

Performance Indicators to Monitor KCI Communication and Outreach Efforts

8th Meeting of the KCI
1 – 2 June 2023



Background

KCI 6



Adopted a communication and outreach strategy as framework for communication and outreach activities from 2022 to 2023.



Requested the secretariat to identify key performance indicators to monitor its communication and outreach efforts for its consideration at KCI 8.

Strategic objectives



To increase visibility and understanding of the value of the KCI work.



To increase audience participation in implementation of the KCI workplan.



To position the KCI as an effective convening platform that can mobilize stakeholders to share information and expertise.

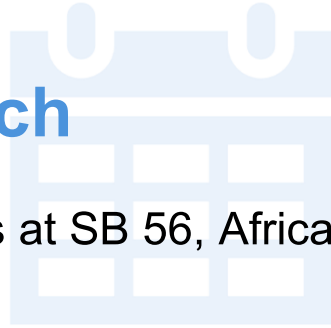


To enhance international cooperation and coordination on response measures.



Implementation status

Outreach



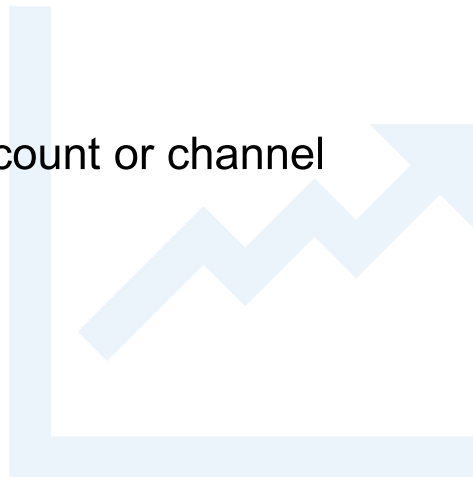
Side events at SB 56, African Climate Week 2022 and COP 27

In progress

Creation on LinkedIn account or channel

Social media posts

Newsroom stories



Recommendation

Proposed indicators

No. of events organized or co-organized by KCI

No. and diversity of participants at KCI events

No. of social media posts shared, reposted

No. of submissions from stakeholders

Continuation of strategy

To continue with the strategy until 2025

End of presentation

