

Twenty-sixth meeting of the Council
Abu Dhabi, 19-20 October 2023

Work Programme Self-Assessment (2022-2023)

Pursuant to Medium-term Strategy (MTS) 2018-2022, the Agency is required to undertake a self-assessment of its biennial programmatic work. This request is given in the context of the need to better measure, document and assess the effectiveness and impact of IRENA's programmatic work to guide its implementation and future programming.

The global developments since 2020 have been extraordinary by all accounts - wide-ranging effects of the pandemic, global natural disasters and the ensuing economic turmoil and threats to energy security, have been but some of the global crises afflicting the globe. Against this backdrop IRENA has been implementing the Work Programme and Budget 2022-2023, delivering high quality knowledge products that inform policy-making, convening meetings and events on pertinent topics at all levels, and providing technical assistance and support to countries - and increasingly regions – to help them realise their climate and energy ambitions.

Accordingly, this presentation provides the key features of self-assessment of Work Programme and Budget for 2022-2023. Of notice that the strategic direction was redefined mid-cycle, however this Work Programme was implemented within the framework of MTS 2018-2022.

- ❖ Knowledge Foundation, 2022-2023
- ❖ Support to Countries and Regions
- ❖ Strategic Collaborations
- ❖ Project Facilitation
- ❖ International Cooperation
- ❖ Outreach

Knowledge Foundation 2022-2023

IRENA empowers effective policy and decision-making by providing authoritative knowledge and analysis on renewables-based energy transformation at global, national and sectoral levels. This analytical work forms the knowledge foundation that underpins and feeds into IRENA's country and regional work.

The following exemplifies IRENA's work contributing to the objectives of Pillar 1 (Centre of Excellence) and Pillar 2 (Global Voice of Renewables) of the Medium-term strategy.

IRENA research, data and analysis form the knowledge foundation that underpins the advice and support provided to Members on a wide range of issues related to the renewables-based energy transition. It enables IRENA to influence the global energy discourse with authority based on sound empirical and analytical basis.

IRENA launched **19 flagship reports*** during the biennium.

Flagships reports released in 2002 and 2023*



*As of 15 September 2023.

** The report is forthcoming and will be released before 26 Council.

IRENA released **26 thematic or technical reports, country and region-specific reports**, covering a broad range of technology, policy, climate action, socio-economic, finance and investment issues, as well as regional case studies and interdisciplinary topics e.g., health and gender.

Many were accompanied by translated versions, covering the six UN languages, as well as German, Italian, Japanese, Mongolian and Portuguese.

Examples of thematic and technical, country and region-specific reports



IRENA released **39 working papers** on a broad range of technology, innovation, climate action, socio-economic, cost, energy access, end-use sectors, and electrification, among others.

Examples of Working papers



Technical Papers

1. Critical materials for the energy transition: Lithium
2. Critical materials for the energy transition: Rare earth elements
3. Potential limitations of marginal pricing for a power system based on renewables
4. Renewable energy targets in small island developing states

Coalition for Action

1. Scaling up renewable energy investment in the Philippines
2. Sector coupling: a key concept for accelerating the energy transformation;
3. Finding common ground for a just energy transition: Labour and employer perspectives

IRENA's analytical and empirical work provides **evidence-based and practical knowledge as well as sound recommendations** referenced in a significant number of Member and stakeholder strategies, policies and plans. Here are some examples:

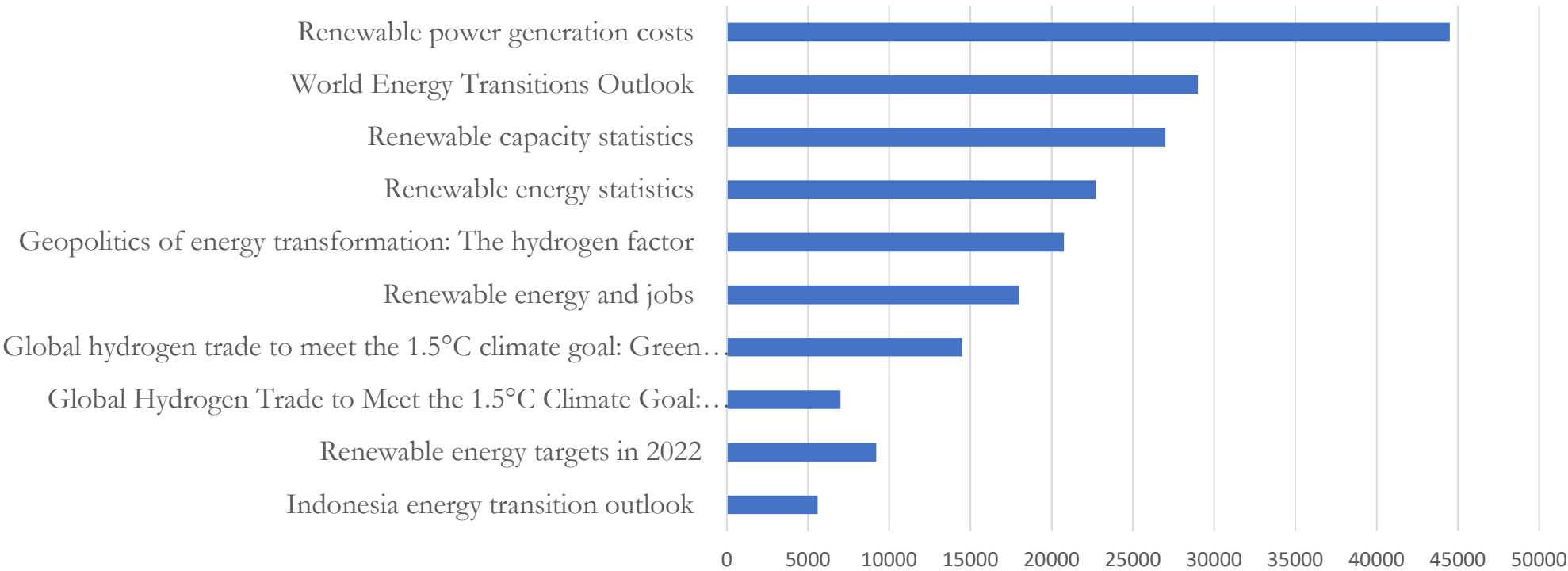
By Members

- G7 Climate, Energy and Environment Ministers' Communiqué
- G20 declaration in preparation for CoP28
- Belize - NDC energy targets
- EU - European offshore renewable energy plan
- Gambia - Climate-Neutral Development Strategy 2050
- Ireland - National hydrogen strategy
- Malaysia - National energy transition roadmap
- New Zealand - Enabling investment in offshore renewable
- Philippines - Marine Renewable Energy report
- Portugal - National priorities on offshore renewables
- Romania - Limiting climate change and its impact strategy
- Sweden - National hydrogen strategy
- USA - National clean hydrogen strategy and roadmap
- Zambia - Energy statistics strategy for NDCs

By partners and other stakeholders

- American Bureau of Shipping - Green shipping corridors
- China Electric Power Research Institute - Enabling the flexibility potential of power system
- European Marine Board - European offshore renewable energy report, Sustainability report, European Patent Office
- European Road Transport Research Advisory Council - Sustainable energies and powertrains for road transport
- UN Initiative on Harnessing Critical Energy Transition Minerals for Sustainable Development
- World Bank - REI program monitoring and reporting toolkit

