



WMO

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OUTREACH

(Submitted by the Secretariat)

IPCC OUTREACH

1. INTRODUCTION

This document contains a report about ongoing and planned IPCC outreach activities and suggestions for improving and enhancing these activities.

At the 21st session of the Panel the Outreach Task Group (OTG) made the following suggestions:

- The IPCC Secretariat should develop a list of meeting opportunities for possible IPCC outreach activities
- The IPCC Secretariat should develop and maintain a list of speakers
- Short brochures should be developed on topics such as what is the IPCC, what is climate change or what is SRES, which may later be combined in a ring binder.

At the 31st Session of the IPCC Bureau (Geneva, 28-30 April 2004) the IPCC Secretariat presented proposals how to implement the OTG recommendations. In this context the preparation of an IPCC information kit was suggested which would contain fact sheets that

- describe the role of the IPCC, its structure, products and how it works;
- provide an overview of the content of IPCC reports;
- present facts and figures from IPCC reports;
- and address the topics mentioned by the OTG.

CD RoMs, IPCC publications, posters or background material for a meeting could be added to the information kit.

The Secretariat proposed also procedures for preparation and review of such outreach material. General information about the IPCC and information material addressing procedural aspects would be prepared by the IPCC Secretariat. To ensure that fact sheets and information material dealing with substantive matters reflect the same balance and objectivity as the reports they are based upon the following review procedure was proposed:

1. The fact sheet is drafted by the IPCC Secretariat, a TSU or someone identified by them, preferably a lead author
2. It is reviewed by the Co-chairs dealing with the subject in question and a small number of experts identified by the Co-chairs
3. It is revised based on comments received
4. It is finally circulated to the IPCC Bureau to ensure that the fact sheet correctly reflects IPCC findings.

At the Bureau the preparation of fact sheets on general matters and process was considered useful. However, several Bureau members expressed concern about preparing fact sheets on substance issues and suggested instead to ensure that the AR4 will address key issues in an appropriate manner. Meanwhile four fact sheets providing general information about the IPCC and how it works have been issued.

The Secretariat presented to the Bureau also a proposal for improving dissemination and marketing of IPCC reports. This proposal was supported by the Bureau and is presented in section 3 of this document for consideration by the Panel.

2. ONGOING AND PLANNED ACTIVITIES

2.1. IPCC Website

The IPCC website www.ipcc.ch is managed by the IPCC Secretariat and TERI, which provides the services free of charge. Furthermore GRID-Arendal was contracted for preparing the web-version of the TAR, including a set of graphics. It is the aim of the Secretariat to provide a one-stop information portal of all IPCC information including general information about the IPCC, calendar of events, official documents and all published IPCC material.

The IPCC website consists not only of the site located in Geneva but also the four websites of the TSUs and the DDC. Therefore it is of crucial importance to ensure overall consistency of the information provided. Presently this is aimed for through regular coordination between the IPCC Secretariat and the TSUs but technical means that will facilitate consistent updating and maintenance of the websites are presently being explored by the Secretariat.

2.2. IPCC outreach at meetings

2.2.1. UNFCCC meetings

IPCC is regularly present at sessions of the UNFCCC COP and its Subsidiary Bodies with a stand for IPCC publications and with special events. IPCC special events have normally a high number of participants and the IPCC stand is used to collect and order publications, get further information about IPCC, its products and activities and for asking specific questions on substance. IPCC publications were also sent to a number of workshops and expert meeting organised by the UNFCCC and in some cases presentations were given about the IPCC.

