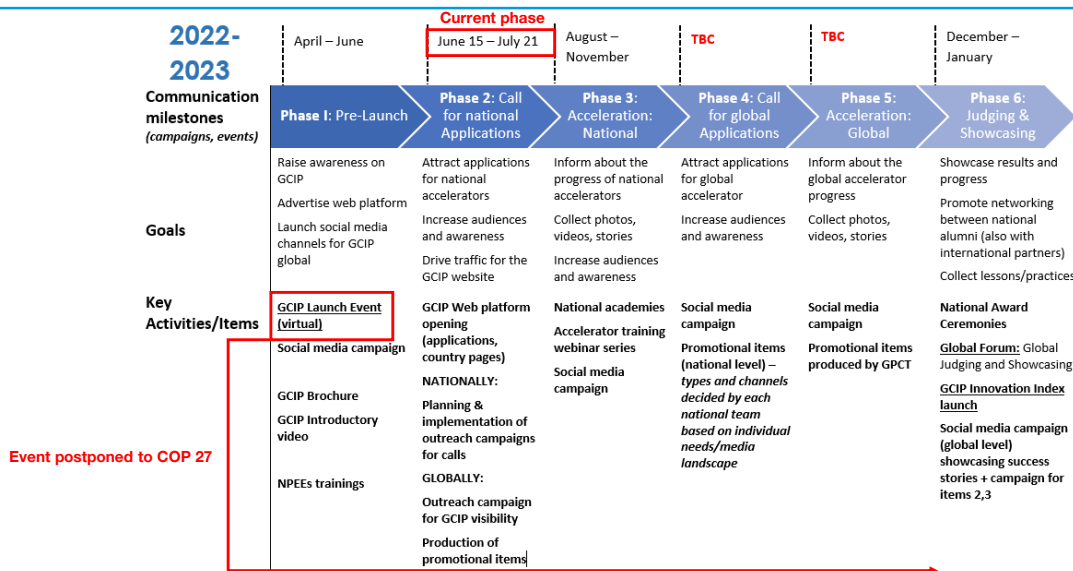


GCIP Accelerator Training

Session #6: Media Outreach and Best Practices

Alessio Brina, Daria Shumilova, 14 June 2022



Topics for discussion

6.1: Recap of key points from Session 2

6.2: Phase II: Calls for Applications/Pre-Acceleration

6.3: Outreach campaign - practices and recommendations

6.4: Examples of outreach products produced by GCIP teams; other recommendations

6.5: GCIP Web Platform

6.6: Q&A

6.1: Recap of key points from Session 2

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, 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

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

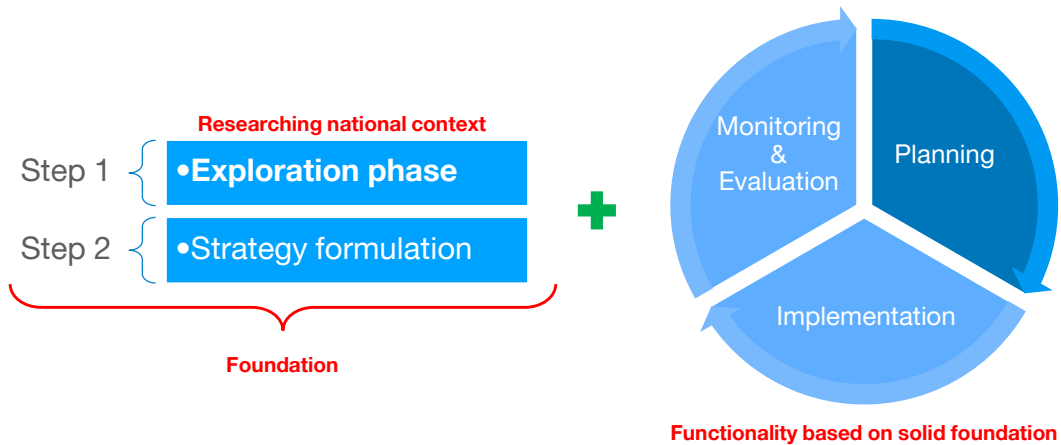
- Creation of audience-specific content in accordance with messaging and objectives
- Distribution of the content through identified channels and techniques

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



Communications and outreach

Exploration: available options, inspiration, challenges

Effective communications requires initial analysis of the context

What kind of audiences do you have? What channels do they use?

