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# INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE



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ON CLIMATE CHANGE

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## IPCC COMMUNICATIONS STRATEGY AND OUTREACH

(Submitted by the Secretariat)

## IPCC COMMUNICATIONS STRATEGY AND OUTREACH

Following consideration of outreach activities by the Panel at its 24<sup>th</sup> Session the Secretariat took the following steps:

1. It continued in cooperation with the Technical Support Units the outreach activities related to the two 2005 Special Reports, including publication and dissemination of the full reports and summaries in the official UN languages, CD-ROM production, web posting and presentations at major conferences, including COP-11.
2. It established, initially for one year, the post of an IPCC Information Officer at P.3 level and issued a vacancy announcement. Applications closed on 17 March 2006 and the selection and recruitment process will be completed soon.
3. It sent on 15 November 2005 a letter (No.7790-05/IPCC/Outreach) to all governments to invite inputs on future activities in particular for the dissemination of the AR4. In this context reference was made to the report from CNC – Communications & Network Consulting with the title "Framework Communications Strategy for the Release and Dissemination of the 4<sup>th</sup> Assessment Report" which was made available to the Panel at its 24<sup>th</sup> Session. The report can be found at website: <http://www.ipcc.ch/meet/session24/inf3.pdf>. The Secretary asked that input from governments should address
  - (i) views on an IPCC information strategy including reactions to the report prepared by CNC, views on priority actions or concerns about specific suggestions contained therein, recognizing current activities by the IPCC Secretariat and elsewhere,
  - (ii) information on outreach opportunities in the specific country or region, and
  - (iii) any information about experience with “good practice” outreach activities and barriers encountered.

A questionnaire was prepared to facilitate inputs by governments and evaluation by the Secretariat. Governments were asked to indicate priority in terms of importance of each user group and activity and in terms of allocation of resources, along with additional comments if any.

### **Governments' responses on an IPCC Information Strategy**

Twenty-three governments replied out of which 21 used the questionnaire. Some provided additional comments in a cover note or in the comments column of the questionnaire. The full replies are compiled in document IPCC-XXV/INF.3. The synthesis of the replies to the questionnaire is contained in attached table and charts. The replies, including comments provided in the questionnaire or in a cover note are reflected in the evaluation and conclusions below.

### **General comments**

In their general comments several governments highlighted past activities in their country and region and suggested that such “good practice” should be used in the future information strategy. The suggestion was made to use such existing mechanisms in countries and focus IPCC activities in regions and countries where such mechanisms do not exist or in much more limited form.

Informing education institutions, to counteract circulation of possibly misleading information was highlighted. The integration of climate change information with other environmental, social, economic and cultural factors was mentioned. Others encouraged careful selection of target groups for IPCC activities and caution was expressed about potential limited human resources, as leading experts may not be able to commit more time for outreach activities after completion of the reports.

In some submissions the view was expressed to restrict IPCC activities to high quality original reports and figures and to avoid preparing additional text, which is derived from the original reports. Others suggested the extraction of a few key messages as well as providing information on IPCC role and process. The importance of high quality figures and power point presentations and of free access to electronic versions of the reports was underlined.

Positioning the IPCC as “consensus of global scientific opinion” was considered by some governments as misleading. Outreach activities based on draft reports opposed. While noting the

importance of Panel ownership of outreach, caution was expressed against Panel approval for individual outreach tasks.

## **Specific Comments**

### User Groups:

Most governments emphasized as first priority target audience policymakers and science advisors in governments. Decision makers in industry, UN organizations, media and NGOs were ranked as medium to high priority, with some remarks to possibly use other actors to target UN and NGOs. The education sector was also considered very important by many governments. Youth was mentioned several times as an additional target group. Concerning research the view was expressed that the full reports are already targeting these users. Different opinions were expressed concerning parliamentarians, local authorities and general public, including the view those groups should be addressed by the national governments.

