



# Communication & Outreach Strategy

## Agenda Item 7

1

**11<sup>th</sup> Meeting of the KCI**  
**11-13 September 2024**  
**Accra, Ghana**

At KCI8, the following indicators were agreed upon to track communications and outreach performance;

- Number of events organized or co-organized by the KCI
- Number of participants attending the events organized or co-organized by the KCI
- Number of social media engagement
- Number of submissions received from stakeholders for any calls for submissions or input by KCI
- Number of events at which KCI members attended to represent the KCI

The KCI also agreed to discuss how it can utilize policy briefs for outreach, and requested the secretariat to present experience from other constituted bodies on this matter

## **SB60 KCI Side Event**

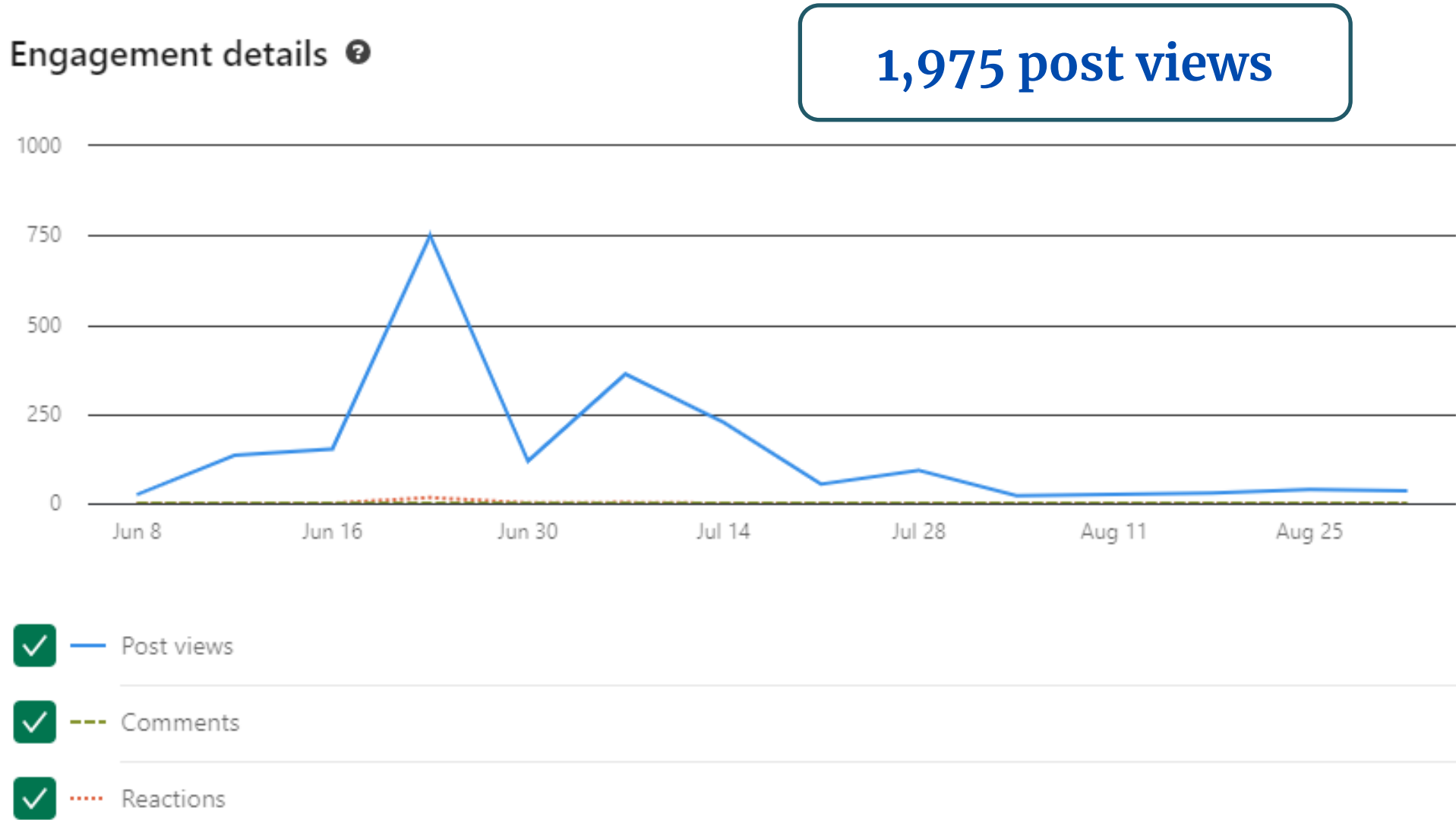
*Tracking the Journey of Just Transition Policies and Strategies*

