NPEE GCIP Accelerator Training

Session 2: GCIP Branding, Communications and Outreach

31st January 2023

Daria Shumilova, Alessio Brina

Training Sessions

NPEE Training Sessions 14:00 to 16:00 CET

- **Session 1 (30 January): Applicant & Mentor Engagement, Recruitment & Selection**
- **Session 2 (31 January): GCIP Branding, Communication & Outreach**
- **Session 3 (6 February): Mentor Roles, Training & Management**
- **Session 4 (7 February): National Academies, Training Webinars & Business Clinics**
- **Session 5 (13 February): Judging (Mock, Rounds 2/3), National Awards & Alumni Support**

Content

- **Introduction to the session**
- **2022 GCIP Impressions – Lessons learnt & best practices from Moldova, Nigeria, South Africa**
- **GCIP Communications** – General overview
- **Strategic approach to communications**
- **Gender mainstreaming**
- **GCIP Branding Guidelines**
- **Social media**
- **GCIP Web platform**

2022 GCIP Impressions

Which communications and outreach activities did you do in 2022?

Which of them worked well and which did not?

Did you take into consideration the outreach to underrepresented groups (women and youth)? If yes, then what was your approach?

Which challenges did you encounter and how are you planning to overcome them (or how did you already overcome them, if relevant)?

GCIP Communications

General recommendations

Overview of GPCT and PMU communications responsibilities

Communications planning

General recommendations

- Tendency – insufficient resources for communications activities
  Result – fragmented communication, no long-term planning, ‘reactive’ communication

- **Recommendation #1** – have a communications expert on board *(if resources allow)*

Functions – formulation of national communications strategy & plan, localization of GCIP Global outreach products, event planning, social media management, maintenance of beneficiaries database etc.

Added value – strategic and proactive communication approach, consistent coordination, specifically devoted time/effort for communications, broader and more consistent outreach to stakeholders

- **Recommendation #2** – plan communications activities in advance (communications plan)

- **Recommendation #3** – include adequate expenses for communications activities to cover strategic goals

- **Recommendation #4** – Ensure monitoring and evaluation of communications activities throughout the year

Communication planning

GPCT & PMU responsibilities

UNIDO GPCT (Global coordination team)

- General guidance on communications & outreach, branding
- Provision of necessary templates and working file
- Planning and execution of the GCIP Global communications activities
- Organization of GCIP global level events, e.g., Cleantech Week, COP27 etc.
- Gender and youth mainstreaming activities for the GCIP Global + PMU guidance
- PMU trainings on communications, gender mainstreaming

PMU

- Planning and executing of GCIP national communications activities
- GCIP national projects' gender and youth mainstreaming activities
- Sharing input for promotion through the GCIP Global channels: newsletter, social media, brochures, stories etc.
- Collecting of beneficiary information, multimedia materials and sharing with GPCT
- Organization of local events, participation in the GCIP Global events

Strategic approach to communications

Communications and outreach

Elements of the process

A. Strategy formulation	• Formulation of communication objectives, purposes • Identification of target audiences, formulation of key messages (Know-Feel-Do) • Assessment of risks & mitigation, communications and outreach tools and channels
B. Planning	• Content planning in accordance with the strategy (for the entire year); this also includes planning for events
C. Implementation	• Creation of audience-specific content in accordance with messaging and objectives • Distribution of the content through identified channels and techniques
D. Monitoring & Evaluation	• Showcasing of project communication outcomes and achievements • Assessment of the implementation effectiveness against the strategy • Revision of the communication and outreach strategy based on the assessment

Communications and outreach

Elements of the process

Foundation (revision is based on several cycles of B-D)

A. Strategy formulation	• Formulation of communication objectives, purposes • Identification of target audiences, formulation of key messages (Know-Feel-Do) • Assessment of risks & mitigation, communication and outreach tools and channels
B. Planning	• Content planning in accordance with the strategy (for the entire year); this also includes planning for events
C. Implementation	• Creation of audience-specific content in accordance with messaging and objectives • Distribution of the content through identified channels and techniques
D. Monitoring & Evaluation	• Showcasing of project communication outcomes and achievements • Assessment of the implementation effectiveness against the strategy • Revision of the communication and outreach strategy based on the assessment

Continuous repetition (cycles)

Communications and outreach

Researching national context

Step 1 { • **Exploration phase**

Step 2 { • Strategy formulation

Foundation

+

Functionality based on solid foundation

Communications and outreach

Exploration: available options, inspiration, challenges

Effective communications require analysis of the national/global context

Who are key audiences? What do they want to know?

How can we compare to other existing initiatives?

What is their approach and what can we learn?

Which challenges do we face when communicating about GCIP?

GCIP communications approach

GCIP Communications

- Strategically formulated
- Audience-targeted
- Proactively organized
- Gender- and youth-sensitive
- Results-oriented
- Transparency-based

GCIP communications approach

Target message, key information

Audience understanding

Call to action for audience

GCIP communications approach

Stakeholder category, i.e., target audience:
GCIP national accelerator applicants (start-ups and SMEs)

Target message, key information

Audience understanding

Call to action for audience

GCIP communications approach

Stakeholder category, i.e., target audience:
GCIP national accelerator applicants (start-ups and SMEs)

Target message, key information

GCIP helps cleantech start-ups and SMEs with innovative ideas develop **robust business models** and **enhance market competitiveness** through tailored training, mentoring and networking opportunities**.**

Audience understanding

Well-informed about the benefits of applying for the GCIP Accelerator and why GCIP is well-suited for them
Encouraged to apply for the GCIP Accelerator