How can we compare ourselves to the other existing ecosystems? What is their communications approach?

What are the best practices from other ecosystems?

Communications and outreach

Why do we need to take all the steps?

- Efficient framework for communication and outreach activities scheduling and implementation, i.e. strategic communication approach
- Reference point for monitoring and evaluating communication and outreach activities (What are the objectives?)
- Long-term sustainability of communication and outreach activities

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

GCIP communications approach

Communication and outreach principles

Strategically
formulated

Audience-
targeted

Proactively
organized

Gender- and
youth-
sensitive

Results-
oriented

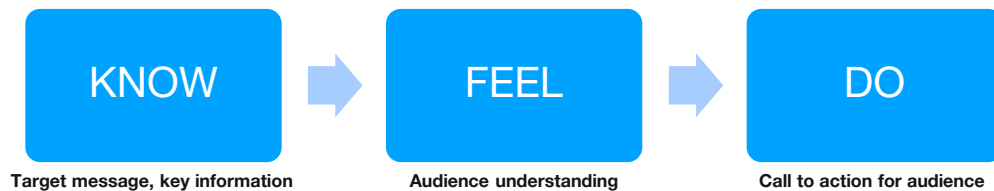
Transparency
-based

GCIP communications approach

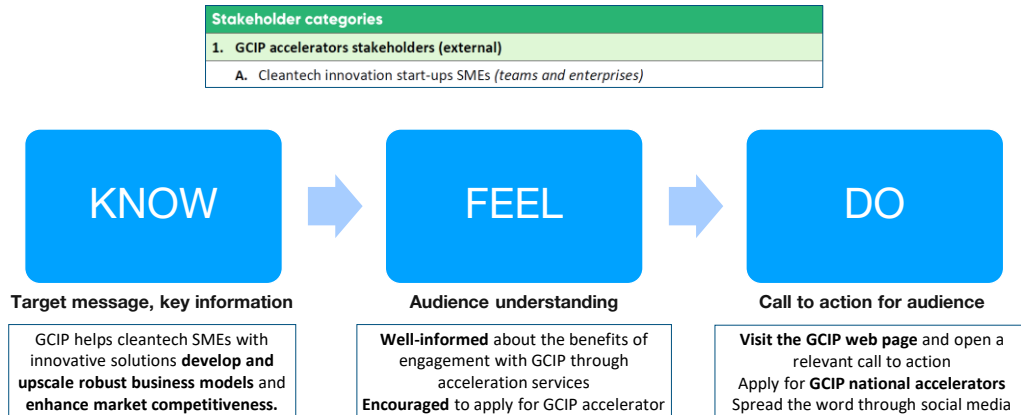


GCIP communications approach

Stakeholder categories	
1.	GCIP accelerators stakeholders (external)
A.	Cleantech innovation start-ups SMEs (<i>teams and enterprises</i>)



GCIP communications approach



*GCIP Global Communication and Outreach Strategy 2022, p.10

GCIP communications approach

Gender-inclusive approach

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

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

Key principles of gender-inclusive communication:

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

GCIP communications approach

Gender-inclusive approach

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 gender-sensitive communication 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/>

6.2: Phase II: Calls for Applications/Pre-Acceleration

Phase II: Calls for Applications/Pre-Acceleration

Key elements for overview

GCIP Web
platform: Country
Pages

GCIP Web
platform:
Application Form

Media outreach:
Vertical media

Media outreach:
Horizontal media

Phase II: Calls for Applications/Pre-Acceleration

Baseline approach

- What? Who? (What are we trying to achieve? Who are the target audiences?)
- Why? (Why are we trying to achieve this?)
- How? (Which communication channels and tools should we use to be successful?)
- How successful? (Did we achieve what we planned? How do we evaluate our success?)

