



Perspectives from the IEA Communications Office

Jad Mouawad, Head of Communications and Digital Office

TCP Universal Meeting, 28 October 2021

Our communication strategy

- This year, the IEA has positioned itself as the leading international organization helping countries meet global energy and climate goals, including reaching net zero by 2050. This means:
 - Ensure that **our analysis and recommendations can lift international ambition by charting a pathway to net zero by 2050.**
 - Remain firmly grounded in our **energy security mandate** to ensure that the global transition provides reliable, secure, and affordable energy for all.
 - Emphasize **real-world actions and implementation** in partner countries and **help drive national policy actions.**

- Our work reports and analysis this year reinforced our strategic objectives. They include:
 - [IEA-COP26 Net Zero Summit](#) (March 2021)
 - [Net Zero by 2050: A roadmap for the global energy sector](#) (May 2021)
 - [The Role of Critical Minerals in Clean Energy Transitions](#) (May 2021)
 - [Financing Clean Energy Transitions in Emerging and Developing Economies](#) (June 2021)
 - [An Energy Sector Roadmap to Carbon Neutrality in China](#) (September 2021)
 - [World Energy Outlook 2021](#) (October 2021)
 - [Global Commission on People-Centered Clean Energy Transitions](#) (October 2021)

- Our communications strategy aims to **increase the reach, impact, and relevance** of our analysis & data around the world.
- We are pursuing a **digital-first approach** that allows us to be impactful in real time with timely data and analysis.
- Our goal is to **shift more findings online** and create a hub for data and analysis, which is up-to-date, dynamic, and easy to use, through a **more user-friendly website**.
- We are also **expanding our channels** to reach out to a broader audience through print, digital, video and podcasts.

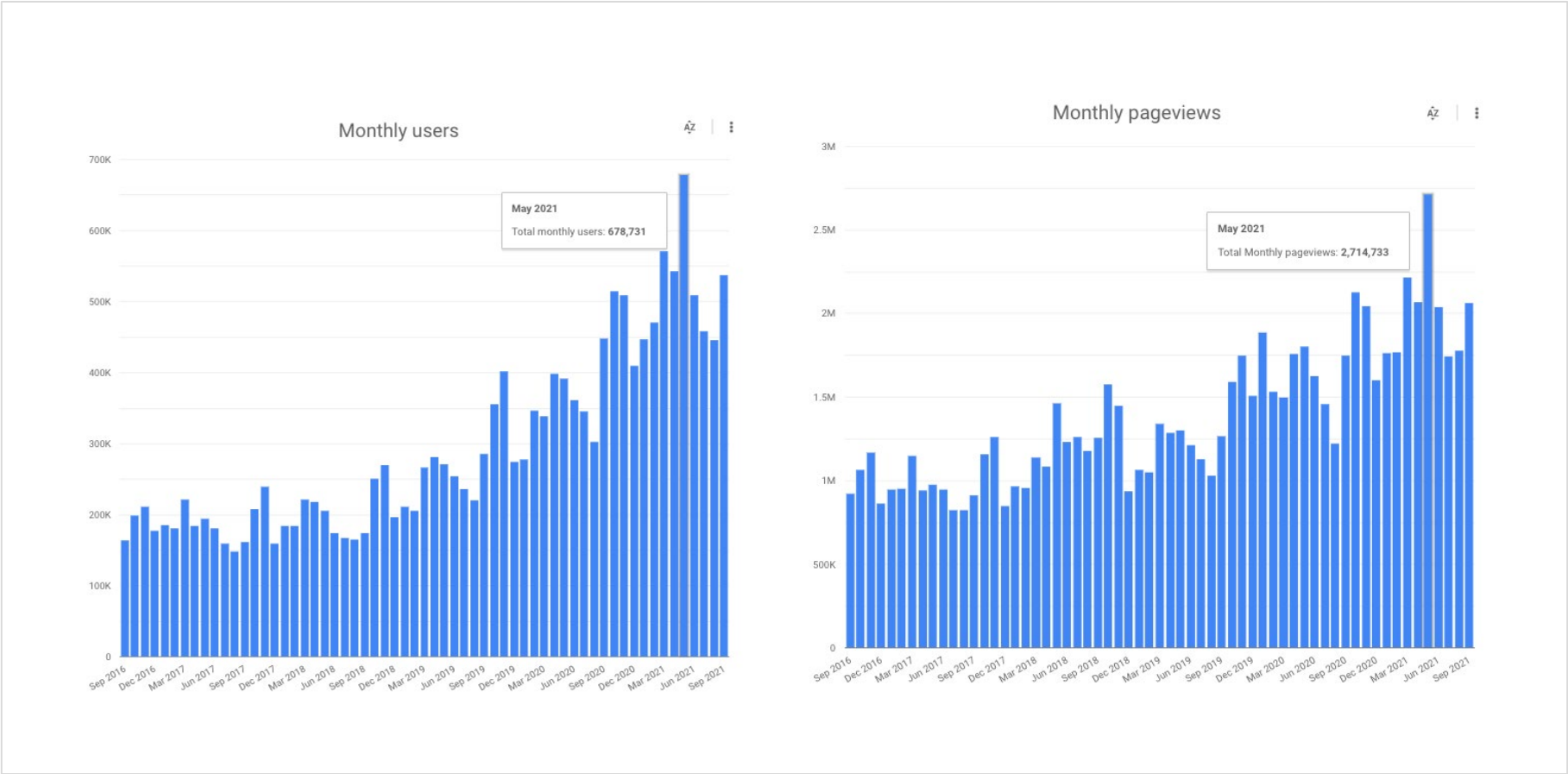
- The IEA website served over **4 million users** in 2020, a **41% increase** from 2019, and more than twice as many as in 2018. We're on track to **exceed well over 5 million users this year.**
- Visitors stayed longer on the website: the average session duration was 3:43 minutes in 2020, a 65% increase from 2019.
- The IEA's social media following grew by about **+100,000 users** in both 2020 and in 2021.
- Our **top five audiences** in September were the **United States, India, the United Kingdom, China and France**. Key partner countries were responsible for a fifth of all web visitors.
- The **Net Zero Roadmap** (May) and the **World Energy Outlook 2021** (October) rank as our **two most successful launches ever**.

