



WMO

INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE



UNEP

INTERGOVERNMENTAL PANEL
ON CLIMATE CHANGE

TWENTY-FIFTH SESSION
Mauritius, 26-28 April 2006

IPCC-XXV/INF. 3
(28.III.2006)

Agenda item: 7
ENGLISH ONLY

IPCC COMMUNICATIONS STRATEGY AND OUTREACH
Compilation of Government Submissions on Information Activities
(Submitted by the Secretariat)

COMPILATION OF GOVERNMENT SUBMISSIONS ON INFORMATION ACTIVITIES

On 15 November 2005 the Secretary sent a letter (No. 7790-05/IPCC/Outreach) to all Focal Points asking for

- (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

Replies were received from the following governments:

Argentina	Latvia
Australia	Madagascar
Austria	Mexico
Belgium	Morocco
Botswana	Poland
Canada	The Netherlands
Chile	New Zealand
China	Oman
Colombia	Russia
Gambia	Sweden
Germany	Switzerland
Hungary	

The submissions received are compiled in this document. An evaluation of the replies is contained in document IPCC-XXV/Doc.6.



ARGENTINA

Ministerio de Relaciones Exteriores,
Comercio Internacional y Culto

Buenos Aires, January 13th 2006.-

Dear Madam:

I have the pleasure of addressing this letter to answer your circular note N° 7790-05/IPCC/Outreach, dated 15 November 2005, regarding the future of the outreach activities, and the issue related to the admission of observer organizations in the Sessions of the Panel.

Since your letter of reference includes three points for the first issue, our comments and views will now refer to them. Attached are also our views regarding the items/points included in the spreadsheet attached to your note,

A.- IPCC communication activities

- i) It is considered that, in spite of the remarkable action developed by the IPCC Secretariat during the last years, the increasing interest of the different social and economic groups, as well as the need for educational institutions to be accurately informed of the implications of the Earth 's warming on their businesses and every day life, calls for a more permanent and incisive and inclusive action by the IPCC. Such an action will counteract the common misleading information arising from many of the media 's groups. As a matter of facts, the tendency is to present the climate change effects as having only calamitous effects. The routine of separating them from many of the environmental, social, economic and even cultural associated factors, giving them the appropriate ranking in the generation of adverse impacts, and the omission of appropriate reference to the availability of adaptation measures and new technologies to mitigate climate change and make better use of the environment do not provide the real magnitude of the IPCC undertakings to assist governments and private groups to further development with sustainability.


 RAÚL A. ESTRADA OYUELA
 Embajador

Dr Renate CHRIST
Secretary of the IPCC.

Recd WMO
REGISTRY (3)

24 JAN. 2006

(R) 13412-06/PCc

SG	DSG
Revised to	
Revised	Filed



Ministerio de Relaciones Exteriores,
Comercio Internacional y Culto

The lack of information on converging issues, like the wrong utilization of the different climate zones and their resources availability, present and projected; or the lack of certain indispensable efforts by governments and private groups to improve basic data, and monitoring and early alert systems; or the dislocation of crops to fight water shortages, excesses or inappropriate water balances; etc should be reported from the IPCC itself. This is what transpires from the valuable action undertaken by IPCC Outreach Task Group(OTG), as agreed at the 24th IPCC Session.

In this regard, although my government agrees in principle with the CNC 's proposal, it looks definitely appropriate to assign to the OTG the task to critically analyze the CNC proposal to complement the developments by the IPCC Secretariat, which, in the occasion of COP-10, held in Buenos Aires, have shown to be highly positive.

- ii) Argentina has a large and commendable experience in outreaching on climate change and other environmental issues. A large number of technical conferences, symposia and workshops, developed under the aegis of international agencies/panels or groups, paves the way of some 15 years of activities associated to the dissemination of information on crucial international events and their conclusions. This activity started from the preparations of the UN Conference on Environment and Development. The outreaching of the Brutland 's report could well define the beginning of activities which brought to Argentina specialists and decision makers from the majority of Latin American countries, to analyze the views of governments and NGOs to contribute to the preparations of UNCED. By means of a Latin American NGOs 'report Regarding environmental issues related to air quality, urban wastes, water, climate change, atmospheric ozone, desertification, biodiversity, a group of secondary teachers and university professors have developed texts for use in primary and secondary schools. This team is readily available for any activity involving the development of environmental education material, in English, French, and logically in Spanish. Should it be necessary, copies of some of the available publications might be sent to the IPCC Secretariat. It should be also noted that the Argentina 's Second National Communication to the UNFCCC includes a important segment on Environmental Education and Outreaching, with two projects under development. Finally, it should be noted that the Spanish version of GEO 2000 was prepared in Buenos Aires and that from it a 124 pages book the GEO Juvenil Argentina was published in 2002. Further, guidance material, like ELI (Efficient Light Initiative), sponsored by the IFC, and other climate change and environmentally oriented works were and are being developed by Argentine NGOs.


