

Annex VII

KCI Communication and Outreach Strategy 2022 – 2023

The KCI, at its 5th meeting held from 11–13 October (virtual) and 28–30 October 2021 in Glasgow, the United Kingdom of Great Britain and Northern Ireland agreed to develop a communication and outreach strategy as one of the activities under its “Strategy for implementing activities in the workplan of the Katowice Committee on Impacts”.

This KCI Communication and Outreach Strategy provides the framework for KCI communication and outreach activities for the period from 2022 to 2023. This Communication and Outreach Strategy is a document that is subject to review as necessary. The strategy will be presented at KCI 6 for consideration.

I. Background

The Katowice Committee of Experts on the Impacts of the Implementation of Response Measures (KCI), is a constituted body which was established in Katowice in December 2018 to support the work programme of [‘the forum on the impact of the implementation of response measures’](#) (see decision [7/CMA.1](#)).

Areas of the work programme

The work programme comprises the following areas of work to address the concerns of all Parties, particularly developing country Parties:

Economic diversification and transformation;

- (a) Just transition of the workforce and the creation of decent work and quality jobs;
- (b) Assessing and analyzing the impacts of the implementation of response measures;
- (c) Facilitating the development of tools and methodologies to assess the impacts of the implementation of response measures.

The KCI meets twice a year in conjunction with the meetings of the subsidiary bodies to implement its workplan ([decision 4/CP.25](#)).

II. Goal, objectives, approaches and audience

This section presents the goal of the Strategy and outlines how these goals can be achieved. The communication channels depend on the target audiences, desired communication activity and the overall workplan.

2.1 Goal

The overall goal of the Strategy is to create awareness about the KCI’s role in supporting the Parties in achieving the goals of the Convention and Paris Agreement, by demonstrating how the outputs address the effects of the implementation of response measures and promote action to maximize the positive and minimize the negative impacts of response measures.

2.2 Strategic objectives

- (a) To increase visibility and understanding of the value of the KCI’s work by showcasing how outputs are positively impacting the key stakeholders in planning and implementation of mitigation actions in a sustainable manner.
- (b) Increase audience participation in implementation of the KCI workplan by highlighting the value of collaboration and engagement.

- (c) To position the KCI as an effective convening platform that can mobilize stakeholders to share information and expertise on the areas of the KCI's work programme.
- (d) To enhance international cooperation and coordination on response measures.

2.3 Strategic approaches

- (e) Showcase the outputs of the KCI workplan at key points throughout the period to ensure the KCI's products are understood and are reaching the intended audience.
- (f) Establish, maintain, and strengthen relationships with target audiences by highlighting the KCI's value as a key resource in evidence-based climate policy making and implementation without compromising broader objective of sustainable development.
- (g) Enhance the participation of KCI members as "Ambassadors of the KCI" in communication activities through sharing and promoting KCI outputs to their own networks.
- (h) Seek collaborative opportunities with relevant organizations and stakeholders to undertake those communication activities that are limited by the availability of resources, capacity, and expertise. This may include translations of key outputs, engaging key audiences through existing social media and digital pathways, and hosting independent events.

2.4 Target audience

Based on KCI engagement, the audience can be broadly categorized into the following groups:

- (i) Organizations and members that are part of the constituency observers:
 - (i) Members, co-chairs, working group;
 - (ii) COP Presidency;
 - (iii) Party observers;
 - (iv) Constituency observers;
 - (v) UNFCCC constituted bodies and other expert groups.
- (j) Organizations that are not part of the constituency observers, but which will be targeted to engage:
 - (i) Policymakers;
 - (ii) Research institutions (i.e., WRI, World Bank, C40 Cities, IISD);
 - (iii) Gender-related institutions;
 - (iv) Representatives (experts) from international organizations, the private sector, academia and/or civil society (i.e., UNCCD, European Commission);
 - (v) Developing country focal points;
 - (vi) Developed country focal points.

It is advised that the KCI members, a representative from the UN Climate Change communications team and a communications professional undertake a stakeholder mapping workshop to define target audiences for KCI communications and outreach.

