

## Agenda item 4c

# JISC communication and outreach work plan

**JISC 25**

Bonn, Germany, 21-22 June 2011



## *Objective*

*To raise awareness and understanding about JI Track 2 among key policy makers and stakeholders. . . so they can take decisions and/or actions that lead to **greater utilization of the mechanism.***



## *Approach*

*Target people **most likely** to affect  
level of participation in JI Track 2*

*Make use of **existing strengths**  
Identify **partnerships***



*JISC members, because of their **knowledge**,  
**contacts** and **location**, can play a key role*

*Identifying audiences*

*Identifying partners*

*Replicating/enhancing activities*

*Executing certain activities*



*JISC in June 2010 **established**  
communication and outreach working group*



# COMMUNICATION AND OUTREACH PROJECTS

## ENHANCED MEDIA OUTREACH

Work closely with JISC Chair to build on positive relationships with press

- Publish a roundup for the press after each meeting
- Continually look for opportunities to engage the press on JI issues

# COMMUNICATION AND OUTREACH PROJECTS

## WORKING WITH DFPs

Work closely with DFPs to reach policy makers and potential project participants

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- Information gathering/sharing
- Coordinated/facilitated awareness raising by DFPs

# COMMUNICATION AND OUTREACH PROJECTS

## PARTICIPATION IN CARBON MARKET EVENTS

Reach out to the carbon market community

- .
- Participation in select events
  - a) Information booth
  - b) Speakers
  - c) Support to the JISC Chair



# COMMUNICATION AND OUTREACH PROJECTS

## JISC AT CARBON MARKET EVENTS



# COMMUNICATION AND OUTREACH PROJECTS

## COMMUNICATION TOOLS, SERVICES, PRODUCTS

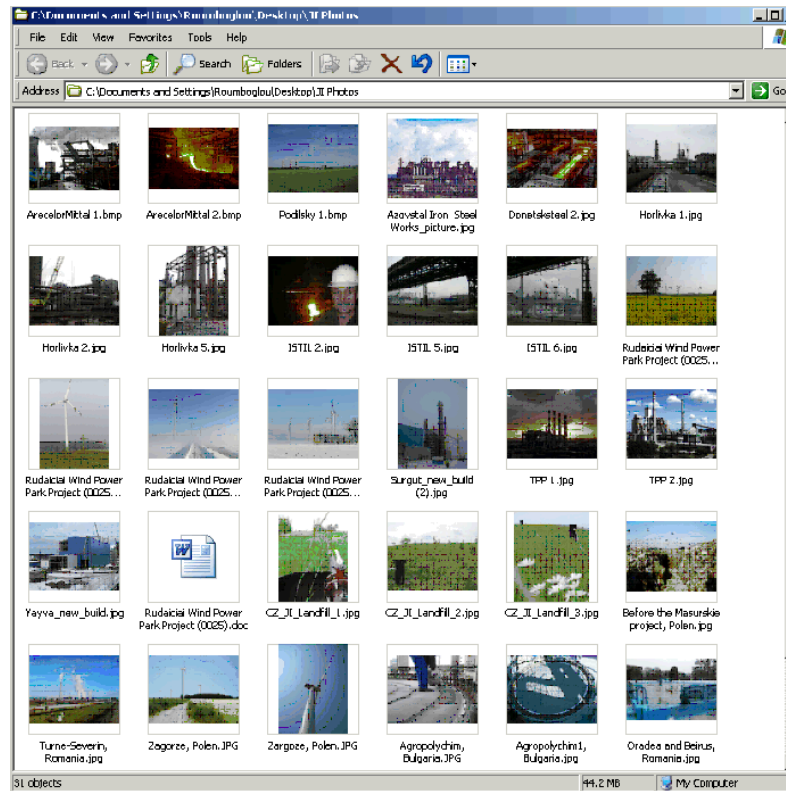
Key information/communication tools, services, products for stakeholders and potential PPs

- Deliverables
  - a) Image bank
  - b) Website enhancements
  - c) FAQ
  - d) JI info query service
  - e) Fact sheets
  - f) Audio files