At COP-10 (Buenos Aires, 6-17 December 2004) ten years UNFCCC will be celebrated. A brochure that describes the history of the IPCC and its relation with the Convention is under preparation for that occasion. Three special events are planned and have been confirmed for the following dates:

8 December – 2006 IPCC Guidelines for National Greenhouse Gas Inventories

10 December – New directions in policy-relevant climate change impacts and adaptation research

14 December – The History of the IPCC and its role for the UNFCCC.

Suggestions to enhance presence at UNFCCC meetings:

- Have more staff present at the IPCC booth to interact with delegates.
- Have a list of IPCC Bureau members and other appropriate experts that are present at the meeting or can be reached in their office ready, for brief interviews or regarding specific technical questions that may be asked at such events.
- Have a briefing paper with answers to frequently asked questions ready for staff at the booth, e.g. on status of ongoing reports, how to access completed reports, whom to contact for specific questions.
- Prepare a general IPCC display describing history and role of IPCC, who is who and presenting the IPCC reports and technical papers prepared until now.

2.2.2. Other meetings

IPCC material was also distributed at various other meetings such as the 7th Conference of the Parties to the Convention on Biodiversity (Kuala Lumpur), Global Ministerial Environment Forum (Jeju, Republic of Korea) and a number of smaller meetings organised by WMO and other UN organisations. Distribution of the material at the events was arranged either through the organizers or UNEP staff. Outreach events in conjunction with IPCC meeting were organised in Buenos Aires and in Sao Paolo.

In collaboration with UNEP, WMO and other appropriate organisations a list of upcoming meetings is developed and regularly updated. Organisers are contacted whether display and distribution of IPCC material and an IPCC presentation would be appreciated. Upcoming meetings where IPCC presence and presentations are foreseen are the SIDS Meeting in Mauritius on the 10-year review of the Barbados Plan of Action for the Sustainable Development of Small Islands Developing States and the World Conference on Disasters Reduction in Kobe, Japan. It is also suggested that outreach in conjunction with IPCC meetings is more actively pursued and planned with the local organizer.

2.3. List of speakers

Following the recommendation by the OTG the IPCC Secretariat is developing in cooperation with the TSUs a list of speakers. It would mainly draw on experts that have been involved in completed IPCC reports. In this context it is however important to distinguish between a presentation given on behalf of the IPCC and a presentation on a climate change related scientific technical matter by an expert recommended by the IPCC based on his involvement in the IPCC assessment but given in his/her own expert capacity.

If a person speaks on behalf of the IPCC the presentation needs to be based on IPCC approved material and presented it in a way that does not distort the overall balance of the report. It has therefore been the practice that requests for a presentation on behalf of the IPCC have been passed on to the IPCC Chair, the Co-chairs in charge of the subject area or to another Bureau member with appropriate expertise. The IPCC Secretary would also give presentations of a general nature. It is recommended that this practice be maintained.

Frequently the IPCC Secretariat is asked to recommend experts who can talk about a specific climate change related topic. In such a case the expert would not speak “on behalf of the IPCC” but in his/her own expert capacity, base the presentation on IPCC material but may go beyond what is covered in an IPCC report, e.g. present new or more detailed findings that are relevant for the region. Such requests would be passed on to appropriate experts that have agreed to be put on the list of speakers. Brief pointers and guidelines on giving presentations as IPCC recommended expert would be prepared to ensure the presentation does not distort the balance of IPCC reports and that IPCC findings are clearly distinguished from other material.

As soon as a comprehensive list of potential speakers has been compiled it is suggested to inform relevant organisations that the IPCC Secretariat can assist them in identifying appropriate speakers.

2.4. Interaction with media

2.4.1. IPCC response to requests from media

Requests from media are normally passed to the IPCC Chair. Questions on a specific scientific technical matter are referred to the Co-chairs responsible for the subject area. Questions of general nature and on procedural matters are also addressed by the IPCC Secretary. To facilitate interaction with media who usually work under time pressure it is suggested to develop a list of approved IPCC spokespeople for the media, with clear indication of the subject area on which they may be approached and languages spoken. Spokespeople could be members of the IPCC Bureau and as appropriate experts that have involved in completed reports. These spokespeople would be contacted in case the Chair or Co-chairs are not available. The list may also be helpful in case a journalist requires someone who speaks a certain language. To keep track of all statements to media it is suggested that the IPCC Secretariat is informed about all interactions with media. The Secretariat will designate a person in charge of media related activities so that there is a consistent process undertaken and the Secretariat is always aware of media related activities by IPCC spokespeople.

