



United Nations Framework Convention on Climate Change

# KCI Communication and Outreach Strategy 2022 – 2023

KCI 6, 3 June 2022





# KCI Communication and Outreach Strategy 2022 – 2023

- I. Background
- II. Goal, objectives, approaches and audience
- III. Communication approaches
- VI. Review
- V. Activities for 2022-2023



# I. Background

At KCI 5, the committee:

- 1) Agreed to deliberate on a communication and outreach strategy for its work;
- 2) Considered the communication and outreach strategies of various other constituted bodies under the Convention;
- 3) Requested the secretariat to prepare a draft communication and outreach strategy for KCI for its consideration at its 6th meeting.





## II. Goal, objectives, approaches and audience

### GOAL

Build awareness of KCI

### STRATEGIC OBJECTIVES

1. Increase visibility and understanding of the value of the KCI's work
2. Increase audience participation in implementation of the KCI workplan
3. Position the KCI as an effective convening platform that can mobilize stakeholders
4. Enhance international cooperation and coordination on response measures



## II. Goal, objectives, approaches and audience

### STRATEGIC APPROACHES

1. Showcase KCI outputs and reach intended audience
2. Highlight KCI as key resource in evidence-based climate policy making and implementation
3. Enhance participation of KCI members as “Ambassadors of the KCI”
4. Seek collaborative opportunities with organizations

### TARGET AUDIENCES

1. Organizations and members part of the constituency observers
2. Organizations not part of the constituency observers, but which will be targeted to engage

# III. Communication approaches

## THEMES

**1** KCI knowledge products support Parties to scale up ambition

**2** KCI helps accelerate the NDCs' implementation

**3** KCI provides platform for information sharing



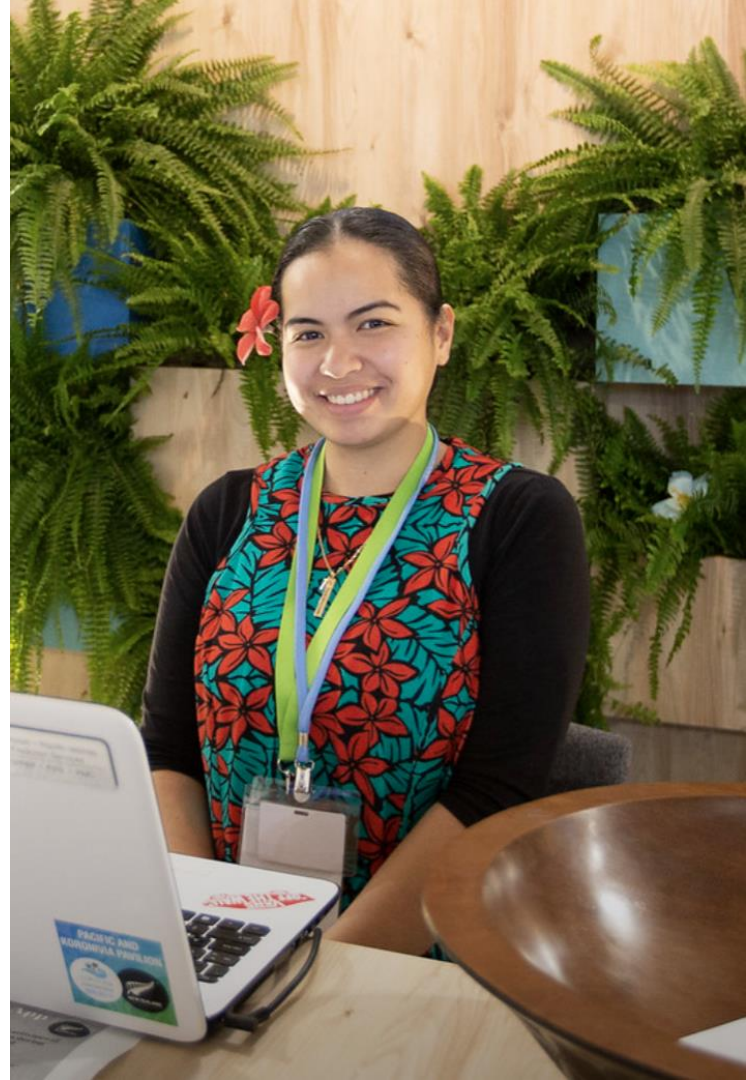
# III. Communication approaches

## THEMES AND KEY MESSAGES

1

KCI knowledge products support Parties to scale up ambition

- 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.



