

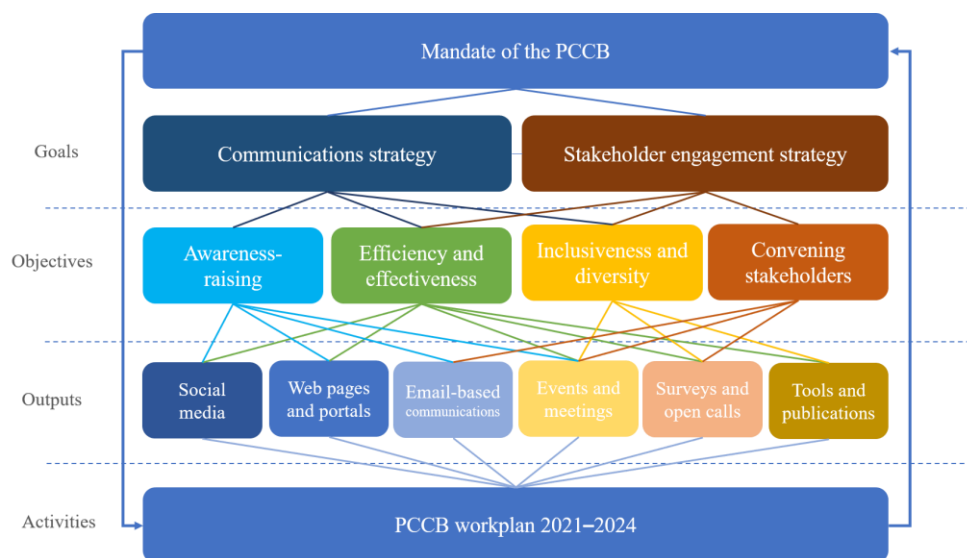
First report on the review of the implementation of activities under the Paris Committee on Capacity-building communications and stakeholder engagement strategies

June 2021 to June 2022

I. Background

1. In June 2021, the Paris Committee on Capacity-building (PCCB) endorsed the communications and stakeholder engagement strategies¹ for the period of its 2021–2024 workplan. The strategies provide a framework that connects the mandate of the PCCB to its communications- and engagement-related outputs across activities in all priority areas of the workplan (see figure 1).

Figure 1: Results-based assessment framework for communications and engagement under the 2021–2024 workplan of the Paris Committee on Capacity-building



2. The strategies include a number of suggested approaches and recommendations to guide implementation by the PCCB of its communications- and engagement-related activities, and a tracking tool has been established for gathering and monitoring relevant data and information on progress. This review report provides an overview of the efforts of the PCCB and the secretariat to fulfil the objectives of the strategies between June 2021 and June 2022.

3. This report comprises three sections: summaries of activities implemented under the communications (see chap. II below) and stakeholder engagement (see chap. III below) strategies, including key findings and considerations for more effective implementation of the strategies in the coming years; followed by a results-based assessment of said activities that considers the interlinkages between the strategies (see chap. IV below).

II. Communications

Overview, achievements and areas for improvement

4. The aim of the communications strategy is to support the PCCB in **raising awareness** among stakeholders of its role and the value of its efforts in advancing capacity-building work under the Convention and the Paris Agreement; increasing the **efficiency and**

¹ See document PCCB/2021/7.

effectiveness of its communications; and encouraging **greater participation of stakeholders** and ensuring that due consideration is given to **cross-cutting issues** in PCCB activities. The results of the implementation of the strategy in the reporting period indicate that:

(a) All **communications** activities were implemented in line with the frequency recommended in the strategy;

(b) The progress of implementation of the recommended approaches for each means of communication in the strategy is not homogenous. Practices may need to be enhanced to ensure continued improvement, particularly with regard to use of partners' communication channels and application of feedback mechanisms;

(c) The PCCB has been particularly successful in integrating consideration of cross-cutting issues (i.e. **gender, youth, indigenous peoples and human rights**) into its work, in terms of both substantive (e.g. content of products, focus of events) and operational (e.g. mobilization of resource persons) aspects;

(d) The suggested steps listed in the planning guide for the implementation of workplan activities were not always comprehensively applied owing to limited human resources in the PCCB support team in the secretariat and the resulting high turnover of short-term consultants. As a consequence, there are gaps in the data available for monitoring the results of the communications activities.

