate Change, the IPCC Scientific Assessment, published in 1990 led to the adoption of the UNFCCC in 1992, launching global cooperation on climate change. This cooperation is now crystallizing around the 2015 Paris Agreement, which aims to "strengthen the global response to the threat of climate change,"¹ by achieving net-zero emissions in the second half of this century to build a climate-resilient society and orient financial flows "towards climate-compatible development." However, emissions trends continue to be alarming and significant effort remains to put the world on track to warming levels that are manageable, as illustrated in the 2018 IPCC Special Report Warning of 1.5°C: Emissions from most sectors continue to grow despite increased action by national governments and the private sector across the globe.

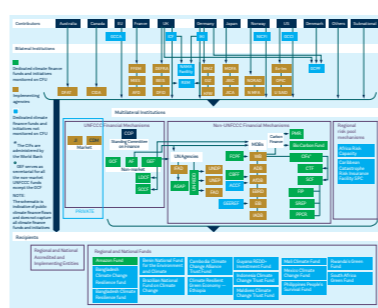
However, growing public awareness, more comprehensive commitments under the Paris Agreement, and greater public and private sector capacity to measure and act upon emissions have led to a stronger consensus on the need for ambitious, economy-wide emissions reductions. This has resulted in a meaningful strengthening of promised and implemented policy regimes at the national and sub-national levels, as well as of actions taken by private sector actors, underpinned by increased support flows and investments. At the global level, almost half of all countries, covering three-quarters of global emissions, had national legislation and strategies in place in 2017, including the USA, countries representing 76 percent of global emissions and 90 percent of global population had economy-wide greenhouse gas (GHG) reduction targets.²

1. IPCC, 2014. "Summary for Policymakers." <https://www.ipcc.ch/report/ar5/wg2/>.
2. World Bank, 2019. "Global Climate Finance: A Retrospective of the World Bank's Experience with Select Climate and Carbon Trust Funds." Washington, DC: World Bank Group. <https://www.worldbank.org/en/topic/climatechange/publications/global-climate-finance-a-retrospective-of-the-world-bank-s-experience-with-select-climate-and-carbon-trust-funds>.

A GROWING CLIMATE FINANCE ARCHITECTURE MOBILIZING GREATER FLOWS

The climate finance architecture has grown and become more complex. There were no dedicated funds for climate action in 1992. Now, there is a proliferation of international climate funds and channels through which funding can flow to support climate-related programs, projects, and other initiatives. The 2015 Climate Fund Inventory of the Organisation for Economic Co-operation and Development (OECD) included 91 such funds,¹ while a 2018 review by the Overseas Development Institute identified 21 multilateral and seven bilateral climate-related funds (see Figure 2).² The GEF, launched in 1991, dominated much of the funding for climate action—with a focus on mitigation—until a range of other funds and initiatives were progressively established. These included carbon funds, starting with the PCF in 2000, dedicated multi-sector funds like the Climate Investment Funds (CIF) launched in 2008, and the Green Climate Fund (GCF) established in 2010, and sector-specific initiatives like the Forest Carbon Partnership Facility (FCPF) also launched in 2008. Non-climate specific initiatives also provide critical funding related to climate, such as the Global Facility for Disaster Reduction and Recovery (GFDRR) launched in 2006 or the Global Infrastructure Facility (GIF) launched in 2014.

Figure 2: Global Climate Finance Architecture



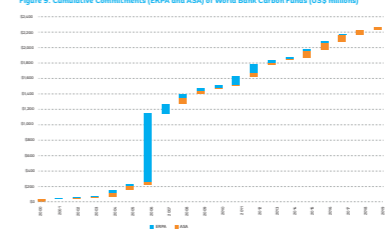
Source: Overseas Development Institute, 2018

1. OECD, 2015. "Climate Fund Inventory." <https://www.oecd.org/climate-change/climate-fund-inventory/>.
2. World Bank, 2018. "Global Climate Finance: A Retrospective of the World Bank's Experience with Select Climate and Carbon Trust Funds." Washington, DC: World Bank Group. <https://www.worldbank.org/en/topic/climatechange/publications/global-climate-finance-a-retrospective-of-the-world-bank-s-experience-with-select-climate-and-carbon-trust-funds>.

Carbon Finance

SUMMARY OVERVIEW

The World Bank's involvement in carbon finance has evolved with the external environment, starting with early efforts related to project-based approaches, most notably under the CDM, moving to achieve greater scale in response to market demand, working to consolidate and support markets as they softened along with support for the Kyoto Protocol, and now focusing on building the enabling conditions, capacity, and finance mobilization necessary to achieve scale in line with the ambition of the Paris Agreement. The World Bank has delivered a total of \$2.4 billion through 13 carbon-related trust funds through FY 2019 (see Figures 9 and 10). Programs under these trust funds have generated an estimated 210 MtCO₂e reduced.

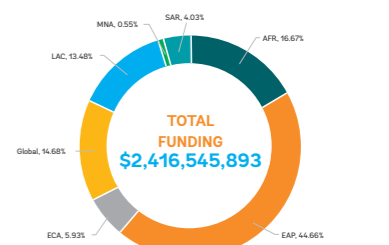


Source: World Bank

The World Bank can be credited with helping to launch the CDM and international trading in carbon units, building the capacity of national governments and market actors, and demonstrating methodologies, business models, and best policy practices for a carbon market with high environmental integrity. It was not only an innovator, but also a driver of private financing, convenor of policymakers and private actors, and contributor to knowledge about carbon finance.

Despite significant innovation and impact, some challenges have persisted. Like many trust funds, carbon funds have been fragmented and not always successful in leveraging the wider strategies and resources of the World Bank. Financial commitments to ERPAs have not always translated into emissions reduction issuances, and progress in carbon finance has been slow outside major jurisdictions, especially in least developed countries (LDCs), where only now commitments have increased. Results have varied depending on sectors targeted. By far, the largest reductions have been achieved in industrial gases and energy, while results have been much more limited in AFOLU.

Figure 10: World Bank Carbon Fund Payments by Region (FY 1992-2019)



Source: World Bank

With the Paris Agreement providing an impetus to revitalize carbon pricing and global carbon markets, lessons learned on the need for risk-taking, scale beyond the project level, and effective alignment among technical assistance, emissions reduction unit purchases, and other forms of climate finance gain traction. Past experience can help realize the promise of carbon finance and support ambitious reductions in underserved sectors such as transport and AFOLU.

SEYCCAT// PRINT ADS



SEYCCAT // REPORTS

THREE SECTIONS



How **effective** has SeyCCAT been in achieving the objectives of the Twenty22 strategy so far?



How **efficient** are SeyCCAT's systems and processes for delivery of the Twenty22 strategy?



