



WMO

# INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE



UNEP

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## IPCC COMMUNICATION STRATEGY

### Report of the Ad-Hoc Group on Communication Strategy

(Submitted by the Chairman of the Ad-Hoc Group)



# **REPORT OF AD-HOC GROUP ON COMMUNICATION STRATEGY**

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## **1. PROGRESS ON DEVELOPMENT AND USE OF IPCC WEBSITE**

### **1.1 Updating of IPCC Website.**

- 1.1.1 Draft and final versions of Summaries for Policymakers for all the three working group contributions to TAR were uploaded along with their respective press advisory and information notes. Links were also made to download the SPM files from the mirror sites set up in the US, UK, and Japan.
- 1.1.2 The homepage was updated after the acceptance of contribution from each working group on a pre-decided date and time.
- 1.1.3 Meeting documents related to the seventeenth session of the IPCC at Nairobi uploaded under the Meetings & Schedules and Meeting documents sections.
- 1.1.4 Draft report of the 16th session of the IPCC at Montreal uploaded under Meetings & Schedules - Meeting reports section.
- 1.1.5 Presentation of Robert T. Watson at COP-6 on 13 Nov. 2000 was uploaded under Press Releases & Speeches - Speeches along with the presentation slides in power point as well as JPEG formats.
- 1.1.6 IPCC Special Reports made accessible from the homepage along with an apology text for the damaged CDs, produced by GRID.
- 1.1.7 Six new speeches along with the second IPCC speech at COP 6 uploaded under Press releases & Speeches - Speeches sections.
- 1.1.8 SPM in 4 different languages was uploaded as PDF files for special reports on Aviation, Land use, Emissions Scenarios and Technology transfer.
- 1.1.9 Regular updates were made to the Master schedule as well as the Publications section of the web site.
- 1.1.10 The homepage is updated and changed regularly to reflect the latest happenings at IPCC.

### **1.2 Statistics on the use of the IPCC web site**

	<b>Dec 2000</b>	<b>Jan 2001</b>	<b>Feb. 2001</b>	<b>March 2001</b>
<b>Total hits</b>	3,76,349	9,74,813	12,26,479	10,79,590*

\*Provisional

- The daily web statistics show that the total hits to the IPCC site shot up from 3,76,349 in Dec 2000 to 9,74,813 in Jan 2001 after the press release and the SPM were uploaded on the web site ON 22 Jan. 2001 for the WG I meeting in Shanghai.
- The statistics clearly show that the most accessed files on the site were the files related to the meets in Accra, Geneva and Shanghai. These include the Draft/final SPM, Press Advisory and Information note.



## **2. FURTHER PLANS FOR OUTREACH**

- 2.1 All IPCC reports will be disseminated on CD-ROMS by December, 2001. However, in addition, all reports will be posted on the IPCC website once all necessary approvals have been received.
- 2.2 Hard copies would be produced and distributed as per past practice.
- 2.3 IPCC will facilitate production by UNEP of popular versions of the TAR and other special reports. These will however, not be IPCC publications, even though the material contained would emanate from IPCC reports.
- 2.4 Seminars and workshops would be organized to disseminate the results of the TAR, but this would require additional resources, which TSUs and members of the IPCC Bureau would attempt to raise.
- 2.5 IPCC will hold a side event at COP VI resumed, and hold larger events at COP VII at Marrakesh.
- 2.6 IPCC office bearers and lead authors etc, would be encouraged to give talks and lectures on the TAR in various parts of the world. They would be given access to presentation material available with the TSUs, the Chairman and other functionaries of the IPCC.
- 2.7 Attempts would be made to use TV, Radio and other media to spread the message of the IPCC.
- 2.8 Groups in different parts of the world would be encouraged to hold a National IPCC Day to create awareness on the outputs produced by the IPCC, as was done by scientists in Switzerland.
- 2.9 Members of the IPCC Bureau have a special responsibility in disseminating the results of IPCC work. They would be requested to organize dissemination efforts in their respective locations.
- 2.10 Apart from COP related events in the area of climate change, various events to be held as part of the Rio+10 process provide an opportunity to disseminate IPCC results. This opportunity should be used fully.