1. The following approaches have **proven effective** in implementing the communications strategy:

(a) Using **various means of communication** in implementing activities boosted the reach and effectiveness of the communications; for example, the PCCB promoted the 3rd Capacity-building Hub via various channels, including its own (web pages, email-based communications, social media) and those of the UNFCCC and partners (UNFCCC Newsroom, social media);

(b) Deploying **innovative and diverse modalities of communication** helps to boost the efficiency and effectiveness of efforts and raise awareness of capacity-building issues across a wider audience. PCCB efforts in this regard include **holding various types of event** (i.e. at the 3rd Capacity-building Hub) and producing **different forms of content** (i.e. multimedia (e.g. videos, podcasts, digital postcards), short- and long-form content (e.g. 'outcome articles') and dynamic content (i.e. in developing the PCCB toolkit));

(c) Using **UNFCCC communication channels** (the capacity-building portal and the United Nations Climate Change Capacity-building Group on LinkedIn) has enhanced the efficiency and effectiveness of PCCB communications.

2. In order to ensure **continued improvement** over time, particularly in areas where progress has been slower:

(a) Further efforts should be made to **leverage partners' communication channels**, particularly in the context of the PCCB Network and the Capacity-building Hub. This could include establishing communications-focused partnerships beyond ad hoc and one-off collaboration, particularly with entities and initiatives that have similar primary stakeholders to the PCCB;

(b) Processes for collecting stakeholder information and **feedback** across **PCCB** activities should be further standardized and simplified, such as by standardizing the registration process for events and activities to facilitate capturing participation statistics, and conducting in-meeting evaluations and/or regular post-event follow-ups to ensure greater participation in evaluation surveys;

(c) Consistent monitoring of results should be continued in order to provide insights and suggestions for enhancing practices across all means of communication. To prevent gaps in data and information resulting from resource constraints, monitoring and evaluation processes should be further simplified and standardized. The communications

strategy may need to be adjusted to ensure that it reflects lessons learned from its implementation and the emerging needs and circumstances of the PCCB and its stakeholders.

Means of communication: overview of results

3. In implementing its 2021–2024 workplan, the PCCB has used various means of communication, including some that already existed and others that have been recently established or enhanced. An overview of statistics and information relevant to the means of communication deployed by the PCCB in the reporting period is provided in table 1.

Table 1: Key results of the implementation of the communications strategy for each means of communication and relevant objective in the reporting period

	Awareness-raising	Efficiency and effectiveness	Inclusiveness and diversity
Web page and publications	<p>The PCCB and PCCB Network web pages² were viewed more than 8,000 times</p> <p>The PCCB toolkit³ and the report on the 3rd Capacity-building Hub⁴ were downloaded about 140 and 240 times, respectively. The online course⁵ has been attended by more than 1,000 learners since its launch in June 2021</p> <p>More than 60 resources related to capacity-building were disseminated by the PCCB via the capacity-building portal, and another 50 were listed on the web page of the PCCB toolkit</p>	<p>Some 20 tools and publications were developed, all of which promoted on the PCCB web pages</p> <p>The PCCB produced a diverse range of products, including a jointly developed online course, a toolkit, news articles,⁶ newsletters,⁷ recommendations for Parties,⁸ synthesis reports,⁹ other technical documents¹⁰ and summary reports on events and meetings¹¹</p> <p>Close to 70% of relevant PCCB outputs were developed in collaboration with and/or with contributions from some 80 entities and initiatives (e.g. through submissions)</p>	<p>Except for the official reports and documents of the PCCB, 100% of its outputs were open to inputs and/or feedback from stakeholders</p> <p>100% of PCCB outputs addressed at least one cross-cutting issue (i.e. gender, youth, indigenous peoples and human rights) and 87% addressed two</p> <p>In more than 75% of the products, one or more cross-cutting issues were either the primary focus, mainstreamed or covered as stand-alone topics (e.g. in a chapter or module)</p>
	<p>Note: The adoption of the communications and engagement strategies and the findings from the final review of the strategic plan for communications, stakeholder engagement and resource mobilization under the first workplan of the PCCB¹² contributed to enhancing the effectiveness and efficiency of PCCB efforts in this area. The PCCB used a new format – outcome articles – for producing short-form content,¹³ aimed at capturing the key messages from and outcomes of various activities in a concise and digestible format. The PCCB toolkit has been designed to offer dynamic content, particularly by allowing for regular updates to the section on resources curated by a diverse range of actors involved in climate-related capacity-building</p>		

