

# SUCCESS STORY

## EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT

INVESTMENT IN DIGITAL COMMUNICATIONS YIELDS  
SUPPORT FOR EUROPEAN BANK FOR RECONSTRUCTION  
AND DEVELOPMENT

### SITUATION

**Manual email system limits impact of events, usage of online resources and delivery of services.**

The European Bank for Reconstruction and Development (EBRD) helps businesses flourish, but the success of their objectives around growing entrepreneurship, innovation, and the successful transition to market economies are directly impacted by their ability to reach their audience with critical information.

EBRD needed a way to reach more people with communications that drove them to take action: whether it's attending an event, starting a financial investment project, watching a video or submitting a form online.

With a desire to reach more people and inform broader audiences about projects, initiatives and organisational success, the EBRD found that its existing manual email sending service lacked the robustness, scale, and flexibility to communicate how its activities were fulfilling its mission and mandate.

### SOLUTION

**GovDelivery provides greater reach and audience engagement.**

The EBRD implemented GovDelivery in 2012 to help meet the goal of reaching, educating, and engaging key audiences about its activities and business opportunities.



### ABOUT

The European Bank for Reconstruction and Development (EBRD) is a multilateral development bank, based in London, and the largest single investor in its region, instrumental in the push for transition to a market economy—serving central Europe to central Asia and across the southern and eastern Mediterranean.

*“GovDelivery has been one of the most effective ways that we have at our disposal to broadcast our message. It is certainly one of many ways, but it is very effective, easy to measure and the growth has been phenomenal”.*

**MARCUS WARREN**  
EDITORIAL HEAD, EBRD.COM



RESULTS

EBRD saw immediate results by integrating GovDelivery’s multi-channel communications platform into its website. When new web content is posted or updated, all relevant audiences are automatically alerted through email and other channels. Now EBRD’s audience stays informed when new information, resources and more are available.

In addition to the GovDelivery platform, EBRD has significantly grown the number of people it reaches through the GovDelivery Network. The Network allows EBRD to cross-promote content with other organisations, such as the European Space Agency and International Trade Administration. Through the Network, EBRD receives 200% more people signing up for information monthly. As a direct result of this audience growth, EBRD has also boosted engagement through social media and email, with email being one of the biggest sources of website traffic.

Event attendance is a critical offline activity for EBRD, and GovDelivery has helped to drive attendance at EBRD-hosted events, such as the Annual Meeting and Business Forum. This important yearly gathering is typically held in one of the countries where the EBRD invests, which allows shareholders to set priorities for the bank and business executives from all over the region to meet, exchange ideas and network.

“Now it’s not just about consuming content”, Warren said. “It’s about being alerted to opportunities to work with us and then doing so ... We are extremely happy [with the results]. If anything, we want to get more out of it because we see how powerful it is”.



METRICS

**35** COUNTRIES WHERE THE EBRD WORKS

**#1** REFERRER TO SITE AFTER SEARCH

**60%** STEADY ENGAGEMENT IN THE PAST YEAR



REAL-WORLD EXAMPLE

GovDelivery was instrumental in generating widespread interest about the 2014 Annual Meeting and Business Forum. Hosted in Warsaw, Poland, to coincide with the country’s 10th anniversary as part of the European Union and the 25th anniversary of the end of communism in the region, attendance and awareness surrounding the event was critical to EBRD. Leveraging GovDelivery outreach and audience tools to promote the event contributed greatly to its success.

*“GovDelivery helped us put out a lot of content around the Annual Meeting,” said EBRD.com Editorial Head, Marcus Warren. “That content garnered a lot of reach.”*

**MARCUS WARREN**  
EDITORIAL HEAD, EBRD.COM

**ABOUT GOVDelivery**

GovDelivery empowers government to create better lives for more people. More than 1,000 organisations worldwide use the GovDelivery platform and network to inform and engage over 80 million people. GovDelivery is the only digital marketing platform exclusively for public sector organisations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.