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REPORTS

Communication and outreach activities

(Submitted by the Acting Secretary of the IPCC)

REPORTS

Communication and outreach activities

This document reviews communications activities since the 41st Session of the Panel, and complements the report from the Secretariat on this matter to the 41st Session of the Panel (IPCC-XLI/Doc. 20).

Communications Strategy

The Communications Action Team (CAT), a sub-group of the Executive Committee set up under the Communications Strategy, has met regularly to review communications activities.

AR5 Outreach Programme

Since the start of 2015, the IPCC has been conducting an ambitious programme of outreach to ensure the findings of the Fifth Assessment Report (AR5) remain prominent in the run-up to the negotiations at the 21st session of the Conference of the Parties (COP21) to the United Nations Framework Convention on Climate Change (UNFCCC) in Paris to be held on 30 November – 11 December 2015. Several member states have pledged additional support to the IPCC for these efforts, and generous contributions from Denmark, the European Union, Norway, Sweden and the United Kingdom are gratefully acknowledged.

The aim of this programme is to keep AR5 front and centre for policymakers at all levels and among other key stakeholders, including business leaders, the media and civil society. The outreach programme will ensure continued awareness and media coverage of AR5, by making it relevant to specific geographic areas.

The plan envisages a series of events at key locations around the world in partnership with government and/or non-governmental bodies identified as local partners during the months leading up to COP21.

Representatives from local government, Non-Governmental Organizations (NGOs) and civil society from the host countries are invited and encouraged to complement the IPCC material with regional and local information revealing how they are already being affected by and dealing with climate change; their concerns for the future; and their ideas for creating a sustainable future.

The core elements of each event are presentations of the report by IPCC authors and discussions with policymakers and other stakeholders, with plenty of space for questions and answers. In addition, and depending on local circumstances, there may be workshops for local scientists and the research community whose main purpose is to build capacity by encouraging publication of scientific papers locally and participation by local scientists in the work of the IPCC as authors and reviewers. Media workshops may also be held to familiarize journalists from the region with the way the IPCC operates and produces reports and to discuss the basics of climate science and the key findings of AR5.

The activities funded under this enhanced programme build on traditional IPCC outreach through a series of sub-regional activities to maximize the impact of events and make the best use of available resources, both financial and speakers. At given events in developing countries, delegates and media are invited from other countries in the region, or from centres in the country outside the location of the event, and their travel costs supported with the additional funding to help communicate the findings of AR5 throughout the region. The IPCC is also actively participating in events at the sub-national level, to communicate AR5 outside national capitals in other centres. The IPCC is also funding the participation of delegates from developing countries at certain events in developed countries.

The events conducted so far have given rise to requests for similar activities in other countries, and it seems that interest will continue in the coming years.

Mindful of calls to make IPCC materials more accessible, the Secretariat has given feedback to authors on improving their presentations from a communications perspective. The outreach events are intended to include short presentations for non-specialists and allow plenty of time for discussion. The Secretariat is continuing to explore ways of making IPCC products more accessible to different stakeholders.

AR5 outreach events since the 41st Session of the Panel

The following AR5 outreach events have been undertaken since the start of 2015:

- 23 February, Nairobi – Outreach event in Kenya.
- 24 February, Lahore – Subnational event for Pakistan.
- 28 February, Arusha – Outreach event in Tanzania.
- 9 March, Dehradun – Subnational event in India.
- 9 March, Calcutta – Subnational event in Calcutta.
- 31 March, Paris – International workshop for weathercasters.
- 4-5 May, Rabat – Outreach event in Morocco for Francophone African countries.
- 2 June, Geneva – AR5 presentation to the Geneva Environment Network (GEN) network (diplomatic and NGO community in Geneva).
- 2 June, Geneva – AR5 presentation to the 17th Congress of the World Meteorological Organization (WMO).
- 6-10 July, Havana – 10th International Convention on Environment and Development.
- 8 July, Havana – Workshop with National Association of Economists and Accountants of Cuba.
- 9 July, Havana – Outreach event for students and authorities at the Higher Institute of Technologies and Applied Sciences (InSTEC) of the University of Havana.
- 9 July, Havana – Workshop with the Cuban Union of Journalists (UPEC).
- 12-13 August, Canberra – Series of briefings for policymakers and public lecture organized with Australian National University (ANU).
- 13-14 August, Sydney – Series of briefings for stakeholders and public lecture.
- 17-18 August, Bangkok – Outreach event for participants from Southeast Asia organized with United Nations Economic and Social Commission for Asia and the Pacific (ESCAP).

IPCC authors, Bureau members and staff have also been invited to participate in multiple additional activities: several public symposiums in Japan ; presentation to University of Utah on 10 March; a forum on urban planning in Bielefeld, Germany, on 16 March; several presentations and sessions at the WCDRR 3 disaster risk conference in Sendai, Japan, on 17 March; a local event in Eggenfelden, Germany, on 17 March; an international climate symposium in Hamburg, Germany, on 18 March; a meeting of faith groups in Frankfurt, Germany, on 25 March; the Food and Agriculture Organization (FAO) International Day of Forests in Rome on 20 March; a symposium on oceans and climate change in Santos City, Brazil, on 23 March; the ECO Ministerial Conference on Climate Change in Safranbolu, Turkey, on 27 March; a presentation to Purdue University, West Lafayette, Indiana, on 27 March; the Horn of Africa Road to Paris Regional Dialogue in Addis Ababa on 7 April; the ICLEI world congress in Seoul on 8 April; the Harvard University Presidential Panel on Climate Change on 13 April; an event in Gothenburg, Sweden, on 5 May; an event at Stanford University on 12 May; an environmental meeting for youth in Schloss Tutzing, Germany, on 22 May; a special event on the 2013-2015 review at the 42nd session of the Subsidiary Body for