How **coherent** has SeyCCAT's approach to strategy been in the national and international context?

How **effective** has SeyCCAT been in achieving the objectives of the Twenty22 strategy so far?

BGF

45 projects funded under rounds 1 – 4

ROUND	YEAR	FUNDS DISBURSED (SCR)	FUNDS DISBURSED (USD)	PROJECTS
BGF#1	2017	3,831,790	283,836	6
BGF#2	2018	4,853,438	359,514	7
BGF#3	2019	11,014,657	815,900	20
BGF#4	2020	5,690,265	421,501	12
TOTAL		25,390,149	1,880,752	45

\$1,880,752
disbursed in total

\$2,706,030
co-financing leveraged

\$ RAISED

for projects of national significance:

\$4.7M

(Oceans5, Blue Nature Alliance, The Nature Conservancy)
Enabling MSP implementation

\$609K
(Pew)
Blue Carbon and NDCs

How **efficient** are SeyCCAT's systems and processes for delivery of the Twenty22 strategy?

EXISTING EFFICIENCIES:

- **BGF:** Robust application process, consistently delivered by a small team
- **BGF:** Clear accountability & due diligence, consistently applied
- Continual capacity development of grantees, capitalizing on resource availability
- Efficient use of the **BGF** committee - Portfolio delivery, partnership and stakeholder relationship development
- Strategic growth of the **SeyCCAT** team

WHAT NEEDS ATTENTION:

- **BGF:** clearer communication of eligible activities & extension to grant window
- **BGF:** A portfolio of project ideas, responsive to SeyCCAT's Strategic Objectives
- **BGF:** Eligibility of project costs for training and development
- Access to greater technical capacity for **BGF** committees and **SeyCCAT** team
- Reduced role of **BGF** committee in budget line changes

How **coherent** has SeyCCAT's approach to strategy been in the national and international context?

- Effective at avoiding duplication by working closely with partners and peer organisations.
- In the context of COVID-19, SeyCCAT's funding base and independence has provided stability and allowed it to continue implementing its mandate.
- Expansion into project management work creates a risk of being seen as a competitor to national NGOs or duplicate to bodies like PCU and BIOFIN. Risk needs to be managed.

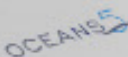
PARTNERSHIPS LEVERAGED THROUGH THE BGF:

- 18 national businesses
- 8 overseas universities+UniSey
- 8 National NGOs

- 4 International NGOs
- 4 Parastatal agencies
- 4 government ministries



MINISTRY OF SUSTAINABLE CLIMATE
ECONOMY AND ENVIRONMENT
REPUBLIC OF SEYCHELLES



SEYCCAT // EXHIBITION CUBES



IRENA // COLLATERAL

"Renewables lie at the heart of the global energy transformation. They provide an economically attractive and secure energy security, energy access and climate change that is available today"

Adnan Z. Amin,
Director-General, IRENA

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IRENA

ADFD

PROJECT FACILITY

7TH CYCLE OPEN FOR APPLICATIONS

The International Renewable Energy Agency (IRENA) and the Abu Dhabi Fund for Development (ADFD) are pleased to announce the official opening of the seventh cycle of the IRENA/ADFD Project Facility.

Summary project proposals will be accepted through the Facility's online system between **12 November 2018** and **14 February 2019**.

However applicants can begin working on their proposals online now.

Government-driven and national priority renewable energy projects in developing countries that are replicable, scalable and potentially transformative are encouraged.

For further information and to start working on your application, visit www.irena.org/adfd

Contact us at adfd@irena.org

OVER 120 COUNTRIES ELIGIBLE

OVER 50M USD AVAILABLE

Renewable energy technologies

Full feasibility study

Government guarantee required

USD 5m-15m for each project, covering up to 50% of the total project costs

1% or 2% loan rates; 20-year loan period with 5-year grace period

IRENA

ADFD

PROJECT FACILITY

ACCESSIBLE FINANCE FOR RENEWABLE ENERGY IN DEVELOPING COUNTRIES

JANUARY 2019

A 30 MW solar plant in Togo will generate power to over 100,000 households and small businesses. (Photograph: Togo's Ministry of Energy and Water)

Solar panels will bring sustainable electricity to 14,000 residents in Guyana's borderland region. (Photograph: Ministry of Public Infrastructure)

A 1.5 MW solar PV farm will be integrated into an existing wind farm in the Seychelles, reducing reliance on imported fossil fuels. (Photograph: Seychelles State)

ADFD FUNDING

USD 50 million per cycle

USD 5-15 million in ADFD loans for each project, covering up to 50% of project costs

1-2% loan rates, 20-year loan period including 5-year grace period

ELIGIBILITY

Projects submitted for funding should be in a developing country and must involve renewable energy technologies. Applications can be submitted from government ministries, semi-governmental institutions or private corporations but must have the full support of the national government.

COUNTRY-LEVEL CRITERIA

- Projects must be submitted by Members of IRENA, Signatories of the Status of States in Accession which are Developing Countries on the OECD "DAC" List of USA "Recognized".
- Projects must be supported and prioritized by government and be able to deliver a government guarantee in the country of implementation.

TECHNOLOGY

- Projects deploy renewable energy as defined in the Status of States, including biomass, geothermal energy, hydropower, ocean energy, solar energy, and wind energy.

PROJECT STAGE

- Projects must be at feasibility study and environmental impact assessment stage, or at least in the early stages of implementation, procurement and execution.

HOW IT WORKS

Applications are evaluated by an independent, international Panel of Experts that shortlist projects based on technical feasibility, economic viability and socio-economic and environmental benefits. The Advisory Committee, appointed by IRENA members, then assesses the projects to ensure alignment with national development priorities, geographic, social and diversity of technologies. ADFD makes the final selection of projects from IRENA's recommended list. After this, ADFD signs bilateral agreements with government officials for selected projects.

To be shortlisted, projects must be:

- transformative
- replicable
- scalable
- economically feasible

They must also:

- have a positive development impact
- improve energy access
- address energy security
- have government support

A large hydroelectric plant in Liberia will create jobs and transform the livelihoods of 20,000 people. (Photograph: International Renewable Energy Agency)

TO DATE, THE FACILITY HAS MOBILISED OVER USD 695 MILLION FOR 24 RENEWABLE ENERGY PROJECTS IN DEVELOPING COUNTRIES

THE IRENA/ADFD PROJECT FACILITY

The International Renewable Energy Agency (IRENA) and the Abu Dhabi Fund for Development (ADFD) have collaborated on a joint Project Facility to support replicable, scalable and potentially transformative renewable energy projects in developing countries. ADFD committed USD 500 million in concessional loans, over seven annual funding cycles, to renewable energy projects recommended by IRENA.

