



Consultative Group of Experts

Communication Strategy 2020 -2026

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The CGE, at its third meeting held from 18 to 19 February 2020, in Bonn, Germany, agreed to develop a communication strategy as one of the activities under its 2020 work plan. This is the CGE Communication Strategy, which provides the framework for CGE communication and outreach activities for the period from 2020 to 2026. This Communication Strategy is a living document and will be reviewed from time to time, as necessary. Specific annual communication and outreach activities will be developed for and in each year as part and parcel of the respective annual work plans.

1 Introduction

1. In December 2018, the Conference of Parties (COP), at its twenty-fourth session, extended the term of the Consultative Group of Experts (CGE) for eight years, from 1 January 2019 to 31 December 2026. At the same time, the Conference of Parties serving as the Meeting of Parties to Paris Agreement (CMA), at its first session, decided that the CGE shall also serve the Paris Agreement, starting from 1 January 2019, to support implementation of the enhanced transparency framework (ETF) under Article 13 of the Paris Agreement.¹
2. The CGE, at its third meeting held from 18 to 19 February 2020, in Bonn, Germany, developed its vision, mission and strategic objectives for 2020 to 2026 along with its 2020 annual work plan. The CGE further noted the need to increase awareness of its role and activities in supporting developing country Parties as they continue implementing the existing measurement, reporting and verification (MRV) under the Convention and prepare for the enhanced transparency framework (ETF) under the Paris Agreement (PA). It is in this context, that the group agreed to develop a communication strategy as one of the activities under its 2020 work plan.
3. The Communication Strategy (Strategy) is aligned to the CGE's mandate, vision, mission and strategic objectives. The Strategy aims to guide the communication and outreach efforts of the CGE for a period of seven (7) years from 2020 to 2026 in line with the extended term of the CGE. It maps the key stakeholders, outlines key communication and outreach outputs and defines the channels for dissemination. The Strategy will form as a basis upon which specific annual communication and outreach activities will be developed and implemented as part and parcel of the CGE respective annual work plans during the mandated period. This Strategy drew guidance from the United Nations Climate Change Secretariat Communication Strategy, the CGE Long Term Strategy (2015-2018) which includes communication aspects, and the Technology Executive Committee Communication Strategy (2020-2022), among others. The Strategy is a living document, and as such, will be reviewed periodically.
4. The rest of the Strategy is presented as follows. A situational analysis to understand the operational context of the CGE is presented in section 2. The situational analysis outlines how the CGE may take advantage of its strengths, nurture the existing and arising opportunities and resolve expected challenges to better serve the Parties and achieve its mandate. Section 3 presents the Strategy goal, objectives, key outcomes and key messages. The objectives, key outcomes and key messages are

¹ As per decision 1/CMA.18, paragraph 15, the CGE has to support the implementation of the enhanced transparency framework under Article 13 of the Paris Agreement by, inter alia: (a) facilitating the provision of technical advice and support to developing country Parties, as applicable, including for the preparation and submission of their biennial transparency reports and facilitating improved reporting over time; and (b) providing technical advice to the secretariat on the implementation of the training of the technical expert review teams referred to in paragraph 12(c) of the same decision.

audience specific and have as such been linked to specific audiences that are of interest to the CGE. The CGE audiences include: the national experts; other MRV and ETF support providers; the other UNFCCC constituted bodies; and the general public. Section 4 outlines additional measures on how the Strategy will strengthen and enhance communication and outreach channels. Section 5 outlines the Strategy implementation plan for the 2020 - 2026 period. The 2020 communication and outreach activities are presented in the annex.

2 Situational analysis

5. This section presents a situational analysis in to order to layout the operational context and mandate of the CGE. It highlights the strengths of the CGE based on its the previous experience, the current and future role, and analyses the arising opportunities which the CGE may nurture and utilise to its advantage. It also considers how some of the expected challenges that may affect the Strategy implementation may be resolved for the CGE to better serve its target audiences.