Top 10 most downloaded publications, 2022



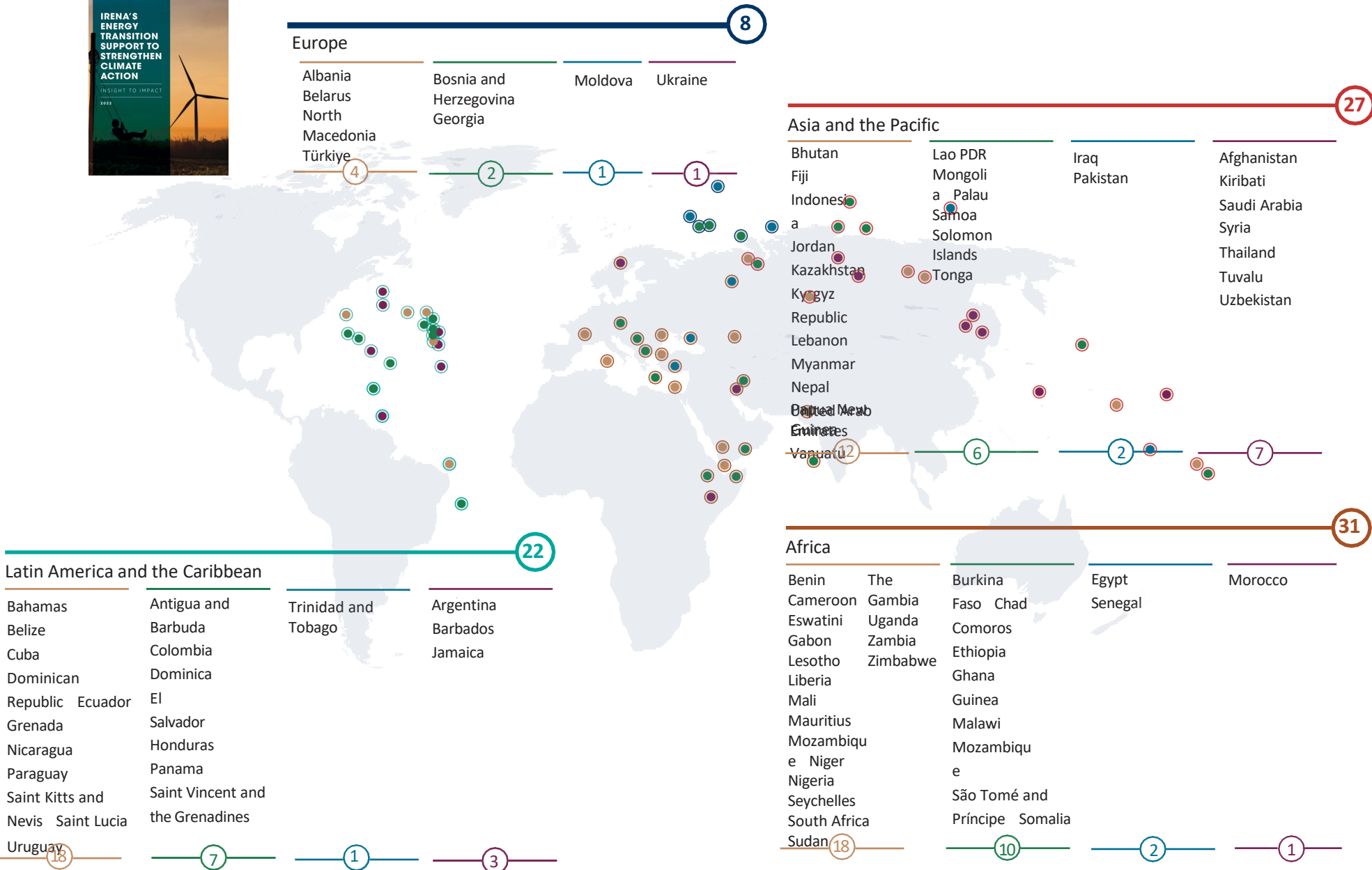
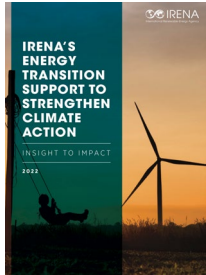
* Owing to a change in reporting methods since October 2022, download figures now reflect the number of times document(s) are accessed via IRENA platforms.

Support to Countries and Regions

IRENA supports country-level decision-making to accelerate the renewables-based transformation of national energy systems, advance strategies to diversify energy sources, reduce global emissions and achieve sustainable development. IRENA works with countries to help ensure that all Members have access to knowledge and practical support to keep pace and are not left behind.

The following exemplifies IRENA's work contributing to the objective of Pillar 4 (Source of Advice and Support) of the Medium-term strategy.

IRENA's support for Nationally Determined Contributions (NDCs)



88 countries supported

IRENA uses its **considerable body of knowledge and expertise** in the energy transition to support Members in developing and implementing NDCs that account for the cost-effective renewable energy potential of each country.

IRENA's work on NDCs includes targeted support to implement climate action plans and strategies through technical analysis and assistance as well as capacity building.

IRENA's work on renewable potential assessments provides countries with the necessary **data, online tools, and country-level technical analysis** to identify and examine opportunities for renewable energy project deployment.

The **Global Atlas for Renewable Energy** was developed in 2012 as a key tool for bringing transparency and accessibility to resource potentials worldwide.

Global Atlas (2022-2023)

- Comprises 67 countries, 40 research institutes and private partners
- 1000 up-to-date renewable energy maps on renewable resources and ancillary datasets
- 136 sites assessed (91 solar PV, 2 CSP, and 43 wind)
- Prospective installed capacity of 5,633 MW for project development.
- Accessed 450,000 times
- By 35,000 users
- 230 participants attended technical capacity-building workshops and presentations

The **SolarCity Simulator** application helps households, businesses and municipal authorities evaluate their prospects for generating electricity using rooftop-mounted solar PV systems.

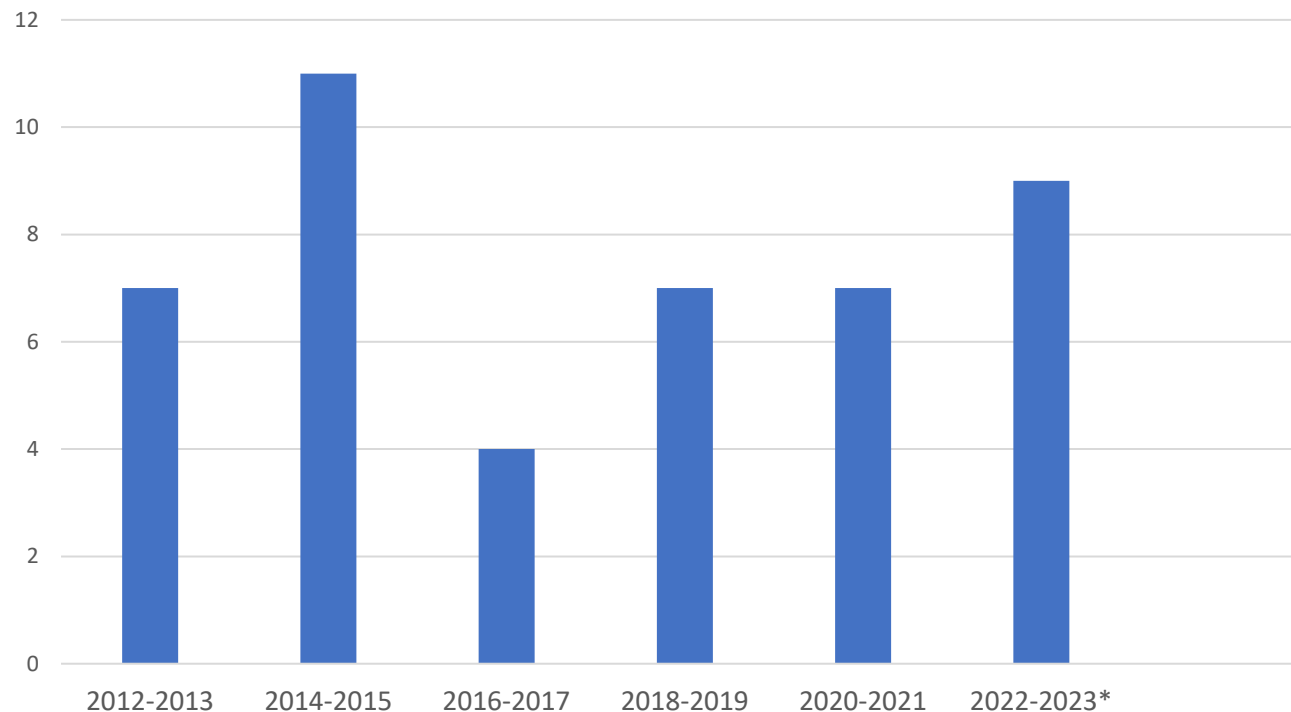
SolarCity Simulator (2022-2023)

- Accessed 50,000 times
- Implemented in eight cities:
 1. San Salvador, El Salvador;
 2. Bamako, Mali;
 3. Sao Tome, Sao Tome and Principe;
 4. Charlestown, St. Kitts and Nevis
 5. Honiara, Solomon Island
 6. Khartoum, Sudan
 7. Sahinhey, Türkiye
 8. Tashkent, Uzbekistan

Renewable Readiness Assessments (RRAs)

The Renewables Readiness Assessment (RRAs) is a comprehensive **tool to assess the conditions for the development and deployment of renewable energy** in different countries, including the necessary actions to improve those conditions. Designed and refined by IRENA since 2011, it is a **country-initiated process** that has been supporting Members' energy transitions by identifying short- and medium-term actions to rapidly up-scale renewables.

RRAs prepared by biennium



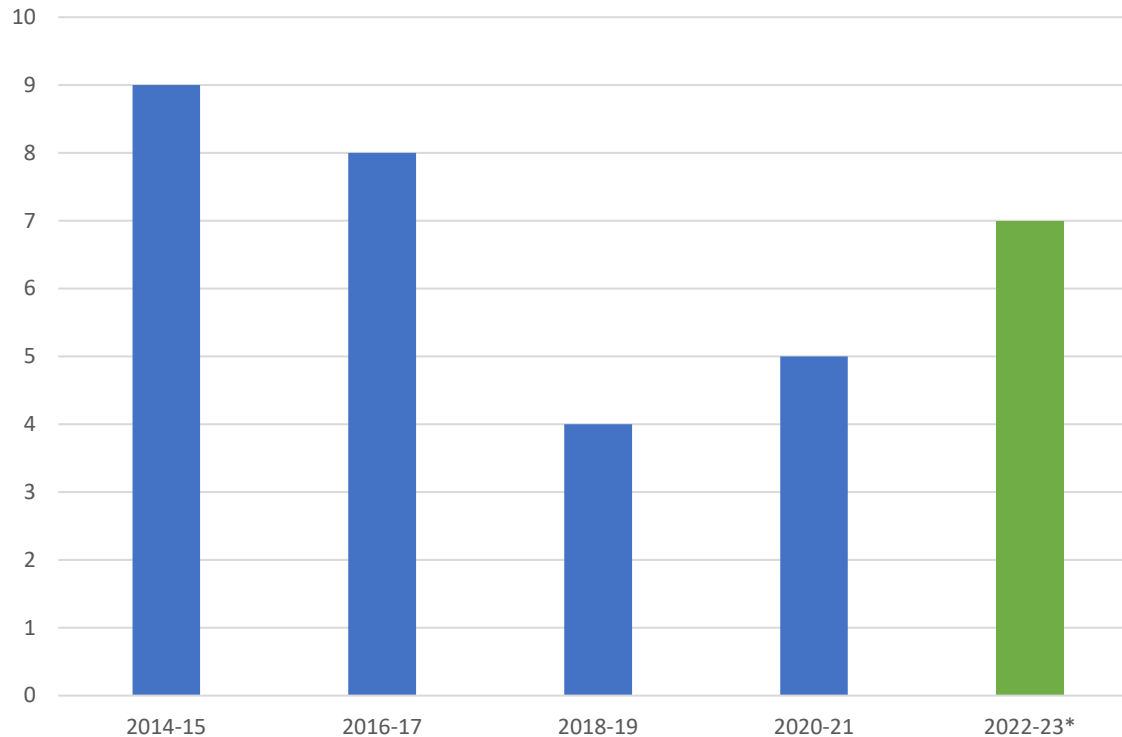
Bosnia and Herzegovina expressed the intent to include the RRA recommendations in the Integrated Energy and Climate Plan for the period up to 2030, which is one of the most important strategic documents of the country.

