

INTERGOVERNMENTAL PANEL
ON CLIMATE CHANGE

THIRTIETH SESSION
Antalya, 21-23 April 2009

IPCC-XXX/Doc.17
(7.IV.2009)

Agenda item: 9
ENGLISH ONLY

PROGRESS REPORT ON OUTREACH

(Submitted by the Secretariat)

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Visual Identity

The IPCC Secretariat recently embarked on a communication exercise to create a more modern and accessible corporate identity. A new logo was developed and presented to the IPCC Bureau in November 2008. The logo is a very simple one, which highlights the acronym “IPCC” and leaves space for further developments towards the inclusion of more iconographic elements. An important component of the new identity aims to be a complementary relationship between the IPCC logo and a powerful imagery: for this purpose the IPCC Secretariat has been working on a partnership with the photographer Yann Arthus-Bertrand. The new logo was launched at the very beginning of the year with the Seasonal Greetings card, sent to all IPCC Focal Points (FPs) and contacts, and posted on the website. The IPCC created new letterheads and visitors cards templates for the Working Groups (WGs), Task Force, Secretariat and Bureau. The new format will be used in the future for all IPCC documents and products. Implementing the new visual identity in the future production will require further work and resources.

The IPCC’s new identity will serve to better position the Panel as the neutral yet authoritative voice of credibility with regards to climate change scientific review. The integration of a visual complement will allow the wealth of information produced by the IPCC to become more accessible beyond the scientific community. Formalizing the IPCC’s visual identity will certainly serve its outreach efforts in order to raise awareness for the Panel’s work. The IPCC has the opportunity to take a prominent role in supporting important climate change dialogues on the horizon by further disseminating its findings among its targeted audience. Greater visibility will lead to greater recognition of the contributions being made by the IPCC and greater long-term support for the organization as a whole. Given the importance of upcoming activities in the area of climate change, which include Copenhagen and preparation for the Fifth Assessment Report (AR5), the launch of the new identity is a natural springboard for the reevaluation of the on-going needs on the outreach front.

Website & other communication tools

The IPCC restructured its website, the main objective being to harmonize the design of the new Working Groups webpages and the main one and providing better structured websites for users. The restructuring included new architecture of the navigation menu and more dynamic elements/voices, to always keep users clearly informed about the ongoing activities in the organization.

The new Technical Support Units (TSUs) were provided with templates to build their webpages. TSUs and Secretariat are coordinating on the contents, to make them consistent and to avoid duplications. This is part of a broader collective effort to reach a common and steady approach on various issues among the IPCC different components.

A modest search engine has been implemented in the restructured IPCC website. However, due the complexity and technicalities of the IPCC reports, a much more powerful tool would be key to serve users’ needs for findings the relevant IPCC material. The IPCC used to have a very effective search engine for the Third Assessment Report (TAR): it is an expensive product, but definitely worth having on the website. The IPCC Secretariat asks for approval to transfer savings of last year under the publications budget line in order to implement a similar one for the latest Assessment Report and post the Fourth Assessment Report (AR4) in a better searchable version on the web.

In order to develop the new version of the website, the IPCC selected a web contractor. The project took more time and more effort than expected for its completion, confirming the need for the Secretariat to have a webmaster/IT manager among its staff. This person would work on IT products which are necessary for the organizations’ management (e.g. an experts’ database for which a temporary consultant has been hired) and which would be precious in respect of the outreach activities as well. Good Powerpoints with presentations of the IPCC findings on specific regions/topics and animated graphics could be created in a more efficient manner.

Further useful tools requiring specific resources have been identified. A video library would serve the need for footage which is on a regular basis requested from the outside (media and institutions), and for in-house outreach products that could be prepared in the upcoming months. Building a video library would mean reorganizing the little material already available, collecting media features of the recent past key IPCC events (AR4 launch, Nobel Peace Prize and 20th Anniversary), look for climate change related footage to buy or request for grant, and eventually hire somebody to shoot extra one when needed. A similar path could be undertaken for an expanded press review. The IPCC Bureau and FPs could benefit of a comprehensive overview of the main news features of interest for the Panel, to be received on a regular basis. The IPCC could work with the WMO service provider to better focus on IPCC-related and relevant news features.

Among other important communication products to work on in the future, it's certainly worth to mention the opportunity to have some film about the IPCC and its findings (one or more, to be targeted to specific regions/topics) to be used as a key information tool in all IPCC outreach activities, especially workshop and seminars for policymakers and other audiences. The IPCC Secretariat can work on the concept while relying on some contractor to work with for the production and post-production phase.

The UN system has recently engaged in an effort to target the educational sector by producing and distributing climate-change related contents in a coordinated and effective manner. It is crucial that these contents are based on the latest IPCC findings. The IPCC Secretariat has to take on some organizational work and facilitating role to make sure that IPCC experts are well involved in this task, which includes for instance the preparation of e-learning modules for teachers, the work with youth organizations and ambassadors and eventually the production of derivate products like games and videogames.