Call to action for audience

Visit the GCIP website and open a relevant call to action
Apply for the **GCIP National Accelerators**
Spread the word through social media

GCIP Global Communication and Outreach Strategy

Gender mainstreaming

Gender mainstreaming

Rationale, principles, best practices

- GCIP (2014-2019), from the evaluation by the GEF:
  - *“..In general, [GCIP] projects lacked insight into how gender mainstreaming and social inclusion could enhance project impact…”*
- Gender mainstreaming focus **in all GCIP activities**, including:
  - PMUs expertise, calls for applications, recruitment of applicants/mentors/judges, judging and mentoring, outreach activities, knowledge products etc.
  - Achieving of the necessary targets for women engagement requires a comprehensive approach
  - 60%/40% ratio for gender balance
- **Gender action plan** – one of the key project documents together with the communications strategy
- Gender mainstreaming recommendations serve as guidelines to ensure that country teams can report on their activities and progress.

Gender mainstreaming

Rationale, principles, best practices

- 2023 Gender Action Plan to be shared with PMUs by the end of February
- Planned activities:
  - Gender sensitization workshops for PMUs/NPEEs
  - Dedicated outreach products from GCIP Global (social media campaigns, promotional publications etc.)
  - Guidelines
- Useful resources:
  - **UN Women Course 'I Know Gender'**: https://portal.trainingcentre.unwomen.org/product/i-know-gender-1-2-3-gender-concepts-to-get-started-international-frameworks-for-gender-equality-and-promoting-gender-equality-throughout-the-un-system/
  - **Accelerating Women Entrepreneurs. A Handbook for Practitioners (GIZ)**: https://www.giz.de/en/downloads/giz2022-0011en-accelerating-women-entrepreneurs-handbook.pdf

Gender mainstreaming

Gender-inclusive approach in communications

There are many resources available online, to help better navigate around the questions of gender sensitivity

It is necessary to know how language, images, messaging can either challenge or reinforce gender stereotypes and inequalities

<u>Key principles of gender-inclusive communication:</u>

- (For texts) Using gender-neutral expressions inclusive language, both feminine and masculine forms
- Promoting gender equality through titles, labels and names
- (For videos, photos, interviews etc.)Ensure women and men are represented equally, **challenge the existing stereotypes** through imagery
- (Cleantech industry-specific) Ensure equal representation of different role models to **create a sense of belonging**

Gender mainstreaming

Gender-inclusive approach in communications

Gender-sensitive communications means using inclusive/non-discriminatory language

Given the key role of language in shaping cultural and social attitudes, using gender-inclusive language is a powerful way to promote gender equality and eradicate gender bias.

Useful resources on the gender-sensitive communications approach:

UN Women Guidelines on language: https://www.unwomen.org/sites/default/files/Headquarters/Attachments/Sections/Library/Gender-inclusive%20language/Guidelines-on-gender-inclusive-language-en.pdf

UN Women Course 'I Know Gender': https://portal.trainingcentre.unwomen.org/product/i-know-gender-1-2-3-gender-concepts-to-get-started-international-frameworks-for-gender-equality-and-promoting-gender-equality-throughout-the-un-system/

Gender mainstreaming

Examples

Usage of inclusive/non-discriminatory language:

‘**GCIP alumni**’ – traditionally used in GCIP outreach to refer to the accelerator participants BUT linguistically refers to male graduates. Decision: GCIP Global team has started using a gender-neutral ‘**GCIP alums**’ to be more inclusive.

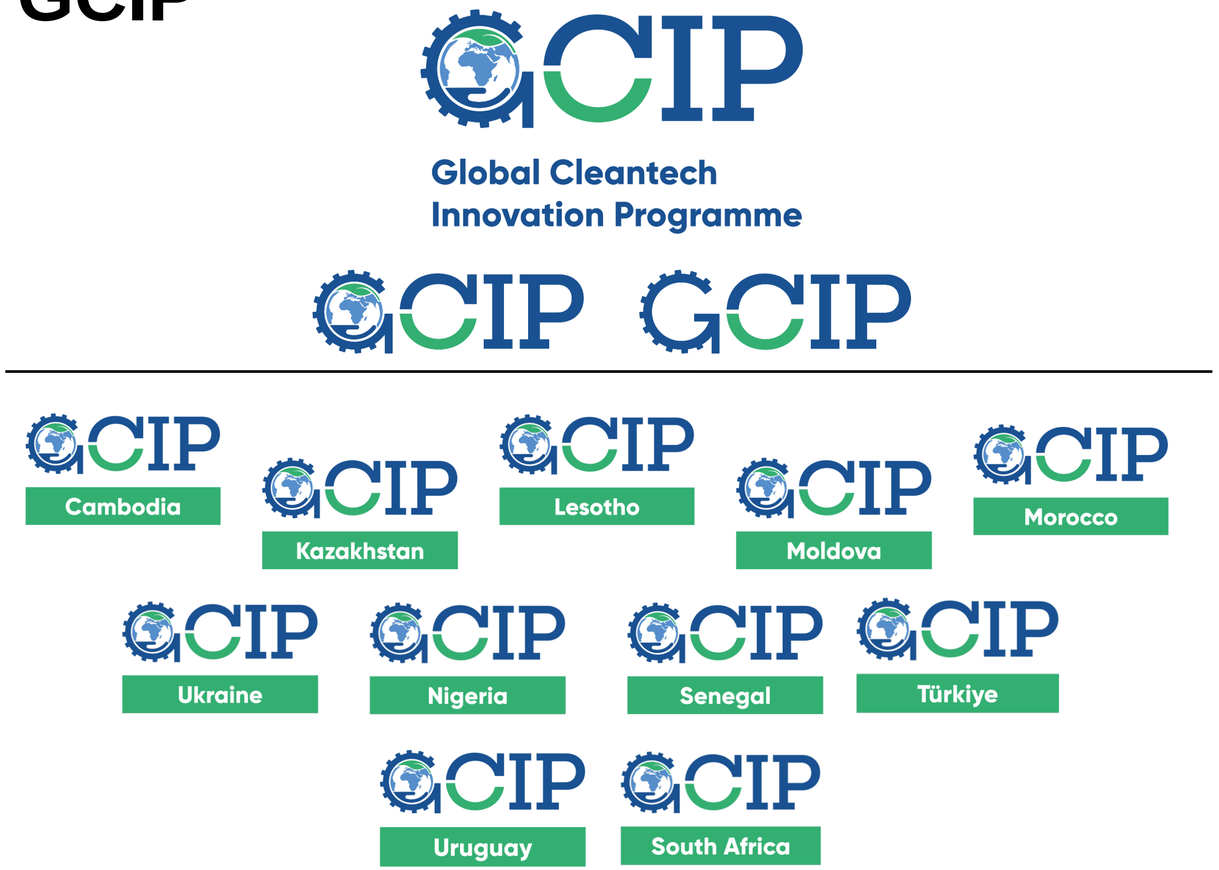
Images showing women as agents of change/empowerment for outreach (GCIP and UNIDO):

