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**OUTREACH ACTIVITIES RELATED TO THE IPCC AR5 IN GERMANY**  
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**KEY MESSAGES AND MAIN CHALLENGES**

- Communication at national level is essential, in particular in non-English speaking countries.
- Explaining the IPCC as an institution builds trust in its messages.
- Outreach can benefit from exchange, coordinating or cooperating with other agents at national level.
- The release of the AR5 in four parts was difficult to explain, and attention decreased with time.
- There is a strong demand for translations into German allowing access to the report for a wider public.
- Provision of derivative products facilitating access to the AR5 to a wider audience of non-specialists in an accessible language while maintaining the scientific rigor is very challenging.
- Both translations into German and derivative products require cooperation with IPCC experts to correctly reflect technical terms and the carefully drafted, Panel-approved expressions of the SPM.

**General objectives of outreach activities**

- Inform about the key messages of IPCC reports
- Raise awareness of the challenges of climate change and potential solutions
- Explain how the IPCC works and why it provides credible, objective and comprehensive information (policy relevant but not policy prescriptive)

**Targeted audiences**

- Interested public and relevant stakeholders, media, academia, government departments and agencies

**Permanent activities**

- Strong support from government referring to the IPCC as the scientific basis for climate politics
- German IPCC-Coordination Office (De-IPCC) as a general entry point for IPCC-related issues:
  - Responding to a variety of email requests:  
access to reports, translations, and figures; information on content, identification of experts
  - German IPCC Website ([www.de-ipcc.de](http://www.de-ipcc.de)):  
information about the IPCC's mandate and processes, access to reports and translations, news
  - Oral presentations at many occasions:  
e.g., public, universities, schools, government departments and agencies, media
  - Meetings at the interface of science, policy, and the public:  
annual meeting of the German "IPCC-community" and specific occasions to foster mutual understanding, to inform about climate science, and to build trust in research in general and in the IPCC process in particular

**Activities before the release of the AR5**

- Facilitating and encouraging exchange between relevant players in Germany (government agencies, research associations, climate services, public relations of research institutions, NGOs) on outreach strategies and measures with the aim to coordinate and explore synergies of independent agents
- Government and agency briefings on the review process and AR5 key messages
- NGO briefings on the IPCC's processes and mandate, and on climate science
- Online brochures on 1) IPCC's mandate and processes, 2) the AR5, 3) German IPCC-Coordination Office

- Press briefings with researchers and government officials (by German Climate Consortium (DKK))
- Responding to an increasing number of various requests from the media
- Interviews of government representatives on the IPCC (e.g., Spiegel, 13 Sep 2013)

#### **Activities shortly before or during the approval sessions**

- “Outlook Earth” (8 page insert to the magazine of the German journalists’ association on topics related to global change research (ca. 45.000 copies, later secondary use): three issues focusing on IPCC, after WG1, WG3 and SYR approvals with core messages of the reports and related climate change research

#### **Activities immediately upon each approval of the WG-contributions and the SYR**

- Joint press releases of the federal ministries of the environment (BMUB, IPCC focal point) and of research (BMBF)
- 2-4 page explanatory summary of the key messages in German to facilitate a fast access to reports for the general public and the media, published by BMUB, BMBF, Federal Environment Agency (UBA), De-IPCC, reviewed but not authorized by German lead authors.

#### **Activities on the next working day after approval in Berlin**

- Federal Press Conferences with ministers of BMUB & BMBF, German main IPCC authors after WG1, WG3 (covering both WG2 and WG3), and the SYR
  - Information on the core messages of the report
  - Raise awareness of the challenges of climate change and potential solutions
  - Link the messages of the report to the German national and international climate policy
  - Show the contributions and the relevance of German climate research for the IPCC

#### **Activities two days after release in Berlin**

- Following W1 and WG2: Discussion forums with BMUB & BMBF ministerial officials, German main IPCC authors, and relevant stakeholders
  - Information about the core messages of the reports
  - Discussion about the implications of the reports for climate/energy politics and research in Germany
  - Information about the IPCC as an institution, its processes and mandate
  - 250 key stakeholders (academia, government, agencies, economy, civil society, NGO, and media)
- Following WG3: Launch event of the report (“Science & Policy: Exploring Climate Solutions”) with IPCC-Chair, WG2 & WG3 Co-Chairs, Deputy Federal Chancellor and Minister for Economic Affairs and Energy
  - Information about the report’s core messages, implications for German climate and energy policy
  - More than 1000 participants from academia, government, agencies and key economy/business, civil society, NGO, and media.

#### **Activities in the months/years after the release**

- Translation into German of SPMs, SYR, WG1 headline statements, FAQs, Glossary (GER, CHE, AUT)
- Easy-to-understand brochure on the main contents of the AR5 for the general public (De-IPCC&UBA)
- Information on IPCC and AR5 on the websites of relevant ministries and agencies

#### **Support for outreach activities of German IPCC authors**

- Response to media requests for author contacts, no further coordination
- Travel support for AR5-related outreach activities addressing policy makers and relevant stakeholders

#### **Linked science communication**

- MOOC on climate change of the DKK and WWF with more than 6000 subscriptions