

Agenda item 6 (b)

TEC communications and outreach strategy

- i) Insights from TEC's communications and outreach efforts to date and plans for the way forward
- ii) Different types of knowledge product as TEC outputs under the 2023-2027 rolling workplan

Technology Executive Committee, 27th meeting and TEC-CTCN Joint session
19-21 and 22 September 2023, Bonn, Germany



Agenda item 6 (b)- TEC communications and outreach strategy

Insights from TEC's communications and outreach efforts to date and plans for the way forward

Background

In 2020, the TEC adopted a strategy for communications and outreach (C&O) under its rolling workplan for 2019-2022, including key messaging under five thematic areas of the technology framework, as well as recommendations for suitable platforms and modalities to enhance the visibility and reach of the TEC work.

The TEC at its 21st, 22nd, and 23rd meetings took stock of progress made and results of the communications and outreach efforts in 2019, 2020, and 2021 (> [Link to information note from TEC 23](#))

In 2022, the TEC developed and agreed on its rolling workplan for 2023-2027. As per the rolling workplan, the TEC is to develop **a communication and outreach strategy** to ensure that TEC products are understood and reach the intended audience.

In Sharm-el-Sheikh, the COP by Decision 18/CP.27 (para. 16), and the CMA by Decision 19/CMA.4 (para. 16) encouraged the TEC to continue its efforts to enhance its **visibility and outreach to Parties**, including through their respective national designated entities, UNFCCC constituted bodies and other relevant stakeholders, and **maximize the uptake of its recommendations**.

Expected action

The TEC is invited to consider and discuss the following:

- Overview of C&O efforts and highlights for years 2022-2023, as well as new and updated approaches in the implementation of TEC C&O efforts under the 2023-2027 rolling workplan
- Suggested approach for planning and implementing future C&O activities



Agenda item 6 (b)- TEC communications and outreach strategy

Insights from TEC's communications and outreach efforts to date and plans for the way forward

Events and meetings

Overview of statistics & highlights for years 2022 and 2023

TEC meetings and events

In 2022

2 TEC meetings
6 TEC events

500+ attendees in-person
3000+ views of event recordings &
streams

19 female 26 male speakers
(excluding the TEC members)
~ 43% female speakers

In 2023 [until TEC 27]

2 TEC meetings
6 TEC events

250+ attendees in-person

30 female 23 male speakers
(excluding the TEC members)
~ 56% female speakers

More about TEC events: > <https://unfccc.int/ttclear/events/index.html>

Speeches and engagements in non-TEC events

10+ engagement in events and meetings
convened under the UNFCCC, and by
global initiatives and think-tanks

9 engagement in events and meetings convened
under the UNFCCC, and by global initiatives and
think-tanks

NEW! *More about participation of TEC in other events: > <https://unfccc.int/ttclear/events/participation>*



Events and meetings

Improved & new approaches to enhance TEC's visibility and reach

1. Increasing engagement of **senior officials and prominent figures** to raise the profile and visibility of TEC events
2. Embarking on **collaborative partnership to reach a wider audience** and reduce the resource-intensiveness of organizing TEC events
3. Utilizing the resources provided by partners to **hire communications services** to capture the results of the events and boost the outreach
4. Using **visible venues** at climate change conferences to raise the profile and improve the visibility of the its events, e.g. the UNFCCC Pavilion at COP27
5. Participating in **events organized by relevant entities and processes** to disseminate the work of the TEC, e.g. sharing key messages and recommendations emerging from the work of the TEC at the NDE regional forum
6. Continuing to benefit from **opportunities of virtual modalities** to advance the work and engage with stakeholders
7. **Highlighting and actively promoting key messages and recommendations** of the TEC across various thematic areas in events, presentations and speeches



Agenda item 6 (b)- TEC communications and outreach strategy

Insights from TEC's communications and outreach efforts to date and plans for the way forward

Publications

Overview of statistics & highlights for years 2022 and 2023

In 2022

4 technical papers
3 TEC briefs
3 sets of policy recommendations

In 2023 [until TEC 27]

1 summary for policy makers
6 country case studies
2 sets of policy recommendations

Joint publications and policy products

In collaboration with the NWP, IUCN
and FEBA:
1 joint policy brief

In collaboration with the CTCN:
1 updated publication on technology and NDC
1 summary for policy maker on technology and NDC
1 set of policy recommendations

> *Where to find these publications?* <https://unfccc.int/ttclear/tec/documents.html>

Publications and policy products spearheaded by partners

- Technology Progress Report in
collaboration with the UNEP-CCC

- Technology Progress Report in
collaboration with the UNEP-CCC
- Global survey on technology RD&D
needs in collaboration with the FCA