**7 June 2024, 13:15-14:30, Room Berlin, WCCB**

**Participants: 100+**



LinkedIn Stats: Engagement

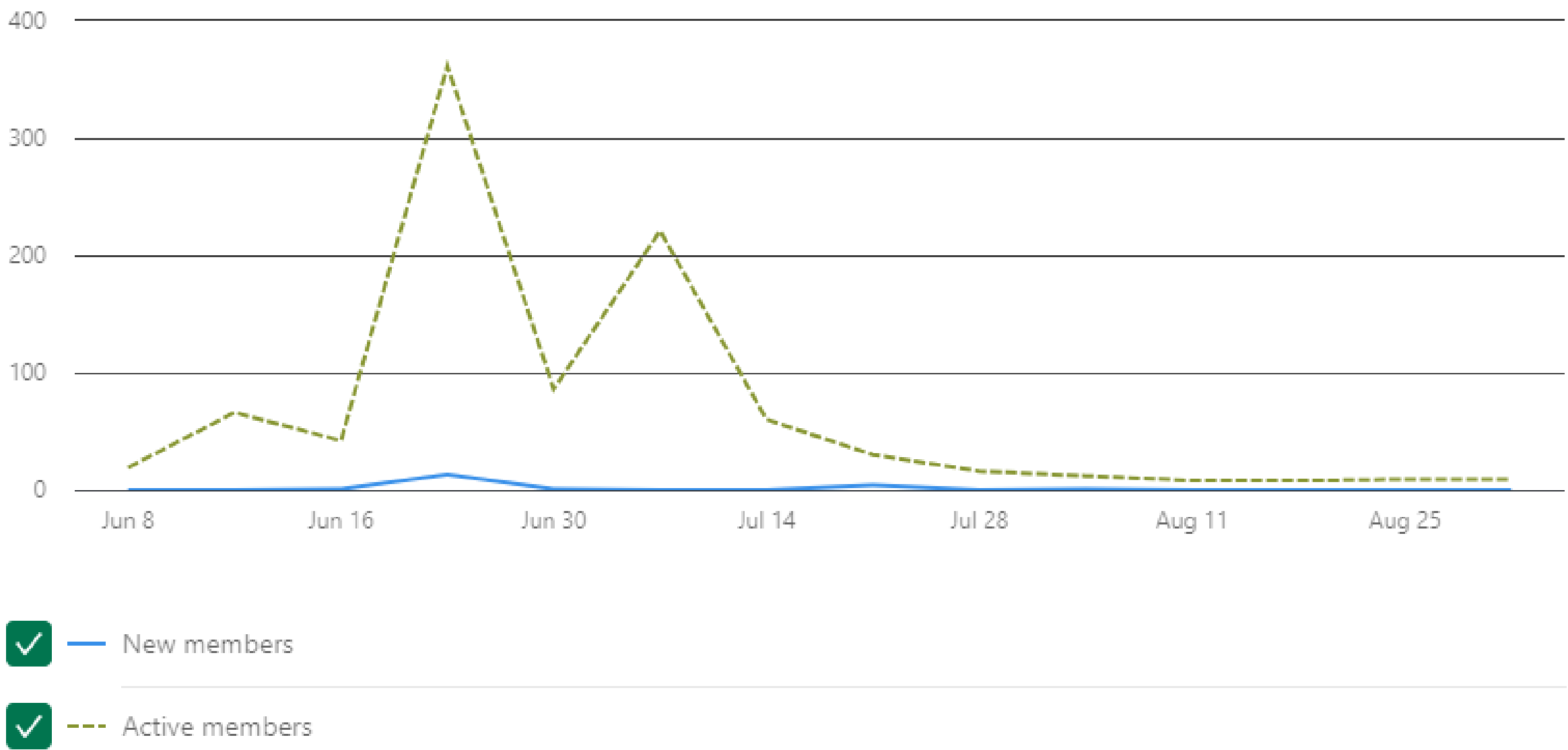


Most engaging post



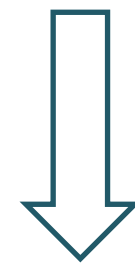
## LinkedIn Stats- Growth

Growth details ⓘ



**N/B:** Membership activity growth coincides with posts

**Call for Expression of Interest:**  
Developing case studies with the KCI  
(Activity 12)



**No. of submissions received: 32**  
**No. of organizations: 28**

**Activity 10**  
No. of input: 9  
No. of organization: 9

**Activity 6**  
No. of input: 59  
No. of organization: 15



1. Mandated Event: **Unpacking the positive and negative impacts of low and zero emission transport technologies** (3 June 2024, SB 60, Bonn)
2. Mandated Event: **Guidelines and Policy Frameworks to Promote Just Transition within and across Sectors** (4 June 2024, SB 60, Bonn)
3. Seventh meeting of the ICG (4 June 2024, SB 60, Bonn)





## Other Non-KCI Events

**Roundtable discussion:** Integrating justice in next-gen NDCs: Indicators and metrics to bridge ambition and implementation gaps in Just Transitions

Organized by: Climate Strategies / World Benchmarking Alliance / DIW

7 June 2024, Bonn





United Nations  
Climate Change

Thank you!