RAÚL A. ESTRADA OYUELA
Embajador



*Ministerio de Relaciones Exteriores,
Comercio Internacional y Culto*

- iii) The experience gathered shows that the outreaching on environmental issues have called for continuous and reiterated initial efforts to break the barriers which, particularly in developing countries, limit these issues ' priority. It is normally so due to the urgency to solve more pressing issues, like feeding, health caring and providing security to the. lower levels of national communities.

The attached spreadsheet includes the priorities my Government assigns to each potential user groups, as well as the comments on the use of resources. In this regard, it is clear that my Government also agrees with the need to urgently reinforce the manpower capacities in the IPCC Secretariat to further its activities in the outreaching.



Ministerio de Relaciones Exteriores,
Comercio Internacional y Culto

Having completed your enquiry, I would like to take this opportunity to wish the IPCC and, particularly, its Secretariat, a constructive and fruitful New Year 2006. With the expressions of my respectful regards,

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'L. Estrada Oyuela'. The signature is fluid and cursive.

L. A. ESTRADA OYUELA
Embajador
Ministerio de Relaciones Exteriores
Comercio Internacional y Culto

ARGENTINA

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)	✓					
Science advisors (Governments)	✓					
Research			✓			
Industry (decisionmakers)	✓					
Industry (research)			✓			
Teachers and education sector		✓				
Parliamentarians	✓					
Int. Organizations/UN		✓				
NGOs	✓					
Local authorities		✓				
Media	✓					
General public		✓				
Other		✓				ADJUST AS NECESSARY

Table 2

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

Media						
Communication guidelines for presenters/messaging	✓					
Aim for regular media relations	✓					
Identification of "key media" (regular contact/launch of reports)		✓				
Media monitoring (references to IPCC)		✓				
Media events for launch of reports		✓				
Reputation management (reply to criticism)		✓				
Contribution to documentaries		✓				
Feature articles (by LAs in journals)		✓				
Other		✓				ADJUST AS NECESSARY

AUSTRALIA

Questionnaire for an IPCC Information Strategy

Notes:

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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)	x					
Science advisors (Governments)	x					
Research			x			
Industry (decisionmakers)		x				
Industry (research)			x			
Teachers and education sector						
Parliamentarians	x					
Int. Organizations/UN			x			
NGOs			x			
Local authorities				x		
Media			x			
General public				x		
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging			x			
Aim for regular media relations	x					
Identification of "key media" (regular contact/launch of reports)	x					
Media monitoring (references to IPCC)			x			
Media events for launch of reports			x			
Reputation management (reply to criticism)					x	
Contribution to documentaries		x				
Feature articles (by LAs in journals)		x				
Other						

24 January 2006

**Input to Information Strategy
by Austria
Contact person: Klaus Radunsky**

In response to the letter from 15 November 2005 Austria would like to indicate the great importance of the communication strategy for release and dissemination of the IPCC Fourth Assessment Report.

Austria confirms that the Report by Communications & Network Consulting is a very good basis for further consideration of the issue. Austria is pleased to note that consideration of the communications strategy of the IPCC, in particular for the release of the AR4, will be on the agenda of the twenty-fifth Session of the IPCC, from 26-28 April 2006 and that the IPCC Secretariat will prepare a proposal for an AR4 information strategy.

Austria is pleased to use the questionnaire to provide its comments as a basis for the preparation of such a proposal. Austria expects that at the IPCC plenary all comments received from Governments will be made available by the Secretariat to delegates. Austria would also believe that it would be helpful to inform about the outreach activities related to the TAR as well as a report from the secretariat on the lessons learned from those.

