

## UN CTCN

### An Online Course (with Certification) on Climate finance and Co-creation

Concept note and Course handbook

#### 1. Course overview

[National Designated Entities \(NDEs\)](#) serve as national focal points for technology development and transfer under the UN Climate Change (UNFCCC) Technology Mechanism. The Technology Mechanism is comprised of an implementation arm, the Climate Technology Centre and Network (CTCN), and a policy arm, the Technology Executive Committee (TEC).

Mandated by the Conference of Parties (COP), the CTCN provides technical assistance, capacity building, and knowledge sharing tailored to national needs, including legal and regulatory frameworks. At the twenty-eighth session of the COP28, Parties emphasized the ongoing challenges faced by many developing country Parties in accessing climate finance. They encouraged further efforts, including by the operating entities of the Financial Mechanism, to simplify access to such finance, in particular for those developing country Parties that have significant capacity constraints. The decisions taken at COP28 highlighted the need for knowledge sharing, partnerships, and co-creation processes that ensure countries can accelerate climate-resilient, low-emission development pathways.

In response to this guidance, CTCN introduced the concepts of Social Return on Investment (SROI) to 89 NDEs and a co-creation to 15 NDEs via 4 regional capacity building programs on Climate Finance and Co-creation in 2025.

The objective of this online course is to continue support training of NDEs with SROI and Co-create-Build-Engage (CBE™) Framework.

#### 2. Learning outcomes

##### **Module 1: Social Return on Investment**

Increasingly, governments and other funding agencies are seeking assurances about the funds they invest. Impact mapping, a process used to report SROI, offers an approach for building monitoring systems that focus team efforts on achieving outcomes. In this module, we will take a deep dive into impact. You will learn to distinguish among inputs, activities, outputs, outcomes, and impacts. Starting with the end goal, you will work on impact mapping and learn how to embed monitoring and evaluation throughout your work to enable SROI calculation. You will be equipped with the tools needed to calculate your SROI.

#### WHAT YOU WILL LEARN

- The pathway to impact
- Why impact matters
- How to apply impact mapping
- How your work practices can be enhanced

## WHAT LEARNERS WILL ACHIEVE

By the end of this workshop, learners will be able to:

- Map your program
- Understand the benefits of impact mapping
- Communicate the value of your work
- Introduce social return on investment into your practice

### **Module 2: Co-create-Build-Engage**

For people to change what they are currently doing, you need to give them something they want or need. Offering technology, ideas, products, or services at the right time and place, and ensuring people enjoy their first experiences, are keys to success. CBE is centred on people. It is a strategic approach that is focused on creating a competitive offering that is superior in some way. The CBE process seeks to know what people and organisations in the system want. CBE is competitive-minded and operates with a continual improvement mindset. CBE can be applied to translate what people want and need into an offering that is too good to refuse. We know that change is more likely when more behaviour change principles are used, and we show you how these are applied in a first-time offering. In this module, you will be introduced to the CBE (Co-create, Build, Engage) process, and you will learn the sequence in which principles are applied to co-create and deliver technologies, products, services, and programs that people will engage with.

## WHAT YOU WILL LEARN

- Understand the Co-create, Build, and Engage (CBE™) process
- Apply the eight behaviour change principles by working through:
  - Techniques to build a deep understanding of your audience
  - Ways to think competitively
  - The role of segmentation to guide communication planning
- Co-creating key stakeholder's behaviour change

## WHAT LEARNERS WILL ACHIEVE

By the end of this workshop, learners will be able to:

- Apply the CBE (Co-create, Build, Engage) process
- Identify competitive influences
- Apply segment-level insights to ensure that communications can meet the needs of more people
- Identify what you need to do to attract interest of key stakeholders

### **3. Learning times**

This course consists of 2 modules, as well as the Introduction session and submission of an idea note. The Introduction Session will be held on a Monday at 17:00 (5pm, GMT+10) 18<sup>th</sup> May 2026. A week later, one module at a time will be released on a Wednesday at the same time, and will be repeated once for you to work through all the material for those two modules within two weeks. Last week of the course will offer one-day masterclass on SROI, followed by submission of idea note. The course will be offered in English-only.

Co-hosted by CTCN and Griffith University<sup>1</sup>, the course rhythm is therefore as follows:

- **Week 1: Introductory Session (Monday 18<sup>th</sup> May, 5pm (17:00, GMT+10))**

One Introductory webinar will be offered. The Introductory webinar provides an overview of the training modules and masterclass available. The Introductory features a 40-minute live lecture, followed by 10 minutes for Q&A. The Introductory will be recorded and made available within CTCN webpage.

- **Weeks 2 and 3: Two online modules**

Two modules featuring interactive learning will be provided. Each module will recommend 5 readings and 3,000 words of contents. These modules will be shared via Articulate Rise platform (webpage link).