2.1 CGE strengths

6. As an institutional arrangement under the Convention and the Paris Agreement, the mandate of the CGE presents an inherit strength which makes the CGE a recognized and respected authority in providing technical support to developing country Parties to effectively participate in reporting requirements under the Convention and the Paris Agreement. The CGE therefore, will use this strength as a rallying force for both developing country Parties and stakeholders providing MRV and ETF capacity support. Secondly, the CGE, as mandated has diverse experience and knowledge due to its diversity in terms of technical expertise and regional representation. This diversity is vital and ensures that its technical guidance has practical regional relevance.
7. Thirdly, the CGE has rich institutional memory, knowledge and experience especially regarding UNFCCC negotiations and provision of technical support on MRV processes under the Convention and the ETF under the Paris Agreement. This puts the CGE in a unique position compared to other entities providing support. Finally, the CGE's strength also lies in its ability to reach out and collaborate with other constituted bodies and expert groups under the UNFCCC processes. Other constituted bodies and expert groups have diverse but reinforcing mandates which are important to MRV and ETF processes. The CGE strength also lies in its strong links with all developing countries and other partners involved in MRV and ETF support.

2.2 CGE opportunities

8. The CGE mandate to support capacity building of developing country Parties in MRV and ETF processes is a necessity and one of the direct success factor to achieving the goals of the Convention and the Paris Agreement. This necessity which arises from global climate change negotiations, creates a huge opportunity for the CGE. Secondly, arising from the same necessity, there have been increased calls for technical support and assistance from developing country Parties in relation to MRV and the urgency to build and enhance capacity to smoothly transition to the ETF. Such calls and interests are explicitly expressed in the submitted country reports such as the national determined contributions (NDCs), national communications (NCs) and biennial update reports (BURs). The need for technical assistance is also noted from the reporting gaps of country submissions and the capacity needs surveys undertaken by both the UNFCCC and other stakeholders.
9. With the increased demand and request for technical support, there is rising opportunities for collaboration with stakeholders providing MRV and ETF support to the same audiences. The CGE will nurture such collaborative opportunities with other stakeholders. Enhancing collaborative opportunities with partner MRV and ETF organisation will enhance synergies and amplify the MRV and ETF technical messages resulting into larger outreach, than the CGE resources alone would not have otherwise managed.

2.3 CGE challenges

10. One of the major outreach challenges the CGE has and may continue to face is to timely and widely reach out to its target audience with responsive and relevant communication products. Any communication is more relevant when specifically addresses target audience and needs. This Strategy will seek to establish a stronger link between the CGE and the national focal points to better understand country needs and challenges. Going ahead, current efforts of collecting and analysing feedback to improve CGE communication programming will be reinforced.
11. To timely address these communication and outreach challenges, and as outlined under CGE opportunities, the Strategy will enhance collaboration with other MRV and ETF support providers to amplify MRV and ETF outreach products by utilizing different partners outreach channels such as websites and social media to the target audiences. The Strategy will also seek to understand the different MRV and ETF thematic areas and available support being promoted by the different support providers, including their geographical regions of operation.

3 Goal, objectives and key outcomes

12. This section presents the goal, outlines the target audiences, the corresponding objectives and key outcomes of the Strategy. The communication channels depend on the target audiences and communication activity. The communication channels will further be highlighted in the respective communication and outreach annual work plans. The communication channels for the 2020 communication and outreach activities are outlined in the annex (2020 communication and outreach activities).

3.1 Goal

13. The overall goal of the Strategy is to define communication and outreach objectives, target audiences and outreach channels necessary to raise awareness and promote engagement of key stakeholders in supporting capacity building of developing country Parties in MRV and ETF processes.

3.2 Target audience, corresponding objectives and key outcomes

14. As communication and outreach is sensitive to and based on the target audiences, the Strategy aims to define the objectives, key outcomes and key messages stratified to the target audience type. Based on CGE engagement, the audiences or stakeholders, can be broadly categorized into the following groups:
 - a) National experts including national focal points, the project coordinators, sectoral experts involved in formulation of the national communications (NCs), biennial update reports (BURs) and in future the biennial transparency reports (BTRs), and policy makers;
 - b) Potential MRV and ETF partners, and donors who provide technical and financial support to developing country Parties. Such partners include multilateral and bilateral agencies, and other non-governmental organizations;
 - c) Constituted Bodies (CBs) and other expert groups under the UNFCCC processes, and;
 - d) The general public, including the civil society.