In the expectation that the IPCC Plenary will adopt a Communication Strategy that includes more activities compared to those in the past Austria supports to further strengthen the capacity of the IPCC Secretariat by hiring an Outreach Manager. It might be helpful that the IPCC Secretariat is prepared to inform about the tasks of such person and the expected skills.

Kind regards

AUSTRIA

Questionnaire for an IPCC Information Strategy

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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	
Policymakers (Governments)	x					
Science advisors (Governments)				x		
Research			x			
Industry (decisionmakers)	x					
Industry (research)			x			
Teachers and education sector					x	
Parliamentarians			x			
Int. Organizations/UN		x				
NGOs	x					
Local authorities			x			
Media	x					
General public				x		
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging		x				
Aim for regular media relations				x		
Identification of "key media" (regular contact/launch of reports)				x		
Media monitoring (references to IPCC)			x			
Media events for launch of reports	x					
Reputation management (reply to criticism)	x					
Contribution to documentaries			x			
Feature articles (by LAs in journals)			x			
Other						

BELGIUM

Dear Renate,

Hereby some comments of Belgium on the IPCC outreach and dissemination strategy:

The report on a 'Framework communication strategy on the release and dissemination of the IPCC AR4' is an important tool allowing discussing outreach activities.

It recognizes well that additional outreach activities require the additional support of professional human resources for outreach that can also take on the responsibility for outreach activities and the funding that goes with that.

Because IPCC remains a scientific forum (see the decision of the 18th session to prepare comprehensive assessment reports), I would not support too flashy (and very expensive) outreach products such as video's or glossy publications. It is therefore important to develop a clear mission statement to clarify its objectives in outreach and dissemination

However, I wonder whether 21 respondents are sufficient to make statistics on the balance of outreach activities, prioritization of audiences etc. So this information round might help in fine tuning the CNC report.

Distribution of free copies of full reports should also be possible for the environmental agencies of each country and or the agencies/administrations or ministries in charge of climate change policy preparation and implementation, an important target audience.

On the one hand (the supply side) the outreach material - at least by content - should be firmly anchored on the scientific assessment reports, and be controlled by the scientists themselves. On the other hand (the demand side) the target groups and stakeholders are so many and so diverse, that one needs a large number of specific products to reach every separate target group. This is not affordable in time, capability, money, etc... and it does not belong to the mission of IPCC. There is a need to make a selection in the target audiences identified by CNC.

We agree that there should be an increased investment in graphics and in particular in the verification of the translated texts within the graphics. Also the set of slides is a good idea.

Therefore we would propose to charge every author group of every chapter to prepare a 'standard' power point lecture.

This would consist of

- * a number of slides (e.g. a absolute minimum of 10/12 and an absolute maximum of 20)
- * a fixed IPCC template for the slides, with a standard front slide (title, source, authors?...), and a final 'concluding / further reading' slide.
- * the instruction to have at minimum half of the slides in the format of a drawing or picture
- * the text slides conform the rules of a professional presentation (not an overload of text or tables, etc.)
- * each slide accompanied by a half page comment, that explains the slide and can be used by others to present the presentation for an audience.

We also think that a press communiqué soon after the approval of an SPM is important.

We hope that these suggestions can be usefull for the IPCC.

Best regards,

Vanderstraeten Martine
Adviseur voor wetenschapsaangelegenheden
Conseiller aux affaires scientifiques
Programmatorische
Federale Overheidsdienst Wetenschapsbeleid
Service Public Federal de Programmation
Politique Scientifique
Wetenschapsstraat 8 Rue de la Science
B-1000 Brussel/Bruxelles
Tel.: +32.2.238.36.10
Fax: +32.2.230.59.12
E-mail: vdst@belspo.be
URL: <http://www.belspo.be>

BELGIUM

Questionnaire for an IPCC Information Strategy

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Table 1

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User Group	Indicate priority of user group					Comments
	high	med-high	medium	med-low	low	
Policy makers (Governments)	x					
Science advisors (Governments)	x					
Research		x				
Industry (decisionmakers)	x					
Industry (research)		x				
Teachers and education sector		x				
Parliamentarians		x				
Int. Organizations/UN		x				
NGOs	x					
Local authorities			x			
Media	x					
General public			x			
Other			x			

