



9.2 Communications & Outreach

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United Nations
Framework Convention on
Climate Change



CTCN Materials



Web and Social Media



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Unlocking the power of technology for climate smart solutions

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Webinar

INTRODUCTION TO CLIMATE TECHNOLOGIES RELATED TO ENERGY POVERTY AND ACCESS: EXAMPLES AND STORIES FROM AFRICA (WEDNESDAY 11 MARCH 2015 - 11:00AM TO 12:30PM CET)

Facts

21 requests
1342 resources
27 network members
104 NDE's

Technical Assistance

Submit a request

Events & Media



Earned media: 150 articles

CTCN promotion: 70+ events



CTCN Communications: Brand Guidelines

Members of the Climate Technology Centre Consortium, Network or the general public should refrain from using the name, abbreviation, emblem or logo of the CTCN on any of the following unless the member has been specifically authorised to do so in writing by, or on behalf of, the Director of the CTCN:

- Advertising
- Event promotion
- Posters
- Presentations
- Publications
- Web content

CTCN Communications Strategy 2015

Aims to:

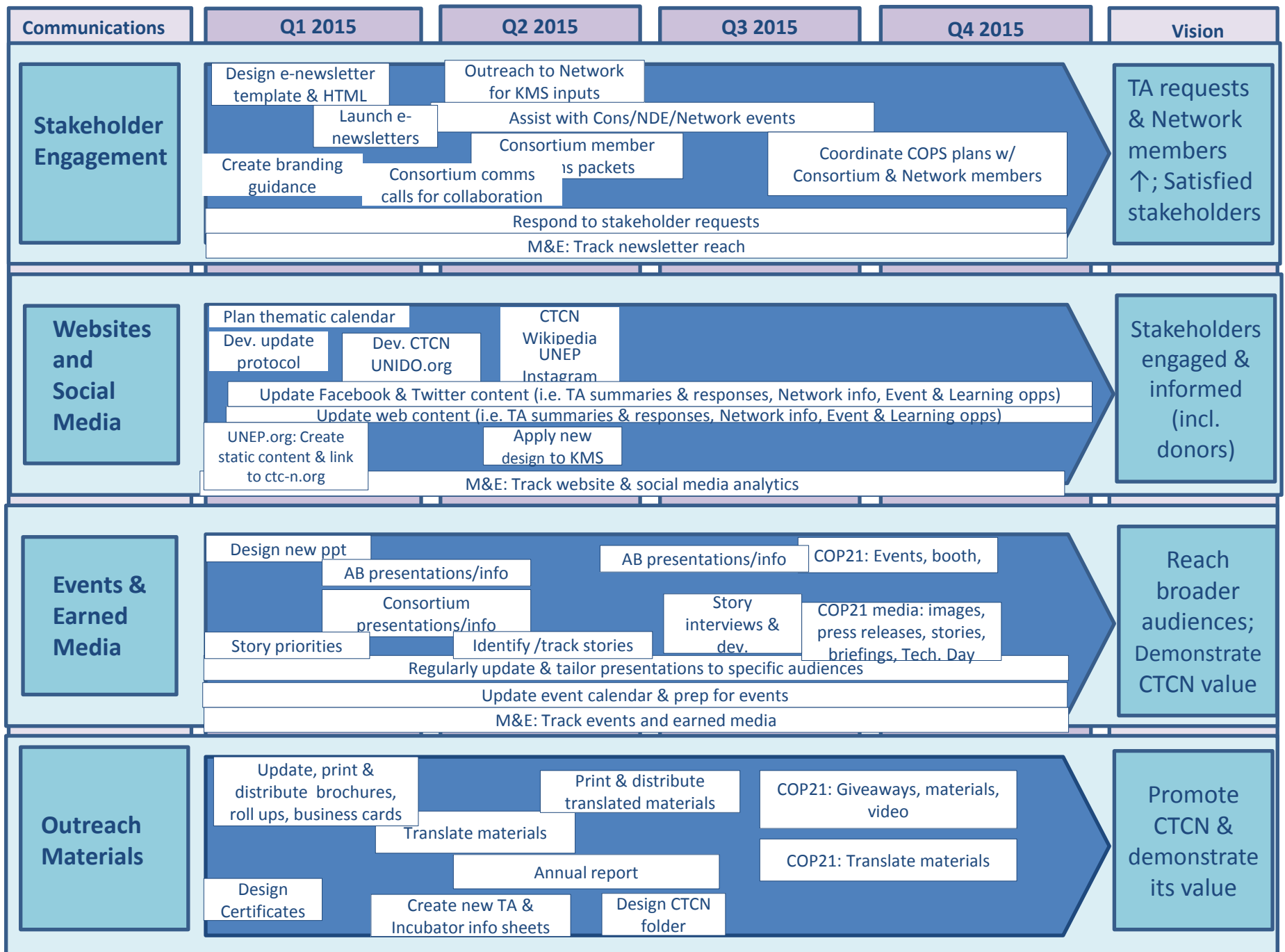
- Keep current stakeholders involved & informed
- Increase awareness of CTCN services & opportunities for engagement
- Demonstrate value of CTCN services

By utilizing the following communications channels:

- Direct stakeholder communications
- Website and social media
- Events and earned media
- Outreach materials

To reach key audiences:

- Involved stakeholders (NDEs, Consortium partners, Network members)
- Potential Network members
- Potential TA proponents



CTCN Communications: Highlights

- Expand and coordinate communications
 - Translation of CTCN materials and presentations
 - Outreach materials tailored for NDE use
 - Demonstrate the value and diversity of services that the CTCN provides through narratives (brief case studies) on
 - Adaptation & Mitigation technical assistance
 - Examples of South-South transfer
 - TA response plans that have attracted financing
 - Promote CTCN and relevant partner events, trainings, publications via CTCN website and social media
 - Regional and international events & COP21



For more information, please visit:

<http://www.ctc-n.org>



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