GCIP communications approach

Example: Call for Applications – National GCIP Accelerator

• **What?** Inform relevant stakeholders (start-up teams and SMEs, universities, government officials, industry associations) about the application process for the GCIP national accelerator.

• **Why?** To attract quality applications from high-potential motivated entrepreneurs across the country, especially from more remote areas, and ensure sufficient representation of women.

• **How?**

Designing outreach campaigns by combining the following:

- **Formulating targeted messaging** relevant to and resonating with stakeholder groups
- **Choosing appropriate communication tools for the messaging** (newspaper articles, brochures, 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, newspapers, radio (including internet radio), local incubators or other competitions or accelerators) **to share the messages reflected in the 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.

GCIP communications approach

Example: Call for Applications – National GCIP Accelerator

• **What?** Inform relevant stakeholders (start-up teams and SMEs, universities, government officials, industry associations) about the application process for the GCIP national accelerator.

• **Why?** To attract quality applications from high-potential motivated entrepreneurs across the country, especially from more remote areas, and ensure sufficient representation of women.

• **How?**

Key question at the current stage

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• **How successful?** Assess the number of quality applications submitted and compare them with estimates. Evaluate the outcomes and draw conclusions for the future.

Phase II: Calls for Applications/Pre-Acceleration

How? - What are your next steps?

Exploration phase

- For country teams doing pre-acceleration/accelerator in 2022: **exploring while implementing (learning by doing)**
- For country teams aiming for 2023: creating solid knowledge base of audiences and channels, building up horizontal and vertical outreach
- Exploring phase is a crucial moment for an efficient understanding of landscape/audiences

Phase II: Calls for Applications/Pre-Acceleration

How? - What are your next steps?

Drafting calls for application (pre-accelerator/accelerator)

- **Composing messaging around application calls:** why should people apply? what should spark their interest? (**content***)
- Where do we promote the call for applications? How do we promote those? (**channels and tools**)
- Executing your campaign: going out there and promoting (horizontal and vertical communication)

**content-based communication - behind effective communication there is substance*

6.3: Outreach campaign - practices and recommendations



Outreach - Horizontal vs. Vertical

What are the differences? Why do both matter?

Vertical outreach:

- Examining whether the content in one specific area is functioning as an integrated whole
- Vertical outreach can appeal to specific groups of stakeholders connected within one sector throughout different channels
- **Vertical outreach is important when you need to target specific areas relevant for your country; where you are expecting to see more applicants or see underrepresentation**

Outreach - Horizontal vs. Vertical

What are the differences? Why do both matter?

Horizontal outreach:

- Looking at media outreach across multiple stakeholder groups
- Sharing messages to wider ranges of audiences, not one specific group of stakeholders relevant to GCIP/priority sector

Additionally

- Ensuring **coherence of various types of content**, language and messaging consistency
- Taking a broader view of whether the diverse content produced fits together

Outreach - Horizontal vs. Vertical

What are the differences? Why do both matter?

Horizontal outreach	Vertical outreach
<ul style="list-style-type: none"> •Public events (conferences, events, fairs, roadshows etc.) creating the “hype” about GCIP •Radio/TV interviews for general public •Social media campaigning for the calls for applications •Articles/interviews in mainstream media of general thematic 	<ul style="list-style-type: none"> •Targeted events at university programmes related to GCIP areas •Coordination with specific government agencies, associations in specific sectors/areas to invite applicants •Specific mailing lists based on contacts from partners •Advertising among previous applicants for past GCIP accelerators •Articles/interviews in industry-specific mainstream media

Outreach - Horizontal vs. Vertical

Why do both matter?

GCIP Newcomers: more beneficial to focus on horizontal outreach, speaking to wider audiences and covering more areas.