3.2.1 National experts

15. The national experts from developing country Parties who deal with processes regarding formulation and submission of reports under the Convention and the Paris Agreement are the primary audience of the CGE. The Strategy will contribute towards ensuring that the CGE receives and incorporates feedback from its primary audience in the design and delivery of its work. The Strategy will therefore: a) promote active interaction with a view of gaining clear understanding of country needs and challenges to improve responsiveness of CGE support; b) raise awareness on the existing MRV and ETF assistance to increase country participation; and c) seek to generate country feedback which inform the work of the CGE.

Objective

16. To increase interaction with national experts leading to enhanced CGE support responsiveness, increased country experts' participation in CGE programmes and enhanced country experts' capacity in MRV and ETF processes.

Expected outcomes

- i. Increased awareness of the CGE available support opportunities through wide circulation of technical materials, training workshops and webinars;
- ii. Increased understanding of country needs leading to enhanced CGE support responsiveness, and;
- iii. Increased awareness and capacity on the key aspects of MRV and ETF.

Key messages

17. The list of the key messages outlined below is not intended to be exhaustive. Rather it is an indicative list of key messages that the CGE communication and outreach ought to address. The exact messaging will need to be adapted in the context of the communication and outreach activities.
 - i. Promote awareness of what CGE does and offers by among others, widely circulating information on available knowledge products, training workshops, webinars and technical materials;
 - ii. Highlight the importance and benefits of MRV and ETF;
 - iii. Promote understanding of the key components of MRV and ETF;
 - iv. Encourage countries to continue participating in the existing MRV arrangements as it provides opportunity for the countries to prepare for the ETF;
 - v. Promote gender consideration when nominating national experts to participate in the CGE events, and;
 - vi. Reinforce the importance of having sustainable institutional arrangements to support MRV and ETF processes at national level.

3.2.2 Potential MRV and ETF partners

18. There are several institutions, including bilateral, multilateral, research institutions and non-state actors that are either planning to or are actively engaged in supporting developing country Parties in MRV and ETF. In the light of the huge scale of capacity building needs in MRV and ETF processes of developing country Parties, such institutions will play an important role in complementing the efforts of the CGE. From the resource efficiency point of view, it will be pertinent for the CGE to seek and enhance opportunities for collaboration and synergies. Additionally, the work of the CGE is supported through the financial contributions from interested developed country Parties. In order to ensure sustained support to its workplan, it is important for the CGE to reach out and raise awareness and resources from respective donors.

Objective

19. To enhance engagement with other MRV and ETF support providers and potential donors with a view to promoting exchange of information and technical resources, as well as mobilizing financial resources necessary to implement the CGE mandate and work plans.

Expected outcomes

- i. Increased collaboration and coordination with other MRV and ETF support providers, and;
- ii. Sustained availability of financial resources necessary to implement the CGE mandate and work plans.

Key messages

- i. Promote awareness of what CGE does and offers, including its annual work plan;
- ii. Share technical resources, information on the constraints and needs, lessons learned and success stories of developing countries;
- iii. Highlight the importance and benefits of MRV and ETF;
- iv. Promote gender consideration in CGE work programming, and;
- v. Encourage partners to reinforce the importance of the need to have sustainable institutional arrangements to support MRV and ETF processes nationally.

3.2.3 UNFCCC constituted bodies and other expert groups

20. As noted before, there are several other constituted bodies and expert groups that have different but reinforcing mandates and play important roles in the MRV and ETF processes. The Strategy will promote internal collaboration to enhance synergies and complementarity in designing and delivering MRV and ETF support to developing country Parties.

Objective

To promote synergies and improve collaboration between CGE and other constituted bodies and expert groups.

Expected outcomes

- i. Enhanced awareness of the annual work plan of the CGE by other constituted bodies and expert groups and vice versa, and;
- ii. Increased collaboration and coordination, where opportunities, exist.

Key messages

- i. Promote awareness of what CGE does and offers, including its annual work plan;
- ii. Share and seek information of possible areas of collaboration;
- iii. Provide expert input, upon invitation, to the work of other constituted bodies in the area of MRV and ETF, and;
- iv. Share information on constraints and needs of developing countries in the area of MRV and ETF.

3.2.4 The general public

21. The general public includes all other actors and civil society groups that are interested or closely follow climate change negotiations at global level and climate change actions at national or sub-national level. The Strategy will ensure that the general public is better informed on issues of climate change as their knowledge and active participation contribute to national and global climate change political dynamics. The Strategy will specifically promote the visibility of the CGE and the general public understanding on the importance of MRV and ETF in achieving the goals of the Convention and the Paris Agreement.