Publications

Improved & new approaches to enhance TEC's visibility and reach

1. **Diversifying the type of TEC publications** to ensure they are digestible and practical for the intended audience, e.g. summary for policy makers and case studies
2. Utilizing the resources provided by partners to **translate the TEC publications in other languages** to boost the reach and uptake of the work
3. Use of surveys to **inform the work of the TEC of the current needs and priorities** of technology stakeholders
4. Making **TEC key messages and recommendations visible and known** to Parties through relevant means, including via glossy/e-publications, digital means and in presentations and speeches
5. **Co-creating publications with partner organizations** with in-depth and unique technical expertise and credible work in thematic areas of work of the TEC, e.g. on water-energy-food systems and early warning systems

Agenda item 6 (b)- TEC communications and outreach strategy

Insights from TEC's communications and outreach efforts to date and plans for the way forward

TT:CLEAR & digital media

Overview of statistics & highlights for years 2022 and 2023

In 2022

67k+ page views on TT:CLEAR
(from January to September 46k+ views)
26k+ users from 195 Countries

In 2023 [until TEC 27]

46k+ page views on TT:CLEAR
15k+ users from 195 Countries

Articles & web-posts

4 UNFCCC newsroom articles
1 press release (UNEP-UNFCCC)
1 IISD EBN article
1 LinkedIn Article

[until TEC 27]

3 UNFCCC newsroom articles (1 translated in French and Spanish)
1 Article on IISD SDG Knowledge Hub
2 Features on CTCN website
1 Feature on FAO climate change newsroom

Social media & newsletters

NEW! UN Climate Change Linked Group
CTCN Newsletter
BMW Foundation social media
UNFCCC RCC Newsletters
UNFCCC technology mailing list
+ more

UN Climate Change Linked Group
CTCN Newsletter
FAO website and social media
FCA social media
UNIDO social media
UNFCCC RCC Newsletters
UNFCCC technology mailing list
+more



Agenda item 6 (b)- TEC communications and outreach strategy

Insights from TEC's communications and outreach efforts to date and plans for the way forward

TT:CLEAR & digital media

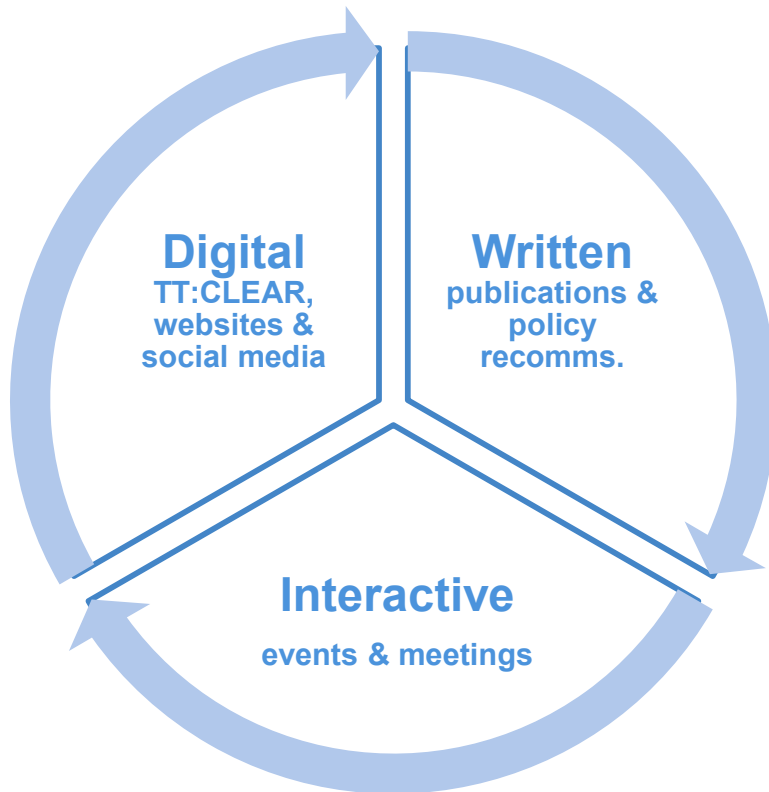
Improved & new approaches enhance TEC's visibility and reach

1. Improving **management of information on TT:CLEAR** with a view to make TEC webpages easier to navigate e.g. creation of workplan webpage and activity webpages
2. More frequent use of **UNFCCC newsroom and social media**, including in other UN languages
3. Regular and coordinated use of the **CTCN newsletter** and **UN Climate Change Technology Group** on LinkedIn
4. Utilizing **networks and platforms of partners** to promote the TEC work on social media, including by using #TEC and #ClimateTech hashtags
5. Exploring **new avenues to reach the audience** e.g. LinkedIn articles and utilizing networks of the TEC members on social media
6. Share **outcomes of TEC events** including through summary articles and photo galleries
7. Interacting with **recognized communications and news platforms** in the field of climate change and climate technology, e.g. the IISD SDG Knowledge Portal