III. Communication approaches

3.1 Themes and key messages

A set of themes with corresponding key messages to be defined until COP 28 based on the activities that need to be delivered by that time. (Note: KCI may need to revisit themes during strategy review.) Key messages clarify meaning and provide the takeaway headline of the issue to be communicated.

Key messages will serve as the foundation of KCI's outreach and communication efforts and should be reflected in all written and spoken communications.

It is proposed to use the themes which are based on KCI's work programme or activities that KCI will implement during a period.

1. *The KCI's knowledge products support Parties to scale up ambition considering social impacts of the implementation of response measures*
 - (a) Strengthening the capacity of countries in policy planning with an understanding of how policy interacts within the economy and translates to social, economic, and environmental impacts.
 - (b) Facilitating usage of tools and methodologies to maximize positive and minimize negative impacts of response measures.
2. *The KCI helps accelerate the NDCs' implementation that support the achievement of the Paris Agreement goals*
 - (c) Helping countries to understand the impacts of implementation of climate policies and maximize positive and minimize negative impacts of response measures.
 - (d) Facilitating development of just transition and economic diversification policies fostering sustainable transition to low-emission economy, decent work and quality jobs for all, social inclusion, and the eradication of poverty.
 - (e) Facilitating economic diversification and transformation needed for sustainable transition to low-emission based economies for equitable economic growth of all.
 - (f) Creating awareness about new businesses and industries arising from response measures.
3. *KCI provides a platform for sharing information, enabling a myriad of stakeholders to directly engage with the KCI, while also helping to shape the KCI's policy recommendations:*
 - (g) Facilitating engagement of the private sector, including small and medium-sized enterprises and public-private partnerships, to facilitate the creation of decent work and quality jobs in low greenhouse gas emission sectors.
 - (h) Facilitating open and inclusive contribution from experts, practitioners, and relevant organizations in implement workplan activities.

3.2 Identifying new and improving existing communication and outreach channels

Currently, the KCI communication channels include:

- (i) UNFCCC website.
- (j) Response measures webpages.
- (k) The KCI webpages.
- (l) In-person meetings webcasted and open to public.

The KCI will undertake efforts to improve access of the KCI communication and outreach products by among others:

3.2.1 Improving usability and design of website

The KCI webpage will be improved and become more user friendly for target audiences in accessing the KCI materials and information on upcoming events and meetings. It is also recommended that the KCI team ensures that the website is updated regularly, publicized, and showcased to relevant stakeholders during meetings and events where possible.

Spotlighting KCI themes on UNFCCC website:

(m) The UNFCCC homepage spotlights several UNFCCC initiatives, reports and backgrounds on the homepage of its website, as well as in the menu, navigation and sliders. It is recommended that a communications focal point from the KCI team works with the UNFCCC communications team to ensure that important announcements, backgrounds, and news items are highlighted when necessary.

3.2.2 Creating, growing, and maintaining mailing list

KCI will create a mailing list for communication purposes. Types of emails to be sent are for example a call for inputs to observer focal points, event reminders, KCI updates, report releases, etc.

Highlight a mailing list sign up on the KCI webpage. Consider sending out a bi-annual newsletter or update to current KCI list with clear call to actions and simple asks, encouraging existing audience to forward to potentially interested stakeholders.

The newsletter could showcase any calls for inputs, stories based on KCI themes, upcoming meetings, and events, as well as any updates.

3.2.3 Identifying and attending meetings and events

The best way to reach potential stakeholders is at in-person (face-to-face communication) or virtual events or giving short presentations about the KCI and its works and respond to call to inputs by other institutions or organizations.

Relevant events, meetings, and conferences can be mapped out by the KCI members.

3.2.4 Organizing events

KCI will design and host events to target desired stakeholders. These events will be organized in collaboration with other relevant organizations, where possible and subject to availability of financial resources. The events can be held online, or in-person during, regional climate weeks, SB sessions or COPs. The workshops will help desired stakeholders work through the call for inputs, which may ensure broader participation. The mailing list to be publicized at all events.

