



TCP Universal Meeting 2021

Summary

Background

Since 2015, the IEA has hosted biennial “Universal Meetings” of all TCPs. These meetings provide an opportunity for the Chairs and Secretaries of the TCPs to interact with each other, with the IEA Secretariat and with national delegates to the IEA's Committee on Energy Research and Technology (CERT) and Working Parties. For the 2021 TCP Universal Meeting, the Secretariat held the meeting in a digital format over the course of a week and in connection with the CERT meeting on 26-27 October.

Key themes

The [2021 TCP Universal Meeting](#) focused on three core themes, selected based on priorities identified by the CERT and TCPs:

- Enhancing **multilateral collaboration** among TCPs and other innovation initiatives.
- Expanding **global outreach** of the TCPs.
- Improving **communication** of TCP outputs to ensure a broader audience.

For all these themes, the focus was on identifying specific success stories or good practice approaches among multilateral collaborations and exploring how these examples can serve as models for TCP collaboration.

Purpose of this document

Based on feedback from previous editions of the Universal Meeting, this year's meeting was designed to provide plentiful opportunities for TCP representatives to discuss these topics in an informal setting. Thus, after opening remarks and a scene-setter presentation from the IEA, participants were divided into breakout groups to discuss certain aspects of each topic. This document provides **a brief summary of the main suggestions, recommendations and examples shared by participants** in these discussion groups without attributing the speaker.

Thematic Session 1: Enhancing multilateral collaboration among TCPs and other initiatives

Background

The breakouts in this session were organised around recommendations found in the IEA's new [handbook](#) on '**Enhancing collaboration between multilateral initiatives.**' This handbook is based on interviews with representatives from TCPs, CEM Initiatives, MI Missions, and other multilateral platforms and collects examples of collaboration between and among multilateral initiatives in order to accelerate, facilitate and streamline future collaborations amongst them.

Moderators: Rachael Briggs, Clean Energy Ministerial Secretariat

Helen Fairclough, Mission Innovation Secretariat

Monica Axell, Heat Pumping Technologies (HPT) TCP

David Shipworth, User-centred Energy Systems (Users) TCP

Helmut Strasser, Decarbonisation of Cities and Communities (Cities) TCP

Recommendation 1 • Integrate collaboration into decision-making processes

- Mechanisms for **informal collaboration** are important as they are relatively easy to start and maintain, and they can form a foundation towards more formalised collaboration in the future.
 - **Having individual members in common** can help initiatives keep in touch with the work programmes of other initiatives. This is most helpful for informal information exchanges between initiatives, where personal knowledge and direct interactions can be especially helpful. However, this type of collaboration is difficult to track and may change suddenly with the loss or change of personnel.
 - **Regularly attending workshops and meetings of other initiatives** can facilitate exchange and keep initiatives informed of each other's activities.
- **Focused processes and procedures** can help ensure collaboration opportunities are fully explored.
 - Enabling collaboration can be an **explicit function of TCP Tasks**. This requires Task leaders to explore collaboration in creating a Task or in reporting progress.
 - When approving a new Task, a requirement to **map the current landscape** can help initiatives check for potential overlap with existing tasks or other initiatives. This could be particularly valuable where the participants have less familiarity with other initiatives – TCPs often know what is going on in other TCPs due to exchanges facilitated by IEA, but this is less true for other multilateral initiatives.

- Initiatives can **share examples of procedural tools** that have worked, including memoranda of understanding, letters of agreement, etc.
- **Annual/biannual topical co-ordination** meetings involving initiatives beyond the TCP network, including additional organisations, development banks, industry stakeholders, etc., can help to identify new cooperation opportunities.

Recommendation 2 • Create meaningful opportunities for exchanges between initiatives

- **It can be difficult to make first contact** with other initiatives.
 - Many existing collaborations have been based on **personal connections**. These have been very useful, but each initiative is limited to those that it is already connected with.
 - A **central repository or list** of different initiatives could facilitate making connections. This could include for each initiative, an explanation of what they focus on, list of institutional connections/members and a point of contact for collaboration.
 - Alternatively, there could be value in a **coordination mechanism** to allow initiatives (or government representatives) to issue a call to TCPs and other initiatives for expertise or assistance with a specific question or problem.
- Adopting a more **structured approach** to collaboration can help make additional connections.
 - **Assign a single individual within each initiative** with the sole job to track, analyse and organise collaborations. This ensures that someone takes ownership of collaboration and has the mandate to take active steps to identify new contacts.
 - **Regular coordination meetings** can help to build bridges and identify new examples. The Coordination Groups organised under the IEA's End-Use Working Party are excellent examples of these, and there are numerous examples of collaborative projects that were initiated there. Broadening participation among these groups could help to facilitate additional connections.
 - Organisation of common workshops needs to be **targeted**. Simply hearing updates from other initiatives can be time-consuming and may not engage everyone. May be better to focus on specific cooperation activities in these meetings.