### Activities:

- **Products**

The standard IPCC products, hard copies of reports, summaries in the official UN languages, CD ROMs and graphics package were rated by most governments as high and high-medium priority. Fact sheets on cross cutting themes and for key stakeholders, standard power point presentations with key talking points and consistent appearance of IPCC products were also rated as high to medium priority, in many submissions. Different views were expressed on whether the IPCC websites should be fundamentally redesigned or whether to focus on improvement and updating only. The point was made to aim for one website only as the current arrangements lead to inconsistencies among the different sites. Education and training material were in principles considered very important, but diverse views were expressed about the level of IPCC involvement. In this context the provision of videos, games and experiments was suggested. Backgrounders and revision of the existing fact sheets were considered medium priority. The view about the posters and flyers was rather diverse. Under other materials, a user guide to key IPCC findings was mentioned, as well as animated graphics, interactive models, documentaries and video clips.

- **Marketing**

While in some general comments active marketing was not considered appropriate, the replies to the questionnaire show that some activities such as notification of CEOs of key stakeholders of new IPCC reports, registration of interest, subscription lists and active management of mailing lists of interested organizations are considered useful.

- **Conferences, seminars etc.**

Briefings for policymakers and industry associations and presentations at major conferences and other relevant meetings were considered most important. The proposal to disseminate AR4 findings in a dedicated global conference or regional conferences received positive responses, but different views were expressed about whether one global conference or several regional conferences would serve users better. A concern mentioned in this context was the potential high costs. Tele- and web-conferencing, follow up in the region and coordination with other groups such as WCRP, IGBP and IHDP were suggested, as well as encouraging country level events. Participation in workshops and seminars were in general considered important, but such events need not necessarily be organized by IPCC.

- **Media**

Responses confirm usefulness of media events for launch of reports. Communication guidelines for presenting finding were also considered useful. Considerable interest was expressed in contribution to documentaries and feature articles. Video News Releases (VNR) and production of b-rolls were suggested. Different views were expressed about reputation management and response to criticism, as was the case for establishment of regular media relations and media monitoring. The suggestion was made to set up a centralized system for collecting enquiries and to identify a limited number of spokespersons for the IPCC.

## Initial response by the IPCC Secretariat

Based on the feedback received the Secretariat draws the following initial conclusions for priority activities in preparing an AR4 information strategy and specific outreach activities. The scope of the activities would be revised based on further feedback, input and guidance received from the Panel at its 25<sup>th</sup> Session as well as further input from the Outreach Task Group in particular concerning identification of partner organizations, regional and national activities and funding sources. The information strategy and specific activities will be developed and implemented in close consultation with the IPCC Chair, the Working Group Co-chairs and the Technical Support Units.

### User Groups:

- There is a strong mandate to continue to focus on government decision makers and advisors and decision makers in industry.
- Existing international and national arrangements should be used to address target groups such as UN organizations, local authorities and parliamentarians.
- Youth and the education sector are considered very important and in the development of the information strategy special attention should be paid to how to best address needs of those groups, including by using partner institutions.
- Relations with media are important.
- Addressing the general public should not be the focus of IPCC information activities.
- The cooperation with national governments and regional organizations to disseminate IPCC findings through existing programmes and institutional arrangements should be improved.

### Products and activities

- Main attention needs to be paid to quality, appearance and effective distribution of the traditional IPCC products (hard copies of full report, summaries, translations, CDs, graphics package)
- In addition to a well-prepared set of graphics from the reports the preparation of standard presentations and the development of animated graphics and interactive tools should be considered.
- A careful analysis of the IPCC websites needs to be carried out and redesign and efficient management initiated, consistent with the overall information strategy.
- Some update or revision of the background fact sheets about IPCC role and process may be useful but with rather little resource allocation
- A process that allows the preparation of fact sheets on key messages, cross cutting themes, and for specific target groups without risk of distorting the IPCC message needs to be considered.
- Partnerships for the preparation of education and training material need to be sought and a process that ensures quality control considered.
- Simple marketing tools such as notifications, web pre-registration should be used to ensure effective dissemination of reports.
- The launch of the four volumes of the AR4 needs to be carefully prepared, including media relations.
- Consistent with main target groups briefings for policymakers should be organized, e.g. in cooperation with regional organizations or national governments, at major conferences or other relevant meetings.
- The possibility of a dedicated conference and/or regional conferences should be explored, including cost implications and potential partner organizations, hosts or sponsors.
- IPCC itself should not get involved in organizing too many seminars and workshops, but rather facilitate participation of IPCC experts in such events.
- Guidelines on how to best communicate messages should be developed and used inter alia by IPCC experts.
- The possibility of contribution to documentaries, education videos and feature articles should be actively explored.
- Media monitoring is useful but any response to criticism needs to be handled by the IPCC Chair in consultation with relevant Co-chairs and experts. A centralized and efficient system of collecting and responding to media enquiries should be considered.