The Kyrgyz Republic welcomed the recommendations on public-private partnerships contained in the targeted RRA report and proceeded to implement them.

* Includes forthcoming reports.

IRENA's roadmaps **determine the potential for countries, regions and the world to scale up renewables**. They provide concrete recommendations for countries on how to increase their renewable ambition. Since 2014, IRENA has been undertaking targeted renewable energy potential assessments and aggregating the results to arrive at a global picture.

Roadmaps prepared by biennium



* Includes forthcoming reports.

Nigeria believes that the Roadmap for Nigeria (2023) report was a significant step not only for the energy sector but also for climate and other sectors. Nigeria is committed to implementing the actions recommended.

Drawing from IRENA's Malaysia Energy Transition Outlook (2023), the Government of Malaysia announced new RE target of 70% of RE in the power mix by 2050, and the end of cross-border trade barriers for RE.

IRENA provides analytical work and support to countries to improve their **long-term energy planning, with a focus on renewable energy**. The workstream includes **strengthening capacity of government and regional institutions** **Sharing best practices of national energy planning, providing a collaborative platform for peer-to-peer learning and knowledge exchange.**

Examples of the impact IRENA's work has had on national and regional energy planning include:

- UAE - strengthened its planning capacity for power system flexibility assessment and formed the national energy transition strategy.
- Senegal - built institutional capacity on developing power sector scenarios, which will be used as basis for the national plan and Just Energy Transition Partnership (JETP) implementation.
- African Union - established the first ever continental energy planning process in Africa through the Continental Power Systems Master Plan (CMP).
 - Survey highlight:* 88% trainees felt that they were sufficiently equipped to perform the tasks envisioned in the CMP planning process.
- Central African Power Pool (CAPP) - over 70 personnel of CAPP's Secretariat, from 11 member countries, received training on building the regional power sector database and model.
 - Feedback highlight:* all participants called to institutionalise and expand the planning and modelling processes performed in the programme, both in their countries and in CAPP processes



Strategic Collaborations

IRENA provides an inclusive platform for all stakeholders to foster action, convergence of efforts and knowledge sharing for impact on the ground.

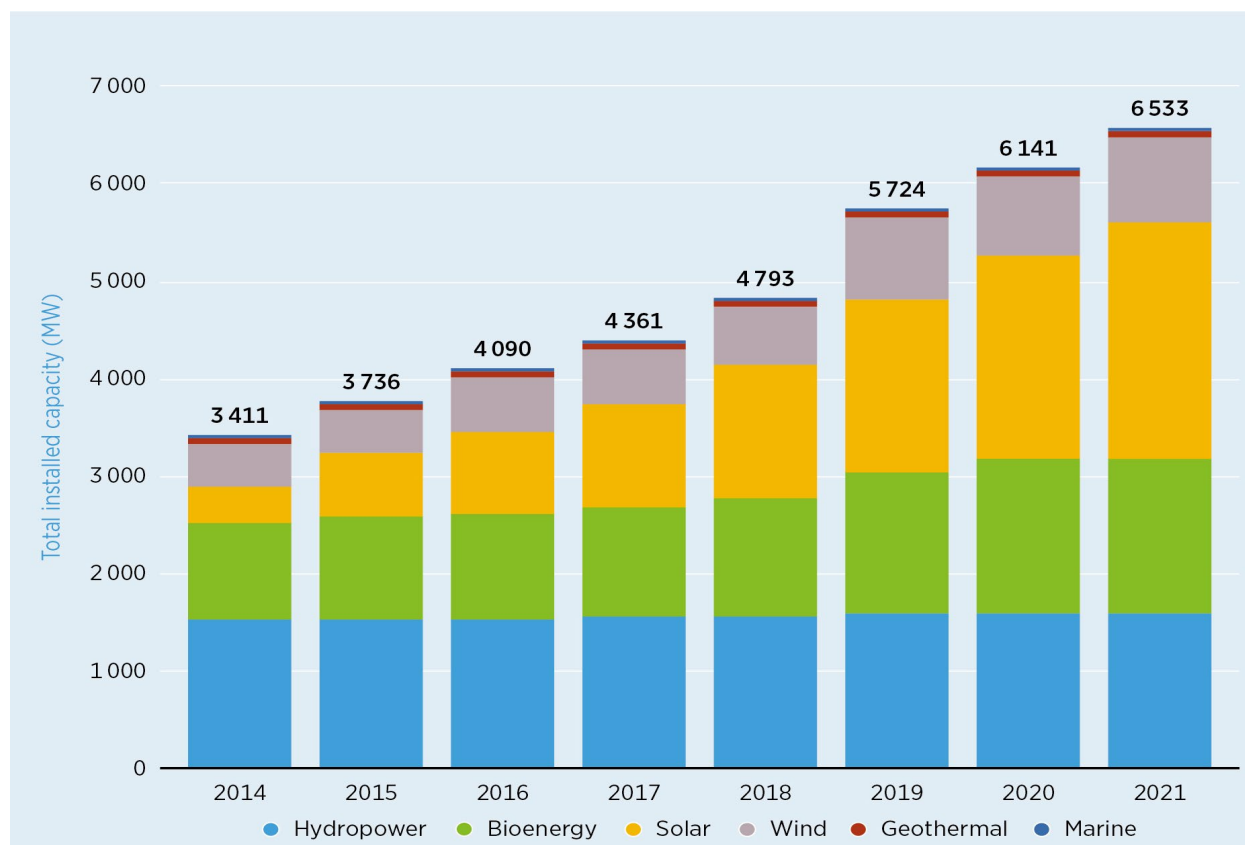
IRENA's shift toward inclusion and partnerships remains important given the need to accelerate implementation, and the growing number of actors in the energy transitions space.

The following presents selected partnerships and exemplifies IRENA's work contributing to the objective of Pillar 3 (Network Hub) of the Medium-term Strategy.

SIDS Lighthouses Initiative (SIDS LHI)

Launched at the 2014 United Nations Climate Summit, SIDS LHI is coordinated and facilitated by IRENA. The Initiative is a **framework for action to support SIDS in the transformation** from predominantly fossil-based to renewables-based and **resilient energy systems** and towards the achievement of the Paris Agreement and Sustainable Development Goals (SDGs).

Total installed RE capacity by technology for all SIDS (2014-2021)



Source: IRENA, *SIDS Lighthouses Initiative Annual Progress Report, 2023*

IRENA provides **technical assistance, capacity building, knowledge sharing, and energy data and statistics analysis**, as well as **developing progress indicators and impact measures** of implementing the SIDS LHI 12 priority areas.

- ❖ **40 SIDS**
- ❖ **43 Development partners**, including countries, SIDS-focused initiatives, regional, international and non-profit organisations, private companies, financing and research institutions

I learned so many useful and practical energy audit skills and knowledge that are important for our energy efficiency project in Micronesia.

SIDS Lighthouses Initiative (SIDS LHI) (cont.)