² <https://unfccc.int/pccb> and <https://unfccc.int/pccb-network>, respectively.

³ An activity remaining from the previous PCCB workplan, see <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/paris-committee-on-capacity-building-pccb/areas-of-work/capacity-building-portal/pccb-toolkit-to-assess-capacity-building-gaps-and-needs#eq-2>.

⁴ Available at <https://unfccc.int/sites/default/files/resource/3rd%20CB%20Hub%20Report.pdf>.

⁵ An activity remaining from the previous PCCB workplan, see <https://unfccc.int/pccb/working-groups/pccb-working-group-2-cross-cutting-issues#eq-2>.

⁶ See for example <https://unfccc.int/news/join-experts-at-the-3rd-capacity-building-hub-at-cop26>.

⁷ See <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/paris-committee-on-capacity-building-pccb/pccb-network/activities-pccb-network/pccb-network-newsletters>.

⁸ See document FCCC/SBI/2021/10, chapter III.

⁹ See, for example, the synthesis report for the technical assessment component of the first global stocktake at https://unfccc.int/sites/default/files/resource/PCCB_SR_GST.pdf.

¹⁰ See <https://unfccc.int/pccb/pccb-meetings-and-documents#eq-6>.

¹¹ See, for example, the summary reports on the meetings of the informal coordination group for capacity-building under the Convention and the Paris Agreement at <https://unfccc.int/PCCB-ICG#eq-1>.

¹² Available at <https://unfccc.int/sites/default/files/resource/Final%20review%20report%20%20-%20strategic%20plan%20for%20stakeholder%20engagement.pdf>

¹³ See, for example, the outcome articles available at <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/paris-committee-on-capacity-building-pccb/pccb-network/activities-pccb-network/pccb-network-regional-activities#eq-1>.

	Awareness-raising	Efficiency and effectiveness	Inclusiveness and diversity
Social media and multimedia content	<p>More than 65 posts were made on the PCCB Facebook page¹⁴</p> <p>19 videos were uploaded to the PCCB YouTube channel,¹⁵ which were viewed more than 8,000 times in total</p>	<p>A range of multimedia content – with PCCB branding – was produced (e.g. event recordings, interviews, podcasts, digital postcards and social media assets)</p> <p>More than 80 updates on the work of the PCCB were regularly posted via the United Nations Climate Change Capacity-building Group on LinkedIn, managed by the secretariat</p> <p>More than 25 communication channels of partners were mobilized, mainly for promoting the 3rd Capacity-building Hub</p>	Not applicable
	<p>Note: In accordance with the recommendations in the communications strategy, the PCCB has phased out use of its Facebook page and shifted its social media presence to a newly created group on LinkedIn, administered by the Capacity-building subdivision of the secretariat. Moreover, the PCCB started producing podcasts for multimedia content,¹⁶ aimed at boosting the visibility and reach of activities under the PCCB Network</p>		
Email-based communications	<p>362 addresses were added to the PCCB mailing list (now containing more than 2,000 addresses)</p> <p>On average, 95 views per each PCCB Network newsletter were recorded</p>	<p>The PCCB made use of various newsletters published by entities and under processes under the UNFCCC to boost the reach of its flagship activities (e.g. the Capacity-building Hub and calls for submissions) and products (e.g. the PCCB toolkit), including those published by the regional collaboration centres and the UNFCCC Gender team and under the Nairobi work programme on impacts, vulnerability and adaptation to climate change</p>	Not applicable
	<p>Note: The PCCB continued to use partners' means of communication, including targeted mailing lists and newsletters, to boost the efficiency and effectiveness of its communications and outreach efforts within sectoral and regional groups</p>		
Surveys	Not applicable	<p>Over 1,000 submissions were received from stakeholders in response to surveys launched by the PCCB</p> <p>Most surveys contained questions regarding the effectiveness of the communications and engagement efforts of the PCCB</p>	<p>Different surveys were launched by the PCCB to seek stakeholder feedback and inputs regarding the work of the PCCB, the informal coordination group for capacity-building under the Convention and the Paris Agreement (ICG) and the PCCB Network, as well as certain products (e.g. the online course) and activities (e.g. the Capacity-building Hub)</p>
	<p>Note: For some of the events hosted or organized by the PCCB, no post-event surveys were launched or a limited number of responses were received</p>		

