

## Communication and outreach activities of the Technology Executive Committee for the second half of 2015

### Background

At its 10th meeting, the Technology Executive Committee (TEC) highlighted the importance of having effective communication and outreach activities to promote and diffuse the TEC's work. On this note, TEC 10 agreed that the TEC Chair and Vice-Chair would present to the TEC, in the intersessional period following TEC 10, a proposal on how to execute the TEC's communication and outreach activities for the second half of 2015. TEC 10 also noted that in 2016 the TEC would continue working on the draft communication and outreach strategy document<sup>1</sup> to finalize its overall communication and outreach strategy.

### Scope of note

This note documents how the TEC intends to execute its communication and outreach activities for the second half of 2015.

### A. Purpose

The purpose of the communication and outreach activities of the TEC is to raise awareness of the profile, positioning, activities, and products of the TEC, and to direct attention to the importance of technology in supporting Parties in achieving the objectives of the Convention.

The TEC has contributed to the effective implementation of the Technology Mechanism according to its mandates and functions through the implementation of its work plan. As the discussion with regard to 2015 Agreement continues this year, the TEC considers it is relevant to share the TEC contribution in supporting Parties in climate mitigation and adaptation actions.

Further, it is also important to use opportunities in this year to outreach and communicate the TEC's profile and activities to stakeholders outside of the Convention, in particular initiatives related to technology under the UN system (for example UNCSO technology facilitation mechanism, Financing for Development).

### B. Key stakeholders

The primary target audience of the TEC communication and outreach activities are Parties to the UNFCCC, who are in most cases also policy makers in their countries.

Further as noted in the TEC's modalities,<sup>2</sup> the TEC's other key stakeholders include institutional arrangements under and outside the Convention. Regarding stakeholders under the Convention, these include the CTCN (including the Advisory Board and NDEs), the Adaptation Committee, the Board of the Green Climate Fund, the registry of nationally appropriate mitigation actions, the Least Developed Countries Expert Group, the Consultative Group of Experts on National Communications from Parties not included in Annex I to the Convention, the Standing Committee on Finance and the Adaptation Fund Board.

The stakeholders outside of the Convention include public institutions, the business community, academia, experts, international organizations, including other UN organisations, non-governmental organizations, networks and partnerships.

### C. Communicating to key stakeholders

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<sup>1</sup> See: *Communications and Outreach Strategy of the Technology Executive Committee – Proposed Outline* <<http://goo.gl/SV5Mpd>>.

<sup>2</sup> See decision 4/CP.17, paragraph 2, and decision 16/CP.20, paragraph 3.



*Communication: "the transmission or exchange of information, knowledge, or ideas, by means of speech, writing, mechanical or electronic media, etc."*<sup>3</sup>

The TEC aims to communicate effectively, to key stakeholders, information and messages on climate technology development and transfer, in the second half of 2015. There are three main communication channels which the TEC will use to communicate to its key stakeholders in the second half of 2015:

**1. Written.** The primary channel that the TEC will use to communicate messages and information is through its written products. These are the documents, reports and TEC Briefs that the TEC will produce in the second half of 2015. The TEC has previously agreed on guidelines for the dissemination of TEC documents,<sup>4</sup> and these will continue to guide the dissemination of TEC documents in the second half of 2015. Written products that the TEC has agreed to produce for the second half of 2015 include:

- Three TEC Briefs (on climate technology financing, distributed renewable energy generation and integration and national systems of innovation)
- Final report of the TEC on the evaluation of the Poznan strategic programme on technology transfer
- Joint annual report of the TEC and the CTCN to COP 21 (including interim report of the TEC on preliminary findings on TNA guidance)
- Key messages to COP 21.

