



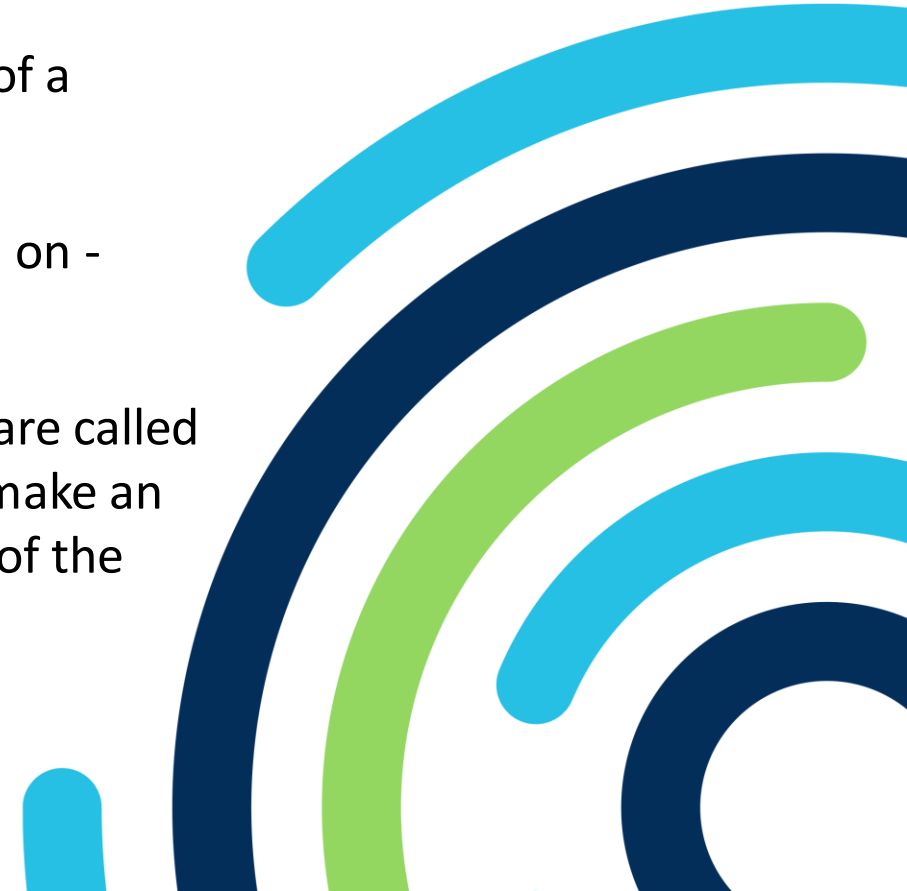
# MI Steering Committee

19 March 2024



# Meeting Protocol

- Display your name and country in the participant list.
- The Senior Representative should state their name when their country/organisation name is called during the roll call.
- Only the nominated Senior Representatives should speak on behalf of a member/collaborating organisation during the meeting.
- Only the Senior Representatives should have their cameras switched on - select active cameras view to see the Senior Representatives only.
- All attendees should be muted throughout the meeting unless they are called upon to speak by the Chair. If a Senior Representative would like to make an intervention, they should communicate this using the Chat function of the system, or by 'raising a hand'.
- Technical issues should also be communicated via the Chat function.



# Agenda

## Item 1:

Welcome, Roll Call & Minutes

## Item 2:

MI Sec Presentations: Implementing the MISC Strategic Vision

- Deliverables/Activities aligned with goals
- Governance next steps

## Item 3:

Addressing crucial gaps – Comms

## Item 4 Annual Gathering and MI-9

## Item 5 AOB:

- MI Missions update
- TAG Update
- Correspondence Item - Organisations



# Strategic Vision Implementation Plan



Goal	Example activity
1. Demonstrate tangible progress towards the current commitments and targets	Develop compelling Mission case studies that can be showcased at MI-9
2. Inspire active and impactful political leadership in recognition of the MI's fundamental contribution of MI to the clean energy transition	Realise 1 or 2 <i>Innovation Challenges</i> – a proposed pilot program of high-impact collaborations between MI and the private sector
3. Stay relevant by embracing emerging technologies.	Identify and scope out potential new flexible and agile workstreams covering elements of the just transition and the human dimension (part of reimagining the Innovation Platform)
4. Increase the global impact of MI through new or strengthened bilateral or multilateral engagement between members and beyond	Scope the role of MI in spearheading regional innovation hubs in Latin America, Africa, and Asia
5. Influence and adapt to the evolving international climate and energy agenda by championing the vital role of innovation in the energy transition	Work with partners to embed innovation into relevant existing global commitments and pledges

# MI Sec Hosting: timeline and next steps



Date	Activity
<b>19 March</b>	Call for expressions of interest in joining the Task Force sent to the entire membership
<b>22 March</b>	Deadline for applications to join Task Force
<b>25 March</b>	MI Secretariat communicates the composition to the MI membership
<b>w/c 29 March</b>	First Meeting of the Task Force
<b>1-22 April</b>	Task Force Research & Deliberations
<b>22-29 April</b>	Task Force prepares options paper and shares with the membership (Annual Gathering pre-read)
<b>15-17 May</b>	Annual Gathering discussion and endorsement of agreed approach