Year	Target	Achieve by	Achieved in	Achievements	Status
2014	<ul style="list-style-type: none"> • USD 500 million mobilised • 100 MW of solar PV • 20 MW of wind • Significant quantities of small hydropower, geothermal and marine technology • Participating SIDS to develop RE roadmaps by 2020. 	2020	2017	<ul style="list-style-type: none"> • USD 500 million mobilised • 2.82 GW installed capacity for the 36 SIDS LHI partners. • 830 MW of new installed capacity for all SIDS, 2014-17: <ul style="list-style-type: none"> i. 550 MW of solar ii. 115 MW of wind iii. 27 MW of hydropower iv. 138 MW of bioenergy. 	Achieved three years ahead of schedule with over five times solar and wind targets.
2018	<ul style="list-style-type: none"> • 5 GW installed renewable energy capacity in SIDS 	2023	2021	<ul style="list-style-type: none"> • 6.5 GW total installed RE capacity in all SIDS • 406 MW of new installed capacity for all SIDS, 2017-21: <ul style="list-style-type: none"> i. 350 MW solar ii. 22 MW wind iii. 27 MW of hydropower iv. 7 MW bioenergy 	Achieved three years ahead of schedule and near 1GW more than target.
2023	<ul style="list-style-type: none"> • 10 GW installed RE capacity by 2030 • Voluntary commitment of IRENA and the Alliance of Small Island States (AOSIS) Energy Compact submitted to the UN in September 2021 (UN HLDE) 	2023	ongoing	<ul style="list-style-type: none"> • Voluntary commitment of SIDS LHI energy compact submitted to the UN in September 2021 (UN HLDE) • Awarded the United Nations SIDS Partnership Award (Environmental Category), July 2022 • 2021 to 2023: NDC enhancement & implementation provided to 26 SIDS through 81 activities. 	7.6 GW total installed RE capacity in all SIDS as of December 2022 = 9.25% increase from 2021. <ul style="list-style-type: none"> i. 3.24 GW solar ii. 0.878 GW wind iii. 1.8 GW hydropower iv. 1.67 GW bioenergy

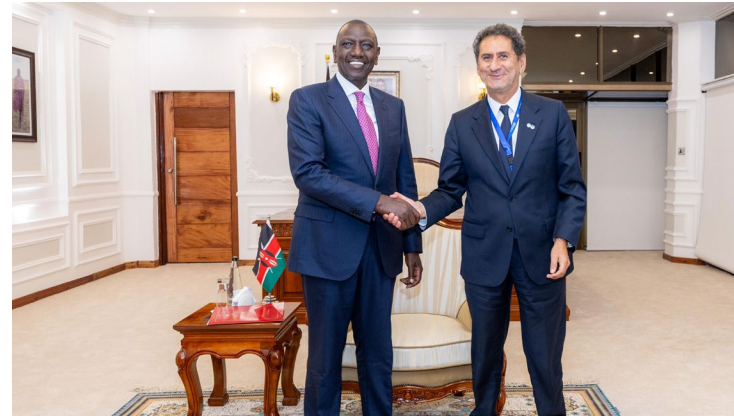
Accelerated Partnership for Renewables in Africa (APRA)

Led by **Kenya, Ethiopia, Namibia, Rwanda, Sierra Leone and Zimbabwe** have formed the Partnership to lead high levels of renewable energy deployment and green industrialisation on the continent. APRA was officially launched at the first Africa Climate Summit in Nairobi, by the Presidents of Kenya and Sierra Leone and Vice-President of Namibia.

IRENA is facilitating APRA, with **Germany, Denmark, and UAE** as leading supporting countries **and several other partners**.

APRA will focus on **three areas of work**:

1. Mobilising finance
2. Technical assistance and capacity building
3. Engaging the private sector



First preparatory
meeting at
COP27

Third preparatory
meeting at Berlin
Energy transition
Dialogue

2nd country
consultation in
Kenya
(Aug 2023)

3rd country
consultation in
Sierra Leone
(Oct 2023)

Second preparatory
meeting at 13
IRENA Assembly

1st country
consultation in
Namibia (Aug 2023)

Official launch of the
Partnership
(4/9/2023)

4th country
consultation in
Rwanda
(Nov 2023)

Partnerships - Global Offshore Wind Alliance (GOWA)

The Global Offshore Wind Alliance (GOWA) was founded by Denmark, IRENA, and the Global Wind Energy Council (GWEC) in 2022. GOWA aims to contribute to achieving a **total global offshore wind capacity of a minimum of 380 GW by 2030**, with 35 GW on average each year across the 2020s and a minimum of 70 GW each year from 2030.



Recognition and Endorsements

- **Increasing Collaborative Interest:** GOWA is witnessing a burgeoning collaborative interest and funding from diverse sectors, complemented by strong synergies with IRENA's initiatives on offshore wind, including efforts like CFOR. GOWA will be the basis of a ministerial discussion at the forthcoming IRENA's Assembly.
- **Strong alignment with members priorities:** GOWA's work programme has been unanimously accepted by all its members, marking a unified stride towards global energy transition. This pivotal development is bolstered by a surge in funding sources eager to support the initiative, promising to accelerate offshore wind globally.
- **Universal Acclaim:** GOWA has garnered widespread recognition and praise from high-level officials across the world, underscoring its established leadership and central role in advancing the renewable energy sector.

Impact Metrics

- **Membership Growth:** Over 500% growth in membership since launch, indicating a robust and growing alliance.
- **Strategic Alliances:** Established fruitful alliances with key global players in Asia, EU, the USA, enhancing GOWA's reach and impact.
- **Policy Influence:** A marked influence on global energy policies, with a significant number of governments adopting GOWA's recommendations into their national strategies. Facilitated the integration of offshore wind strategies into over 10 national policies, showcasing GOWA's significant influence in shaping renewable energy policies globally.
- **Nature-Positive Deployment:** Successfully fostering a consensus on nature-positive offshore wind deployment, setting a new standard in sustainable energy practices.

Upcoming Highlights

- **COP28 Feature:** Poised to be a significant presence during Ocean Day at COP28, an opportunity to further solidify GOWA's position as a thought leader in the renewable energy sector.

IRENA's Long-term Energy Scenarios (LTES) Network provides a global platform to **exchange knowledge and good practices** in the use and development of model-based LTES, to guide the clean energy transition.

The Network promotes wider and more effective use of LTES in government for energy and climate policy-making. The most appreciated feature is peer exchange and the sharing of experiences as public good.

- Usefulness for work rated [8/10](#) in annual members survey
- Flagship 4th LTES Forum rated [4.3/5](#) for overall quality and [4.2/5](#) for strengthening skills in LTES development and use

Selected feedback from Members:

- Strengthened scenario work alignment within global best practice.
- Applied Network learnings to scenario processes.
- Directly improved national energy scenario development.
- Updated planning documents.
- Raised awareness on issues and common challenges.
- Fostered the formation of new ideas.
- Nurtured collaborations and partnerships.

IRENA's robust analysis on modelling provides the **building block to guide Members' decisions** on how to deliver grid capacity for supply- and demand-side flexibility, and to improve the grid's quality and resilience.

Power Sector Modelling - examples

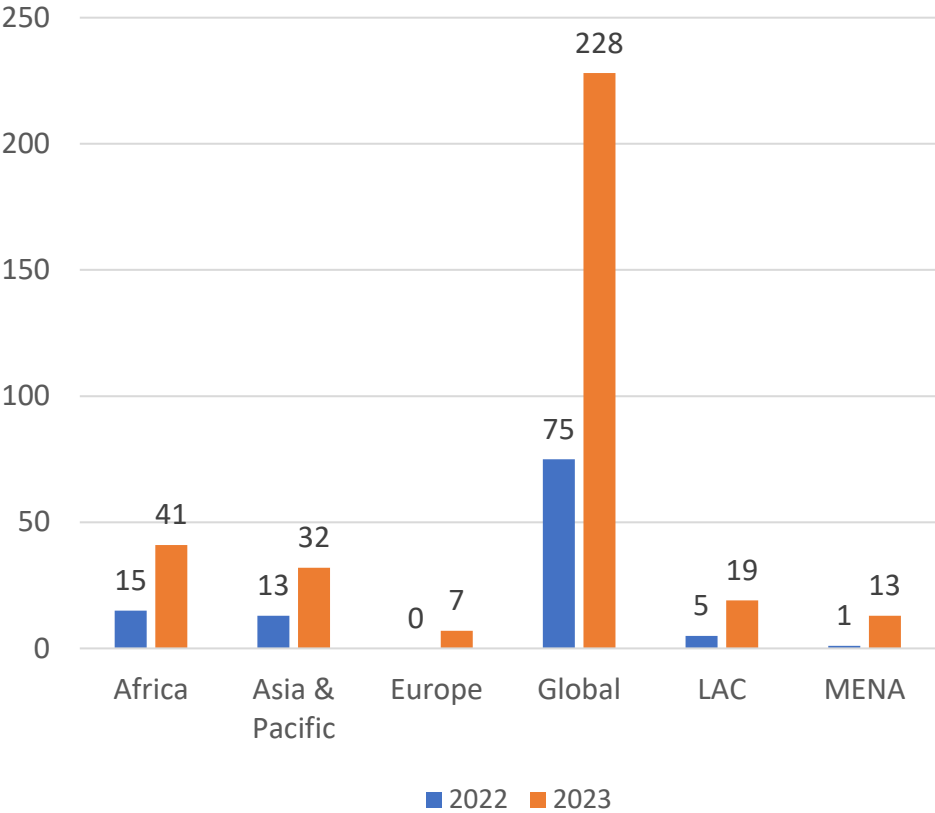
- ✓ ASEAN countries - IRENA findings used in recent national planning
- ✓ Cyprus - FlexTool used for designing policies for storage
- ✓ Sahel - FlexTool presented to 30+ possible users



