

**Fourth Meeting of the Advisory  
Board of the Santiago network**

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## **Santiago network outreach strategy: zero draft and 2025 plan**

### **Summary**

The document outlines a zero draft outreach strategy for the Advisory Board's consideration, to be further developed based on feedback from the Advisory Board during its fourth meeting, and seeking alignment with the overall Santiago network strategy and communications strategy currently under development. This document also presents an evergreen outreach plan for 2025 in Annex II, detailing relevant activities for the year.

This document has linkages with the [initial two-year work programme of the Santiago network](#) approved by the Advisory Board at its first meeting. It is recommended that it should be reviewed together with the 'Santiago network strategy: zero draft and development roadmap' (SNAB/2025/04/11) and the 'Santiago network Communications Strategy: Zero draft and 2025 Plan' (SNAB/2025/04/13).

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## I. Background

1. Decision 12/CMA.4, Annex I, endorsed by decision 11/CP.27, sets out the functions of the Santiago network Secretariat, which includes contributing to the effective implementation of the functions of the Warsaw International Mechanism, catalysing demand-driven technical assistance by assisting in identifying, prioritizing and communicating technical assistance needs and priorities, facilitating and catalysing collaboration, coordination, coherence and synergies to accelerate action by Santiago network Members, including across communities of practice, and facilitating the development, provision and dissemination of, and access to, knowledge and information on averting, minimizing and addressing loss and damage.
2. In exercise of these functions, the Santiago network Secretariat manages both the process of requests for technical assistance from developing countries as well as the network of organizations, bodies, networks and experts (OBNEs) designated as Members of the Santiago network. Managing these processes effectively requires the Secretariat to reach out to relevant actors in developing countries, stakeholders and communities of practice, and relevant intergovernmental processes and coordination mechanisms to share information, enhance awareness, expand engagement, and build capacity to access the service offer from the Santiago network in a demand-driven manner.
3. The outreach strategy is a deliverable of the Santiago network work programme 2024-2025 which requests the “Secretariat to develop a dedicated outreach strategy in line with the overall Santiago network strategy”. A zero draft of the Santiago network strategy is to be presented to SNAB 4 for consideration, together with a roadmap toward the adoption of the Santiago network strategy by the fifth meeting of the Advisory Board (SNAB 5). Against this backdrop, this paper outlines a draft outreach strategy to be further developed as work on the overall Santiago network strategy progresses, also seeking alignment with the communications strategy given their strong interdependencies. This document also presents a live outreach plan for 2025 in Annex II, outlining relevant activities for the year.

## II. Objectives

4. The outreach strategy aims to support the full operationalization of the Santiago network through:
  - a. Providing orientation on modalities of access to technical assistance through the Santiago network in a demand-driven manner, developed through inclusive and country-driven processes and supporting identification of capacity gaps;
  - b. Building the network of Members, covering topics relevant to averting, minimizing and addressing loss and damage, and seeking the inclusiveness of the network;
  - c. Enhancing positioning of the Santiago network and its operational value proposition in the loss and damage landscape.
5. These objectives align with those of the draft communications strategy/plan under development, as both strategic components pursue the same goals from outreach and communications perspectives, respectively.

### III. Target Audience and outreach channels

6. Target audiences for the Santiago network's outreach include governments, potential Members (OBNEs) and other non-State actors and stakeholders, as well as relevant intergovernmental and other mechanisms at global and regional levels. To enhance its outreach the Santiago network will follow several channels and approaches for the identified target audiences.

