

Workgroup 4

Projeto



ENERGY BIG PUSH



Centro de Gestão e Estudos Estratégicos
Ciência, Tecnologia e Inovação



CEPAL

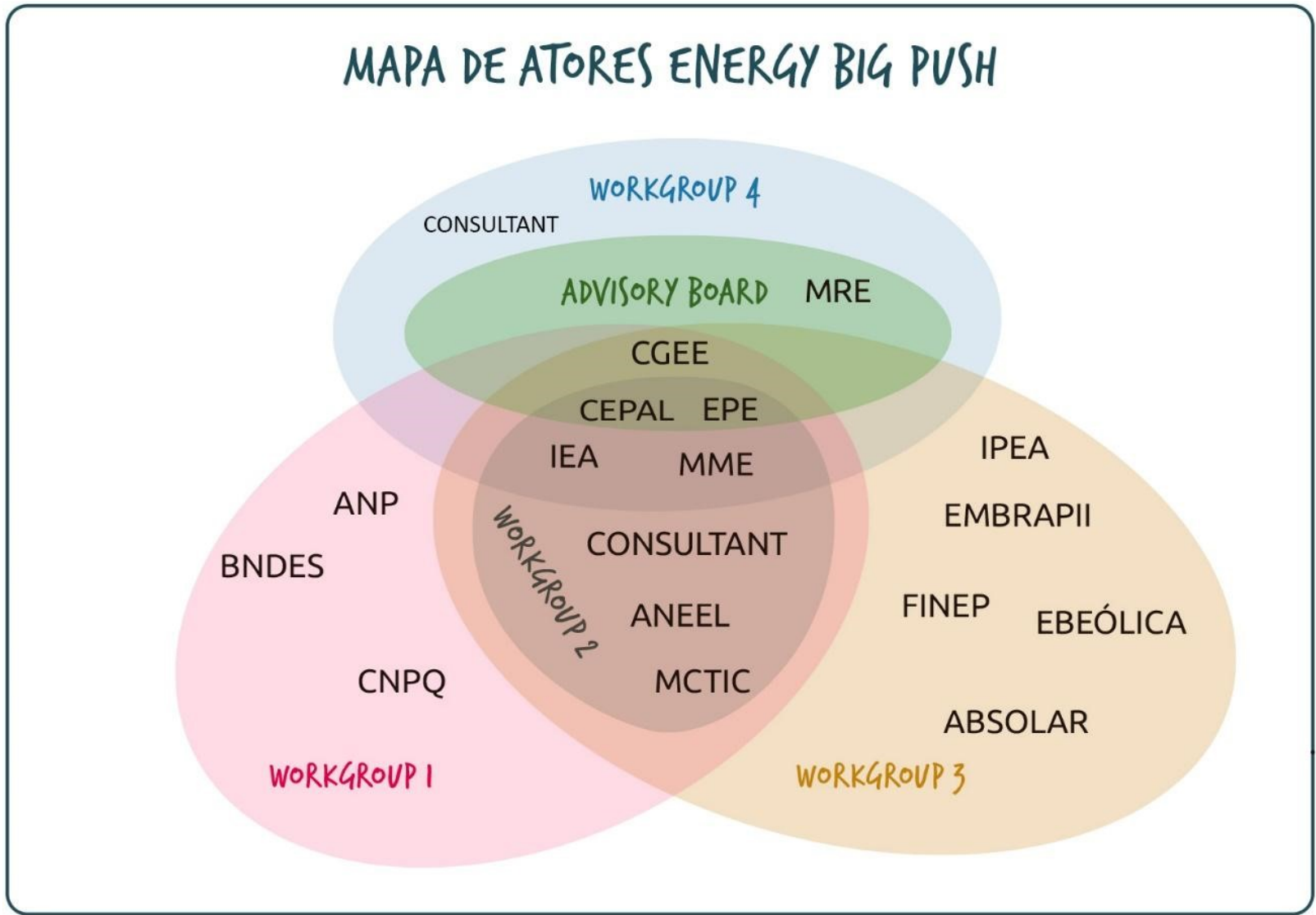


7 ANOS DE DESENVOLVIMENTO
SUSTENTÁVEL COM QUALIDADE



lea

EBP is a complex initiative involving a wide range of stakeholders from various sectors