At the same time - if priority areas exist - beneficial to combine with vertical outreach to target specific sectors, i.e. energy efficiency or waster beneficiation, or renewable energy

GCIP Country Teams with previous experience and basis of stakeholders/contacts/priority areas: focus more on vertical outreach with sector-specific messaging, targeting.

At the same time - to broaden the programme reach and general visibility - combine with the horizontal outreach

6.4: Examples of outreach products produced by GCIP teams; other recommendations



Calling all SMEs and start-ups with INNOVATIVE CLEANTECH SOLUTIONS

The Global Cleantech Innovation Programme of SA (GCIPSA) invites local SMEs and start-ups with innovative, cutting-edge clean technology solutions to submit applications for the 2017 competition and business accelerator.

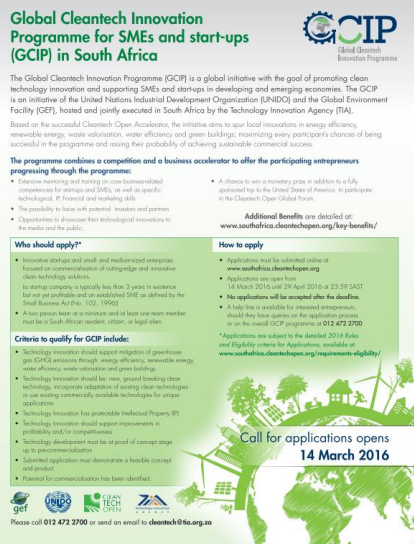
The programme offers participants **extensive training and mentoring**, access to potential partners, customers and investors, opportunities to **showcase their innovations**, and a **chance to win a monetary prize and a fully sponsored trip to San Francisco**.

CATEGORIES
Technology innovations should contribute to GHG mitigation through solutions in one or more of the following categories:
**Energy Efficiency • Renewable Energy
Waste Beneficiation • Water Efficiency
Green Building • Transportation**

APPLY NOW Entries close on **26 April 2017**

Sponsors and experts interested in participating as mentors or judges are also invited to contact the GCIPSA.

For more information or to enter, visit www.southafrica.cleantechopen.org, call 012 472 2700, or send an email to cleantech@fia.org.za



Global Cleantech Innovation Programme for SMEs and start-ups (GCIP) in South Africa

The Global Cleantech Innovation Programme (GCIP) is a global initiative with the goal of promoting clean technology innovation and supporting SMEs and start-ups in developing and emerging economies. The GCIP is an initiative of the United Nations Industrial Development Organization (UNIDO) and the Global Environment Facility (GEF), hosted and jointly executed in South Africa by the Technology Innovation Agency (TIA).

Based on the successful Cleantech Open Accelerator, the initiative aims to spur local innovations in energy efficiency, renewable energy, waste valorization, water efficiency and green buildings, maximizing every participant's chances of being successful in the programme and raising their probability of achieving sustainable commercial success.

The programme combines a competition and a business accelerator to offer the participating entrepreneurs progressing through the programme:

- Extensive mentoring and training on core business-related competencies for startups and SMEs, as well as specific technological, financial and marketing skills.
- The possibility to share with potential investors and partners.
- Opportunities to showcase their technological innovations to the media and the public.
- A chance to win a monetary prize in addition to a fully sponsored trip to the United States of America to participate in the Cleantech Open Global Forum.

Additional benefits are detailed at: www.southafrica.cleantechopen.org/key-benefits/

Who should apply?

- Innovative startups and small and medium-sized enterprises based on commercialization of cutting-edge and innovative clean technology solutions.
- Innovative companies, typically less than 3 years in existence but not yet profitable and an established SME as defined by the Small Business Act No. 102, 1995.
- A key person must be a minority and at least one team member must be a South African resident, citizen or legal alien.

