Technology Executive Committee

27 February 2018

Sixteenth meeting

Bonn, Germany, 13–16 March 2018

Enhancement of the communication and outreach strategy of the Technology Executive Committee

Background note

I. Introduction

A. Background and mandate

1.   At its 12th meeting, the Technology Executive Committee (TEC) adopted "Communication and outreach strategy of the Technology Executive Committee"[1] to support and enhance the visibility of the outputs of the TEC rolling workplan for 2016–2018. As per the strategy document, the purpose of the strategy is to:

(a)   Showcase the key role the TEC plays in supporting countries to transition to low emission and climate resilience pathways, by highlighting the TEC's output since its inception and the outputs of the work streams under the new rolling workplan;

(b)   Ensure that the output of the TEC can be easily accessed and used by decision makers, policymakers and other key stakeholders, especially in developing countries, either as guidance or as examples of best practice;

(c)   Communicate to a wide audience the coherence and synergies within the Technology Mechanism as its bodies work together to support Parties in implementing the Paris Agreement;

(d)   Create public awareness for the central role of technologies in the transition to sustainable, low-emission and climate-resilient development pathways.

2.   The communication and outreach strategy document covers broad principles and means for communications for all activities and outputs of the TEC. In its rolling workplan, the TEC agreed to ensure that communication and outreach actions are mainstreamed within the activities in the workplan so that the communication and outreach component becomes a part of the activity.

3.   The Conference of Parties (COP) by decision 15/CP.23, paragraph 11, invited the TEC to enhance its communication and outreach strategy.[2]

B. Scope of the note

4.   This note is prepared by the secretariat to facilitate the TEC consideration of this item. It provides an overview of the communication and outreach activities undertaken by the TEC to support the implementation of the TEC rolling workplan for 2016-2018. It also identifies challenges encountered in executing the communication and outreach activities and opportunities that can still be explored to enhance the implementation of the strategy. Finally, it presents questions for TEC consideration on possible way forward.

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[1] Full strategy document can be viewed at: https://goo.gl/MTaKGj
[2] Decision 15/CP.23

C.   Possible action by the TEC

5.   The TEC is invited to consider this note and agree on how to respond to the COP23 invitation.

II.   Overview of communication and outreach activities in 2016-2017

Mainstreaming communications and outreach

6.   As per the strategy document, the communication and outreach activities were already embedded as part of the activities and deliverables of the TEC rolling work plan. A few examples are highlighted below:

(a)   Organization of a special event on innovation (May 2017), which brought together various stakeholders and leading experts on climate change and innovation, governments and other key stakeholders discussed how innovation can support the implementation of NDCs;

(b)   Production of Executive Summaries on Industrial energy efficiency (2017) for key target groups: Domestic policy makers, Financial institutions, Industry, and International organizations;

(c)   Promotion of TEC work on mitigation technologies in every technical expert meetings (TEMs) on mitigation in 2016 and 2017;

Members participation in communications and outreach

7.   TEC members, including TEC Chair and Vice Chair, contributed to the communications and outreach activities through their participation in meetings and events where they presented relevant TEC work on behalf of the TEC.

8.   In 2016 for example, the TEC presented its work in the Workshop on Long-term Finance, CTCN event on Technology transfer insight, and UNFCCC event on Supporting the TAP implementation. In 2017 the TEC continued to introduce and promoting its work, among others, in the first meeting of the Paris Committee on Capacity Building, a UNSG side event on South-south cooperation, G-STIC Conference on Innovation, Capacity-building Day at COP23, and Asia Pacific Climate Week.

Support by secretariat

9.   In the last two years, the secretariat has supported the TEC in undertaking communication and outreach activities. These included oral communication, written products, and digital means. Efforts made by the secretariat to enhance the impacts of TEC products and activities include, for example, improving the design of all TEC publications, producing videos and photos of TEC events, posting articles about the work of the TEC in UNFCCC Newsroom, and increasing social media campaign. Detailed activities undertaken by the secretariat in 2017 is attached in annex 1.

10.   The secretariat has enhanced the TT: CLEAR webpage by launching a new design with features that improve its usability, resulting in a more interactive TT: CLEAR, a more visually attractive display of TEC work, and enhanced social media activity and engagement.

11.   Further, statistics of publications and communication activities were regularly monitored and reported at every TEC meeting. An excerpt of such a report is attached in annex 2.

12.   The secretariat also collaborated with the CTCN communication and outreach team in promoting the work of the Technology Mechanism, for example through ensuring the visibility of information about the other body in its website, flyers, sharing of exhibition booth during COPs.

