

COMMUNICATIONS AND OUTREACH STRATEGY

UN FCCC

Technology Executive Committee

Rolling Workplan, 2019-2022

ink. COMMUNICATIONS STRATEGY
WRITING | BRAND POSITIONING

WHY COMMUNICATIONS AND OUTREACH?

Share the TEC story more effectively

Demonstrate the value of TEC outputs

Connect with and identify audiences that could benefit from TEC's work

Position the work of TEC in a way that highlights its differentiators and impact

HOW WILL A CO STRATEGY SUPPORT THE TEC?

Raise awareness about the work of the TEC among key audiences

Educate about the TEC's potential contributions to achieving Paris Agreement targets

CHALLENGES IN EXECUTING THE STRATEGY

No independently-managed social accounts for direct-to-audience engagement

Outputs can be limited and heavily technical, hard to communicate simply

A lack of recurring, independent events disrupts consistent engagement

Limited resources, capacity and expertise to execute on the CO strategy

GOAL & OBJECTIVES

Raise awareness about how the TEC supports the Parties in achieving the goals of the Convention and the Paris Agreement, by demonstrating how outputs are accelerating the development and adoption of low-emission and climate resilient technologies.

- Increase visibility and understanding of the value of the TEC's work
- Increase audience participation in TEC programs and initiatives

PRIMARY AUDIENCES

Stakeholders who directly engage with, and are impacted by, the TEC's work.

- National Designated Entities, specifically from developing country Parties
- Government policymakers who implement climate technology policy
- UNFCCC observers, UNFCCC constituted bodies, UN institutions and IGOs

SECONDARY AUDIENCES

Stakeholders who do not directly engage with the TEC but nonetheless shape perception about its outputs.

- Technology media outlets
- General climate technology observers

A NOTE ABOUT REACHING AUDIENCES

In order to achieve the CO objectives, both primary and secondary audiences will need to be targeted.

Primary audiences are typically targeted through the the day-to-day activities of the TEC as well as through TT: Clear.

Secondary audiences can be targeted through collaborative work with the UN FCCC CO team.

KEY MESSAGING – AN OVERVIEW

Solely intended for use as part of the CO strategy

Will need to be tailored for each activity and audience

Grouped according to the five thematic areas of 2019-2022 Rolling Workplan

Each group offers a main message and a set of supplemental messages

KEY MESSAGES

Innovation

Implementation

Enabling Environment and Capacity Building

Collaboration and Stakeholder Engagement

Support

CO STRATEGY APPROACH

Showcase the outputs of the 2019-2022 Rolling Workplan

Establish, maintain and strengthen relationships with target audiences

Collaborate with the Climate Technology Centre & Network (CTCN)

Identify internal and external stakeholders

Enhance participation role of TEC members as “Ambassadors of the TEC”

EVALUATION OF STRATEGY

Evaluation metrics will be collected through the TEC's new data collection and monitoring tool

Support better alignment of CO activities with those of the TEC as a whole

Metrics should be updated year-over-year until 2022

ACTIVITIES FOR 2020 & BEYOND

Template plans are designed to be customizable and implementable for most TEC events and publications scheduled for 2020 to 2022:

- General Events
- COP Events
- Publications

SAMPLE EVENTS

- Regional technical expert meetings in Kampala, Uganda, during Africa Regional Climate Week in March 2020
- Technology Day at the 52nd session of Subsidiary Bodies meeting (SB52) in Bonn, Germany
- COP26 in Glasgow, Scotland, UK

SAMPLE PUBLICATION

Joint TEC Brief (with ECLD) on technologies for averting, minimizing and addressing loss and damage in coastal zones scheduled for launch in June 2020, during SB52.