On track for another record year



	Users	Sessions	Pageviews	Avg. session duration	Users from IEA social	Users from IEA newsletters
Jan-Sep 2021	4,160,895 +47.3%	7,277,856 +40.6%	18,608,002 +28%	03:09 -00:40	120.0K +41.5%	104.5K +4.6%
Jan-Sep 2020	2,823,920	5,175,153	14,536,670	03:49	84.8K	99.9K
Jan-Sep 2019	1,942,910	4,290,366	10,711,590	02:28	73.2K	
Jan-Sep 2018	1,454,879	3,094,983	10,559,662	02:48	71.2K	

May 2021: a high watermark for iea.org



Reaching a global audience with our net zero roadmap



The IEA has delivered an overdue message
on.ft.com/3op6JEA | opinion



The IEA has delivered an overdue message
 Oil companies are on notice that the fossil fuel era is coming to an end
 ft.com

7:45 PM · May 18, 2021 · SocialFlow



No new oil, gas or coal development if world is to reach net zero by 2050, says world energy body



No new oil, gas or coal development if world is to reach net zero by 2050, says ...
 Governments must close gap between net zero rhetoric and reality, says
 International Energy Agency head
 theguardian.com



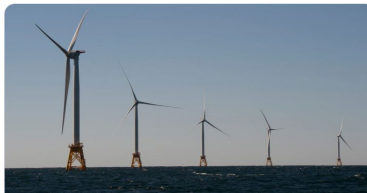
The world's leading energy agency said nations must drop fossil fuels, and fast, if they want to avert catastrophic climate change.



Nations Must Drop Fossil Fuels, Fast, World Energy Body Warns
 A landmark report from the International Energy Agency says countries need to move faster and more aggressively to cut planet-warming pollution.
 nytimes.com



From the Editorial Board:
 A new study shows getting to net-zero emissions is doable. Here's how.



Opinion | A new study shows getting to net-zero emissions is doable. Here's how.
 The goal must be to advance living standards everywhere while cutting the environmental impact.
 washingtonpost.com



In the fight against climate change, progress is often measured with commitments that stretch decades into the future.

On Tuesday, the International Energy Agency offered a reality check: the time to stop investing in new fossil fuel resources is now



'A Narrow Pathway': How a New Climate Report Rocked the Energy World
 The IEA says a major shift in the way we use energy needs to happen right now—not decades or even years in the future
 time.com



BBC News (UK) @BBCNews · May 18
 "This feels to me like a landmark moment, it's a watershed"

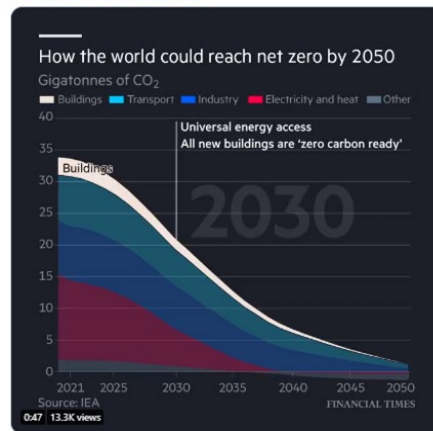
The BBC's Energy and Environment analyst @RHarrabin reflects on calls to ban all gas boilers by 2025

