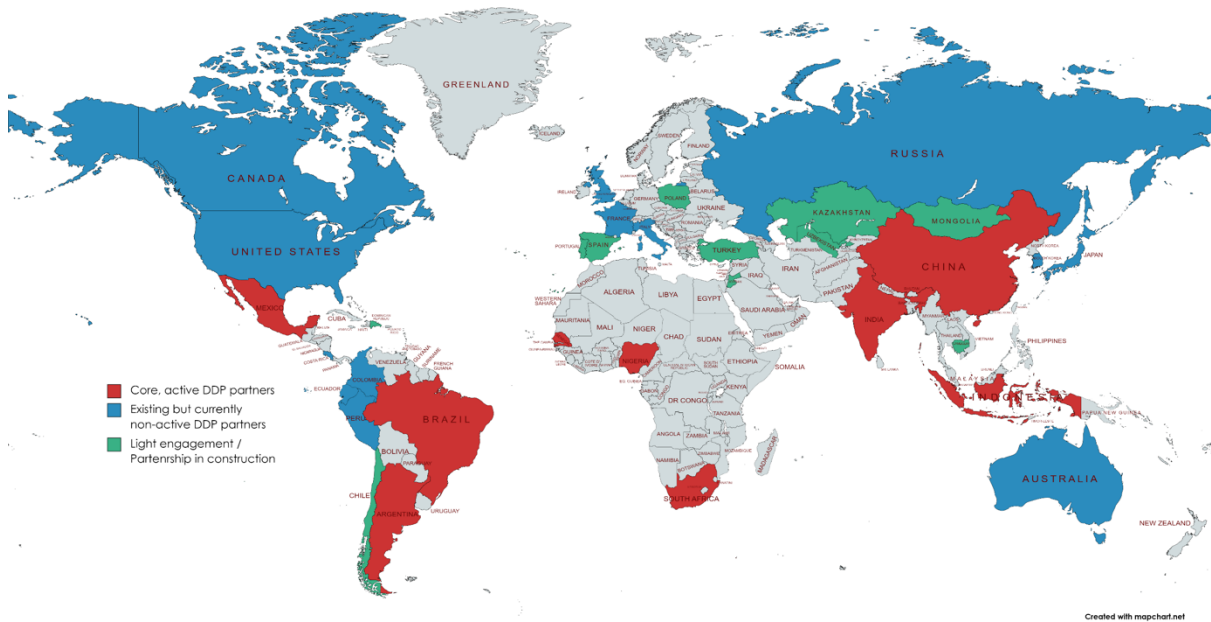


Developing a Communications Strategy for the DDP

What is the DDP?

The Deep decarbonization Pathways (DDP) is a collaboration of leading research teams currently covering a number of countries (see the map below), and which today forms a global community of actors mobilized around common objectives. DDP aims to demonstrate how countries can transform their economies by 2050 to achieve global net zero emissions and national development priorities, consistently with the Paris Agreement.



It originated as the Deep Decarbonization Pathways Project (DDPP). In this first phase, the project analysed the deep decarbonization of energy systems in 16 countries prior to COP21 (deepdecarbonization.org). Research teams proposed decarbonization pathways for their economies and brought them to the domestic and international debate. These efforts contributed led to the

mention of “long-term low carbon development strategies” in Article 4.19 of the Paris Agreement.

Since then, the DDP has moved from a project to an initiative with broader projects and activities (phase 2), with the objective to contribute to the implementation of the Paris Agreement.

The DDP is now entering in a third phase and is reviewing its strategy in order to increase its depth (to play a more active role in stakeholder engagement) and breadth (increase the number of countries where it has an influence). The Communications Strategy that we are looking to develop should be seen in this context.

Across its work, the DDP aims to involve and help three groups of key actors, which will also be key in the Communications Strategy:

- Decision makers (governments and non-state actors), to make choices, contribute to in-country expertise and international scientific knowledge, in order to put economies and societies on track to reach a carbon neutral world by the second half of the century
- The DDP community itself, to facilitate the knowledge sharing (methods, modelling tools, data and the results of their analyses) between partners in a very collaborative manner and to facilitate engagement with sectoral experts and decision-makers.
- Strategic partners (multilateral & public development banks, private sector...), to refine and expand the use of Long Term Strategies.

Motivation

At COP26, the Glasgow Pact drastically raised the profile of Long Term Strategies (LTS) by establishing a new mandate for the development and regular review of Long-Term Low Emissions Development Strategies (LT-LEDS), as well as noting the importance of enhanced support for developing countries and the need to align these strategies with countries’ Nationally Determined Contributions (NDCs). This decision is aligned with more general trends of enhanced traction on LTS which is increasingly considered by real-world actors.

Therefore, laying a good foundation on how national LT-LEDS should be conducted, and engaging the Multilateral Development Banks and other funders to follow a DDP-style methodology will be key in the coming years, in order to refine and expand the use of long-term strategies.

Engaging the enhanced communication efforts very quickly is also critical because the year 2022 is a key moment for the recomposition of the field on LTS, in a context where increased visibility and traction for this approach creates enhanced competition. Maintaining our privileged position in the eyes of strategic partners and consolidating our foundations, including in the eyes of our community, requires an aggressive comms strategy.

