

**THIRTY-THIRD SESSION OF THE IPCC  
Abu Dhabi, 10-13 May 2011**

IPCC-XXXIII/Doc. 6, Corr.1  
(29.IV.2011)  
Agenda Item: 10.6  
ENGLISH ONLY

**PROGRESS REPORT**

**Communications and Outreach**

(Submitted by the IPCC Secretariat)

## **PROGRESS REPORT**

### **Communications and Outreach**

This progress report presents the numerous communications and outreach activities handled by the Secretariat.

#### **Media Requests**

Media interest on the IPCC has significantly grown since end of 2009. The Secretariat, the Chair's office, the Vice-Chairs and the Working Group TSUs, have all received numerous requests from journalists in 2010. A large amount of the queries were related to IPCC processes and procedures, and to the AR4 findings.

Information compiled by Meltwater Group for WMO indicated from November 2009 to March 2010, 72,233 articles referring to the IPCC were published in worldwide media. Media coverage on the organization was extensive mainly in the United States, China, Germany, India, the United Kingdom and Canada.

In May 2010, during the 41<sup>st</sup> Bureau Session, media training was organized for Bureau members to help them deal with media requests that they received from national and international Media. Taking this opportunity, the Secretariat also organized a briefing on IPCC activities for journalists. The event was attended by local journalists from Geneva as well as others representing international press agencies. Media coverage following the briefing was very encouraging. The event was perceived as a positive signal of openness and transparency sent by the organization. Such meetings could be organized in a more formal and proactive manner in the future. Offering an annual briefing to media representatives would ensure good and regular interaction with local press agencies.

Participation on a regular basis to UN Press Briefings in Geneva would also be a good opportunity to maintain close contact with journalists accredited at the UN; the majority of journalists being representatives of international press agencies.

In the course of 2010/11, the Secretariat has regularly transmitted interview requests to the Chairman as well as to other Bureau members. The number of queries received was particularly important when the InterAcademy Council (IAC) review was initiated and when its results were announced; as well as during the Plenary Session in Busan. In the peak periods, handling those requests was done with the help of external consultants working free of charge for the IPCC.

In addition, the Secretariat has been very active in media monitoring and provided the e-team with regular press reviews. The *IPCC Press review* is a daily snapshot of worldwide media coverage and commentaries on IPCC related activities. It is an internal document which helps IPCC colleagues learn more about international discussions on climate change and IPCC related coverage. Recently, the press reviews were also shared with the IPCC Bureau.

#### **Partnerships with UN Organizations**

The IPCC Secretariat actively cooperates with and responds to demands from UN Agencies (the UNFCCC, UNDP, UNEP, UNESCO, etc...). The Secretariat continues taking part in the UN Communication Group on Climate Change meetings. Several Organizations called for enhanced collaboration with the IPCC especially to produce outreach materials in specific topics dedicated to the general public.

On October 26, the Secretariat organized a UN Agencies' briefing on the IPCC Special Report on "Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation" (SREX). It was attended by officers from WMO, UNEP, UNISDR, WHO, UNICEF, OCHA, IFRC,

UNEPGRID, UNITAR, UNDP, ILO, ITU and experts involved in the preparation of SREX. It was a very useful exercise to enhance the understanding of IPCC activities and prepare for future outreach activities. Such events could be organized more frequently with other UN organizations, in order to enhance proactive communications on IPCC reports.

### **Outreach events**

The Secretariat coordinated with the Working Groups and the Task Force on Inventories (TFI), as well as with various Bureau Members, to organize two side events during COP 16 in Cancun.

On November 29, a TFI side event was held to update Parties on the on-going work under the IPCC National Greenhouse Gas Inventories Programme (IPCC-NGGIP). The TFI represented by Mr Taka Hiraishi, Co-Chair of TFI, and various colleagues from the Technical Support Unit of the IPCC-NGGIP reported on the IPCC response to a SBSTA request in June 2010, including an expert meeting examining the current IPCC guidance on wetlands, HWP and Soil N<sub>2</sub>O. The TFI group also reported on the development of the emission factor database (EFDB).

On December 1, IPCC officials including the Chairman, a Vice Chair and the Working Group Co-Chairs provided participants with an update on IPCC activities related to the Fifth Assessment Report (AR5) and the upcoming IPCC Special Reports. The Chair also updated participants on plans related to the AR5 Synthesis Report and brought to their attention the IPCC's Scholarship Programme that was established with the Nobel Peace Prize award money.