bbc.in/3otkUJ2 #BBCYourQuestions

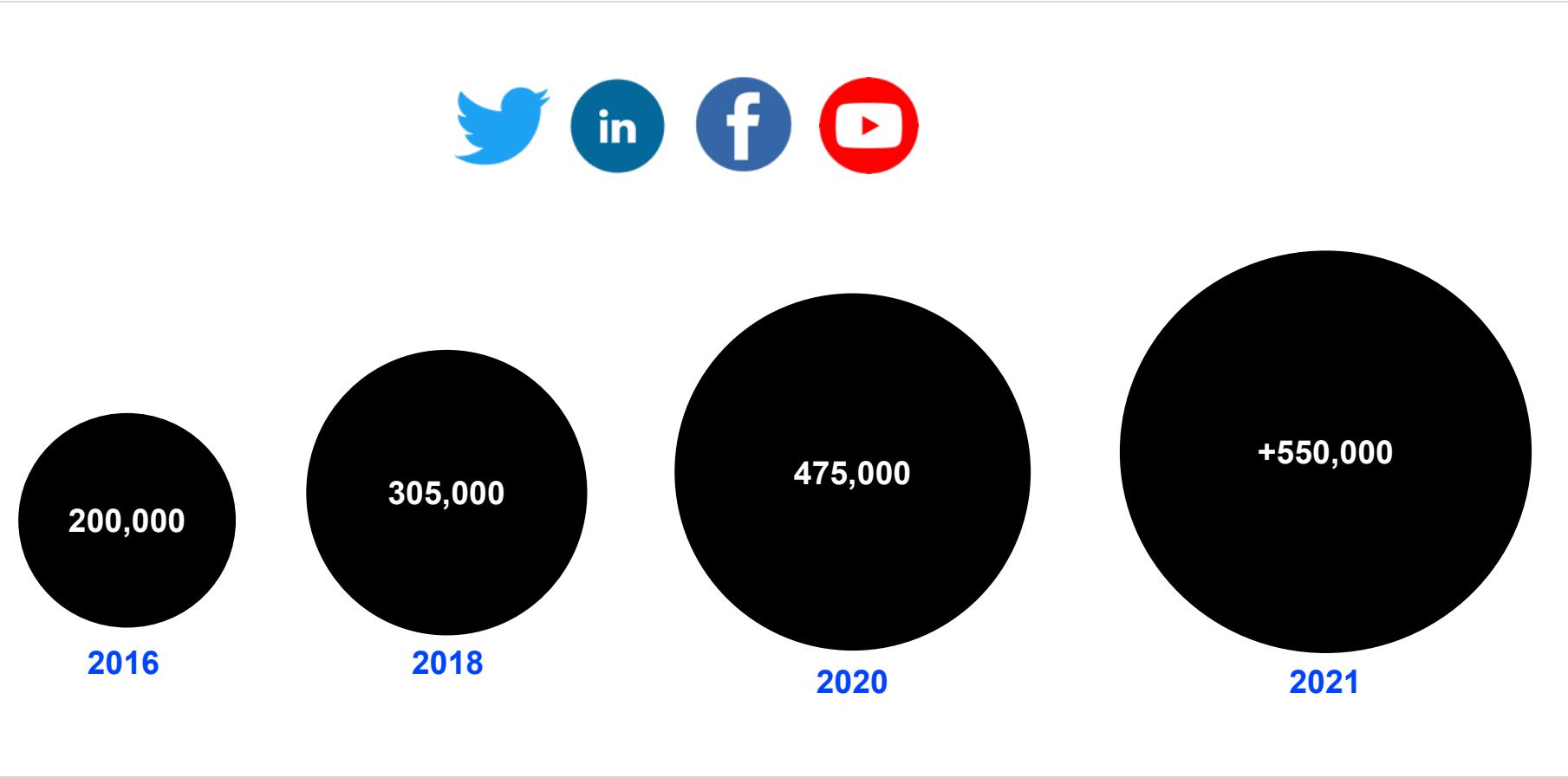


The IEA has mapped out a pathway for the world to achieve net zero emissions by 2050.

