

# Review report on the status and progress of work under the strategic plan for stakeholder engagement, communications and resource mobilization (June 2019–June 2020)

## I. Background

In May 2018, the Paris Committee on Capacity-building (PCCB) agreed to develop strategies to enhance the implementation of its rolling workplan, including (1) an outreach/communication strategy, (2) a stakeholder engagement strategy and (3) a resource mobilization strategy.

In its 3<sup>rd</sup> meeting, the PCCB endorsed the strategic plan for stakeholder engagement, communications and resource mobilization<sup>1</sup>. The plan provides overarching strategic guidance, particularly with regard to enhancing coherence and coordination in capacity-building and providing guidance on needs for and gaps in country-driven capacity-building, through enhanced stakeholder engagement and effective communications.

The strategic plan identifies priorities for action and sets out preliminary action plans for stakeholder engagement and communications. The activities are divided into three interlinked action areas: the **PCCB Network, stakeholder mapping and engagement**, and **digital presence and platforms**. These are accompanied by a set of additional activities, which are subject to the availability of resources.

This review report provides an overview of the efforts of the PCCB and the secretariat to fulfil the objectives of the strategic plan, outlining the status of work, the degree of progress under each action area, and areas for improvement. In the light of the extension of the workplan of the PCCB for the period of 2020-2024, the report concludes with recommendations with a view to ensuring that the strategic plan is fully aligned with the priority areas and activities under the new workplan of the PCCB.

## II. Expected outcomes defined in the strategic plan

The PCCB aims to foster a shared vision of priorities and results with the full range of resource partners. It also aims to engage with partners that can accelerate action to identify gaps and needs and promote coherence and synergies through policy guidance.

*Section 4.1 of the strategic plan*

Under the umbrella of stakeholder engagement and communications, the strategic plan provides a framework for planning, sets out a road map for action areas and identifies potential tools for optimally supporting the PCCB in the implementation of its workplan. The action plan outlined in the strategic plan is divided into the following three key action areas, accompanied by underlying objectives and activities.

### 1. PCCB Network

**Objective:** To enhance the coherence and coordination of climate-related capacity-building and utilize the expertise of PCCB Network members to boost climate action.

**Activities:**

1. Developing a concept note for the Network;
2. Holding an open call for expressions of interest to join the Network and launching the PCCB Network;
3. Mapping new and existing stakeholders in the Network to identify areas of synergy between stakeholders and the mission of the PCCB;
4. Developing criteria for the participation of external stakeholders in PCCB working groups.

### 2. Stakeholder mapping and engagement

**Objective:** To understand existing relationships and available resources, build purposeful partnerships and determine the specific interests of stakeholders, as well as develop processes for feedback to ensure that engagement is effective.

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<sup>1</sup> <https://webcms.unfccc.int/documents/198470>

#### Activities:

1. Developing a matrix of partners and stakeholders, which will include stakeholders who have participated in PCCB events, as well as other stakeholders who have expressed an interest in being part of the PCCB Network;
2. Developing processes for feedback, incorporating results and reporting on stakeholder engagement;
3. Evaluating stakeholder engagement in PCCB activities, specifically the 1<sup>st</sup> and 2<sup>nd</sup> Capacity-building Hubs, which took place at the twenty-fourth and twenty-fifth sessions, respectively, of the Conference of the Parties (COP), and use the feedback to design future activities;
4. Developing a post-event survey for participants at major events such as regional climate weeks and sessions of the COP.

### 3. Digital presence and platforms

**Objective:** To increase coordination among stakeholders in climate-related capacity-building activities, increase the visibility of the PCCB and facilitate access to useful knowledge and information related to capacity-building.

#### Activities:

1. Creating a digital media presence and a communication and outreach plan;
2. Developing indicators for assessing the effectiveness of the communication strategy;
3. Continuing to facilitate access to useful information, guidance, reports, blogs, opinion pieces and public presentations related to capacity-building through the capacity-building portal and social media channels.

### 4. Additional activities

In addition, the strategic plan identifies a number of prioritized activities for the PCCB, to be undertaken subject to the availability of resources, including the organization of capacity-building events at regional climate weeks, Capacity-building Hubs at COPs, and other high-level events and training workshops designed to facilitate the sharing of experience and knowledge, as well as the dissemination of research products, tools and guidelines intended to support governments in pursuing country-driven capacity-building initiatives at the regional, national and subnational level.

## III. Status of work

This section reports on the current status of work under each action area and provides statistics and results achieved with regard to stakeholder engagement and communications.