2.4.2. Coverage of IPCC events in media

In the past the IPCC, with support from media specialists from its parent organisations has actively ensured media coverage of the release of major reports through press conferences and preparatory activities such as alerting journalists of the planned release. It is suggested that preparatory work for the release of the two 2005 Special Reports is initiated soon.

In the past IPCC meetings have occasionally been covered by media. Recently a journalist of Science participated in the workshop on climate sensitivity. In the year 2001 the Panel agreed that the Environmental Negotiating Bulletin (ENB) prepares a report on IPCC-XVII. Due to some miscommunication however, ENB has not participated in further Sessions of the IPCC. The IPCC Secretariat has re-established contacts with ENB and it is suggested that ENB, which covers a large number of environmental meetings and negotiations and is widely distributed, will report on plenary sessions of the IPCC. Media coverage of expert meetings or workshops should be agreed with the Co-chair responsible for organising the meeting in consultation with the IPCC Chair.

2.5. Information material

Four fact sheets on general IPCC matters namely, introduction, who is who, procedures for preparing IPCC reports and ongoing activities, have been prepared and were distributed at the first lead authors meetings. The format of fact sheets has been chosen to facilitate regular updating, e.g. after completion of reports and

print on demand. It is planned to translate them into UN languages. A brief brochure about the history of the IPCC and its relationship with the UNFCCC is under preparation for COP-10. Fact sheets that provide a brief overview of the content of completed reports and a general IPCC display or poster are planned. Further fact sheets, displays or posters on matters of substance may be prepared if the Panel so wishes and procedures for preparation and review have been agreed. Such fact sheets may also specifically address topics of conferences where IPCC is present e.g. the upcoming SIDS Meeting in Mauritius or the World Conference on Disasters Reduction in Kobe, Japan.

3. PUBLICATION, DISTRIBUTION AND SALE OF IPCC MATERIAL

3.1. Introduction

The formulation of the IPCC publications programme is an integral part of the IPCC work programme. Appendix A (Procedures) of the Principles Governing IPCC Work refers in its title to publication but does not contain any specific provisions. It is suggested to add basic rules concerning publication and distribution of IPCC material to Appendix A (Procedures).

All categories – publications, supporting and information material have to be included in the publications programme, since they represent items of budgeted expenditure, regardless of whether they are in printed or in an electronic format. To make the process of publications production more transparent and to ensure that all costs associated with publications are highlighted, a dedicated budget line for "publications" should be included in the budget proposals. Requirements for publication and translation should be specified for each IPCC product.

In the production and distribution of the IPCC publications and any information material the following principles have to be born in mind:

- IPCC is a single corporate publisher;
- Widest possible distribution of the IPCC publications and information materials is one of the prime functions of the Secretariat;
- IPCC Assessment Reports and IPCC Special Reports and selected other publications are published commercially;
- IPCC will provide free of charge some of its key publications to governments, research institutions, libraries and other stakeholders;
- If IPCC publications are sold the proceeds shall be credited to the IPCC Trust Fund;
- The best use should be made of electronic distribution media.

3.2. Production

The Panel and Working Groups, with the assistance of the Secretariat, should plan as early as possible, the publication of reports, supporting and information materials. The production elements (graphic work, editing, layout, translation, printing etc.) for a given publication should be identified and funds allotted. The publication plans shall also ensure that publications in all required languages are issued as close together as practical. Proposals to translate and publish IPCC publications and information material in a non-official UN language should be considered favourably and any assistance required should be provided.

