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INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE



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PROGRESS REPORT ON OUTREACH

(Submitted by the Secretariat)

Progress Report on Outreach

Introduction

The IPCC outreach program has developed substantially during the recent years especially as a result of the release of the Fourth Assessment Report (AR4), which increased public awareness on climate change issues and stimulated international negotiations within the UNFCCC. The announcement of the award of the Nobel Peace Prize on 12 October 2007 led to increased visibility of the IPCC but also increased pressure on our communication activities.

The present report summarizes outreach activities by the IPCC Chair and the other Bureau members, the Secretariat and the Working Groups. They cover press events, presentations and speeches, distribution of publications, improvements of the website, the development of outreach material, and a support to education and training activities, including planned activities with partner organizations. A specific item is dedicated to the organization of the IPCC 20th Anniversary. A detailed report of outreach activities by the IPCC Chair is provided in Addendum 1 to this document.

The further development of well coordinated outreach activities is one of the priorities of the Secretariat for the next assessment cycle. So far significant objectives have been reached, as described below, but a renewed effort could improve the outreach performance in a number of areas in order to achieve the following goals:

- to respond as fully as possible to the needs of policy-makers, and promote further IPCC information in the appropriate fora,
- to ensure that IPCC information and communication responds to needs of all user groups including the general public, keeping in mind the specific needs of developing countries,
- to co-operate with appropriate organizations to support training and capacity-building initiatives.

Presently the staff directly involved in the outreach program consists of one communication and press officer on a full time contract, supported by one professional staff member on a halftime temporary appointment. The outreach budget has been fixed at the level of 400,000 CHF per year and is fully spent. A considerable amount of these expenditures are staff costs and costs for distribution of IPCC material.

1. Press events after the launch of AR4 and response to other press requests

The press events after the launch of the Fourth Assessment Report attracted unprecedented attention and led to wide media coverage of the report. Consequently the Secretariat received a large number of requests for interviews and other media activities, which reached another peak around the award of the Nobel Peace Prize. They were passed on to the IPCC Chair and other Bureau members, TSUs or authors. The IPCC Secretariat information officer is also actively involved in the UN communications group dealing with Climate Change. Activities of this group include maintenance of the UN web portal on climate change, sharing of information, including relevant events and launches of reports.

Due to public attention and perception of climate change there is a continued demand for IPCC information from media and from the general public. On the other hand criticism of IPCC results and the IPCC process are also voiced regularly and brought to the Secretariat's attention for information, but also for comments. One way for the IPCC and its Secretariat to respond to the increasing need for public information is to engage the international press and other major international public information providers, in a series of targeted press messages by IPCC members/experts. The TSUs could play a role in identifying news worthy items and writers. It is also suggested to consider an agreed way of responding to criticism in a timely manner.

2. Presentations and speeches

After the release of the AR4 Synthesis Report the IPCC Secretariat and the TSUs tried to meet the numerous requests for presentations. Special attention and priority were given to events organized by UN bodies and other relevant international organizations. Major briefings were organized for the UNEP Governing Council, the WMO Congress, the Twelfth Session of UNCTAD in April 2008, the high level meeting on Food Security organized by the FAO in Rome in June 2008, the UNFCCC Subsidiary Bodies meetings in Bonn in June 2008 and the UNFCCC Climate Change talks in Accra in August 2008. IPCC events are also planned during the high level segment of the UN General Assembly in September 2008 and during COP-14 of UNFCCC in December 2008. To prepare for COP-14 an IPCC information event will be organized in Warsaw in October 2008 in cooperation with the Polish Meteorological Office in support of the preparations for COP-14.

In selecting IPCC authors to make presentations consideration was given to the topic and geographical location, with the aim to minimize travel costs and time, while on the other hand respecting the request from organizers for an international representation. Normally the organizer was asked to cover travel support. In the case of international organizations, which could not provide such support, or IPCC organized briefings, travel support was provided to experts from developing countries. However, in some cases the expert from a developed country did not receive financial support for his participation by his country. In such exceptional cases Trust Fund support was provided to the speaker to ensure a balanced programme. In this context countries are kindly requested to facilitate the participation of their experts in outreach activities.