¹⁴ Available at: <https://www.facebook.com/pccb.unfccc/>

¹⁵ <https://www.youtube.com/channel/UCEQ4HMPJ94E3r4ZvNIqetiQ>.

¹⁶ See https://unfccc.int/pccb-network/CB_Stories#eq-1.

	Awareness-raising	Efficiency and effectiveness	Inclusiveness and diversity
Events	<p>More than 1,500 individuals attended in person the events organized or hosted by the PCCB, over 3,500 virtual participants followed the discussions live and the recordings of the events were viewed more than 7,000 times. The Capacity-building Hub web page was viewed more than 5,000 times</p> <p>Event materials, including agenda, list of speakers, recordings (except for closed meetings of the ICG and the PCCB Network) and summary reports or notes, for all the events organized or hosted by the PCCB were made available on the PCCB web pages</p> <p>The PCCB maintained a presence at the UNFCCC regional climate weeks, which helped to enhance its visibility and engagement at the regional level</p>	<p>The PCCB organized 10 events (e.g. meetings, webinars, dialogues) within the scope of its workplan, hosted 42 events under the Capacity-building Hub and supported another 20 events led by members of the PCCB Network (e.g. workshops, webinars, meet-ups), amounting to more than 70 events</p> <p>Different modalities for events were used at the 3rd Capacity-building Hub to enhance effectiveness of communications and encourage greater engagement with the audience. Moderated round-table dialogues (45%), workshops and training (26%), lightning talks (7%) and storytelling (7%) were the most frequently used modalities</p>	<p>100% of the events organized or hosted by the PCCB included interaction with the audience (e.g. via digital tools such as Menti or Padlet, open floor discussions, submission forms for in-session inputs, and breakout groups)</p> <p>100% of the events organized by the PCCB addressed at least one cross-cutting issue (i.e. gender, youth, indigenous peoples and human rights)</p> <p>For more than 65% of the events, one or more of the cross-cutting issues were either the primary focus, mainstreamed or addressed as a stand-alone topic (e.g. via an agenda item or specialized resource person)</p>
	Note: For some of the events hosted or organized by the PCCB, no participation statistics were collected		

III. Stakeholder engagement

Overview, achievements and areas for improvement

4. The aim of the stakeholder engagement strategy is to support the PCCB in enhancing its **convening role** in promoting coherence and coordination of capacity-building; increasing the **efficiency and effectiveness** of stakeholder engagement; and encouraging **greater engagement of stakeholders** and ensuring that due consideration is given to **cross-cutting issues** in PCCB activities. The results of the implementation of the strategy in the reporting period indicate that:

(a) Stakeholder engagement activities were implemented in line with the recommended approaches in the strategy and the envisaged stakeholder groups were engaged;

