Communication

Technology Executive Committee

Asher Lessels
United Nations Climate Change Secretariat

This presentation

1. Importance of communication for the TEC

2. How does the TEC communicate?

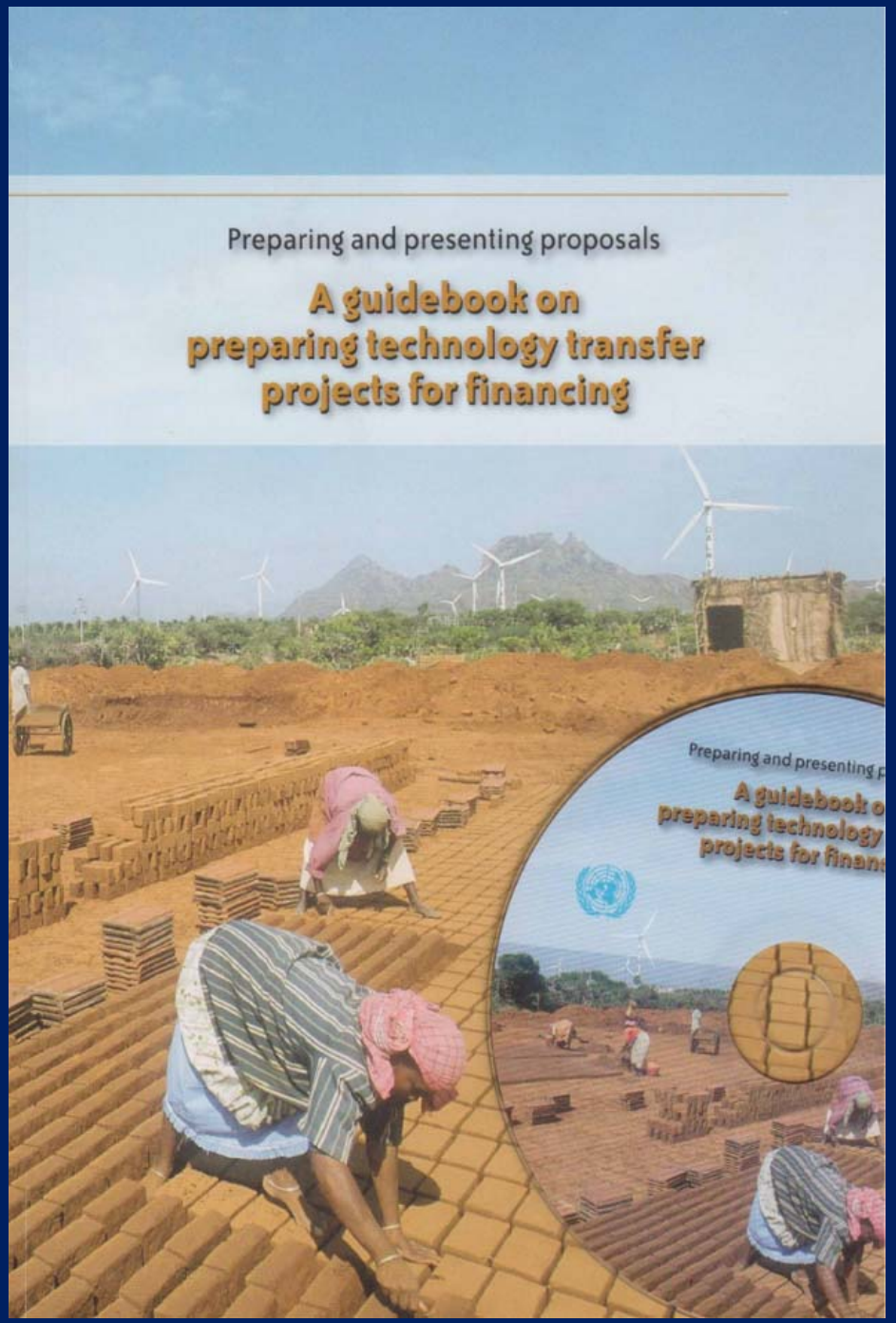
3. Challenges to communicating

Importance of communication for the TEC

"The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things.
Information is giving out; communication is getting through."

Sydney J Harris
Journalist, Chicago Daily News

M. Gitan Bobo
Democratic Republic of Congo



TEC communication and outreach strategy

Importance of communication for TEC

- Analyses key tech issues
- Identifies solutions
- Countries seek solutions
- Low physical presence
- TEC has impact if it communicates effectively

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+ Measure impact!