### 1. PCCB Network

**50**  
consultation session  
attendees

**155**  
members

**63**  
Country locations

A concept note for the PCCB Network was drafted in 2019 on the basis of the guidance provided in the strategy plan, capturing the objectives and significance of the Network. In a consultation session attended by a diverse range of relevant stakeholders at COP 25, the PCCB held an open dialogue and received feedback on the draft concept note. On the basis of the feedback received, and following further internal consultations, an open call for expressions of interest to join the Network was announced in March 2020. To date, 155 registration forms have been submitted. The PCCB will host an inaugural meeting of the Network in conjunction with the 4<sup>th</sup> meeting of the PCCB.

### 2. Stakeholder mapping and engagement

Since the endorsement of the strategic plan, the PCCB has made use of a diverse range of means and tools for enhancing stakeholder engagement and developing processes for seeking feedback and incorporating it into its work. For example, the PCCB has received online submissions from interested stakeholders, circulated a survey on coherence and coordination among relevant bodies under the Convention, held open calls for expressions of interest to participate in major events and activities, such as Capacity-building Hubs and the PCCB Network, and introduced post-event surveys to evaluate activities undertaken.

Through such efforts, the PCCB has formed collaborations, on the basis of synergetic areas of work in different arenas, with a diverse range of organizations including United Nations agencies, international coalitions and networks, and academic and research institutions. These collaborations have enabled the PCCB to expand and solidify its network of partners across different sectors and regions.

<b>1,069</b> contact information gathered	<b>66</b> post-event surveys completed	<b>82</b> questionnaires and technical surveys submitted	<b>26</b> submissions received	<b>71</b> expressions of interest received
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In addition, the PCCB has a growing contact list of partners and participants who have taken part in PCCB-related events and are willing to receive updates about the future activities of the PCCB. Where applicable, the list specifies the regional and thematic background of individuals, providing a basis for targeted and effective communications. As at May 26, 2020, the mailing list included 1069 addressees, including partners and focal persons, and those who have registered for the PCCB meetings and PCCB-related events, such as Capacity-building Knowledge to Action Days and Capacity-building Hubs.

### 3. Digital presence and platforms

<b>2,118</b> Facebook followers, up by 165% since June 2019	<b>148,546</b> impressions of the Facebook page since June 2019	<b>389</b> Facebook posts since June 2019	<b>480</b> people reached per post on average	<b>27</b> videos produced and shared on Facebook and YouTube	<b>2537</b> Viewed the videos online
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The PCCB uses its web pages on the UNFCCC website, as well as the PCCB Facebook page<sup>2</sup> and the PCCB YouTube channel<sup>3</sup>, to engage and communicate with relevant stakeholders and interested persons. In addition, the PCCB has a broad range of digital media channels to draw on as needed, including the UNFCCC newsroom, LinkedIn and Twitter, as well as partners' social media channels. A diverse range of materials has been shared in a variety of formats, spanning from event and meeting documents and surveys to brochures and announcements.

### 4. Additional activities

In addition to the key action areas identified by the strategic plan, the PCCB successfully carried out activities at the regional climate weeks and COP 25 thanks to effective partnerships with interested organizations, which allowed shared priorities to be built upon and expertise and resources to be shared, for instance in the Capacity-building Knowledge to Action Days and the 2<sup>nd</sup> Capacity-building Hub. These have proven to be effective and engaging platforms for relevant stakeholders to network, share their experience and exchange knowledge, as well as disseminate information on case studies, lessons learned, research outcomes, tools and guidelines that can support governments in pursuing country-driven capacity-building initiatives at the regional, national and subnational level.

#### Capacity-building Knowledge to Action Days at the regional climate weeks

<b>13</b> partners	<b>75</b> participants	<b>8</b> discussion groups	<b>10</b> panelists
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The regional event series Capacity-building Knowledge to Action Days<sup>4</sup>, held at the Latin America and Caribbean Climate Week and Asia-Pacific Climate Week in 2019, brought together a diverse range of stakeholders, including national and local governments, universities and research organizations, who discussed knowledge and institutional barriers, research gaps and other capacity-building gaps and needs that could weaken science-policy interfaces at the national and regional level.

#### 2<sup>nd</sup> Capacity-building Hub

<b>73 expressions</b> of interest	<b>67</b> partners	<b>1,200</b> participants	<b>260</b> experts	<b>210</b> institutions
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On the basis of the outcomes of the first Hub, the 2<sup>nd</sup> Capacity-building Hub<sup>5</sup> represented a wide range of voices, experience and topics relevant to the work of the PCCB on climate-related capacity-building. The success and significance of the Hub was acknowledged by a wide array of actors during COP 25, placing capacity-building in the spotlight of the COP. By agreeing on an extension to the work of the PCCB, Parties solidified the Hub as an annual activity of the PCCB for 2020–2024.