GCIP Branding guidelines

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GCIP Branding

Upgrade of the visual identity of GCIP



GCIP Elements Branding

Upgrade of the visual identity of GCIP - Rationale

- Create a fresh branding identity of GCIP, reflecting the new programme ‘phase’
- Upgrade the branding identity to the current trends
- Reflect the programmatic approach of GCIP (globally coordinated) through the consolidated branding identity
- Enhance the GCIP brand recognition among key stakeholder groups

Examples of the upgraded branding usage*

GCIP Branding

Usage of UNIDO logos, donors, national logos

Approved versions of the UNIDO logo

Logos of donors

+ Logos of the National Executing Entities, government agencies, respective ministries when necessary

Placement of logos in outreach materials *(red highlights – preferred logo usage when choosing between the versions)*

UNIDO Logo	GCIP Logo	National Partner(s) Logo(s)	Donor(s) logo(s)
UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION Progress by innovation UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION UNIDO	GCIP · Country Name Global Cleantech Innovation Programme EXTENDED LOGO GCIP · Country Name EMBEDDED LOGO GCIP Country Name COMPRESSED LOGO GCIP Country Name EXPRESS LOGO		gef GREEN CLIMATE FUND

The order of the logos placement – <u>social media banners, brochures/flyers, presentations</u> *(at the top part, see the reference below – GCIP Global).*

GCIP Branding – usage guidelines

Three ‘golden rules’ for using the logo

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

Rule #1: Keep it clean

GCIP logo placement should not be obstructed

- When it’s about logos: **less is more**.
- Try to **avoid to put it on background images** – for last resort, use white boxes as background.
- **Choose wisely the type** of the logo between coloured or black&white, extended, embedded or express, according to your needs.

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GCIP

gef

GREEN
CLIMATE
FUND

EXTENDED
The preferable logo version.
It *must be* displayed in the front page and in the cover.

Full stack visual

EMBEDDED
Cut out the spelling when the logo appears more than once.

Most versatile choice

EXPRESS
For footnotes and smaller scales, when space constrained.

Last resort

Rule #2: Let logos ‘breathe’

Space around the logos = better impact + more recognizable

Pay attention **to the space around the logo**

Let it “breathe” when you place it. The logo must **stand out** otherwise it does not work

Respect “**safe spaces**” as suggested in the branding book

Use **separators** (e.g., line or boxes) if the logo is lost in content

Don’t juxtapose (i.e., **bring too close**) the GCIP logo on texts or other content

Don’t!

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Do!

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Rule #3: Make logo placement balanced

- Do not increase the size of the logo too much (versus the other elements – text, images), otherwise **it would not have space to "breathe"**.
- **Align the GCIP logo** with the other logos if displayed in a set of logos and keep it proportionally equal.
- If possible, given the logo's shape, please **place it on the left side**.

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GREEN
CLIMATE
FUND

OTHER
ELEMENTS

OTHER
LOGOS

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GREEN
CLIMATE
FUND

Do not stretch

Do not tilt

Do not shade

Do not place in noise

Do not change colours

Do not alter the typeface

Use rectangular boxes only

Do not extrude or bevel

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GREEN
CLIMATE
FUND

Do not shade

Global Cleantech
Innovation Programme

Do not place in noise

Use black instead

Global Cleantech
Innovation Programme

Use white instead

Country logos

Several versions within one branding - usage

EXTENDED LOGO

COMPRESSED LOGO

EMBEDDED LOGO

EXPRESS LOGO

- The usage of the country logos follows the same rules/recommendations.

- All working files for the GCIP Global logo and country logos are located in two places:
  - **MS Teams channel**: CTI – External – GCIP – Outreach and Visual Elements
  - **Trello board**: https://trello.com/b/DKYyzI9N

- Detailed instructions for the usage of logos and branding – GCIP Branding Guidebook (**to be sent as attachment**).

- Given their “add-on” nature, the GCIP country logos substitute GCIP standalone logos for national outreach materials: roll-ups, events branding, national publications etc.