How does the TEC communicate?

How does the TEC communicate?

- Orally: events/speeches/collaboration
- Written: publications, recommendations
- Electronic: webpage, social media

Mechanism
Enhancing climate technology development and transfer

Special Event
INNOVATION
Innovation to support implementation of nationally determined contributions and mid-century strategies

CTCN

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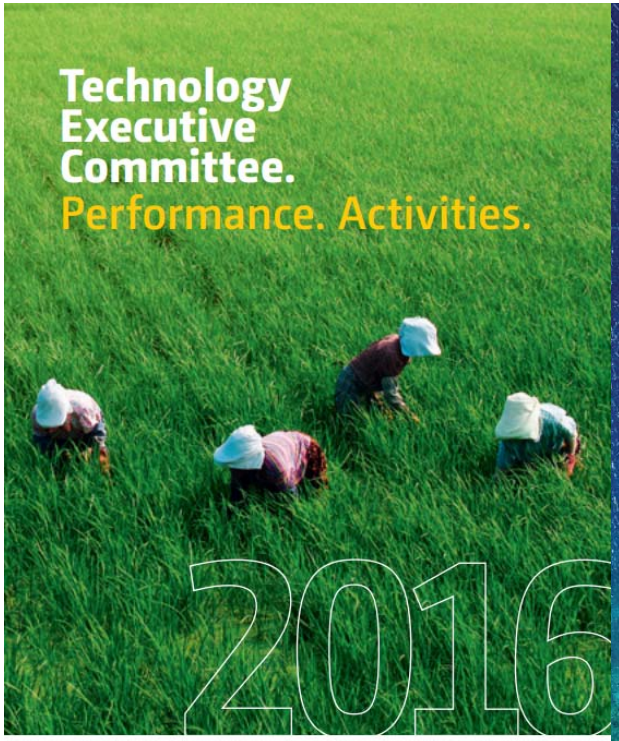

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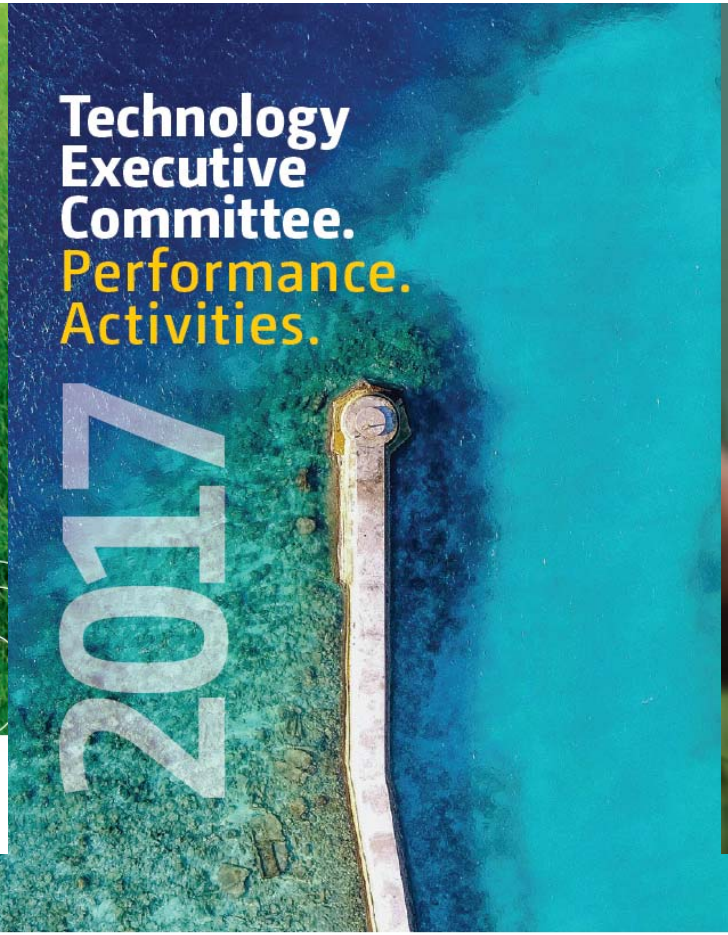

