



COMMUNICATIONS AND OUTREACH STRATEGY

Agenda item 8

10th meeting of the KCI
30-31 May 2024
Bonn, Germany



Background

During 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



NUMBER OF EVENTS ORGANIZED OR CO-ORGANIZED BY THE KCI & NUMBER OF PARTICIPANTS

COP 28 KCI Side Events

Cities Reimagined, bringing everyone on board: The Necessary path to Greener and more Resilient Urban Cities (~40 participants)

Side event @ the 5th Capacity-building Hub ,COP 28

Just transition and sustainable development: Connecting climate actions with macroeconomics (~25 participants)

Just Transition Pavilion, COP 28



Other Events where KCI was represented

Mandated Event: Delivering a gender-responsive just transition for all (ILO/UNFCCC)

03 Dec 2023, 10:00-12:30 & 14:00-17:30, Meeting room 2

ACE in-session event: Empowering a Fair, Inclusive, and Just Transition

10 Dec 2023, Al Ghafat

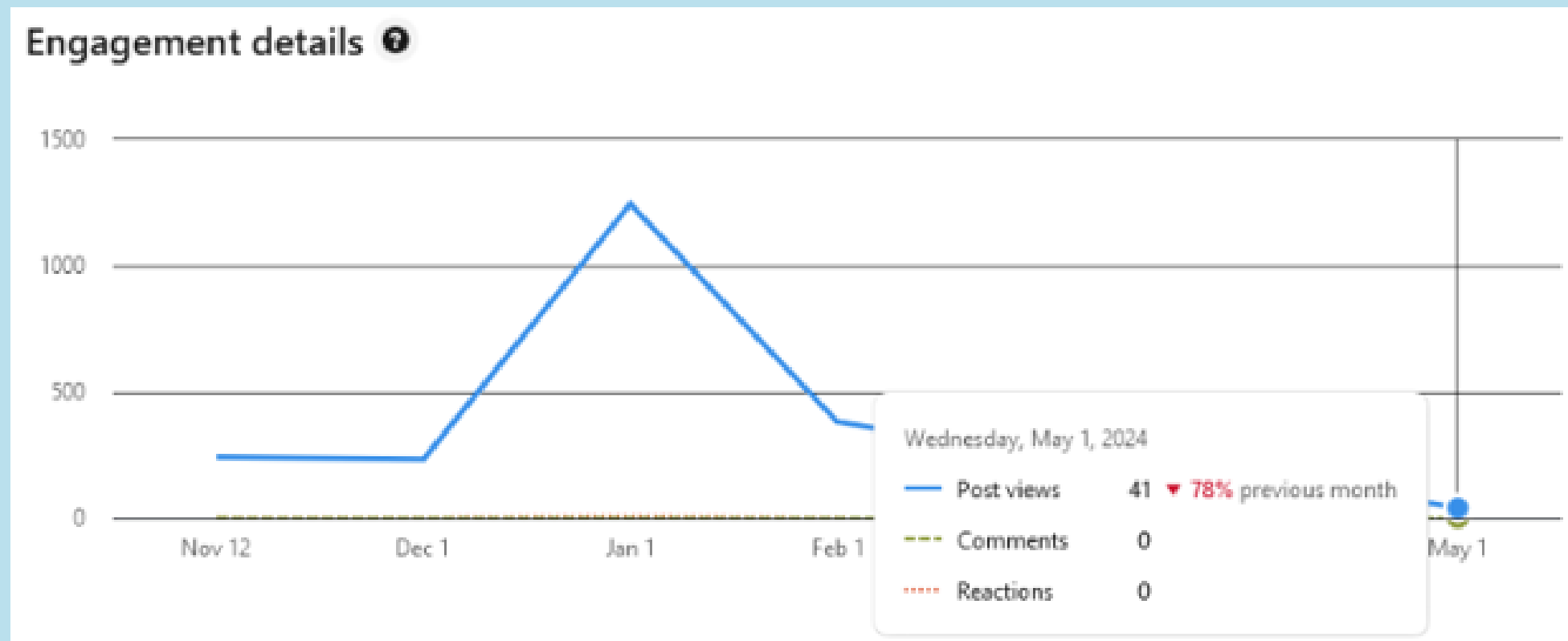


NUMBER OF SOCIAL MEDIA ENGAGEMENT

LinkedIn Engagement



- Downwards trend
- More engaging content needed



NUMBER OF SUBMISSIONS RECEIVED

9 input received as response to call for input for activity 10, from 9 stakeholders

59 input received as response to call for input for activity 6, from 15 stakeholders

EVENTS ATTENDED BY KCI MEMBERS

COP 28 (KCI Co-chairs)

1. Technical dialogue on financing a gender-responsive just transition, 4th December, 10am
2. COP 28 Presidency In-Session ACE Event, 10 December, 10:00-12:00, Plenary 2
3. Sixth meeting of the ICG - Sun. 10 December 2023, from 13.15 - 14.45