RESULTS

Since 2014, the Facility has implemented six funding cycles, resulting in the allocation of USD 245 million in ADFD loans to 24 projects. An additional USD 450 million in co-financing has been attracted to these projects from other fundingsources, including governments, development banks and other development funds. Over 150 megawatts (MW) of new renewable energy capacity will be brought online as a result of the first six cycles, through a wide range of technologies. These include grid-connected solar photovoltaic (PV), decentralized solar PV, solar home systems, solar home systems, hybrid wind and solar mini-grids, hydropower, geothermal and waste-to-energy.

The projects support national priorities to advance sustainable development through the deployment of renewable energy. More than 7.5 million people will benefit through greater access and affordability of energy, job creation, environmental and health benefits and improved livelihoods.

PROJECTS SELECTED

More than 7.5 million people benefiting

Over 150 MW renewable capacity

Thousands of jobs being created

IRENA

ADFD

PROJECT FACILITY

HIGHLIGHTS

- Effective framework for evaluating renewable energy projects on technical, economic and sustainable development impact
- Projects now reaching construction stage, with commissioning expected in 2019

USD 214 million Allocated by ADFD

USD 420 million Mobilised from other sources

120 MW New renewable energy capacity created

Over 500 applications

70 global experts engaged

229 projects shortlisted

21 projects selected for funding by ADFD

SEVEN PROJECTS AT CONSTRUCTION STAGE

Mali

4 MW • USD 9m loan

Solar PV mini-grids

Antigua and Barbuda

4 MW • USD 15m loan

Solar PV and wind

Cuba

10 MW • USD 15m loan

Solar PV parks

Maldives

4 MW • USD 6m loan

Waste-to-energy plants

Mauritania

1 MW • USD 5m loan

Wind mini-grids

Seychelles

5 MW • USD 8.5m loan

Solar PV park

Sierra Leone

6 MW • USD 9m loan

Solar PV park

Replicable
Scalable
Transformative

The Promise of Renewables

Aims and work of the International Renewable Energy Agency

WHAT IS RENEWABLE ENERGY?

Renewable energy is any form of energy that comes from a source that is naturally replenished on a human timescale.

It is abundant and accessible everywhere, including remote locations. It has positive social and economic benefits, such as access to heating, cooling, lighting, food storage, health care, information, education, employment and investment opportunities. It is abundant all over the world and comes in various forms:

BIOENERGY

Bioenergy is energy obtained from animal and plant materials, such as wood, organic waste and vegetable oils. It is especially significant in populous nations with rising energy demand. Solid biomass can be burned for heating or power-generation, or else converted into oil or gas substitutes. Liquid biofuels – a convenient renewable stand-in for gasoline – are increasingly used in the transport sector.

OCEAN ENERGY

Ocean energy, such as tides, waves and currents, can be harnessed to produce electricity. Tidal energy, for example, involves incoming water being stored and led through turbines.

SOLAR ENERGY

Energy can be harnessed from the sun – even in cloudy weather. Solar energy is increasingly used across the world, whether for power generation and to heat and desalinate water. The cost of manufacturing solar panels has plummeted in recent years, and installation is possible almost anywhere. Solar power is generated in two main ways: photovoltaic (PV) panels that create an electric current, and concentrated solar power (CSP) plants, which use mirrors to concentrate solar rays. This heats fluid, creating steam that drives a turbine to generate electricity.

GEOTHERMAL ENERGY

Geothermal energy comes from the heat stored under the Earth's crust. While a few countries already use direct heat or generate power this way, others possess vast untapped geothermal potential.

HYDROPOWER

Hydropower is energy derived from flowing water. The water's kinetic energy – or energy of motion – drives turbines, turning it into mechanical energy, which a generator then turns into electrical power. It is among the most cost-effective ways discovered so far to generate electricity. While many countries have relied on large hydropower dams for decades, micro-hydropower projects are increasingly common and are improving people's lives in remote locations.

WIND ENERGY

Air in motion produces energy. Despite long historical roots, wind power has emerged recently as a fastest-growing and rapidly evolving energy technology. Costs continue falling while installed capacity grows. Many parts of the world benefit from strong wind speeds. Offshore wind power offers tremendous potential.

IRENA // ROLL UPS



VISUAL STYLE GUIDES

WORLD BANK GROUP

// CI-DEV



3. BRAND TOOLKIT:
Clear space / minimum size

Clear space
To ensure the brand mark to appear prominently without interference, a minimum exclusion zone has been established which is to be left clear of other graphic elements or text.

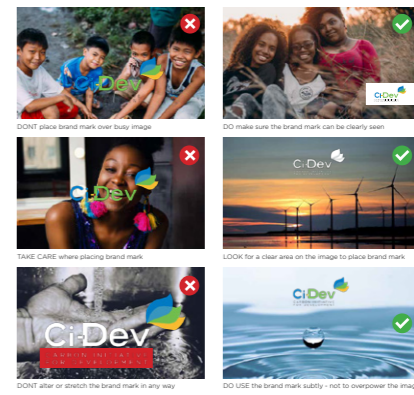
The area is indicated by the light pink border and should be increased wherever possible. The clearance is equal to the cap height 'H' from the brand mark.

Minimum size
The horizontal brand mark is designed to reproduce down to a minimum width of 40mm.

It is important to take into account the limitations of the chosen print processes when reproducing the brand mark in small sizes.

Type only
If required, a type only version can be used and is designed to reproduce down to a minimum width of 10mm.

Care should be taken at all times to ensure the letters are legible.



4. BRAND TOOLKIT:
Brand mark Usage

The ideal placement for the brand mark is on a white background. It may however be reproduced on coloured or photographic backgrounds by following these rules.

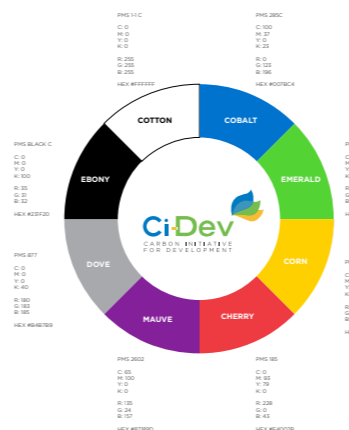
Placement on images
ALWAYS ensure that the brand mark is highly visible at all times and is placed on a non-cluttered area of the image. Make sure that the image colours DO NOT clash with those of the brand mark.

Placement on coloured backgrounds
ALWAYS ensure that the brand mark is highly visible at all times and that the colours DO NOT clash with those of the brand mark.

Care should always be taken when placing the brand mark. NEVER do any of the following:

NEVER stretch, compress, outline, add an effect or change the brand mark in any way.

