



# INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE



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Agenda item: 8  
ENGLISH ONLY

## OUTREACH

(Submitted by the Co-Chairs of the Outreach Task Group)

# IPCC OUTREACH<sup>1</sup>

## Elements of a Strategy

[SLIDE 1]

### WHAT DO WE WANT TO ACHIEVE?

- ❑ **Broaden knowledge of the IPCC and increase understanding of its unique nature and role:**
  - in particular, how we produce useful scientific assessments on the state of knowledge on climate change.
- ❑ **Increase awareness of what information is available from the IPCC:**
  - make accessible balanced understandings of what is known and not known about climate change.
- ❑ **Enhance the engagement of stakeholders in the IPCC process:**
  - in order to enlarge the scope of information that can be assessed and increase the value of the IPCC Assessments to users.
- ❑ **Encourage the development and engagement of a broader group of scientists and scholars in the IPCC's work:**
  - this could well involve further capacity building.

[SLIDE 2]

### HOW DO WE BEST GO ABOUT THIS?

- ❑ **Recognize that communicating is a two-way process.**
- ❑ **Can't do this by ourselves:**
  - need to identify, engage and enable partners (such as the WMO, UNEP, UNFCCC and national bodies),
  - define specific roles for the IPCC ,
  - utilize Bureau members and authors.
- ❑ **Take greater advantage of existing opportunities:**
  - COP and SBSTA,
  - WMO and UNEP (and subsidiary body) sessions,
  - others...
- ❑ **Define key audiences:**
  - government decision- and policy-makers,
  - the public,
  - industry and resource managers,
  - scientific community.

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<sup>1</sup> This document was provided as a Powerpoint presentation and converted to its present form by the Secretariat

[SLIDE 3]

### **HOW DO WE BEST GO ABOUT THIS?**

- ❑ **Need to consider best communication vehicles (some will be more appropriate to different target audiences):**
  - text (such as SPMs and Frequently Asked Questions),
  - diagrams in accessible formats,
  - posters, etc.
  - to be available in all UN languages (as minimum).
- ❑ **Need to consider delivery mechanisms:**
  - web-sites (interlinked to others),
  - CD's,
  - presentations and regional workshops etc.
- ❑ **Permanent communications officer in the IPCC Secretariat.**
- ❑ **Permanent IPCC Task Group on Communications/Outreach.**

[SLIDE 4]

### **WHAT ARE OUR CONSTRAINTS?**

- ❑ **Material has to be available in the six UN languages.**
- ❑ **Avoid being policy prescriptive:**
  - Material prepared by IPCC has to be faithful to the language of the Plenary.
- ❑ **Limited financial and human resources:**
  - Need to engage partners.

[SLIDE 5]

### **WHAT IS THE BEST WAY AHEAD?**

- ❑ **Identify a small number of actions (suggestions):**
  - essential to have all TAR SPMs available in six UN languages,
  - TAR SYR diagrams available as Powerpoint files (with suitable attribution),
  - further development of the IPCC web-site (with searchable database of IPCC decisions),
  - review current IPCC brochure (to be available in six UN languages),
  - begin development of material on Frequently Asked Questions.
  - hire permanent (but not necessarily full-time) communications officer in IPCC Secretariat to assist Chairman.
  - identify and begin discussions with possible partners.