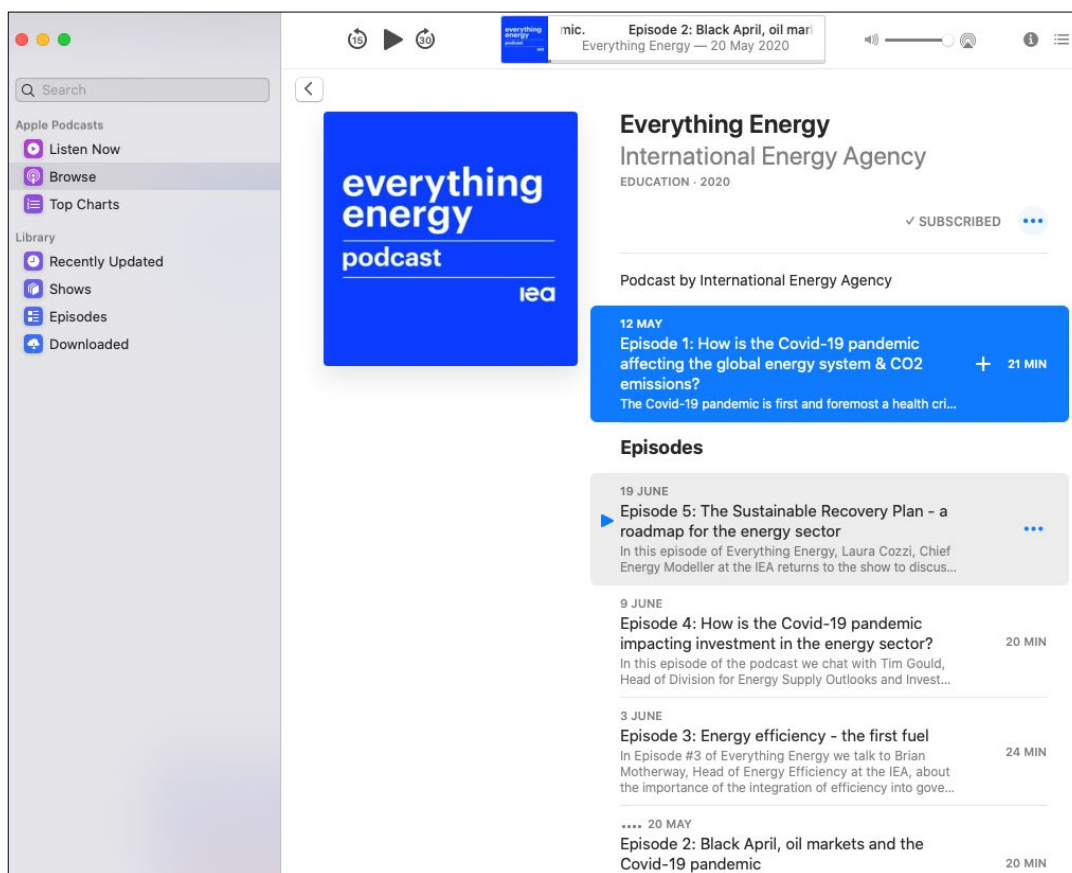
The agency says the goal is 'narrow but still achievable' and will lead to carbon dioxide emissions being cut to nearly zero and limit global warming to 1.5C
ft.com/content/f9a035...



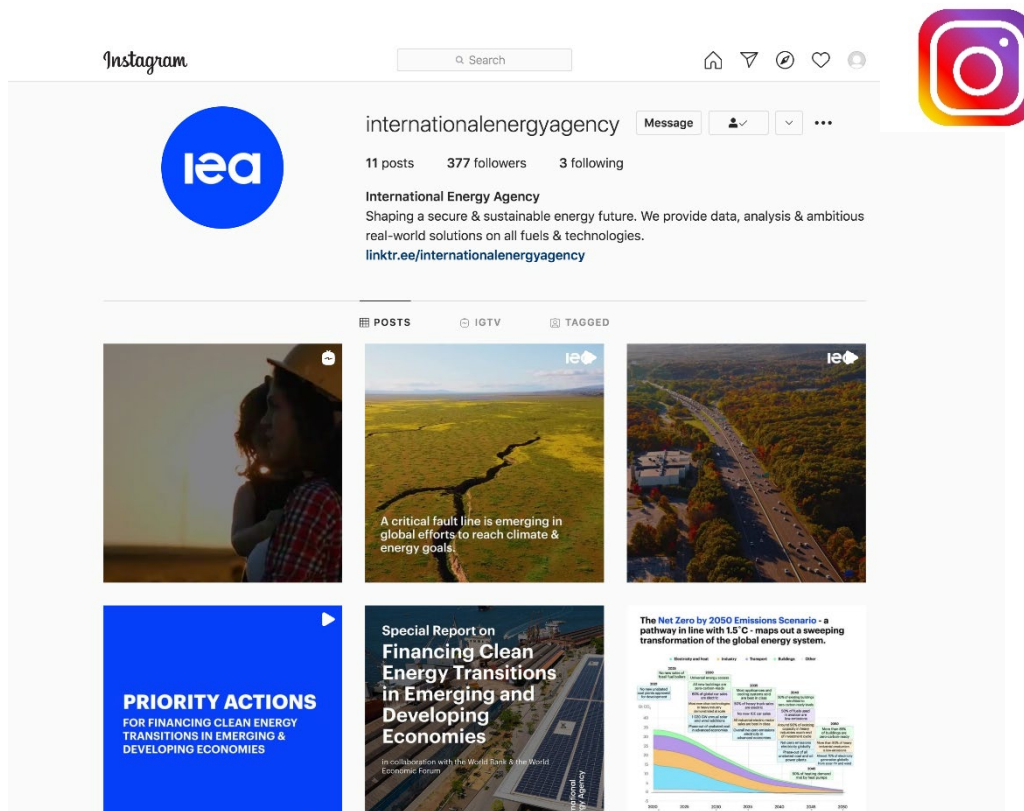
Expanding our social media platforms (total followers)



A new podcast last year ...