Objective

22. To increase public visibility on the role of the CGE and the general understanding on the importance of MRV and ETF in global climate action.

Expected outcomes

- i. Increased public visibility on the role of the CGE, and;
- ii. Increased public general knowledge on importance of MRV and ETF to climate action.

Key messages

- i. Promote public awareness of the role of CGE in providing capacity support to developing country Parties;
- ii. Promote public awareness of the importance of MRV and ETF in enhanced climate action, and;
- iii. Promote public awareness of the benefits of MRV and ETF to the national climate change processes.

4 Strengthening communication channels

23. This section outlines how the Strategy will seek to enhance communication and outreach dissemination channels. Currently, the CGE communication channels include the CGE website, the CGE facebook, the UNFCCC websites and the CGE mail list. The Strategy will undertake efforts to improve access of the CGE communication and outreach products by among others:

4.1 Improving usability of website

24. The Strategy will ensure that the CGE website is improved and becomes more user friendly to the target audiences in accessing especially the CGE training materials and the scheduled training events. The CGE will also ensure that the website is publicised and demonstrated to wider audience during relevant meetings and conferences where possible.

4.2 Amplifying outreach messages

25. Most of the CGE communication is in English. Efforts will be undertaken to increase outreach, by translating communication to other languages where possible. Furthermore, in future years, outreach will be increased by creating additional social media channels such as the CGE LinkedIn account. To amplify MRV and ETF communication messages, the Strategy will explore opportunities of linking the CGE website to other partner institutional websites where possible. To promote the public visibility of the CGE, brochures will be designed and circulated, and news articles be published in local media, where possible, in consultation with national focal points.

5 Strategy key outcomes and implementation plan

This section outlines the Strategy key outcomes and the implementation plan for the period from 2020 - 2026. The key outcomes will guide formulation of specific annual communication and outreach activities, including indicators, targets, stakeholders/audience and channels to be used. To this extent, the 2020 communication and outreach activities are presented later in the annex.

ID	Audience	Objective	ID	Key outcomes	Indicator	Period (year)						
						2020	2021	2022	2023	2024	2025	2026
1	Primary audience (national focal points, MRV and ETF experts and policy makers)	To increase interaction with national experts leading to enhanced CGE support responsiveness, increased country experts' participation in CGE programmes and enhanced capacity in MRV and ETF processes.	1.1	Increased awareness of the CGE available support opportunities, including technical materials, and training workshops and webinars.	Number of downloads of technical handbooks and number attending CGE training							
			1.2	Increased understanding of country needs, leading to enhanced CGE support responsiveness.	Feedback from experts that participated in the CGE training events and use CGE training materials.							
			1.3	Increased capacity on the key aspects of MRV and ETF.	Number of technical experts trained.							
2	Potential MRV and ETF partners and donors	To enhance engagement with other MRV/ETF support providers and potential donors with a view to promoting exchange of information and technical resources, and collaboration as well as mobilizing financial resources necessary to implement its work plan.	2.1	Increased collaboration and coordination with other MRV and ETF support providers.	Number of collaborative programs undertaken (website links, news sharing)							
			2.2	Sustained availability of financial resources necessary to implement its work plan.	Contribution of financial resource received from donors.							
3		To promote synergy and improve collaboration between CGE and other	3.1	Enhanced awareness of the annual work plan of the CGE by other constituted	No of instances of information shared.							

	UNFCCC constituted bodies and other expert groups	constituted bodies and expert groups.		bodies and expert groups and vice versa.								
			3.2	Increased collaboration and coordination, where opportunities exist.	Number of collaborative programs or coordination undertaken (events, website links, news sharing).							
4	General public including the civil society	To increase public visibility on the role of the CGE and the general understanding on the importance of MRV and ETF in global climate action.	4.1	Increased public visibility on the role of the CGE.	Increased membership of CGE social media.							
			4.2	Increased public general knowledge on the importance of MRV/ETF to climate action.	Increased number accessing CGE publication and news-articles.							

Annex: 2020 communication and outreach activities

The 2020 communication and outreach activities build on and form part and parcel of the 2020 CGE work plan.