(b) Although many of the modalities and approaches for stakeholder engagement are relatively new (i.e. the ICG, calls for submissions, **participation** of external experts in working groups), they have proven effective in implementing the recommended approaches in the strategy. The PCCB will continue to monitor progress and make **refinements or improvements** on the basis of findings and stakeholder feedback;

(c) The PCCB has been particularly successful in integrating consideration of **cross-cutting issues** into its work, in terms of both substantive (e.g. content of **products**, focus of events) and operational (e.g. mobilization of resource persons, participation of external experts in working groups) aspects;

(d) The suggested steps listed in the planning guide for implementation of workplan activities could not always be comprehensively applied, resulting in gaps in the data available for monitoring the results of stakeholder engagement efforts.

5. The following approaches have **proven effective** in implementing the stakeholder engagement strategy:

(a) Establishing the PCCB Network and the ICG has helped the PCCB to **expand its reach** across stakeholder groups, encourage **greater participation** in and inclusiveness of its work and strengthen its engagement with primary stakeholders. However, further efforts are needed to ensure **cross-stakeholder dialogue or collaboration** where the PCCB operates as the convener;

(b) Fostering **engagement with strategic actors** and stakeholders, for example the Presidency of the Conference of the Parties (COP) at its twenty-sixth session and the UNFCCC children and youth constituency, has assisted the PCCB in raising the profile of capacity-building, ensuring greater effectiveness of efforts and fostering enhanced participation of stakeholders in its work;

(c) Calls for submissions to inform the work of the PCCB in an **inclusive and coherent manner** have been successfully implemented and well received by both Parties and non-Party stakeholders;

(d) In line with previous experience, maintaining **engagement at the regional level** through thematic event series has proven effective in convening a diverse range of actors across regions, promoting multi-stakeholder dialogues on issues pertinent to capacity-building and shaping a strong narrative around the mandate of the PCCB.

6. In order to ensure **continued improvement** over time, particularly in areas where ample untapped opportunities for engagement exist:

(a) The PCCB should continue its efforts to foster collaboration and **partnerships across stakeholders** engaged in the work of the PCCB, for instance through enabling joint efforts, networking sessions and collaborative activities in the context of the PCCB Network and the Capacity-building Hub;

(b) Strategic efforts should be made to **nurture relations** with actors that have maintained interest in and engagement with the PCCB over time and those that are in a position to boost the impact and reach of PCCB work. In particular, some members of the ICG and the PCCB Network could serve as champions for further advancing the capacity-building agenda in the UNFCCC process. Members of the PCCB itself should also continue to enhance efforts to harness their own networks for raising the profile of PCCB work across institutions and regions;

(c) Targeted actions should be implemented to activate stakeholders that have been members of the PCCB Network but not actively involved in ongoing activities, and to continue to broaden and diversify the range of stakeholders that are engaged in PCCB activities or reached through them, both institutionally and regionally. This includes fostering the engagement of the private sector, and actors from the Latin America and the Caribbean (LAC) region, as they constituted a relatively smaller portion of the PCCB stakeholders in the reporting period;

(d) Consistent **monitoring of results** should be continued in order to provide insights and suggestions for enhancing practices across all modalities for engagement. To overcome existing gaps in data and information, monitoring and evaluation processes should be further simplified and standardized. The stakeholder engagement strategy may need to be adjusted to ensure that it reflects the lessons learned from its implementation and the emerging needs and circumstances of the PCCB and its stakeholders.

Modalities for stakeholder engagement: overview of results

7. In implementing its 2021–2024 workplan, the PCCB has used various modalities for stakeholder engagement, including some that already existed and others that have been recently established or enhanced. An overview of statistics and information relevant to the modalities for engagement deployed by the PCCB in the reporting period is provided in table 2.

