Deploying UNFC Geothermal

A global story

Dr Marit Brommer – Executive Director
Lessons learned
Lesson 1: ownership

Who owns the process on the ground?
- Government
- Project developers
- Geological Agency
- Utility company
Lesson 2: branding UNFC

Communication | narrative
- Added value
- Inspiration
- Standardised language
Lesson 3: focus on end-user

Change the look and feel
- Paper AND digital workflow
- Build an app
- Make it attractive
OUTLOOK FOR 2019

GLOBAL DEPLOYMENT PROGRAM
Regional approach
- East Africa (UNEP and African Union)
- Central America

BRANDING
Communication Tooling

TARGETED FUNDING
Our strongest partners (World Bank, IRENA, UNECE)
Regional Banks (CDB, IDB)
Industry partners
THANK YOU FOR YOUR ATTENTION