**2. Oral (Events).** The TEC will continue to communicate messages orally through events, including workshops, meetings and expert dialogues (see examples of past events and participation of stakeholders in the annex). By making presentations and meeting stakeholders at events, the TEC will communicate messages and information on its work including its products. Events that the TEC may hold or participate in, in the second half of 2015, include:

- TEC 11 meeting
- TEC event at COP 21
- CTCN events
- Events of other institutional arrangements and other UNFCCC meetings, as and when opportunities arise

**3. Electronic.** The TEC will also communicate messages and information using electronic media. These may be messages contained in emails, and those posted on social media and web-platforms. An example of such a message is the announcement of the TEC's call for inputs on its work on TNAs. Electronic media will also be used to communicate the publication of documents, the holding of TEC events and TEC member participation in other events. Electronic communication channels that the TEC may use include the following:

- TT:CLEAR, the UNFCCC's technology information clearinghouse (web-platform).<sup>5</sup> This is the primary electronic communication channel of the TEC.
- Other web-platforms including the UNFCCC's Newsroom,<sup>6</sup> the UNFCCC homepage,<sup>7</sup> the CTCN's knowledge management system,<sup>8</sup> and web-platforms of other organizations.<sup>9</sup>
- Social media, such as Facebook and Twitter.
- IISD's Climate-L list.
- E-mail lists: including the CTCN's Network, national designated entities, UNFCCC climate technology negotiators, and UNFCCC climate technology observers

<sup>3</sup> Oxford English Dictionary.

<sup>4</sup> See: *Guidelines on the dissemination of documents prepared by the Technology Executive Committee* <<http://goo.gl/hM7SUI>>.

<sup>5</sup> <[www.unfccc.int/ttclear](http://www.unfccc.int/ttclear)>.

<sup>6</sup> <<http://newsroom.unfccc.int>>.

<sup>7</sup> <<http://unfccc.int/2860.php>>.

<sup>8</sup> <<http://ctc-n.org>>.

<sup>9</sup> For example, efforts are currently being made to strengthen linkages between TT:CLEAR, the CTCN knowledge management system and the web-platforms of the Climate Knowledge Brokers Group: <<http://www.climateknowledgebrokers.net>>.

**D. Outreach to key stakeholders**

*Outreach: "the activity of an organization in making contact and fostering relations with people unconnected with it, especially for (...) increasing awareness of the organization's aims or message."<sup>10</sup>*

The TEC aims to outreach effectively to key stakeholders, under and outside the Convention as described in part B above, to increase awareness of the TEC's objectives, functions, work and messages, in the second half of 2015. The TEC will continue to outreach to key stakeholders through oral means (events) and electronically. In terms of outreaching by oral means, this will include TEC participation in events, as described in further detail in part C.2 above.

With regards to outreaching by electronic means, this will include contacting key stakeholders by email, social media and TT:CLEAR. Electronic means are described in further detail in part C.3.

**Conclusion**

TEC 10 acknowledged the importance of developing an effective communication and outreach strategy and agreed to continue working on this strategy, and finalize it, in 2016. In the interim – for the second half of 2015 -, the TEC, by this document, has identified activities which shall ensure that it effectively communicates its work and outreaches to key stakeholders in this period.

**Annex: Examples of TEC past events and participation of stakeholders in the events****1. Thematic Dialogue on Distributed Renewable Energy Generation – March 2015**

Participants include representatives from: GIZ, IADB, IRENA, IEA, University of College London, University of Colorado.

**2. Workshop on National System of Innovation – October 2014**

Participants include representatives from: Bioseed Research, Carnegie Mellon University, CGIAR, Honda Patents & Technologies North America, Indian Institute of Technology, Kenyan Climate Innovation Centre, National Council for Clean Production, Chile, UNEP DTU Partnership, World Intellectual Property Organization.

**3. Thematic Dialogue on Climate Technology Financing – August 2014**

Participants include representatives from: E3G, ENDA, GEF, SCF, The World Bank, GCF Secretariat, Potsdam Institute for Climate Impact Research.

**4. Workshop on Technologies for Adaptation – March 2014**

Participants include representatives from: Boversity International, CONDESAN, Fujitsu, IISD, International Institute for Environment and Development, Practical Action, Imperial College London, Kiskstart International.

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<sup>10</sup> Oxford English Dictionary.