IPCC organized workshops and outreach events

The IPCC is carrying on its traditional activity of organizing seminars and workshops for the policymakers in particular. In order to better set its targets, at the beginning of the year the Secretariat mapped the outreach gaps and needs aiming at identifying further opportunities. As in the past and in particular along with this important year on the road to Copenhagen, the IPCC consults with the Climate Change Secretariat on IPCC input to UNFCCC meetings and Sessions as well as side event on topics and issues of major interest to the negotiations. In Poznan in December 2008, the IPCC set up a very well attended side event entitled "The IPCC scientific perspective: policies, instruments and co-operative arrangements for mitigation". Also, key countries in the negotiations are targeted when planning outreach events, e.g. Poland last autumn (as COP host); this year possibly the Czech Republic and Sweden (EU Presidency) etc. The IPCC also responds to requests from countries and global opportunities (e.g. World Environment Week in Mexico in June). It is suitable at this stage that the IPCC organized events are done in partnership with other organizations that can bring in more "on the field" expertise. Also, it is desirable to apply and use modernized formats and tools, to better attract and strike non-scientific audiences, such as policymakers.

There are also longer term outreach projects on which the Secretariat is working, which would require more resources. In particular, the Shanghai World Expo 2010 will provide a noteworthy outreach opportunity. WMO will be the only UN organization to have a whole Pavilion, built and managed with the help of the China Meteorological Administration. The IPCC will have the whole part dedicated to climate change at its disposal for organizing an exhibition. The IPCC is welcome to organize events in the UN Pavilion as well.

IPCC experts participation in others' events and in shared projects

The Secretariat actively assists the participation of experts in various events, from UN events to international conferences and national meetings where the contribution of scientific experts on climate change is required, welcome and useful. The Secretariat is engaged in finding the appropriate speaker for any event for which the IPCC receives an invitation (through the Secretariat), find replacements for all events which the Chairman cannot attend and promote the presence of IPCC experts wherever there

are good opportunities and information needs. Meetings addressing specific scientific technical issues are delegated to the extent feasible to Bureau members and Lead Authors. The Secretary of the IPCC, as well as the Deputy Secretary, take up some of these invitations, as for instance the participation to the UNGA meeting, meetings of UN Regional Commissions, specialized agencies and programmes, the Olympic Congress Editorial Committee etc.

In order to coordinate this, the Secretariat maintains an Outreach Calendar, which is a day to day task. The Outreach Calendar is now shared with all Bureau members and TSUs on a closed website, which was implemented in order to facilitate the internal communication and includes forum of discussions to better coordinate on events/issues, a calendar to have an overview of all planned IPCC meetings etc. The IPCC is also engaged in contributing and involving its experts in important projects where a strong scientific expertise is crucial. Some examples are the Google Earth project to create a layer based on IPCC projections and the EU project Science Policy Dialogue on capacity building on climate change.

Partnership with UN organizations and others

Strengthening the partnership and work more closely with other UN and international organization has been among the outreach objectives for a while. However, this stage of the Panel's work is ideal to engage in such an exercise, as no new report's launch needs to be prepared and yet the findings of the previous ones need to be further disseminated. The IPCC Communication Officer carries on the work with the UN Communication Group on Climate Change – which includes the Secretary General Team on Climate Change - sharing projects which now embrace also the work with the Youth (developing educational materials etc). In order to overcome the IPCC limitations on outreach, create more information products derivate from the IPCC reports and promote a deeper dissemination of the IPCC findings among various audience and on specific topics, the IPCC is working more closely with partner UN organizations, and in particular UNEP (e.g. production/launch of UNEP booklet on IPCC SYR), UN-Habitat (development of booklet on Buildings); UNITAR (development of e-learning materials on Climate Change) etc. Closer work with other non-UN international organizations, such as for instance the British Council, GENF, ICLEI, is also under way.

Media activities

The IPCC Communication Officer is answering to press queries and maintaining relationships with the media on a daily basis. Responding to requests for interviews with the IPCC Chairman and IPCC experts and for comments on climate change-related issues has by now become a regular activity. The assistance of some Scientific Officer would be needed in order to tackle the specific and various technical queries coming to the Secretariat from the media, but also from various institutions and individuals. Workshops and other activities directed to media representatives, especially from developing countries, are carried out, most of the times in partnership with other organizations.

Upon the Secretary-General's office input, all UN organizations are requested to coordinate on the messaging surrounding climate-change issues. Keeping in mind the unique role of scientific neutrality belonging to the IPCC, a further engagement of the organization's principles and experts in public information activities could be achieved in coordination with the New York Headquarters and other relevant organizations, like the UNFCCC, through the production of editorials and other media material. In this respect, radio features could be pursued, as well as video feeds targeting specific topics (e.g. food security) and regions, which could be produced in partnership with other organizations, as UNEP and IRINnews. The key objective would be for the IPCC to make sure that reporting on climate change – and decision-making consequently - is based on and includes as much as possible the scientific evidence that the Panel brought up with its latest reports, by giving a prominent role to “the voice of science” in public information activities.

Reports' distribution, translations and permissions to reproduce IPCC material

The IPCC reports have been initially distributed to governments and organizations by mail, further, with success at various international conferences and events, either in an IPCC booth or by organizing the distribution through partners (e.g. the organizers or other UN organization present at the venue). In each

of these occasions, it is clear that there's a lot of interest by the audience to receive the reports, either in hard copies and/or in soft ones. The translation of the Technical Paper on Climate Change and Water and of the Technical Summary of the Expert Meeting towards New Scenarios in the other UN languages has been completed, while a number of countries are still liaising with the Secretariat to translate some of the IPCC reports in their national languages. The IPCC Secretariat is continuously coping with a large number of permission requests to reproduce IPCC material – in particular graphics coming from the AR4 – for educational material, articles and books.