



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



NETWORK  
FOR GLOBAL  
INNOVATION



Global Cleantech  
Innovation Programme



## ACCELERATOR TRAINING SESSIONS



UNITED NATIONS  
INDUSTRIAL DEVELOPMENT ORGANIZATION



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# GCIP Accelerator Training

## Communication & Outreach

Daria Shumilova, 31<sup>st</sup> May 2022



## Communication & Outreach

### Key discussion themes

- How to effectively plan GCIP communication and outreach
- How to best communicate key messages to various audiences
- What is distinctive about the new GCIP branding, how to use it

# Communication & Outreach

## Content

1. **Communication and outreach strategy**: organization of national communications and outreach activities; general recommendations; GPCT and PMU responsibilities
2. Introduction to the GCIP communication and outreach approach
3. Key communication and outreach milestones and associated activities (**Phase I – Pre-Launch of GCIP, Phase II – Calls for Applications (Pre-Accelerator, Accelerator (including early-bird application CTA))**)
4. **GCIP branding and multimedia guidelines**
5. Social media
6. GCIP web platform: key features, envisioned plan of action until 15 June
7. Communication and outreach planning and execution: next steps

## 1. Communication and outreach strategy

# 1. Communication and outreach

## Elements

### 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

### Planning

- Content planning in accordance with the strategy (for the entire year); this also includes planning for events

### Implementation

- Creation of audience-specific content in accordance with messaging and objectives
- Distribution of the content through identified channels and techniques

### 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

# 1. Communication and outreach strategy

## Why is a communication and outreach strategy necessary?

### Purposes

- Efficient programmatic framework for communication and outreach activities planning and implementation, i.e. strategic communication approach
- Reference point for monitoring and evaluating communication and outreach activities
- Long-term sustainability of communication and outreach activities

**IN ESSENCE: A tool outlining what has to be prepared/executed at any time of the GCIP accelerator programme in terms of communication and outreach.**

# 1. Communication and outreach strategy

## Short- and long-term benefits of planning

Short-term benefits	Long-term benefits
Attractive visual representation of GCIP	New partnership/collaboration proposals as a result of better visibility
Better awareness among key GCIP stakeholders for the application phase	Transparency of programme objectives among key stakeholders and longer-term interest as a result
Tailored messaging for different stakeholder groups and better responsiveness as a result	Overall visibility and recognition of the programme not only among key stakeholders but also general public
Higher application rates for national GCIP accelerators from quality applicants	Greater application rates for Global Accelerator and subsequent national accelerators
Higher application rates for mentors/coaches/judges	Additional funding, events invitations etc.

# 1. Communication and outreach strategy

## Organization of national communication and outreach

- General tendency – insufficient resources for communication and outreach  
**Result** – fragmented communication, no long-term planning, 'reactive' communication and outreach.
- **Recommendation #1** – hire a national communication expert as needed  
**Functions** – formulation of national communication and outreach strategy & implementation plan, localization of global outreach products, event planning, social media management, maintenance of beneficiaries database etc.  
**Added value** – strategic and proactive communication and outreach, consistent coordination with GPCT, specifically devoted time/effort for the project outreach, contact maintenance with beneficiaries, and setting of priorities.
- **Recommendation #2** – plan communication and outreach activities preferably for the full year ahead
- **Recommendation #3** – ensure a sufficient communication budget  
Rationale – budget adequate to fund all planned activities to make sure communication and outreach efforts are successful and reach projected target audiences, i.e. **events, paid social media advertisement, engagement with influencers, publications** etc.
- **Recommendation #4** – Ensure monitoring and evaluation of communication activities

# Communication and outreach strategy

## GPCT & PMU communication and outreach responsibilities

### UNIDO GPCT

#### **Guidance on branding/visuals, global communication and outreach planning steps**

Guidance on national communications strategy

Visibility of project achievements, success stories from beneficiaries through global communications channels

Day-to-day practical guidance on communications and outreach activities

Organization of GCIP Global Forum and other international events

### PMU

#### **Organization of national communication team, strategy, action plan**

Execution of national communications activities

Visibility of project achievements nationally, sharing of inputs for monthly newsletters (stories, photos, videos), reports, outreach campaigns with GPCT

Collection of beneficiary information, multimedia materials and sharing with GPCT

Organization of local events, participation in GCIP Global events

## Questions for participants

- Do you already have a national communication strategy in place?
- What is already planned for communication activities for Y2022?

