**Ninth meeting of the Technology Executive Committee**

**Langer Eugen, Bonn, Germany**
**18–21 August 2014**

**Background note**

## Communications and Outreach Strategy
## of the Technology Executive Committee

## I.  Introduction

### A.  Background

1.    At its 8th meeting (TEC 8) the Technology Executive Committee (TEC) adopted its two-year rolling workplan for 2014-2015. One of the activities the TEC planned for this year was to develop a communications and outreach strategy for the TEC.

2.    The communications and outreach strategy will describe an approach to communication and outreach activities to support TEC in undertaking its rolling workplan with the objective of fulfilling its functions and mandates to facilitate the effective implementation of the Technology Mechanism.  Such a strategy document could also assist the TEC in its reflection 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.    At TEC 7, the TEC adopted "Guidelines on the dissemination of documents prepared by the TEC"[1], containing guiding principles, audience and means for dissemination of TEC documents. The communications and outreach strategy document is a step forward from this Guidelines and intented to cover broader principles and means for communications for all activities of the TEC.
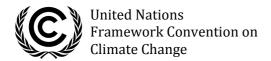
### B.  Scope of the note

4.    This background note presents a proposed outline for the outreach and communication strategy of the TEC and possible key elements for the document, which will be used as a basis for the TEC in developing a draft strategy for consideration at a future meeting.

### C.  Possible action by the Technology Executive Committee

5.    The TEC may wish to consider this proposed outline contained in the annex to this document and discuss the elements that should be included in the draft document.

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[1] http://unfccc.int/ttclear/templates/ttclear/sunsetcms/storage/contents/stored-file-20140506142056120/Guidelines%20Dissemination%20TEC%20documents%20-%20TEC7_adopted.pdf

United Nations
Framework Convention on
Climate Change

**Annex**

# Communications and Outreach Strategy of the Technology Executive Committee – Proposed Outline

## I.   Introduction

1.     This introduction section will highgliht the background for the development of this strategy document.

## II.   Purpose and objectives

2.     This section will contain the overall purpose and objectives for the communication and outreach strategy of the TEC, i.e. the "why". Contexts for consideration in defining the purpose and objectives may include how the TEC has so far contributed to the effective implementation of the Technology Mechanism according to its mandates and functions. It may also include consideration of promoting the role of technology and the Technology Mechanism in assisting Parties to achieve the objective of the Convention.

3.     The TEC communication and outreach strategy may be used to raise awareness of the profile, positioning, activities, and products of the TEC, and to direct attention to the importance of technology in supporting Parties in mitigating and adapting to climate change. It may also be used to support and promote the work of the TEC in general.

## III.   Principles and approach

4.     This section will highlight the general principles that the TEC would like to adopt in their communications and outreach activities to achieve the purpose and objectives as identified in Section II. They may be built and enhanced further on four guiding principles that the TEC agreed on the Guidelines for dissemination of TEC documents (efectiveness, efficiency, customization and timeliness).

5.     The general approach could highlight what means would be used, for example: publications, active dissemination of products, participations in technology related events and in meetings, organisation of relevant meetings and forums, enhaced use of web based tools including TT:Clear, provision of TEC inputs to documents or articles, use of media including social media.

## IV.   Activities

6.     This section will provide more detail on the specific communications and outreach activities to meet the objectives consistent with the approach above. For *each* of the objectives identified in Section II, the TEC will need to consider the following questions:

  (a)     what are the messages that the TEC would like to convey ?;

  (b)     who are the targeted audiences ? (e.g. governments/policy makers, NGOs, negotiators, industry, media, NDEs, etc);

  (c)     what are specific actions or means appropriate for the identified messages and the targeted audience;

  (d)     how long the action will take or be performed for ?;

  (e)     when is the most appropriate time to carry out the action or to introduce the product ? ;

  (f)     which are the other bodies/organisations or stakeholders that the TEC could potentially collaborate with in conducting the specific action ?;

(g)      what are the role of media (media engagement, social media) in case needed ?.

# V.    Monitoring and review

7.      This section will contain means to monitor and review the implementation of the activities, and hence the effectiveness of the communication and outreach strategy. The review may also be used to to inform any future efforts and re-adjust the strategy.

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