#### A. Governments

7. The Santiago network aims to enable timely requests for technical assistance in a demand-driven manner developed through an inclusive country-driven process, relevant to averting, minimizing, and addressing loss and damage at the local, national and regional levels in developing countries particularly vulnerable to the adverse effects of climate change. With this aim, the Secretariat will enhance engagements with:

##### a. *National liaisons*

- i. Under the guidance of the Advisory Board, the Secretariat will actively engage with identified liaisons to the Santiago network Secretariat, or with the UNFCCC focal points in their absence, for (i) aligning requests for technical assistance at national, regional and local levels with national priorities of the country, and (ii) receiving information from and communicating with the Santiago network.<sup>1</sup> The Secretariat will hold information sessions for liaisons to the Santiago network Secretariat, or, in cases where a liaison has not been identified, for national UNFCCC focal points, to introduce them to the work of the Santiago network, relevant guidelines and procedures, and to provide an overview of their roles and responsibilities.
- ii. Such outreach will help countries identify, prioritize and communicate technical assistance needs and priorities as well as types of technical assistance appropriate for their needs. This will also enhance the understanding of the national governments on relevant guidelines and procedures and offer them practical information on the development of demand-driven technical assistance requests. This will ensure that the liaisons and UNFCCC focal points have the information and resources they need to disseminate opportunities for demand-driven assistance within their countries including to focal points for relevant activities, e.g. climate change adaptation, disaster risk reduction, humanitarian action, among others, undertake inclusive and country-driven processes for the development of technical assistance requests, and identify areas of support required from the Santiago network Secretariat, e.g. with regards to the identification of priorities and needs, or the development of requests for technical assistance.

##### b. *Least developed countries (LDCs) and small island developing States (SIDS)*

- i. Among its responsibilities, the Santiago network Secretariat is required to enable access to and assist in preparing requests for technical assistance from LDCs and

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<sup>1</sup> As outlined in the *Guidelines and procedures for responding to requests for technical assistance*

SIDS, recognizing their significant capacity constraints.<sup>2</sup> The Secretariat will follow a consultative process, including through workshops for LDCs and SIDS, to identify and integrate the evolving work in relation to topics relevant to technical assistance, aligning with the strategic objectives of the Santiago network strategy and the workstreams of the five-year rolling workplan of the Executive Committee of the Warsaw International Mechanism (WIM ExCom).

**c. *Regional organizations and mechanisms***

- i. One of the functions of the Santiago network is to facilitate the development, provision and dissemination of, and access to, knowledge and information on averting, minimizing and addressing loss and damage, including comprehensive risk management approaches, at the regional, national and local level.<sup>3</sup> The regional organizations offer a window to the Santiago network to enhance outreach to multiple countries in a given region or on an identified relevant topic. A directory of regional organizations and mechanisms could be made available in the Santiago network website with inputs provided by national liaisons and UNFCCC focal points, to serve as channels for curated information on the Santiago network that could be disseminated among their networks.

**B. Non-Party stakeholders**

8. The guidelines for responding to requests for technical assistance and the guidelines for the designation of OBNEs as Members of the Santiago network foresee non-Party stakeholders as potential requesters of technical assistance and as part of the diverse group of OBNEs that will make up the network of technical assistance providers.
9. Through its dedicated outreach, the Santiago network will facilitate a strong and diverse network of Members, with expertise that covers a wide range of topics relevant to approaches to avert, minimize, and address loss and damage at the local, national and regional levels. Members of the network are composed of diverse OBNEs from all geographic regions.
10. The Secretariat will organize outreach events and webinars to provide OBNEs with an overview of the network, including its functions and operating modalities, outline the process of submission of expressions of interest to become a Member of the network and provide any additional information as required. The Secretariat may also host networking events leveraging relevant conferences and workshops, or organize web-based sessions to this end. Outreach activities will be aligned with other initiatives of the Santiago network relating to OBNE and Member engagement. In this context, and complementing the outreach strategy, a dedicated membership engagement plan is under development to guide the Secretariat's approach to onboarding and engaging Members of the network following their designation.
11. With a better understanding of the benefits of membership and the role of Members as related to the functions of the Santiago network, such outreach efforts are expected to

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<sup>2</sup> Para 27 of the Decision 6/CMA.5, endorsed by decision 2/CP.28

<sup>3</sup> Para. 9, Decision 19/CMA.3, endorsed by decision 17/CP.26

increase the number and diversity of Members in the network. Outreach will also help facilitate and catalyse collaboration, coordination, coherence and synergies to accelerate action, including by connecting with and tapping into existing communities of practice.