III.   Challenges and opportunities

13.   Although a lot work has been undertaken to implement the TEC communication and strategy, there were also challenges encountered which may need to be addressed. At the same time, these challenges may present opportunities for the TEC to further enhance its communication and outreach strategy. These challenges and opportunities are outlined in the following paragraphs.

(a) **Resources limitations**

14.   At the onset, it needs to be mentioned that all communication and outreach activities undertaken by the TEC and by the secretariat were subject to the availability of resources. In doing so, the secretariat has taken various efforts to ensure that support to communication and outreach activities for the TEC was provided in efficient manner despite resources limitations, including collaborating with UNFCCC Communication and Outreach team, with the CTCN team, and cooperating with event organisers to defer the costs of participation of TEC members. Resource limitations should be taken into account when the TEC considers enhancing its communication and outreach strategy in future.

(b) **Accessibility of TEC outputs to national policy makers**

15.   In its strategy document, the TEC has recognised that the output of the TEC needs to be readily accessible to policymakers in the developing world in a targeted manner, including Ministers, other senior decision-makers, and senior officers who develop and implement policies. While the TEC policy briefs, key messages and recommendations are intended to these specific groups and efforts to disseminate these products have been undertaken, the TEC is still not able to assess if its outputs have efficiently reached this target audience.

16.   Further, a report produced by LDC on Technology Mechanism[3] indicates that National designated entirety (NDEs) of LDC countries seem to have limited familiarity with the work of the TEC and hence they may not be able to effectively access the policy guidance, key messages and recommendations the TEC developed. The report also highlights that most of TEC's outreach outside of TT: CLEAR takes place at the UNFCCC negotiations which most NDEs do not attend.

17.   This challenge may present further opportunities for the TEC to enhance engagement with national policy makers and senior officers who develop and implement policies, for example through:

(a)   Utilising TEC participation in regional events (regional TEMs, regional climate weeks, CTCN regional forums) to promote and disseminate TEC outputs as well as to seek inputs and feedbacks from the countries on technology policy issues;

(b)   Expanding efforts in reaching out to NDEs to inform them on key publications, for example through mail-list, and using existing events or webinar platforms to strengthen TEC direct engagement with NDEs.

(c)   Development of more innovative products that respond to specific need of domestic policy makers;

(d)   Capitalizing on TEC members' regional and national network and knowledge on the region to communicate (or champion) the work of the TEC in the region.

(c) **Further outreach to other target groups**

18.   The strategy document also points out that work of many bilateral development agencies and UN organisations may benefit from being informed of the TEC's output. Other target groups mentioned in the document are private sector, business associations and local business.

19.   While the TEC has started developing products specific to certain target audience (e.g. Executive summary for Industry), opportunities exist for the TEC to explore means to reach out and to disseminate its work to other target groups based on the need, taking consideration of where such targeted products could make impacts the most, and taking into account the resource availability.

20.   The TEC may also consider how to involve observers in disseminating these products through their networks.

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[3] Least Developed countries' experiences with the UNFCCC Technology Mechanism, IIED issue paper December 2017.

(d) Monitoring and reviewing the communications and outreach strategy

21. The TEC has periodically monitored the implementation of its communications and outreach activities. This includes, for example, how many countries visited TT: CLEAR, how many views and downloads made for TEC Briefs, posts and social media engagements, etc. (see annex 2).

22. Nevertheless, to review and evaluate the effectiveness of the communications and outreach strategy, it appears more information needs to be collected from its key stakeholders to determine if the outputs of the TEC have reached them and to better understand the challenges the TEC faces in its communication and outreach.

23. The discussion on monitoring and evaluating the impact of the communications and outreach strategy will overlap with the issue of monitoring and evaluation of the impact of the TEC work, a new item mandated by COP23 which will also be considered at TEC16. Therefore, the TEC may wish to discuss this specific issue in conjunction with agenda item 6.i. of TEC16 on Monitoring and evaluation of the impacts of the implementation of TEC mandates.

IV. Possible way forward

24. The TEC may wish to consider the following questions to facilitate their discussion on how to enhance its commination and outreach strategy:

(a) In overall has the purpose of its communication and outreach strategy (referred to paragraph 1 above) been achieved? What specifically could be improved?

(b) What options could be considered to enhance accessibility of TEC outputs to national policy makers?

(c) What could be considered effective means and products to reach out to other target groups (e.g. UN organisations, private sector, etc.)

(d) How can the TEC have most communications impact with its limited resources?

(e) How would the TEC envisage this work being taken forward?