## 2. Introduction to GCIP communication approach



## 2. Introduction to GCIP communication approach

### Mission statement (version as of May 2022)

- “GCIP harnesses the catalytic potential of cleantech innovators and fosters cleantech innovation and entrepreneurship ecosystems for climate action and sustainable growth.”

### Taglines:

- **Option #1** “Empowering cleantech innovators [to solve global climate challenge] for a greener future.”
- **Option #2** “Nurturing cleantech innovators for a greener and smarter future.”

## 2. Introduction to GCIP communication approach

### Communication and outreach purposes (national level)

- Communicate to a range of stakeholders GCIP vision, key messages, calls to action, activities and achievements.
- Formulate a long-term and sustainable communications approach for the GCIP national project.
- Ensure continuous expansion of audiences and project beneficiaries and the long-term commitment of GCIP alumni to be part of the community.
- Build a strong identity, branding and outreach for the national GCIP project.

## 2. Introduction to GCIP communication approach

### Communication and outreach principles

Strategically  
formulated

Audience-  
targeted

Proactively  
organized

Gender- and  
youth-  
sensitive

Results-  
oriented

Transparency  
-based



## 2. Introduction to GCIP communication approach

### Objectives (strategically formulated)

Day-to-day execution but also medium-term and long-term communication objectives.

#### Short-term communication objectives:

- Ensure a high level of quality applications for the GCIP national accelerator.
- Increase awareness among target audiences about the cleantech sector and GCIP (start-up teams, SMEs, cleantech experts aspiring to become GCIP mentors, coaches and judges).

#### Medium-term communication objectives:

- Increase general public awareness about the cleantech sector and GCIP, the role of start-ups and SMEs in the development of innovative cleantech solutions/climate action
- Create more investment opportunities nationally for successful cleantech enterprises.

#### Long-term communication objectives:

- Increase awareness of the catalytic role of innovative cleantech
- Create more investment opportunities nationally for successful cleantech enterprises.
- Promote visibility of GCIP and communicate its national impact/added value.

## 2. Introduction to GCIP communication approach

### Audience-targeted

- **Definition:** *intended audience or readership of a publication, advertisement, or other message catered specifically to said intended audience.*
- GCIP outreach campaigns and products are designed for specific audiences/groups of audiences and communicate messaging relevant and applicable to them.
- Communication as a dialogue (two-way communication)
- Dialogue → Target audiences
- Target audiences → Targeted messaging

## 2. Introduction to GCIP communication approach

### Audience-targeted

- GCIP National projects identify target audiences
- For an overview of prospective target audiences, consult with the **GCIP Communication and Advocacy Strategy**

#### Target audience categories

##### 1. GCIP accelerators stakeholders (external)

- A. Cleantech innovation start-ups SMEs (*teams and enterprises*)
- B. GCIP semi-finalists/alumni, advanced and post-accelerator beneficiaries (*enterprises*)
- C. Participants of cleantech expert training and certification (*future mentors, coaches, judges*)
- D. Innovation and entrepreneurship experts trained and certified by GCIP (*mentors, coaches, judges*)

##### 2. Potential investors and customers for GCIP alumni/private sector partners (internal & external)

- E. Angel, venture and impact investors
- F. Industry and business associations
- G. Corporations

##### 3. Project implementation and execution partners (internal)

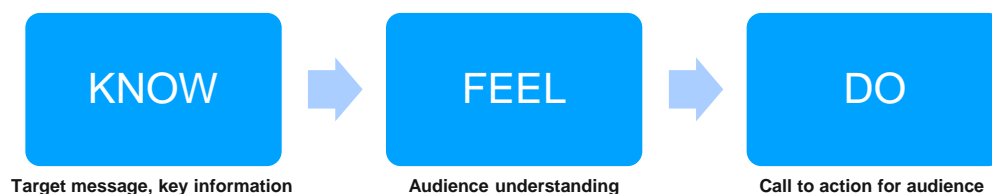
- H. GPEEs: Network for Global Innovation (NGIN), Cleantech Group (CTG), PFAN/REEEP
- I. Global Programme Coordination Team (GPCT)
- J. GCIP Moldova national partners
- K. Other GCIP participating countries (*exchanging best practices, lessons learnt*)