A list of outreach events with IPCC participation facilitated by the IPCC Secretariat is contained in **Annex 1** to this report. Comprehensive, as well as selective reports were received from the TSUs on outreach activities attended, serviced or organized by members of their Working Groups. The reporting by Working Group II included lists of publications of its members. The information received from the TSUs of Working Group II and III on their outreach activities is contained in document IPCC-XXIX/INF.2 which is available on the IPCC website. Upon the closure of the existing TSUs, the IPCC Secretariat will explore the possibility of integrating their records in the public information and reporting system of the IPCC.

Apart from continuing to regularly update the list of outreach events with IPCC participation facilitated by the Secretariat, the IPCC Secretariat, in cooperation with the new TSUs, will develop and put in place a framework which will allow to make maximum and timely use of the work and activities of the Working Groups and its members for outreach and public information purposes. It might, for instance, merit to select and collect speeches made on behalf of IPCC at these events, for the website and regular hard copy publication. Some of the speeches may lend themselves for the series of public information articles mentioned above. A more pro-active and timely sharing of information activities, including requests for presentations, would also help to identify and fill information gaps in regions by facilitating and organizing information events, maybe along the lines of roving seminars conducted after the First and Second Assessment Reports. The interactive calendar mentioned under item 5 should help in this respect.

3. Publication dissemination and translation

The finalization of the AR4 Reports was achieved successfully with the publication of the Synthesis Report in English. The Technical Paper on Climate Change and Water, as well as the document on new scenarios "Towards New Scenarios for Analysis of Emissions, Climate Change, Impacts and Response Strategies", were released and posted on the website. Printing is being organized for both documents as well as for the SYR translations in UN languages. The Technical Paper and the summary of the Scenarios Report are currently being translated.

The full volume of the AR4 reports have been sent to all IPCC Focal Points, as well as to UNEP, WMO and UNFCCC Focal Points who are not IPCC Focal Points. Furthermore summary volumes and full reports have been sent to UN depository libraries and relevant organizations.

The increased public interest and attention to climate change, its causes, consequences and potential remedies, in particular after the awarding of the Nobel Peace Prize to the IPCC, has led to a growing number of requests for permission to use IPCC reports and publications, or parts thereof as public information or education material, in articles and books and the like. The IPCC Secretariat will continue to handle these requests, guided by the spirit to encourage wide dissemination and use of the IPCC reports and material, in close consultation with the IPCC publishing company and taking into due regard the prevailing policies of WMO and UNEP on these matters. A list of these requests is kept for reference.

The Secretariat welcomes the increasing number of requests to translate the AR4 reports into non-UN languages, which reflects the growing public interest and quest for information on the evolution and impact of climate change. These translations are being posted on the website.

An updated version of the leaflet “The IPCC and the Climate Change 2007 Report” which provides a quick overview of who the IPCC is and how it works is under preparation.

4. Education and training and other activities with partner organizations

While it is not within the IPCC mandate and the IPCC Secretariat only plays a facilitating role, e.g. through identifying and liaising with suitable experts, it needs to be mentioned that understanding and coping with the consequences of climate change has become subject of an increasing number of education and training activities all over the world, ranging from primary school education to the training of negotiators and decision makers. In many cases the education or training is undertaken by IPCC members and specialists and/or supported by IPCC reports or material. Also the number of university and college students requesting to visit the IPCC Secretariat in Geneva is growing fast.

Major educational projects that are currently in preparation or in progress include:

- The World Bank Institute (WBI) Project for university students, including MBA and MPA, and business community: collaborating with the IPCC network of scientists to help disseminate its reports.
- The Media 21 Project to train journalists from developing countries in environmental and climate change issues.
- The Online Education Project with the Hamburg University on Climate.
- IPCC profile on MySpace for direct outreach to young adults and youth.

Given the importance of broad public participation in managing climate change and the crucial role of education and training in bringing this about, the IPCC may wish to initiate an analysis of best practices in the education and training field, including the preparation of a set of guidelines and recommendations for future presentation and use of IPCC reports and material for this purpose.

