

## **GBEP Communication Strategy Paper**

**To be submitted to the 6<sup>th</sup> Steering Committee for consideration**

### **A. Background**

The Global Bioenergy Partnership (GBEP) was established to implement the commitment made by the G8 in the 2005 Gleneagles Plan of Action to support "biomass and biofuels deployment, particularly in developing countries where biomass use is prevalent" and was invited by the 2007 G8 Heiligendamm Summit "to continue its work on biofuel best practices and take forward the successful and sustainable development of bioenergy". Furthermore, the G8 Summit in Hokkaido Toyako (6-8 June 2008) supported the work of GBEP and invited it "to work with other relevant stakeholders to develop science-based benchmarks and indicators for biofuel production and use".

GBEP's activities are built upon three strategic pillars – energy security, food security, sustainable development – and are focused on three priority areas:

1. facilitate the sustainable development of bioenergy and collaborate activities in bioenergy field projects;
2. formulate a harmonized methodological framework on GHG emission reduction measurement from the use of biofuels for transportation and from the use of solid biomass;
3. raise awareness and facilitate information exchange on bioenergy.

With regard to the third priority area – awareness-raising and information exchange – the 5<sup>th</sup> Steering Committee requested the GBEP Secretariat to prepare a draft communication strategy paper with the main objectives of strengthening GBEP communication activities, further raising its profile, and strengthening its relationships with other international institutions in pursuing the scope of GBEP's objectives.

This communication strategy paper is submitted to the Steering Committee for consideration and decision.

### **B. Objectives**

As a global partnership, GBEP seeks to contribute to the establishment of a process of information exchange to improve mutual understanding and develop competencies and skills necessary to enable changes in political, social and commercial behaviour towards bioenergy. Strategic communication through GBEP activities should provide the basis for a deeper and more effective coordination of ongoing activities on bioenergy both among Partners and between the Partnership, other technical and political actors as well as the general public.

Strategic communication through GBEP activities should also ensure that bioenergy issues receive greater consideration in national and international planning and decision - making on energy policy and the pursuit of sustainable development. This

supports GBEP in reaching its objective of implementing effective policy frameworks, identifying ways and means to support investments and removing barriers to collaborative project development and implementation.

Furthermore, as a global partnership, GBEP has a comparative advantage in using its communication activities to facilitate the involvement of developing countries through an exchange of views, experiences and technologies not only North-South, but also South-South and South-North.

The Partnership's communication activities focus on three main areas:

1. the Partnership itself – its objectives, activities and achievements;
2. the importance of bioenergy as an opportunity – for sustainable development, climate change mitigation, energy security, and food security. This appears to be particularly important at a moment when bioenergy and biofuels in particular, are in the limelight of lively discussion, to promote the most accurate information on the topic;
3. specific technical and/or socioeconomic issues related to bioenergy – for instance in the context of GBEP's Task Forces activities on guidelines for measuring the greenhouse gas emission reductions from use of bioenergy and on criteria and indicators for the sustainable development of bioenergy.

## **C. Tools and Activities**

Since its official launch in May 2006 GBEP has developed its communication strategy with the use of the following tools and activities:

### **1. GBEP leaflet and banner**

Standard foldable leaflets and roll-up PVC banners are the basic information tools for all audiences who are not familiar with GBEP. These tools are normally used in occasion of GBEP's participation in conferences as well as in the organization of GBEP events, to provide basic information about the Partnership, its objectives and programme of work.

*Target groups:* GBEP Partners, experts, private sector and civil society.

### **2. GBEP website**

The GBEP website is the primary communication tool between the Partnership and outside audiences and is meant to become also a primary communication tool among Partners.

Information on the website includes:

- Background of GBEP, including Terms of References and White Paper;
- List of partners and links to their websites (as indicated by Partners);

- Information on GBEP's programme of work, calendar of events and "news";
- An inventory of bioenergy related initiatives, policies and projects;
- Information about bioenergy related events;
- Links to relevant websites (Partners; other international initiatives; events/conferences; national networks including the private sector);
- Electronic database with relevant documents or links to documents on other websites. Since February 2008 the GBEP website has been enriched with an online bioenergy database containing selected information and documentation related to bioenergy at international level;
- Newsletter on Partnership's activities and other international bioenergy related topics (developed approximately every three/four months);
- A password-protected part of the website with information available to "partners only" as a tool to exchange comments on specific documents to be finalized. This section, named "My GBEP", is meant to enter into action by the end of 2008.

*Target groups:* GBEP Partners, technical experts, private sector and civil society.

### **3. GBEP publications – available on the website and in printed version**

The GBEP Report "A Review of the Current State of Bioenergy Development in G8 +5 Countries" was released on November 2007 and was instrumental in preparing for the GBEP's current work towards the sustainable development of bioenergy. The GBEP Report is subject to constant updating. The updated version is available on the GBEP Website.

Printed versions of the GBEP Report, the Executive Summary and CDs containing the full Report are also available and are distributed by the GBEP Secretariat during relevant international conferences and GBEP events.

*Target groups:* GBEP Partners, decision makers, technical experts, private sector and civil society.

### **4. Conferences/meetings/events**

Active participation of GBEP (Partners as well as Secretariat) in relevant conferences/meetings/events provides opportunities for communication of GBEP's activities and objectives. The GBEP Secretariat has prepared a standard presentation which can be used by all partners to present GBEP in other fora. The GBEP Secretariat has also organized a number of side events and press events both at national and international level in the occasion of prominent meetings on bioenergy.

*Target groups:* decision makers, technical experts, private sector and civil society – depending upon the specific event.

## **5. Media communication campaign in print and online format**

Contact with the press is a core communication activity aimed at diffusing the Partnership's work and more generally at communicating the importance of bioenergy as an opportunity, especially in times when the role of biofuels and bioenergy appear to be strongly under discussion. GBEP has a dedicated press team since May 2007 devoted to develop its media communication campaign which is focused on three main activities:

1. organization of press conferences with the aim of explaining the Partnership, its objectives and programme of work;
2. development of press releases in occasion of important events for the Partnership (i.e. release of the GBEP Report; establishment of the Task Force on Sustainability);
3. constant contact with the international press through article writing and release of interviews.

*Target groups:* decision makers and general public.

## **6. Further dissemination of information by the GBEP Secretariat**

The GBEP Secretariat provides information about GBEP through its communication activities by receiving and answering to all the different inquiries on the Partnership on a day by day basis. The Secretariat also circulates a newsletter which covers the Partnership's activities as well as other international bioenergy related topics. The newsletter is circulated approximately every three/four months among GBEP's Partners and press contacts as well as posted on the website.

### **Other communication activities to consider in the medium to long term in addition to the above-mentioned tools and activities**

- Bioenergy Education Programme: preparation and organization of lessons on bioenergy on pilot universities/schools in each Partner Country and evaluate and diffuse results and impacts;
- Prize for the best bioenergy project;
- Journalism prize for the best article on bioenergy.

## **Action required from the Steering Committee**

Discussion and decision on activities and resource implications, including voluntary financial support from GBEP Partners and Observers.