

Agenda item 6 ii.

Enhancing communications and strategy of the TEC

Technology Executive Committee, 16th meeting
Bonn, Germany, 13-16 March 2018



Overview

1. Background
2. Overview of CO activities in 2016-2017
3. Challenges and opportunities
4. Enhancing CO strategy



1. Background

- TEC 12 adopted **Communications & Outreach strategy of the TEC** to enhance the visibility of outputs of TEC rolling workplan 2016-2018
- Purpose of strategy:
 - ✓ Showcase TEC's outputs and its role in supporting countries
 - ✓ Ensure TEC can be easily accessed and used by decision makers, policymakers and other key stakeholders
 - ✓ Communicate coherence and synergy of Technology Mechanism
 - ✓ Create public awareness for the central role of technologies in the transition to sustainable, low-emission and climate-resilient development pathways
- Outlines principles the TEC should consider in undertaking CO activities
 - ✓ **Who, what, how** and **when** ?

2. Overview of CO activities in 2016-2017

- A. Mainstreaming communications and outreach
 - CO activities embedded as part of activities and deliverables
- B. Participation of members in CO activities
- C. Support by the secretariat



A. Mainstreaming communications and outreach

a. Organization of a special event on innovation



b. Production of Executive Summaries on Industrial energy efficiency (2017) for key target groups



c. Promotion of TEC work on mitigation in every TEMs-mitigation in 2016 and 2017

B. Participation of members

- 2016 – TEC presenting its work:
 - ✓ Workshop on Long-term Finance,
 - ✓ CTCN event on Technology transfer insight, and
 - ✓ UNFCCC event on Supporting the TAP implementation
- 2017 :
 - ✓ Paris Committee on Capacity Building
 - ✓ UNSG side event on South-south cooperation
 - ✓ G-STIC Conference on Innovation
 - ✓ Capacity-building Day at COP23, and
 - ✓ Asia Pacific Climate Week.





C. Support by secretariat

- Enhanced communication impacts of TEC products:
 - ✓ Improved design of all TEC publications
 - ✓ Videos and photos of TEC events, articles in Newsroom,
 - ✓ Increased social media campaign.
- TT: CLEAR new design
- Publish statistics of CO activities
- Collaboration with CTCN CO/KM team

3. Challenges and opportunities

a) Resource limitations

- Collaboration with others to reduce CO costs (e.g. with CTCN, UNFCCC CO, events organisers, etc.)

b) Accessibility of TEC outputs to policy makers

- TEC not able to assess if its outputs are readily accessible to national policymakers and implementers
- NDEs of LDCs have limited familiarity with TEC work
- Opportunities for enhanced engagement:
 - ✓ Use **TEC participation** in regional events to promote TEC products and seek feedback
 - ✓ **Reach out to NDEs** through e.g. mail list
 - ✓ **Capitalize TEC members' network** and knowledge on the region to communicate TEC's work in the region



3. Challenges and opportunities (cont'd)

c). Further outreach to other target groups

- Already started but need to do more
- Opportunities: Identify means, products based on need, impact, costs
- Engage observers to disseminate outputs

d). Monitor & review of CO strategy

- Data already collected on C&O activities
- More data needs to be collected to better understand challenges the TEC faces – resource implications
- Overlaps with Monitoring & implementation of impact of TEC work

4. Enhancing CO strategy

Reflection: Has the purpose of its communication and outreach strategy been achieved? What specifically could be improved?

1. What options could be considered to enhance accessibility of TEC outputs to national policy makers?
2. What could be considered effective means and products to reach out to other target groups (e.g. UN organisations, private sector, etc.)
3. How can the TEC have most communications impact with its limited resources?
4. How would the TEC envisage this work being taken forward, taking into account the new workplan that will be developed in 2019?

Expected action

The TEC is invited to consider the information provided and agree on way forward on how to respond to this COP mandate.



Thank you!