NEVER place on image backgrounds that clash with the brand mark. NEVER place on coloured backgrounds that clash with those of the brand mark.



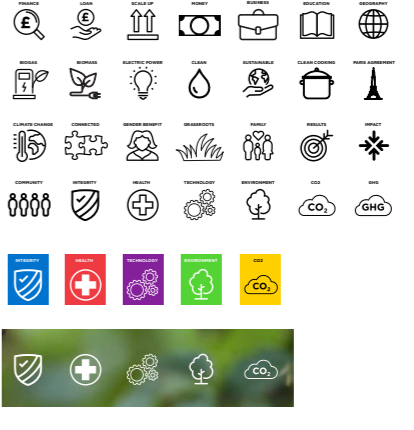
5. BRAND TOOLKIT:
Colour palette

Three primary and three secondary colours have been selected to distinguish the Ci-Dev brand.

The Ci-Dev palette of colours should be used solid wherever possible. Please ensure these colours are specified correctly.

Note: the master artworks for the Ci-Dev brand mark are ALWAYS to be used. They are available in Pantone®, RGB and single colour formats. These artworks should cater for all your requirements and you should NEVER attempt to re-create them.

* Pantone® is a registered trademark of Pantone, Inc.



6. BRAND TOOLKIT:
Ci-Dev Icons

A set of icons have been developed to cover the main areas of Ci-Dev.

The Ci-Dev icons can be used to create more visual and attractive designs. They can be coloured using the brand palette and be reversed out of a solid background / image.

ONLY the Ci-Dev icons are to be used. These icons should cater for all your requirements and you should NEVER attempt to re-create them.

Primary headline font - Andes Bold

Nonet rerum accus simus, ut quam, net dolorenducia et molestr uptatem dolupic tempel ipsumq

ULLUPTAE SITAE CONSECR RERRO CON NITAUATE DOLUPTAS ALICAE PREICIAE NIA INTIA NONSE

Primary subhead font - Gotham Light

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consecus rerro con nitaquate doluptas alicae preiciae nia intia nonseque niquat eculiam raecto berum cus, nemporepida que odios exes acia dolore occab licit mi, qui as esse cori nobitate aut optatet reman hilla cus il magnil, corem

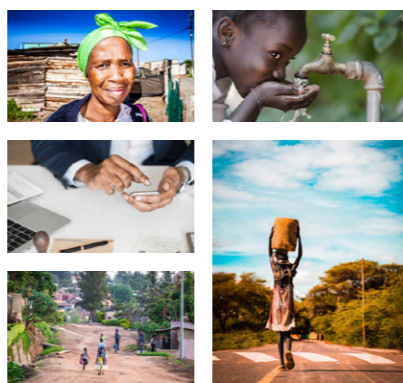
Primary web font - Arial

Nonet rerum accus simus, ut quam, net dolorenducia et molestr uptatem dolupic tempel ipsumqus ento qui audipic laecerosa nos ullupiat sitae consecus rerro con nitaquate doluptas alicae preiciae nia intia nonseque niquat eculiam raecto

7. BRAND TOOLKIT:
Typography

An English font family has been chosen for Ci-Dev to help create the visual image.

Used consistently and correctly, they help create a powerful and instantly recognisable typographic style.



9. BRAND TOOLKIT:
Photography People

Images are powerful, persuasive and hold sway over the written word. Drawing you in, they prove to add meaning, clarity and a sense of place and time in ways that words seldom can.

Faces
When showing people as the subject matter ensure that the photographs have a positive feel and seem to capture a moment in time. Images should never look staged or posed.

At all times the photography we use should be reflective of the premium of the Ci-Dev brand.

Well-chosen stock imagery is recommended and composites should NEVER be used.



12.1. BRAND TOOLKIT:
Brochures

Sample covers - the pattern can be cropped to whatever works with the space that is available but always keep some clean white space.

The coloured dots or blocks should always be coloured with the Ci-Dev colour palette.



12.1. BRAND TOOLKIT:
About us brochure

Sample covers - the pattern can be cropped to whatever works with the space that is available but always keep some clean white space.

The coloured dots or blocks should always be coloured with the Ci-Dev colour palette.

For this job we would use the pattern as a Spot UV special ink, see below for sample.

CANADA-WORLD BANK

// CWB

BRAND TOOLKIT 2021



CONTENTS

Introduction

1. Brand mark elements
5. Clear space / minimum size
6. Typography
7. Brand mark placement
8. Colour palette



Climate action and development go hand in hand.

Investments in sustainable energy and land use don't only reduce carbon emissions, they can also unlock enormous economic opportunity.

The Canada-World Bank Clean Energy and Forests Climate Facility targets financing to where it is needed most in order to stimulate investment in inclusive, green growth.



The CWB brand mark is the major visual element of the CWB brand identity.

Used consistently and correctly in all communications, the brand mark will help position CWB ahead of the competition.

These elements should NEVER be combined with another brand mark.

The CWB brand mark must not be redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

The following pages will detail the use of the CWB brand mark, color specifications, spacing and size requirements.



CWB VISUAL STYLE GUIDE 2021 - BRAND MARK ELEMENTS

The CWB brand mark can be used in a subtle way.

BRAND MARK 1
This is the logo to use for a more subtle look. Depending on the style of the job there are four colours that can be used.



Used consistently and correctly the chosen fonts help create a powerful and instantly recognisable typographic style.

The CWB font family is Andes. A clean, modern and easy-to-read typeface. Italic versions are also allowed.

The fonts have been carefully selected to reflect the CWB brand.

For Word reports and digital, Arial is used.

Andes Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Andes Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Andes Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



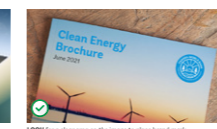
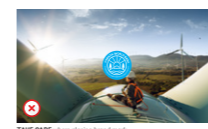
CWB VISUAL STYLE GUIDE 2021 - BRAND MARK PLACEMENT

The brand mark has multiple variations, always pick the one that stands out best by following these rules.

Placement on images
ALWAYS ensure that the brand mark is highly visible at all times and is placed on a non-cluttered area of the image. Make sure that the image colours DO NOT clash with those of the brand mark.

Placement on coloured backgrounds
ALWAYS ensure that the brand mark is highly visible at all times and that the colours DO NOT clash with those of the brand mark.

Care should always be taken when placing the brand mark.



CWB VISUAL STYLE GUIDE 2021 - COLOUR PALETTE

There are nine colours set in the colour palette that can be used either on white or on a solid colour.

We have four primary colours and five secondary colours

Tints are permitted as long as the integrity of the colour is maintained.

Note: the master artworks for the CFM brand mark are ALWAYS to be used. They are available in Pantone*, in colour, RGB and single colour formats. These artworks should refer to all your requirements and you should NEVER attempt to re-create them.

