

Advance paper submitted to the

IPCC Expert Meeting on Communication Oslo, Norway, 9-10 February 2016-

AR5 Outreach and Communications in Norway, 2012-2015

In brief:

With limited financial resources, but with extensive co-operation among Norwegian IPCC authors' institutions and the focal point (Norwegian Environment Agency) and a good number of working hours from all those involved, both decision makers and the general public were informed about the key messages from all volumes of the Fifth Assessment Report.

What we did

- Late autumn 2012: Focal point (Norwegian Environment Agency) invites all national IPCC AR5 authors and communications staff from their institutions to a brainstorming meeting.
- Early 2013: Meeting held at focal point premises. Exchange of ideas on how to reach out and issues that could be difficult to communicate. Among challenges that were identified: The new scenarios (RCPs) could create confusion and the apparent pause in temperature rise (1998-2012). Agreement on setting up a communications group with focal point and authors' intuitions to prepare WG1 launch in September 2013. Focal point provided some financial support to a European network of climate change communicators (ECCO) to make [a factsheet in plain language, explaining the RCPs](#). The fact sheet was finished and published in August 2013, contributing greatly towards a shared understanding of the RCPs and how to talk about them.
- September 13, 2013: WG1 communications group organized a seminar for journalists, politicians, climate professionals and decision makers to prepare them for the WG1 launch. Five Norwegian authors who were to present the report September 27, also held presentations at the preparatory seminar. 150 people attended and the seminar was broadcast via the web, followed by several hundred people. Focal point and authors talked about the IPCC and its mandate, the three parts of the AR5 and the list of content of WG1, spoke generally about issues that will be discussed in WG1 and explained the difference in the set-up of the RCPs compared to the previous scenarios – all without revealing any numbers/facts/findings from the report. We handed out the fact sheet on RCPs and a fact sheet on WG1 in ([based on the official IPCC fact sheet](#)), both in Norwegian language.
- September 27, 2013: Launch of report with four Norwegian IPCC authors held at the focal point premises, with the Minister of Environment and 150 people from policy/politics, NGOs, business, government, media etc. present. The event was held in parallel with the launch in Stockholm, and we showed the start of the press conference in Stockholm at the beginning of the national launch. With the help of our national delegation in Stockholm, we managed to produce (in the early morning) a news release and fact sheet in Norwegian about the main findings of WG1 that were published as soon as the SPM was published in the IPCC web site. The focal point and the authors' institutions published a total of seven fact sheets in Norwegian that morning, having prepared them over the previous two months. (See list of fact sheets in the Appendix.) All materials, including the live web streaming, were published on the Environment Agency web site. This resulted in extensive, informative and correct, media coverage of the report in Norway – and no questions about the RCPs or the apparent pause in temperature rise.

- November 5 and 6, 2013: In connection with the annual Zero Conference on Climate Change in Oslo, that attracts more than 1000 stakeholders, we co-operated with the organizer to have Thomas Stocker speak the opening day in the plenary. The second day, the focal point co-ordinated and financed a full day “in-depth” seminar on WG1, where Thomas Stocker also participated. About 200 people attended, making it one of the most popular parallel sessions of the Zero conference. Again, the event was streamed live via the web with several hundred followers.

The same “routine”, with communications and outreach co-operation among authors’ institutions and the focal point, preparatory seminars, national launches parallel in time with the international launch, web streaming and in-depth seminars following the launch, was repeated for WG2, WG3 and SYR – although with fewer fact sheets, and the prep-seminars and in-depth seminars for WG2 and WG3 were held together due to the close proximity of launch dates.

The official IPCC videos were translated to Norwegian and published in parallel with the IPCC launches.

Results

- Very useful dialogue among Norwegian authors of all WGs and the focal point, great working relations without compromising authors’ scientific integrity.
- By working together and joining forces, outreach and communications became more powerful and holistic than it would have been with no co-ordination and team effort.
- Each event attended by 100-200 people with 500 – 1500 people following the live stream
- IPCC videos in Norwegian translation seen by 30-50 000 people
- Since AR5, there’s been no real discussion in Norway about whether climate change is manmade, real and serious. Now the focus is on how to deal with the challenges. We believe the concentrated and shared effort on communicating AR5 contributed to this change in public discourse.

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Appendix – List of fact sheets Published in Norwegian as PDF and HTML-pages on NEA website:

WG1:

- [A brief summary of WG1 findings](#)
- [WG1 in numbers and facts](#)
- [What are the RCPs?](#)
- [How the IPCC uses uncertainty terminology](#)
- [The Polar regions in the climate system](#)
- [Climate change in Norway until today](#)
- [Future climate change in Norway](#)
- [Which future do we choose?](#)
- [Observed global climate change](#)

WG2:

- [WG2 in numbers and facts](#)
- [A brief summary of WG2 findings](#)
- [Examples of adaptation measures](#)
- [Possible effects of climate change on society in Northern Europe in 2050](#)

WG3:

- [A brief summary of WG3 findings](#)
- [WG3 in numbers and facts](#)

SYR:

- [Brief summary of synthesis report](#)
- [Examples of adaptation and mitigation measures](#)
- [A changing climate – a quick guide to the IPCC Fifth Assessment Report](#)