Table 2: Key results of the implementation of the stakeholder engagement strategy for each modality and relevant objective in the reporting period

	Convening stakeholders	Efficiency and effectiveness	Inclusiveness and diversity
Events and meetings	<p>About 300 resource persons were mobilized to take part in the events organized or hosted by the PCCB, representing over 230 entities and initiatives under and outside the UNFCCC involved in capacity-building efforts</p> <p>20% of the events at the Capacity-building Hub were implemented by more than one organizer</p> <p>Under the You(th) in Capacity-building¹⁷ event series, the PCCB convened more than 20 organizations and initiatives involved in youth-related capacity-building across the LAC (in the previous reporting period), Asia-Pacific, Africa, and Middle East and North Africa regions</p>	<p>About 85% of the respondents to a post-event survey, agreed or strongly agreed that the 3rd Capacity-building Hub provided them with an effective networking platform, and close to 90% indicated that the information provided at the Hub was useful and interesting</p> <p>The PCCB participated in 15 events and meetings organized under and outside the UNFCCC, including by the UNFCCC constituted bodies and subsidiary bodies and under UNFCCC processes, as well as by members of the PCCB Network.¹⁸ These events included plenaries, meetings, technical workshops, an informal dialogue, a forum and consultations</p>	<p>On average, 54% of the speakers at the events organized or hosted by the PCCB were female (excluding the PCCB members)</p> <p>Geographically, the speakers invited to participate in the events organized by the PCCB were from the Asia-Pacific (38%), Africa (25%), Europe (21%), LAC or North America (8% each) regions, and 25% of them were youth representatives</p>
	<p>Note: The children and youth constituency has been a frequent collaborator with the PCCB, including in the youth-centered dialogues at the regional climate weeks and the 3rd Capacity-building Hub. Moreover, the PCCB maintained engagement with the capacity-building unit of the COP 26 Presidency, including at the 3rd Capacity-building Hub, where a thematic day was held under the COP26 Catalyst for Climate Action initiative</p>		
Calls for submissions and expressions of interest	<p>The steady number of submissions received in response to the calls issued by the PCCB indicates the continued interest of Parties and non-Party stakeholders in engaging with the PCCB through this modality</p> <p>Of 136 submissions received from stakeholders in response to the PCCB call for expressions of interest in participating in the 3rd Capacity-building Hub, 38 partners were brought together for the organization of 42 events at the Hub</p>	<p>The PCCB launched three calls for submissions¹⁹ and one call for expressions of interest for the organization of the 3rd Capacity-building Hub. In response, more than 200 submissions were received from Parties and non-Party stakeholders. Additionally, frequent calls for inputs under the PCCB Network were launched, including through emails and submission forms, to enable an open and inclusive process of engagement for members</p>	<p>Non-governmental organizations (34%), academic institutions and think tanks (13%), United Nations and affiliated agencies (11%), governments and public entities (10%), the private sector (9%), international networks and initiatives (8%) and intergovernmental organizations (5%) were the largest groups of stakeholders responding to the calls for submissions, while about 10% of the submissions were received from other stakeholders</p>
	<p>Note: Under its workplan for 2021–2024, the PCCB frequently seeks inputs from Parties and non-Party stakeholders through calls for submissions to inform its technical work, in particular its recommendations for the UNFCCC governing bodies</p>		

¹⁷ See <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/paris-committee-on-capacity-building-pccb/pccb-network/activities-pccb-network/pccb-network-regional-activities#eq-2>.

¹⁸ Food and Agriculture Organization of the United Nations (FAO), Organisation for Economic Co-operation and Development (OECD), and United Cities and Local Governments (UCLG).

¹⁹ See <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/paris-committee-on-capacity-building-pccb/submissions-paris-committee-on-capacity-building>.

