

---

Advisory Board to the Climate Technology Centre and Network

20-25 September 2024

Twenty-fourth meeting

AB/2024/24/21

## CTCN Communications Work Plan 2025

### I. Introduction

#### A. Background

1. As a follow up to the 2023-2027 Communications and Visibility Strategy presented at the 23<sup>rd</sup> Advisory Board meeting in April 2024<sup>1</sup>, and in preparation for the communications planning for 2025, this document lays out the 2025 Communications Work Plan for CTCN.

#### B. Scope of the note

2. A Communications Work Plan including detailed communications activities with timelines and KPIs/targets planned for 2025 are included in Annex 1.

#### C. Possible action by the CTCN Advisory Board

1. The CTCN Advisory Board will be invited to consider the information contained in this document and provide guidance for possible follow-up action.

---

<sup>1</sup> [https://www.ctc-n.org/sites/default/files/AB-2024-23-28\\_CTCN%20Communications%20and%20Visibility%20Strategy.pdf](https://www.ctc-n.org/sites/default/files/AB-2024-23-28_CTCN%20Communications%20and%20Visibility%20Strategy.pdf)

# Annex 1

## CTCN Communications Work Plan 2025

### Communications Objectives

As laid out in the [2023-2027 Communications and Visibility Strategy](#) at the 23rd Advisory Board meeting, the CTCN Communications team will continue to support the implementation of both the TEC-CTCN Joint Work Programme and the 3rd CTCN Programme of Work (PoW) in 2025.

This includes positioning the CTCN as a climate technology solutions provider and highlighting the achievements of its portfolio of work, emphasizing its impact and its potential for scalability. It also includes supporting and leveraging events and high-level speaking opportunities to strengthen relationships with key stakeholders and cultivate new partnerships to enhance the reach and impact of CTCN initiatives.

### Approach and Expected Results

With the feedback provided by the Advisory Board in April 2024, this 2025 Communication Work Plan emphasizes enhanced global communication efforts, with a focus on powerful storytelling and global, regional and local outreach.

To achieve this, the team will use a wide variety of communications tools, including the CTCN website, social media platforms, more targeted outreach to media, and capacity building and events. This includes the development of a robust media database to better engage regional and local media outlets, which may be interested in reporting on CTCN projects, ensuring a more effective dissemination of the Centre's initiatives, achievements and impacts across diverse audiences.

In parallel with external communications, it is crucial to strengthen internal communications both within CTCN and across key partner organizations, to improve the seamless information flow across units, to improve the visibility and promotion of CTCN's work, and to foster internal support for its mission. It is imperative that CTCN staff and partners who sit in key roles – particularly those dealing with donors and other important stakeholders - fully understand and embrace the organization's communication goals, are speaker trained and used effectively as ambassadors of the brand.

In greater detail, the CTCN communications team will focus on four areas:

#### External communications – brand:

- Develop CTCN branding and positioning to strengthen CTCN profile.
- Share branding guidelines and key messages to ensure consistency and clarity in messaging, helping stakeholders to communicate the impact of the CTCN.
- Ensure communications assets are user-driven, relevant, and up-to-date.

#### External communications – storytelling:

- Create more powerful visual storytelling to showcase impact

- Seek communications opportunities and encourage storytelling by staff, partners, Advisory Board members and other key stakeholders to foster a culture of collaboration and engagement. Promote the CTCN portfolio in person at events and online.
- Leverage COP/ key international events for visibility and impact.

### **External communications – partners and donors:**

- Develop compelling and convincing communications assets that showcase the effectiveness of CTCN, which can be used for resource mobilization and general communications/marketing.

### **Internal communications:**

- Engage CTCN staff - as well as more generally, key partner organizations - to fully embrace and promote the CTCN mission.
- Strengthen CTCN leadership in communicating its work with key partner organizations.
- Create synergies across key UN organizations for increased visibility and promotion, including stronger engagement with UNEP as host organization.
- Focus on internal communications to engage staff.

### **Channels**

For 2024/2025, we will continue to use a wide variety of communication channels and tools to effectively engage different audiences, including:

- Storytelling through blogs, videos, photos, op-eds and other formats for the CTCN or partner websites
- Traditional media
- Podcasts / Interviews
- Social media
- Infographics, Reports, Fact Sheets, Brochures
- Newsletters
- Direct Email
- Events
- Monitoring and Reporting system

### **Events**

CTCN will continue to leverage a calendar of regional and international events to create communication synergies and joint communications opportunities. In 2025, there will be three to four Regional NDE Fora (in Asia, Pacific, Africa, and LAC) depending on budget.