### III. Communication approaches

2

KCI helps accelerate the NDCs' implementation

- a. Helping countries understand impacts of implementation of climate policies and maximize positive and minimize negative impacts of response measures
- b. Facilitating development of just transition and economic diversification
- c. Facilitating economic diversification and transformation needed for sustainable transition to low-emission based economies
- d. Creating awareness about new businesses and industries arising from response measures





# III. Communication approaches

## THEMES AND KEY MESSAGES

3

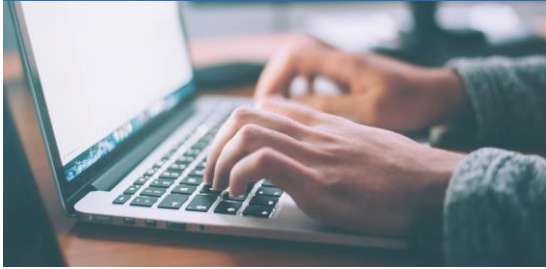
KCI provides a platform for information sharing

- a. 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.
- b. Facilitating open and inclusive contribution from experts, practitioners, and relevant organizations in implement workplan activities.



# III. Communication approaches

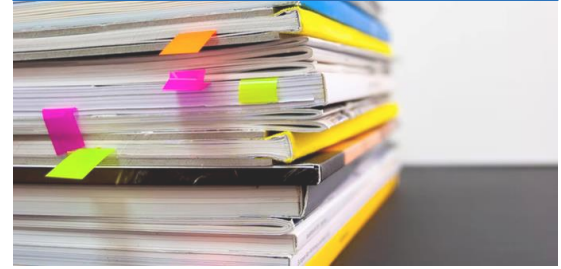
Website



Events



Reports and papers



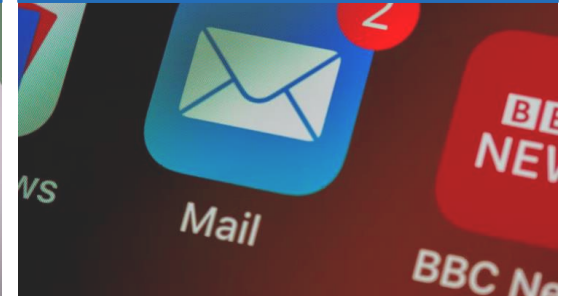
Meetings



Outreach



Mailing list



## IV. Review

It is recommended that the communications and outreach strategy is reviewed on a yearly basis.

The review should:

- 1) track and clear progress;
- 2) set attainable KPIs;
- 3) and explore strengthening social media presence and media outreach



# V. Activities for 2022-2023

	Event or activity	Estimated timeline for implementation	Modalities/outputs
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><b>Stakeholder mapping:</b> Identify international organizations, institutions, academia, and experts who already know about KCI and who should know about KCI. Identify a potential focal point.</p> <p><b>Maintenance</b></p>
3	KCI themes campaign	(open-ended)	Develop a KCI themes campaign
4	Updating and maintaining KCI webpages	(open-ended)	KCI webpage to be improved to be more user friendly for target audiences in accessing any materials

# V. Activities for 2022-2023

	Event or activity	Estimated timeline for implementation	Modalities/outputs
5	2022 and 2023 events	SB 56 (June 2022) SB 57 (November 2022) SB 58 (June 2023) SB 59 (November 2023) 2022 – 2023 Climate Weeks COP 27 (November 2022) and COP 28 (November 2023) Participation in relevant events organized by other institutions	<p><b>SBs 56, 57, 58, 59:</b> Present technical paper(s)</p> <ul style="list-style-type: none"> <li>-One-pager</li> <li>-Web cards</li> </ul> <p><b>SB 58:</b> Launch KCI themes campaign</p> <p><b>Climate Weeks</b> Outreach on technical papers</p> <ul style="list-style-type: none"> <li>-Host and promote a side event at each Climate Week</li> <li>-KCI email list</li> <li>-Newsroom article or blog</li> <li>-2-3 LinkedIn posts</li> <li>-Work with UNFCCC communications to promote messages to general audience</li> </ul> <p><b>COP 27 (November 2022)</b> Publicize and promote recommendations from KCI annual report 2022.</p> <p><b>COP 28 (November 2023)</b> Publicize and promote recommendations from KCI annual report 2023</p> <p>“Ambassadors of the KCI”</p>