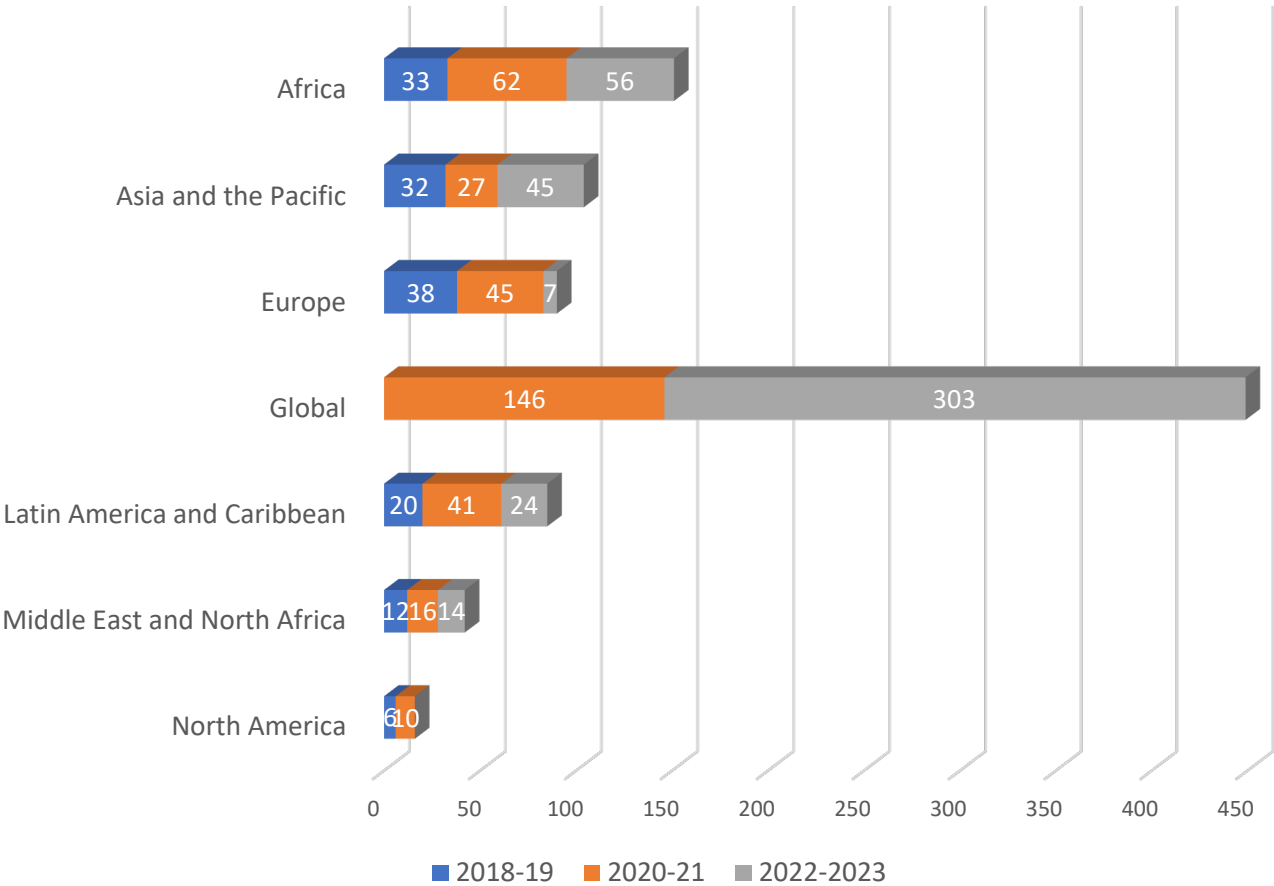
Fourth International LTES Forum, Bonn, Germany (Dec. 2022)

IRENA convenes in **all regions as well as at global level** to ensure regional perspectives are given a platform, contribute to the discourse on the energy transition and are taken into account in IRENA’s work.

Regional distribution



Regional distribution, 2018-19, 2020-21 and 2022-203

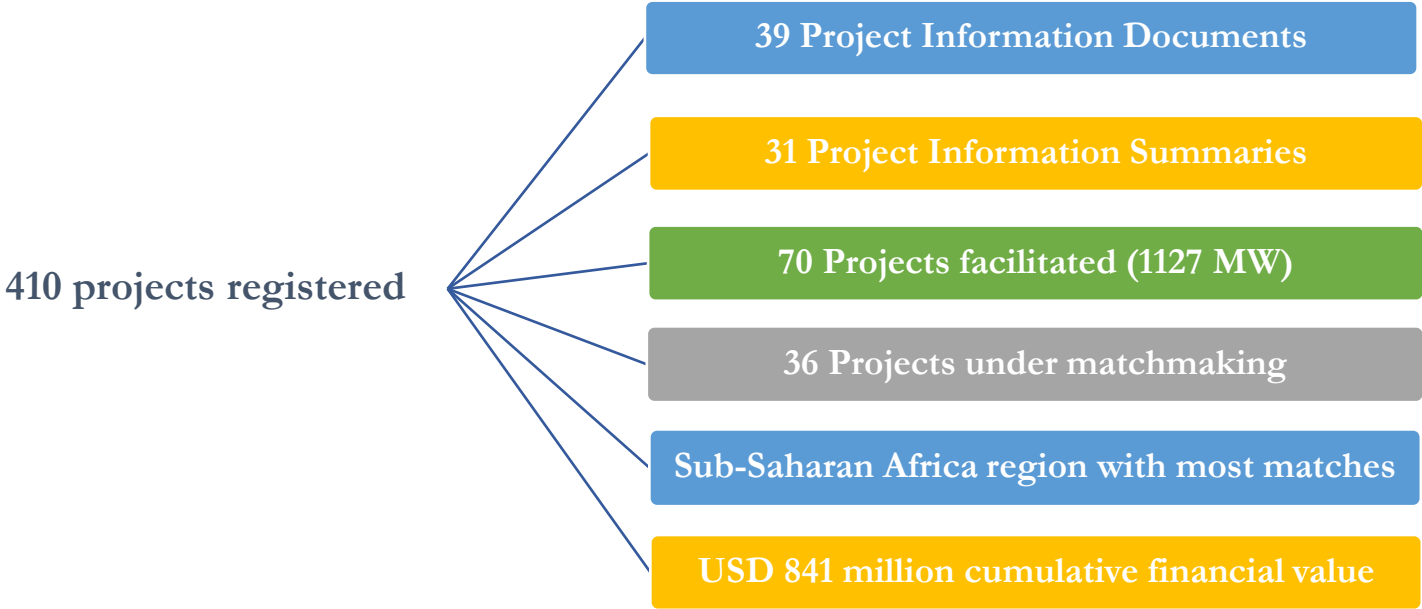


Project Facilitation

IRENA plays an active role in understanding the key levers to attract private investment and how the existing and new risk mitigation instruments and financing mechanisms. IRENA is also utilising its knowledge, expertise, and professional relationships to facilitate the creation of project pipelines and access to finance.

IRENA's analytical work, including on policy, finance, and investment also brings greater awareness and deeper knowledge on how to ensure capital flows to developing countries.

CIP is a joint initiative of IRENA, the United Nations Development Programme, and the Sustainable Energy for All, in collaboration with the Green Climate Fund, aiming to **increase capital mobilisation and RE impact investing in developing countries**.



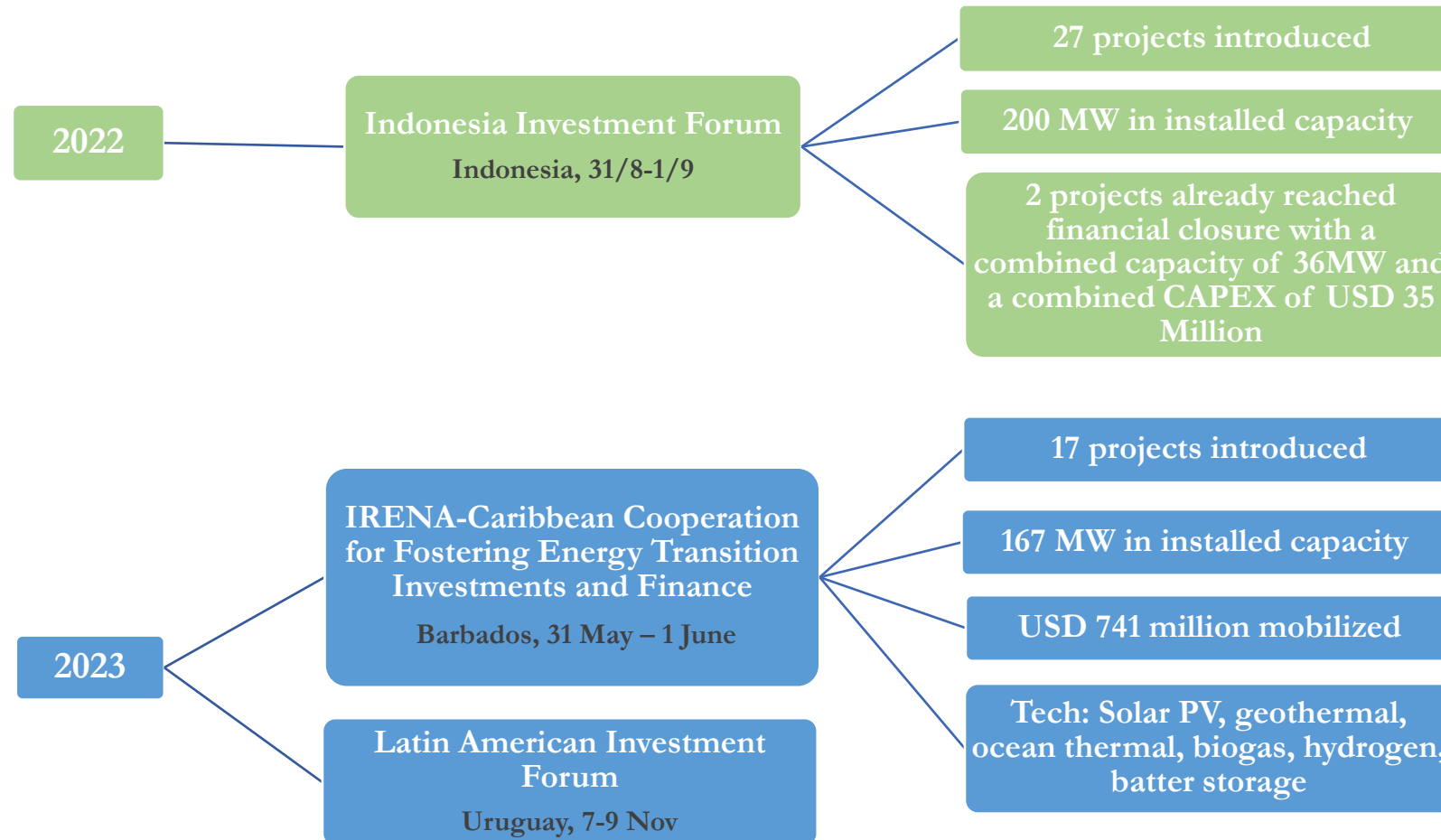
The United States appreciates IRENA’s work and believes that IRENA's early project facilitation work has born impressive fruit.