In coordination with donors, partners, and network members, UNFCCC Technology and Financial Mechanisms and UNFCCC constituencies, and UNEP, CTCN will leverage COP 30 to promote the impact of CTCN work, raise awareness, strengthen new and old partnerships, and mobilize resources for system transformation.

Furthermore, the CTCN will be present at and support SBTSa in Bonn in June 2025.

### **Strategy: Adjustments**

Recognizing that global, first-tier climate media is not often reporting on CTCN news, CTCN Communications team will pivot and increasingly focus on more contacts with local/regional media, both print journalists and radio journalists, primarily in developing countries where CTCN projects are implemented. These journalists are more likely to report on stories in their countries.

CTCN will put greater focus on podcasts in 2025, and train/coach CTCN staff and others who can tell the CTCN impact stories.

Increasingly, CTCN aims to support NDEs from a communications point of view, ensure they are aware of CTCN activities, and also help promote their work. This will include a welcoming package for NDEs to be sent each year.

**A list of detailed communications assets planned for 2025 with Activities, Timeline and Targets/KPIs can be found below.**

Output	Activities/ Delivery steps	Timeline	Target/KPI
<b>CTCN branding and positioning</b>	Re-design branding assets to reflect new color palette. This includes designing new webpages, PowerPoint templates, letter templates, and other visual assets.	Q2-Q3	Planned branding assets (PowerPoint templates, virtual background, and other visual materials) are completed and approved
	A new set of brand guidelines detailing the updated visual identity and usage protocol, ensuring consistent application across platforms and materials.	Q2-Q3	Brand guidelines
	Position brand and refine key messages, ensuring they align with CTCN's strategic goals and are appropriate for target audiences.	Q2-Q3	Develop messages for key audiences for specific events/launches/initiatives.
<b>CTCN portfolio outreach</b>	Engage with stakeholders for impact story development, to promote CTCN work, showcase technologies and knowledge with the potential for scalability. Collaborate with partners to co-create and distribute joint communication materials and impact stories.	Q1	Interviews, impact stories (see below), podcasts, social media posts, visually catchy post cards with quotes/insights from stakeholders, etc.
<b>Communications assets</b>	Press releases/announcements/showcase events/launches, for example: COP 30 side events on SF6 with GIZ, a YCI Programme event with finalists, various impact events (see below).	Q1-Q4	Min 2 per year
	<ul style="list-style-type: none"> <li>• Create case studies highlighting successful outcomes</li> <li>• Develop and publish AFCIA I Impact Report.</li> <li>• Organize and conduct an Impact Event for AFCIA I (at COP 30).</li> <li>• Disseminate 35 AFCIA I Fact Sheets detailing project outcomes.</li> <li>• Create human-centric stories for select AFCIA I projects.</li> <li>• Capture photos and videos for select AFCIA I projects.</li> <li>• AFCIA II side event with UNDP at COP 30.</li> <li>• Impact event for closure of EC Climate Change and Security Programme.</li> </ul>		1 Impact Report 1 Project Dashboard 35 Fact Sheets Min 10 written impact stories (likely in blog format) AFCIA I: 10 projects featured in photos, videos and blogs, with accompanied social media campaigns. AFCIA II: press release, case studies, project dashboard, event. EC Climate Change and Security Programme: case studies, event

	<ul style="list-style-type: none"> <li>• Announcements for AB elections, SB, etc.</li> </ul>		
	<p>WIPO Green Database dissemination plan</p> <ul style="list-style-type: none"> <li>• Create a communications dissemination plan to promote the CTCN-WIPO collaboration as well as the WIPO Green Database.</li> <li>• Design a series of visuals to represent data from the WIPO Green Database.</li> </ul>	Q1	1 campaign
	<p>Regular Communications and RMP updates to CTCN Advisory Board Members: Send out regular emails with updates on resource mobilization and partnerships as well as relevant communication messages, facts and figures to keep Advisory Board members informed.</p>	Q1-Q4	Min 10 emails
<b>Content creation</b>	<p>Social Media Campaigns</p> <ul style="list-style-type: none"> <li>• Develop a content calendar for CTCN achievements, impact stories, blogs, and reports.</li> <li>• Create visual and multimedia content (images, infographics, videos) to enhance engagement on social media platforms.</li> <li>• Develop targeted social media content to reach specific stakeholder groups and promote events.</li> </ul>	Q1-Q4	120 posts per year. 5% increase in number of followers
	<p>CTCN Newsletter</p> <ul style="list-style-type: none"> <li>• Collect and curate content for monthly newsletter, including project updates, success stories, and upcoming events.</li> <li>• Upgrade design and format of the newsletter for visual appeal and readability across devices.</li> <li>• Monitor and analyze newsletter metrics (open rates, click-through rates) to optimize content and improve engagement.</li> </ul>	Q1-Q4	12 newsletters 5% increase in the subscriber base 5% increase in the opening and click-through rate