## Questionnaire for an IPCC Information Strategy

### Notes:

This questionnaire is intended to assist the IPCC Secretariat in further developing a proposal for an AR4 information strategy, based on inputs from governments. It consists of two parts. In Table 1 governments are asked to indicate priority user groups that should be targeted by an IPCC information strategy. In Table 2 governments are asked to indicate their views on priority activities or products in terms of allocation of resources, financial as well as human resources and efforts. The questionnaire should help to prioritize in particular activities implemented by the IPCC. However, in case you view an activity as very important, but not appropriate to be carried out by the IPCC itself, please indicate that clearly in the comments column. Please note also that some activities or products listed in Table 2 represent options that are mutually exclusive e.g. fundamental website design or website update and improvement. They are listed to get your views on further direction of a specific activity.

**Table 1**

### Indication of priorities and allocation of resources for an IPCC information strategy for user groups and activities

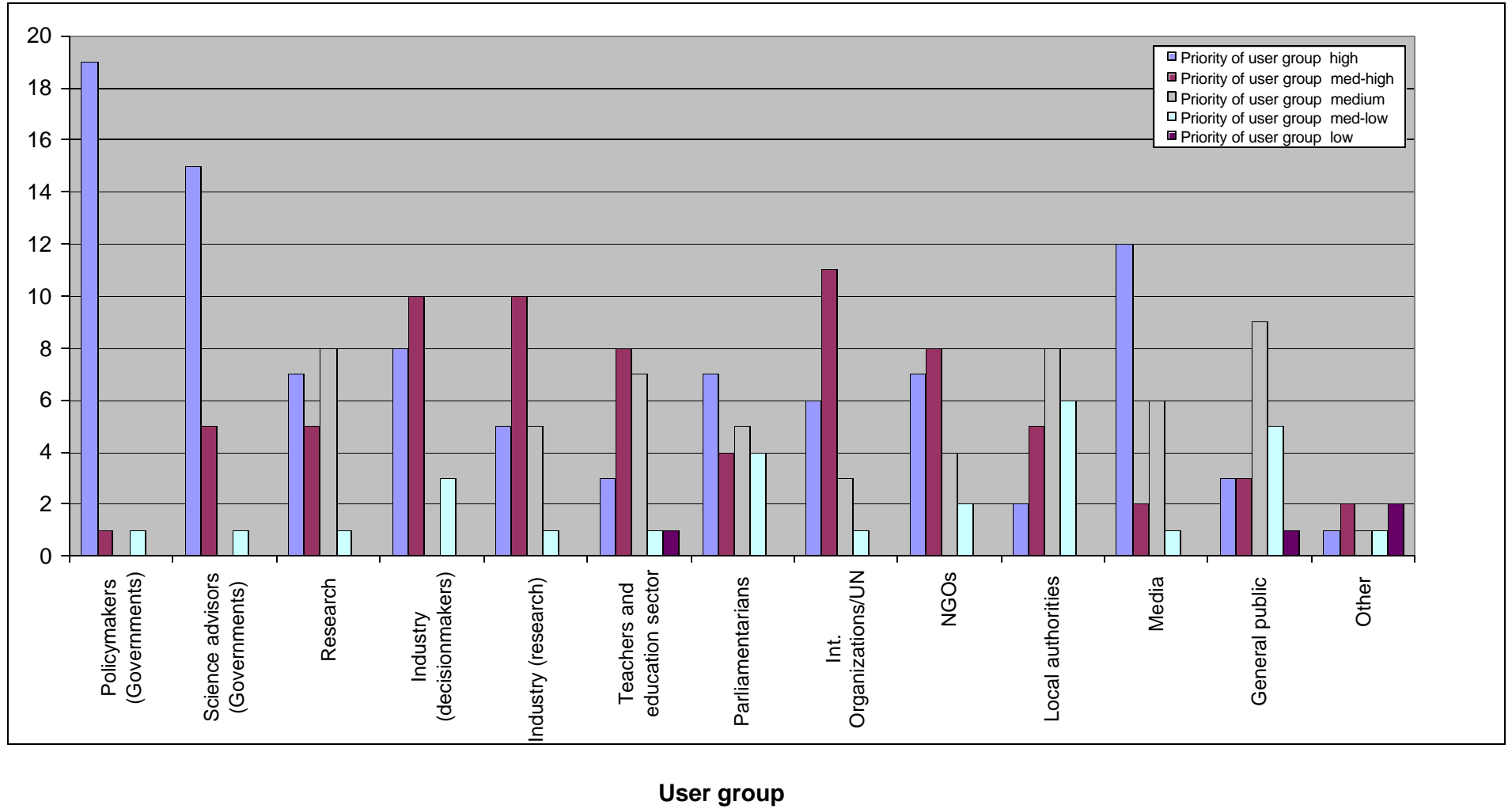
User Group	Indicate priority of user group					Comments
	high	med-high	medium	med-low	low	
Polymakers (Governments)	19	1		1		
Science advisors (Governments)	15	5		1		
Research	7	5	8	1		
Industry (decisionmakers)	8	10		3		
Industry (research)	5	10	5	1		
Teachers and education sector	3	8	7	1	1	
Parliamentarians	7	4	5	4		
Int. Organizations/UN	6	11	3	1		
NGOs	7	8	4	2		
Local authorities	2	5	8	6		
Media	12	2	6	1		
General public	3	3	9	5	1	
Other	1	2	1	1	2	