We think this area is ripe for expansion. We are delighted to hear about additional financial sponsors joining in and hope that others will step forward. There's potential here to fill a huge niche in the climate finance ecosystem. We think that IRENA is doing a wonderful job of building up on these efforts

Zimbabwe appreciates IRENA’s work in facilitating and supporting projects, especially, for developing countries to access financing. This will go a long way in accelerating deployment of renewable projects in these countries.

Country	MW	Total Project Cost	Impact	Tech.
Malaysia	30	USD 29,8 million	- 29,000 households - Offset 35,641 tCO ₂ e p.a.	Solar PV
Benin	2.2 + 4 MWh storage	USD 10 million	- 450,000 people access electricity	Solar PV

Investment Forums constitute a key element of IRENA's strategy to increase impact on the ground. The Forums aim to strengthen the ability of decision-makers to produce a **strong enabling environment** for renewable energy investments and help developers **prepare bankable projects and access finance**. In the course of the biennium, three Forums will have been implemented, also offering important learnings for future work.



IRENA's Investment Forum is a good platform to bring government officials and other stakeholders together to discuss.

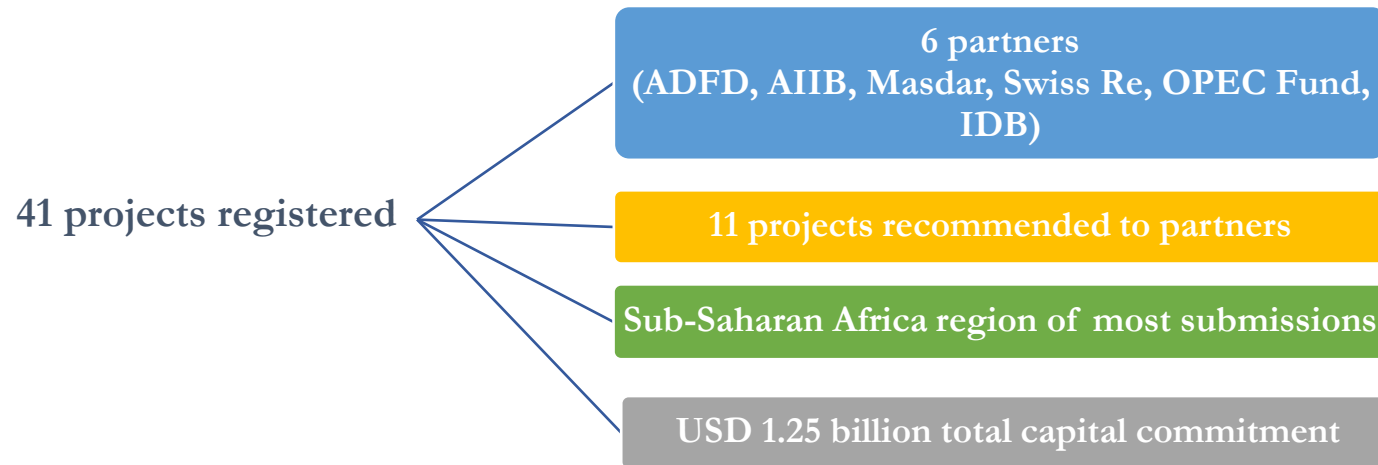
Matchmaking is also very important to bring projects to potential investors and financiers, and to discuss the requirements from both sides, investment needs and the availability of the potential investors to invest in renewable energy projects.

Partner Organisation

Costa Rica commended the work achieved and stressed its importance in facilitating opportunities for funding on proposals for the developing world. Costa Rica would like to see IRENA's facilitation efforts continue and stressed that the forums will be held in CARICOM and in Latin America are important to match expectations and projects.

Energy Transition Accelerator Financing (ETAF) Platform

ETAF is a **multi-stakeholder climate finance platform**, managed by IRENA, aiming to advance the global energy transition in developing economies by **facilitating capital mobilisation to finance feasible renewable energy projects**.



ETAF's success will undoubtedly result in the expedience of renewable energy projects in developing countries. The UK, alongside others, welcome and commend IRENA's leadership on this important initiative.

The ETAF platform will secure investment for key renewable energy projects in developing countries.

Country	MW	Total Project Cost	Impact	Tech.
Uzbekistan (3 projects)	897	USD 950 million (USD 200 million through ETAF and the rest from other partners)	- 5 million people access electricity - Offset 1+ million tons of CO ₂ emissions p.a.	Solar PV

International Cooperation

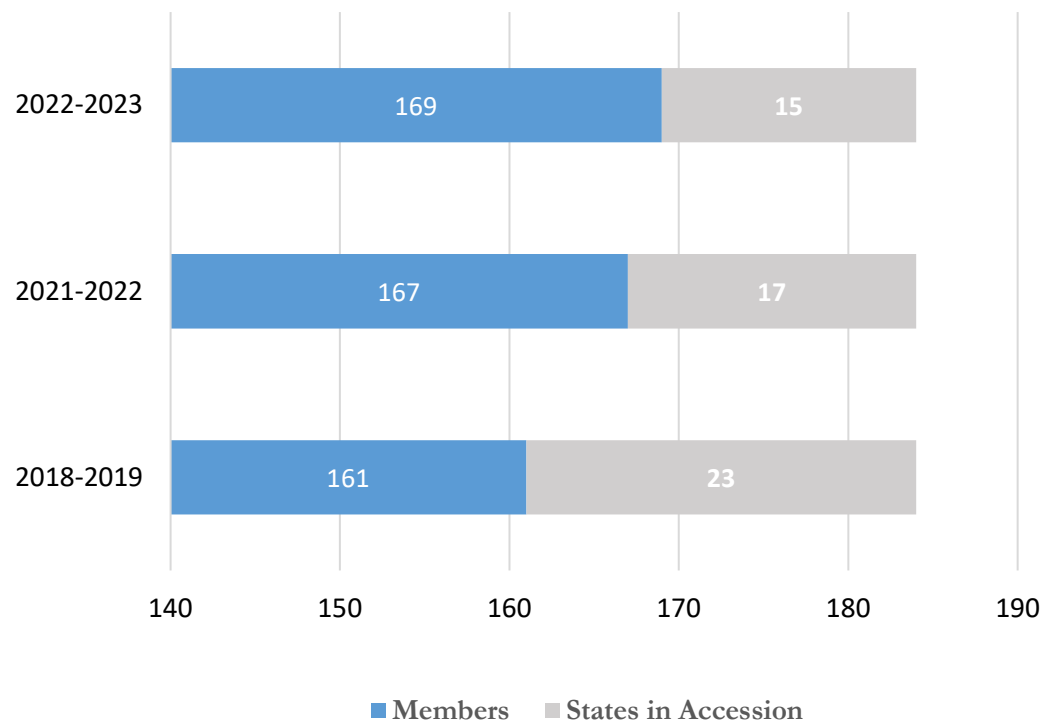
IRENA provides an inclusive platform for all stakeholders to foster action, convergence of efforts and knowledge sharing for impact on the ground.

In recognition of the growing demand for international cooperation in IRENA's fields of competence, the Agency fosters alliances, partnerships and cooperation at the international, regional and country levels with all relevant partners. This also helps enhance overall visibility and impact.