- Nevertheless, in any publication the GCIP stand-alone logo in its extended version should be displayed at least once.

GCIP Social media

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GCIP Social media

Overview – September 2022

Channel	Link	Current audience	Goal (end of 2022)	Metrics (average for 90 days)
LinkedIn	UNIDO Global Cleantech Innovation Programme (GCIP)	571 Followers	≥ 1000 Followers	Impressions: 750 Likes: 18 Clicks: 48
Twitter	@GCIPsmes	550 Followers	≥ 700 Followers	Tweet impressions: 3,151 Profile visits: 2,877
Instagram	Global Cleantech Innovation Programme (GCIP)	Page created, content and audiences to be developed	≥ 400-500 Followers	N/A

GCIP Social media

Overview – January 31, 2022

Channel	Link	Current audience	Goal (end of 2022)	Metrics (average for 90 days)
LinkedIn	UNIDO Global Cleantech Innovation Programme (GCIP)	1,032 Followers	≥ 1000 Followers	Impressions: 20,433 Likes: 598 Clicks: 4,489
Twitter	@GCIPsmes	597 Followers	≥ 700 Followers	Tweet impressions: 4,203 Profile visits: 2,957
Instagram	Global Cleantech Innovation Programme (GCIP)	46 Followers (content not posted regularly now)	≥ 400-500 Followers	N/A

GCIP Social media

Reflections on the data

- The most successful platform for the GCIP Global: LinkedIn (higher concentration of target audiences)
- Organic content can generate good results, i.e., no need to pay for advertisement to acquire followers
- Some of the 2022 goals for social media were too optimistic, therefore, one of the goals for 2023 is to apply a more strategic approach to the social media management + realistic goals

Social media

General principles & good practices

- GCIP Global approach to social media: outlined in the **Social Media Strategy** (will be shared with the PMUs after the training session)

- **Social media strategy objectives**:

    - (1) Stakeholder engagement and programme visibility; (2) showcasing success stories; (3) increasing public awareness; (4) strengthen UNIDO's and GCIP's leading role in cleantech innovation; (5) ensure gender mainstreaming and raise awareness about women in cleantech; (6) engage more youth.

- Key principle: **content-based, audience-oriented** communication

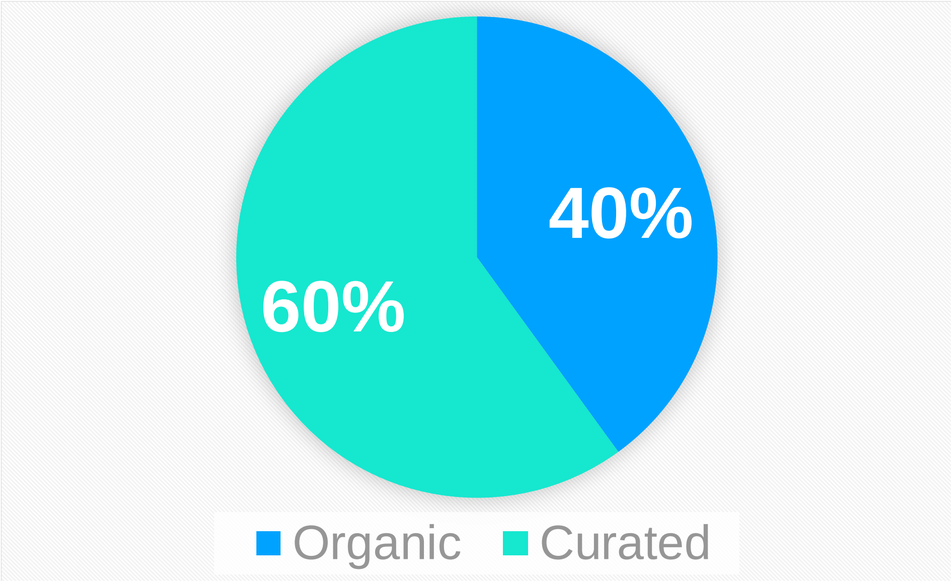
- Useful hashtags to consider: #GCIP, #cleantech, #innovation, #UNIDO, #womenempowerment #climateaction

Social media

Content types and planning

- Three key types of content: organic (original), curated (content from other stakeholders that is shared) and creative curated (re-shared content with an original comment).

- Good ratio:



The 40% of the organic content (or less, if not possible at the earlier stages) should be engaging and high-quality content with specific target audiences in mind.

Organic content: to get new audiences

Curated content: to keep these audiences engaged

Social media

Organic content types that work for GCIP Global target audiences

- Events and major GCIP updates - GCIP Launch at COP27, Launches of National Projects etc.
- Interviews and testimonials from GCIP stakeholders – GCIP alums, mentors (short videos, quotation cards, longer interviews)
- General information about GCIP – infographics, maps, key facts explained etc.
- Promotion of publications – press releases, stories, knowledge products
- **Key principle here: content-based communication with the target audiences (Q: Who will be interested to read this?)**
- Additional content to consider: promotion during international days, “infotainment” infographics/quizzes etc. (not of big importance)

Examples

Organic content

Curated content

UNIDO Global Cleantech Innovation Programme (GCIP)
1,032 followers
2w • Edited •

Happy 2023 from the Global Cleantech Innovation Programme (GCIP) team!