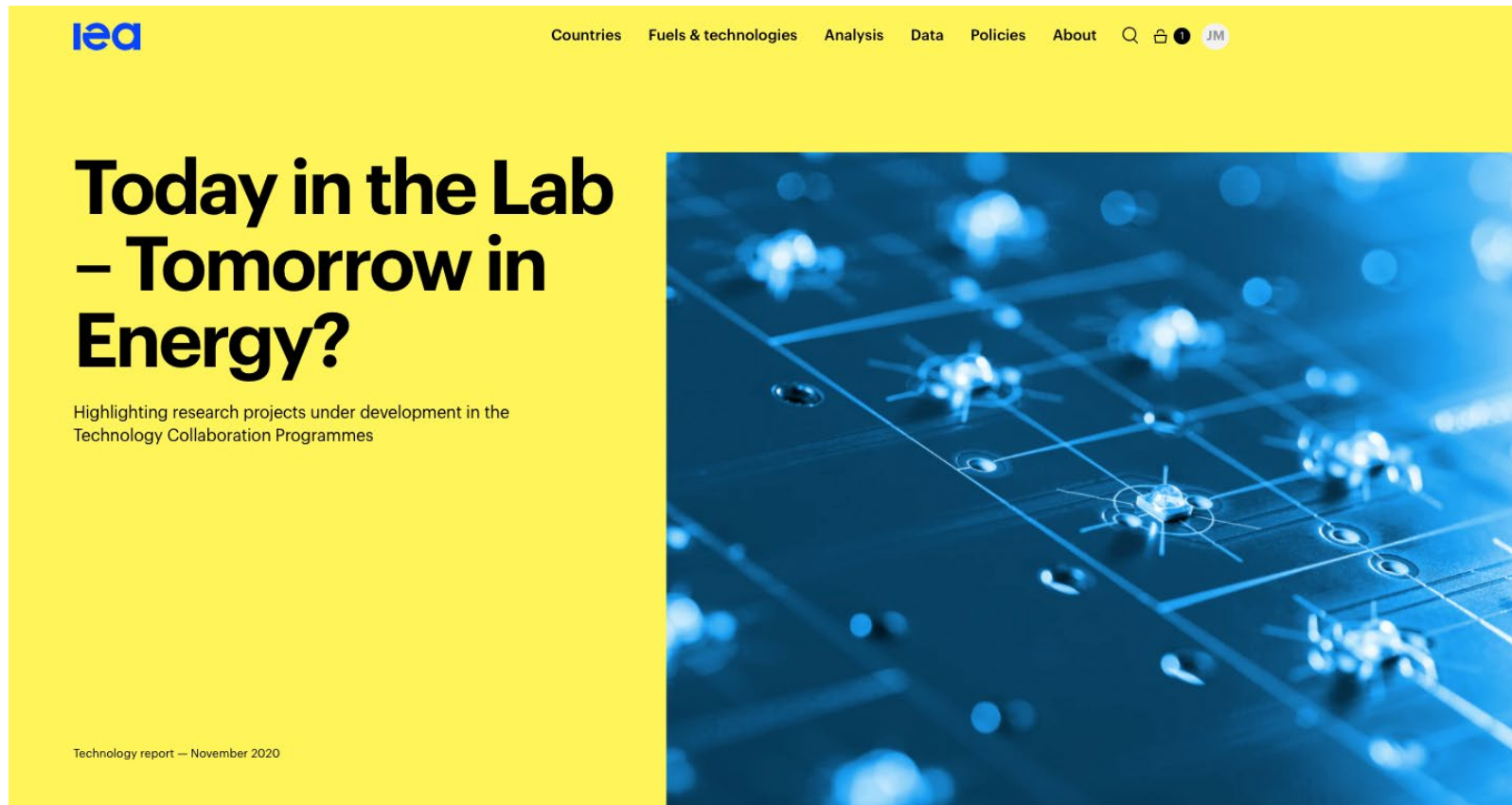
... and more recently an Instagram channel