	Convening stakeholders	Efficiency and effectiveness	Inclusiveness and diversity
	<p>The ICG comprised 15 members, representing constituted bodies, the operating entities of the Financial Mechanism and relevant UNFCCC processes</p> <p>More than 90% of the bodies, entities and processes represented participated in activities of the PCCB beyond ICG efforts, whether through response to the calls for submissions issued by the PCCB,²¹ representation at technical webinars²² or collaboration with other entities under the umbrella of the 3rd Capacity-building Hub²³</p>	<p>70% of ICG members provided inputs to a survey launched by the PCCB, and 100% of them contributed to the forward-looking overview of capacity-building activities of constituted bodies and operating entities and under UNFCCC processes</p> <p>On average, a 60% attendance rate (by body/entity/process) was observed at the meetings of the ICG</p>	Not applicable
ICG ²⁰	Note: At the 1 st meeting of the ICG, it agreed to invite a representative of the Lima work programme on gender to join the ICG, given the strong focus on capacity-building under the gender action plan		
PCCB Network	<p>35 new members joined the PCCB Network (now at 288 members)</p> <p>More than 70 members of the PCCB Network were actively involved in implementing joint capacity-building efforts related to the work of the PCCB and the PCCB Network, including the 3rd Capacity-building Hub</p>	<p>Almost half of the sessions at the 3rd Capacity-building Hub (20 of 42) were implemented by one or more members of the PCCB Network</p> <p>About 75% of PCCB partners' social media channels are owned by members of the PCCB Network</p> <p>Close to 70 submissions were made to the three PCCB Network newsletters published (on average 22 submissions by 10 members for each issue)</p> <p>More than 80% of the members responding to the annual survey were satisfied with the means of communication used by the PCCB Network, and more than 85% expressed satisfaction with the frequency of communications</p>	<p>Active members of the Network were from diverse regional and institutional backgrounds:</p> <p>Institutional type: non-governmental organizations (35%), academic institutions and think tanks (20%), international networks and initiatives (14%) and private sector organizations (10%)</p> <p>Regional distribution: Europe (28%), Asia and the Pacific (25%), Africa (21%), LAC (12%) and North America (12%)</p>
	Note: As a member-driven entity, the PCCB Network regularly uses calls for inputs to engage members of the Network in shaping joint activities and sharing capacity-building-related updates and resources (e.g. calendar inputs, newsletters)		

²⁰ See the full details of the 2021 membership of the ICG at

<https://unfccc.int/sites/default/files/resource/ICG%20members%202021.pdf>.

²¹ Adaptation Fund, Consultative Group of Experts (CGE), and Executive Committee of the Warsaw International Mechanism for Loss and Damage (WIM ExCom).

²² Climate Technology Centre & Network (CTCN), Global Environment Facility (GEF), Local Communities and Indigenous Peoples Platform Facilitative Working Group (LCIPP FWG), and Standing Committee on Finance (SCF).

²³ Action for Climate Empowerment (ACE), Adaptation Committee, Adaptation Fund, CGE, Least Developed Countries Expert Group (LEG), Lima work programme on gender, and Technology Executive Committee (TEC).

	Convening stakeholders	Efficiency and effectiveness	Inclusiveness and diversity
External experts	Not applicable	Under its working group 2, the PCCB invited four external experts ²⁴ to join the steering committee of the 3 rd Capacity-building Hub, advising the organizers on mainstreaming cross-cutting issues (i.e. gender, youth, indigenous peoples and human rights)	The external experts were representatives of a UNFCCC constituted body (Facilitative Working Group of the Local Communities and Indigenous Peoples Platform), a United Nations agency (Office of the United Nations High Commissioner for Human Rights), a UNFCCC constituency (women and gender) and a youth-focused non-governmental organization (Global Youth Development Institute) but joined the working group in their personal capacity
	Note: In line with the agreed criteria and arrangements, the PCCB opened up its working groups for the first time to the participation of external experts with an activity-based approach		

IV. Results-based assessment of progress in the implementation of the communications and stakeholder engagement strategies from June 2021 to June 2022

Status of implementation

8. On the basis of the results indicated in tables 1–2, and in accordance with the guidance and recommended approaches provided in the communications and stakeholder engagement strategies, the status of implementation across outputs in the reporting period is summarized below, followed by a visual summary of the results-based assessment of the implementation of the strategies (see figure 2):

