

# Toolkit: 4th International Conference on Financing for Development (FfD4)



**Dates:** June 30 – July 3, 2025

**Location:** Seville, Spain





This digital toolkit is designed to help Members, partners and allies amplify the presence and messages of [Club de Madrid](#) and its partners at the [4th International Conference on Financing for Development \(FfD4\)](#).













 Club de Madrid will co-lead **two official side events** and an activity **with Oxfam**:

1. **High-Level Dialogue and Reception with Oxfam** – July 1, 19:00, Only YOU Hotel Seville
2. **Financing an Equitable, Fair, Inclusive and Resilient Future (Co-lead with Plataforma CIPÓ and ImPACT Coalition on IFA-FfD)** – July 2, 08:30, FIBES (Room 17)
3. **Strengthening Principles for Global Cooperation in the Financing for Development (FfD) IV Outcome Document (Co-lead with GPIN and ImPACT Coalition on IFA-FfD)**– July 2, 12:30, FIBES (Room 19)

These sessions highlight our Members’ contributions to climate finance, global public investment, multilateral legitimacy, and civil society cooperation. The toolkit includes suggested posts, and hashtags, handles, visuals, and resources to support aligned messaging across platforms.


## Key Moments to Amplify

Date	Action/Post	Description
<b>June 12 (Posted)</b>	 Michelle Bachelet video	Launch of campaign with Member message on leadership
<b>June 16 (Posted)</b>	 Moussa Mara video	Voices from the Global South
<b>June 20</b>	 Least Developed Countries (LDC) priorities + CdM positioning	Reference to APD messages #10 and #7
<b>June 23</b>	 “From Nairobi to Seville” social post (Post 1)	Framing continuity of CdM messaging from APD25 to FfD4



<b>June 24</b>	 Save the Date + Agenda + FEDI teaser	Announcing Post - Teaser for Club de Madrid presence and side events
<b>June 25</b>	 Youth & LDC financing gaps content	Focus on APD #5 and #18 – Intergenerational justice
<b>June 26</b>	 Side Event preview: Financing Resilience	Promo Side Event 1
<b>June 27</b>	 Side Event preview: GPI (with GPIN)	Promo Side Event 2
<b>June 30</b>	 “1 Week to Go” + quote carousel	Final countdown
<b>July 1</b>	 Sevilla Platform for Action launch post	Align messaging with @UNDESA and @C4UNWN narrative
<b>July 1</b>	 High-Level Panel + Reception (Oxfam)	Panel on inequality, debt & development finance (Only YOU Hotel, 19:00–21:00)
<b>July 2</b>	 Side Event #1: Climate Finance	STREAMING 08:30–10:00
<b>July 2</b>	 Side Event #2: Global Public Investment (with GPIN)	STREAMING 12:30–14:00
<b>July 1–4</b>	 Daily live content from Seville	Quotes, short videos, behind-the-scenes from Club de Madrid Members
<b>July 4</b>	 Final recap + thank-you post	Closing reflections + next steps
<b>July 8</b>	 Top 5 quotes + recap video + outcomes infographic	Visual storytelling to link Seville with G20, UNGA and COP30 agendas

## Suggested Posts

### ◆ General Campaign Message


 “We cannot solve 21st-century challenges with 20th-century finance.”  
At #FfD4, @ClubdeMadrid calls for fair, inclusive and sustainable financing.  
#Financing4Development #ClubdeMadrid #FinanceJustice

### ◆ From Nairobi to Seville

 From Nairobi to Seville, our message remains clear:  
At #APD25, @ClubdeMadrid launched 7 Calls to Action for fairer finance.  
At #FfD4, its Members amplify them through action.  
 Join our side events on equity, reform and cooperation.  
#FfD4 #Financing4Development #GlobalCooperation #SevillaPlatform

### ◆ Side Event – Climate Finance

 July 2 | 08:30 | FIBES Room 17

 “Climate finance is not a luxury — it’s a necessity.”

Join our session on building financial resilience in the face of inequality.  
#ClimateFinance #Financing4Development #FfD4 #SevillaPlatform

## ◆ Side Event – Global Public Investment (GPI)

 July 2 | 12:30 | FIBES Room 19

Global problems require global solutions.