##### 4. Other audiences (external)

- L. Academia (universities and institutions of higher education, research institutions)
- M. Gender experts and associations promoting gender equality and the empowerment of women (GEEW)
- N. Youth entrepreneurship programs and associations relevant for GCIP
- O. Current and future international partners active in the CIEE space, including UN agencies
- P. General public

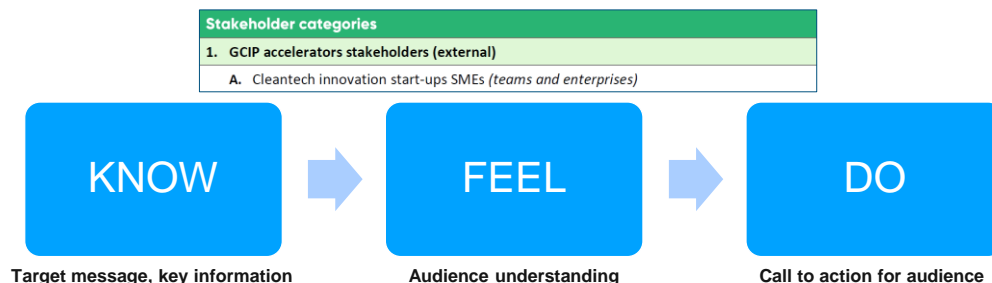
## 2. Introduction to GCIP communication approach

### Audience-targeted



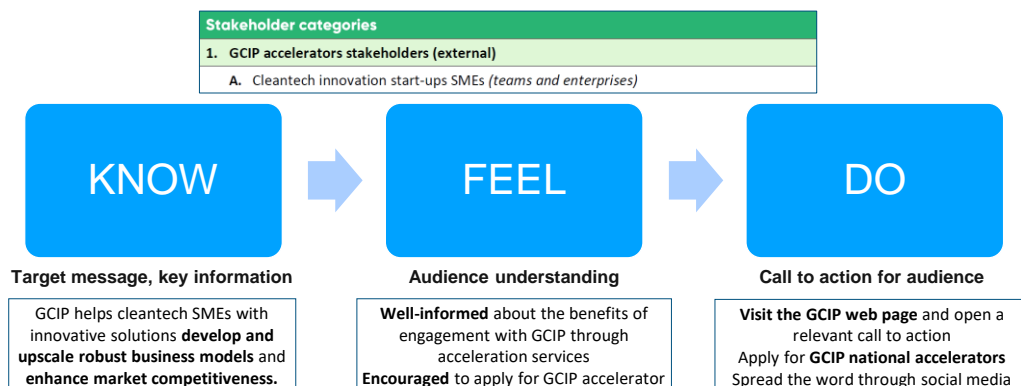
## 2. Introduction to GCIP communication approach

### Audience-targeted



## 2. Introduction to GCIP communication approach

### Audience-targeted



## 2. Introduction to GCIP communication approach

### Proactively organized

- Communication activities are organized with a longer-term vision for national project outreach, not only reacting to the events/requests but also creating momentum from the GCIP side, actively seeking partnerships, outreach campaigns for events, and communication with beneficiaries.

### Gender- and youth-sensitive

- GCIP national project teams adhere to the principles and guidelines set by GCIP Global regarding gender and youth mainstreaming.
- GCIP GPCT to provide national project teams with the relevant documents for gender and youth mainstreaming in the middle of June.
- Monitoring and evaluation of communication activities takes into consideration gender- and youth-specific reach and targeting

## 2. Introduction to GCIP communication approach

### Results/outcomes-oriented

Communication and outreach activities of the PMU have clearly formulated goals and results.