Furthermore the workings and importance of the IPCC could be captured in a 30 to 40 minutes film production, informing the broader public about climate events and statistics, including one or two scenarios for the future.

Consultations have been going on with the European Commission about a possible project to further disseminate the findings of the AR4 and help integrating Climate Change Adaptation and Mitigation in Development Planning. The project, if approved by the European Commission, would be implemented by the Global Change System for Analysis, Research and Training (START), with support from UNEP and WMO. Its objectives are to inject the best available scientific knowledge from the IPCC *Climate Change 2007* report and other sources into policy processes and decision-making in the targeted regions and countries, and to engage the science and policy communities of the targeted regions to develop a shared vision of research and assessment needed to serve climate change decision-making needs. Activities include

design and implementation of regional knowledge sharing strategies, national science-policy dialogues, training seminars and participatory regional knowledge assessments.

A number of activities to prepare a popular version of the AR4 are ongoing and the IPCC has been asked to facilitate the review of such material. They include a project for a book by Andy Reisinger, previous SYR TSU head, to be published by Cambridge University Press and a proposal for a popularized version of the IPCC Synthesis Report published by Earthprint and written by the environmental correspondent Mr. Alex Kirby.

5. Website restructuring

Despite the shortage of IT staff, a considerable amount of effort has been put into maintaining, updating and improving the design and contents of the IPCC website. Based on a call for proposal this work will be continued by a new IT company from September 2008. In particular a powerful search engine needs to be applied.

Other activities that are planned to improve the IPCC website are:

- New consistent template for website, letterheads, power points and business cards to be released in November 2008
- Interactive calendar with outreach activities and events
- Graphics package: the graphics have been collected, but their presentation should be harmonized (J-peg format), some of them will be presented in an animated form (collaboration project with the University of Geneva)

6. 20th Anniversary

The opening ceremony and the celebration of the 20th anniversary of the IPCC on 31 August 2008 will constitute a major outreach event and momentum in the life and workings of the IPCC, bringing together founding fathers and supporters of the Panel with the leaders and high level experts and representatives who are playing a crucial role in shaping and deciding on its future, including UN Secretary General Ban Ki-moon.

The celebrations will take place in the prestigious “Bâtiment des Forces Motrices” in Geneva, and will include key-note speeches by the UNSG and high level representatives of the Swiss Government, WMO, UNEP and UNFCCC. Furthermore presentations will be made by the IPCC Chair Dr Rajendra.K. Pachauri and colleagues on the highlights of the IPCC Assessments and future challenges and a special preview will be shown of a film by Mr Yann Arthus Bertrand on the State of the Earth.

It is expected that the highlights and proceedings of the 20th Anniversary will be widely publicized and distributed by the media to science and stakeholders’ networks, and the Secretariat will ensure full coverage of the event on the website of the IPCC.

