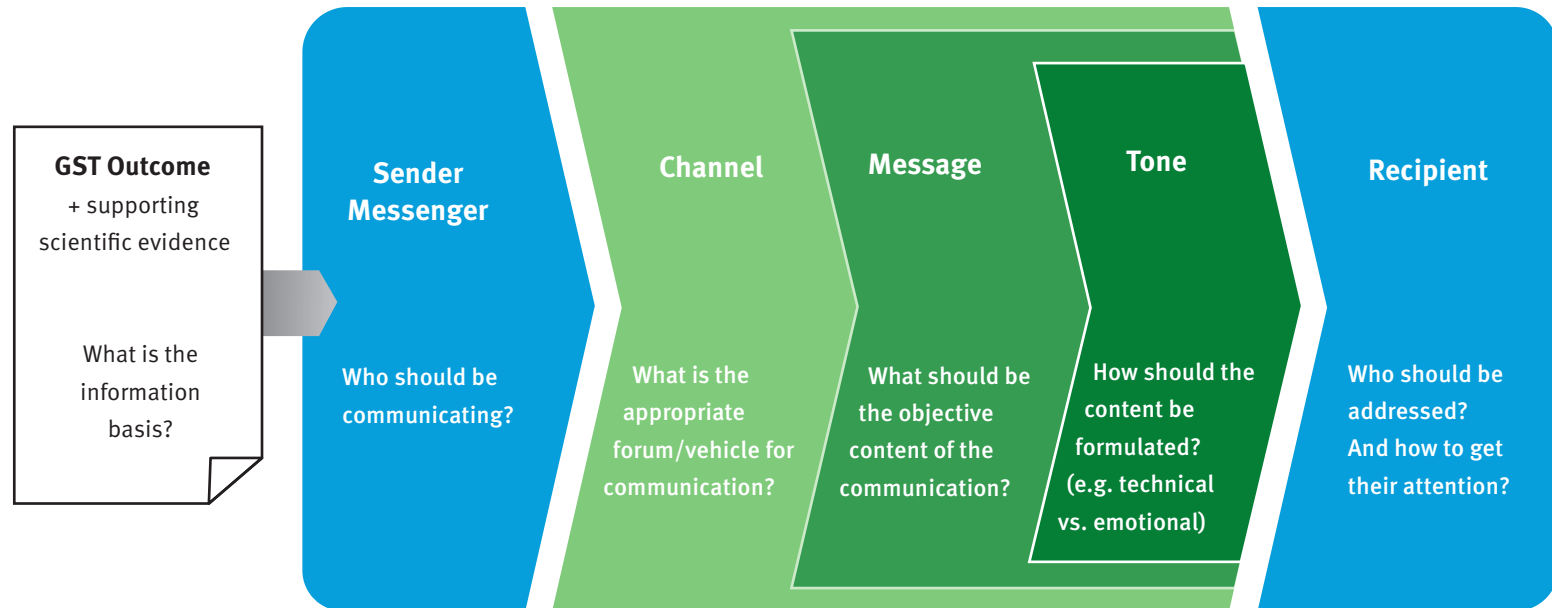


Leveraging the Echo of the Global Stocktake

The GST is supposed to take stock of collective progress in order to inform climate action and support for the upcoming NDCs. To achieve an effective NDC policy process, active communication is required to contextualize the global-level outcomes at the national level and leverage them for national and subnational level policy processes.

A model for strategic political communication

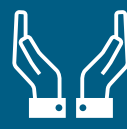
Effective communication requires more than just an information. Thinking about sender or messenger, recipient, communication channel, and the tone of the message can help to tailor communication strategies.



Key Recommendations for Post-GST political communication



NDC Agenda-setting: Address media and the general public. Messages should be kept simple. Contextualize the collective findings of the Global Stocktake using country-specific information from external sources.



NDC Formulation: Address policy makers within competent authorities. More comprehensive and complex messages are needed at this stage. Good practice examples from the Global Stocktake could prove particularly useful.



NDC Adoption: Address decision-makers – government, legislators or voters in cases of a plebiscite. Adjust the complexity of the message accordingly. National experts as messengers can maximize the legitimacy of the message.