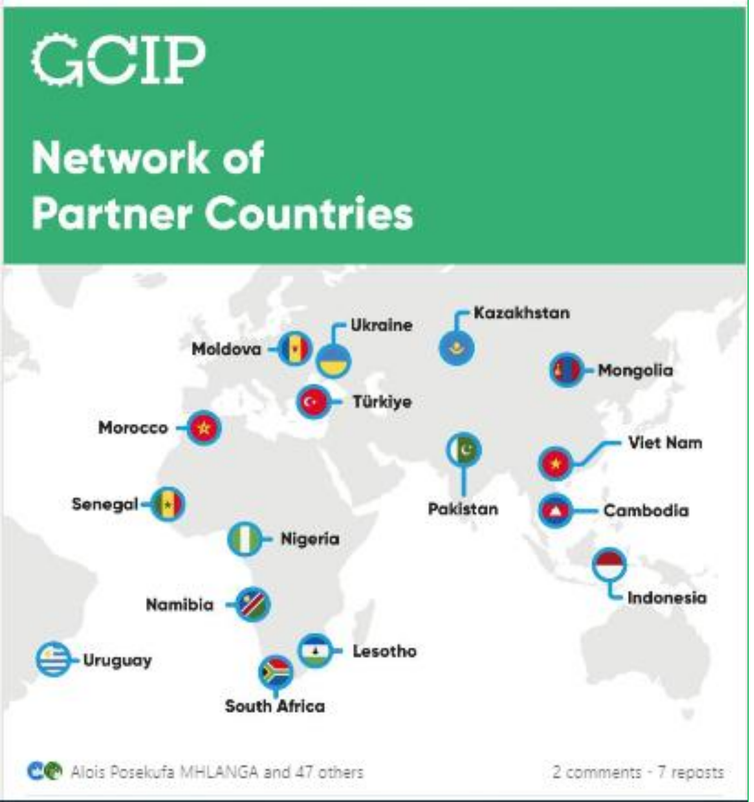
As we begin the new year, we set our expectations high for the exciting work ahead. #GCIP is dedicated to accelerating the development of #cleantech #solutions and creating strong cleantech ecosystems across a wide network of partner countries, which continues to expand.

GCIP's implementation and development are already underway in 16 countries, including Cambodia, Indonesia, Kazakhstan, Lesotho, Mongolia, Morocco, Namibia, Nigeria, Pakistan, Republic of Moldova, Senegal, South Africa, Türkiye, Ukraine, Uruguay and Viet Nam.

We are excited to see the impact that GCIP will have in these countries in the coming years and look forward to welcoming new stakeholders as part of our community of #innovators working towards a more #sustainable future.

Visit our website: https://lnkd.in/dUK73PsY

UNIDO Global Environment Facility Green Climate Fund Alois Posekufa MHLANGA Olga Rataj



Alois Posekufa MHLANGA and 47 others — 2 comments · 7 reposts

UNIDO Global Cleantech Innovation Programme (GCIP)
1,032 followers
1mo • Edited •

This week we welcomed one of our #GCIP alumni at the UNIDO HQ!

Ramaness Parasuraman is a circular economy #entrepreneur and founder of Free The Seed (https://lnkd.in/gkj_QFV) – a company from Malaysia that converts residue rice straw and husks into biodegradable packaging, thus contributing to the reduction of CO2 emissions & #plasticwaste.

In 2014, Ramaness participated in the GCIP Malaysia accelerator and became the National Winner. As the new programme cycle launched this year, Ramaness shared with us the story of his company, and how GCIP contributed to the success and scaling-up of his #startup.

Following their participation in GCIP, Free the SEED has:
✅ Created 200+ new jobs
✅ Improved the income of 1,300+ rice farmers – average by 1200$ per farmer household
✅ Reduced ~600,000 kg of CO2

We are happy to see the success & positive impact of the GCIP-supported companies and are looking forward to more stories!

STAY TUNED for the interview with Ramaness talking about his #innovation & GCIP journey!

Subscribe to our newsletter: https://lnkd.in/gx9yBsjJ

Global Environment Facility Olga Rataj Alois Posekufa MHLANGA Tsung-Ping Chung Tareq Emtairah
#climateaction #entrepreneurship #cleantech #circulareconomy

Ravindra Wickremasinghe, Phd and 49 others — 1 comment · 3 reposts

UNIDO Global Cleantech Innovation Programme (GCIP)
1,032 followers
2mo • Edited •

The Global Cleantech Innovation Programme of UNIDO and the Global Environment Facility was officially relaunched at COP27 in Egypt!

It was a great honour for us today to welcome high-level government representatives from the #GCIP partner countries, Filippo Berardi, Senior Climate Change Specialist (GEF) and our national institutional partners during the opening session, led by Tareq Emtairah:

✅ #Morocco: H.E. Leila Benali, PhD., Minister of Energy Transition and Sustainable Development
✅ #Nigeria: H.E. Henry Ikechukwu Ikoh, Minister of State for Science, Technology and Innovation
✅ #Senegal: H.E. Alioune Ndoye, Minister of Fisheries and Maritime Economy
✅ #Türkiye: Hasan Mandal, President of Scientific and Technological Research Institution of Türkiye (TÜBİTAK)
✅ #Kazakhstan: Olzhas Agabekov, Chief Executive Officer of the International Green Technologies & Investments Center (IGTIC)

During the subsequent panel discussion, moderated by Alois Posekufa MHLANGA, we heard from the GCIP alumni - Sandiswa Qayi, Chris Thorpe & Yalcin Yilmaz - as well as the COO of Solar Sister, Olasimbo Sojinrin, about their businesses working for #climateaction and #lowcarbon development as well as the needs and challenges that cleantech #enterprises face.