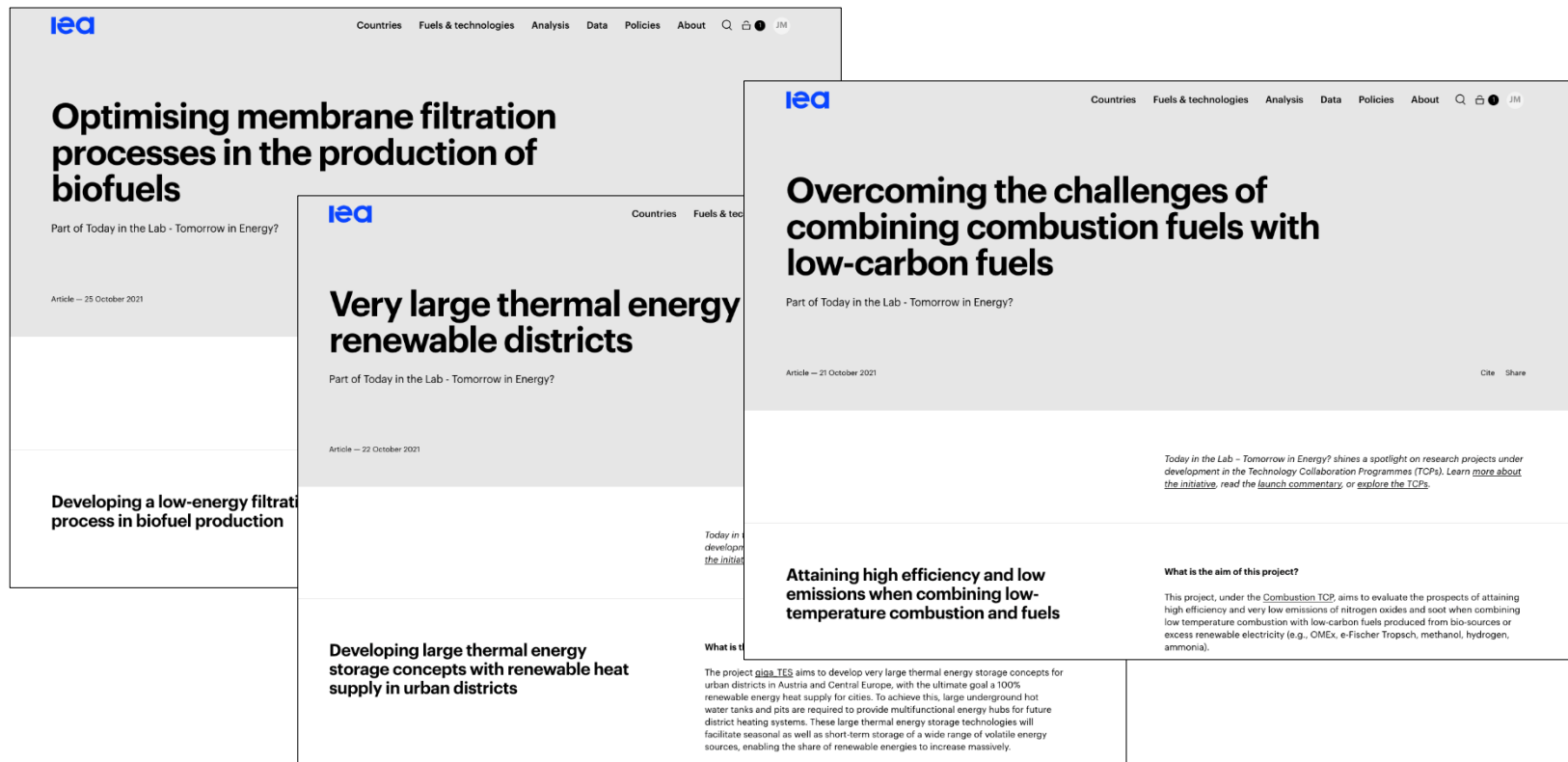
Communicating about TCPs

- With the help and understanding of our collaboration programmes, we rolled out a major rebranding effort in 2019 to align with the IEA's rebranding. This included **new brand guidelines for TCP communications** to ensure that the world of the collaboration programmes is properly understood within the IEA ecosystem.
- We also made a major push to highlight and promote the TCP's input in the IEA's work and on our platforms.

Technology Collaboration Programme
by **iea**



- The initiative is designed to shine a spotlight on research projects under development in the Technology Collaboration Programmes (TCPs).
- All 38 collaborations in the TCP network were invited to submit a brief summary of current research projects based on the following criteria:
 - easy to communicate through social media
 - funded with testing under way
 - pre-commercial (basic and applied research)
 - addressing key energy policy concerns, such as sustainability and energy security
 - conducted within the wider TCP network and/or in conjunction with other international initiatives.
- The IEA Secretariat and the Committee on Energy Research and Technology expect this initiative to **help win more recognition for the work of the TCPs from a broader audience** and help **accelerate innovation and foster market deployment** by bringing promising TCP research projects to the attention of decision-makers in government and industry.



Explore the projects

ing methanol's
tial as a motor

2021

Article

Unlocking the potential of bioenergy with carbon capture and utilisation or storage (BECCUS)

21 October 2021

Article

Overcoming the challenges of combining combustion fuels with low-carbon fuels

21 October 2021

Article

More flexibility for more renewables in grid-connected heat supply

21 October 2021

Article

High-performance transport materials for thermally sensitive vaccines

21 October 2021

Article

**Very large t
energy stor
renewable e**

22 October 2021



Analysis

Technology report

Today in the Lab – Tomorrow in Energy?

Highlighting research projects under development in the Technology Collaboration Programmes



International Energy Agency
@IEA

...

Today in the Lab – Tomorrow in Energy? shines a spotlight on research projects under development in our international Technology Collaboration Programme.

