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INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE



UNEP

INTERGOVERNMENTAL PANEL
ON CLIMATE CHANGE

NINETEENTH SESSION
Geneva, 17-20 (morning only) April 2002

IPCC-XIX/Doc. 7
(15.II.2002)

Agenda item: 6(a).iv
ENGLISH ONLY

IPCC Communications Strategy

**(Submitted by Vice-Chairman Dr R K Pachauri,
Chairman of the Ad-Hoc Group on Communication Strategy)**

It may be recalled that the Panel decided at the Eighteenth Session (Wembley, UK, 24-29 September 2001) to enhance the outreach of IPCC reports, for which a detailed proposal was requested from Dr Pachauri for approval at the Nineteenth Session.

The document is submitted for discussion and decision.

A note on IPCC Communications Strategy

(From Vice-Chairman Dr R.K. Pachauri,
Chairman of the Ad-Hoc Group on Communication strategy)

It may be recalled that the Panel decided at the Eighteenth Session (Wembley, UK, 24-29 September 2001) to enhance the outreach of IPCC reports, for which a detailed proposal was requested from Dr Pachauri for approval at the Nineteenth Session (Geneva, 17-20 (morning only) April 2002).

This note is circulated to governments for their review. Comments should be sent to Dr R.K. Pachauri, Director-General, TERI, Habitat Place, Lodhi Road, New Delhi 110 003, tel: 91-11-4682121, fax: 91-22-4682144, e-mail: pachauri@teri.res.in with a copy to the Secretariat (attention: IPCC Secretary)

1. IPCC communications and outreach activities have reached a critical stage. The completion of the Third Assessment Report (TAR) also throws up a major challenge in terms of the opportunity and critical need for substantial increase and expansion of outreach and dissemination of the material produced in this phase of IPCC work.
2. In the last two years, the IPCC presence on the web has evolved from just providing information about its activities to providing speeches of the Chairman and presentations made at successive Conferences of the Parties to the United Nations Framework Convention on Climate Change, archives of meeting documents and full texts of reports. **Currently the site attracts more than 1 million hits a month and this figure is higher when new IPCC reports and documents are posted on the site.** With this level of interest of users and increasing information on the site, there is a need for making it more interactive and dynamic. Efforts need to be made in that direction.
3. Publishing of IPCC reports on CD-ROMs along with print has been a step forward in the usage of new media for dissemination and outreach. Based on the positive feedback from the users, there is a need for exploiting other possibilities that the new media can offer in this regard.
4. For effective use of IPCC reports, it has been decided that a web resource of slides and graphics drawn from these reports be developed which could be used by all for presentations and speeches etc., particularly in the developing countries.
5. It is important to draw upon the resources and knowledge of the Technical Support Units of the Working Groups/Task Force (TSUs) and the members of the Bureau of the IPCC to strengthen the IPCC communications and outreach activities. Hence, it is intended that a common online cross platform repository of meeting documents, contact databases and other relevant material be developed.
6. To project a uniform and consistent image of the IPCC, it is essential to ensure systematic co-ordination of information dissemination and outreach efforts of various TSUs. This objective should receive greater attention and efforts in the coming years.
7. There is also a need for strengthening co-operation with bodies such as the Global Environment Facility, the World Bank, the United Nations Environment Programme and the United Nations Development Programme, and adopting a planned and coordinated approach for further dissemination of IPCC material.
8. The IPCC emphasized and highlighted at its Eighteenth Session (Wembley, UK, 24-29 September 2001) the following set of activities, for which professional support and additional resources would need to be mobilized.
 - 8.1 Information seminars, workshops etc.
 - 8.2 National events to disseminate IPCC knowledge in various countries.
 - 8.3 Extending reach through popular media, including TV, radio and print media.
 - 8.4 Support to lead authors, Bureau members etc. through provision of presentation material and facilitating their individual efforts at outreach.
 - 8.5 Production and distribution of popular versions of IPCC reports.
 - 8.6 Exploring possibilities of distributing IPCC reports through other channels.