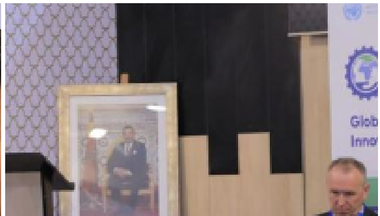
The event wrapped up with the interventions from Kirsten Dunlop (Climate-KIC) & Peter Storey (Private Financing Advisory Network (PFAN)) on how to unlock #investment access for #cleantech.

Event recording coming up soon, stay tuned!

We would like to extend our gratitude to the Government of Morocco for hosting the GCIP Launch.

We are looking forward to the many more successes and countries joining our global network of #cleantech, to advance #climateaction for a greener future and #development. Reach us via email if you'd like to connect: gcip@unido.org or drop us a line right here, we'll make sure to get back to you.

#togetherforimplementation #cop27egypt #climatemitigation #ProgressByInnovation



UNIDO Global Cleantech Innovation Programme (GCIP)
1,032 followers
4mo •

📣Calling on #GCIP alumni!

A great opportunity by the Vienna Business Agency for #SMEs and #startups working in #cleantech and #climatetech looking for scale-up opportunities📈🚀

Submit your application if your company is interested in:

▶️Exploring new business opportunities in Austria
▶️Exploring the dynamics of the Viennese ecosystem
▶️Looking for international partners
▶️Meeting like-minded international startups and companies

#climateaction #innovation #entrepreneurship

Inseco Simon Hazell ModulusTech Nabeel Siddiqui Jaruwan Khammuang Ploychatchanok Viriyathonphan Atchara Poomee Episome Biotechnologies Murat Balaban Gracious Nubian

Dudu Gencel • 2nd
4mo • Edited •

Dear Startups out there!
Vienna Business Agency is looking for international #startups in the #climatetech field. ...see more

UNIDO Global Cleantech Innovation Programme (GCIP)
1,032 followers
4mo •

⏪#throwbackthursday
With its potential for creating #sustainable, #resilient and #inclusive employment, #cleantech plays a crucial role in post-#COVID recovery.

Women's involvement in cleantech as #entrepreneurs is key to the successful development of the industry. However, women-led cleantech #startups and #SMEs continue facing sector-specific obstacles and structural gender inequalities.

What are these challenges? How can we remove these barriers to ensure a green and inclusive recovery from the pandemic?

🔎📖Find the answers in a 2021 analytical piece from the UNIDO Industrial Analytics Platform by U. Muge Dolun Suzanne Biegel Dr Chitra Rajan and Vere Shaba: https://bit.ly/3S0OzGA

#ProgressByInnovation #GenderEquality #WomenEntrepreneurs #sustainabledevelopment #globalgoals #goodreads

UNIDO Women in Sustainability Network GWNET: Global Women's Network for the Energy Transition

Women in cleantech are key levers for an inclusive recovery | Industrial Analytics Platform

iap.unido.org • 1 min read

UNIDO Global Cleantech Innovation Programme (GCIP)
1,032 followers
1w •

🏫Recognizing the crucial role of #education for #sustainabledevelopment, UNIDO's #GCIP is dedicated to equipping #cleantech #entrepreneurs with the skills and knowledge they need to succeed.

Through a combination of business training, workshops and mentoring, GCIP provides #innovators with the tools they need to refine their business models, enter larger markets and access #funding. With a focus on cleantech #innovation, GCIP empowers these entrepreneurs to develop #sustainable #solutions that contribute to #climateaction.

Let us celebrate together the power of education to drive progress towards the #SustainableDevelopmentGoals!

💻Learn more about our mission: https://lnkd.in/dUK73PsY

#UNIDO #UNIDOeducation #EducationDay #SDG4

UNIDO
157,897 followers
1w •

Education offers children, youth and adults a ladder out of poverty and a path to a promising future. ...see more

Monitoring & evaluation

Measuring the impact of communications

- Project targets for each of the components, e.g., (GCIP Global) – evaluate against
- ANNEX A: PROJECT RESULTS FRAMEWORK – some of the examples
  - At least 1000 SMEs as members of the global platform; (at least 35% women-led SMEs)
  - Four global forums held with speakers at least 35% women
  - >35% women speakers at events
  - >5 gender sensitization workshops (100% of stakeholders trained)
- Quantitative vs. qualitative indicators (example below):

Quantitative	Qualitative
GCIP Global LinkedIn account reached over 1,000 followers in 2022. GCIP Global on average produces 2-3 organic posts per week and re-shares content from other	As a result of GCIP engagement on social media, the GCIP Global team got contacts for potential interviews about the Programme + increased awareness about GCIP for the upcoming Global Innovation Challenge

GCIP web platform

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GCIP

gef

GREEN
CLIMATE
FUND

Landing Page ↔ Web Platform

GCIP DIGITAL ECOSYSTEM

Ecosystem Goals

- Providing **digital support** for GCIP accelerators
- **Enhancing** the GCIP experience before, during and after the accelerators
- Fostering data collection for **alums backtracking**
- Building a robust set of contents for **GCIP outreach**
- Funneling newsletter and social media channels
- Storage **quantitative resources** for M&E

Landing Page

- Public
- General Information
- Country Pages
- Alums database
- Knowledge products
- Calls-to-Action (CTAs)

