SELECTED WORK · INTERNATIONAL CAMPAIGNS & POLICY COMMUNICATION

Public Affairs Campaigns & Policy Thought Leadership

Waldemar Ingdahl

I turn complex policy questions into coordinated international communications: shaping the message, bringing specialists together, producing editorial and digital content, delivering events and media outreach, and evaluating what happened.

PUBLIC AFFAIRS CAMPAIGNS

01 Democracy 10 / G7 2021 — policy campaigning, expert engagement and BBC World News

02 Global Health Security / World Health Assembly 2022 — expert coordination and international policy communications

03 UN75 / The Future We Want – The UN We Need (2020) — high-level webcast and cross-border coordination

POLICY & THOUGHT LEADERSHIP

04 World Climate Bank — developing an international climate-finance policy conversation

05 Institute for Futures Studies — research communications tested across seven projects

ADDITIONAL PROOF OF EXECUTION

Digital publishing and AI prototyping: New Shape Library and Journal Factory (Lovable).

Evidence standard: each case distinguishes my personal work from the wider organisation’s outcomes. Media exposure and engagement are not presented as proof of policy adoption.

01 / PUBLIC AFFAIRS CAMPAIGNS

Democracy 10 — communicating a G7 proposal

Global Challenges Foundation · 2021 · International media and expert engagement

THE CHALLENGE

A proposal to expand the G7 into a “Democracy 10” entered debate at a politically significant moment. The task was to move beyond a single policy brief and give competing arguments a place in the discussion.

MY CONTRIBUTION

I designed and ran communications around Daniel Schatz’s policy brief; commissioned responses from Chatham House’s Hans Kundnani and the Alliance of Democracies Foundation’s Jonas Parello-Plesner; conceived and produced a podcast; briefed contributors; and managed editorial, stakeholder, organic and paid distribution. I pitched and secured a BBC World News interview with research director Magnus Jiborn, and widened his briefing to cover the changing G7 news agenda.

WHAT WAS DELIVERED

Policy brief; expert commentary; podcast; digital distribution; broadcast interview preparation and media placement.

OUTCOME AND EVIDENCE

The BBC World News interview aired during the G7 Leaders’ Summit. The D10 proposal was not adopted. The proven result is coordinated campaign delivery and international media access, not a policy decision.

WHAT THIS DEMONSTRATES

I can connect an active policy window to commissioned thought leadership, digital production and earned media.

SELECTED ORIGINAL MATERIAL

Watch the BBC World News interview

Read my published account of the campaign

02 / PUBLIC AFFAIRS CAMPAIGNS

Global Health Security — World Health Assembly

Global Challenges Foundation · Brief 2021 / WHA 2022 · International policy communications

THE CHALLENGE

During COVID-19, a brief by David Heymann, Ilona Kickbusch, Chikwe Ihekweazu and Swee Kheng Khor argued for understanding global health security through health systems, public-health capacity and population health. Its relevance needed to be communicated within a live international policy debate.

MY CONTRIBUTION

I designed communications for the brief and coordinated messaging, materials, timing and stakeholder outreach involving its four authors ahead of the 2022 World Health Assembly in Geneva. I also developed and editorially coordinated a companion podcast with David Heymann and Karolinska Institutet professor Göran Tomson.

WHAT WAS DELIVERED

Expert-coordinated messages and materials, policy-brief promotion, stakeholder outreach and a supplementary expert podcast.

OUTCOME AND EVIDENCE

The communications were aligned with the WHA policy window. Specific policy uptake or institutional adoption has not been established and is not claimed.

WHAT THIS DEMONSTRATES

I can coordinate expert-led content across countries and disciplines while meeting a fixed international policy deadline.

SELECTED ORIGINAL MATERIAL

Read the original Global Challenges Foundation brief

Read my account of the communications work

03 / PUBLIC AFFAIRS CAMPAIGNS

UN75 — delivering an international webcast

Global Challenges Foundation · 24 April 2020 · High-level event and stakeholder coordination

THE CHALLENGE

COVID-19 disrupted the planned in-person discussion on multilateralism and global governance. The team needed to reconfigure the event rapidly while keeping ministers, international speakers and institutional partners aligned.