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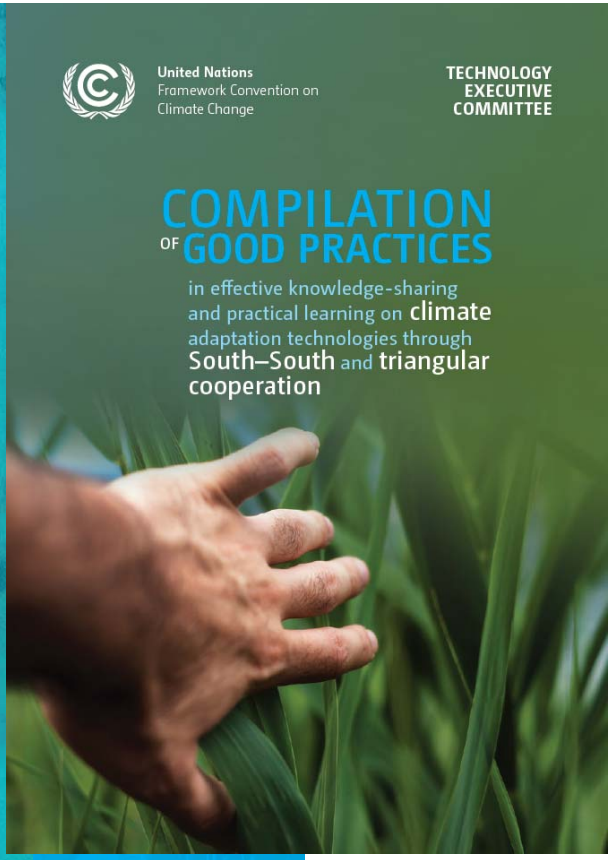

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TEC Brief #9

Technology Executive Committee

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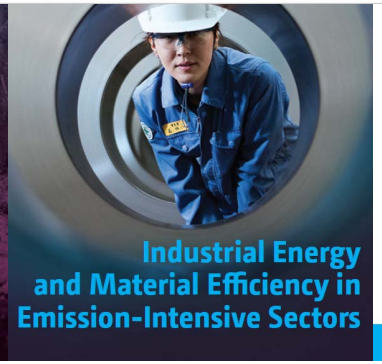
TECHNOLOGY
EXECUTIVE
COMMITTEE



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FOR
CY MAKERS

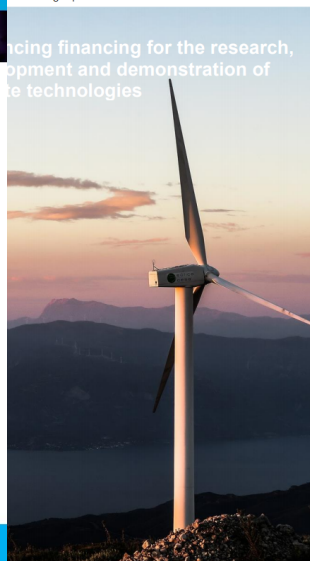
aterial Efficiency in Emission- Intensive Sectors

Multiple benefits of energy efficiency
Source: OECD/IEA 2014

Barrier	Possible approaches of domestic policymakers to addressing barrier
Lack of financial resources	Financial incentives and direct investment
Lack of awareness	Information campaigns, performance labels and demonstration projects
Lack of technical know-how	Improvement of training landscape and aid in implementation
Lack of motivation/low priority	Auditing, codes and standards, monitoring, obligation schemes and demonstration projects
Energy price subsidies	Fiscal instruments and phasing out of energy price subsidies
Structural barriers	Institutional creation and long-term strategic planning (including setting of targets)
Lack of access to technology	Research and development programmes
Equipment downtimes/technology lock-in	Financial incentives, and codes and standards

POSSIBLE OPTIONS FOR ACTION

Technology Executive Committee
Working Paper



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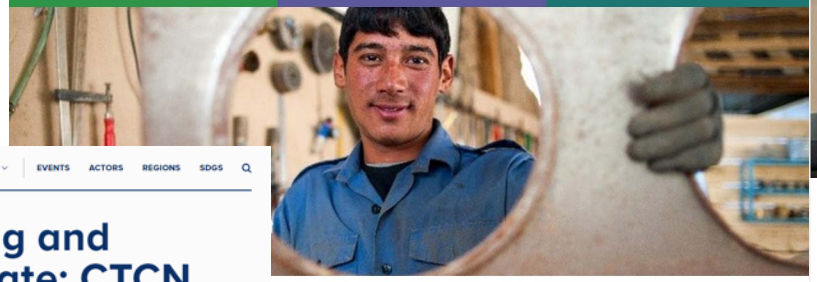
UN Climate Change
Climate Action

Paris Agreement | Climate Action | COP 23 Bonn



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Paris Agreement | Climate Action | COP23 Bonn

How Technology Innovation Can Support Paris Agreement Implementation

Expert Views on Key Role of Innovation at May Climate Change Conference

MEETING / 04. MAY. 2017

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During the recent UN Climate Change Conference in Bonn (8-18 May), a special event on innovation underlined the importance of technological innovation for achieving the goals of the Paris Climate Change Agreement.