(a) With regard to **social media and multimedia**, a diversity of content was produced and new modalities were used to raise the awareness of stakeholders of the work and mandate of the PCCB. The PCCB has benefited from the UNFCCC social media channels to some extent (mainly in the context of the Capacity-building Hub). Further efforts are needed to leverage partners’ social media channels and foster regular and long-term collaboration for outreach activities between the PCCB and its partners;

(b) With regard to **web pages and portals**, the PCCB maintained its web pages as expected. Additionally, changes were made to enhance the user experience and ease of navigating the PCCB web pages, in accordance with the recommendations in the communications strategy. The PCCB strengthened its collaboration with the UNFCCC in administering the capacity-building portal. Further efforts to leverage other partners’ communication channels would be beneficial, in particular for fostering further dissemination of resources and facilitating access to capacity-building-related information;

(c) With regard to **email-based communications**, performance was maintained from the previous reporting period. Email-based exchanges were used as the primary means

²⁴ See the list of external experts and their affiliations at <https://unfccc.int/pccb/working-groups/pccb-working-group-2-cross-cutting-issues>.

of internal communication with members of the PCCB Network and the ICG, including through regular updates and/or periodic newsletters;

(d) With regard to **events and meetings**, the PCCB has been successful in engaging a diverse range of stakeholders, meaningfully addressing cross-cutting issues on a consistent basis and reaching a wide audience, particularly through digital means. The PCCB will continue to broaden and diversify its network of stakeholders, while maintaining communications with previously engaged actors. Practices for gathering participation statistics need to be improved, particularly with regard to the institutional and regional background of participants in PCCB-led events and meetings;

(e) With regard to **calls for submissions**, the PCCB observed a continued interest of Parties and non-Party stakeholders in providing inputs. The technical inputs and expressions of interest submitted to the PCCB informed its work across all priority areas. Regarding **surveys**, the PCCB will make further efforts to ensure that feedback mechanisms are consistently operated and clearly known and available to all stakeholders;

(f) With regard to **tools and publications**, the PCCB used a range of formats to boost the reach and impact of its products, and ensured timely communication of outputs through appropriate means. Consideration of cross-cutting issues was meaningfully integrated into all tools and publications produced by the PCCB. PCCB products benefited from contributions and inputs from stakeholders.

Figure 2: Summary of the results-based assessment of the implementation of the communications and stakeholder engagement strategies in the reporting period

Objective	Awareness-raising	Efficiency and effectiveness	Inclusiveness and diversity	Convening stakeholders
Social media and multimedia content	Performance exceeded expectations	Performance as expected	Performance did not meet expectations	Performance did not meet expectations
Web pages and portals	Performance exceeded expectations	Performance as expected	Performance did not meet expectations	Performance did not meet expectations
Email-based communications	Performance exceeded expectations	Performance as expected	Performance did not meet expectations	Performance did not meet expectations
Events and meetings	Performance exceeded expectations	Performance as expected	Performance exceeded expectations	Performance exceeded expectations
Surveys and questionnaires	Performance did not meet expectations	Performance as expected	Performance exceeded expectations	Performance did not meet expectations
Calls for submissions and expressions of interest	Performance exceeded expectations	Performance exceeded expectations	Performance exceeded expectations	Performance exceeded expectations
Tools and publications	Performance exceeded expectations	Performance as expected	Performance exceeded expectations	Performance did not meet expectations

Performance exceeded expectations



Performance as expected



Performance did not meet expectations



Way forward

9. This report highlights important lessons learned, achievements and areas for improvement that were identified during the first year of implementation of the 2021–2024 communications and stakeholder engagement strategies of the PCCB. The findings in this report will serve as a baseline for future years: the target will be to ensure performance as expected across all outputs and at least maintain the results achieved in this reporting period. Where needed, targets will be adjusted to reflect specific circumstances and emerging findings, and justifications will be provided accordingly.

10. With support from the secretariat, the PCCB will continue to maintain its monitoring and evaluation efforts, and enhance its **communications** and engagement practices on the basis of learning from the processes and feedback from stakeholders, subject to availability of resources.