The IPCC also participated in a Media training event organized by the UNFCCC for developing country journalists. It was held on November 30. Mr Ramon Pichs Madruga, IPCC Working Group III Co-Chair and Mr Eduardo Calvo Buendia, IPCC Working Group II Vice-Chair provided participants with their presentations in Spanish. The theme of the event was on the latest climate change science with a focus on climate change impacts in Latin America.

The Secretariat also had an exhibit booth where all the latest IPCC publications, leaflets and a new brochure on the history of the IPCC "Understanding Climate Change: 22 years of IPCC assessment" were made available to participants. TFI outreach materials and meeting reports were also distributed at the IPCC exhibit. 80 reports on the *IPCC Expert meeting on Assessing and Combining Multi Model Climate Projects*, and 100 reports on the *IPCC Workshop on Sea level rise and Ice sheets instabilities* were distributed.

### **Information and Outreach materials**

In January 2010, the IPCC published its first newsletter. The Secretariat received lots of positive feedback following the release of *IPCC News*. The product was intended to be delivered twice per year, but due to increasing media interest on the IPCC and limited human resource, it has never been reissued.

Four IPCC leaflets have been updated during the course of the year: IPCC Special Report on *Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation* - updated in May 2010, *Task Force on National Greenhouse Gas Inventories* (TFI) - updated in November 2010, *IPCC Scholarship Programme* - updated in June 2010, *The IPCC's Fifth Assessment Report (AR5)* - updated in November 2010. Leaflets are available at major international meetings as well as smaller outreach meetings, and on the IPCC website. IPCC leaflets produced in 2010 have been much appreciated as a starting point to learn more about a specific subject or activity. 2,500 leaflets were distributed during COP 16 in Cancun (1,000 AR5 leaflets; 500 TFI leaflets, 500 SREX leaflets and 500 SRREN leaflets). They have been produced in close collaboration with the Working Group Technical Support Units and the TFI. Leaflets are a good way to present our work, however audio-visual products are probably a good alternative in the future to capture a larger audience.

In July, three new IPCC folders have been issued: a blue one designed for the AR5 and two others with pictures (Dromedary Caravan in Mauritania and White haven beach in Australia, by Yann Arthus Bertrand). 300 folders have been distributed in Cancun.

In September, the Secretariat issued two new posters with the slogan "Climate Science for Decision-making" (Icebergs of Antarctica and Rice fields of Bali, by Yann Arthus Bertrand). 600 posters were given to participants to the UNFCCC meeting in Cancun. A new IPCC banner advertising the upcoming reports was also created. Moreover, AR4 DVDs have been updated in version 1.2. Please note that 500 DVDs were distributed during COP16.

In November, the Secretariat published the brochure "*Understanding climate change: 22 years of IPCC Assessment*". The brochure was specifically targeted towards delegates attending UNFCCC events and highlighted the links between UNFCCC and IPCC.

### **IPCC officials and experts' participation in other events**

In 2010, many invitations and requests for IPCC officials, scientists and experts to speak at meetings, conferences and workshops were handled by the Secretariat who identified the appropriate experts.

The detailed list of events attended by IPCC experts can be made available by the IPCC Secretariat.

### **Permission requests to reproduce IPCC material**

Some five hundred permission requests to reproduce IPCC materials are handled every year by the Secretariat. In particular, graphics for educational material, articles and books have been dealt with by the Secretariat ensuring that the IPCC material is appropriately used by third-parties.

### **Website**

As part of the communications activities, the Secretariat regularly updates the IPCC website. Since entry on duty of the IPCC IT Officer in July 2010, contents have been re-arranged and new features introduced in order to make the website more user-friendly. The purpose was to help users who are not familiar with it quickly identify the information they are looking for. It was done taking into consideration feedback from governments, as well as requests received through the IPCC Media Mailbox. In addition, the IPCC Secretariat is exploring the use of an automatic translation tool to provide all contents on the main IPCC website in all UN languages.

Furthermore, more documents and reports – including all assessment and special reports since 1990 - have been added in an electronic form on the IPCC website since the last Bureau meeting. A complete new outreach section has been created as well as a new calendar application.

At the internal level, the Secretariat provided the e-team and the Task Groups with two secured websites which is very useful in terms of effectiveness and sharing of information internally. Additionally, another application was created to receive Government Feedback.

The reorganization of the website is not finished yet. The IT Officer is building a new concept which should allow for more speed in browsing the material on the IPCC website. It will also take into account the changing times in website design in its new lay-out; however it will maintain the same visual identity. It should be multi-lingual, with a Google search, a press center and various social networks will be accessible in its new features.