Web Platform

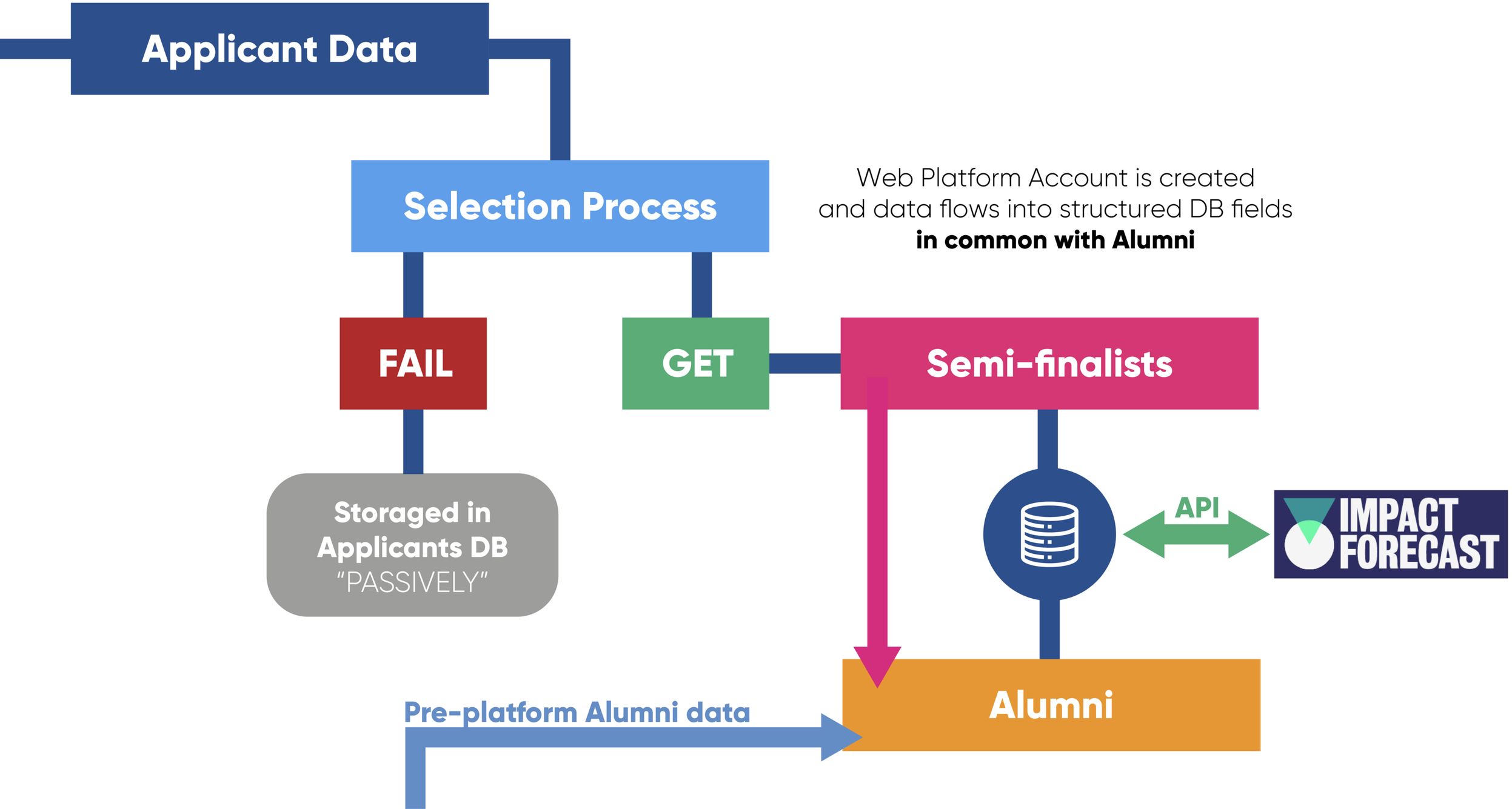
- Gated Country-wise
- Accelerator-oriented tools
- Content Management System (CMS)
- Alums backtracking
- Impact assessment tool
- Knowledge sharing

Landing Page concept

- Homepage / Hub
- Country Pages
- Alums database (public access)
- Accelerator Application page (national & global)
- News Centre
- Get involved section & GCIP Service Offerings

Platform concept

- A gated space for GCIP participants;
  - **Semi-finalists** — **Alums** — Judges — Mentors — Investors — **PMUs** — UNIDO;
- Accelerator CMS;
  - Application process (compilation/ submission/ evaluation);
  - Interactive calendar and schedule;
  - Worksheets / homework feature;
  - Profile page “*approach*”;
  - Resources space;
- GCIP Advanced Database search engine;
- Long run-wise → sustainable and made-for-lasting design;


Applicant Data
Selection Process
Web Platform Account is created
and data flows into structured DB fields
in common with Alumni
FAIL
GET
Semi-finalists
Storaged in
Applicants DB
"PASSIVELY"
API
IMPACT
FORECAST
Pre-platform Alumni data
Alumni

Profile pages

The core of the platform

- Lists of fields semi-finalists can edit / insert;
- Some of them are already filled from the applications;
- Some of them are editable (e.g., address), some of them not (e.g., Name of the Company), some others can be treated specially (e.g., Fundings);
- Automatic exchange feedback between IF and GCIP platform (input/output);
- The “categories” in the profile page are the same of the Alums;

Internal communication

MS Teams channel for PMUs – Did everyone receive invitations?