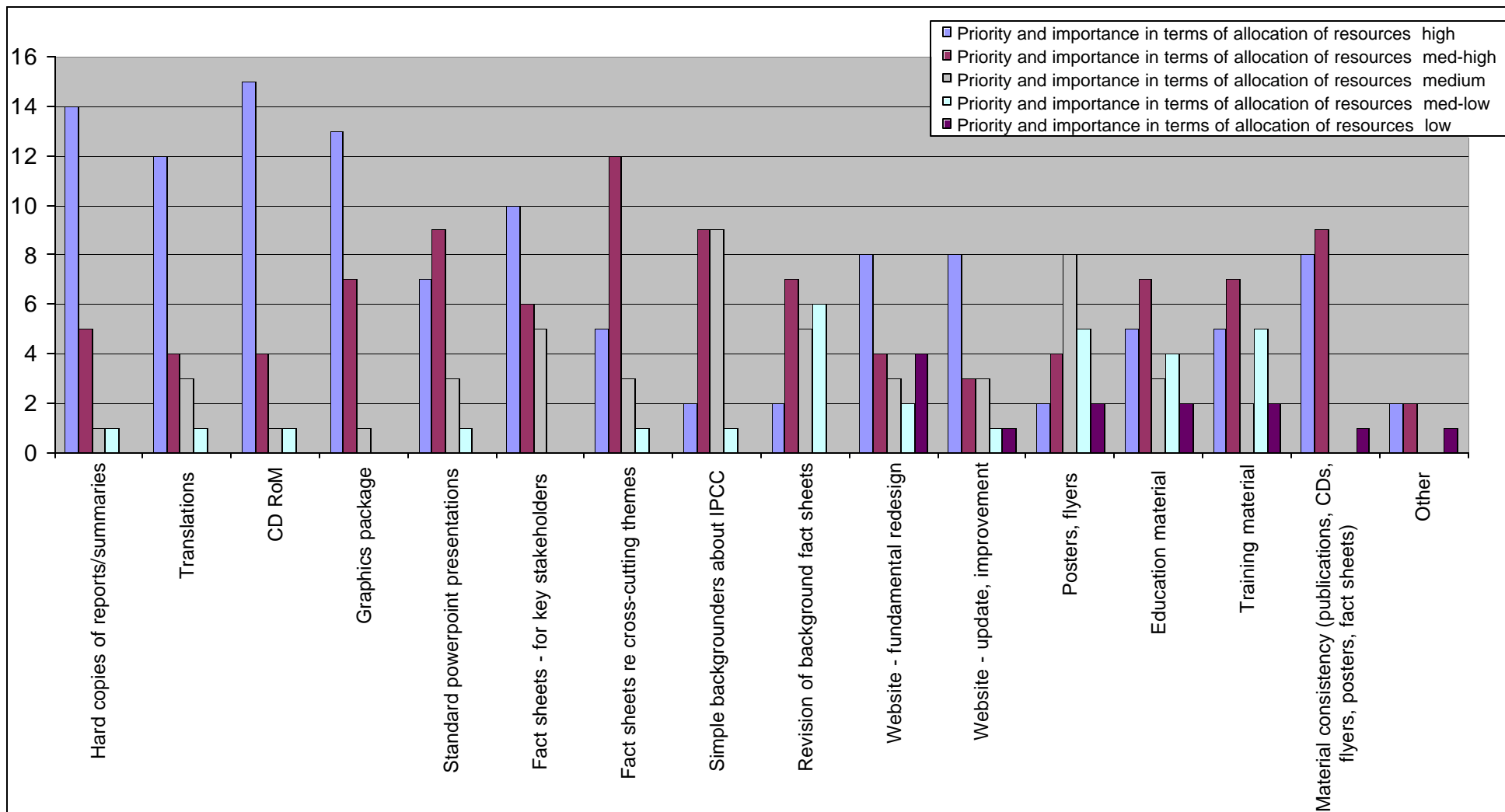
**Table 2**

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
<b>Products</b>						
Hard copies of reports/summaries	14	5	1	1		
Translations	12	4	3	1		
CD RoM	15	4	1	1		
Graphics package	13	7	1			
Standard powerpoint presentations	7	9	3	1		
Fact sheets - for key stakeholders	10	6	5			
Fact sheets re cross-cutting	5	12	3	1		
Simple backgrounders about IPCC	2	9	9	1		
Revision of background fact sheets	2	7	5	6		
Website - fundamental redesign	8	4	3	2	4	
Website - update, improvement	8	3	3	1	1	
Posters, flyers	2	4	8	5	2	
Education material	5	7	3	4	2	
Training material	5	7	2	5	2	
Material consistency (publications, CDs, flyers, posters, fact sheets)	8	9			1	
Other	2	2			1	
<b>Marketing</b>						
Notifications (e.g. letters to CEOs)	10	4	5		1	
Registration of interest, pre-ordering on web or by e-mail	6	9	1	2	1	
Mailing lists from Govts/Orgs.	4	10	4	1	1	
Letters to key stakeholders	7	5	5	2	1	
Other	1	2		1	1	
<b>Conferences, seminars etc.</b>						
Briefings for policymakers	15	4	1	1		
Briefings for industry associations	10	4	4	2		
Dedicated conference	5	10	4	2		
Specific regional conferences	7	5	9			
Workshops (for specialists)	4	9	6	2		
Seminars (for non specialists)	4	7	6	4		
Presentations at major conferences	10	6	5			
Actively seek speaker opportunities	4	8	6	3		
Speakers list	2	8	8	2		
Other	2	1	1	1	1	

Media						
Communication guidelines for presenters/messaging	6	9	3	2	1	
Aim for regular media relations	7	6	4	2	1	
Identification of "key media" (regular contact/launch of reports)	7	6	4	1	1	
Media monitoring (references to IPCC)	6	3	6	4	2	
Media events for launch of reports	9	8	4		1	
Reputation management (reply to criticism)	4	8	3	2	3	
Contribution to documentaries	3	12	1	4	1	
Feature articles (by LAs in journals)	4	12	2	2	1	
Other	1	1		1	1	