*Pantone® is a registered trademark of Pantone, Inc.

PRIMARY COLOURS



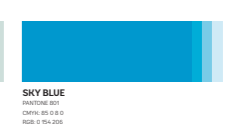
PINE GREEN
PANTONE 300
CMYK: 100, 50, 25, 60
RGB: 15, 104, 74
#009673



AUTUMN ORANGE
PANTONE 100
CMYK: 10, 10, 90, 0
RGB: 205, 127, 32
#FF8C00



MIDNIGHT BLACK
PANTONE BLACK
CMYK: 100, 100, 100, 100
RGB: 40, 40, 40
#000000



SKY BLUE
PANTONE 280
CMYK: 85, 15, 10, 0
RGB: 174, 205, 255
#6495ED



AUTUMN GOLD
PANTONE 100
CMYK: 10, 10, 90, 0
RGB: 205, 127, 32
#FF8C00



SILVER MOON
PANTONE 877
CMYK: 40, 30, 30, 0
RGB: 128, 128, 128
#A9A9A9



MIDNIGHT BLUE
PANTONE 264
CMYK: 100, 100, 100, 100
RGB: 0, 0, 128
#000080



DAISY WHITE
PANTONE 3005
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
#FFFFFF



FERN GREEN
PANTONE 3075
CMYK: 10, 10, 90, 0
RGB: 0, 100, 0
#008000

HOME BY MCGETTIGAN'S



To guarantee brand recognition, it's vital that the Home logo is used and placed consistently.

When applied correctly and placed with consistency across all communications, the logo should always prominently place Home in a conspicuous and eye-catching position.

It's essential that you DO NOT distort, modify or attempt to redesign the Home logo in anyway. It must always be shown in its entirety and also never reproduced, even partially.

This style guide will clearly outline how the Home logo is to be utilised in all communications, particularly in relation to its colour, spacing and sizing.

Home
BY McGETTIGAN'S

HOME BRAND TOOLKIT - BRAND MARK ELEMENTS / 1



To select the version of the logo that works best, follow these rules.

Placement on images

ALWAYS make sure the logo is visible AND placed PROMINENTLY in a section of the image that is not cluttered.

Make sure that the colours of the image colours DO NOT clash with the logo.

Placement on coloured backgrounds

Make SURE that the logo is VISIBLE at all times and its colours do not CLASH.



HOME BRAND TOOLKIT - CLEAR SPACE & MINIMUM SIZE / 4

HOME BRAND TOOLKIT - DO'S AND DON'TS / 5

The use of fonts.

These fonts, when they are applied consistently and in the correct manner, produce a strong yet easy to read typographic style that is powerful and instantly recognisable.

Gotham is the Home font family.

Clean, modern and easy-to-read, bold or light versions of this typeface are permitted. Clattering can also be applied and incorporated into subheads that need impact.

Note: These fonts have been chosen after careful consideration because they were found to reflect the Home brand in combination with McGettigan's.

For Word reports and digital, use Nunito Sans Light.

Primary headline font - Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subhead font - Clattering

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy font - Gotham light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Web font - Nunito Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

a a a a

The colour palette is set with eight colours. These can be used on a white or a solid colour.

Four primary, and four secondary colours.

If the integrity of the colour is retained and not compromised or reduced, then tints are accepted.

Note: ALWAYS use master artworks for the CFM logo. They are available in Pantone® 4-colour, RGB and single colour formats. These artworks will cater to all of your requirements but NEVER attempt to re-create or copy them.

* Pantone® is a registered trademark of Pantone, Inc.



HOME BRAND TOOLKIT - TYPOGRAPHY / 7

HOME BRAND TOOLKIT - COLOUR PALETTE / 8

To guarantee brand recognition, it's vital that the Home logo is used and placed consistently.

When applied correctly and placed with consistency across all communications, the logo should always prominently place Home in a conspicuous and eye-catching position.

It's essential that you DO NOT distort, modify or attempt to redesign the Home logo in anyway. It must always be shown in its entirety and also never reproduced, even partially.

This style guide will clearly outline how the Home logo is to be utilised in all communications, particularly in relation to its colour, spacing and sizing.

Home
BY McGETTIGAN'S

Home
BY McGETTIGAN'S

Home
BY McGETTIGAN'S

HOME BRAND TOOLKIT - BRAND MARK ELEMENTS / 2

Stay TRUE to the logo - it must NOT be altered in any way.

The do's and don'ts.

Always take great CARE when placing the logo and be sure to NEVER do any of the following.

NEVER under any circumstances stretch, compress, outline, add an effect or alter the logo in ANY way, shape or form.

Home
BY McGETTIGAN'S

DO NOT stretch the logo in any way, shape or form

Home
BY McGETTIGAN'S

DO NOT change any of the colours

Home
BY McGETTIGAN'S

DO NOT add any effects to the logo like shadows or glows


Home
BY McGETTIGAN'S

DO NOT change any elements of the logo

HOME BRAND TOOLKIT - DO'S AND DON'TS / 6

QWERTY BAR + RESTAURANT





BRAND TOOLKIT V 1.1

CONTENTS

- Introduction
- Brand mark elements
- Brand mark variations
- Clear space / minimum size
- Usage
- Colour palette
- Typography
- Tone of voice
- Photography
- Supergraphic

4. BRAND TOOLKIT : Usage

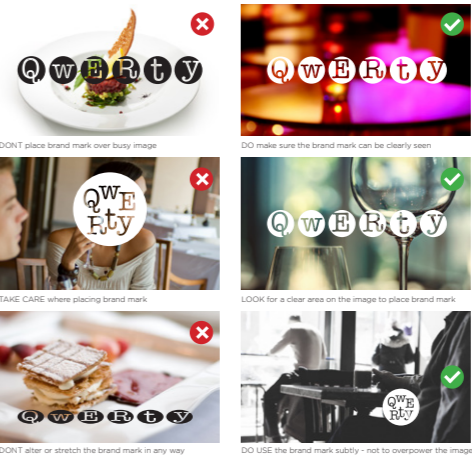
The ideal placement for the brand mark is on a white background. It may however be reproduced on coloured or photographic backgrounds by following these rules.

Placement on images
ALWAYS ensure that the brand mark is highly visible at all times and is placed on a non-cluttered area of the image. Make sure that the image colours DO NOT clash with those of the brand mark.

Placement on coloured backgrounds
ALWAYS ensure that the brand mark is highly visible at all times and that the colours DO NOT clash with those of the brand mark.

Care should always be taken when placing the brand mark. NEVER do any of the following.

NEVER stretch, compress, outline, add an effect or change the brand mark in any way. NEVER place on image backgrounds that clash with the brand mark. NEVER place on coloured backgrounds that clash with those of the brand mark.