Annex 1

TEC communication activities in 2017

Events (total of 6 + 2 exhibits)

- TEC meeting 14 (dedicated communications strategy prepared and implemented)
- TEC meeting 15 (dedicated communications strategy prepared and implemented)
- Thematic dialogue on energy efficiency
- Special event on innovation (dedicated communications strategy prepared and implemented)
- TEM session on innovative policies and techs for transport
- Technology Mechanism side event at COP 23 (dedicated communications strategy prepared and implemented)
- Technology Mechanism exhibit at COP 23
- TNA exhibit at COP 23

Four communication strategies prepared for TEC events/meetings.

Publications (11)

- TEC Briefs 9, 10, and 11.
- Technical paper and 4 executive summaries on energy efficiency
- Compilation of best practices on south-south cooperation on adaptation technologies
- Working paper on enhancing RD&D financing
- Overview of TEC activities for 2017

Publication statistics collected monthly:

Photos (100) and videos (4)

- Photos taken at all events except TEM (5 in total). Flick account created, with five flickr albums created and embedded in TT:CLEAR: https://www.flickr.com/photos/154827636@N05/albums
- Four 3 minute videos prepared on TEC events/work. Including design of video, conducting of interviews, editing of video, working with consultant, posting to TT:CLEAR.

Posters/Flyers (6)
- Approximately 6 x A3 and A4 colored posters made to promote TEC events.

TT:CLEAR (12 webpages + ongoing updating of entire website)
- New pages (6): TEC Briefs 9,10,11 + thematic dialogue, special event and COP 23 side event.
- Regular updates (5): TT:CLEAR homepage, TEC meetings page, TEC documents page, TEC impacts page, TEC members page.
- One time update: TEC policies page
- Monthly statistics reports prepared of impact of TT:CLEAR, including downloads of documents.

Social Media (240 posts)
- Approximately 120 Twitter posts a year.
- Approximately 60 Facebook posts
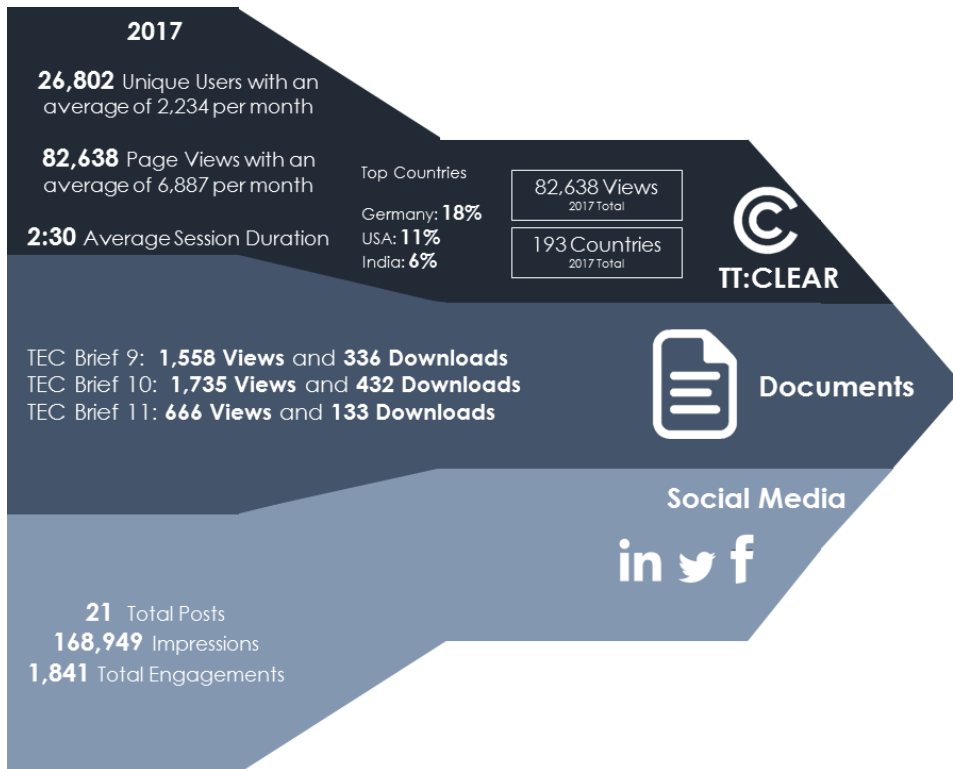- Approximately 60 Linkedin posts

Impact measured monthly:

Articles (12)
- Six UNFCCC Newsroom articles
- One article with IISD
- One article in an energy efficiency magazine
- Four IISD Climate-L messages

Total products = almost 400

Annex 2

2017 communications results