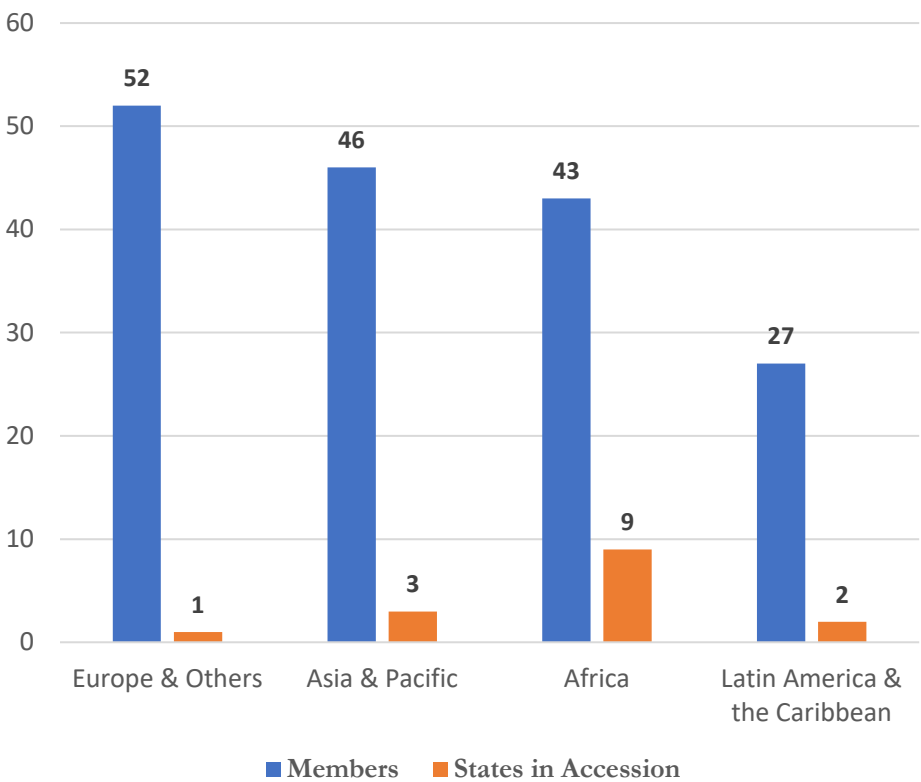
The following exemplifies IRENA's work contributing to the objective of Pillar 3 (Network Hub).

The IRENA Statute stipulates that membership is open to those states that are members of the United Nations, and to regional intergovernmental economic-integration organisations. In the course of biennium, and Papua New Guinea and Guatemala joined the Agency, bringing the total to **169 Members***.

Membership, 2018-19, 2021-22, 2022-23



Regional distribution of Members & States in Accession, 2023



* As of 6 Sept 2023, 168 countries and the European Union.

Governing Body Meetings 2022-2023 - Assembly

The Assembly is IRENA's **ultimate decision-making authority**, made up of one representative from each Member.

It convenes annually to discuss and decide upon issues such as the work programme, budget, adoption of reports, applications for Membership and potential amendments to Agency activities.

Meeting/ Session	Registered Participants	Registered Delegations	Members	Signatories and States in Accession	Other States
8 Assembly (2018)	1,300	139 plus EU	127	8	5
9 Assembly (2019)	1,570	156 plus EU	147	8	2
10 Assembly (2020)	1,750	140 plus EU	135	4	2
11 Assembly (2021)	2,200 (virtual)	143 plus EU	138	4	1
12 Assembly (2022)	2,160 (virtual)	140 plus EU	135	5	1
13 Assembly (2023)	1,950 (in-person)	146 plus EU	135	9	3

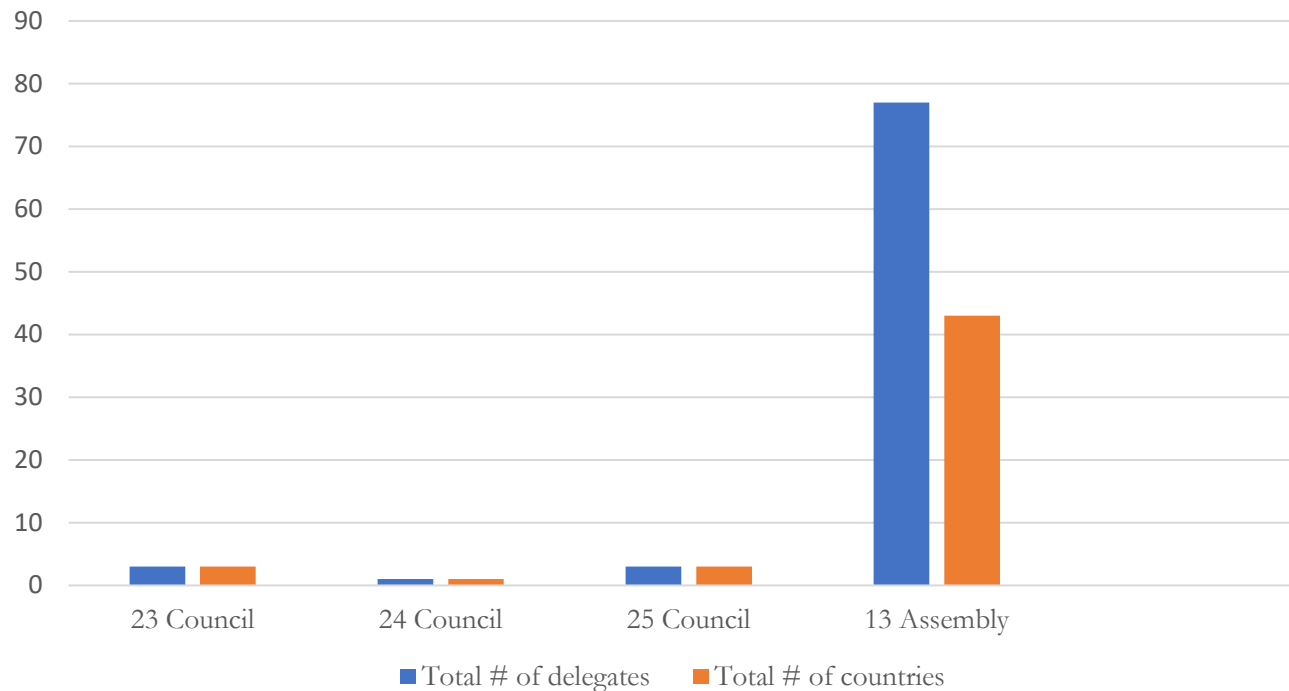
Guiding principles

- Transparency and inclusiveness
- Member engagement
- Adherence to Rules of Procedure

The IRENA Assembly “offers a unique opportunity to shape the global energy discourse and to drive investments towards an inclusive and job rich recovery, including by investing in reskilling programs for the growing green economy.

Antonio Guterres, UNSG

Number of delegates and countries funded by FDCR*



*12 Assembly was held virtually.

The Fund for Developing Country Representatives (FDCR) was established at the 2nd session of the IRENA Assembly.

The Fund **supports the participation of representatives** of Least Developed Countries (LDCs) and Small Island Developing States (SIDS) in all IRENA's governing body meetings, including Assembly, Council and Committees.

A total of **84 delegates from 50 countries** participated in the Governing Body Meetings in 2023 with support of FDCR.

Collaborative Frameworks

Collaborative Framework
on Critical Materials for the Energy Transition



Peru



United Kingdom

Collaborative Framework
on Enhancing Dialogue on High Shares of Renewables in Energy Systems



Argentina



Japan

Previously: Canada and Uruguay (2020-2022)

Collaborative Framework
on the Geopolitics of Energy Transformation



Namibia



Norway

Previously: Germany and the
United Arab Emirates (2020-2022)

Collaborative Framework
on Green Hydrogen



Germany



UAE

Previously: European Union and United
Kingdom (2020-2022)

Collaborative Framework
on Hydropower



Canada



Zimbabwe

Previously: Costa Rica and Switzerland
(2020-2022)

Collaborative Framework
on Just and Inclusive Energy Transition



South Africa



USA

Collaborative Framework
on Ocean Energy/Offshore Renewables



Colombia



Denmark

Previously: Italy and Tonga (2020-2022)

Collaborative Framework
on Project Facilitation to Support on-the-ground Energy Transition



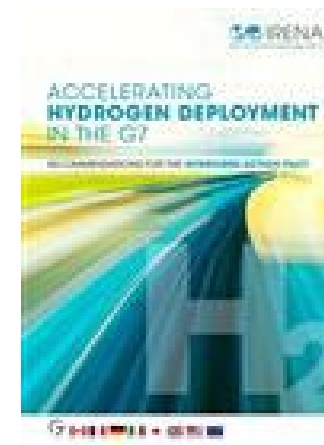
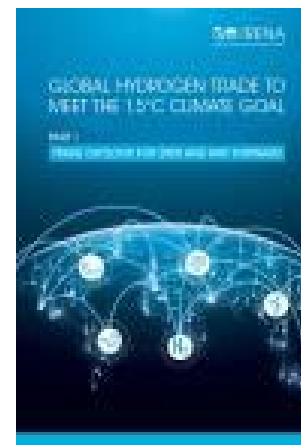
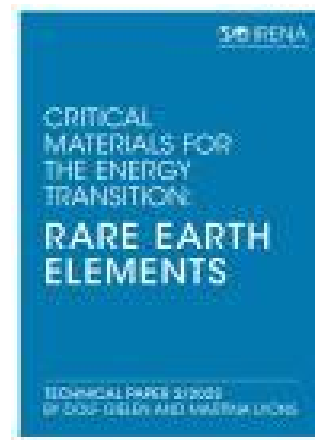
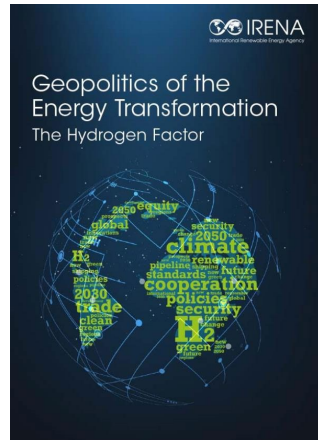
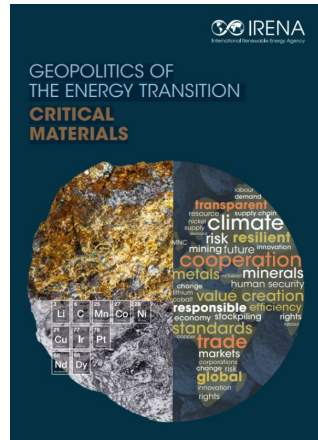
Austria



