

The role of communications in developing a report

1. E.g. at what stage work on communications considerations starts and how it is coordinated with work on the report
2. E.g. role of communications experts, different types, at different stages, in different ways
3. E.g. communications considerations to improve the quality of a report – readability, clarity, policy relevance & salience

Summary for Citizens and other IPCC communications products

4. E.g. possibility of a shorter, simpler document for the public (“Summary for Citizens”) and process for developing it
5. E.g. other communications products that do not go through a formal approval process

Engaging with stakeholders

6. E.g. interactions with different stakeholders including at the scoping stage or review process

Communications before finalization of the report

7. E.g. advance briefings for media, dealing with leaks, briefing media during an IPCC session

Transparency

8. Confidentiality of drafts, access to IPCC Sessions and other IPCC meetings, use of webcasting to open up IPCC sessions or meetings or part of them (see also 6)

Preparations for launching a report

9. Detailed planning for the launch of a report – timing and what it includes
10. Enhancing the communications team – who and how
11. Preparation of key messages with Co-Chairs/Chairs
12. Training authors who will be interviewed
13. Managing the interview process
14. Social media

Embargoes and advance briefings

15. Use of embargoes, timing, advance briefings

Press conferences and interviews

16. Timing of press conferences
17. User of video, photos, streaming
18. Arrangements for broadcasters

Outreach after release of the report

19. Generic presentations (including e.g. standard formatting)
20. E.g. training on presentations
21. E.g. social media, digital platforms

Derivative products

22. Role of IPCC/IPCC authors in derivative products

IPCC Communications Strategy

23. Responsibility for communications materials produced by more than one working group
24. Responsibility for websites

Assessing IPCC communications

25. How can the IPCC do more to evaluate its communications, what feedback does it need (e.g. survey of governments)