IPCC publications and information materials should be of the highest technical quality and free from inaccuracies and ambiguity. This applies to all language versions and implies careful editing in particular of translations into UN languages. It is the responsibility of the Secretariat and TSU concerned to ensure that what goes for printing meets the criteria for quality as set out in the "Principles Governing IPCC Work" and as applicable the procedures defined in Appendix A to the Principles and that the editorial quality has been achieved.

IPCC publications and information materials form one of the first visual contacts for people outside WMO and UNEP. It is important for this first glimpse to be positive and to reflect the image of the IPCC.

For these purposes:

- The title should be clearly legible and be as short as possible;

- The WMO and UNEP logos and the words “Intergovernmental Panel on Climate Change” must be displayed according to rules currently in force;
- There should be a brief statement on the back cover or on the inside cover concerning the subject of the publication and its intended readership;
- There should be the copyright line (together with the year of publication), the International Standard Book Number (ISBN) number and wherever appropriate the usual WMO or UNEP disclaimers;
- Each volume in the series should have the same format;
- The format and graphics should be of high professional quality.

The Secretariat or the TSU concerned should arrange for the preparation of camera-ready copies, printing and binding and preparation for electronic distribution. A list of recommended publishers should be prepared and tenders organized. For evaluation of bids and tenders the WMO bidding procedures will apply (WMO Standing Instructions, Chapter 8). Any reason which would justify the selection of the publishing firm without competitive bidding (e.g. standardization, urgent need for issuing the publication with a tight deadline, etc.) should be mentioned in the request for approval. Purchase orders for translation, editing and publication, including electronic versions should be prepared by the relevant WMO secretariat department.

Requests from governmental, non-governmental organizations, authors, publishers etc. to reproduce IPCC copyright material should normally be sent to the IPCC Secretariat for consideration.

The print run of any publication should be established by the Secretariat after consultations with the Working Group/Task Force TSU that is responsible for the preparation of the report.

The following factors should be taken into account:

- Mandatory free distribution;
- Free distribution to partners, authors, collaborators and other interested parties;
- WMO and UNEP libraries and training centres;
- Potential sales copies;
- Stock in external warehouse.

In the past the print runs of translations exceeded the demand and huge quantities remained on the shelves. This may also have been due to the fact that translations were printed much later than the English version. On the other hand there is still a demand for publications from the mid nineties in English. Possibilities of printing on demand should be used. In some cases (supporting material) it may be justified to issue only electronic versions and terminate paper production entirely.

3.3. Distribution, Marketing and sale

3.3.1. Present IPCC Practice

The IPCC practice for distribution and sale has evolved over time and is different depending on the type of material/publication.

- IPCC Reports (full volumes in English including TAR volume 4) are published commercially and after an initial free distribution free copies are provided upon request to developing countries. Developed countries experts and institutions are asked to purchase the volume at prices defined by the commercial publisher.
- Summaries (SPM and TS) of Assessment Reports and Special Reports, Stand- alone Synthesis Report and any translations of IPCC Reports (including TAR volume 4) are distributed free of charge upon request and at meetings and events.
- CD ROMs of any IPCC product are normally distributed free of charge
- Supporting material such as Proceeding from IPCC workshops are normally distributed free of charge. In case of IPCC Co-sponsored workshops the proceeding are sometimes published commercially and only few copies are available for IPCC use.

In the past the initial distribution of IPCC reports was done by TSUs and by WMO on behalf of the IPCC. IPCC Secretariat staff handled further requests for reports. Recently the IPCC Secretariat started using the

services of an external contractor in the United Kingdom (SMI – Distribution Services Ltd.) for storage and distribution of IPCC publications.

SMI offers IPCC a number of advantages including

- centralized management of bulk (stock);
- access to worldwide transport and delivery at comparative rates;
- prompt and efficient service overall;
- detailed records where IPCC material has been sent.