**OUTREACH EVENTS WITH IPCC PARTICIPATION FACILITATED
BY THE IPCC SECRETARIAT**

ANNEX 1

Date and Venue	Organization	Event	Audience
14-20 January 2008, Rome, Italy	Rome Science Festival	Global challenges and the science we wish for: from sustainable development to planetary interdependence	Scientists, philosophers, economists and politicians from around the world
23 January 2008, Davos, Switzerland	World Economic Forum	WEF Annual Meeting 2008	CEO's of big companies and multinationals, representatives of Governments and International Organizations
7-9 February 2008, New Delhi, India	The Energy and Resources Institute (TERI)	Delhi Sustainable Development Summit (DSDS 2008)	Scientists, academics and corporate leaders
12-13 February 2008, New York, USA	Columbia University	Global roundtable on Climate Change	Academics and students
12-13 February 2008, Paris, France	UNESCO Conference	International Year of Planet Earth Launch Event	UNESCO negotiators
13-15 February 2008, Graz, Austria	World Energy Council	Energiewende	Government representatives, academics and NGO's
20-22 February 2008, Monte Carlo, Monaco	UNEP	Governing Council to honour Nobel Peace Prize Laureates	UNEP negotiators
6-8 March 2008, Bled, Slovenia	Bled Forum on Europe (Internat. NGO)	IX. Forum on Europe: "Foresight and policymaking in relation to Climate Change"	Policy makers at global (UN agencies and other relevant institutions), regional (EU) and national levels
11-13 March 2008, Vienna, Austria	Human Security Network, Permanent Missions of Greece and Austria to the UN, UN Office Vienna	High-level Roundtable on Climate Change and Women	Representatives of UN and other international organizations, NGO's, media and diplomatic corps in Vienna
12-14 March 2008, Vancouver, Canada	Globe Foundation, Vancouver, Canada	Globe 2008	Gvt. decision makers, corporate executives and leaders of the environmental industry
25 March 2008, Geneva, Switzerland	WMO	WMO Day	WMO negotiators
26 March 2008, Brussels, Belgium	European Parliament	Public Hearing of the European Parliament Temporary Committee on Climate Change on topic "CC in third countries and global security"	Members of the European Parliament
26-28 March 2008, Cape Town, South Africa	International Quality and Productivity Center (IQPC)	Safer Africa Conference Series - The Scramble for Antarctica and its impacts on peace, development and stability in the South	CEO's of big companies and multinationals and other high-level representatives

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28-29 March 2008, Turin, Italy	World Political Forum - Club of Rome	Round Table Conference "From Global Warning to Global Politics"	High-level Government representatives and academics
2 April 0808, Paris, France	OCV Reinforcements (American-based company)	Gala dinner	150 guests from various sustainable/renewable energy industries
2 April 2008, Kyoto, Japan	Kyoto University, Faculty of Engineering	Lectures on "Techno-Science Leadership for Sustaining the Globe and Next Society"	Academics, freshmen and high school students
7-11 April 2008 Budapest, Hungary	IPCC and Government of Hungary	In conjunction with 37th Session of the Bureau and 28th session of the Plenary, Outreach Events on 8 April at Academy of Sciences and on 10-11 April at Central European University	Members of the Government, high-ranking academics, MP's, members of the Corps Diplomatiques, NGO's and media
10-11 April 2008, Berlin, Germany	Platts, London, UK (division of McGraw-Hill Companies)	2nd Annual Conference on Carbon Capture and Storage	Representatives from the energy and petrochemicals industry
14-16 April 08, Tokyo, Japan	Global Earth Observation System of Systems (GEOSS)	2nd GEOSS Asia-Pacific Symposium	Representatives of Governments and International Organizations
20-25 April 2008, Accra, Ghana	UNCTAD	Twelfth Session of UNCTAD (UNCTAD XII)	UNCTAD negotiators
24-25 April 2008, Beijing, China	Government of China	Forum on Climate Change and Science and Technology Innovation	Representatives of Governments and International Organizations
5-9 May 2008 Brasilia, Brazil	City of Brasilia in cooperation with Gvt. of Brazil and Public Budget International Association	Seminar on Climate Change and its regional implications in Latin America	1,500 High level participants, government officials, specialists and managers involved in public policies and researchers from global and regional organizations
7-9 May 2008, Cape Town, South Africa	International Geosphere - Biosphere Programme (IGBP)	4th IGBP Congress on "Sustainable Livelihoods in a Changing Earth System"	Scientists from the IGBP community
20-22 May 2008, Geneva, Switzerland	World Council of Churches (WCC)	Seminar on justice and moral dimensions of the climate change issue	Participants from religious communities
21-22 May 2008, Istanbul, Turkey	Business Council for Sustainable Development of Turkey	Congress on Threats and opportunities for Business : Climate Change and Energy	Government representatives, municipalities, academics, business organizations, NOO's and media