	<p>Interviews</p> <ul style="list-style-type: none"> <li>Design and coordinate interviews with key stakeholders or beneficiaries, such as Youth Climate Innovation Programme winners, NDEs, and project partners to capture stories and insights.</li> </ul>	Q2-Q4	Min 2 interviews, e.g. guest appearance on <i>UNEP Resilience: Global Adaptation</i> podcast series
<p><b>Communication with media</b></p>	<p>Shift focus from global to regional and local media and develop media database</p> <ul style="list-style-type: none"> <li>Create regional media list: Develop comprehensive media lists for different regions, focusing on local newspapers, radio stations, television channels, and online news platforms.</li> <li>Segment database by language and region to ensure communication materials are culturally relevant and accessible to local audiences. Include multilingual journalists and media outlets for maximum impact.</li> <li>Identify key regional and local outlets: Prioritize key media outlets in each region that have significant reach and influence over local communities. Focus on climate change, technology innovation, and sustainable development reporters.</li> </ul>	Q1-Q4	Database with regional/local media contacts

<p><b>Collaborative promotion initiative</b></p>	<p>Greater collaboration across UN Agencies</p> <ul style="list-style-type: none"> <li>• Identify strategic partnership opportunities with UNEP, UNEP CCC, UNFCCC, TEC, and other relevant UN agencies to identify synergies in communication efforts, aligning with shared goals and thematic priorities.</li> <li>• Organize and host joint webinars, offline and online events featuring experts from CTCN, UNEP, UNFCCC, TEC, and other partners. Focus on topics of mutual interest, such as climate technology and sustainable development.</li> <li>• Use shared digital platforms and communication channels of partner agencies to expand the reach of messages and campaigns.</li> </ul>	<p>Q1-Q4</p>	<p>Min 2 per year</p>
	<p>Develop joint communication campaigns and collaborate on events with key stakeholders</p> <ul style="list-style-type: none"> <li>• Develop and launch joint communication campaigns with key stakeholders, focusing on themes that align with both CTCN and partner priorities (e.g., climate resilience, green technologies).</li> <li>• Create co-branded communication materials, such as brochures, videos, and infographics, to showcase joint initiatives and achievements.</li> <li>• Issue joint press releases on collaboration, project milestones, and events, and coordinate media outreach to maximize coverage across regions and media outlets.</li> <li>• Develop social media campaigns to support collaborative efforts and achievements. Use shared hashtags,</li> </ul>	<p>Q1-Q4</p>	<p>Min 1 joint campaign</p>



	coordinated posting schedules, and cross-tagging to enhance visibility and engagement.		
<b>Strategic engagement at key events</b>	Research and compile a list of conferences and events where CTCN can effectively engage with target audiences.	Q1	Create list
	Showcase flagship projects/programmes, communications products, and knowledge resources at high-profile events to maximize visibility.	Q2-Q4	Min 1 (COP 30)
	Coordinate and collaborate with partners and stakeholders to enhance event participation, aligning efforts for greater impact and engagement.	Q2-Q4	Min 2 collaborative events
	Create presentations and exhibits that highlight CTCN achievements and projects, aiming to attract new partners and foster collaborations.	Q2-Q4	Min 1 (COP30)
<b>Monitoring and reporting</b>	Assess communication channels and tools for effectiveness <ul style="list-style-type: none"> <li>Analyze performance metrics like engagement rates, reach, and audience feedback for each channel.</li> <li>Review the effectiveness of different tools (e.g., email, social media, website) to identify areas for improvement.</li> </ul>	Q1	Completed assessment
	Establish a media monitoring system and reporting framework <ul style="list-style-type: none"> <li>Set up a system to track key metrics such as social media engagement, website traffic, and media mentions.</li> <li>Develop a regular reporting process to analyze the visibility and success of communication campaigns.</li> <li>Use insights from monitoring to refine strategies and optimize future communication efforts.</li> </ul>	Q1-Q4	12 media monitoring and social listening reports
<b>Internal communication</b>	<ul style="list-style-type: none"> <li>Involve staff in CTCN communications activities to build full support and help them become brand ambassadors, particularly on social media.</li> <li>Encourage staff to write blogs and support their increased participation in content creation</li> </ul>	Q1-Q4	2 staff blogs per year
	Enhance internal communications to among staff to break down silos.	Q1-Q4	Min 2 management emails annually to staff, laying out vision and strategy

	Actively engage in relevant UN and UNEP working groups and committees to align strategies and share best practice.	Q1-Q4	Seek opportunities
--	--	-------	--------------------