Recommendation 3 • Adopt flexible approaches to project development

- Flexible strategies can help to facilitate new collaborations:
 - **Bottom-up collaboration** can build momentum for collaboration. This includes organising joint workshops, authoring short reports or peer review of outputs. This allows initiatives to build trust in areas of common interest over time.
 - Initiatives should explore **hybrid funding models** that allow participation from organisations with different funding mechanisms. For example, the Energy Buildings

and Communities TCP's Air Infiltration and Ventilation Centre uses a central cost-shared "hub" with other activities funded by in-kind resources ("Task-shared spokes").

- Designing projects with a **shorter term** can add additional flexibility to add new participants and to develop follow-on projects with more collaborative scope.
- Initiatives can **set aside a 'flexibility fund'** designated explicitly to support joint projects. This can include short-term, cost-shared research projects that can build a basis for future collaborative work.
- **Identify 'sister projects'** that already exist among TCPs and other initiatives. In other words, determine whether there are any existing projects that have a similar focus where there could be synergies from sharing outputs.

Recommendation 4 • Consider existing landscape before developing new initiatives

- **Procedural requirements prior to project approval** can ensure that mapping and exploration of potential collaborative opportunities are properly carried out.
 - Any proposal for a new initiative or Task should have a **mandatory requirement not to duplicate** existing work – and the proposal should explicitly demonstrate this. F
 - Within the **research phase**, project proponents could be required to study what is happening in other initiatives. If overlap is identified, proponents should coordinate with the other initiative(s) to either work collaboratively or coordinate and scope out a work programme that avoids duplication.
 - For **final outputs**, Task leaders could be required to confirm whether they have communicated outputs to potentially interested initiatives.
 - Involvement of **overarching bodies** (e.g. IEA, MI, or CEM Secretariat) can facilitate identification of potential overlap and duplication given their more "macro view" of the existing institutional landscape – although this may require dedicated resources.
- **A comprehensive mapping** exercise can help to ensure there is a good understanding of what has already been done or is ongoing.
 - Mapping should cover different activities in TCPs but also other initiatives and could include **technology, tools, methods and planning aspects**.
 - It is important that mapping is carried out with **someone with knowledge of the topic and relevant networks** – "bottom-up mapping".
 - Mapping exercise is most helpful at **beginning of new task or initiative**, but it could also be an annual or regular activity, e.g. linked to development of TCP strategic plan.
 - Finding resources to carry out a mapping exercise can be challenging as there is **no existing framework** devoted to this, whether in the initiatives themselves or in the IEA, CEM or MI Secretariats.
 - Example: Austria supported a [mapping of IEA TCPs](#) with visualisations and a downloadable dataset (updated in 2020).

- **Coordination groups at the national level** can also be a useful tool for identifying collaboration opportunities across different initiatives that a country participates in.
- **An interactive platform** could keep participants up to date about new proposals in other initiatives and identify risks of duplication and opportunities for synergies.
 - Some TCPs already use their **website** to alert all participants about new Tasks touching on their topical area and invite external participations (e.g. Hydrogen TCP).
 - A **cross-initiative, searchable database** of projects could provide a fast way to get a snapshot of the existing landscape.
 - A regular **news feed** for new projects, supported by either the IEA or the Coordination Groups could fill this purpose.