Explore these projects in detail today →

iea.li/3kcO38X

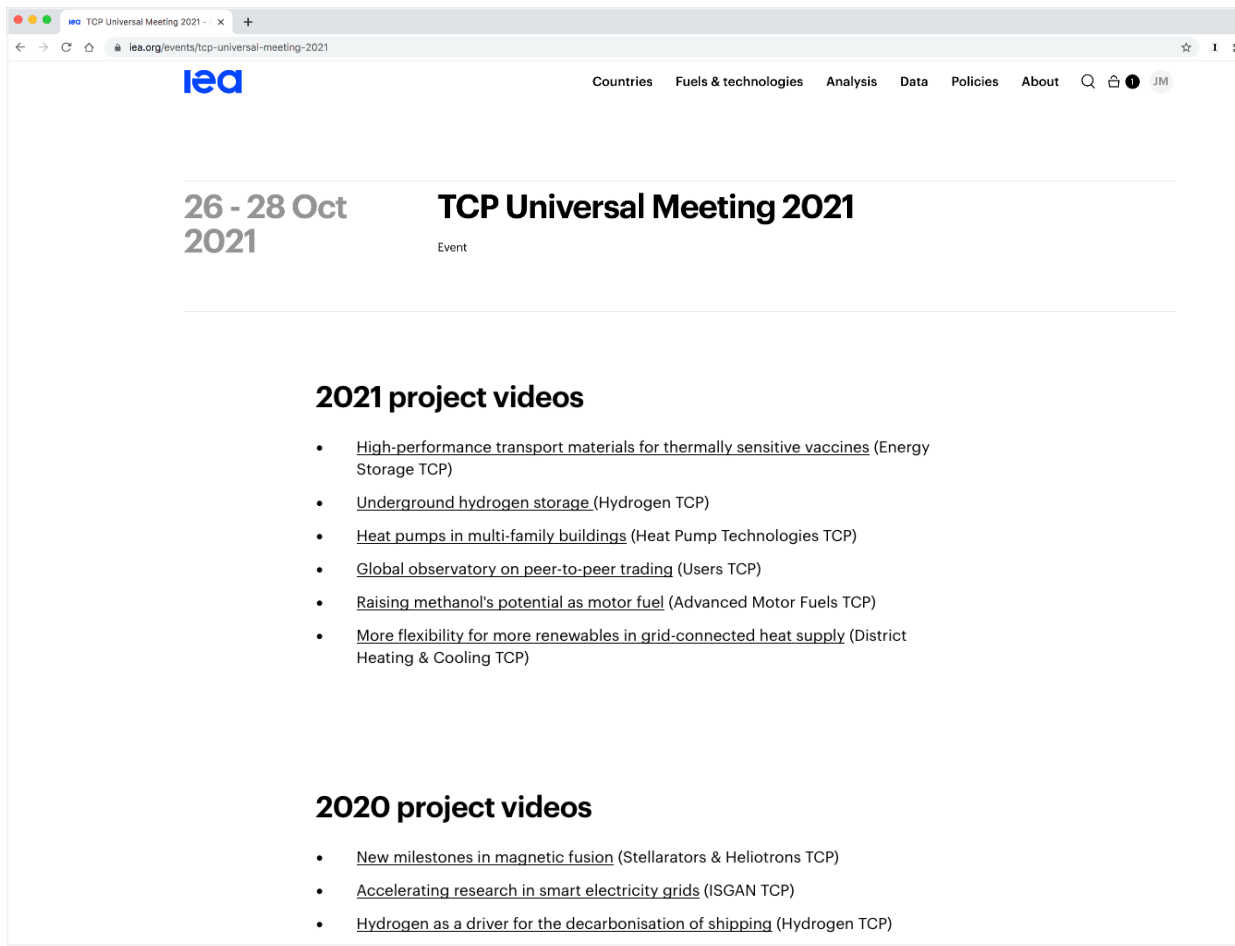
Today in the Lab – Tomorrow in Energy?

Highlighting research projects under development in the Technology Collaboration Programme

February 2021



3:15 PM · Feb 23, 2021 · Buffer



The screenshot shows a web browser window with the URL iea.org/events/tcp-universal-meeting-2021. The page features the IEA logo and a navigation menu with links to Countries, Fuels & technologies, Analysis, Data, Policies, and About. The main heading is "26 - 28 Oct 2021 TCP Universal Meeting 2021", with "Event" written below it. The page is divided into two sections: "2021 project videos" and "2020 project videos", each containing a list of project links.

