**COP 22 Outreach and Communications Strategy**

Draft updated October 18th (COP Events Section)

**Objectives**

1. To build greater profile for and awareness of the Network in the lead-up to and during the COP, particularly of how our work relates to and supports implementation of the Paris Agreement
2. To highlight the Network’s results and impacts in supporting NAP processes to date, including:
   1. How our approach to sustained peer learning and capacity building is leading to action by and support for developing countries at the national level
   2. How our approach to coordination and support has attracted further bilateral donor engagement around the NAP process (e.g. new donor participants)
3. To build the Network’s participant base and demonstrate how countries including those *outside* the TTF cohorts can get involved in our activities

**Announceables**

The following describes the key announceables that the Network hopes to emphasize at the COP, and a description of the steps being taken to achieve each:

* **New donor participants** (objective 2b)
  + Secretariat continuing to pursue Canada and Australia on an ongoing basis, including inviting to TTF
  + Secretariat will invite New Zealand contacts to the next TTF, highlighting potential participation by Pacific countries that may be of interest
  + All Management Team should continue to encourage other donors that have expressed some interest (e.g Switzerland, Netherlands)-- even if acknowledging there may be more limited capacity to engage with the Network
* **Stories of sustained learning and impact:** How a participating country has used TTF participation to pursue more in-depth learning and use it to enhance the NAP process (objective 2a)
  + Secretariat to follow up with participants in the NAP Assembly in Albania (including Albanian government and also select in-country donors) to feed into a “case study of use”, from both developing country and donor perspectives (see learning framework)
  + Secretariat to follow up with participants in other countries where follow-up activities may take place-- e.g. Grenada, who will participate in peer exchange and potentially regional East Caribbean NAP Assembly (tbc)
  + Secretariat to follow up with select participants on “offers” from TTF-- e.g. have steps identified been taken, and why/why not? (see learning framework)
* **Stories of responsiveness to demand and broad engagement:** How participant countries *outside* of the TTF cohorts have requested and received support for their NAP processes, and/or can access the Network’s resources on-demand (objective 3)
  + Secretariat to encourage new participants from outside the TTF cohorts to submit Virtual Help Desk requests--via online channels, during NAP Expo, and by providing a slide on the Virtual Help Desk to related NAP training programs
  + Secretariat to follow up on requests ahead of COP and develop story and messaging to feature
* **On-demand availability of targeted Network resources:** Offering a suite of resources on priority topics that are useful and accessible to participants and the broader community of adaptation practitioners, and using these to highlight the relevance of the Network’s work to key issues in the lead-up and during the COP (Objective 1)
  + Secretariat to promote suite of new and existing publications during outreach events and online in the lead-up to COP-- e.g. sNAPshots, financing guidance, vertical integration guidance (see communications strategy)
  + Secretariat to host at least one webinar (vertical integration?) before the COP, and schedule one for shortly after to keep momentum
  + Secretariat to develop and promote the Country Support Hub, including access to the roster of experts, as an enhanced offering to Network participants

**COP Events**

**Official “Mini Side Event”: Vertical integration in National Adaptation Plan (NAP) processes: Launch of a new NAP Global Network guidance note**

*November 9, 10:00-11:00 | Side Events and Exhibits open area*

*Network role:* Organizing, speaking (Angie Dazé)

This mini side event will launch a new National Adaptation Plan (NAP) Global Network publication: Guidance on Vertical Integration in the NAP process. This guidance note is designed for NAP teams and other stakeholders interested in strengthening vertical integration in the process. It presents the key issues for vertical integration, including questions for consideration at different stages in NAP processes and a summary of key recommendations. The launch will introduce the publication and feature speakers from countries featured as case studies within the guidance, with time for questions and answers. The NAP Global Network receives initial financial support from the United States and Germany, and the Secretariat is hosted by the International Institute for Sustainable Development (IISD).

**Morocco Pavilion Event: The role of the NAP process in translating NDC adaptation goals into action**

November 9, 15:00-16:30 *|* Morocco Pavilion

*Network Role:* Panellist (Hayley) | Organizer: GIZ

This event aims at stimulating and enriching discussions without attempting to provide a final answer to the question of synergies and links between adaptation components in NDCs and the NAP process. It will provide a space for practitioners to exchange on possible links from which NDCs and the NAP process can benefit from at international and national level. A Q&A will allow for participants’ questions on the linkages between NDC adaptation components and NAPs.

**Official Side Event: Paris Implementation: Sustained peer learning, coordination and support in the NAP Global Network**

November 9, 18:30-20:00 | Austral (300)

*Network role:* Co-organizing with Grenada; panellist (Hayley)  
The NAP Global Network supports Paris Agreement implementation by enhancing national adaptation planning and action in developing countries. This event will show how we contribute to effective NAP processes via sustained peer learning, coordinated bilateral support and targeted technical assistance.

**The role of the NAP process in translating NDC adaptation goals into action**

November 9, 15:00-16:30 | Morocco Pavilion

*Network Role:* Panellist (Hayley) | Organizer: GIZ

This event aims at stimulating and enriching discussions without attempting to provide a final answer to the question of synergies and links between adaptation components in NDCs and the NAP process. It will provide a space for practitioners to exchange on possible links from which NDCs and the NAP process can benefit from at international and national level. A Q&A will allow for participants’ questions on the linkages between NDC adaptation components and NAPs.

**Morocco Pavilion Event: Liens entre un Plan Territorial Climat et un Plan National d’Adaptation**

November 10, 17:00-18:30 | Morocco Pavilion

*Network Role:* Panellist (Angie Dazé) | Organizers: Morocco

Awaiting further information from organizers. Have been asked to have an international expert speak on vertical integration in the NAP process, with particular focus on MENA region, based on our work on vertical integration. Have been informed that simultaneous interpretation will be provided.

**US Centre Event : US Bilateral Support for Adaptation and Donor Coordination in the NAP Global Network**

November 14, 10am-11:30am, reception to follow in the evening

*Network role:* Co-organizing with USAID, panellist? (Anne)

Description to follow from John and Kari. First half will focus on US support for adaptation, second half will focus on donor participation in the NAP Global Network.

**MOEJ Event: Lessons from NAP Case Studies**

November 15, 17:00-18:30 | Location tbc

*Network role:* Moderating (Anne)

Description tbc from organizers.

**Communications Milestones**

* **JUN / NAP Assembly for the Launch of the Albanian NAP Document**
* International news release
* Domestic news release (prepared by GIZ)
* 2-page backgrounder on NAP Assemblies
* Hayley to do in-country interviews
* **JUL / NAP Expo**
* Side event "Budgeting for Implementation of NAPs"
* Network activities graphic, web-designed spectrum integration graphic linking to complete sNAPshot series (+ web features on Brazil + Albania once ready)
* **AUG / sNAPshot overview brief on financing NAP implementation**
* Engage Canadian designer to enhance the NAPGN website
* Engage film company for motion graphic
* Write the learning journey piece for Shorthand
* **SEP / Targeted Topic Forum in Cambodia**
* Roll out new website and motion graphic
* Publish Shorthand article on the Network’s learning journey
* **OCT / Publication and webinar on vertical integration**
* Promote publication and webinar
* **NOV / COP 22**
* Side event
* Promoting presence at COP
* Prepare profiles on countries’ participation in the Network (e.g., Albania)