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25 May 2008, Bonn, Germany	Secretariat of the Convention on Biological Diversity (CBD)	2nd Meeting of the Chairs of the Scientific Advisory Bodies of Biodiversity-related Conventions and RIO Conventions	CBD negotiators
1-3 June 2008 Portoroz, Slovenia	European Foundation Center (EFC) in cooperation with the Slovenian Research Agency and European Regional Economic Forum	Global Philanthropists - Partners for a Knowledge-based Response to Climate Change	Leading officials from American and European charity organizations
2 - 5 June 2008, Buenos Aires, Argentina	University of Buenos Aires, Faculty of Economics	Congress on Economic Sciences ECON 2008	National and international leadings economists and academics
2-13 June 2008, Bonn, Germany	UNFCCC	28th Sessions of SBSTA and SBI	UNFCCC negotiators
2-12 June 08, Bonn, Germany	UNFCCC	Second part of the fifth session of the Ad hoc Working Group on Further Commitments for Annex I Parties under the Kyoto Protocol (AWG-KP 5)	UNFCCC negotiators
3-5 June 2008, Rome, Italy	FAO	High Level Conference on World Food Security and the Challenges of Climate Change and Bioenergy	FAO negotiators
12-13 June 2008, Brussels, Belgium	European Parliament	Citizens Agora on Climate Change	Members of European Parliament
16-18 June 2008, Geneva, Switzerland	South Centre in cooperation with Permanent Mission to the UN of Indonesia	High-level North-South Dialogue on Food and Energy Security	UN and WTO representatives and NGO's
18-19 June 2008, Montreal Canada	ICAO (International Civil Aviation Organization)	Aviation and Carbon Markets	Leading managers and CEO's from aviation and energy sector
23-25 June 2008, Geneva, Switzerland	Media 21 in cooperation with UNDP, WMO and Dubai World (UAE)	Climate Change III: The Impact on Coastal Areas and Island States	Journalists from developing countries
25-27 June 2008, Tokyo, Japan	UNFCCC	Workshop on Methodological Issues relating to Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (REDD)	UNFCCC negotiators

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3-4 July 2008, Magdeburg, Germany	Daimler in cooperation with UNEP	Environmental Forum on Sustainable Mobility	300 Leading managers, CEO's and policy makers from transport, automobile and fuel industries
7-11 July 2008, Reunion Island (France)	IUCN in cooperation with French Ministry of Internal Affairs and Overseas and Territorial Collectivities	Strategies to counter Climate Change and Biodiversity Loss (Event of the 2008 French Presidency of the European Union)	Representatives from EU Governments and Small Island Developing States, international and regional organizations, research institutes, civil society and private sector
12-13 July 2008, Amsterdam, Netherlands	World Bank in cooperation with the Dutch Government	Conference: An Eye on the Future: the World Bank Group in a Changing World	Ministers, internationally recognized experts and opinion leaders , World Bank representatives
20-21 August 2008, Stockholm, Sweden	Co-operative Programme on Water and Climate (CPWC)	World Water Week/Water and Climate	Government representatives and representatives from international organizations, academics and NGO's
21-27 August 2008, Accra, Ghana	UNFCCC	Third Session of the Ad Hoc Working Group on Long-term Cooperative Action under the Convention (AWG-LCA 3) and first part of the sixth session of the Ad Hoc Working Group on Further Commitments for Annex I Parties under the Kyoto Protocol (AWG-KP)	UNFCCC negotiators
25-28 August 2008, Izmir, Turkey	Government of Turkey	Panel of Global Warming and Climate Change	Government representatives and representatives from international organizations, academics and NGO's
31 August 2008, Geneva, Switzerland	IPCC, in conjunction with 29th Plenary Session (31 August - 4 September 2008)	IPCC 20th Anniversary	Government representatives, representatives of international organizations and NGO's , members of the Corps Diplomatique and Media
1 September 2008 (26 August-6 September), Geneva, Switzerland	UNEP Regional Office for Europe (ROE) in cooperation with the University of Geneva	Environmental Diplomacy Course, Module on Climate Change	Course participants (diplomats, officials of Ministries) as well as representatives of the Corps Diplomatique and international organizations and NGO's in Geneva