26 - 28 Oct 2021 TCP Universal Meeting 2021

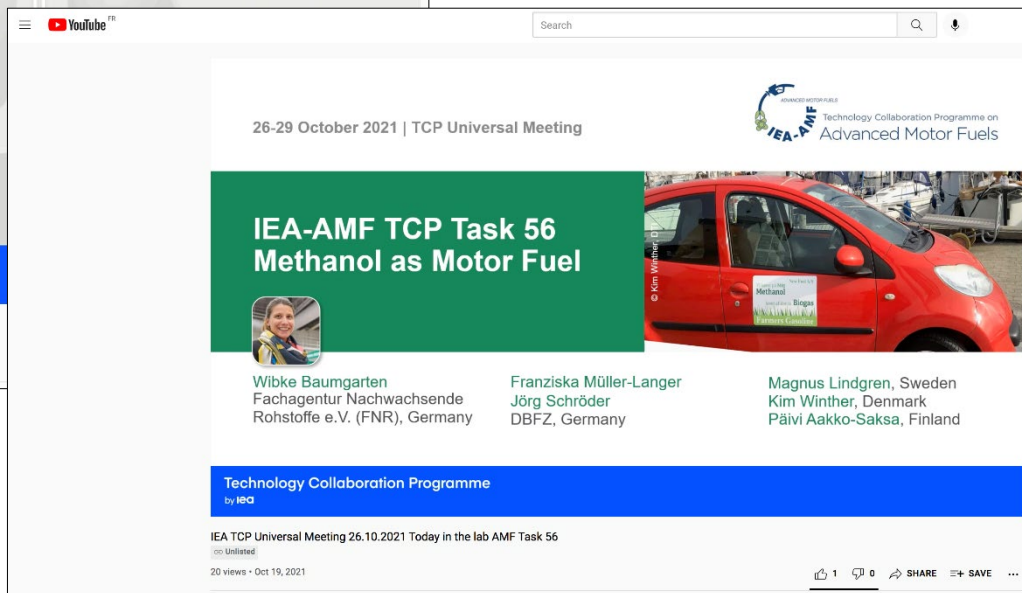
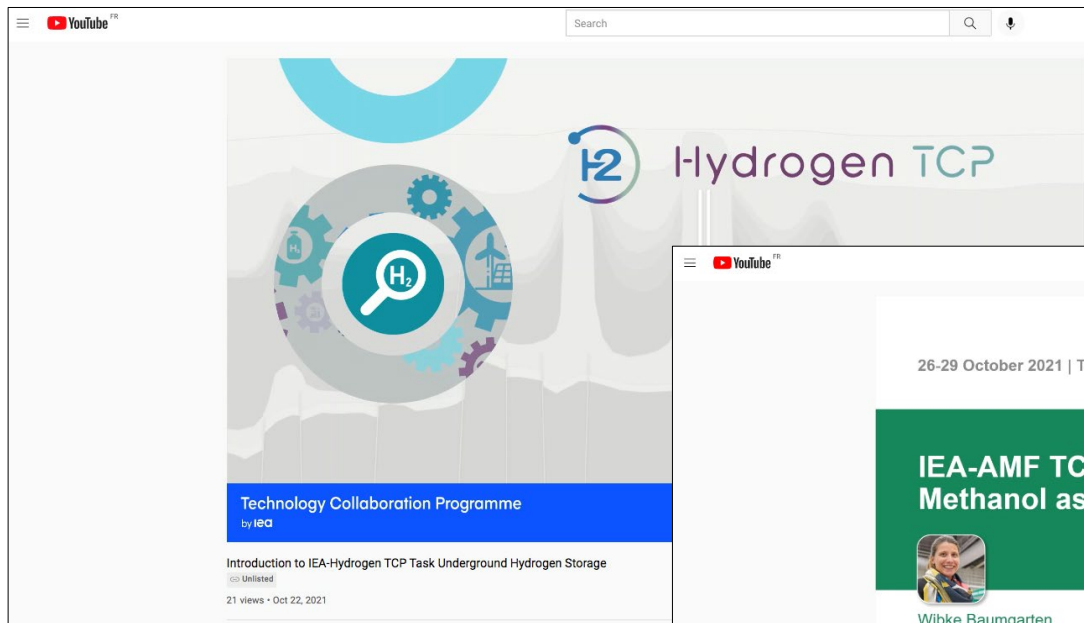
Event

2021 project videos

- [High-performance transport materials for thermally sensitive vaccines](#) (Energy Storage TCP)
- [Underground hydrogen storage](#) (Hydrogen TCP)
- [Heat pumps in multi-family buildings](#) (Heat Pump Technologies TCP)
- [Global observatory on peer-to-peer trading](#) (Users TCP)
- [Raising methanol's potential as motor fuel](#) (Advanced Motor Fuels TCP)
- [More flexibility for more renewables in grid-connected heat supply](#) (District Heating & Cooling TCP)

2020 project videos

- [New milestones in magnetic fusion](#) (Stellarators & Heliotrons TCP)
- [Accelerating research in smart electricity grids](#) (ISGAN TCP)
- [Hydrogen as a driver for the decarbonisation of shipping](#) (Hydrogen TCP)



Today's discussion

- How visible is the work of the TCPs within the discussions at COP?
- Who are the TCPs' primary audiences?
- How can TCPs ensure their messages reach that audience?
- Are TCP messages in the right form and format for these audiences?
- Is there a need for an integrated communications strategy for the TCPs?

Thank you!