#### Baseline approach for communication and outreach planning:

- What? Who? (What is the goal? Who is the target audience?)
- Why? (What objective does this goal fulfil?)
- How? (Which communication channels and tools should be used to reach the goal?)
- How successful? (Was the goal achieved? What are the criteria for success?)

## 2. Introduction to GCIP communication approach

### Results-oriented

#### Example: Outreach campaign for the national accelerator

- **What?**

Inform potential accelerator applicants and other relevant stakeholders about the application process for national accelerators.

- **Why?**

To attract higher numbers of applications from high-potential motivated entrepreneurs across the country, especially from more remote areas; ensure sufficient representation of women.

- **How?**

Designing an outreach campaign by combining correctly the following elements:

- **Formulating targeted messaging** relevant to and resonating with target groups
- **Choosing appropriate communication tools for the messaging** (newspaper articles, brochures, social media posts, podcast episodes, paid advertisements on social media/radio/newspapers, rollups, posters, videos etc.)
- **Using an array of communication channels** (sharing of information through universities, thematic industry associations, private sector partners, social media (Facebook, LinkedIn, Twitter, Instagram *(potentially, including paid advertising)*), newspapers, radio (including internet radio), local incubators or other competitions or accelerators) **to share the messages reflected in communication tools.**
- **How successful?**

Assess the number of quality applications submitted and compare them with estimates. Evaluate the outcomes and draw conclusions for the future.

## 2. Introduction to GCIP communication approach

### 5. Results-oriented (*continued*)

- **Phase I: Pre-Launch** goal: raise awareness among key stakeholders; prepare necessary outreach materials, communication channels and tools for subsequent phases
- **Phase II: Call for National Applications** goal: ensure the highest possible number of applications from qualified, motivated, proactive start-up teams and SMEs; establish national programme visibility among target audiences and the public.
- **Phase III: Execution of National Accelerator** goal: collect a large number of beneficiary stories, data about participants, multimedia materials (photos and videos)
- **Phase IV, V: Call for Global Applications/Execution of Global Accelerator** goal: collect a large number of beneficiary stories, data about participants, multimedia materials (photos and videos)
- **Phase VI: Global Forum** goal: bring national winners to showcase their solutions, ensure visibility of the national project at the Forum, engage in networking

# 3. Key communication and outreach milestones and associated activities



	2022-2023	April – May	June 15 – July 21	August – November	TBC	TBC	December – January
Communication milestones (campaigns, events)		Phase 1: Pre-Launch	Phase 2: Call for national Applications	Phase 3: Acceleration: National	Phase 4: Call for global Applications	Phase 5: Acceleration: Global	Phase 6: Judging & Showcasing
Goals		Raise awareness on GCIP Advertise web platform Launch social media channels for GCIP global	Attract applications for national accelerators Increase audiences and awareness	Inform about the progress of national accelerators Collect photos, videos, stories Increase audiences and awareness	Attract applications for global accelerator Increase audiences and awareness	Inform about the global accelerator progress Collect photos, videos, stories	Showcase results and progress Promote networking between national alumni (also with international partners) Collect lessons/practices
Audiences	<i>Q-V – more general audiences</i>	A, C, E-G, H, I, K, M-P, <b>Q-V</b> (Strategy, page 7)	A, B, E-G, H, I, K, M, S, U, <b>Q-V</b> (Strategy, page 7)	B, D, E-G, H, I, K, M, O, P, (Strategy, page 7)	A, B, E-G, H, I, K, M, O, P, <b>Q-V</b> (Strategy, page 7)	B, D, E-G, H, I, K, M, N, O, P, <b>Q-V</b> (Strategy, page 7)	B, D, E-G, H, I, J, K, L-P, <b>Q-V</b> (Strategy, page 7)
Key Activities/Items		GCIP Launch Event (virtual) Social media campaign GCIP Brochure GCIP Introductory video NPEs trainings	Social media campaign Web platform opening (applications) NATIONALLY: promotion through relevant national channels (newspapers, radio, TV, events, peer-to-peer exchange)	National academies Accelerator training webinar series Social media campaign	Social media campaign Promotional items (national level) – types and channels decided by each national team based on individual needs/media landscape	Social media campaign Promotional items produced by GPCT	National Award Ceremonies Global Forum: Global Judging and Showcasing GCIP Innovation Index launch Social media campaign (global level) showcasing success stories + campaign for items 2,3