12. With regards to technical assistance requests, the outreach activities will target the diverse non-Party stakeholders that are eligible to request technical assistance, in line with the guidelines approved by the Advisory Board which outline the following as eligible: government/public institutions (including national, regional, sub-national and local governments), academic, non-governmental organisations, civil society organisations (including local communities, women's, children and youth, and Indigenous peoples), among others. Outreach activities will also align with the decision of Parties for technical assistance to be made available to communities particularly vulnerable to the adverse effects of climate change, including through levels of minimum percentage funded directly by the Santiago network to be directed to these communities under Advisory Board consideration.<sup>4</sup>
13. Engagement with non-party stakeholders will also be guided by those identified in the 11 preambular paragraph of the Paris Agreement, including "indigenous peoples, local communities, migrants, children, persons with disabilities and people in vulnerable situations."
14. The Secretariat will systematically engage with the non-party stakeholders operating on related topics to enhance awareness on technical assistance modalities, and highlight the benefits in leveraging collective expertise and experience of the Santiago network Members, co-sharing knowledge and learning and enhancing collaboration in the field of loss and damage.<sup>5</sup>

### C. Intergovernmental mechanisms

15. The initial two-year work programme of the Santiago network 2024-2025 requests ensuring "coordination and collaboration of the work of the Santiago network with relevant UNFCCC constituted bodies, in particular the Executive Committee and its work plan, including communications and outreach strategy, as well as exploring synergies with other initiatives and networks". In accordance, engagement with the WIM ExCom is envisioned as part of the further development of the Santiago network outreach strategy.
16. Additionally, the Santiago network will engage in relevant UNFCCC and Paris Agreement intergovernmental and coordination mechanisms. These include loss and damage entities: the WIM ExCom and the Fund for responding to Loss and Damage (FRLD), where formal engagement is stipulated as per the mandate of the network. Presence of the WIM ExCom on the Advisory Board of the Santiago network, and participation of both WIM ExCom and the Advisory Board in the high-level dialogues on complementarity, coherence and coordination provide avenues to enhance the outreach of the network to the actors and stakeholders in the formal loss and damage policy ecosystem. Other potential avenues for collaboration lie on the dissemination and practical use of the WIM ExCom technical guides for the

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<sup>4</sup> Decisions 14/CMA.4, endorsed in decision 11/CP.27 para 17 c.

<sup>5</sup> Guidelines for the designation of organizations, bodies, networks and experts as members of the Santiago network

development of TA requests, and on cross-fertilization between Santiago network Members and WIM ExCom experts.

17. Under the guidance of the Advisory Board, the Secretariat will map, and facilitate the engagement of the Advisory Board in, other relevant Constituted Bodies as relevant to the activities of the network for engagement, including the Adaptation Committee, the LDC Expert Group, the Nairobi Work Programme, Local Communities and Indigenous Peoples Platform, Climate Technology Centre and Network, the Koronivia joint work on agriculture among others. The Secretariat may engage in relevant events and networks like the Marrakech Partnership, Climate Weeks, NAP Expo, etc. This will enable dissemination of information to stakeholders covering a wide range of topics relevant to averting, minimizing and addressing loss and damage.
18. Considering that loss and damage spans across different global agendas and mechanisms, the Secretariat will also engage in and track progress of such relevant processes under the 2030 Agenda for Sustainable Development and the Sendai Framework for Disaster Risk Reduction, among others. Other relevant processes may include those covering countries in special situations, given the focus of the network on developing countries, e.g. Doha Programme of Action for the LDCs, Antigua and Barbuda Agenda for SIDS (ABAS) and Vienna Programme of Action for landlocked developing countries and their successor arrangements.
19. Given the varied and dynamic nature of intergovernmental processes and mechanisms the Santiago network may engage with, it is proposed that these engagements are captured in an annual outreach work plan shared with the Board during the first meeting of the year for information and guidance.