<sup>2</sup> <https://www.facebook.com/pccb.unfccc>

<sup>3</sup> <https://www.youtube.com/channel/UCEQ4HMPJ94E3r4ZvNIqetiQ>

<sup>4</sup> <https://unfccc.int/pccb/capacity-building-knowledge-to-action-days-in-regional-climate-weeks>

<sup>5</sup> <https://unfccc.int/2nd-capacity-building-hub>

Organizing the Capacity-building Knowledge to Action Days series and the 2<sup>nd</sup> Capacity-building Hub required extensive communication and coordination among partners, which was made possible through emails, conference calls and in-person meetings. The outcomes of these events were captured in summary reports, summary videos, postcards, news articles and opinion pieces, and further disseminated through dedicated web pages, the PCCB Facebook page, the PCCB YouTube channel and event mailing lists, as well as partner web pages and social media channels. All information is available on the event web pages.

## IV. Progress made from June 2019 to June 2020

This section describes the progress made under each action area and the communication tools applied from June 2019 to June 2020. Further details such as communication tools, and required actions are provided as applicable, and next steps are given for each activity.

### 1. Progress report

Output/activity	Status	Communication tools/means
<b>2. PCCB Network<sup>6</sup></b>		
1. Concept note	<b>Completed</b> - Concept note published. - Consultation session summary report published.	- PCCB meetings and calls - PCCB web page - PCCB Facebook page - PCCB mailing list
2. Call for expressions of interest and Network launch	<b>Completed, ongoing</b> - Network web page published. - Call for expression of interest published.	- UNFCCC media channels - Open consultation session - Questionnaires for mapping stakeholders and synergetic areas of work
3. Criteria for the participation of external experts in PCCB working groups	<b>In planning</b> - To be discussed/decided during the 4 <sup>th</sup> meeting of the PCCB	- Partners' social media - Summary report - Expressions of interest

#### Next steps:

As envisaged in the concept note, the next steps are carrying out the agreed activities and formulating an evaluation framework to assess the outcomes of the one-year pilot phase.

### 3. Stakeholder mapping and engagement

1. Developing a matrix of stakeholders using contact information gathered during PCCB activities	<b>Ongoing</b>	- Event registration form - PCCB mailing list - PCCB meetings and events - Round table, panel discussion and consultation session
2. Developing processes for feedback and incorporating results into activities	<b>Ongoing</b> - The PCCB invites submissions from stakeholders on a rolling basis <sup>7</sup> - The PCCB opens call for expressions of interest for major activities of the PCCB including the Capacity-building Hub and the PCCB Network.	- Email submission - On-site informal discussions with a view to gaining insights - Ex-post assessment of activities - Targeted evaluation survey - Technical survey and questionnaire
3. Evaluating stakeholder engagement in PCCB activities	<b>In progress</b> The evaluation surveys and statistics of partnership/membership are currently used for monitoring stakeholder engagement activities.	- Report and executive summary

<sup>6</sup> All relevant documents are available at <https://unfccc.int/pccb-network>

<sup>7</sup> <https://unfccc.int/topics/capacity-building/resources/submissions-to-the-paris-committee-on-capacity-building-pccb>

4. Developing a post-event survey for participants at major events	<b>Completed, ongoing</b> A post-event surveys for participants is developed. <sup>8</sup>	
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#### Next steps:

As recommended in the strategic plan, the next step is to develop a systemic way to map and update the growing matrix of stakeholders of the PCCB. In addition, the evaluation of stakeholder engagement shall follow a systemic approach too, incorporating indicators reflecting the durability of collaborations, as well as the quality and effectiveness of the outcomes.

## 4. Digital presence and platforms

1. Creating a digital media presence and communication and outreach plan	<b>Ongoing</b>	- Webcasting - PCCB Facebook page - PCCB YouTube channel
2. Developing indicators for assessing the effectiveness of the communication strategy	<b>In progress</b> - The evaluation surveys and social media analytics are currently used for monitoring communication activities.	- UNFCCC website - UNFCCC Newsroom - UNFCCC Twitter - Other relevant media channels
3. Facilitating access to useful information and knowledge through the capacity-building portal and social media channels	<b>Ongoing, in progress</b> - The PCCB Facebook page is used to disseminate relevant information and updates on climate-related capacity-building efforts. - The capacity-building portal is set to undergo a revamp by 2021. It will be utilized to boost the reach of information and knowledge products provided by stakeholders.	- Capacity-building portal

#### Next steps:

As mentioned in the strategic plan, the next steps involve developing a digital communication strategy, creating an evaluation framework for the communication strategy and enhancing the dissemination of information through online platforms.