© QWERTY 2017 - BRAND TOOLKIT V1.1

3. BRAND TOOLKIT : Clear space / minimum size

Clear space
To enable the brand mark to appear prominently without interference, a minimum exclusion zone has been established which is to be left clear of other graphic elements or text.

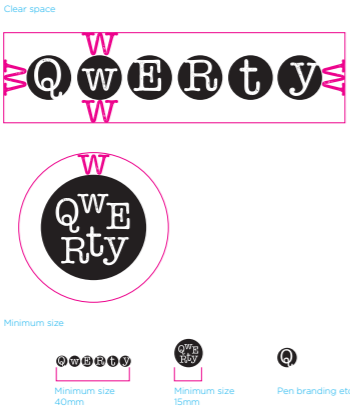
The area is indicated by the light pink border and should be increased wherever possible. The clearance is equal to the cap-height W from the brand mark.

Minimum size
The horizontal brand mark is designed to reproduce down to a minimum width of 40mm and the circular version to 15mm.

However, if you are reproducing the brand mark below this size, a standalone letter Q is to be used.

It is important to take into account the limitations of the chosen print processes when reproducing the brand mark in small sizes.

Care should be taken at all times to ensure the letters are legible.



© QWERTY 2017 - BRAND TOOLKIT V1.1

8. BRAND TOOLKIT : Photography

Images are powerful, persuasive and hold sway over the written word. Drawing you in, they prove to add meaning, clarity and a sense of place and time in ways that words seldom can.

Places
Rather than using static, flat images, look for ones that have depth of field, unique lighting or interesting angles so that your viewer will pause to have a second look.

Faces
When using people as the subject matter ensure that the photographs have a positive feel and seem to capture a moment in time. Images should never look staged or posed.

At all times the photography we use should be reflective of the premium of the Qwerty brand. Well-chosen stock imagery is recommended and composites should NEVER be used.

Colour and B&W imagery can be used to add interest. ONLY use the master PSD files for the Qwerty image border.



© QWERTY 2017 - BRAND TOOLKIT V1.1

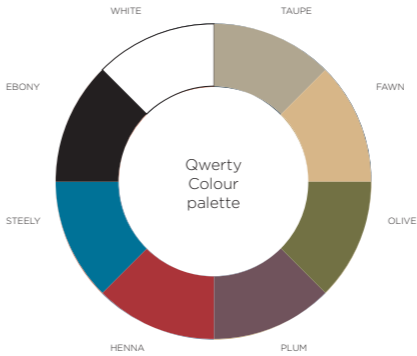
5. BRAND TOOLKIT : Colour palette

Two primary and six secondary colours have been selected to distinguish the Qwerty brand.

The Qwerty palette of colours should be used solid wherever possible. Please ensure these colours are specified correctly.

Note: the master artworks for the Qwerty brand mark are ALWAYS to be used. They are available in Pantone®, 4-colour, RGB and single colour formats. These artworks should cater for all your requirements and you should NEVER attempt to re-create them.

* Pantone® is a registered trademark of Pantone, Inc.



© QWERTY 2017 - BRAND TOOLKIT V1.1

SAFFRON RESTAURANT

BRAND TOOLKIT : ADVERTISING STYLES



The idea is what brunchers are thinking or say in hashtags - it's fun, cheeky and colourful.

We use the logo with the colour that matches the background and the visuals show nothing but a great time.

BRAND TOOLKIT : BRAND MARK COLOURS

- The logo is used as solid black and then any of the colours form the palette to match as close as you can to the background of the chosen image.
- If the secondary colour doesn't match closely you can select the border colour to match.



BRAND TOOLKIT : COLOUR PALETTE

- Three primary and three secondary colours have been selected to distinguish the Saffron Brunch brand.
- The Saffron Brunch palette of colours should be used solid wherever possible. Please ensure these colours are specified correctly.

Note: the master artworks for the Saffron brand mark are ALWAYS to be used. They are available in 4-colour, RGB and single colour formats. These artworks should cater for all your requirements and you should NEVER attempt to re-create them.



ADVERTISING



BRAND TOOLKIT : TYPOGRAPHY

- A striking font collection has been chosen for Saffron Brunch to help create the visual image.
- Used consistently and correctly, they help create a powerful and instantly recognisable typographic style.

a

a

a

Primary headline font - Graphik Black

Simust, ut quam, net dolorenducia et molestr upattem dolupic tempel ipsumquis ento qui audipic laecerlosa nos ullupitae sitae consecus rerero con nitaquate doluptas alicae preiciae nia intia nonsequas nisquat eucallam lore occab iscit mi, qui as ese cori nobitate aut optatet rennam hilla cus il magnit, corem

Primary body font - Graphik light

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Primary web font - Trebuchet

Nonet rerum accus simust, ut quam, net dolorenducia et molestr upattem dolupic tempel ipsumquis ento qui audipic laecerlosa nos ullupitae sitae consecus rerero con nitaquate doluptas alicae preiciae nia intia nonsequas nisquat eucallam lore occab iscit mi, qui as ese cori nobitate aut optatet rennam hilla cus il magnit, corem

BRAND TOOLKIT : PHOTOGRAPHY

Images are powerful, persuasive and hold sway over the written word. Drawing you in, they prove to add meaning, clarity and a sense of place and time in ways that words seldom can.

Faces

When using people as the subject matter ensure that the photographs have a positive feel and seem to capture a moment in time. Images should never look staged or posed.

At all times the photography we use should be reflective of the premium of the Saffron Brunch brand. Well-chosen stock imagery is recommended and composites should NEVER be used.

The images must show bright, fun colours with people having a great time and fall in line with the creative which is things that our brunchers are thinking or saying.



INFOGRAPHICS

IRENA ADFD PROJECT FACILITY



7TH CYCLE OPEN FOR APPLICATIONS

The International Renewable Energy Agency (IRENA) and the Abu Dhabi Fund for Development (ADFD) are pleased to announce the official opening of the seventh cycle of the IRENA/ADFD Project Facility.

Summary project proposals will be accepted through the Facility's online system between **12 November 2018** and **14 February 2019**.

However applicants can begin working on their proposals online now.

Government-driven and **national priority renewable energy projects in developing countries** that are replicable, scalable and potentially transformative are encouraged.