Agenda item 6 (b)- TEC communications and outreach strategy

Insights from TEC's communications and outreach efforts to date and plans for the way forward



In a nutshell

- a) Utilizing **digital, written and interactive** means of communications and outreach **go hand-in-hand**
- b) **Working with partners** is key across to boost **reach, visibility and impact**
- c) The TEC's **2020 C&O strategy remains relevant**, but effective implementation entails adopting a dynamic approach to **reviewing and learning**

Guiding questions for discussions on the way forward

1. Are you in agreement with the findings and suggested approach for the way forward?
2. Would you like to add additional suggestions/insights for improving interactive, written and digital communications of the TEC?



Agenda item 6 (b)- TEC communications and outreach strategy

Different types of knowledge product

Background

In Sharm-el-Sheikh, the CMA by Decision 20/CMA.4 (para 1, reference to FCCC/SBI/2022/13, section V, recommendation four), encouraged the TEC to **continue its efforts for enhancing its outreach and the uptake of its recommendations**, including through strengthening collaboration with the CTCN regarding the **outreach** of TEC products and the **creation of knowledge products that address the practical needs of developing countries**.

At TEC 26, the TEC initiated consideration of **different types of knowledge products** as TEC outputs under the rolling workplan for 2023-2027 (**and key messages and recommendations that may arise from them**), and agreed to continue consideration of this matter at its next meeting.



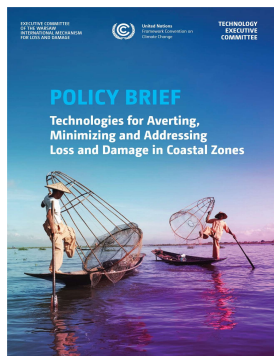
Overview- categories/types of products produced by the TEC to date

TEC knowledge products come in various forms and formats, all focused on pertinent policy-related issues for climate technology:

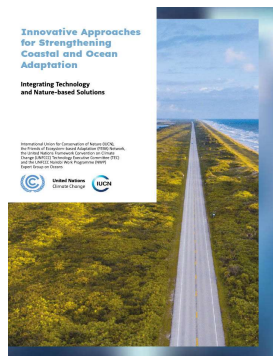
1. **Analysis and synthesis documents**, e.g. technical papers, compilation of good practices, reports, mapping exercises, analysis of survey results
2. **Policy and outreach products**, e.g. TEC briefs, summary for policy makers, case studies, success stories
3. **Bite-sized information and recommendations**, e.g. executive summaries, flyers, key messages and recommendations to COP/CMA through annual reports
4. **Outreach materials via digital media** e.g. websites, news articles and guest blogs

Different models of developing TEC publications

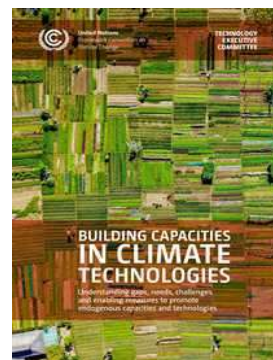
TEC have benefitted from various modalities of work in developing its publications, including:



In-depth research to develop technical publications under the guidance of the TEC



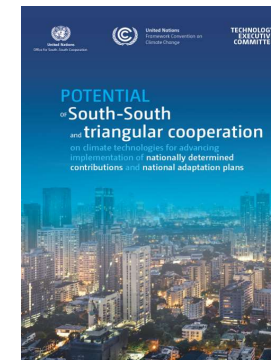
Capturing and synthesizing outcomes of activities, dialogues, and engagements on a specific topic into a concise and practical policy product



Analyzing and synthesizing results of surveys and questionnaires into a concise policy product



Curating case studies and good practices from relevant stakeholders, partners and other sources



Conducting interviews and expert exchanges to gather information and policy-relevant insights



> *Where to find these publications?* <https://unfccc.int/ttclear/tec/documents.html>

Discussions & way forward

Guiding questions for discussions on the way forward

1. Which **existing types** of knowledge product are most beneficial to the practical needs of developing countries? **What other types of products** would you consider useful that may be missing from these categories?
2. What modalities in your view could **facilitate the dissemination and uptake of the results** and findings of the TEC work by stakeholder, and their impact on policy and action on the ground?
3. In your experience, what are suitable modalities for systematic engagement of the **NDEs and other key stakeholder groups** in the development of the TEC knowledge products?
4. How could the TEC enhance **complementarities between its policy work with the implementation work of the CTCN** in the development of its knowledge products?

Proposed approach for the way forward

Activity group to discuss the type of knowledge products and bring up proposal to the TEC for further discussions and approval



Thank you!