Egypt

Selected analytical products under the umbrella of Collaborative Frameworks

Collaborative Frameworks **promote engagement, facilitate peer-to-peer exchange, and enrich programmatic output.**



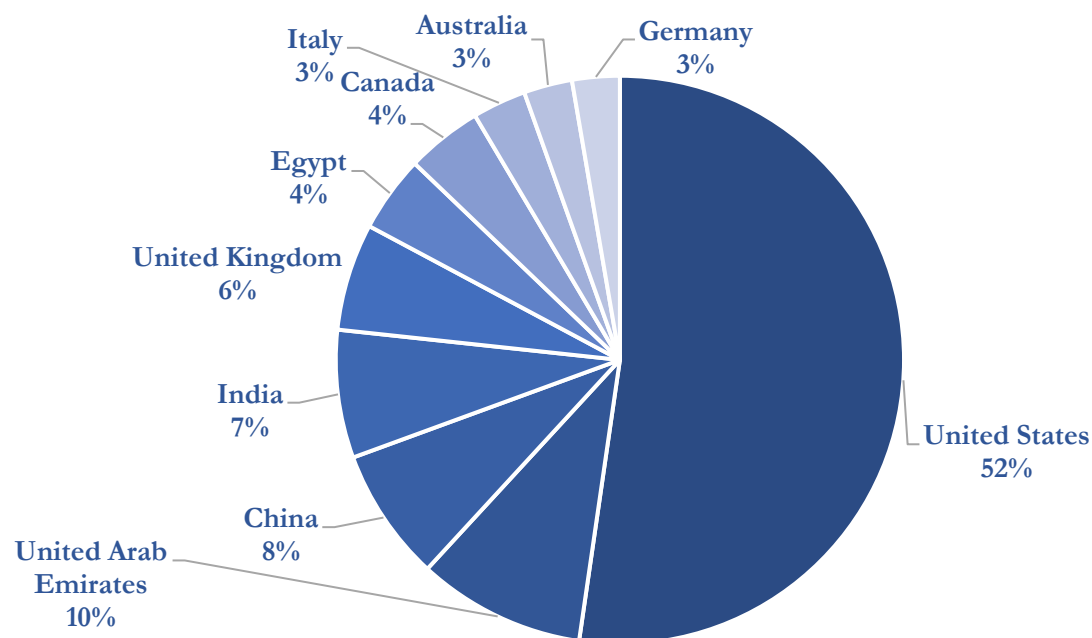


Outreach

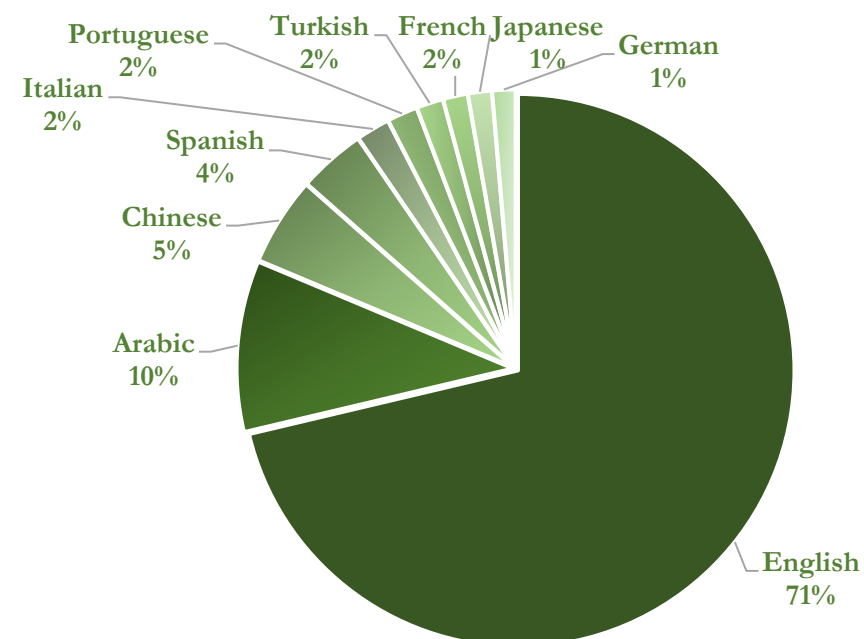
Media coverage 2022-2023

Within this biennium, IRENA was mentioned in **over 91,389 news articles**, representing an increase in coverage of more than 81%, compared to the previous biennium.

93% of media coverage was from these countries



IRENA multilingual media coverage



Media outlets



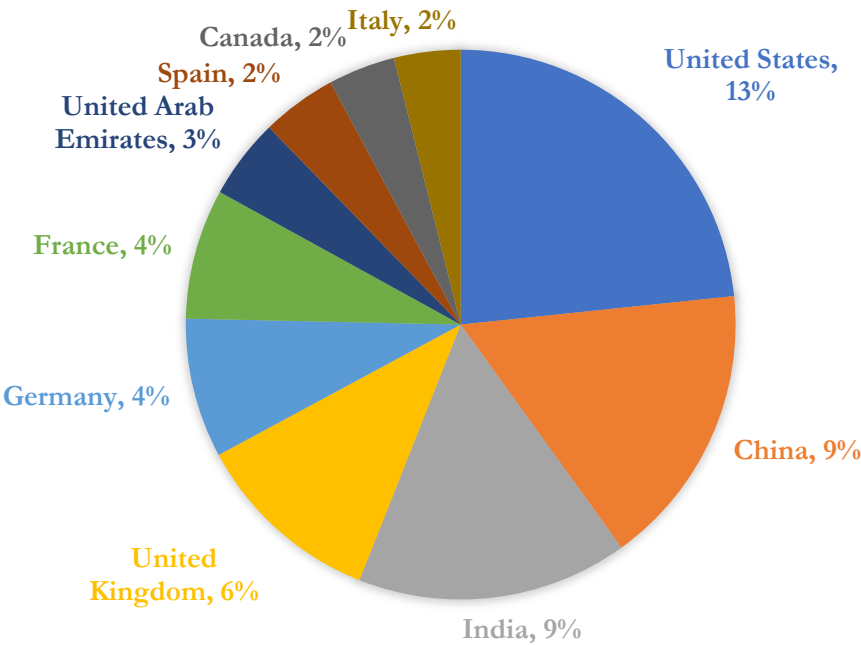
www.irena.org website
<ul style="list-style-type: none">• More than 2.8 million visitors
<ul style="list-style-type: none">• + 27% (2022-23 vs 2020-21 visitor growth)
<ul style="list-style-type: none">• 9,5 million pages browsed

Accessibility improved with selected publications available in digital formats, visual stories, infographics and video content.

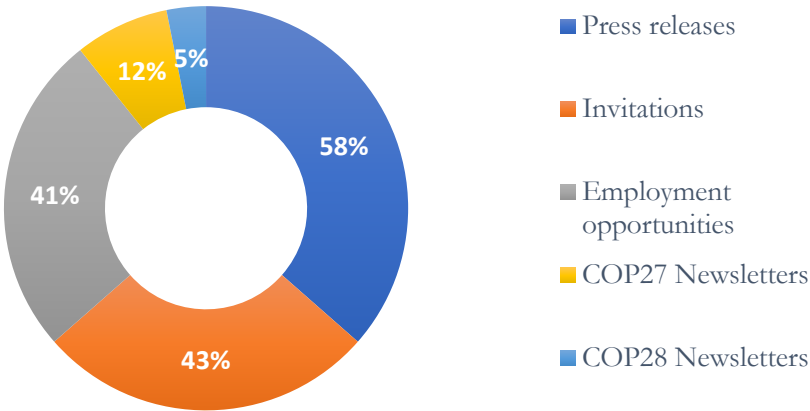
IRENA website ranks in **top results for energy sources** and the **energy transition** on Google.


Almost 60% of website traffic coming from Google and other search engines, and over 30% is direct traffic.

Percentage of visitors: top 10




Subscriptions by e-mail type






LinkedIn

Followers: 188,975
Since Jan 2022: + 35.8 %



Twitter

Followers: 134,383
Since Jan 2022: + 19.4%



Facebook

Followers: 513,118
Since Jan 2022: + 0.04%



Instagram

Followers: 14,675
Since Jan 2022: + 22%

Total subscribers	
• 82,341 (20 Aug 2023)	
• 2,381 subscribers are from Members & States in Accession	
• 91% are general subscribers	
• 40,136 people receive press releases	

+ 21 % since January 2022
+ 39 % since Jan 2020

Innovative formats



- ❖ **Twitter Carousel** - Carousel Ads on Twitter help reach new audiences and drive people to our website through multiple images or videos, all within a single ad.
- ❖ **Polls** - An online poll is a survey in which participants communicate responses via the Internet, by completing a questionnaire in a web page.
- ❖ **Instagram grid** - An Instagram Grid is a powerful resource to express creativity, showcase personal brand, and engage with followers. Curating an aesthetic grid, it helps us create a visually appealing profile.