Join @ClubdeMadrid + @GPINetwork to rethink cooperation:

“All contribute. All benefit. All decide.”

#GlobalCooperation #FfD4 #Financing4Development #LeadershipMatters

## ◆ Oxfam x CdM Panel

 July 1 | 19:00 | Only YOU Hotel

 Extreme inequality calls for urgent reform.

Join our dialogue on financing development in a changing world.

#FinanceJustice #SevillaPlatform #FfD4 #LeadershipMatters

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## Club de Madrid Member Engagement

### Members Confirmed:



- [Carlos Alvarado](#) (President of Costa Rica, 2018–2022)
- [Aminata Touré](#) (Prime Minister of Senegal, 2013–2014)

### Key Engagements (selected):

Monday 30 June

- 12:30–14:00 | Igarapé Side Event: Bridging Global Agendas: Scaling Up Financing for People and Planet from FfD4 to COP30  
 Room 8 |  Speaker: President Alvarado
- 14:30–16:00 | FEPS: New Strategic Partnerships for Development  
 Venue TBC |  Speaker: PM Touré

Tuesday 1 July

- 14:30–16:00 | GWL Voices: Financing Women for a Fair Future  
 Room 5 |  Speaker: PM Touré

## Register | Streaming links

 Oxfam Activity In-Person Registration:

<https://www.eventbrite.com/e/financing-development-in-an-era-of-extreme-of-inequality-tickets-1389744937519?aff=oddtcreator>

 Resilient:

<https://clubmadrid-org.zoom.us/meeting/register/tnOCnmqgStKmfhxmj3TQdQ#/registration>

 Principles:

[https://clubmadrid-org.zoom.us/meeting/register/S2POOdNPS12x9Zs7J44\\_cw\\_-\\_/registration](https://clubmadrid-org.zoom.us/meeting/register/S2POOdNPS12x9Zs7J44_cw_-_/registration)

## Assets (Pics & Videos)





The banner features a background image of a large conference hall with a world map and data visualizations. At the top, logos for **gpin**, **CLUB DE MADRID**, and **ImPACT** are displayed. The main title is centered in bold black text. Below it, the date and time are listed, followed by the location. At the bottom, a line of text provides context about the event being a side event at the 4th International Conference on Financing for Development (FFD4).

**Strengthening Principles for Global Cooperation in the Financing for Development (FfD) IV Outcome Document**

**July 2 | 12:30 - 14:00 | FIBES, Room 19**

Side Event at the 4th International Conference on Financing for Development (FFD4),  
Sevilla, Spain, 30th June - 3rd July 2025





Side Event Card for Canva:

[https://www.canva.com/design/DAGmmkyqpE/wPIpGYuZVGokE88awSs3TA/view?utm\\_content=DAGmmkyqpE&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAGmmkyqpE/wPIpGYuZVGokE88awSs3TA/view?utm_content=DAGmmkyqpE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

## Social Handles

### Club de Madrid – Official Channels

- Twitter (X): @ClubdeMadrid
- Facebook: [facebook.com/ClubMadrid](https://www.facebook.com/ClubMadrid)
- Instagram: @club\_de\_madrid
- LinkedIn: [Club de Madrid – LinkedIn](#)
- YouTube: Club de Madrid

### Partners & Allies

@aminatatourekIk

@CarlosAlvarado

@PlataformaCipo

@UNFoundation  
@juliegarfieldtkofoed  
@GWLVoices  
@GreenGuaranteeCompany  
@SEGIBdigital  
@FinancingUN  
@UNDESA  
@C4UNWN  
@GPINetwork

+ more

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## Hashtags

### Primary

- #FfD4
- #Financing4Development
- #ClubdeMadrid

### Secondary

- #FinanceJustice
- #GlobalCooperation
- #ClimateFinance
- #ICRIT
- #LeadershipMatters
- #SevillaPlatform
- #LDCVoices
- #GPI
- #CancelTheDebt
- #EconomicJustice
- #FeministForum

📌 Use #SevillaPlatform for references to the UN DESA framing

📌 Use #CancelTheDebt, #EconomicJustice and #FeministForum when aligning with civil society campaigns

More info - Contact:

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