GCIP Internal Newsletter – currently looking for a new format following UNIDO internal changes

Coordination and day-to-day management of activities: communication through relevant FPs or directly to d.shumilova@unido.org or a.brina@unido.org when necessary

Follow-up: GPCT to share key GCIP Global communications documents with PMUs

Communications strategy, social media strategy, branding guidelines, 2023 Plan

Q&A

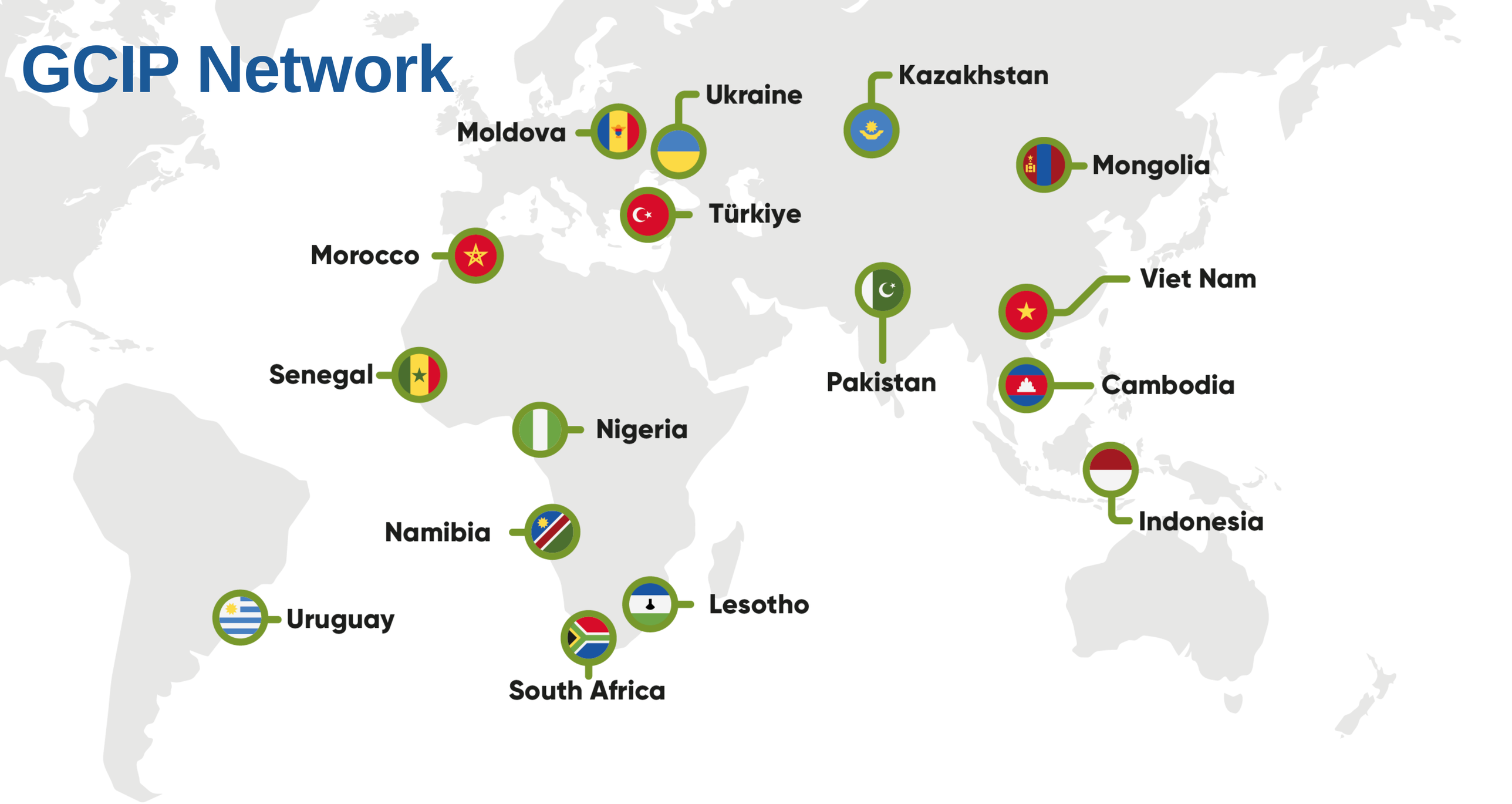
How are you planning to plan communications and outreach?

Who are your target audiences?

What key messages do you want your audiences to know?

What are your biggest challenges in communications and gender mainstreaming?

GCIP Network



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GCIP

gef

GREEN
CLIMATE
FUND

GCIP Global UNIDO core coordination team

Olga Rataj
Global Programme Manager

Gerswynn McKuur
Global Coordinator

Sunyoung Suh
Cleantech Expert,
Country Focal Point

Ismahan Muuse
Admin Support

Laura Glasberg
Cleantech Expert,
Country Focal Point

Daria Shumilova
Communications Expert,
Gender & Youth Focal Point

Eric Jensen
Cleantech Expert,
Country Focal Point

Alessio Brina
Multimedia Expert

Other UNIDO team members

Country Project Managers

Luca Longo
Manuel Albaladejo
Naoki Torii
Patricia Marorisang Makututsa

Country Support

Julia Oberreiter
Rosanna Rovella

Division Chief

Alois Mhlanga

Contact information – GCIP Global

- **GCIP Web platform: gcip.tech**
- GCIP Global on **Twitter** **@GCIPsmes** or **LinkedIn** **@UNIDO Global Cleantech Innovation Programme (GCIP)**
- Instagram: **gcip_global**
- General contact email: gcip@unido.org
- GCIP Global **Communications & Multimedia**: Daria Shumilova, d.shumilova@unido.org; Alessio Brina, a.brina@unido.org

UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

GREEN
CLIMATE
FUND

Thanks!

Global Cleantech
Innovation Programme