Table 2

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

Media						
Communication guidelines for presenters/messaging		x				
Aim for regular media relations		x				
Identification of "key media" (regular contact/launch of reports)	x					
Media monitoring (references to IPCC)		x				
Media events for launch of reports		x				
Reputation management (reply to criticism)		x				
Contribution to documentaries		x				
Feature articles (by LAs in journals)	x					
Other						

BOTSWANA

Questionnaire for an IPCC Information Strategy

Notes:

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Science advisors (Governments)	x					
Research	x					
Industry (decisionmakers)		x				
Industry (research)		x				
Teachers and education sector		x				
Parliamentarians	x					
Int. Organizations/UN	x					
NGOs		x				
Local authorities		x				
Media			x			
General public			x			
Other				x		

Table 2

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

Media						
Communication guidelines for presenters/messaging				x		
Aim for regular media relations			x			
Identification of "key media" (regular contact/launch of reports)			x			
Media monitoring (references to IPCC)			x			
Media events for launch of reports			x			
Reputation management (reply to criticism)				x		
Contribution to documentaries			x			
Feature articles (by LAs in journals)			x			
Other				x		



Environment
Canada

Environnement
Canada

Meteorological
Service of
Canada

Service
météorologique
du Canada

January 31, 2006

4905 Dufferin Street
Downsview, Ontario
M3H 5T4

D. Pachauri
Chair of the IPCC
Fax: +41 -22-730-8025
Email : IPCC-Sec@wmo.int

Dear Dr. Pachauri:

Canada welcomes the efforts of the IPCC and CNC to provide the Framework Communications Strategy for Release and Dissemination of the IPCC Fourth Assessment Report and we welcome the chance to comment on this matter.

We are of the opinion that outreach will be an enormous task. Thus, we strongly urge the IPCC to move this from a framework document to a Communications Plan quickly. Furthermore, once again, we recommend the IPCC hires a communications professional as quickly as possible.

We feel the IPCC needs to prioritize its outreach activities, being mindful of financial and human resource limitations. Canada recommends the following areas as priorities for IPCC outreach activities:

- Enhanced accessibility to IPCC results and products, through:
 - Website redesign – A single website organized by subject is essential for the IPCC to enhance dissemination of its products and the results of its products. This would also include an electronic promotions strategy to route internet traffic to the IPCC website.
 - Key supporting materials that enhance accessibility – This covers the need for high resolution graphics and PowerPoint presentations to assist others in outreach activities.
- A centralized media relations strategy – The media are recognized as a unique user and a specific media relations strategy is necessary.

Please see attached for an elaboration on these priorities. Those specific comments highlight areas we feel to be of importance in the development of a communications plan, rather than providing comprehensive comments on the strengths and weaknesses of the framework.

Thank you again for the opportunity to comment on such an important issue.

Yours sincerely,

Original signed by

M.D. Everell
Assistant Deputy Minister
and
IPCC Focal Point for Canada

**Specific Comments on the Framework Communications Strategy for Release and
Dissemination of the IPCC Fourth Assessment Report
Government of Canada
January 25, 2006**

3. Objectives– There is a need to establish clear objectives at the outset, something like:

Objective: Ensure widespread awareness, understanding, and acceptance of the AR4 findings among key audiences

Note: Two pre-requisite and complementary objectives to achieving the above are to:

- Communicate the role of the IPCC
- Communicate the AR4 process.

3.1.2 It is not the role of the IPCC to reach out to additional users such as decision-makers at the community level, education sector, parliamentarians, youth or even the general public. We do agree that the media should be a priority as they tend to be the vehicle by which many of our other users receive information on the IPCC and the IPCC's results.

4. Framework - See attached questionnaire for prioritization of audiences .

5. Key Audiences– It is not clear in the Framework that the main audience of the IPCC is Governments. The IPCC works for governments and produces its reports at the request of government.

5.1 Policymakers: Canada fully supports an improvement to layout and presentation and agrees that the interest among policymakers is strongest on the cross-cutting themes and the synthesis report. We also agree that increasing accessibility to IPCC results through an improved website and an investment in presentation and layout would be useful to policymakers. However, we disagree with the analysis that Plenaries would be better staged at major climate change meetings or in Bonn to target policymakers. We feel that policymakers are interested in the scientific results found in the reports and not the process to arrive at a finalized text. We also stress the importance of maintaining the independence of the scientific process.

5.2 Scientific researchers: We are not convinced of the need to target national and international associations of scientists.

