

LEDS Sustainable Energy & Development World Atlas

The Challenge

It's widely recognized that comprehensive global climate action will require massive investments in sustainable energy throughout the world, in developing and developed countries alike. Such investments have the potential to bring transformative economic, social and environmental benefits to these societies.

The international climate and development communities including public and private sector stakeholders in the developing world have a shared need to accelerate the adoption of climate-compatible energy systems in countries that are on the front lines of both emissions growth and climate impacts. Technical and quantitative data produced by and for climate and energy experts is constantly improving. However, there are few accessible and compelling resources that identify and track how sustainable energy projects have improved numerous aspects of the daily lives of millions of people around the world. These benefits range from providing access to secure, reliable and affordable electricity services to improvements in health and gender equality, education, entrepreneurship, and economic opportunities.

The absence of well documented and communicated cases of development success stories built on sustainable energy policies and measures limits the ability to build public support, guide domestic policymaking and investment, and leverage the resources of the international community.

Our Response

In 2016, the Energy Working Group (EWG) of the Low-Emissions Development Strategies Global Partnership (LEDS-GP) plans to launch first case studies for the Sustainable Energy Development World Atlas (the "Atlas") as one of its signature projects. Over the following years, the Atlas will be continuously advanced to include additional best-practice, high-impact LEDS programs which set an example for activities elsewhere.

The interactive online Atlas will catalogue the development benefits (using indicators like electricity access, health, environmental quality, climate mitigation and adaptation, education, gender equality, mobility, job creation and cross-sectoral economic advancement) of representative low-emissions and climate-compatible energy projects. Projects will include those relating to power generation, consumption, transmission, distribution, heating & cooling, and transportation - throughout Africa, Asia, Eastern Europe, and Latin America & the Caribbean.

The Atlas will become a powerful tool in presenting successful energy LEDS and their societal impacts to anyone interested in the topic, both experts and non-experts. It will provide the LEDS-GP network with a central forum for the exchange of knowledge. And it will help individual governments, project developers, implementing agencies, funders and other key actors understand and communicate the full value of sustainable energy deployment.

The Project

The EWG will develop and promote the Atlas as follows:

Design & Key Features: ¹

Designed as a user-friendly and a interactive web portal, **the first layer** of the Atlas will serve as a unique communications tool accessible to experts and general audiences alike - featuring a global interactive map that displays select LEDS project case studies as *featured projects* (selected by the steering committee as best-practice examples spanning regions / energy sub-sectors / specific development indicators). Each case study will feature the most exciting Low Emissions and broader Development impacts, while providing up-to-date summaries of key regional and country level contexts (i.e. population, GDP, energy production and consumption, etc.).

A second layer will offer more advanced research, allowing expert users and stakeholders to search the entire project database according to pre-determined combination of factors aimed at specific audiences (i.e. project developers) or with their own customized search criteria (i.e. specific development benefits).

Each project icon will then link to a unique landing page (“Atlas page”) that includes:

- A clear summary of the LEDS activity including key program components, required financial resources, design and implementation timeframe, responsible authorities
- Key quantitative energy and environmental (incl. climate) data, as well as social,

¹ Initial concept, may evolve with input from LEDS stakeholders, as well as guidance from web/IT and communications experts.

economic, health, and other development indicators

- An easily accessible write-up of the program’s storyline
- Infographics that synthesize underlying data in a way that connects with wider audiences
- Compelling multimedia, including short videos that tell the “real life” story of impacted local communities as well as the drivers of change within the responsible governments
- Links to further resources allowing for continued information about the project and to additional open-access platforms on climate-compatible energy projects
- Integrated social media functionality allowing various users to comment on, engage with and share the Atlas
- Embedded webinars, discussion fora and other tools that allow users to engage directly with technical, policy and other experts (including from the countries featured as well as the broader LEDS-GP network)
- A nomination form, where users can submit other (or new) similar projects that they believe should be included in the Atlas.