- **Week 4: Two-Day Masterclass (Tuesday 9<sup>th</sup> and Wednesday 10<sup>th</sup> June, 5pm (GMT+10)).**

A two-day (4 hours each, maximum of 8 hours) Masterclass in a webinar format will be offered. Masterclasses are highly interactive, encouraging participants to complete activities and participate in small group discussions. Workbooks, readings, and PowerPoint notes pages will be supplied. Questions are encouraged throughout the day.

- **Week 5: Submission of an idea note on impact chain**

Limited to 500 words, you will submit your idea note that incorporates knowledges gained throughout the modules. The idea note is not an assignment that will be marked, however, is mandatory to submit for an acquisition of a completion certificate of this course. The template will be provided.

The idea note template, including guiding questions will be released at the time of releasing Week 4 module. The deadline for your idea note will be Friday at 11pm (23:00, GMT+10) in Week 5.

- **Weeks 6 and 7: Feedback and Certification**

Teaching team will review your idea note and provide their feedback. A certificate of completion will be issued Friday in Week 7.

#### **4. Participation requirements and Certification**

You will need to complete all modules. For the Introduction and Masterclass, your attendance will be checked. For the two modules, your email reply acknowledging the receipt will be recorded. For the idea note, submission will be checked.

A certificate of completion will be issued in your legal name upon successfully completing the course according to the stipulated requirements. No certificate will be issued to you if you do not meet the stipulated requirements for the award of a certificate. The certificate will be issued following Griffith University's policy.

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<sup>1</sup> CTC Network member. For the member details: <https://www.ctc-n.org/networking-and-collaboration/collaboration/network-members/social-marketing-griffith>

## 5. Participants

Maximum 25 NDEs who indicated their willingness to participate in this course via 'Call for Voluntary Participation: 2026 Capacity Building' survey held from January-March.

## 6. Teaching Team



**Associate Professor Julia Carins** is a social marketing researcher specialising in eating behaviour and behaviour change in complex systems. Her research examines how individual, social, and environmental factors interact to shape behaviours, with the aim of designing practical, evidence-based interventions that improve health, wellbeing, and performance.

Julia's work is grounded in consumer psychology and social marketing and is particularly focused on creating supportive environments and systems-based approaches rather than relying solely on individual responsibility. She has led and contributed to research on institutional and workplace eating settings, food labelling and choice architecture, segmentation and co-design, and whole-of-system approaches to behaviour change. A significant strand of her research has been conducted in partnership with Defence, government, and industry, addressing eating behaviour and nutrition in military and occupational contexts where performance and wellbeing are critical.

Her research is highly interdisciplinary and draws on qualitative, quantitative, and mixed-methods approaches, including co-design, field trials, eye-tracking, and theory-driven intervention development and evaluation of outcomes and quantification of impact. Julia has published extensively in leading journals across marketing, public health, and nutrition, and her work has contributed to advancing both theory and practice in social marketing.



Over two decades, in the area of 'marketing for a better world,' **Associate Professor Sameer Deshpande**, has taught, widely published in academic journals, books, and conference proceedings, reviewed, and trained and consulted with government and non-profit organizations in India, Canada, Singapore, Australia, and the U.S. He is the Editor of Social Marketing Quarterly. Sameer has raised over three million dollars and published studies testing the effectiveness of behaviour change initiatives using social marketing frameworks with particular emphasis on consumer-insights approach in a variety of contexts, including financial services to disadvantaged women, alcohol abstinence during pregnancy, safe sexual practices, promotion of alternative rides, responsible drinking, water rights, and physical activity. His book, co-authored with Nancy Lee, Social Marketing in India, has been well-received by the Indian academic and practitioner social marketing sector. His current projects include promoting digital finance among the poor in Indonesia and Bangladesh (Citi Foundation), co-designing climate-ready solutions with Tweedshire residents (Tweedshire Council), and evaluating sexual health promotion initiatives in the Lismore and area (NSW Health Mid North Coast Region).



**Professor Sharyn Rundle-Thiele** is an internationally recognised social marketing scholar and change scientist. She is a Professor at Griffith University. Sharyn founded Social Marketing @ Griffith, which today is a vibrant centre dedicated to research and developing behavioural change. Professor Rundle-Thiele's research focuses on designing, implementing, and evaluating behaviour change interventions addressing complex social problems, including public health, environmental sustainability, and community safety. She has led numerous industry-funded and government-commissioned projects and has published extensively in leading international journals. Her work is characterised by rigorous mixed-method evaluation, participatory co-design, and a strong focus on generating policy and practical impact.

## 7. Technical considerations

You will need the following software to make the most of this course:

- Microsoft Word/Google Docs
- Adobe Acrobat (or similar PDF reader)
- Microsoft Teams

## 8. Ethical considerations and intellectual property

All rights to the course content are reserved by CTCN and Griffith University. Dissemination of the course contents without a permission consulted with CTCN and Griffith University, will lead to a cancellation of your enrolment to this course and may hinder similar course enrolment in future.