5.3 Industry: The same / similar accessible key findings materials developed for policymakers would be useful for industry.

5.4 Parliamentarians: Not a good use of resources to try to reach parliamentarians directly, even through international bodies of parliamentarians. Accessible key findings materials developed for policymakers and third party materials should be useful for this audience as well.

5.5 United Nations / IGOs: Existing resources should be fully leveraged. The continued support of the UN family to help disseminate the AR4 findings is essential, though it would be best to formalize this as much as possible (currently, support is described as ad hoc). The WHO, UN-DPI, UNEP-Grid, and others are well placed to form part of a dissemination network. The IPCC Web site should still be the central repository for all reports and supporting materials. This is part of reinforcing the IPCC brand and driving traffic to the site.

5.6 NGOs: NGOs may be the major way in which the general public and other stakeholders (sub-national governments, business and industry including SMEs, indigenous communities, youth, educators, faith groups, etc.) will learn about the AR4. Targeted workshops seem ambitious and should not be a priority for the IPCC.

6. Products

- We feel that the core products are the fundamental products of the IPCC but can be supplemented by a few things that will assist with dissemination.

- We support the increased investment in graphics and feel this should be done professionally with support of the lead authors. Improved graphics and a set of common PowerPoint presentations would allow for increased outreach to be done by other groups (e.g., IPCC Focal Points, science advisors, lead authors).
- These presentations should be based on the WG and Synthesis report SPM and TS material and should remain consistent.
- While fact sheets highlighting the findings of the WG SPMs, on the IPCC assessment process and cross-cutting themes might be useful, this should not be a priority for the IPCC until the core products have been produced and well marketed.
- Emphasis on electronic (Web, PDF, PowerPoint) products over hardcopy. Careful planning (who, how many, where) needed around hardcopy production. Limited electronic copies on CD-ROM should be distributed to developing countries that may lack reliable internet connections.
- A redesign of the IPCC website is crucial and should be laid out to make it easier for user's to find information.

6.2 Supporting Material - A missing component under supporting material is a policy and guidelines for third party activities, such as:

- Users Guide for use of AR4 key findings, graphics, logos
- Powerpoint presentations with talking points designed for third-party use
- Other, e.g., Use of b-roll, video presentations, etc.

We strongly recommend the development of third party guidelines.

6.2.1 Graphics: The availability of clear graphics in multiple formats is very important. This should include animated graphics for things like projected sea-level rise, receding glaciers and polar ice sheets, desertification, ocean temperature trends. Animated graphics would be useful to media and anyone making presentations and should be thought about early so can be linked to the print version of the SPM and will have to be approved by the WG Plenary.

6.2.2 PowerPoint: Common PowerPoint presentations for IPCC use are essential.

6.2.3 Fact Sheets and 6.2.6 Backgrounders: Although fact sheets and backgrounders may be quite useful, we feel that they should not be a first priority for the IPCC. We feel that emphasis should be placed on the core products and their dissemination. We do support fact sheets on the role of the IPCC and the AR4 process.

6.2.5 Web Site: The IPCC Web site is the main vehicle through which most audiences, including media, will access the AR4 and its accompanying products. We would like to emphasize that:

- a single IPCC Web site is needed. Currently, the multiple sites are riddled with inconsistencies in format and navigation. If separate Web sites are desired for use by working group members, then we agree that they should not be publicly accessible.
- the site needs to be totally re-designed; user-focussed; clearer, more attractive and inviting, better and more consistent navigation, Web animations of key graphics and interactive tools, Web casts and presentations. Visitors should want to return to the IPCC site time and again and use it as their main resource for information about the science of climate change.
- An improved search feature and site map is essential to help users find the information they are looking for quickly.
- Bios and photos of members of the IPCC Bureau, Working Groups and Task Forces should be a feature of the site. This puts a human face of the IPCC. A speakers list could link to these bios.
- We support the use of an extranet to make targeted materials available to specific audiences through the use of password protected portions of the website.

We would add that the Web site needs an *Electronic Promotions* strategy to help drive traffic to the site. This could include:

- A subscription-based ListServ for IPCC bulletins including publication schedules (see 7.2 Notifications), information on symposium registration, and much more.
- Optimizing search engine placement. Currently, when the words 'climate change science' are Googled, IPCC (www.ipcc.ch/pub/sarsum1.htm) comes up 32nd (on the fourth page of results). Top two results on 18 Jan 06:
 - The United States Government Web site: U.S. Climate Science Program

- The U.S.-based National Academies web page: “A Closer Look at Global Warming”
- Banner ads on key related Web sites and search engines.

