

Agenda item 6

Part II

Enhancing communications and strategy of the TEC

Technology Executive Committee, 17th meeting

Bonn, Germany, 25 – 28 Sept 2018



Recap what we discussed at TEC16

- TEC discussed what they have undertaken in implementing its Communication and Outreach (CO) activities:
 - a) embedding CO into activities of the workplan,
 - b) participation in events, and
 - c) communication activities (supported by secretariat)
- TEC also discussed challenges and identified opportunities

How the TEC addressed challenges and looked into opportunities identified at TEC16

a) **Challenge**: Resource limitations

Opportunities identified: collaboration with other organisations

What has been done:

- Organised events in conjunction or back-to-back the regional climate weeks – already known events in the region, which have established structured communication strategy (dedicated website, press release, etc)
- Collaborate with CTCN, GCF, UNOSSC, UNIDO and other organisations to share costs of participation and speakers

How the TEC addressed some challenges and used opportunities identified at TEC16 (cont'd)

b) **Challenge**: accessibility of TEC outputs to national policy makers, NDEs of LDCs limited familiarity with TEC work

Opportunities identified: TEC participation in region, enhanced outreach to NDEs, capitalize members' network to communicate TEC work in the region

What has been done:

- Enhanced TEC's presence and engagement with national policy makers in regional climate week events
- Increased engagement with NDEs:
 - ✓ TEC participation in NDE regional forum in Seoul, Uruguay
 - ✓ NDE is the main group targeted for Endogenous survey

How the TEC addressed some challenges and used opportunities identified at TEC16 (cont'd)

c) Challenge: outreach to other target groups

Opportunities identified: Identify means, products based on need, impact, and costs; engage observers to disseminate outputs

What has been done:

- Means / Products diversification:
 - ✓ joint publications (e.g. with CTCN & GCF on climate financing for technology incubators and accelerators, with UNOSSC on south-south and triangular cooperation)
 - ✓ Thematic dialogue on incubators – reaching out to different groups, e.g World Bank, entrepreneurs
 - Increased engagement of observers: continuing active involvement of observers in task forces
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How the TEC addressed some challenges and used opportunities identified at TEC16 (cont'd)

d) **Challenge**: monitor and review strategy, data collection

Opportunities identified: possible alignment with monitoring and evaluation of the impacts of TEC work

What has been done:

- Continue collecting data – mainly from web interface (TT: CLEAR) on downloaded and read TEC Briefs and other publications, data from social media engagement
- Comprehensive data collection require resources

TEC is invited to:

1. Share their reflection on various CO activities undertaken since TEC16
2. Share concrete ideas and suggestions to enhance its CO strategy, e.g. how to incorporate into the strategy the initiatives undertaken since TEC 16
3. Share their views on how the TEC envisage this work being taken forward, taking into account the new workplan that will be developed in 2019

Thank you!