The event, a recording of which is available online, showcased experiences and good practices related to technological

ng Industrial Energy Efficiency in Developing Countries

ctive Thematic Dialogue 29 March

MEETING /

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ELENA KOSOLAPOVA, PH.D.
Thematic Expert for Climate Change and Biodiversity Policy (Russia/Netherlands)

14 June 2017

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Capacity Building and Technology Update: CTCN Supports First-of-a-Kind Climate Technology, TEC Explores Enhancing RD&D Finance

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ELENA KOSOLAPOVA, PH.D.
Thematic Expert for Climate Change and Biodiversity Policy (Russia/Netherlands)

12 July 2017

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Capacity Building a Technology Update Promotes South-Sou Triangular Coopera Adaptation

STORY HIGHLIGHTS

- The CTCN – the scoping worksh define the statu technologies to
- The GEF Counc Initiative for Tra
- The UNFCCC Te Mechanism – is development ar

STORY HIGHLIGHTS

- The Technology Executive Committee published a brief titled cooperation on technologies for adaptation in the water and
- On 27 June 2017, in Cotonou, Benin, the UNFCCC, UN Environment and the UNEP-DTU Partnership held a training workshop to assist 12 African countries in conducting their technology action plans.
- The Climate Technology Centre and Network published updates on, and calls for proposals in relation to, its ongoing technical assistance.

12 June 2017: Recent activities in the areas of cap development and transfer have ranged from Clim (CTCN) support for novel climate technologies a technologies by the Asian Development Bank (AI on disaster risk management (DRM) by several U building efforts on climate services, emissions trac name but a few.

Daily Planet

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Tunisian solar power plant could power five million homes in Europe

More precipitation in the North, less in the South, but what about Central Europe?

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Scale climate innovation with a supporting regulatory environment

3 months ago | 4 Min Read

Flickr - UNFCCC

Andrea Karpati

Share This!

Innovation must be supported by creating a favour environment.

This was the major message of a special session on innovation and climate change, o Technology Mechanism Technology Executive Committee (TEC), last Friday (12 May) Change Conference in Bonn.

ENERGY EFFICIENCY MAGAZINE FOR COP 22

BY AOB GROUP
WITH THE SUPPORT OF IPEEC-G20

PRINTED ON RECYCLED PAPER

AOB GROUP

ipeec

How does the TEC communicate?

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TEC

Technology Executive Commitee

Read the latest policy recommendations that accelerate innovation

Projects Pipeline

Fund promising climate tech projects in developing countrie

Technology Needs Assessment

See the assessments that open tech opportunities for the developing world

Support Spectrum

Explore the options that enable climate change solutions

@UNFCCC · 20h
y for #climatetech and much more! Information about its ne
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11

Sara Trærup
@saratraerup

Following

Thank you @UNFCCC Technology Committee for great discussions with lots of good prospects for future work on #climatetech and #TNAs @UNEPDTU

8:06 AM - 31 Mar 2017

1 Retweet **4** Likes

1 4

nany · May 12
l to bring different stakeholders together to create an
" #ClimateAction #climatetech

Jonny Casey
@JonnyPCasey

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At #SB46 @RoyalSegolene highlights critical role of #GreenFinance to enable #ClimateTech #innovation to achieve the #ParisAgreement

1:32 AM - 12 May 2017

7 2

Adolfo Vercellone
@Calfuman1

Alto nivel oradores subrayan el papel clave de #climatetech durante el evento especial de la ONU en #innovation. webcast en vivo:

UN Climate Action @UNFCCC
High level speakers underline the key role of #climatetech during UN special event on #innovation. live webcast: bit.ly/2qzdEzI

Translate from Spanish

6:06 AM - 1

Stephan Savarese
@StephanSavarese

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KCIC combat les sécheresses sévères en #Afrique grâce aux pompes solaires #innovation #techclimat #climatetech #SB46 #climat @UNFCCC_CTCN