6.2.7: Materials Consistency: We strongly agree that all materials be approved by the Chair and Secretariat to ensure consistency.

7. Marketing – In addition to the suggestions given in the Framework, we would like to see the Communications Plan place a greater emphasis on Web marketing through the electronic-promo ideas mentioned above. We support the idea of allowing users to subscribe to bulletins, etc. so they may manage the content they receive.

7.3 Mailing lists – Member countries may not be able to submit mailing lists per domestic privacy protection laws. However, a voluntary invitation to subscribe to IPCC email lists could be sent to individuals on government mailing lists.

8. Outreach – Realistic cost estimates will be needed for the development of the communications plan.

8.2 Dedicated Conference – While the media impact of a single major conference would be great, we have concerns over the costs and the burden of such a conference on IPCC authors. At this time, we do not see it as a priority for the IPCC but we do look forward to discussing it further.

8.3/8.4 Workshops and Seminars - We support the IPCC participating in targeted workshops upon invitation. We need to give further thought to this option and would like to see a fuller scoping of this topic in the Communications Strategy.

8.5 Side Events: We disagree with the final paragraph and its analysis of side events being seen as disruptive and thus not useful. Side events are an important feature of UN conferences. IPCC side events are usually well attended and offer opportunities to make announcements, promote the Web site, and possibly distribute the core products and supporting material such as fact sheets. We agree as noted that advanced electronic notice of IPCC side events via the subscription list will help to ensure interest in these events.

8.6 Speaker opportunities: To facilitate a successful speaker program is an expensive proposition. While we think the framework is calling for more of a “Speakers Bureau” function, we are not convinced that it would be in the best interest to resource such a function. A speakers bureau helps assess the client’s program, format (key note, panel, workshop, etc.), language and other needs, as well as their budget for travel and honoraria, to help ensure a good match between speaker and event. They can also then facilitating communications between the two parties. Given the cost of doing this right, we do not agree with making it a priority over media relations and the Web site.

However, as has been suggested in other places, a speakers list organized by subject would facilitate conference organizers ability to choose appropriate speakers and common IPCC presentations would assist lead authors in their roles as speakers.

9. Media

Canada agrees that the media are not a stakeholder per se and that media should not be considered an outreach activity. However, the media are very important in dissemination and outreach to our stakeholders. We feel that the IPCC should take a central role in dealing with the media through the Framework suggestion of all media enquiries being directed to the Secretariat. Guidelines for author interactions with the media are also supported for all working groups. Having a set of “IPCC spokespeople” that speak on behalf of the IPCC is also supported. This does not limit journalists from speaking with individual scientists on technical issues but would lead to consistent messaging from those speaking on “behalf” of the IPCC.

9.2.1: We strongly agree with the recommendation that all media inquiries be directed to the IPCC for a centralized and coordinated response. When it is not possible for the media request to be routed first through the IPCC Secretariat, at least there should be a mandatory reporting-

back function; the spokesperson completes and emails a simple form indicating the journalist, outlet, what they said and expected publication or air date.

9.2.2: We agree that consensus news release, and other agreed media materials (backgrounders, fact sheets, VNR, b-roll, graphics) are essential to facilitate consistent media coverage. In addition, the development of a basic news release for third parties to draw upon should be added.

9.2.3: Thorough briefing of key journalists is essential, as well as more basic briefings for 'generalist reporters' who may lack sufficient background. Pre-launch media briefings on the IPCC and the AR4 process in a couple of good locations (e.g., Washington, London) make sense but should be part of an overall strategy on the two pre-requisite objectives of IPCC credibility and IPCC process credibility. Daily tele-conference briefings during the symposium on the AR4 findings would reach journalists unable to travel to the symposium.

9.2.4: An approved spokesperson list is a key component of the media relations strategy. Approved spokespersons for the IPCC as an organization, for the Synthesis Report and for each Working Group Report should be identified. A spokesperson list organized by key findings and subjects would be the most useful.