# Phase I: Pre-Launch



## Introduction to GCIP communication approach

### Phase I: Pre-Launch

- **Goals:**
  - Create a solid communication framework for the project, including preparation of the following:
    - Communication and Outreach Strategy
    - Communication and Outreach Activities Plan
  - Raise awareness among key target audiences before the application process starts, start building a presence on social media, reach through universities, associations etc.
  - Prepare necessary outreach materials, communication channels and tools for subsequent phases.
- **Audiences:** GCIP accelerator stakeholders, programme implementing and executing partners and other audiences, including the general public, academia and associations.
- **Channels:** email distribution, social media (starting phase), country page on GCIP web platform

Communication strategy planning stages	Questions
<b>Needs assessment</b>	<p>How well-known is GCIP in <b>XX [country]</b>?</p> <p>What do all audiences within <b>XX [country]</b> need to know about GCIP?</p> <p>What are the expected outcomes of communication activities? How are they connected with the overall project outcomes?</p>
<b>Identification of key objectives</b>	<p>What are the objectives of the national communication strategy, i.e., what do you want to achieve through strategic planning of communication?</p> <p>Are those objectives in coherence with the GCIP Global Communication and Outreach Strategy?</p> <p>Do these objectives contribute to the successful implementation of the project?</p>
<b>Identification of target audiences</b>	<p>What are the target audiences of GCIP in <b>XX [country]</b>?</p> <p>What are the key messages of the project in <b>XX [country]</b> (general and specific to target audiences)? Are the messages formulated in a straightforward way?</p>
<b>Formulation of key messages (general and audience-specific)</b>	<p><b>What does each of the audiences need to know? How should they feel? What do they need to do? (KNOW-FEEL-DO model)</b></p> <p>What do they need to do = call to action (CTA)</p>
<b>Identification of communication channels and tools</b>	<p>Which communication tools have been identified in relation to objectives and messages?</p> <p>Can the target audiences use the communication channels envisioned in the strategy (language, technology, Internet connection taken into consideration)?</p> <p>Are the communication tools within the scope and limits of PMU capacities, available tools and resources?</p> <p>How can the national project team track the effectiveness of its communication and modify its approach accordingly?</p>
<b>Formulation of monitoring and evaluation framework</b>	<p>Are the monitoring and evaluation tools and indicators defined in accordance with the key communication objectives?</p> <p>Are the monitoring and evaluation impact indicators measurable?</p> <p>Is there a clear timeline of monitoring and evaluation activities?</p> <p>What activities are planned for the year in accordance with the national communication strategy?</p>
<b>Preparation of communication plan</b>	<p>Do the activities target all audiences according to their relevance to the project and specific needs/calls to action?</p> <p>Do the activities contribute to the communication objectives?</p> <p>Is the national project communication strategy in line with the GCIP Global gender and youth mainstreaming guidelines?</p>
<b>Strategy and plan assessment against gender and youth mainstreaming</b>	<p>Are there specific activities envisioned in the communication plan that would promote gender and youth mainstreaming?</p> <p>How do you measure effectiveness of gender and youth mainstreaming approach? (e.g., at least 35% of accelerator applications from women-led enterprises)</p>

# Phase II: Call for Applications



## Introduction to GCIP communication approach

### Phase II: Call for Applications (pre-acceleration activities and accelerator)

- **Goals**
  - Ensure the highest possible number of applications from qualified, motivated, proactive start-up teams and SMEs.
  - Establish national programme visibility among target audiences and the public.
- **Audiences:** GCIP accelerator stakeholders, programme implementing and executing partners, and other audiences, including the general public, academia and associations.
- **Channels:** email, social media platforms (chosen based on the needs assessment), GCIP Global/UNIDO social media accounts, GCIP Global page/country page on the GCIP web platform, word of mouth, mainstream media (TV, radio, newspapers)
- **PRE-ACCELERATION:** How to create an early-bird application incentive? Formulation of CTAs around early accelerator application benefits, i.e., timely access to kickstart sessions for pre-acceleration for those applying at an early stage: **Why should people apply early? What is their motivation?**