Criteria to qualify for GCIP include:

- Technology innovation should support integration of greenhouse gas (GHG) emissions through energy efficiency, renewable energy, waste efficiency, waste valorization and green building.
- Technology innovation should be new, ground-breaking clean technology, innovative adaptation of existing clean technologies, or use existing commercially available technologies for unique applications.
- Technology innovation has provable Intellectual Property (IP).
- Technology innovation should support improvements in productivity and/or competitiveness.
- Technology development must be at proof of concept stage up to pre-commercialization.
- Identified application must demonstrate a feasible concept and product.
- Patented for commercialization has been identified.

How to apply

- Applications must be submitted online at www.southafrica.cleantechopen.org.
- Applications are open from 14 March 2016 until 29 April 2016 at 23:59 SAST.
- No applications will be accepted after the deadline.
- A fee must be available for reviewed entrepreneurs, should they have queries on the application process or on the Global GCIP programme, call 012 472 2700.
- Applications are subject to the detailed 2016 Rules and Eligibility criteria for Applications, available at www.southafrica.cleantechopen.org/requirements-eligibility/

Call for applications opens **14 March 2016**

Please call 012 472 2700 or send an email to cleantech@fia.org.za

Flyers (South Africa - previous accelerator cycles)

GCIP Moldova - Extensive horizontal outreach



Radio Moldova was live.
30 May at 09:10 · 

● Watch LIVE the show "Public Space" with Tatiana Fier!

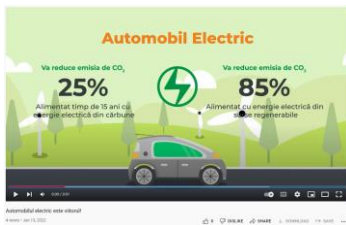
👍 Theme: Implementation of renewable energy projects in the agricultural sector

👍 Invite: Nikolae Solov... See more

⚙ See original · Rate this translation

- Interview about renewable energy in the agricultural sector on the general mainstream media channel - Radio Moldova
- Raising general visibility; informing public + reaching potential applicants

GCIP Moldova - Extensive horizontal outreach



- Series of videos touching upon more general topics of energy efficiency, e-mobility etc.,
- Informing public, setting the stage for GCIP + attracting potential applicants for the accelerator

Outreach - general recommendations

- For public events, roadshows, presentations for stakeholders - make sure to have good-quality slide deck; follow general good practices on presentation design: keep it short, engaging and informative. (for additional tips: https://guykawasaki.com/the_102030_rule/)
- For flyers, leaflets, other giveaway materials: the design should be simple and catchy yet conveying key messages.
- Don't be afraid to get creative; outreach practices constantly change, and new tools become available (TikTok videos and challenges, influencer promotion)
- Reach out to all your contacts and networks; if you have contacts to journalists, radio stations, TV channels, connect with them and offer collaboration.

Social media

Recommendations & best practices

- National projects teams: encouraged to create their own social media channels as necessary (Important: based on the 'exploration' phase findings)
- NPEEs having their existing accounts: better to create a separate channel for GCIP news/updates
- GCIP national project pages on social media: branding to be consistent with the corporate identity BUT does not have to be identical.
- Important: national projects logos on social media to be recognizable as GCIP

Social media

Recommendations & best practices

- Communication in general and posts for social media: **content-based**
- **Content-based** - no communication for the sake of communication (*success of outreach depends firstly on the quality of information shared*)
- Social media posts should provide information and added value to followers/readers, not just a couple of lines of text and hashtags
- Social media is a tool (a very effective one when used properly) and not the end in itself
- Content planning service such as Hootsuite: can be helpful for longer-term and efficient planning + analytics tool
- Free analytics tool: Google Analytics (monitoring & evaluation)

6.5: GCIP Web Platform



GCIP Web Platform - Overview

- Landing page: **uploaded***
- Application form: **uploaded**
- Country Dashboard: **uploaded**
- Country Pages Template: **ready to be uploaded**
- Web Platform (Accelerator & further modules): **in development**

*core landing is uploaded, during the upcoming weeks it will be further expanded and populated