Key messages

Agreed key messages are essential. We recommend:

- 10 Key Findings of the AR4 be developed. That's 10 *in total* for the whole of the AR4, ranked in order of importance. The Framework recommends 10 key messages for each WG report and the Synthesis Report (see 9.2.4 Communications Guidelines – Messaging). Forty key messages would not help audiences make sense of the findings. Each of the 10 *could* have sub-messages but these would not be used in many of the products.

Key messages in support of the pre-requisite objectives (credibility of the IPCC and credibility of the IPCC process) are also needed. Specifically, key messages about who the IPCC is (and what it does, who runs it, how it is organized, who funds it...see 9.2.5 Positioning and 6.2.6 Backgrounders) and about the IPCC AR4 process (see paragraph one of 9.2.4 Communications Guidelines – Messaging)

9.2.6 Reputation Management and the Right to Reply: We agree with the development of a centrally coordinated, reactive communications policy and process. This should be part of the overall strategy on the two pre-requisite objectives of IPCC credibility and IPCC process credibility.

9.2.6.1 Media monitoring and analysis is essential to determination the effectiveness of the communications strategy, and can be very helpful in identifying consistent misinterpretations in the media which need correction. This can be expensive but is very worthwhile.

9.3 Media Tactics - The media tactics discussed in this section are good opportunities to be proactive with the media. The idea of teleconferences and video news releases are especially good vehicles for outreach. The suggestion of a documentary seems to go beyond the reaches of IPCC.

9.3.1 Pre-launch media event: efforts to support the two pre-requisite objectives need to begin immediately. Pre-launch media events could be part of this, but it needs a broader strategy involving both pro-active and re-active components.

9.3.2.1 Tele-conference: A great idea, particularly in conjunction with the dedicated conference. Video and web conferencing good, but we agree they are more expensive and logistically challenging.

9.3.3 Video new releases (VNR): VNR and b-roll are highly effective. Satellite time (for distribution beyond beta tapes) is the most expensive part. A donation of satellite time should be explored as soon as possible.

9.3.4 Interviews: See previous comments under 9.2.1 and 9.2.4.

9.3.4.1 Media Training: It is essential that all authorized spokespersons receive mandatory media training, no matter how experienced they are.

9.3.5 Documentary: We do not feel that this is a priority for the IPCC. However, if the opportunity presents itself, the IPCC shouldn't reject the possibility of acting in an advisory role.

10. Administration

10.1 Consideration: Timing issues could be resolved by a single launch conference in conjunction with the approval at Plenary of the Synthesis Report. However, the IPCC must recognize that the media will want to cover the Working Group Plenaries and that the IPCC must be prepared to brief the media at these times and provide access to the reports and supporting material.

10.2: Support the multi-point Mission Statement for the IPCC, supported by UNEP and the WMO. This would help formalize the roles and responsibilities of each in implementing the strategy as discussed in 5.5 above.

11. Resources

11.1 Human Resources - Canada continues to support the hiring of a communications professional. This person should be hired in 2006 to allow for advance planning of communications and outreach associated with AR4. We recognize there is a real danger of unrealistic expectations for a communications professional. There must be a job description which dovetails with existing secretariat roles and support roles at UNEP and WMO. Roles which need to be clarified at a minimum include: (1) director/coordinator, (2) media relations officer, (3) web master, (4) materials production manager. If there is to be a dedicated conference /science symposium, a conference coordinator and other staff would also be needed.

11.2 Income - We are not supportive of the suggestion to move towards a website subscription model for fundraising. Charging for CD copies of the reports as well as hard copies seems reasonable and we ask the OTG/Secretariat to scope this in terms of cost and revenue scenarios for the Communications Plan to be submitted to IPCC-25.

11.3 Cost Control – We recommend the development of a communications strategy that shows three possible tiers of activities (products, events, staffing etc.) This will allow countries to clearly see the level of communications activity their support would deliver. Hardcopy product could be bundled into this support i.e., a certain level of funding would include x number of hardcopy reports, CD ROMs etc.

11.4 Outline of Estimated Costs - We urge the IPCC Secretariat to provide IPCC-25 with a full estimate of the costs of implementing such a communications plan. The cost estimate in the Framework seems very conservative and includes several free activities that in reality could be quite costly.