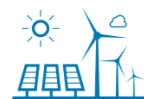
For further information and to start working on your application, visit www.irena.org/adfd

Contact us at adfd@irena.org



OVER 120
COUNTRIES ELIGIBLE

OVER
50M
USD AVAILABLE



Renewable energy technologies



Full feasibility study



Government guarantee required

USD 5m-15m
for each project,
covering up to 50% of
the total project costs

1% or 2%
loan rates;
20-year loan period with
5-year grace period



IRENA
International Renewable Energy Agency

RAJAR Q3 2018 / WHAT YOU NEED TO KNOW

markettiers
The Broadcast Specialist

YEAR ON YEAR RADIO WEEKLY REACH

48.6 million
adults tuned in to their selected radio stations each week in Q3, 2018



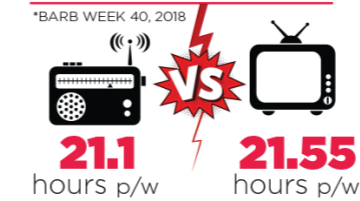
BBC AND COMMERCIAL RACE



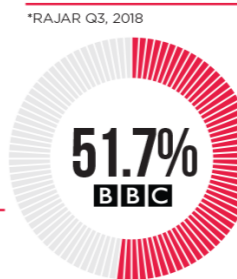
DIGITAL SHARE OF ALL RADIO LISTENING



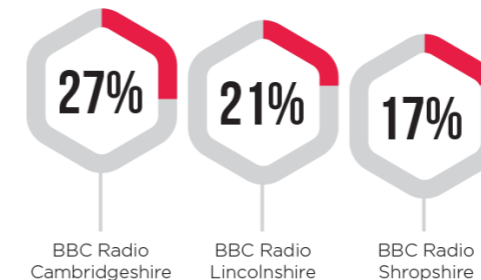
RADIO AND TV FIGHTING FOR ATTENTION



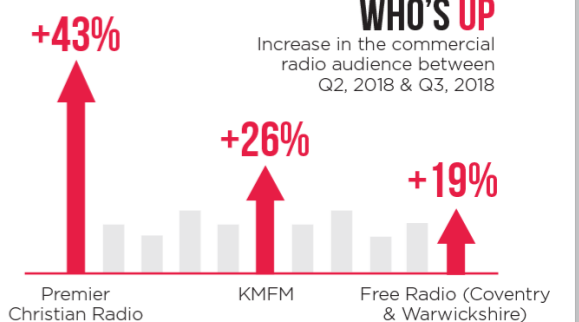
TOTAL BBC SHARE OF RADIO LISTENING



BBC LOCAL RADIO STATIONS ON THE RISE



ALL COMMERCIAL RADIO



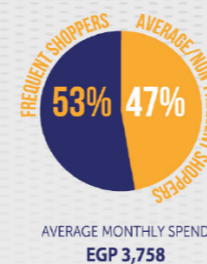
WHO'S UP

Increase in the commercial radio audience between Q2, 2018 & Q3, 2018

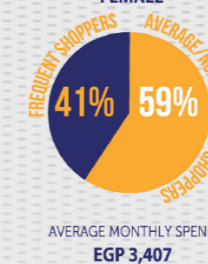
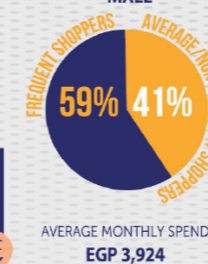
E-COMMERCE FREQUENCY AND SPENDING IN EGYPT

EGYPT IS A COUNTRY OF KEEN ONLINE SHOPPERS WITH A HUGE OPPORTUNITY TO GROW THE E-COMMERCE SECTOR

AVERAGE



GENDER



8% SHOP ONLINE EVERY DAY

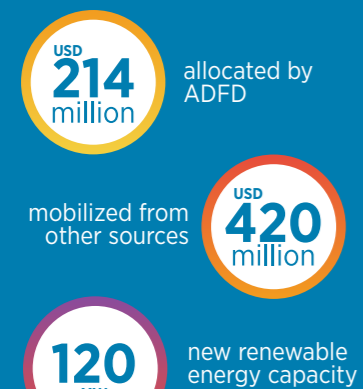
IRENA ADFD

PROJECT FACILITY

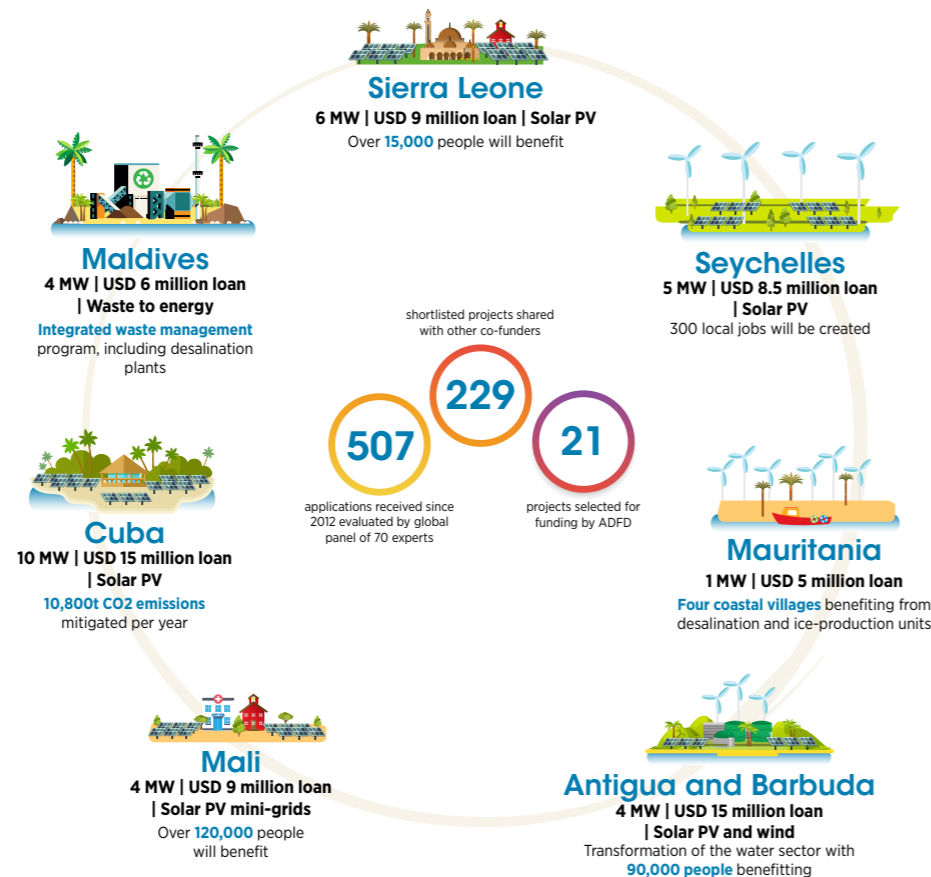
7-YEAR HIGHLIGHTS

The Facility has established an effective framework for evaluating renewable energy projects on technical, economic and socio-economic impacts.