Communications:

The EWG will promote the Atlas (incl. each newly featured LEDS program) by issuing press releases and coordinating with projects partners, the regional platforms, the LEDS-GP leadership and project-specific stakeholders on related media and communications work. The annual release of the names newly selected projects featured in next years’ Atlas will also be promoted through media and communications events. The “agents of change” behind the selected programs will be featured in blogs, webinars and at regional platform meetings

Governance:

Worldwatch Institute has designed this project and will continue to play a lead role in its implementation. It will assemble a project steering committee that includes other members of the EWG and the broader LEDSGP who will advise on the Atlas' methodology, the overall project strategy as well as major decisions regarding its implementation including the selection of approximately 10-15 best practice energy LEDSGP case studies to be featured in the Atlas each year.

Representatives of each of the three regional platforms will be included in the steering committee and play a key role in identifying three regional implementation partners. These

regional partners will contribute to a pre-selection of best practice case studies that will be presented to the steering committee, and take the lead on drafting the case studies, including gathering and clearing data and information.

Worldwatch will steer the case study production, synchronize, edit and lay out drafts, take the lead on communication and outreach efforts, as well as staff the Atlas' ongoing development and administration. The EWG intends to contract expert support for the web portals development and associated IT and multimedia needs. To keep the costs of the project in check, in-kind support of leading organizations with overlapping projects has already been sought.

About the Energy Working Group

The **Low Emission Development Strategies Global Partnership (LEDS-GP)** was founded to advance climate-resilient low emission development through coordination, information exchange, and cooperation among programs and countries working to advance low emissions growth. Launched in 2011, the partnership now brings together more than 140 government and international institutions.

The Worldwatch Institute chairs the **Energy Working Group (EWG)**, engaging leaders across the LEDSGP regional and sectoral platforms to advance climate-resilient low emission development in the global energy sector by working to address current gaps in information sharing, collaboration, capacity building and technical assistance surrounding tools, best practices, lessons learned, analysis and comprehensive planning frameworks. The EWG is a growing, demand-driven network featuring more than 260 energy sector experts from national governments, multilateral institutions, private practitioners, and NGOs.

Contact Us

If you have questions or feedback, want to offer your services or are requesting our support, please contact the **EWG Chair Alexander Ochs** at aochs@worldwatch.org or **EWG Manager Philip Killeen** at pkilleen@worldwatch.org

Sponsor and Participate

The EWG is looking to the current LEDSGP membership to help identify potential funders for this important project, and envisions the Atlas will create opportunities to engage new organizations in the LEDSGP. Looking past the initial case studies for The Atlas in 2016, the ongoing budget for launching the Atlas is approx. \$500,000 with an estimated annual recurring \$350,000 needed – depending on



significant potential offsetting in-kind IT, web design and media/communications services (for initial development and in recurring annual editions/updates).

Estimated Budget

Phase 1 ORGANIZE (through August 2017)

- Identify and formalize partners for project implementation and for technical website and programming development (ideally, in-kind)
- Assemble project steering committee (EWG members, Gov't, NGOs & Academia, Business & Labor) to provide input on project design, implementation and case country selection
- Outline key considerations for (1) methodology, (2) data & research priorities, (3) website design, and (4) communications
- Finalize methodology and data & research partners

Phase 2a RESEARCH & REPORT \$200,000 (November 2017 - February 2017)

- Select 10 countries as case studies
- Gather data and conduct research for selected cases, adjusting methodology as needed
- Produce written content and other audiovisual materials for case studies
- Review Atlas materials with key stakeholders (including steering committee & contributing experts)

Phase 2b DESIGN & LAYOUT \$150,000 (September 2017- February 2017)

* potential to offset with in-kind support

- Identify key IT and communications partners
- Finalize Atlas, including interactive website design and all related content (compelling infographics, customizable charts & tables, straightforward contextual explanations, storylines, photo and videos where possible, etc.)

Phase 3 LAUNCH (January 2018 – March 2018)

- Implement pre-release (starting 60-90 days out) communications and outreach plan
- Launch interactive website, designed to connect with partners' respective online media
- High-profile launch event with partners; implement related communication & outreach plan
- Implement post-launch communication and outreach plan (6-9 months)

Phase 4 UPDATE (12 month budget, repeated annually) \$350,000

- Select 10 additional featured projects, and repeat Phase 1-3 above, amended based on prior year experience
- Update previous cases and track progress of LEDS and broader development targets and benefits
- Update project governance (key partners, steering committee, and global network of contributing experts)