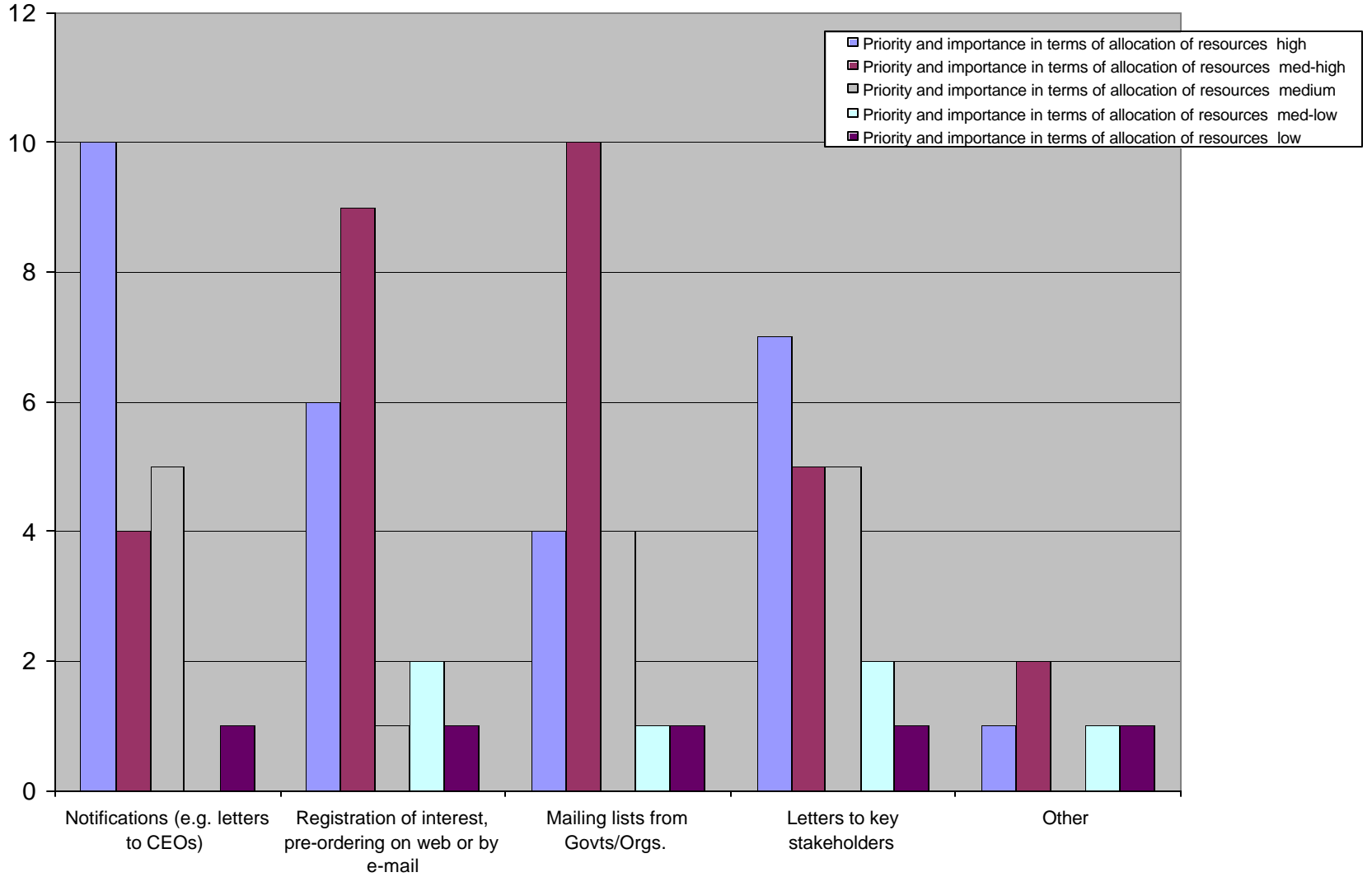
Indication of priorities and allocation of resources for an IPCC information strategy for user groups and activities