#### **D. Outreach events, meetings and multi-stakeholder forums**

20. When relevant and as guided by the Advisory Board, the Secretariat will hold outreach events and forums to convene governments and other stakeholders to enhance awareness, build membership and accelerate the operationalization of the network. Besides outreach events, the Director of the Secretariat will hold regular meetings with governments and stakeholders as relevant and required.
21. The Secretariat will continue to leverage the meetings of its governing body or bodies and the Subsidiary Bodies to organize outreach events and sessions. Engaging in regional coordination mechanisms, e.g. regional platforms, climate weeks and conferences provide an opportunity to enhance the visibility of the network to different governments and stakeholders, while enhancing their understanding on its functioning.

#### **IV. Outreach, advocacy and capacity development**

22. The Santiago network Secretariat will ensure that the outreach activities both enhance the awareness and visibility of the network, as well as help build capacity of eligible entities to submit requests for technical assistance in a demand-driven manner and developed through inclusive country-driven processes. This will include enhanced understanding of the operative guidelines of the network and identification of capacity gaps and good practices in capacity development (leveraging the knowledge products of the network). The regional

presence of the Secretariat is critical to ensure wider outreach of the network, in particular in the context of developing countries that are particularly vulnerable to the adverse effects of climate change. The regional presence of the Secretariat will leverage on the regional footprint of the Santiago network co-hosts as per relevant decisions of the governing body or bodies.

23. The draft communications strategy has been developed, in accordance with the 2024-2025 Santiago network work programme, to outline an approach to managing and conveying information to key stakeholders of the Santiago network. The outreach of the Santiago network will be done in line with the communications principles and objectives defined in the draft communications strategy, ensuring consistency in the messaging and a unified voice for the network across all outreach activities. Outreach activities will adhere to the Santiago network identity and tailor activities to the targeted audiences in a complementary manner. Outreach activities will be complemented by related advocacy and elevation on communications channels, including the adequate use of web-based platforms and social media.
24. Leveraging the knowledge products, outreach will also help countries to gain access to such knowledge but also to share good practices and success stories from technical assistance in their countries.

## **V. Resources and budget**

25. The Secretariat will ensure resource efficiency in implementing the activities, leveraging existing events, forums and channels, rather than holding standalone events. The Secretariat will leverage relevant stakeholders, networks and events of its co-hosts to facilitate outreach to identified target audiences. Santiago network Members, besides interested OBNEs, are also expected to facilitate and support outreach. The Advisory Board approves the outreach activities that need funding as part of the annual budgets of the Santiago network.<sup>6</sup>

## **VI. Monitoring, evaluation and learning**

26. The Secretariat will follow the interim results framework of the Santiago network to implement the outreach activities and keep a track of efforts undertaken, relating it to the outputs and key performance indicators of the results frameworks as relevant.
27. The Secretariat will also regularly assess the effectiveness of the outreach activities, to check the extent to which it achieved its objectives, adjusting approaches as necessary. Following their completion, outreach activities conducted specifically on the Santiago network, as identified in the 2025 plan, will be evaluated and reported in line with the defined objective of the activity. Surveys and consultations will be conducted to gather feedback from the target audience and discuss outreach impact with governments and stakeholders. Learnings from these assessments will be used to refine the outreach strategy and plan.

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<sup>6</sup> The budget for outreach events has remained at around 7 percent in the approved budgets of 2024 and 2025 (including the costs of LDC-SIDS workshops).

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**VII. Next steps**

28. The outreach strategy is to be aligned with the Santiago network strategy, currently under development, which aims to set the direction, priorities and approaches toward the effective delivery of the Santiago network's mandate, functions and impact aspiration. The strategy is a critical piece to articulate the Santiago network's value proposition and therefore essential to guide the outreach strategy.
29. It is proposed that the outreach strategy is further developed in alignment with the Santiago network strategy, as part of its roadmap toward adoption at the fifth meeting of the Advisory Board.