Scientific and Technological Advice (SBSTA 42) in Bonn on 2 June; a panel on human rights and climate change in during the UNFCCC's SBSTA 42 meeting in Bonn on 2 June; a UNFCCC side event in Bonn on 8 June; a meeting on climate change and disaster management in Toronto on 9 June; a briefing for French scientists on media communications in Paris on 10 June; the German IPCC annual meeting on 16-17 June; a meeting on environmental protection in Sacramento, California on 16-17 June; a meeting of European economists in Helsinki on 24-27 June; the Regional Forum on Climate Change in Bangkok on 1-3 July; Our Common Future under Climate Change in Paris 7-10 July.

The Chair of the IPCC, the three Vice Chairs, the Co-Chairs, Vice-Chairs and Authors of the three Working Groups continued to support the outreach and communication of AR5 through invited talks and presentations as well as responding to requests by media.

For full details see: <http://www.ipcc.ch/apps/outreach/>

Other outreach activities

The Task Force on National Greenhouse Gas Inventories (TFI) has conducted two outreach activities since the 41st Session of the IPCC:

- 16 March, Okinawa, Japan – Open symposium: “New scientific findings on climate change and the importance of Greenhouse gas (GHG) inventory to assess mitigation progress” (joint event organized by IPCC, the Institute for Global Environmental Strategies (IGES) and the University of the Ryukyus). <http://www.iges.or.jp/en/alliges/20150316.html>
- 4 June, Bonn – Side event during the 42nd session of the Subsidiary Body for Scientific and Technological Advice (SBSTA) of the UNFCCC (SBSTA 42): “Technical Assessment of IPCC Inventory Guidelines – Results of Questionnaire Survey”. <http://www.ipcc-nggip.iges.or.jp/presentation/presentation.html>

Planned outreach events

Outreach events are scheduled in August in Mexico (for Mexico and Central America), and California; in September in Argentina (Argentina and Latin America), Turkey (Turkey and Eastern Mediterranean), Vietnam (weather presents from Southeast Asia, together with the World Meteorological Organization), Russian Federation (Russian Federation and Commonwealth of Independent States), and for the insurance industry in London; for October in Croatia; for November in Canada and in Miami (Caribbean and Southeast United States); and for December in Paris for French stakeholders outside the COP.

Rapid response

There were no communications events requiring a rapid response.

Other communications activities

- *Interviews*

Senior IPCC officials including the Acting Chair have given a large number of interviews, and the Secretariat has responded to specific specialist requests for information by putting journalists in touch with authors.

- *Social media*

Twitter and Facebook are used to disseminate links to press releases and similar materials, and to publicize outreach events, including illustrations of speakers and presentations. Twitter is also used to disseminate key findings from reports such as headline statements. The Scholarship

Programme has its own Facebook page, which provides announcements about the programme and updates on the activities of individual scholarship-holders.

The Secretariat also uses social media actively at outreach events. It is intended to work more closely in future with civil society organizations on this. The Secretariat is also experimenting with live streaming outreach events and looking into the possibility of expanding access to them through hangouts.

- *Media monitoring*

The Secretariat provides monthly reports to the Executive Committee and Bureau on communications activity and media coverage of the IPCC. The Secretariat also produces daily Media Review Bulletins.

- *Translation*

The Summary for Policymakers and Technical Summary volumes of the AR5 Working Group I report and the Summary for Policymakers of the Working Group II and III reports have been translated into all official UN languages (besides English: Arabic, Chinese, French, Russian and Spanish) and these are posted on the IPCC website and made available for distribution in print form. Translation of the Technical Summary volumes for Working Groups II and III and the Synthesis Report are underway. Members are encouraged to undertake translations into other languages and send links to the electronic publications to the Secretariat for inclusion on the website.

The AR5 videos for each working group and the Synthesis Report have also been subtitled in all official UN languages besides English. A shorter version of the main pages of the IPCC website has also been prepared and translated into the official UN languages, and these translated pages are regularly updated.

Translations of the *2013 Supplement to the 2006 IPCC Guidelines for National Greenhouse Gas Inventories: Wetlands* and *2013 Revised Supplementary Methods and Good Practice Guidelines Arising from the Kyoto Protocol* are pending.

- *Distribution*

The Secretariat works to ensure that summary and full report volumes are available for distribution to users. (Full Working Group reports are available for purchase by users from developed countries and a limited number of copies are free of charge to users in developing countries or economies in transition.) The Secretariat has also worked to identify new user groups such as university and parliamentary libraries in developing countries, and has contacted these institutions to ensure they are aware of the materials that are available.

- *Website*

The Secretariat is working to improve the functionality of the website, to make it easier and simpler for non-specialist staff to add and update material. This project also involves improvements to search functionality, both for reports and for other material on the website. On completion of this work, it is intended to seek proposals to upgrade the website and make it a more user-friendly experience with a more attractive and simpler appearance.

A new section of the website to showcase the Synthesis Report in a user-friendly manner has been developed. This allows quick downloading and enables users to move simply between the Summary for Policymakers and longer report, and between the Synthesis Report and underlying Working Group contributions, while presenting the Synthesis Report in an attractive manner.

With the final publication of the Working Group contributions, the migration of material from the Technical Support Unit websites to AR5's permanent home at www.ipcc.ch has been completed.