# Governance framework: timeline and next steps



Date	Activity
<b>19 March</b>	MISC Input
<b>By 25 March</b>	Any significant changes to the approach outlined in this paper to be shared with MISC for approval (no objection basis)
<b>April</b>	MI Sec to undertake revision to MI's Governance Framework
<b>1-22 April</b>	MI Sec Hosting Task Force research & deliberations: provide inputs to the Human, Financial and Institutional Resourcing
<b>By 22 April</b>	Delivery of proposal to the Membership (Annual Gathering pre-read)
<b>15-17 May</b>	Annual Gathering discussion and approval



# Communications: Cost Analysis and Next Steps

March 2024



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## **1. Current vs. Historic Resourcing**



## **2. Planned Deliverables and Critical Needs**



## **3. Effective Communications**



## **4. A Hybrid Approach**



## **5. Timeline and Contribution Estimate**





# 1. Current vs. Historic Resourcing

- **2022**
  - \$400K (USD) contract with Greenhouse PR Agency
    - Audience, social & web audit; campaign management; content development; media relations; digital production & amplification; key event support
  - ~ 1 FTE on Secretariat shared across 4 Secretariat members
- **2023:** ~ 0.75 FTE on Secretariat shared across 2-3 Secretariat members
- **2024:** ~ 0.4 FTE from 1 Secretariat member



## 2. Planned Deliverables and Critical Needs



### 2024 Planned Deliverables

- 3 social media posts per month
- 1 member bulletin per month
- 4 newsletters per year
- 1 social campaign and comms toolkit for MI-9
- 1 social campaign and comms toolkit for COP29



### Critical Needs Requiring Support

- **Website** relaunch and maintenance
- **Basic content** creation (social posts and graphics)
- **Event content** creation and collection (videos, graphics, other products)
- **Media relations** (press coverage, spokespeople briefings, monitoring, and management)
- **Templates and guidance documents** to build communications capacity of MI initiatives and representatives

# 3. Effective Communications

- **Strategy and Brand Strengthening:** Refresh the overarching narrative and clarify MI's brand architecture
- **Website Relaunch:** Build a user-centric hub to inform and engage key stakeholders
- **Campaigns:** Drive visibility and engagement around the major events
- **Capacity Building:** Provide tools to enhance communications excellence and cohesiveness across all MI initiatives and representatives
- **Sustain:** Create a constant drumbeat to drive relevance beyond the major events

## AMPLIFYING OUR MISSION

Effective communication is essential to ensure that our purpose and mission are properly understood, top of mind, and supported by governments, industry, and multipliers.

## 4. A Hybrid Approach

**Blue =**  
Contracted

**Green =**  
Contracted  
and In-Kind  
Contributions

	Contracted Expertise	In-Kind Skills
<b>Strategy and Brand Strengthening</b>	Audience and messaging analysis, clarify how MI initiatives and affiliates use the brand, strategic planning	–
<b>Website Relaunch</b>	Project management, concept design, technical infrastructure, user experience, content production, training	–
<b>Campaigns</b>	Media relations, press briefings, on-the-ground content capture, graphic design, video production, create new formats	Social media expertise, networking
<b>Capacity Building</b>	Develop templates for common media formats, set-up a central resource hub for guidelines, templates, assets, and trainings	Workshop facilitation, communications expertise, guidelines development
<b>Sustain</b>	Place spokespeople in media and events, engaging products	Content development, social media, website maintenance, event partnerships

# 5. Timeline and Contribution Estimate

	Timeline	One-Time Cost Estimate (USD) *	Annual Cost Estimate (USD)*	FTE
Strategy and Brand Strengthening	2 - 3 months	\$60K	–	–
Website Relaunch	6 - 8 months	\$160K - \$180K	–	–
Campaigns	6 months	–	\$250K - \$360K	0.5
Capacity Building	8 months	\$60K - \$90K	–	0.25
Sustain	6 months	–	\$80K - \$130K	0.5

\*Cost estimates and timeline based on two quotes from 2023.

**TOTAL \$280K – 330K \$330K - 490K 1.25 FTE**

**Total 2024 Estimate: \$610K - \$820K**

## AOB

- MI Missions Update
- TAG Update
- **Correspondence Item** – MI approach to Organisations

# “Top 5” Mission Updates

## Mission 2024 Workplans

Workplans contain:

- Proposed deliverables
- KPIs

### Next steps:

- MISec analyzing / providing recommendations to enhance
- Workplans will be a useful resource for Annual Gathering discussions

## Missions at the Annual Gathering

Developing a working-level Missions program for the Annual Gathering

### Next steps:

- MISec consulting Mission leads on the program
- MISec will seek input from MISC leadership

## Zero-Emission Shipping Mission

Changes to its subgoals + recruiting a new Mission Director

### Next steps:

- Mission plans to announce changes to its subgoals at Singapore Maritime Shipping Week (April 15)

## Links Between Missions, IEA, IRENA, G20

Exploring deeper collaboration between Missions, IEA, IRENA

Identified potential links between Mission activities and G20 priorities

### Next steps:

- (For info)
- MISec and Missions to continue exploring links

## (Select) Recent Activities

- CDR Launchpad progress update
- GPFM annual progress report
- Net-Zero Industry Awards
- GPFM knowledge sharing platform
- IBM networking platform
- UTM/IRENA training series
- Hydrogen Mission public-private workshop in Japan
- New CDR student prize competition

### Next steps:

- (For info)
- Annual Gathering will allow for further updates on Mission progress



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