The distribution is carried out according to instructions from IPCC Secretariat. Furthermore SMI, which is the exclusive distributor of UNEP publications and serves a number of other international organisations is able to provide IPCC with addresses and mailing lists of libraries, research institutions and relevant organisations.

3.3.2. Practice in other international organisations

Pricing is a key element in the marketing of publications, and a number of international organisations have developed a pricing and sales policy, which covers both paper-based and electronic publications.

The pricing policies normally do not account for the cost of preparing the manuscript or of the translation and editing. The only costs calculated are those relating to the actual graphic and layout work, typesetting, printing, cover and binding (dispatch and basic postage cost). The same price is charged for each language version of a given publication.

The original sales price is frequently adjusted after consultations with the contractor/publisher, since there may be factors affecting the sales potential. The pricing takes into account the *market value* of publications, including the *time-dependent value* of new information to be published. The pricing also needs to take into account a coherent structure of relationships between paper and electronic versions.

Publications available for sale at prices and conditions are specified in the Catalogue of Publications of the organisation, or as is the case for UNEP publications by the UNEP external contractor for sales – SMI (Distribution Services) Ltd.

The following discounts are normally granted:

- book retailers – 25 per cent of list price;
- UN agencies – 50 per cent of list price;
- developing countries – 50 per cent of list price;
- least developed countries – 75 per cent of list price
- bulk orders will attract the following discounts:
 - 10 - 49 copies: 10 per cent
 - 50 - 99 copies: 20 per cent
 - more than 100 copies: 25 per cent

All book dealers are granted an additional 10 per cent discount for orders of 100 copies or more.

3.3.3. Suggestions for improved distribution of IPCC publications

Some basic rules for initial free distribution and further distribution, including possible sale of IPCC material should be agreed.

Initial free distribution:

- IPCC member states through the IPCC Focal Points;
- Members of the IPCC Bureau and Bureau of any Task Force established by the IPCC;
- Parties to the UNFCCC (as agreed with the Climate Change Secretariat);

- Coordinating lead authors, lead authors, contributing authors, expert reviewers, review editors¹
- United Nations and specialized agencies (full volumes or summaries depending of the topic and organisation concerned)
- WMO and UNEP mandatory free distribution².

The Initial distribution will also include copies for the WMO Library and World Meteorological Centres, UNEP Library in Nairobi, Dag Hammarskjöld Library in New York, GEN Library in Geneva.

Further distribution and possible sale of IPCC publications:

It is important that the best use of any opportunities be made to publicize and disseminate IPCC publications. The IPCC should actively inform research organisations, relevant international organisations, NGOs, media etc. about IPCC publications and keep track of interest expressed in IPCC material. A single, comprehensive mailing list for free distribution and of institutions/ organisations that should be informed about new IPCC publications would be a valuable recourse to avoid duplication of work and outdated information. The Secretariat should have a unified mailing list, which consolidates available lists from the Secretariat, TSUs, WMO and UNEP, has a uniform format and is updated regularly.

The IPCC should also continue and enhance distribution of material at major relevant international meetings. As is present practice summary volumes, CDs etc. should be distributed free of charge. Leaflets about content of other publications and how to order them should be available.

The present practice of only publishing the long versions of Assessment Reports and Special Reports commercially may be reconsidered as there seems to be a potential market for products such as summary volumes, the Synthesis Report or Technical Papers in English and other official UN languages.

For volumes published by a commercial publisher (presently Cambridge University Press) discounts for different user groups as used by other organisations may be negotiated and applied. Presently only a discount for bulk purchase by the IPCC for initial free distribution and free distribution to developing countries and countries with economies in transition had been applied. Price calculations for volumes published by IPCC directly such as summaries or Technical Papers should consider points mentioned above. Discounts for different user groups should be provided. Revenues from the sales of IPCC publications should go to the IPCC Trust Fund and status reports should be provided to IPCC plenary sessions.

¹ Those publications in which they took part

² Synthesis Report and Summaries only