# COMMUNICATION AND OUTREACH PROJECTS

## IMAGE BANK



# COMMUNICATION AND OUTREACH PROJECTS

## COMMUNICATION TOOLS, SERVICES, PRODUCTS

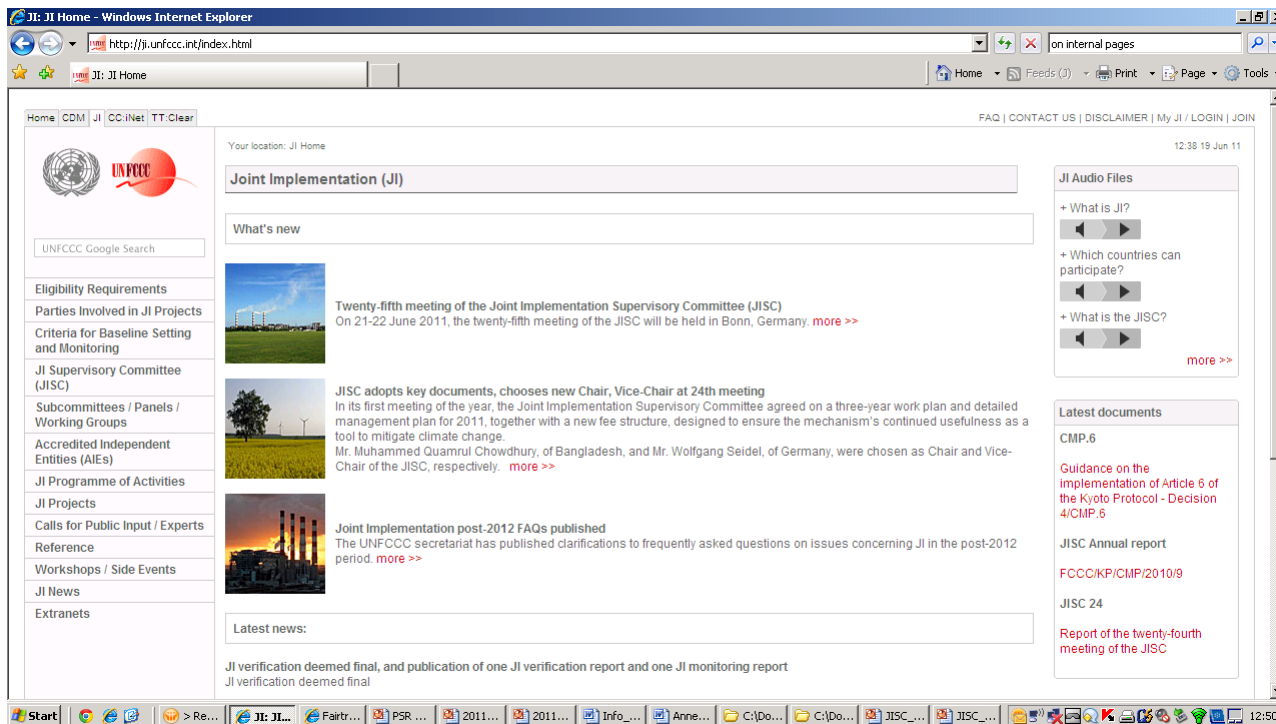
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# COMMUNICATION AND OUTREACH PROJECTS

## WEBSITE ENHANCEMENTS



# COMMUNICATION AND OUTREACH PROJECTS

## COMMUNICATION TOOLS, SERVICES, PRODUCTS

Key information/communication tools, services, products for stakeholders and potential PPs

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# COMMUNICATION AND OUTREACH PROJECTS