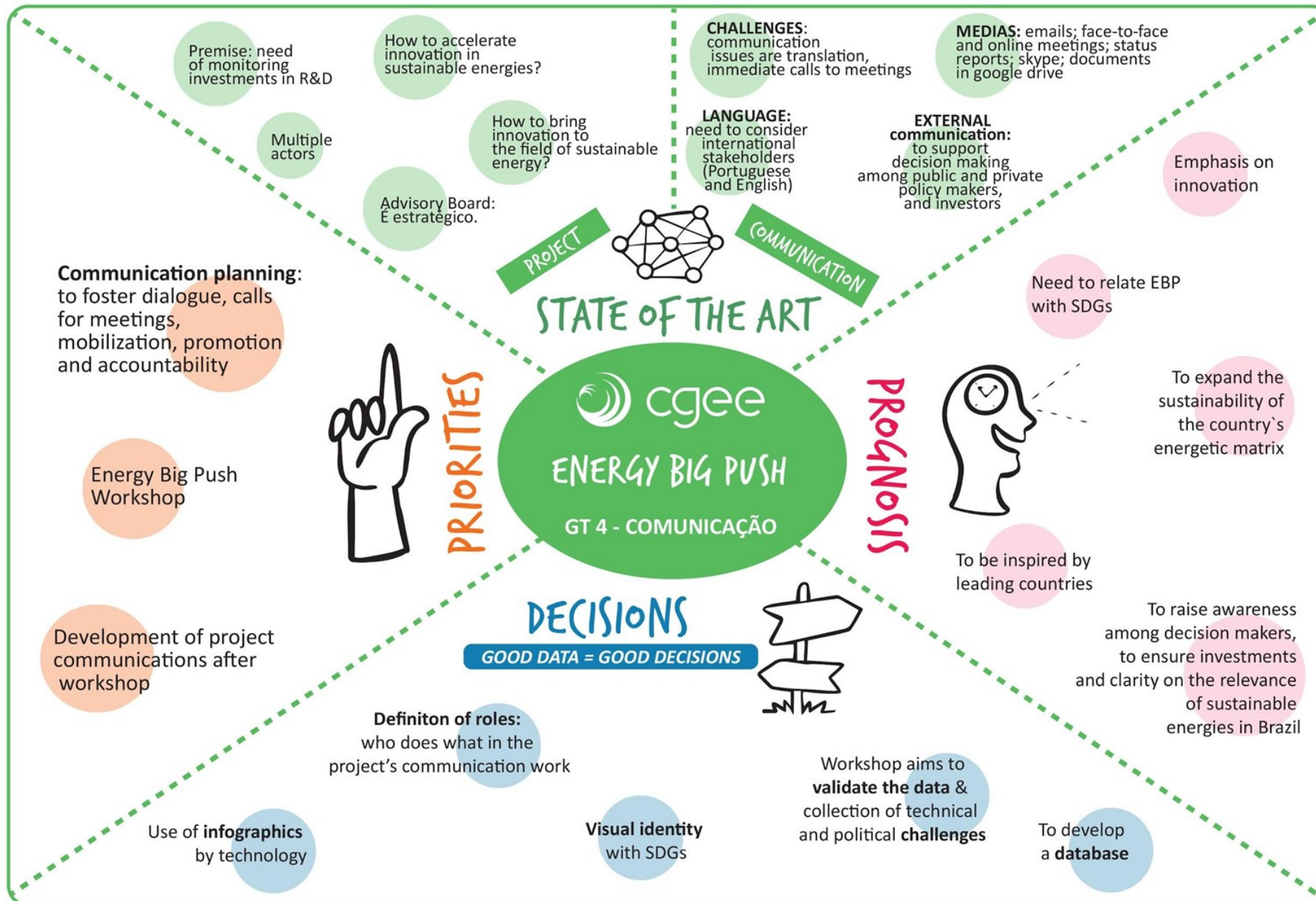




EBP project requires **communication planning** to organize its

interaction
mobilization
dissemination

and **accountability** needs





EBP overall communication goal

To raise awareness among the general public about the relevance of the information it generates about renewable energy in the social, economic and environmental spheres.



EBP Specific Communication Objectives

The main specific objective of the project communication is to sensitize decision makers, policy makers and energy investors about the importance of sustainable energy.

EBP Specific Communication Objectives

AXIS 1

- ✓ To ensure that the group consistently and periodically shares and checks on the information gathered among its various different stakeholders.
- ✓ To inform the project's internal public about the development of the data collection process and how to maintain it sustainably.



EBP Specific Communication Objectives

AXIS 2

- ✓ To show the great relevance of investments in renewable energy, not only for the environment, but also for economic and social issues.
 - ✓ To highlight economic indicators, ensuring that the project's communication is aligned with the federal government's discourse.
- ✓ To contextualize and analyze each indicator in any communication product: “The indicator does not speak for itself”.



EBP Specific Communication Objectives

AXIS 3

✓ To answer the two main project questions:

1 - What mechanisms can accelerate sustainable energy investments in Brazil?

2 - How to ensure that innovation reaches the market?

✓ To create relationships between the axis's technical developments and the United Nations Sustainable Development Goals.