3.2.5 Releasing and publicizing reports and papers

As per workplan of the KCI, KCI currently produces:

- Technical papers;
- Concrete examples;
- Recommendations in annual reports;
- Possible recommendations and key messages in meeting reports.

These products make good content on social media and mailing lists. KCI will communicate these materials to current and desired stakeholders through social media, and mailing list as well as highlighting them in KCI events and events participated by KCI members

3.2.6 Amplifying outreach

(n) Currently, KCI communication and outreach is in English. Efforts could be undertaken to increase outreach, by translating communication to other languages where possible.

- (o) Increasing one-to-one outreach, “cold calling” potential stakeholders and identifying focal points from desired organizations, party, or institutions (e.g., focal point for economic diversification, World Bank).
- (p) Identifying and listing virtual and in-person events that correspond to KCI goals and target audience to better promote the KCI and its call for inputs.
- (q) Creating a LinkedIn account for KCI members to re-post and share opportunities and for stakeholders to engage with said posts and post their own experiences and photos from meetings or events. The UNFCCC communications team to help with set-up. It is up to the respective team to manage and decide what to post.
- (r) To amplify KCI communication messages, KCI can explore opportunities of linking the KCI website to other partner institutional websites.
- (s) To promote the public visibility of the KCI, brochures will be designed and circulated, and news articles be published in local media, where possible, in consultation with national focal points.
- (t) KCI team or a communications representative to communicate to UN Climate Change communications team on success stories or interesting data related to KCI themes. These success stories or data points can be used to build newsroom stories or social media posts.

E.g.

- (i) example from the concrete examples compiled by the KCI;
- (ii) Example from an input shared by an observer organization as response to call for inputs;
- (iii) Factsheet;
- (iv) News article relevant to the work programme of the KCI.

IV. Review

It is recommended that the communications and outreach strategy is reviewed on a yearly basis. The review should track and clear progress, set attainable KPIs and explore strengthening social media presence and media outreach.

V. Activities for 2022-2023

Below are examples of activities that could be undertaken to achieve the communication and outreach strategy goal and objectives. The communications and outreach strategy can be further built out when audiences, channels, upcoming events/meetings, and resources are more defined. It is recommended that the KCI members brainstorm current and desired stakeholders, resources including funding and partners, as well as who could serve as a KCI communications focal point

	<i>Event or activity</i>	<i>Estimated timeline for implementation</i>	<i>Modalities/outputs</i>
1	Call for inputs	(open-ended)	Anytime a call for inputs is made, general outreach will occur.
2	Creation and maintenance of KCI email list	(open-ended)	<p>Stakeholder mapping</p> <p>Identify international organizations, institutions, academia, and experts who already know about KCI and who should know about KCI: global and regional mapping.ⁱ Identify a potential focal point from these organizations and send an email inviting them to join the KCI mailing list. Include how often they will receive correspondence, and what will be included in the correspondence.</p> <p>Maintenance</p> <p>To be continuously updated after every SB, Climate Week and COP.</p>
3	KCI themes campaign	(open-ended)	Develop a KCI themes campaign on UNFCCC channels (just transition, economic diversification, assessment of impacts) and KCI LinkedIn. Campaign will include an outreach kit and will be presented at UN communications calls and other partner calls as identified
4	Updating and maintaining KCI webpage	(open-ended)	KCI webpage to be improved to be more user friendly for target audiences in accessing any materials. KCI focal point to ensure that the website is updated regularly, publicized, and showcased to relevant stakeholders during meetings and conferences where possible.
5	2022 events	SB 56 (June 2022) SB 57 (November 2022) 2022 Climate Weeks (LAC, AP, Africa) COP 27 (November 2022) Participation in relevant events organized by other institutions	<p>SB 56 (June 2022)</p> <p>Present, at a side event, technical papers on: (i) Capacity-building; (ii) Tools and methods; (iii); the impacts of the implementation of response measures considering intergenerational equity, gender considerations and the needs of local communities, indigenous peoples, youth, and other people in vulnerable situations.ⁱⁱ</p> <ul style="list-style-type: none"> - Create and share one-pager on technical paper - Create web cards in several formats that can be shared across different communications platforms <p>LAC, Asia-Pacific, Africa Climate Weeks (TBD 2022)</p> <p>Outreach on three previously released technical papers: (i) Capacity-building; (ii) Tools and methods; (iii) the impacts of the implementation of response measures considering intergenerational equity, gender considerations and the needs of local communities, indigenous peoples, youth, and other people in vulnerable situations</p> <ul style="list-style-type: none"> - Host and promote a side event at each Climate Week - Build KCI email list - Release and promote at least one newsroom article or blog on a KCI theme linking to each technical paper - 2-3 LinkedIn posts promoting one-pagers