Developing a Communications Strategy will help map out activities and communication products to be conducted, that help engage with key stakeholders in an effective and streamlined way and help reach the DDP's core objectives. It will notably help:

- identify the set of communications activities to be considered in support of the impact objectives
- define an organizing principle for the implementation of communications activities ensuring consistency and complementarities, guiding notably the structural content of cross-cutting communications tools
- provide a strategic vision and roadmap for communications over the long term, to establish the DDP as a respected actor in these topics, which will help its future influence.

OBJECTIVES OF THE COMMS STRATEGY

1. Strategy objectives

Identify the main objectives of the communications effort of the DDP

2. Identity and branding

Assess the current DDP identity and produce a revised version, if applicable, of:

- The organizational identity defining what and who the DDP is with clear headline statements
- the branding; how DDP is presented to key stakeholders

3. Key comms targets

Map the main stakeholders our strategy aims to influence .

4. Comms messages

Identify the main messages to be conveyed with the communications effort of the DDP, to the targets identified beforehand.

5. Activities

Outline the activities to be conducted to achieve each objective, with an indication of which audiences the activity engages and its strategic value.

These include:

- Communication tools adapted to the objectives defined, for example a broad set of channels, including: DDP Website, social media, press, etc.
- An influence strategy to be visible to key actors/organizations

6. Communications work plan

The activities should be organized in a timeline indicating starting and due date.

7. Monitoring and Impact Evaluation

Provide a list of indicators to monitor and evaluate the activities for each objective.

Approach

1. Preparation and scoping

Before the strategy development begins, the the scope of the exercise and the process that will be followed to create the communications strategy must be clearly defined.

The first task of the team dedicated to the comms strategy will be to assess the current state of communications of the DDP. For that, brainstorming sessions or other exercises can be organized with the DDP core team and IDDRI Comms team to determine the reason for developing the strategy and for developing it now, as well as what are the major issues that the strategy is expected to address.

Outcome of this assessment: define a preliminary roadmap or timeline for the strategy.

2. Analysis and Research

The next step is to conduct a series of audits, research, or external stakeholder consultations. This aims at having a more in depth analysis of the impressions that came out of the initial brainstorms, producing concrete evidence to support, modify or refute them. This will help the team to make choices that will be reflected in the strategy in terms of stakeholder targeting, efforts prioritization, messaging, etc. This could include an audience research and segmentation, a competitor/peer analysis, a brand audit, etc

This will include developing a map of actors for the LTS. The objective of this mapping will be to:

- list all the actors who gravitate around the subject: organizations, individuals, actors
- identify the links that unite them: alliances, but also blockages
- identify those who can be our allies, or our competitors
- identify their strengths, where they are influential: where do they speak? where are they heard (social networks, institutions, forums, informal groups, governments...)?
- identify whether it is necessary to participate in strengthening the influence of certain actors in order to achieve our objectives
- identify if the messages of certain actors are blocking, identify if it is necessary to counter them
- define the spheres (organizations, platforms, countries) where we need to strengthen our presence to achieve our objectives

3. Synthesis and discussion

Using the results of the scoping exercise, research, interviews, etc., the team will synthesize the meanings of those findings and begin to make the first strategic decisions, including defining more specifically the strategy's objectives and situation analysis. This could take place through a workshop or similar exercise.

4. Develop the strategy

Once all information has been gathered and discussed, it is time to start drafting the strategy, by identifying the objectives and key communication activities related to them.

5. Approval and launch

The strategy document needs to be endorsed by the management and staff teams and launched internally so everyone is aware of it and understand the implications for their work. Afterwards, a launch may be organized.

Days of work required

Tasks	Activities	Deliverables	Timeline	Time required (in days/person)
1. Preparation and Scoping	Organize 1 to 3 discussion or brainstorming sessions to understand the current state of communications of the DDP, cover why the strategy is being developed and why now, as well as what are the major issues that the strategy is expected to address These discussions could be with: <ul style="list-style-type: none">- DDP staff- IDDRI comms team		May	5
	Define the parameters, scope, and timeline of the Comms Strategy development	Short document with the parameters, scope, and timeline	May	1
2. Analysis and Research	Organize and define the number of interviews needed	List of the stakeholders that we need to contact and time needed for each interview	June	1
	<i>Conduct interviews. They should include:</i> <ul style="list-style-type: none">- DDP staff- DDP network- IDDRI- Funders- ...	Draft interview notes	June	5
	<i>Develop a map of the actors around the LTS topic</i>	Map of actors	June	2
3. Synthesis and discussion	Prepare a first conclusion document building on all the information gathered	First outline of targets and messages	July	5
	Have a discussion session to present the first results and fine-tune the comms objectives		July	1

4. Develop the strategy	Draft document with the strategy: detailed objectives, targets, activities, communication plan, indicators of evaluation of the strategy	Draft Comms Strategy	September	4
	Gather feedback and make final edits to the strategy	Final Comms Strategy		1
			TOTAL	25

Submit your proposal:

We are looking for a freelancer with the following experience and skills:

- with experience in designing strategic communications for similar organisations
- with knowledge of the international climate space
- used to working with global networks and multicultural environments

We could also be interested in finding someone who will help implement the communications strategy in a second stage, so feel free to mention if you would be interested in your application, although it is not a requirement.

Timeline: from May to September 2022, although dates can be adapted if necessary

Interested candidates should send:

- CV
- Portfolio that demonstrates your experience in strategic communications and knowledge of the climate space
- Budget proposal
- Availability

To the following addresses: anna.perezcatala@iddri.org and carine.antunes@iddri.org

Deadline: 22nd May 2022. Applications sent afterwards will be considered until the right candidate is selected.