Internal audience

- Workgroup 1
- Workgroup 2
- Workgroup 3
- Advisory board

External audience

- Decision makers
- Policy makers
- Energy investors
- General population

ENERGY BIG PUSH COMMUNICATION MATRIX

Axis	What?	Who produces the content?	Who publicizes it?	For whom?	When?	How?
Global	Project Motivations	WG4	CGEE and other project stakeholders	<ul style="list-style-type: none"> ● General public ● Project supporters/funders ● Internal public ● Decision makers ● Energy Investors ● Policymakers 	<p>- Before, during and after the project</p> <p>- Whenever it is necessary to present the EBP</p>	<p>- In the project's institutional digital documents and content</p> <p>- In technical documents on sustainability initiatives (executive outlines, summaries, technical reports, etc.)</p>
	EBP's relevance to society	WG4	CGEE and other project stakeholders	<ul style="list-style-type: none"> ● Project supporters/funders ● Internal public ● Decision makers ● Energy Investors ● Policymakers ● General public 	<p>- Before, during and after the project</p> <p>- Whenever it is necessary to present the EBP</p>	<p>- In the project's institutional digital documents and content</p> <p>- Project technical documents (executive outlines, summaries, technical reports, etc.)</p> <p>- In external technical documents on sustainability initiatives (such as scientific journals)</p> <p>- Press</p>



DEFINITION OF PRIORITIES

Two project communication priorities were set at the WG4 planning meeting:

- Holding the *Energy Big Push* workshop
- Creating project publicity pieces

These pieces will be used at the two international events to be held at the end of 2019:

- *Clean Energy Transitions* (November 2019)
- *COP 25 Side Event* (December 2019)

GRANDE IMPULSO ENERGIA
ENERGY BIG PUSH

Acelerando a pesquisa, o desenvolvimento e a inovação em energias sustentáveis no Brasil.
Accelerating sustainable energy research, development and innovation in Brazil

Objetivo
Objective

Apoiar a promoção de mais e melhores investimentos públicos e privados em soluções energéticas sustentáveis, com ênfase em inovação, contribuindo para um grande impulso energético no Brasil.
To support the promotion of more and better public and private investments in sustainable energy (SE) with emphasis on innovation, contributing to an energy big push in Brazil.

Motivação
Motivation

- Agenda 2030 e ODS, Acordo de Paris e NDC, Ministerial de energias Limpas & Missão Inovação
Agenda 2030 and SDG, Paris Agreement and NDC, Clean Energy Ministerial and Mission Innovation
- Articulação e coordenação de políticas para alavancar investimentos visando acelerar a inovação em energias sustentáveis
Policy articulation and coordination to attract investments in sustainable energy innovation

Resultados Esperados
Potential Outcomes

- Aprimorar a transparência e a gestão de dados de investimento em PD&D em energia
Improve energy RD&D investment data transparency and management
- Elevar a eficiência dos investimentos em PD&D em energias
Improve public investments efficiency in Energy RD&D
- Aprimorar o quadro legal e regulatório para acelerar a inovação em energias sustentáveis no Brasil e intensificar o engajamento de empreendedores e investidores
Improve the legal and regulatory framework to accelerate sustainable energy innovation in Brazil and intensify business and investors engagement

Atividades do Projeto
Project activities

Eixo 1
Desenvolvimento de um processo de gestão de dados de investimentos em PD&D em energia
Development of a data management process to track energy RD&D investments

Eixo 2
Mapeamento e análise de indicadores de desempenho de energias sustentáveis
Mapping and analysis of sustainable energy performance indicators

Eixo 3
Proposta de aprimoramento de mecanismos de incentivo à inovação
Proposal to improve incentive mechanisms for innovation

Eixo 4
Desenvolvimento e execução de estratégia de comunicação efetiva
Development and implementation of an effective communication strategy

Logos: CGEE (Centro de Gestão e Estudos Estratégicos - Clean, Energy & Strategy), EPE (Empresa de Planejamento Energético), IED (Instituto de Estudos Avançados).

Projeto
ENERGY BIG PUSH

Mais e melhores investimentos em energias sustentáveis no Brasil

Logos: CGEE, EPE, IED.

Eixo 1
Dados em Investimentos em PD&D em Energia

Logos: CGEE, EPE, IED.

Project Public Pieces

The products will be used to publicize the project at the *Energy Big Push* event (April 20)

COMUNICAÇÃO

- Quais informações precisam/ podem ser divulgada em cada eixo?
- Qual(is) a estratégia(is) de comunicação (para fluxo de informações e dados) do EBP?
- Quais canais?
- Quem são os pontos focais?
- Qual a frequência?
- Que oportunidades existem para divulgar os resultados e produtos do EBP (eventos, informes, etc)?



Thank you