## Phase III: National Accelerator

# Introduction to GCIP communication approach

## Phase III: National accelerator

- **Goals:**
  - Collect necessary data (including social media presence) about national accelerator participants.
  - Conduct interviews with project beneficiaries and collect stories and quotes for internal advocacy and building success stories and share with GCPT.
  - Prepare photo and video materials with the participation of beneficiaries, cleantech mentors, coaches and judges, and other relevant stakeholders.
  - Systemize data and information received (through GCIP Global as well)
- **Audiences:** GCIP accelerator stakeholders, programme implementing and executing partners, and other audiences, including general public, academia and associations.
- **Channels:** social media platforms, video testimonials for YouTube, online/printed publications with stories, GCIP Global page/country page on the GCIP web platform.

## Language and localization of applications

- The language barrier can be a significant obstacle to successful outreach.
- GCIP Global uses English as its official communication language with all national projects.
- For the national accelerator applications and subsequent activities, however, it is essential to make sure that messaging is well understood by all target audiences.
- Therefore, PMU communication planning should envision the translation of its key outreach products in order to mitigate the language barrier.
- *Localization of GCIP accelerator application forms and supporting information (rules, criteria, application guidelines and any associated legal agreements etc.) is also essential for the proper running of the call for applications.*

## Questions for participants

- Who are your audiences? What does each of the audiences need to know? How should they feel? What do they need to do? (KNOW-FEEL-DO model)
- What are the main communication obstacles for your project outreach? How are you planning to overcome them?

## 4. GCIP branding and multimedia guidelines

## Rebranding rationale

- New programme phase = new ideas
- Need for a fresh retouching to reflect the new start + ensure coherence
- Key concept behind rebranding: connection with the past for the future success; reliability connected with innovation
- **IMPORTANT:** Updated branding is still recognizable in those countries where GCIP is well-known
- Additional thinking: more connection to younger generations, more vibrant design to be eye-catching



# GCIP logo usage – three golden rules



## 1. Keep it clean

- **Logo usage** main principle: **less is more**.
- Try to avoid putting the logo on top of background images – use white boxes as the logo background in this case.
- Choose the version of the logo, i.e., coloured, black or white versions, extended, embedded or express, according to the outreach needs.
- Logo dimensions and the agreed color versions to always remain the same: no stretching, no recoloring, no other logo transformations other than proportional scale-up



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

**Full-stack visual**



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

**Most versatile choice**



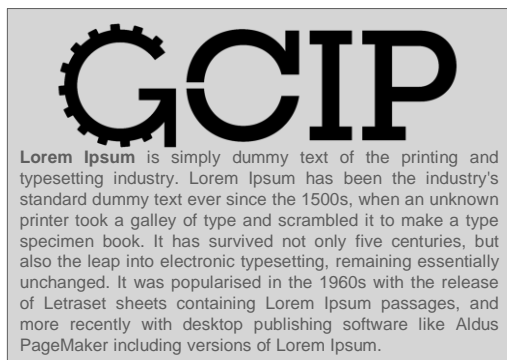
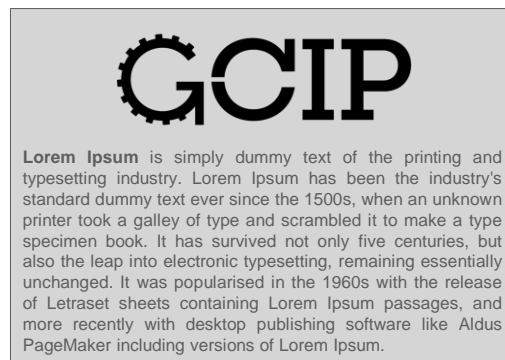
**EXPRESS**  
For footnotes and smaller scales,  
when space-constrained

**Last resort**

## 2. Let it breathe

### Sufficient spacing = Better impact

- Pay attention to the **space around** the logo.
- Let it “breathe” when placing logos in documents, online outreach materials and other items.  
The GCIP logo **must stand out**, otherwise, it will not work visually.
- Respect “safe spaces” as suggested in the branding book.
- Use separators (e.g., lines or boxes) if the logo gets lost in the contents.
- **DO NOT juxtapose** it with text or other contents.