## PROJECT FACTSHEETS

<p style="text-align: center;"><b>JOINT IMPLEMENTATION PROJECTS</b></p> <p><b>Project PO0007: CDM Utilization on the coal mine Shehregovdajna-Gubokaya of the State Holding Joint Stock Company GOAO Shakhtrupravlenje Donbas</b>  <i>Host Party: Ukraine Other Party: Netherlands JI Track 2</i></p> <p><b>Description:</b> The Donbas region of Ukraine is home to most of the country's mining, metallurgy and chemical industries. The CDM utilization project uses coal mine methane (CMM) for heat and power generation. A station system in the restricted Shehregovdajna-Gubokaya coal mine gathers the CMM and channels it into several boilers and power generators, that have been converted to run on the gas. These boilers and generators power heating, electricity and ventilation for the mine, while any remaining CMM is burned off during flaring.</p> <p><b>Additional contributions:</b> As the CMM is converted to CO<sub>2</sub> via the process, this reduces the global warming potential of the gas by 87 percent.</p>  <p style="text-align: center;"><small>Photo: andrii.korotkiy, Ukraine</small></p> <hr/> <p><b>Project 0027: Rudolphi Wind Power Park Project</b>  <i>Host Party: Lithuania Other Party: Netherlands JI Track 2</i></p> <p><b>This project installed 15 wind turbines in western Lithuania. The turbines are expected to generate about 75 GWh of electricity per year, which is fed into the electricity grid, replacing the equivalent power from fossil fuels. The objective of the project is to promote the use of wind power in the country, which has set a goal of 7% of its energy needs coming from renewable sources.</b></p> <p><b>Additional contribution:</b> Use of the ERUs generated by this project will help to demonstrate sustainability of green energy.</p>  <p style="text-align: center;"><small>Wind Power in Lithuania, photo by Wikimedia Commons</small></p>	<p><b>Project PO0008: Substitution de combustible fossile par de l'énergie renouvelable</b>  <i>Host Party: France JI Track 1</i></p> <p><b>Description:</b> Using biomass in addition to fossil fuels has allowed timber farmers in the Maine Valley to decrease their carbon footprint in this project. Around 15 plants that used to defoliate distils all in digesters run on coal now use a mixture of crushed wood and coal for power. Some of the plants have converted entirely to crushed wood. The modifications were begun in 2008/9 and are expected to prevent the release of nearly 400,000 tonnes of CO<sub>2</sub> into the atmosphere during the project's lifespan. The sale of carbon credit will allow for more farmers to use biomass to power their digesters.</p> <p><b>Additional contributions:</b> The project has a direct impact on reducing pollution of soil and groundwater. It also contributes to the maintenance of biodiversity.</p>  <p style="text-align: center;"><small>Photo: biomass plant, France</small></p> <hr/> <p><b>Project PO0009: Geothermal Energy in Craiova-area II and Beluc</b>  <i>Host Party: Romania Other Party: Denmark JI Track 1</i></p> <p><b>Description:</b> Tapping into the area's abundant supply of geothermal energy, this project provides a stable supply of heat to residents in the cities of Craiova and Beluc in Romania. A new district heating component was developed, with an advanced geothermal freshwater system already in existence. A geothermal energy substation for the collection of natural gas, oil, and light in the cities, helping to reduce the CO<sub>2</sub> emissions into the atmosphere. A total of 150,000 tonnes of CO<sub>2</sub> is expected to be reduced during the lifespan of this project.</p> <p><b>Additional contributions:</b> The geothermal energy is being used for both space heating and the heating of public water.</p>  <p style="text-align: center;"><small>Geothermal distribution point, Romania</small></p>
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# COMMUNICATION AND OUTREACH PROJECTS

## COMMUNICATION TOOLS, SERVICES, PRODUCTS

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# COMMUNICATION AND OUTREACH PROJECTS

## AUDIO FILES

The screenshot shows a web browser window titled "JI: JI Audio Files - Windows Internet Explorer". The address bar displays the URL "http://ji.unfccc.int/about/multimedia/podcasts/index.html". The page content includes a navigation menu on the left with items like "Eligibility Requirements", "Parties Involved in JI Projects", and "JI Supervisory Committee (JISC)". The main content area is titled "JI Audio Files" and contains a paragraph of introductory text. Below this, there are eight audio file thumbnails arranged in a 2x4 grid. Each thumbnail includes a title, a small image, a question, and a download link in mp3 format. The thumbnails are: "Joint Implementation" (What is JI?), "Participation" (Which countries can participate?), "The JISC" (What is the Joint Implementation Supervisory Committee?), "The role of the UNFCCC" (What is the role of the UNFCCC secretariat?), "Track 1 and Track 2" (What are the differences?), "Methodologies" (What methodologies can be used?), "Project Cycle" (The Joint Implementation Project Cycle), and "Determination" (What is it?). The browser's taskbar at the bottom shows several open applications and the system clock at 12:55.



# COMMUNICATION AND OUTREACH PROJECTS

## MONITORING AND EVALUATION

Evaluate results of communication and outreach work plan to determine whether resources were well placed and to inform future efforts.

**Thank you**