- Work with UNFCCC communications to promote technical paper messages to general audience

SB 57 (November 2022)

Release, through a side event, one technical paper assessing the economic impacts of potential new industries and businesses resulting from the implementation of response measures with a view to maximizing the positive and minimizing the negative impacts of the implementation of response measures (technical paper on new industries)

- Create and share one-pager on technical paper
- Create and share web cards in formats that can be shared across several communications platforms

COP 27 (November 2022)

Publicize and promote recommendations from KCI annual report 2022.

Relevant events by other organizations

KCI members share and promote KCI outputs as “Ambassadors of the KCI” to their own networks and participate in relevant events organized by other institutions

6 2023 events
 SB 58 (June 2023)
 4 Regional Climate Weeks
 SB 59 (November 2023)
 COP 28 (November 2023)
 Participation in relevant events organized by other institutions

SB 58 (June 2023)

Launch KCI themes campaign, in a side event, beginning with country-driven strategies and best practices on just transition of the workforce and creation of decent work and quality jobs and on economic diversification and transformation focusing on challenges and opportunities from the implementation of low greenhouse gas emission policies and strategies towards the achievement of sustainable development

4 Regional Climate Weeks (TBD 2023)

Outreach on two previously released technical papers: (i) impacts of the implementation of response measures considering intergenerational equity, gender considerations and the needs of local communities, indigenous peoples, youth, and other people in vulnerable situations; (ii) new industries

- Host and promote a side event at each Climate Week
- Build and maintain KCI email list
- Release and promote at least one newsroom article or blog on a KCI theme linking to each technical paper
- Post 2-3 LinkedIn posts promoting one-pager on technical paper
- Work with UNFCCC communications team to promote technical paper messages to UNFCCC audience

SB 59 (November 2023)

Release, through a side event, one technical paper on best practices in engaging the private sector, including small and medium-sized enterprises and public-private partnerships, to facilitate the creation of decent work and quality jobs in low greenhouse gas emission sectors

- Create and share one-pager on technical paper
- Create and share web cards in formats that can be shared across several communications platforms

COP 28 (November 2023)

Publicize and promote recommendations from KCI annual report 2023

Relevant events by other organizations

KCI members share and promote KCI outputs as “Ambassadors of the KCI” to their own networks and participate in relevant events organized by other institutions

ⁱ Search hashtags on Twitter, [#JustTransition](#) [#EconomicDiversification](#) [#ResponseMeasures](#). Identify up to # organizations, institutions who could provide inputs. Send out a letter requesting that specific institutions inputs by DATE. For example, a letter could be sent to the University of Dundee’s Just Transition Hub, inviting their experts and students to submit inputs, and/or inviting them to attend SB 56 and/or SB 57

ⁱⁱ Host side event or workshop

- **Pre-event:** Draft concept note (with objectives, desired audience, messaging, desired outcomes)
 - Publish event online (“sign up here” or “add to calendar”).
 - Include agenda, speakers, concept note, participating organizations and institutions and how an audience can access the event online
 - Send out invitations for workshop, and schedule reminders to a) General invitation to KCI email list and observers and b) Personal invitations to desired stakeholders that will be in attendance
 - **During event:** Collect quotes and photos from the event to be used in email updates, LinkedIn, future one-pagers and annual reports, etc.
 - **Post-event:** At the conclusion of the event, send out a ‘thank you’ to all that attended, a push to participate in any call for inputs, including any outcomes from the event.
 - **Include:** Post-event survey/feedback form to improve future events.
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