**Don't!****Do!**

### 3. Make it balanced

- DO NOT increase the size of the logo too much, otherwise “it will not breathe”.
- Align it with the others if displayed in a set of logos and keep it proportionally equal.
- If possible, given its shape, please place the GCIP logo on the left side.



## Question for participants

- Where are the examples of correct branding usage?

A



B



C



D





**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****Do not shade****Do not place in noise****Use black instead****Use white instead**

## Logos for GCIP Countries

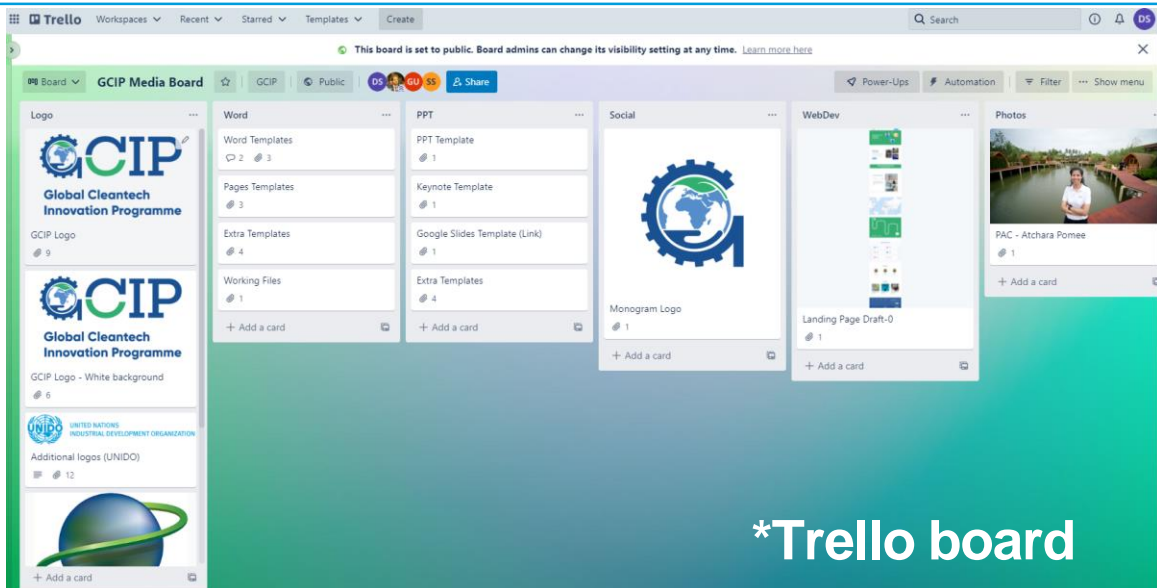
GPCT to provide national GCIP logos with country names upon request.



## Logos for GCIP Countries

### Additional information

- Rules for the national logos are the same.
- GPCT to provide the working files and the exported pictures of the GCIP logos.
- Further and more detailed instructions on the usage of national GCIP logos can be found in the GCIP Branding Guidelines (to be distributed after the training session).
- Given its “add-on” nature, the GCIP country logos are meant to substitute the GCIP stand-alone logo for the front page, introductory slides, etc.
- Nevertheless, in any publication, the GCIP stand-alone logo in its extended version must always be displayed at least once.



