



Annex 7

**COMMUNICATION AND OUTREACH WORK PLAN OF THE
JOINT IMPLEMENTATION SUPERVISORY COMMITTEE 2011**

Version 01

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<i>Revision history of the document</i>		
Document version	Adoption	Revision
Version 01	JISC 25	Initial adoption.



Joint Implementation Supervisory Committee

A. Background

1. At its 22nd meeting, in June 2010, the Joint Implementation Supervisory Committee (JISC) adopted a communication and outreach work plan. The present document builds on the previously adopted work plan, and covers the period to the first meeting of the JISC in 2012.

B. Objective

2. This work plan complements and gives action to the JISC Communication and Outreach Strategy (also for consideration at JISC 25). The objective is to facilitate the work of the JISC, specifically to increase awareness about, and participation in, JI track 2 through timely and effective communication and outreach activities.

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 track 2 – those who might take decisions on the use of JI and those who are interested in JI and might become involved in the mechanism were they to learn more about it.

4. The JISC, through its Communication and Outreach Working Group (COWG), is expected to play a key role in identifying barriers to, and opportunities for enhancing participation in, the JI mechanism; identifying key audiences and communication and outreach partners; and motivating and facilitating participation of national JI Designated Focal Points in support of communication and outreach.

D. Communication projects

1. Enhanced media outreach

5. 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 relationships that the JISC and the secretariat currently have with the press.

6. The secretariat will publish, on the JISC's behalf, a roundup for the press after each meeting, and the Chair of the JISC, or a designate, will make himself available for interviews with the press after each meeting.

7. The secretariat will continually look for opportunities to engage the press on JI issues, for example by highlighting milestones reached by the mechanism.

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

9. **Potential partners:** Specialist media outlets, reporters covering the carbon markets.

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

10. Building on its work with national designated focal points (DFPs), the COWG and secretariat will encourage and facilitate communication and outreach activities by DFPs. The work in 2011 will draw on results of a survey of DFPs on communication and outreach matters, and could include, for example, facilitated sharing of existing communication and outreach materials.

11. **Rationale:** Successful implementation of JI track 2 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.

12. **Potential partners:** DFP Forum, other UN agencies, World Bank, key NGOs, emissions trading industry associations, compliance buyers.



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3. Participation in carbon market events

13. 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 at key carbon market events.

14. **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.

15. **Potential partners:** Emissions trading industry associations, such as International Emissions Trading Association and the Carbon Markets and Investors Association.

4. Communication tools, services, products

16. Image bank – Project participants will be encouraged to submit professional quality images of their project sites for inclusion in the JI image bank. The images will be used on the JI website, on fact sheets, and made available upon request for the purposes of promoting JI.

17. Further website enhancements – Building on the work done to enhance the appeal of the JI website, which has included the addition of thumbnail images, banners and audio files, the secretariat will post project fact sheets that illustrate the scope of JI.

18. FAQ – The frequently asked questions and responses on the JI website will be updated and added to as necessary.

19. JI info query service – The JI info email account will continue to be used to receive and answer queries.

20. Folders and fact sheets – Existing fact sheets will be updated and three additional project fact sheets (illustrating 12 projects) will be prepared and posted on the JI website.

21. Audio files – Six additional audio files explaining in plain terms the workings of JI will be recorded and posted on the JI website. (Twelve such files have so far been produced and posted on the JI website.)

22. **Rationale:** The JI website is a key tool for serving the information needs of JI stakeholders. Enhancement of the site, including by providing an up-to-date FAQ page, adding audio files that explain in plain terms the workings of JI, and posting info/project factsheets will help explain and enhance interest in the mechanism.

23. **Potential partners:** Project participants, industry associations.

5. Monitoring and evaluation

24. 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 through a questionnaire sent to DFPs and key stakeholders.