Participant suggestions and recommendations for the IEA Secretariat

- **Facilitate better tracking of collaborative activities between different initiatives.** This could help TCPs and the IEA better understand the existing landscape and provide inspiration for future collaboration opportunities. The IEA would be well-placed to maintain a list of collaborative projects, whether informal (i.e. shared representation) or formal (joint Tasks or other joint activities).
- **Maintain a contact list of multilateral initiatives/organisations.** IEA could host this list on the TCP forum page. TCPs and IEAs would need to work together to identify what organisations should be on this list, collating the initiatives that TCPs have worked with in the past and other partner organisations.
- **Invite initiatives beyond the TCP network to participate in Coordination Groups.** This could be a relatively easy improvement that would greatly facilitate these connections.
- **Identify strategic projects or topics where the Secretariat could facilitate greater coordination.** There are some existing examples where the IEA, CEM or MI Secretariats have successfully facilitated collaboration (e.g. 3DEN, EVI, Horizontal Accelerator), and these examples could be replicated in other areas.
- **Develop common terminology to ensure initiatives are speaking on the same terms.** Differing vocabularies can hinder collaboration and slow down project development. Common templates for joint activities may also help to alleviate these differences.
- **Incorporate multilateral collaboration into TCP request for extension process.** More specific targets and measures could provide incentives for TCPs to further explore these opportunities.
- **Share information about new project proposals at an early stage.** It is easier to identify potential synergies with other ongoing activities in TCPs or initiatives beyond the TCP network at the early stages of a project. A database or news feed of new project proposals could help initiatives stay up-to-date on new project proposals. Alternatively, TCP Desk Officers could more actively share information on new projects among initiatives.

Thematic Session 2: Expanding the global reach of the TCPs

Background

The breakout discussions at this session focused on identifying successful approaches to foster new memberships, in particular with emerging and developing economies. The discussion groups were organised around three key themes discussed in the IEA's new [handbook](#) on '**Expanding the global reach of the TCPs.**' This handbook is based on interviews with TCPs and collects good practice approaches, as well as guidance on what TCPs are and how they function for prospective member countries.

Moderators: Marina Holgado, Hydrogen TCP

Andrej Jentsch, District Heating and Cooling (DHC) TCP

Daniel Mugnier, Photovoltaic Power Systems (PVPS) TCP

Common challenges • Participants shared that TCPs face a number of practical difficulties as they seek to become more global

- **The business case for TCP membership and the modalities of participation** may not always be well understood, and may require clarifications. In many instances, this results in governments in potential new member countries taking a long time to consider participation, even for membership from industry or academics, and dropping out if administrative procedures are difficult domestically.
- **It can be hard to identify the right points of contacts and decision makers in target countries.** There have even been instances where research centres were willing to join TCP activities in their own name – i.e. without representing their country – because they had no direct link to the government.
- **Membership and proactive, sustained participation are not the same thing.** A key issue in many instances remains proactive participation and continuity. Previous engagement does not result in continued support, especially in contexts where participation can be subject to political decisions and government change (e.g. budget allocations for international collaboration, personnel mobility), and there have been cases of countries becoming inactive or dropping out as political situations change.
- **The virtual working environment can help, but does not solve everything.** The transition to more virtual communication channels has helped stay in touch during Covid-19 and in some instances appeal to new stakeholders from more countries, however this has not always resulted in new memberships at the end of the day.
- **The speed of processing memberships can be a hurdle,** running up to several years in some instances. There has been cases of prospective members dropping out of the process due to a lack of administrative capacity.

Key theme 1 • Good practice approaches shared by participants to broaden TCP outreach and increase global awareness of TCP activities and impact

- **Successful outreach relies on a strategic, well-designed and sustained communication strategy tailored to the target audience.**
 - A prospective analysis to identify potential new members can be a first step. Fleshing out the ideal membership through a mapping of key countries and institutions relevant to certain topics can be useful, with the view to target these with tailored outreach.
 - To tailor outreach to a specific country and showcase the specific value of TCP activities, TCPs may also put together a list of all the national stakeholders that would benefit from government authorising membership in a particular TCP. Joining forces with key national actors – such as by building relationships with universities and research institutions – can increase chances of securing a new membership when reaching out to decision makers in government.
 - Increasing communication on the different modes of participation, especially limited sponsorship, which can create a progressive track towards full membership or foster industry participation.
 - Setting up a TCP database of contacts in different countries, building on the respective networks of current TCP participants, can be useful to identify the right points of contact more quickly, as well as for institutional memory and keeping track of past communications and relationships over time.
 - Making use of a variety of channels – including routine communication through digital channels – can increase chances of reaching the target audience (e.g. factsheets, website, LinkedIn).
 - Establishing sustained communication channels and trust with participants can help maintain robust relationships in case of government change or instability. This requires efforts to regularly check in with counterparts including in prospective member countries.
 - Engaging higher education students could act as a long-term approach to expanding TCP network. Increasing engagement with higher-education and research-oriented students could help highlight TCP activities to a younger generation. Graduate and post-graduate students could even be allowed to participate in the TCP in some capacity for free. The purpose would be to build a network of young researchers that may move into government or industry after their studies, and ensure they are familiar with TCPs as they move up in their careers.