**Annex II: Outreach Plan 2025<sup>7</sup>**

Activity	Target audience	Objective	Event / activity format	Date	Location	Responsibility
<b>A. Government-focused</b>						
<b>1. Information session for Santiago network liaisons and UNFCCC focal points</b>	National focal points	Familiarize and update on SN goals, purpose and functions; Enhance understanding on modalities of access to technical assistance and related operating guidelines; Offer participants practical information on the development of demand-driven technical assistance requests; clarify roles and responsibilities	Virtual	TBC (initially two sessions of 1.5 hours)	Online	
<b>2. Santiago network Workshop for LDCs and SIDS (Africa)</b>	National focal points; Regional stakeholders	Familiarize and update LDCs and SIDS on SN; Enhance understanding on modalities of access to technical assistance through the SN; Based on identification of capacity gaps, draft provisional concepts on technical assistance demand-driven requests in participating LDCs and SIDS; Identifying good practices, capacity gaps and needs in LDCs and SIDS	In-person workshop	TBC	Senegal (TBC)	
<b>3. Santiago network Workshop for LDCs and SIDS (Caribbean)</b>	National focal points; Regional stakeholders	Familiarize and update LDCs and SIDS on SN; Enhance understanding on modalities of access to technical assistance through the SN; Based on identification of capacity gaps, draft provisional concepts on technical assistance demand-driven requests in participating LDCs and SIDS; Identifying good practices, capacity gaps and needs in LDCs and SIDS	In-person workshop	TBC	(TBC)	
<b>4. Technical assistance clinics</b>	National focal points	Regular orientation of SN liaisons and UNFCCC focal points on technical assistance modalities	Virtual (online workshops)			

<sup>7</sup> The outreach plan 2025 is a live document subject to update to maintain its relevance over time.

Activity	Target audience	Objective	Event / activity format	Date	Location	Responsibility
<b>5. Dissemination and socialisation of operative guidelines and resources in English, French and Spanish and translation into other UN languages</b>	National focal points; Regional stakeholders; Sub-national and Local community-based entities	Increase understanding of relevant actors on how to access technical assistance through the Santiago networks and the processes and procedures governing such access	Various (incl. newsletter, targeted communication, etc.)	ongoing		
<b>B. Intergovernmental mechanisms</b>						
<b>6. High-Level Dialogue on Strengthening Response(s) to Loss and Damage through Complementarity, Coherence, and Coordination</b>	HLD participants	Contribute to the dialogue on complementarity and coherence within loss and damage funding arrangements	In-person	23 April 2025	Washington D.C., USA	Advisory Board
<b>7. 22nd meeting of the Executive Committee of the Warsaw International Mechanism</b>				30 September - 3 October 2025	Bonn, Germany	

Activity	Target audience	Objective	Event / activity format	Date	Location	Responsibility
<b>8. Climate Week 1</b>	State and non-state actors	As appropriate, identify opportunities for country engagement and providing information on the Santiago network to diverse audiences to boost awareness.	TBC	19-23 May 2025	Panama City, Panama	SN Secretariat
<b>9. Climate Week 2</b>			TBC	TBC	TBC	SN Secretariat
<b>10. Subsidiary Bodies meeting (SB-62)</b>				6-26 June 2025	Bonn	
<b>11. COP30/CMA7</b>	Countries and SN stakeholders		TBC	10–21 November 2025	Belem, Brazil	
<b>12. NAP Expo</b>				TBC		
<b><i>C. Potential Members (OBNE)-focused</i></b>						
<b>13. Consultations with AB Members and relevant constituent groups</b>	Women, youth and children, and Indigenous Peoples constituents	Expand outreach to OBNEs, particularly those representing local communities, Indigenous Peoples, women, youth and children, to invite their membership in the Santiago network.	Virtual, consultations	Ongoing	Online	
<b><i>D. Other outreach engagements and events</i></b>						
<b>14. Global Platform for Disaster Risk Reduction</b>	National DRR and L&D focal points; SN liaisons and stakeholders;	Improve awareness among developing countries and DRR stakeholders regarding the availability and utilization of financing resources and technical assistance through loss and damage facilities; Enhance commitment among loss and damage mechanisms to work in synergy with each other and with the DRR community	Hybrid	5 June	Geneva	

Activity	Target audience	Objective	Event / activity format	Date	Location	Responsibility
<b>15. 2025 World Resilient Recovery Conference (WRRC)</b>	National DRR and L&D focal points; SN liaisons and stakeholders;			3 June 2025		