

## Draft strategy for disseminating documents prepared by the Technology Executive Committee

### Summary

- In order to effectively reach relevant stakeholders and disseminate information, TEC 6 agreed to develop a strategy to effectively disseminate documents produced by the TEC (TEC Briefs and other documents). TEC 6 also requested the secretariat to prepare a draft strategy for the TEC's consideration at its next meeting.
- This background paper contains a draft strategy for disseminating documents produced by the TEC. The TEC may wish to take into account the information contained in this document when considering its strategy on this matter.

## **Draft strategy for disseminating documents prepared by the Technology Executive Committee**

### **I. Scope**

1. The Technology Executive Committee (TEC), in undertaking the activities of its workplan, in accordance with its mandated functions and overall objective, may draft various documents, such as:

- (a) Background or technical papers;
- (b) TEC Briefs (technology/policy briefs);
- (c) TEC Flyers.

2. The dissemination of TEC documents may be guided by a set of principles (refer to section II), identification of the relevant audience (section III) and executed by different means or actions (section IV).

### **II. Guiding principles**

#### **1. Effectiveness**

3. The selection of a mean(s) or action(s) to disseminate a TEC document should be based on ensuring that the targeted audience is effectively reached and that the information contained in the document is effectively conveyed (e.g. language and style of document is appropriate for the targeted audience. See the section below on customization).

#### **2. Efficiency**

4. The selection of a mean(s) or action(s) to disseminate a TEC document should be based on ensuring that the resources used for the dissemination (e.g. people, time, material, etc.) are proportional to the objective to be fulfilled. In other words, it is recommended that a mean(s) or action(s) for dissemination should not be selected if it will require large resources for little impact.

#### **3. Customization**

5. The selection of a mean(s) or action(s) to disseminate a TEC document should be issued and based on an identification of the specific targeted audience and the type of document that is to be disseminated.

6. Selection of a mean(s) or action(s) should be based on the consideration of an appropriate document type for the targeted audience.

#### **4. Timeliness**

7. The selection of a mean(s) or action(s) to disseminate a TEC document should be based on ensuring that the document will be disseminated in a timely manner.

### **III. Audience**

8. The intended audience of a TEC document may include a broad range of stakeholders at the international, regional, national and subnational levels, including public institutions, the business community, academia and non-governmental organizations.

### **IV. Means or actions to disseminate documents of the Technology Executive Committee**

#### **A. Technology information clearing house**

##### **1. TEC documentation page**

9. A dedicated page on the technology information clearing house (TT:CLEAR) could be created under the 'Technology Executive Committee' page to post TEC documents (i.e. this page could be called 'TEC Documentation').

##### **2. TT:CLEAR homepage**

10. When a TEC document is finalized, it could be announced on the 'Latest News' carousel on the homepage of TT:CLEAR.

#### **B. Webcast of the meetings of the Technology Executive Committee**

11. Meetings of the TEC are webcast. During a TEC meeting, an announcement could be made when a TEC document is agreed upon, clearly identifying:

- (a) The document; stating its title, general scope and audience;
- (b) Where the document may be found (i.e. posted on TT:CLEAR on a specific section/page, etc.);
- (c) How the document will be disseminated, including whether it will be presented at an event or workshop.

#### **C. Preparation and distribution of hard copies**

12. Hard copies of TEC documents could be prepared for distribution, such as at various events or workshops (refer to section D below).

#### **D. Presentation at various events or workshops**

##### **1. Side events organized at sessions of the subsidiary bodies and the Conference of the Parties**

13. At the sessions of the Conference of the Parties and the subsidiaries bodies, a side event could be organized to present TEC documents.

**2. Meetings of relevant institutional arrangements under and outside of the Convention**

14. TEC documents could be presented at meetings of relevant institutional arrangements under and outside of the Convention.

**3. Workshops or other events**

15. TEC documents could be presented at relevant workshops or other relevant events.

**E. Webinars**

16. Webinars could be organized by the TEC to launch, present, explain and promote TEC documents.

**F. UNFCCC E-Newsletter**

17. TEC documents could be announced in the external E-Newsletter produced by the UNFCCC secretariat.

**G. Social media**

**1. Twitter and Facebook**

18. TEC documents could be announced through the UNFCCC secretariat Twitter account. They could also be announced and posted for downloading on the UNFCCC secretariat Facebook page.

**2. YouTube**

19. A short video presenting TEC documents newly issued could be produced and posted on UNFCCC secretariat YouTube channel.

**H. Other media activity**

20. Depending on the interest of a TEC document to the general public, the media (e.g. print, television, internet, etc.) could be used to disseminate a TEC document. This could occur, for instance, via the issuing of a press release or the passing of this information to an informal media network. This will be decided upon on a case-by-case basis, with the support of the Communication and Outreach programme of the UNFCCC secretariat.

**I. Network of the Climate Technology Centre**

21. TEC documents could be circulated with the organizations which comprise the Network of the Climate Technology Centre. This could contribute to ensuring coherence and synergy within the Technology Mechanism, by enhancing the relationship and collaboration between the TEC and the Climate Technology Centre and Network (CTCN).

22. TEC documents could be sent by emails directly to a focal point of the organization, inviting them to share such documents with national stakeholders involved in technology development and transfer.

**J. Network of National Designated Entities**

23. The network of National Designated Entities (NDEs) could be used for disseminating TEC documents. This could contribute to ensuring coherence and synergy within the Technology Mechanism, by enhancing the relationship and collaboration between the TEC and the CTCN.

24. TEC documents could be sent by emails directly to the contact person of the NDE (as listed on TT:CLEAR), inviting them to share such documents with national stakeholders involved in technology development and transfer.

#### **K. Network of relevant stakeholders**

25. A network of relevant stakeholders involved in technology development and transfer could be sent TEC documents by email.

26. Listserves or news feeds allow short messages to be sent to large electronic mailing lists. If a listserve or news feed (e.g. RRS feed) is created and linked with TT:CLEAR, an announcement could be sent to these lists to disseminate a TEC document to relevant stakeholders.

#### **L. Existing e-networks**

27. Existing e-networks, such as Climate-L, could be used to disseminate TEC documents.

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