- **TCPs can capitalise on an existing range of international events, meetings and conferences to strengthen and diversify outreach.**
 - Inviting prospective new members to take part in ExCo meetings appears to be a good way to showcase the impact of TCP activities and secure new memberships.
 - International events and conferences are generally a good place for TCPs to advertise activities and broaden the outreach to new countries, institutions and people who might otherwise not be aware of what TCPs are and do.
 - Inviting non-member countries to TCP events and Task meetings can also help showcase potential benefits of becoming a member, assuming the topics for discussion are well selected according to some of their interest and priorities.
 - The IEA Working Parties provide a good forum for TCPs to meet face to face with government officials in host countries and communicate on their work.

Key theme 2 • Good practice approaches shared by participants to help address concerns over resources and costs of participation in TCP activities

- **TCPs may adopt more flexible approaches to task- vs. cost-shared activities and models to fit the needs of prospective member countries.**
 - Cost-shared models appear easier to understand for new participants than task-shared ones. The concept of bottom-up research activities under task-shared models may make it harder for the political side to understand benefits, relative to common financial contributions by members. Yet, each model has specific strengths.
 - Under cost-shared models, the structure of membership fees can be adjusted to facilitate participation from smaller and emerging or developing economies, and these may also be covered by third-party actors for a few years.
 - Under task-shared models, no requirement of additional direct financial input can be a powerful signal that institutions and researchers participating actively in TCP activities can learn and gain significant advantage without greater budgets. Task-shared models may also provide greater flexibility in terms of when new members can join activities.
- **Opening a conversation about financial constraints can facilitate the process and help identify creative ways forward.**
 - Inviting non-member countries to TCP events or task meetings and specifically discussing resource constraints and possible financial support can help align expectations and trigger collective brainstorm on the best ways forward and most adequate modalities for participation. External actors – such as development agencies or regional institutions – may also be invited to these discussions.
 - Limited sponsorship can be a route to full membership in instances where full membership costs are an issue, especially to invite non-member countries at preliminary stages to participate if interested in specific topics.

- Countries may rationalise memberships and focus funding on specific priorities when they face resource or budgetary constraints (e.g. revisit existing memberships to consider new ones). However, this ultimately requires countries to coordinate their participation in multilateral initiatives across government.

Key theme 3 • Good practice approaches shared by participants to set up TCP activities aligned with prospective member country priorities

- **TCPs may embed within their priority setting process a step to seek inputs from non- and prospective member countries.**
 - Engaging with potential new members can be most effective at the beginning of project development (e.g. early stages of a new Task) to best shape research topics, empower local institutions and give them an incentive to become ambassadors of TCP activities domestically. Some TCPs open the “Task Definition” stage to both members and non-members.
 - By inviting non-members and prospective members to ExCo meetings, TCPs can get direct feedback on the relevance of their activities to new countries, thereby informing future programmes of work.
 - By engaging with new countries through limited sponsorship, TCPs may become more acquainted with local priorities and create more tailored activities.
- **Targeting different audiences in non-member countries can help better understand local priorities and inform TCP outreach strategies.**
 - TCPs could start reaching out to skills development, executive and educational programmes for local government officials in new countries. This could help current TCP members better understand local needs and priorities, but also more effectively and directly demonstrate the benefits of TCP participation with decision makers in becoming. Over time, this could also help TCPs build a growing pool of government contacts in a range of new countries.
 - In some ways, some TCPs are already carrying out similar initiatives through hosting online “academies” open to the public or targeting certain audiences to showcase TCP work. Such practices have helped expand TCP reach into new regions, but have not necessarily translated into new memberships yet.

Participant suggestions and recommendations for the IEA Secretariat

- **Support TCP outreach through events.**
 - The IEA regularly organises a broad variety of events in or with non-IEA member countries and could more routinely invite TCPs to take part in these. This include high-level events, workshops and public webinars.