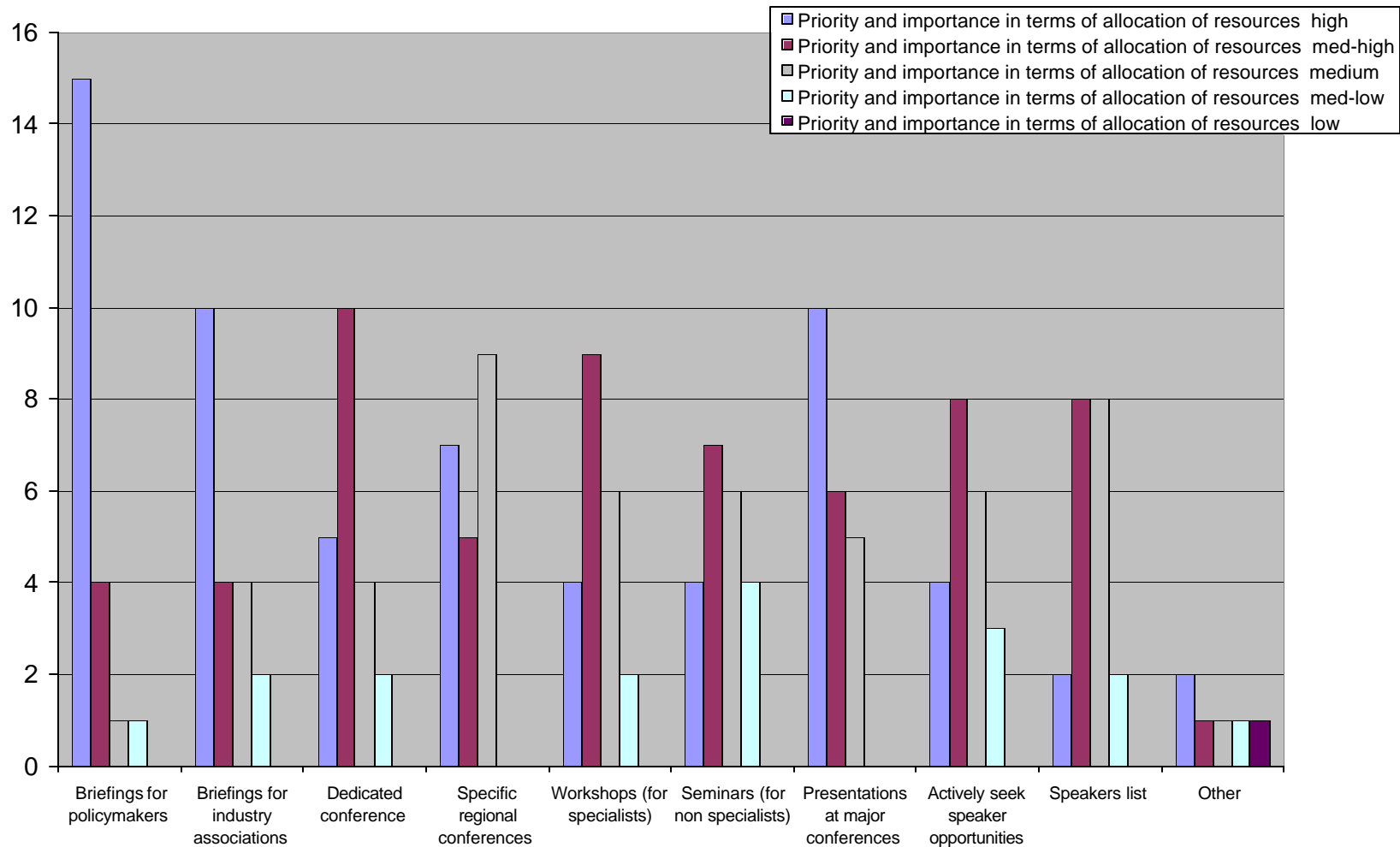


Products

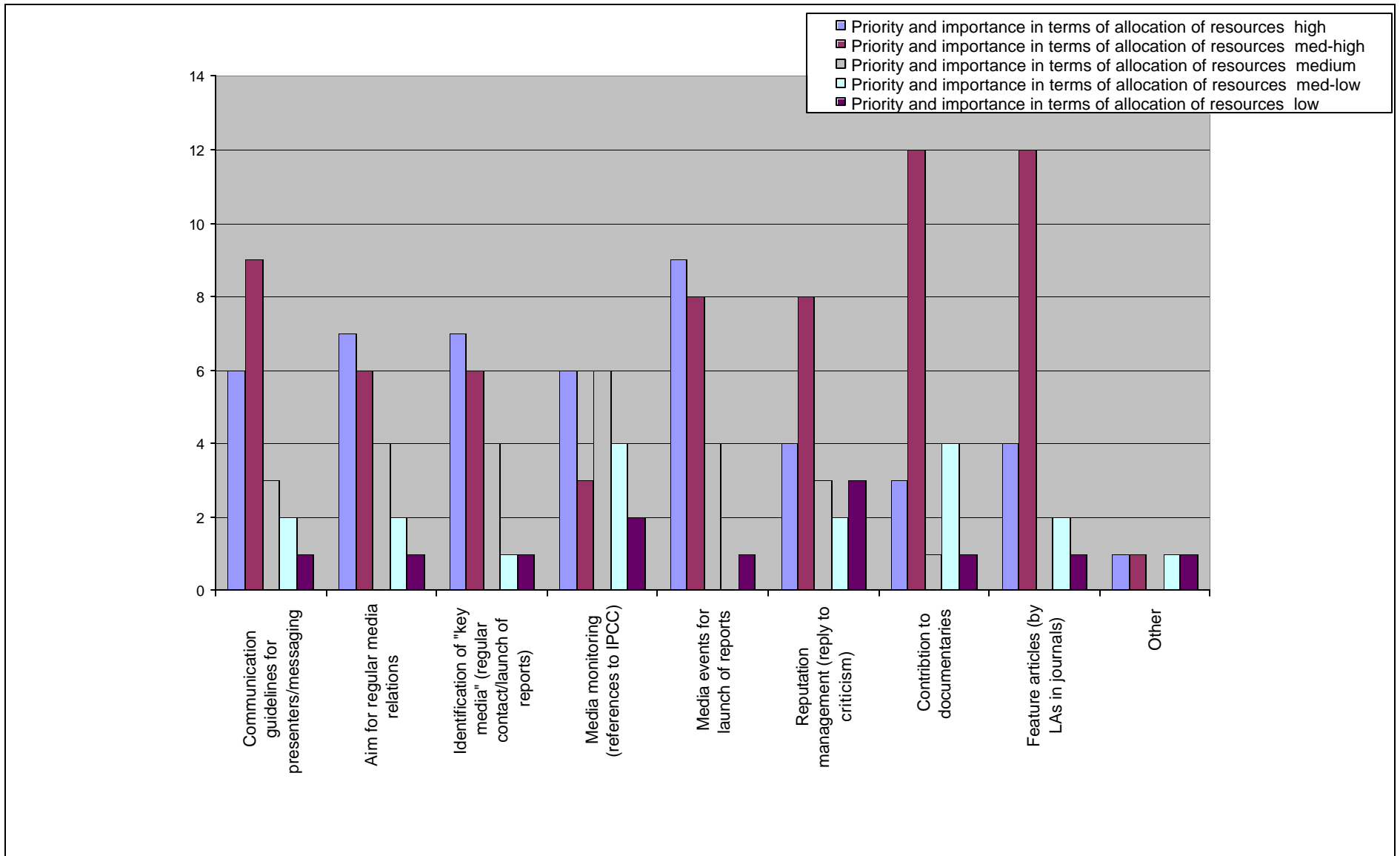




**Marketing**



**Conferences, seminars, etc.**



**Media**