

Twelfth meeting of the Technology Executive Committee

United Nations Campus (AHH building), Bonn, Germany
5-8 April 2016

Cover note

Draft Communications and Outreach Strategy of the Technology Executive Committee

I. Background

1. At its 10th meeting, the Technology Executive Committee (TEC) considered a proposed outline of the outreach and communication strategy of the TEC, and provided inputs on the elements of the document. The TEC agreed to further elaborate its outreach and communication strategy with advice and inputs from experts in this area and to finalize its strategy at a future TEC meeting in 2016.
2. The communications and outreach strategy of the TEC will describe the purpose, approach and communication and outreach activities to complement the activities of the TEC rolling workplan, with the objective of fulfilling its functions and mandates to facilitate enhanced action on technology development and transfer. Such a strategy document could also assist the TEC in its reflection and promotion of the important role of technology and the unique positioning of the Technology Mechanism to help Parties to achieve the objectives of the Convention.
3. The communications and outreach strategy is a step forward from “Guidelines on the dissemination of documents prepared by the TEC” adopted by the TEC at its 7th meeting, and will cover broader principles and means for communications for all activities and outputs of the TEC.
4. At its 12th meeting the TEC is expected to consider and agree on its new rolling workplan. Therefore, consideration of a communications and outreach strategy to support the implementation of this new rolling workplan is very timely.

II. Scope of the note

5. To facilitate the TEC’s consideration, a draft communications and outreach strategy has been prepared by the secretariat with advice and inputs from communication and outreach experts of the UNFCCC. The draft strategy is contained in the annex to this note.

III. Expected action by the Technology Executive Committee

6. The TEC will be invited to consider this draft strategy, and agree on a communications and outreach strategy of the TEC.
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Annex

Communications and Outreach Strategy of the Technology Executive Committee

I. Introduction

1. As the policy arm of the Technology Mechanism, the Technology Executive Committee (TEC) has produced a wealth of information over the period 2011-2015, including policy briefs (called TEC Briefs), key messages and recommendations, and guidance on technology roadmaps and the technology needs assessment (TNA) process. This communications and outreach strategy aims to enhance the visibility of the TEC's output, both with respect to Parties and relevant stakeholders, as well as with respect to a wider audience and the informed public. It further aims to showcase the relevance and importance of the TEC's and the Technology Mechanism's output in the context of the Paris Agreement, and in the context of the broader drive towards sustainable development. It will also highlight the coherence and synergies within the Technology Mechanism as its bodies work together to support Parties.
2. The TEC is currently in the process of developing its rolling work plan for 2016-2018, from which further valuable output is likely to flow. This communications and outreach strategy will support and enhance the visibility of the TEC's output in particular for this period.
3. Effective and impactful communications and outreach hinges first and foremost on a clear identification of the purpose (the 'why'), the audience (the 'who'), the content and messages (the 'what'), the means or vehicles for communicating (the 'how') and the timing of communicating (the 'when'). These elements will be addressed in greater detail below.

II. Purpose and objectives – 'why'

4. Clean, environmentally sound and safe technologies play a key role in responding to and addressing climate change, as well as in achieving a sustainable and prosperous world. They act as an agent of change and if widely deployed, can increasingly put countries on a sustainable, climate-resilience, low-emissions development pathway. However, for this, the right policies and incentives need to be in place.
5. The TEC's work and output over the period 2011-2015 has filled a part of this gap through its TEC Briefs, key messages and recommendations. It will continue to fill this gap through the implementation of the new rolling workplan, which organizes the TEC work into work streams with identified strategic outcomes: (i) increase Parties' access to technology analyses, guidance, policy recommendations, road maps and other facilitative tools to support their enhanced action on mitigation and adaptation; (ii) Parties receive effective support to accelerate the implementation of technology policy recommendations, action plans, programmes and projects; (iii) Parties are served by the Technology Mechanism in a coherent and effective manner.
6. The work of the TEC over the period 2011-2015 together with the outcomes of these work streams have the potential to make a solid contribution towards sustainable, climate-resilience, low-emissions development pathways, and, by implication, to the long-term goals identified in the Paris Agreement and the objective of the Convention. Yet for this potential to be maximised, the role of the TEC, as well as its products, need to be elevated and promoted to a wider audience by means of communications and outreach. Specifically the products, the contents of which can function as a very useful aid to policymakers and other stakeholders, would need to be highlighted. Overall, such a promotion will have the added benefit of showcasing the achievements of the TEC over the period 2011-2015. It will also contribute to showing the move towards implementation, thus taking forward the successes reached at the twenty-first session of the Conference of the Parties (COP 21) in Paris.
7. The purpose of the communications and outreach strategy of the TEC to support its new rolling workplan would thus be:

- (a) To create public awareness for the central role of technologies in the transition to sustainable, low-emissions and climate resilient development pathways;
- (b) To showcase the key role that the TEC plays in supporting countries to transition on to such pathways, by highlighting the TEC's output since its inception and the outputs of the work streams under the rolling workplan;
- (c) To ensure that the output of the TEC can be easily accessed and used by decision-makers, policymakers and other key stakeholders, especially in developing countries, either as guidance or as best practice examples;
- (d) To communicate to a wider audience the coherence and synergies within the Technology Mechanism as its bodies work together to support Parties implementing the Paris outcomes.

III. Target groups and approach – ‘who’ and ‘what’

8. The TEC has produced a wealth of information over the period 2011-2015. It will not be possible – and it may not be relevant - to promote the entirety of this output. In this sense, it will be important to carefully select which information should be communicated from a strategic point of view. The information to be communicated should have direct relevance to the key target groups, while supporting the strategic outcomes of the TEC work as per its workplan.
9. To date, the output of the TEC has been visible first and foremost to Parties and their delegations. Through meetings of the TEC and side events, the audience may also have included representatives from a variety of non-governmental organizations (NGOs) and intergovernmental organizations (IGOs). Yet to really promote the TEC and its products, it may be beneficial to widen the audience and to identify it with greater exactitude.
10. The important output of the TEC needs to be readily accessible to policymakers in the developing world in a targeted manner. This would include Ministers, other senior decision-makers, and senior officers who develop and implement policies.
11. Another key target audience could be financial institutions, the Global Environment Facility (GEF) and the Green Climate Fund (GCF) and regional development banks. Furthermore, the work of many bilateral development agencies and UN organisations may benefit from being informed of the TEC's output.
12. In terms of innovation, research and development (R&D), developing country policymakers and technology experts in the academic world and research institutes/organizations could constitute a target group.
13. With respect to implementation, as well as innovation and R&D, the specialised private sector could constitute another key target group.
14. The TEC may wish to consider which target groups could be included to widen the audience. The purpose and objectives as set out in section II may serve as a useful guide to select the information.

IV. Examples of possible activities – ‘how’ and ‘when’

15. This section provides some examples of the means of communications and associated timing, to illustrate the approach and identification of target groups as explained above. As such it does not necessarily represent of what the TEC will undertake to implement this communication and outreach strategy.
16. Communications and outreach activity specific to certain activities of the rolling workplan will need to be considered by the TEC when considering the detailed activities of the new workplan, taking into account availability of resources.
17. Example of possible activities include:

- (a) Reaching Ministers and senior decision-makers: a high-level report that summarises the output of the TEC over the period 2011-2015 as an 'anniversary publication'. Such a publication would be designed to make it attractive and include information on where more information can be found. It would be sent to Ministers/Ministries, development organisations and financial institutions around the world. It could also be accompanied by a dedicated webpage on the technology information clearing house TT:CLEAR;
- (b) Promoting technology as a key component in the transition to a sustainable, climate-resilient, low-emissions development pathway: A series of articles that describe case-studies from developing countries and link them to policy recommendations that the TEC has produced. These articles would be published on the UNFCCC newsroom with relevant links to more information. This would be supported by UNFCCC's social media and could be an activity that stretches across the new rolling workplan period;
- (c) Making policy recommendations and guidelines accessible to policymakers: resources permitting, a separate policy options database could be constructed that is user-friendly and easily accessible. This could be launched as a product of the TEC at COP 22;
- (d) Reaching the private sector: producing an overview of which policies have been adopted in which countries. This could be promoted via the expert media, such as cleantechia and others, as well as via the UNFCCC newsroom, TT:CLEAR and social media;
- (e) An annual executive summary style publication of the TEC's annual policy key messages and recommendations. E.g. in the style of the World Energy Outlook by the International Energy Agency, Executive Summary.

V. Timeline and monitoring and review

18. This communications and outreach strategy is a living document. It will be updated and revised as may be deemed necessary by the TEC.

19. The TEC will periodically monitor and review the implementation of its communications and outreach activities, and hence the effectiveness of the communications and outreach strategy. The review may also be used to inform any future efforts and re-adjust the strategy, as required.