- COP can be a strategic forum for TCPs to broaden outreach (e.g. allusions to the IEA Environment and Climate Change unit opening this opportunity in 2017). See summary of the following thematic session.
- **Help TCPs connect with new countries.**
 - The IEA could more regularly communicate the benefits of TCP membership with government in non-IEA member countries and regions as it engages with them and designs collaborative programmes of work, to make the link.
 - The IEA could support TCPs in identifying decision makers for TCP participation and putting together and updating lists of contacts in different countries to facilitate their outreach, or even put in place and host an overarching TCP network database.
 - The TCP Coordination Groups could be an adequate forum for TCPs to share good practice approaches in terms of broadening engagement to new countries and share insights on recent developments, which the IEA could facilitate.
- **Make TCP membership processes easier.**
 - TCPs and interested parties could engage bilaterally with fewer administrative steps. This could speed up administrative processes and reduce barriers for participation. The IEA could keep a veto right on bilateral arrangements.
- **Track membership outcomes over time.**
 - Several TCPs commented on the role of informal engagements prior to full membership in building the case for joining. In some cases, informal options such as observer status or sponsorship have facilitated building engagement over time. For others, these arrangements have been a second option to membership and it is difficult to see if a country will transition to full membership. The IEA could track trends over time to assess the effectiveness of informal arrangements and the new Limited Sponsor category in broadening the reach of TCPs.

Thematic Session 3: Improving communication of TCP outputs to reach a broader audience

Today in the Lab – Tomorrow in Energy?

In advance of the Universal Meeting, the IEA invited TCPs with projects highlighted in Today in the Lab – Tomorrow in Energy? to submit videos explaining their projects. Fourteen videos were submitted in total, and these project videos are available on the [TCP Universal Meeting event page](#).

Background

The breakout discussions at this session focused on providing opportunities for TCPs to exchange on communication strategies and guidelines with a goal of outlining a new approach to communicating TCP outputs. The discussion groups were organised around **five key questions** that encouraged participants to explore key audiences, new strategies to reach those audiences and whether an integrated communications strategy is needed for the TCPs.

Moderators: Pamela Murphy, Solar Heating and Cooling (SHC) TCP

Tim Dixon, Greenhouse Gas R&D Programme (GHG) TCP

Peter Kurz, Stellarators and Heliotrons (SH) TCP

Dina Bacovsky, Advanced Motor Fuels (AMF) TCP

How visible is the work of the TCPs within the discussions at COP?

- Some TCPs have organised events at COP to gain visibility with different audiences.
 - Example: GHG TCP regularly hosts a CCUS-focused side event with participants from around the world.
- Participants agreed that TCPs are **under-represented** at COP. Only a few TCPs routinely participate in COP, and the TCPs do not feature among IEA's main messages at COP. It can be difficult to get approval to attend as participants must be accredited and most TCPs do not have this status.
- TCPs can do more to ensure their **messages are tailored** for these stakeholders.
 - Example: Buildings Coordination Group is currently developing a project that can streamline inputs from TCPs for audiences like COP. The project gathers 8 TCPs to study how to meet specific net zero milestones. The intention is to offer an opportunity for TCPs to advertise their work and for the IEA and other stakeholders to benefit from their knowledge.

Who are the TCPs' primary audiences?

- There are a wide variety of audiences for TCP outputs, and different TCPs see different groups as their primary audience.
 - **Scientific and research community** are among the most important audiences, as this is the community that many TCP participants are part of. This includes academia and public research bodies.
 - **Policy makers and decision makers within governments** are a second key audience. This group can be more difficult to reach as they need more simplified messages that are keyed towards policy recommendations.
 - **The IEA itself** is an important audience for many TCPs, as many outputs are geared to feed directly into specific IEA work or there is an aim to have IEA pick up and disseminate these messages.
 - Other important audiences include **industry** (companies and industry associations), **non-governmental organisations** (NGOs), **international organisations**, the **general public** and **students**.
- Within the policy maker category, there are some important **subdivisions**. Messages directed at energy ministries may be different than those for research and development ministries. Other public audiences include research funding agencies, standardisation bodies and independent regulatory bodies.

How can TCPs ensure their messages reach that audience?

- TCPs can take advantage of **existing connections** within their Executive Committee and Task networks.
 - Task funding is often linked to universities, research labs and others, providing a wide variety of different connections. TCPs can take advantage of these existing networks when disseminating results through webinars, newsletters, etc.
 - As there is usually government involvement, TCP country delegates can work to ensure TCP outputs are shared broadly within their own institutions and with other involved institutions in their home country.
- Working with **partner organisations** can help TCPs reach new audiences.
 - Example: Mission Innovation sometimes highlights or amplifies messages from its partner organisations, where there is alignment. There could be potential for TCPs to be better plugged into activities within Mission Innovation and the Clean Energy Ministerial, which could broaden the audience.
- TCPs can leverage instances where **particular results are high-impact or far-reaching** to bring more attention to other areas of the TCPs work.
 - Example: A publication in a major scientific journal can lead to more funding, more attention and a bigger audience.