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12-14 September 2008, Zaragosa, Spain	Zaragosa City Council	Symposium of the Association of Cities and Regions Hosting International Exhibitions - Expos and Environmental Challenges for Cities	Local public, visitors of the Expo., representatives of local Government
16-17 September 2008, Washington DC, USA	Carbon Markets USA	Carbon Markets USA Conference on the subject The Need for Global Efforts in the Fight against Climate Change	Executives of key carbon market players from all over the world
26 September 2008, New York, USA	United Nations	63rd Session of the General Assembly - high level segment	UNGA negotiators
2 October 2008, Warsaw, Poland	IPCC in cooperation with Polish Meteorological Office	IPCC information event	Senior Government officials, NGO's and Media
6 October 2008, Barcelona, Spain	CBD	Third meeting of Chairs of the Scientific Advisory Bodies of Biodiversity-related Conventions (CSAB 3)	CBD negotiators
7-9 October 2008, Kiev, Ukraine	European Organization of Supreme Audit Institutions / Working Group on Environmental Auditing	International Seminar on Climate Change for Supreme Audit Institutions	Auditing Experts, representatives of UNEP, the World Bank, OECD, and non-European Audit institutions
8-9 October 08, Addis Ababa, Ethiopia	Ethiopian Meteorological Society	Second General Assembly and First Scientific Conference, theme: "Climate Change and Variability and its Impact on Ethiopia and Eastern Africa"	High level officials and policy makers
12-14 October 2008, Luebeck, Germany	Draeger Foundation, in cooperation with the Zeit Foundation	XVII Malente Symposium on "More than Water -Oceans and Global Responsibility"	International experts from politics, business, science and research, international organizations and NGO's
13 October 2008, London, UK	London School of Economics	Miliband Lecture Series on the topic of "Social Justice, Sustainability and Global Order"	Academic community
20-21 October 2008, Athens, Greece	The McGraw-Hill Companies / Platts	Tanker Economics ; Transforming Risk and Regulation into Business Opportunity	Business community

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20-22 October 2008, Madrid, Spain	WHO/Europe and the Spanish Ministry of Health and Consumer Affairs	International Public Health Symposium on Environment and Health Research	WHO negotiators
20-24 October 2008, Rome, Italy	UNECE, FAO, European Communities	European Forest Week	UN and EU negotiators, Government representatives, NGO's and Media
27-31 October 2008, Macau, China	Association of the Electricity Supply Industry of East Asia and the Western Pacific (AESIEAP)	Biennial Conference of the Electric Supply Industry (CEPSI)	2000 Professionals, policymakers and manufacturers to discuss development of power sector
24 October 2008, Kansas City, USA	Greater Kansas City United Nations Association	Kansas City Mayor's United Nations Day Dinner	Prominent people and former Mayors
28 October - 4 November 2008, Changwon, Republic of Korea	RAMSAR Convention on Wetlands	COP 10	Ramsar Convention negotiators
17-20 November 2008, St. Pete Beach, Florida, USA	International Ocean Institute -USA	Coastal Cities Summit	Public officials, NGO's, citizens and natural and social scientists
18-19 November 2008, Kuala Lumpur, Malaysia	Asia-Pacific Regional Water Conference 2008/ Malaysia Water association	Water resources and services in the Asia-Pacific region	500 delegates : policy-makers, investors, financiers, academics, water contractors
20-21 November 2008, Seoul, Republic of Korea	Korean Academy of Science and Technology (KAST)	International symposium on 'Climate Change: The Scientific Reality and Technological Counter measures'	Scientific community , Government officials and politicians
27 November 2008, London, UK	Green Business Events	Green Strategy 2008	Key European figures in the climate change debate, CEO's, Heads of sustainability and Directors of climate change
27-28 November 2008, Andorra	Government of Andorra	The Future of Europe Summit (third edition) "Economic Sustainability: new opportunities for Europe"	About 250 personalities from business, politics and academia
28 November 2008, Hamburg, Germany	Weekly Die Zeit in cooperation with the local Government of Hamburg	Role of BRIC States (Brazil, Russia, India and China) in international economics	National and local politicians and the media
1-12 December 2008, Poznan, Poland	UNFCCC	COP 14	UNFCCC negotiators