

**DRAFT****Annex 4****DRAFT COMMUNICATION AND OUTREACH WORK PLAN OF THE
JOINT IMPLEMENTATION SUPERVISORY COMMITTEE 2012****(Version 01)****I. Background**

1. At its twenty-fifth meeting, in June 2011, the Joint Implementation Supervisory Committee (JISC) adopted a communication and outreach (C&O) strategy. The present document describes projects aimed at delivering on that strategy. It builds on a C&O work plan adopted by the JISC also at its twenty-fifth meeting.

II. Objective

2. This work plan complements and gives action to the JISC Communication and Outreach Strategy adopted at the twenty-fifth meeting of the JISC. 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.

III. Approach

3. The activities described below are intended to reach those people who are most likely to affect the level of utilization of Joint Implementation (JI) track 2 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 informal communication and outreach working group, can 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 (DFPs) in support of communication and outreach.

IV. Communication and outreach projects**A. 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/herself available for interviews with the press after each meeting. The secretariat will continue to provide media relations support to the JISC as needed.

7. The secretariat will continually look for opportunities to engage the press on JI issues, for example by highlighting milestones reached by the mechanism, or other newsworthy accomplishments of and improvements to the mechanism.

8. The secretariat will utilize a new global media monitoring service to monitor and track media coverage of the mechanism. Using the global reporter database, which is included in the service and houses 1.4 million reporter contacts, the secretariat will send news releases to targeted media for enhanced coverage of JI in key areas.

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9. The secretariat will launch new social media accounts on Twitter and Facebook dedicated to promoting and disseminating news, updates and information on the UN carbon mechanisms.

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

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

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

12. Building on its work with DFPs, the secretariat will encourage and facilitate communication and outreach activities by DFPs. The work in 2012 will focus on the solicitation and sharing of existing communication and outreach materials between DFPs.

13. **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.

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

C. Participation in industry events

15. The secretariat will seek to enhance JI prominence at carbon market events by staffing an information booth, supplying speakers, organizing side events, and supporting (with presentations and information materials upon request) the participation of the JISC Chair or designate at key carbon market events.

16. **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.

17. **Potential partners:** Emissions trading industry associations, such as International Emissions Trading Association, Carbon Markets and Investors Association and Joint Implementation Action Group.

D. Communication tools, services, products

18. JI project photo contest – Project participants will again be encouraged to submit professional quality images of their project sites for inclusion in the JI image bank, this time with the added incentive of public recognition for the winning photos/photographers. The images will be used on the JI website, on fact sheets, and made available upon request for the purposes of promoting JI.

19. 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, audio files and project fact sheets, the secretariat will re-design the front page of the JI website to more closely match the UNFCCC CDM website.

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

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

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22. Folders and fact sheets – Existing fact sheets will be updated as needed and three additional project fact sheets (illustrating 12 projects) will be prepared and posted on the JI website. The existing Q&A document will also be updated and desktop published.

23. Audio files – Six additional audio files explaining in plain terms the workings of JI will be recorded and posted on the JI website.

24. **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.

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

E. Industry cooperation

26. The secretariat will pursue cooperative activities with international institutions/organizations and industry to promote JI. For example, the secretariat will explore the possibility of holding, in cooperation with a business and industry non-governmental organization, a seminar to explain and promote JI.

27. **Rationale:** Interaction and cooperation with stakeholders, including industry groups, will be vital to achieving success in C&O efforts to promote JI.

28. **Potential partners:** Industry associations.

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<i>Revision history of the document</i>		
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