# Multimedia guidelines

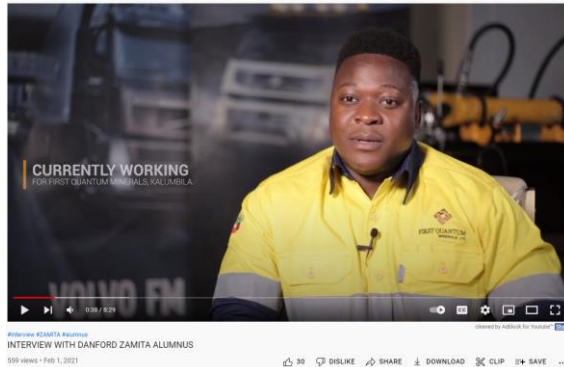
## Beneficiary photos - good practices



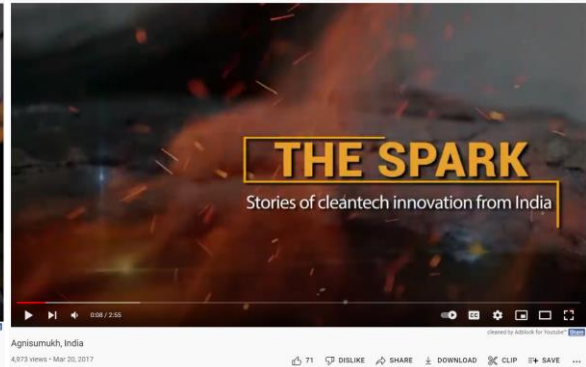
- High-resolution portrait photos of people in the context of their business/sector
- Smiling, confident, appealing to the audience
- Performing an activity, showing the results of their work

# Multimedia guidelines

## Videos - good practices



Project beneficiary [testimonial](#)



Project beneficiary [testimonial](#) (GCIP India)

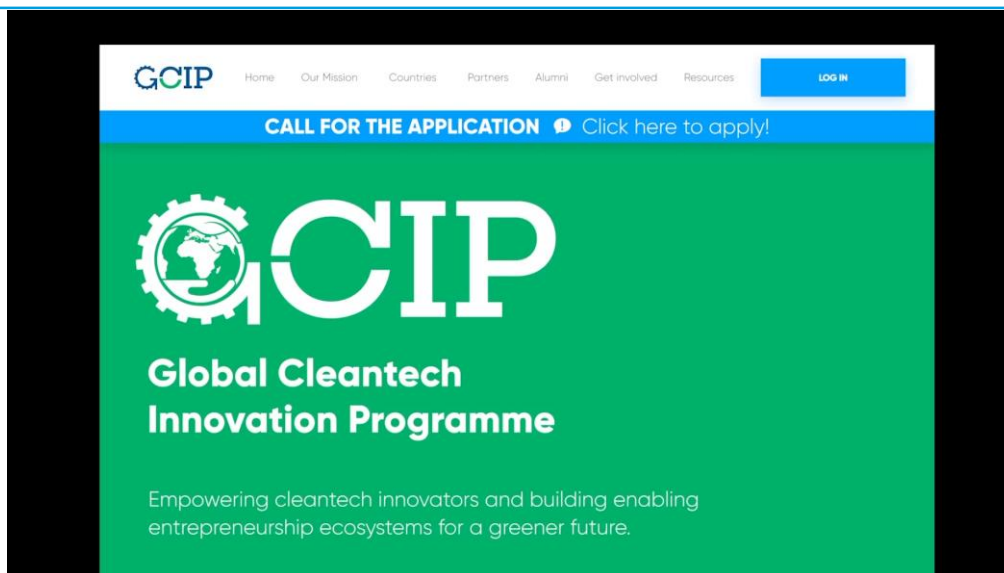
## 5. Social media

# Social media

## GCIP Global



## 6. GCIP Web Platform



## 7. Next steps – key dates

- **31 May 2022:** GPCT to share the workshop PPT, GCIP Communication Strategy and Branding Guidelines.
- Link to **Trello board** with **visual elements**: <https://trello.com/b/DKYyzl9N>
- **End of May – middle of June 2022:** Establishment of the communication framework for the national projects
- **Middle of June 2022:** Launch of the Call for National Accelerator Applications
- **5 July 2022:** Official launch of GCIP (PMU side: attract invitees, share information through local communication channels)
- **\*National launch events\*:** dates TBD with NPEEs depending on planned activities, timelines, available resources (not related to the launch of the GCIP Global or Call for Applications)

## Thank you!

- Follow Global GCIP on Twitter **@GCIPsmes** or LinkedIn (**Global Cleantech Innovation Programme**)
- In case of other questions, contact us via email: [gcip@unido.org](mailto:gcip@unido.org), [d.shumilova@unido.org](mailto:d.shumilova@unido.org), [a.brina@unido.org](mailto:a.brina@unido.org)

