



Annex 6

JISC COMMUNICATION AND OUTREACH WORK PLAN

(Version 01)

A. Introduction

1. At its twenty-first meeting, the Joint Implementation Supervisory Committee (JISC) considered a presentation by the secretariat outlining matters relating to communication and outreach. After a brief discussion it was decided that the secretariat would prepare a document for consideration by the JISC at its twenty-second meeting. The present document, prepared in response to that request, lists proposed communication and outreach activities that could be undertaken in the latter half of 2010, building on previous and current communication and outreach activities, which to date have included participation in carbon market events, responding to press inquiries and requests for interview, issuing press releases, responding to stakeholders' queries and preparation of folders and fact sheets.

B. Objective

2. The activities in this communication and outreach work plan are intended to raise awareness and understanding about joint implementation (JI) among key policy makers and stakeholders. The assumption is that when policy makers and stakeholders are made aware of JI, understand its workings, and appreciate its benefits, they will take decisions and/or actions that lead to greater utilization of the mechanism.

C. Approach

3. The activities described below are intended to reach those people who are most likely to affect the level of utilization of JI – those who might take decisions on the use of JI and those who are interested in JI and might become involved in the mechanism where they will learn more about it. The JISC members, because of their knowledge, contacts and location, are expected to play a key role in identifying audiences, in identifying communication partners to replicate or enhance the activities, and in executing certain activities. Thus, the JISC is recommended to establish a working group responsible for considering and giving input and support to communication and outreach issues.

D. Communication projects

1. Enhanced media outreach

4. The media are at the same time a conduit for information and a shaper of attitudes about JI. The secretariat, working closely with the JISC Chair, will build on the positive relationship that the JISC and the secretariat have with the press.

5. Two suggestions are proposed, intended to build on the work done to date:

- (a) That the JISC adopt a policy that clearly defines how it interacts with the press, in coordination with the UNFCCC secretariat;
- (b) That the secretariat publish, on the JISC's behalf, a roundup for the press after each meeting, and that the Chair of the JISC is available for interviews with the press after each meeting.



6. **Rationale:** Reporters, and thus the quality of reporting, could be expected to benefit from regular, plainly packaged information from, and communication with, the JISC.

7. **Potential partners:** Specialist media outlets.

2. Working with DFPs to reach policy makers and potential project participants

8. Building on its work with designated focal points (DFPs) to date, the secretariat, on behalf of the JISC, will encourage and facilitate communication and outreach activities by DFPs at the national level. The work in 2010 will include a survey of DFPs to gain insights into their communication and outreach activities and the sharing of experiences between DFPs.

9. **Rationale:** Successful implementation of JI requires that policy makers and potential project participants are made aware of the mechanism and have a clear understanding of its benefits. As DFPs are the responsible authority for JI at the national level, they are best placed to understand the national situation and well placed to reach out to potential project participants.

10. **Potential partners:** DFPs, other UN agencies, World Bank, key NGOs, carbon market industry associations.

3. Participation in carbon market events

11. The secretariat will staff an information booth, supply speakers, and support (with presentations and information materials upon request) the participation of the JISC Chair or designate in key carbon market events.

12. **Rationale:** Virtually all of the key private sector stakeholders participate in carbon market events, such as the annual Carbon Expo. These events are an ideal opportunity to learn from, inform and deliver key messages to carbon market stakeholders.

13. **Potential partners:** Carbon market industry associations.

4. Communication tools, services, products

- (a) **Image bank** – Project participants will be encouraged to submit professional quality images of their projects sites. The images will be used on the JI website and possibly in fact sheets;
- (b) **Website enhancements** – Images will be added to the JI website to enhance its appeal. Further improvements will be explored;
- (c) **FAQ** – A list of frequently asked questions and responses will be prepared and posted on the website;
- (d) **JI info query service** – The JI info email account will continue to be used to receive and answer queries;
- (e) **Folders and fact sheets** – two-three new fact sheets will be prepared (topics to be determined based on their usefulness in supporting any planned workshops/JI events);
- (f) **Audio files** – three-six audio files explaining in plain terms the workings of JI will be recorded and posted on the JI website.

14. **Rationale:** The JI website is a key tool for serving the information needs of JI stakeholders. Enhancement of the site, including by adding an FAQ page, adding project images to the main page and adding audio files that explain in plain terms the workings of JI, would better serve the information needs of JI stakeholders and potential stakeholders.



15. *Potential partners*: Project participants and industry associations.

5. Monitoring and evaluation

16. It is critically important to evaluate the results of the communication strategy, to determine whether resources were well placed and to inform future efforts. This will be done primarily through questionnaires of key stakeholders.

History of the document

Version	Date	Nature of revision(s)
01	JISC 22, Annex 6 16 June 2010	Initial adoption.