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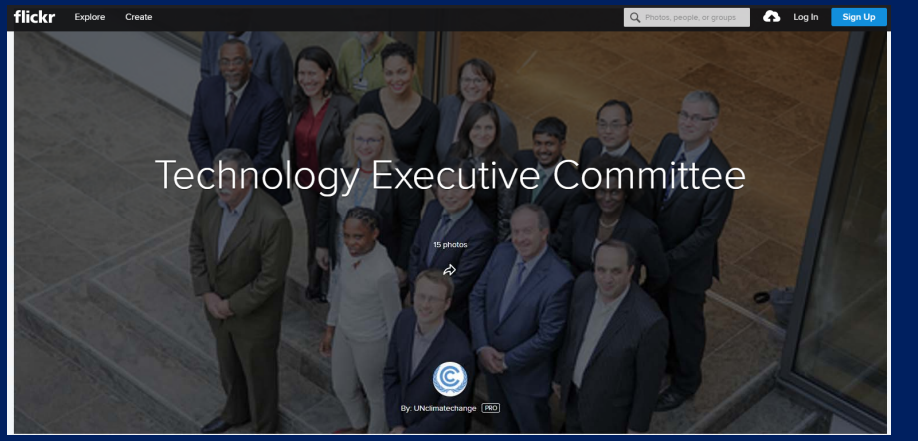
Videos and photos

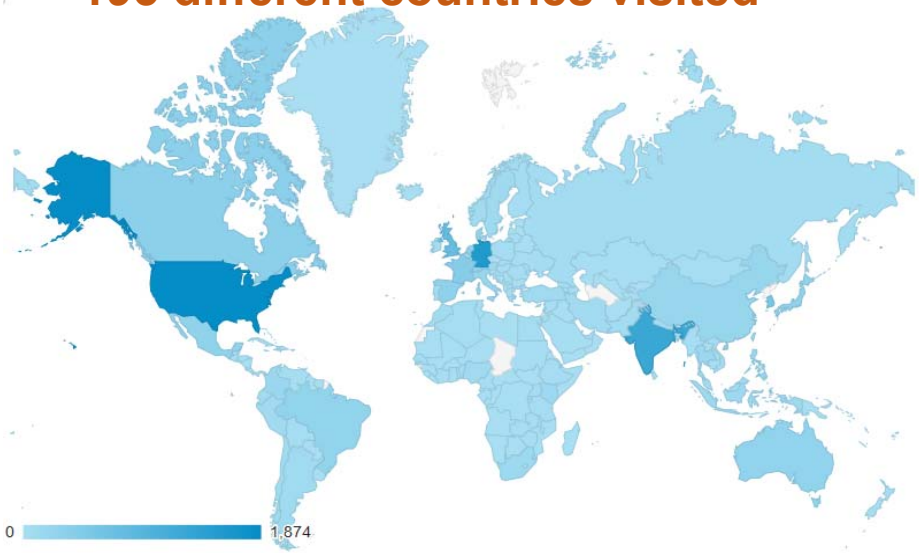


Communication results

- TT:CLEAR website
  - 80,000 views
  - 195 countries
- Documents
  - 4000 online views
  - 1000 downloads
- Social media
  - 170,000 impressions
  - 1800 engagements
- Videos: 600 views

TT:CLEAR 2017

195 different countries visited



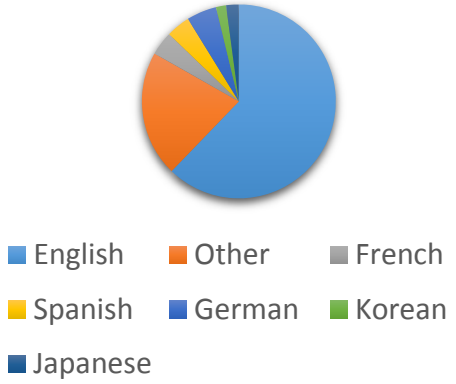
Visitors use computers

2% TABLET

13% MOBILE

85% DESKTOP

Language



Developed Countries

1. United States
2. Germany
3. UK
4. France
5.Canada

Developing countries

1. India
2. South Korea
3. Mexico
4. Brazil
5. China

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Challenges

Next steps

1. Continue communication activities

2. TEC explore how to enhance these

Thank you

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United Nations Climate Change Secretariat