## V. Summary of lessons learned and areas for improvement for stakeholder engagement and communications

While the status of work of the PCCB has advanced in a promising way, the progress made has not been homogenous across all action areas. The PCCB strived to learn from the experience gained and make use of the insights from the implementation of its 2017–2020 rolling workplan.

The PCCB has taken a hands-on approach to implementing the strategic plan, identifying effective tools and practices for stakeholder engagement and communications through learning-by-doing. With the support of the secretariat, the PCCB not only proactively identified better ways for its internal communications and engagement, but also succeeded in broadening and strengthening interactions with a diverse range of stakeholders. Some examples of outcomes of these effective approaches to stakeholder engagement and communications are summarized below.

### Stakeholder engagement

- **Purposeful collaborations yielded specific outcomes**

Thematic-based and results-oriented collaborations proved successful in building effective partnerships and yielding well-received outcomes. The Capacity-building Hub is a positive example of how thematic-based collaborations can bring relevant stakeholders together and facilitate fruitful exchanges. The value added by this approach was explicitly and repeatedly acknowledged in the post-event surveys completed by organizers of and participants in the Hub.

- **Targeted feedback produced in-depth insights**

<sup>8</sup> <https://www.surveymonkey.de/r/VQN9SRV>

Tailoring the feedback process to different types of stakeholder according to their level of engagement with the PCCB was a successful way of capturing different points of views when evaluating the success and effectiveness of the activities of the PCCB in various contexts. For example, feedback on the 2<sup>nd</sup> Capacity-building Hub was obtained from participants, organizers, lead partners, the organizing team in the secretariat and PCCB members using a variety of formats.

- **Networking opportunities added great value**

Stakeholders involved in PCCB-related activities consistently agreed that PCCB events provide effective opportunities to develop professional networks and facilitate peer-to-peer exchanges. While such exchanges have occurred organically so far, the PCCB will consider incorporating networking opportunities specifically into its future work.

## Communications

- **Social media analytics were a significant tool for effective communication**

Incorporating the insights from social media analytics has been effective in enhancing communication activities by the PCCB. Such tools provide a basis for assessing the effectiveness of communication strategies and provide insights into how these strategies and their corresponding plans should be modified.

- **Utilizing partners' networks boosts the reach of communications**

Using the media channels of partners and related organizations has proven to be extremely effective in boosting the digital outreach of the PCCB. Through this approach, the PCCB reached two million users with its open call for expressions of interest in the 2<sup>nd</sup> Capacity-building Hub, and pursuing this approach is also expected to be particularly beneficial and feasible in the context of the PCCB Network.

- **Diversifying communication products has helped reach a broader audience**

Diversifying deliverables is a means of reaching a broader audience. In addition to formal reports, the PCCB has made it a priority to reach a wider range of recipients by producing articles, blogs, videos, postcards, flyers and targeted web pages.

While the valuable insights gained from the aforementioned approaches will be taken into consideration when determining the way forward, it is equally important to address the areas where less progress has been achieved to date. Two main areas of focus to be considered in this regard are:

- **The need for a systematic approach to assessing the effectiveness of stakeholder engagement and communication strategies**

The PCCB acknowledges the importance of evaluating communication efforts against a set of relevant indicators to monitor progress over time and gain insights into effective action.

- **The need for innovative solutions to enhance the dissemination of information through online platforms**

As a result of resource constraints in the secretariat budget, the planned enhancement of the capacity-building portal (on the basis of guidance provided by the PCCB) has been delayed, while the need for an online platform through which to disseminate information and exchange knowledge on capacity-building efforts has progressively grown. The PCCB will continue to study potential alternatives and work with relevant stakeholders to advance work in this key area.

## VI. The way forward

2019 was an eventful year for the PCCB, with its efforts having been acknowledged by the Parties to the Convention, resulting in a five-year extension to its mandate. Effective stakeholder engagement and communications remain vital in implementing the mandate of the PCCB, and the PCCB is striving to further enhance its work in this area.

This report highlighted important lessons learned, achievements and areas for improvement, which will be taken into account by the PCCB when formulating activities for stakeholder engagement and communications in the coming years. The PCCB continues to actively learn from past experience and to effectively incorporate it into its future work. In addition to the next steps outlined above, the PCCB will review and update its strategic plan to align it with the priorities and activities under its 2021–2024 workplan. Furthermore, the PCCB Network and the Capacity-building Hubs are key elements of the workplan, and will be key tools in supporting the objectives of the PCCB regarding stakeholder engagement and communications more broadly. Lastly, continuous learning, effective partnerships, transparent communications, efficient use of resources, inclusive engagements and collective action will continue to guide the implementation and advancement of the work of the PCCB.