Landing Page

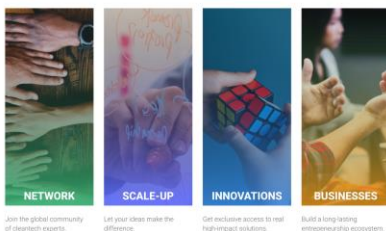


- Header
 - Home
 - Our Mission
 - Countries
 - Partners
 - Alumni
 - Get involved
 - Resources
 - Login
- Banners
- Intro

Landing Page



- Application link
- Calls to action, animated area to showcase GCIP potential engagement with the different actors: **start-ups and SMEs**; **mentors, coaches and judges**; **investors and partners**; **governments and industry associations**.

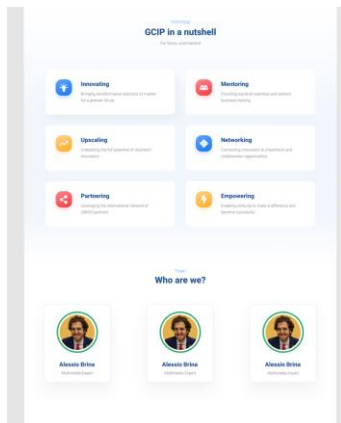


Landing Page



- GCIP map
- GCIP roadmap (in development)

Landing Page



- Iconology – GCIP in a nutshell
- GCIP GCPT composition

Landing Page

- Related news – our “newsroom”
- Footer



Country Pages



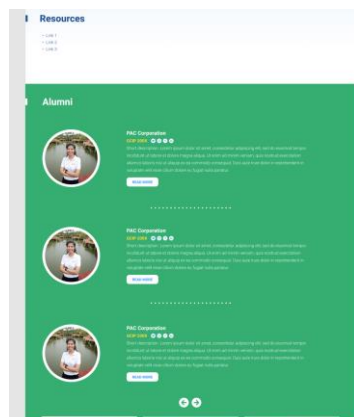
- Header
- Information and Contact bo
- Picture
- Application link

Country Pages



- Intro paragraph
- Core paragraph
- Picture

Country Pages



- Resource space
- Featured alumni & news

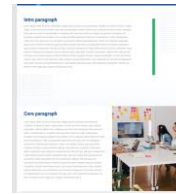


Country Pages Instructions

- **Two** high-resolution pictures:

1 in landscape format (16:9 – min 1920x1080px)

1 in square format (min 1080x1080px)



Photos should depict beneficiaries or “GCIP” in the field and they should be gender-inclusive. Preferably not group-staged photos or formal “awards” photos. In case there are no pictures available, stock photos can be used instead (connected to cleantech and innovation).

Country Pages Instructions

- **Introductory paragraph (max 200 words)**

An introduction to the National GCIP experience, highlighting how GCIP’s mission has been embedded in the national framework throughout the years or how it will be embedded, with references to “ecosystems”.

The focus is on the calls-to-action for potential applicants and stakeholders, in a form of the **KISS** approach: “keep it straight and simple”, illustrating the accelerators’ expected outcomes.

This paragraph should give users a well-balanced – but not yet elaborated - answer to the question: “**Why should I join GCIP?**”

Country Pages Instructions

- **Core paragraph (max 250 words)**

If the previous paragraph was meant to engage the users, this one is intended to deal with the reach. As such, it aims to provide an answer to the question: “**What is GCIP in this country?**”

This is the “core” text. It can be more comprehensive, structured, “slow” reading. The content approach is less stringent: each country team can adapt this paragraph narrative to the national context (e.g. more focus on alumni, spotlight on some cleantech categories etc.).

Nonetheless, three topics should somehow be included: GCIP’s mission as “empowering cleantech innovators for a greener future”; the proactive gender equality effort in support of women and youth entrepreneurship; the global “vision” of GCIP.

Country Pages Instructions

- **Languages**

In addition, you can provide the Intro and the Core paragraph in your own language. We will allow the users to switch between the english text and the other.



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, d.shumilova@unido.org, a.brina@unido.org