Since the first selection of projects in 2014, seven projects have now reached construction stage, with commissioning expected in 2019.



7 projects at construction stage

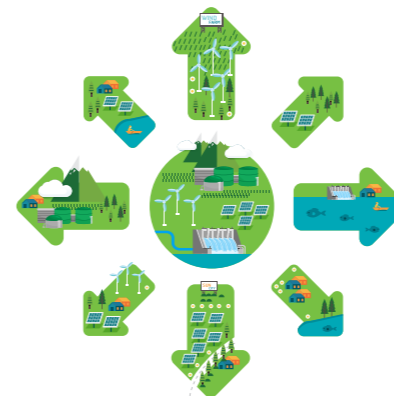


IRENA ADFD

PROJECT FACILITY

REPLICABLE

Projects provide models for other regions, driving sustainable development



www.irena.org/adfd

IRENA ADFD

PROJECT FACILITY

SCALABLE

Projects demonstrate efficient, effective business models and suitable design for scale-up



www.irena.org/adfd

IRENA ADFD

PROJECT FACILITY

TRANSFORMATIVE

Projects bring socio-economic benefits, improving the lives of people and communities



www.irena.org/adfd

KIDS ORAL HEALTH

PROBLEMS

Unchecked dental diseases can lead to sleep deprivation, missed school days, and a lack of concentration



Poor oral health can put kids at a disadvantage in school, as it can be connected to lower grades as well as overall health and happiness



TIPS



snö
QILW
دental Clinics

Superior . Gentle . Trusted

800 DENTIST
3369478
www.snoclinics.com

ENOC Internal Newsletter



Top 10

most viewed articles



Opened 153 times: Faces Across the Decades, ed. 2 (Company News)

Opened 112 times: Meet ENOC Group HR Director, ed. 5 (Internal Alerts)

Opened 74 times: Introducing LinkedIn Learning to ENOC Employees, ed. 1 (Company News)

Opened 64 times: Theme Parks: UAE, ed. 1 (Offer)

Opened 59 times: Photography Competition, ed. 3 (Company News)

Opened 55 times: Hotel Offers, ed. 5 (Offers)

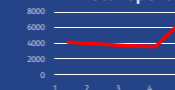
Opened 54 times: Travel Packages, ed. 3 (Offers)

Opened 46 times: ENOC Group expands its marine lubricant footprint to Europe, ed. 4 (Company news)

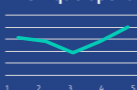
Opened 45 times: Travel Deals, ed. 1 (Offers)

Opened 41 times: Weight Loss Offer, ed. 5 (Offers)

Total opens



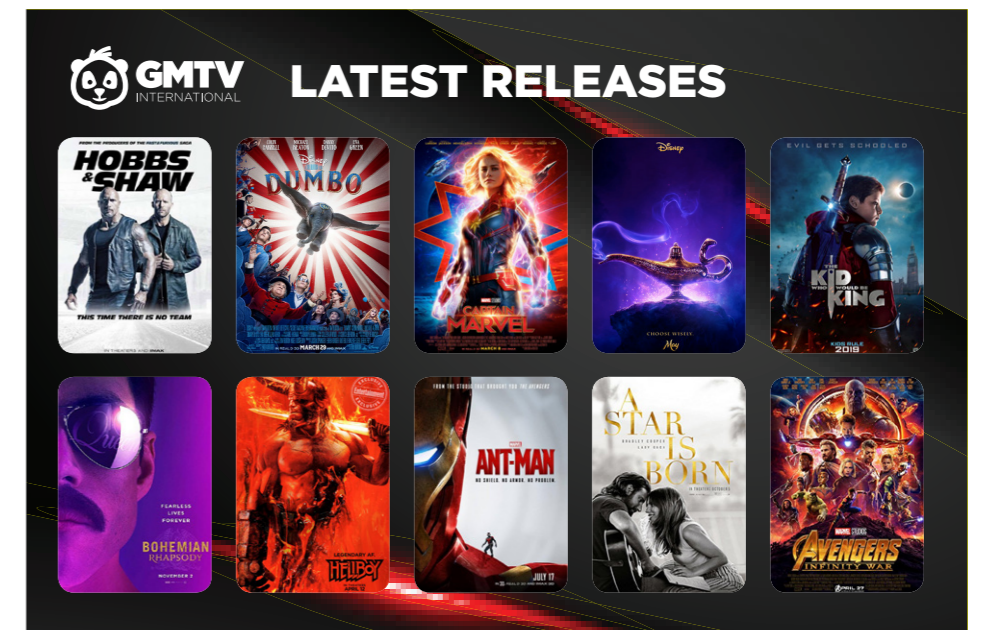
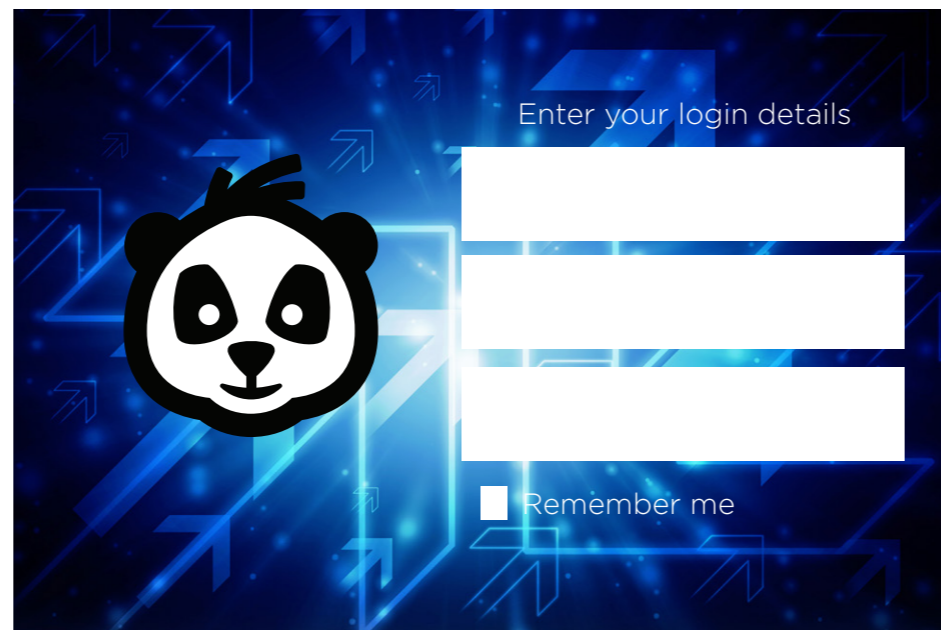
Unique opens



Total readership for each edition



TV



THANK YOU

David Spours
info@cucumberdesign.ae
+971 050 927 5492