ID	Key outcome	ID	Detailed activity	Indicator	Target	Channels	Timeline											
A. Primary audience (national focal points, national experts and policy makers)							J	F	M	A	M	J	J	A	S	O	N	D
1	Increased awareness of the CGE available support opportunities, including technical materials, and training workshops and webinars.	1.1	Circulate to all focal points available CGE MRV and ETF capacity building initiatives.	Circulation of MRV and ETF training events.	2	Emails CGE website Training calendar Social media posts.												
		1.2	Improve CGE website to enhance accessibility of training materials.	An improved easy accessed website.	1	CGE website												
		1.3	Showcase content of CGE website and publicise available training materials.	Number of showcasing.	4	In person or virtual meetings												
		1.4	Explore possibility of linking CGE website to country relevant website in collaboration with focal points.	Number of country websites linked to CGE websites	5	Emails												
2	Increased understanding of country needs leading to enhanced CGE support responsiveness.	2.1	Undertake surveys to understand country needs which will form basis for CGE support responsiveness.	Annual survey results report	1	Emails CGE Website Survey results link												
		2.2	Hold forum to discuss country needs results with national focal points and other interested stakeholders.	Virtual forum	1	Virtual forum												

3	Increased capacity on the key aspects of MRV and ETF.	3.1	Translate in other UN languages and widely circulate MRV and ETF knowledge products	Number of translated products.														
		a)	Technical handbook for developing country Parties on preparation for implementation of the enhanced transparency framework under the Paris Agreement.	Number of languages.	3	CGE website links Social media												
		b)	Technical guidance document on institutional arrangements to support MRV and transparency of climate action and support	Number of languages.	3	CGE website links Social media												
		3.2	Develop and circulate infographics and other briefs on MRV and ETF including the institutional arrangements	Number of infographics and brief circulated	3	Emails Website links Social media												

B. MRV/ETF support providers and donors							J	F	M	A	M	J	J	A	S	O	N	D
4	Increased collaboration and coordination with other MRV/ETF support providers.	4.1	Share MRV and ETF country capacity needs report.	Capacity needs report results circulated to stakeholders	1	CGE website link Emails Virtual session												
		4.2	Share CGE plan of activities with other partners.	Annual plans and reports	1	Emails												
		4.3	Share and cross post MRV and ETF articles and other successful stories with partners.	Monthly posts	12	Websites (CGE, UNFCCC, Partners)												
		4.4	Hold joint side events to promote MRV and ETF work.	Number of joint events	4	Joint events												
5	Sustained availability of financial resources necessary to implement the CGE work plan.	5.1	Share CGE workplan with potential donors	Workplan circulated	1	Emails												
		5.3	Share briefs to highlight importance of MRV and ETF, progress report and success stories with donors.	Number of reports	1	Emails Virtual forum												
C. The UNFCCC constituted bodies and other expert groups							J	F	M	A	M	J	J	A	S	O	N	D
6	Enhanced awareness of the annual work plan of the CGE by other constituted bodies and expert groups and vice versa.	6.1	Share work plans and capacity support initiative plans between constituted bodies to understand areas of collaboration.	Workplan and training plan shared with constituted bodies.	1	Emails Meetings Website link												
		6.2	Share capacity needs assessment based on constituted body mandate.	Capacity needs report results shared among constituted bodies.	1	Emails Website link												

7	Increased collaboration and coordination, where opportunities exist.	7.1	Hold joint side events to promote MRV and ETF work.	Number of joint events	2	Joint events													
D. The general public (all persons including the civil society)							J	F	M	A	M	J	J	A	S	O	N	D	
8	Increased public visibility on the role of the CGE.	8.1	Design, publish and distribute CGE promotion materials such as brochures	Half year brochure publications	1	CGE website Social media Side events													
		8.2	Increase CGE social media outreach by posting FB posts in other languages where possible	Increased posts in other UN languages.	12	Social media (Facebook)													
9	Increased public general knowledge on the importance of MRV/ETF to climate action.	9.1	Draft, design and circulate briefs and infographics on importance of MRV and ETF.	Number of briefs and infographics	4	Website Social media													
		9.2	Promote understanding and importance of MRV and ETF issues by posts and news articles in other languages where possible.	Monthly social media posts	12	Social media (Facebook),													
		9.3	Broadcast live GCE side events.	Number of events broadcast live at SBs.	1	Webcast link													