- TCPs can work to **harmonise their outputs**. This can help TCPs to have a more coherent narrative with better brand recognition. In turn, this can ensure that TCP outputs are recognisable and valued.
- There is a need for better indicators to **measure the success of outreach** to the various audiences described above. This can give a sense of how well the TCPs current communications strategies are doing at reaching these audiences.

Are TCP messages in the right form and format for these audiences?

- Messages should be **tailored depending on the specific audience**.
 - **Policy makers** need short, simple messages that connect the key results and findings to specific policy actions. Government officials are unlikely to read long technical descriptions, especially if they are not technical experts themselves.
 - For policy maker audiences, it can be impactful to prepare 2-page summaries alongside longer reports, infographics with key conclusions, or other key figure summaries. Some TCPs requires Tasks to prepare a short document like this (either an executive summary or a slide deck) aimed at a general audience.
 - **Research audiences**, on the other hand, may expect or require more technical explanations backed up with data and other information.
 - For these audiences, longer technical reports will continue to be appropriate, but material can still be made in a more digestible format. Moving to more digital products will aid here.
 - **Industry** groups may have special needs and expectations due to confidentiality and intellectual property concerns. Reaching out through industry associations can help to avoid some of these issues.
 - **Student audiences** and young professionals, in particular, will expect more digital content. Some TCPs have established award programs or organised events aimed at bringing in students.
- **New communication tools** can help expand the TCPs' reach. Examples include:
 - Preparing web-friendly key finding summaries of technical reports that can appear on TCP websites.
 - Using digital meetings and events to reach stakeholders that are unable to travel.
 - Strategic use of social networks like LinkedIn and Twitter.
 - Short video case studies alongside technical reports.
 - Webinars or “academies” aimed at student or general public audiences.
 - Podcasts – including TCP-developed podcasts or participating as experts in other well-established podcasts.

Is there a need for an integrated communications strategy for the TCPs?

- The TCPs are all unique, with different messages for different audiences. So a fully coordinated strategy on communications may not be possible or desirable. But there are **areas of strong cross-cutting interest** where a more integrated approach could be useful.
 - An **agreed narrative on what the TCPs are** and what they do could be useful and could capture what all TCPs do.
 - Integrated approach could be particularly useful for very **specific cross-cutting problems** where multiple TCPs are active. Choreographing communications on a specific issue may be more successful than doing so in a general way.
- There is an opportunity for TCPs and the IEA to work together to build a **more coherent brand for the TCP network**. This could increase the impact and reach of TCP outputs, which can strengthen both the TCPs and the IEA.
 - TCPs can more consistently **orient their work within the context of IEA analysis**. This could include organising TCP projects to build on IEA flagship reports.
 - Example: Building Coordination Group project described above is tied to IEA's Net Zero by 2050 Roadmap, which helps the TCPs to build on the audience for those messages.
 - Groups of TCPs could consider hiring a **shared communications specialist** to facilitate an integrated approach to communications.
- **Better visibility for TCPs in IEA communications** could have a huge impact
 - The TCP section of the IEA website is currently difficult to find. Thus, anyone visiting the IEA website for information on a topic would not be likely to discover anything about the TCPs, even if there is specific work on that topic.
 - Today in the Lab – Tomorrow in Energy? program is very useful and helpful, but there is not enough freedom for TCPs to take advantage in the most useful way. A more open version could be helpful.

Participant suggestions and recommendations for the IEA Secretariat

- **Highlight the work of TCPs at COP.**
 - In past years, several TCPs were able to attend COP using IEA accreditation. This was not possible for COP26 due to limitations on the delegation size. Resuming this practice in future years could allow TCPs to reach new audiences and stakeholders.
 - A dedicated side event at the next COP could help promote the work of the TCP network. If the IEA facilitated such an event, this could vastly expand the interest and audience.
- **Disseminate information from the TCPs through the IEA's existing communication channels.** The IEA has a large following through its social media presence, regular

newsletters, the IEA podcast and other channels. Highlighting TCPs through these channels could help to raise awareness. The TCPs could also feature more prominently on the IEA website with clearer connections to other IEA work.

- **Identify specific research projects where TCPs can build on IEA analysis and reports.** Stronger connections between IEA and TCP work can help to strengthen the TCP brand and build recognition, particularly when connected to IEA flagship products.
- **Develop indicators to measure the success of communications and messaging.** It is challenging for TCPs to track whether their messages are reaching their intended audiences. Adopting a unified set of indicators would facilitate tracking and also ensure comparability across the TCP network.



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