



Communications Strategy with the Chapters

Approved: October 2008

Background

The Association recently began a process aimed at improving communications with the Chapters since they had expressed their perception that these are sporadic and relations with the Board of Directors are developed in an environment of little trust, characterized by frequent complaints and the perception that the requests of the Chapters are not answered in a timely manner and that there is no follow-up of the issues raised.

Around

The demographic dynamics of the participants in the Staff Retirement Plan, the changes in the economy of the member countries and the realignment of the Bank's structure have had in recent years an unforeseen impact on the way retirees are affected in person and health benefits, as well as in communication mechanisms with the Board of Directors and with the Bank offices responsible for managing these important programs.

The demographic change is reflected in the fact that, at the end of 2007, there were 1,791 retired participants, about 53% of the total, exceeding for the first time the number of active Bank participants. Retirees residing outside the United States numbered 544 as of August 2008, representing 33% and located in 38 member countries, which indicates a complex and diverse geographic distribution that is reflected in the use of retirement benefits.

Current Situation

Associates face difficulties in timely availability of information on the different issues related to their retired status and the status of the management of their requests. This is most evident for residents outside the Washington area, particularly in the process of requesting reimbursement for expenses for medical services in countries outside the United States and in cases of questions about the payment of pensions and their updates, when the expenses are made in currencies of countries other than those of the currency of payment of the pension.

The Board of Directors, on several occasions and through its representatives in the different Committees, has continued to discuss these circumstances with the Administration and the offices responsible for benefits to retirees. However, the dispersed location of the members, the

complexity and diversity of the issues usually involved, and changes in personnel at the Bank have slowed progress in finding solutions, making it difficult to inform partners of concrete results.

Strategy

In order to better focus and orient communications with associates residing outside the Washington area, the Association decided to formulate the strategy described below, the text of which was consulted with the Chapters and approved by the Board of Directors on October 14, 2008.

La estrategia consiste en:

1. The systematic Follow-up and attention to the formal communications on the matters raised to the Board of Directors of the Association, the Bank Administration, or the Retirement Fund by the associates or by the Chapters;
2. The structuring of a system to ensure the access of the Chapters and associates to the information, using the available electronic means to facilitate the transmission and exchange of messages between the Directory and the membership;
3. The promotion of the establishment of new Chapters in countries where the associates reside and that do not yet have a local organization, and the establishment of focal points, in countries or cities where there is no established Chapter, to ensure a better dissemination of information;
4. The greater integration of the Chapters in the committees and activities of the Association using electronic means such as the Internet and videoconferencing;
5. The greater linkage of the Bank's representations in supporting the work of the Chapters and the communication of the associates with the Bank's service bodies for retirees. The representations could collaborate with the Chapters, in the same way that is done in Washington and in some representations, facilitating the necessary space to hold the meetings and the access of the Chapters and its members to a computer for official communications and information with the Bank, the Retirement Fund, the Medical Insurance Office, the Credit Union, the Association and between Chapters. In addition, they could assign an official from each representation to be the liaison with the members of the Chapter and facilitate the issuance of identification for retirees and to help with issues such as the homogenization of forms, procedures and delivery mechanisms to process claims for medical expenses;
6. The programming of informative visits to the Chapters or groups or retirees, when one of the members of the Board of Directors, on a personal trip, visits a country where the associates reside;

7. The establishment of a Campaign for Associates to visit and participate in the Association's website and for those who have an email address, provide it to the Association in order to proceed with a faster, more efficient, and cheaper delivery of the available information, including the Bulletins and information on the Association and the Bank. The Campaign would contain activities to encourage the establishment of email addresses for members who do not yet have one or who do not have a computer equipment in their place of residence and;
8. Other complementary actions to make communication between the Association and retirees efficient and fluid.

These points constitute an ambitious goal to improve communication with associates and to guide the Association's action in meeting the needs of members who face limitations in enjoying the benefits inherent to their status as retirees.

The implementation of this strategy contemplates activities for immediate execution and in the short and medium terms that will require a coordinated effort of the Association with the IDB Administration, through the different committees involved, the Chapters and particularly the Country Offices, the Retirement Fund, and the Medical Insurance Program.