MY CONTRIBUTION

I supported the transition to a live international webcast: liaison with Swedish and Luxembourg foreign-ministry contacts and speakers; research on the policy context; assistance to moderator Jens Orback; website publication; social-media communication; and media outreach and follow-up.

WHAT WAS DELIVERED

A webcast with Swedish Foreign Minister Ann Linde, Luxembourg Foreign Minister Jean Asselborn, UN75 Special Adviser Fabrizio Hochschild-Drummond, UN ambassadors, researchers and civil-society representatives.

OUTCOME AND EVIDENCE

The webcast went ahead on 24 April 2020. My published account also reports international government and media follow-up. I do not claim sole ownership of the event or a policy change.

WHAT THIS DEMONSTRATES

I can combine senior stakeholder coordination, digital publication and practical event execution when circumstances change.

SELECTED ORIGINAL MATERIAL

Read my account of the UN75 event

04 / POLICY & THOUGHT LEADERSHIP

World Climate Bank — making an unfamiliar idea discussable

Global Challenges Foundation · International climate finance and institutional design

THE CHALLENGE

John Broome and Duncan Foley proposed a World Climate Bank to finance long-term decarbonisation. The communications problem was to make an unconventional institutional proposal accessible to the networks debating climate finance and global governance.

MY CONTRIBUTION

I designed and coordinated communications around the brief; developed formats for distinct audiences; identified, contacted and briefed expert contributors; and commissioned and coordinated a written response from Gustaf Arrhenius. I developed and hosted a podcast with Broome, Foley and economist Augusto Lopez-Claros, then brought the proposal into relevant events and policy networks.

WHAT WAS DELIVERED

Policy brief communications; expert commentary; moderated podcast; distribution into professional and policy discussions.

OUTCOME AND EVIDENCE

The outputs provided multiple entry points into the proposal. No institutional adoption is claimed; the evidence demonstrates thought-leadership production and expert engagement.

WHAT THIS DEMONSTRATES

I can translate complex finance and governance concepts into a coordinated expert-led communications programme.

SELECTED ORIGINAL MATERIAL

Read my published account of the project

05 / POLICY & THOUGHT LEADERSHIP

Research communication — from testing to implementation

Institute for Futures Studies · 2024–2025 · Seven research projects

THE CHALLENGE

Researchers needed more effective ways to bring complex findings to policymakers, civil servants and other professional audiences—without mistaking reach for use.

MY CONTRIBUTION

As operational project lead, I planned and tested targeted policy briefs, newsletters and webinars; selected audience groups and formats; wrote and edited content; published web material; produced and moderated webinars; coordinated researchers and management; and evaluated results through analytics, surveys, interviews and feedback.

WHAT WAS DELIVERED

An 18-month development programme applied across seven projects, with reusable formats and recommendations for future research communication.

OUTCOME AND EVIDENCE

In specific newsletter tests, reported open rates ranged from 55–92% and click-through rates from 6–27%. Researchers reported new contact with public agencies and other stakeholders. These figures describe individual tests, not organisation-wide campaign performance or proven policy change.

WHAT THIS DEMONSTRATES

I can plan, produce and evaluate policy-focused content, then turn the findings into more repeatable ways of working.

SELECTED ORIGINAL MATERIAL

Read my published account of the work

Read my account of the findings

ADDITIONAL / HANDS-ON PRODUCTION

Selected digital and editorial work

New Shape Library

For Global Challenges Foundation’s New Shape Prize, I reviewed, structured, categorised and published the 60 semifinalists’ proposals using a complex publishing database. I also supported editorial assessment and helped an external PR agency identify proposals with media potential.

Explore the New Shape Library

Journal Factory — built with Lovable

I designed and built a working prototype for AI-assisted editorial decisions, reporting and separate source verification. The prototype makes the decision to proceed, report further or reject a story explicit before publication.

Try the Journal Factory prototype

Other relevant international work

G7 Taormina (2017): research and on-the-ground distribution of policy material. New Shape Forum (2018): video interviews and international event communications. Cryonics in Sweden (2026): programme and communications support, co-moderation and follow-up policy and media materials.

CONTACT & FULL PORTFOLIO

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This is a curated selection of documented work for international public affairs and policy-communications roles. Original third-party sources are linked where available; statements about my contribution are drawn from my project accounts and materials.