CANADA

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	
Policymakers (Governments)	x					
Science advisors (Governments)	x					
Research		x				
Industry (decisionmakers)		x				
Industry (research)		x				
Teachers and education sector			x			
Parliamentarians				x		
Int. Organizations/UN		x				
NGOs		x				
Local authorities				x		
Media		x				
General public				x		
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging	x					
Aim for regular media relations		x				
Identification of "key media" (regular contact/launch of reports)		x				
Media monitoring (references to IPCC)	x					
Media events for launch of reports	x					
Reputation management (reply to criticism)	x					
Contribution to documentaries				x		
Feature articles (by LAs in journals)				x		
Other						

CHILE

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

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User Group	Indicate priority of user group					Comments
	high	med-high	medium	med-low	low	
Policymakers (Governments)	X					
Science advisors (Governments)	X					
Research			X			
Industry (decisionmakers)				X		
Industry (research)		X				
Teachers and education sector		X				
Parliamentarians				X		
Int. Organizations/UN		X				
NGOs		X				
Local authorities			X			
Media			X			
General public				X		
Other						

Table 2

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Products						
Hard copies of reports/summaries	X					
Translations						Not a single priority was pointed out. It is considered that the translation of written material should focus on the more general dissemination material. Then in this order of priority, from higher to lower, SPM, Synthesis Report and finally Technical Summaries (apart from SPM).
CD RoM	X					Include rich graphics material (high memory consuming) in the CD
Graphics package	X					
Standard powerpoint presentations	X					
Fact sheets - for key stakeholders	X					
Fact sheets re cross-cutting		X				
Simple backgrounders about IPCC			X			
Revision of background fact sheets		X				
Website - fundamental redesign			X			
Website - update, improvement			X			
Posters, flyers			X			
Education material		X				
Training material		X				
Material consistency (publications, CDs, flyers, posters, fact sheets)		X				
Other						
Marketing						
Notifications (e.g. letters to CEOs)			X			
Registration of interest, pre-ordering on web or by e-mail					X	
Mailing lists from Govts/Orgs.					X	
Letters to key stakeholders				X		
Other						
Conferences, seminars etc.						
Briefings for policymakers	X					
Briefings for industry associations				X		
Dedicated conference		X				
Specific regional conferences	X					
Workshops (for specialists)	X					
Seminars (for non specialists)		X				
Presentations at major conferences		X				
Actively seek speaker opportunities		X				
Speakers list	X					
Other		X				a web based group list operating on a regular basis, to allow discussion and fast updating and feedback of the process

Media						
Communication guidelines for presenters/messaging		X				
Aim for regular media relations		X				
Identification of "key media" (regular contact/launch of reports)			X			
Media monitoring (references to IPCC)			X			
Media events for launch of reports		X				
Reputation management (reply to criticism)						
Contribution to documentaries		X				
Feature articles (by LAs in journals)		X				
Other						

Comments on Outreach Activities by Chinese Government

Chinese government has emphasized the importance of seeking to engage government focal points in pursuing outreach activities. In China, we have taken many actions to enhance the awareness of policymakers and general public about climate change. We have presented national assessment reports on climate change to policymakers and general public. We also submitted some special reports to policymakers, which focus on important topics relevant to climate change. We have introduced climate-related background, knowledge and information to the public by media, internet and lectures. We have also provided systematic training to young scientists through annual summer school. We do think these “good practice” activities in the specific country or region would facilitate the IPCC outreach strategy.

Also please find attached spreadsheet in which our views and concerns have been reflected. Generally speaking, we think the IPCC products should firstly provide scientific, technical and socio-economical information on climate change to policymakers. IPCC should also pay attention to other user groups such as research, media and general public. Translations of major IPCC products are necessary for more people to have opportunity to realize and understand the issue of climate change.

CHINA

Questionnaire for an IPCC Information Strategy

Notes:

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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	
Policymakers (Governments)	v					
Science advisors (Governments)	v					
Research			v			
Industry (decisionmakers)		v				
Industry (research)			v			
Teachers and education sector			v			
Parliamentarians			v			
Int. Organizations/UN		v				
NGOs				v		
Local authorities				v		
Media			v			
General public			v			
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging	v					
Aim for regular media relations			v			
Identification of "key media" (regular contact/launch of reports)		v				
Media monitoring (references to IPCC)				v		
Media events for launch of reports		v				
Reputation management (reply to criticism)			v			
Contribution to documentaries				v		
Feature articles (by LAs in journals)		v				
Other						

COLOMBIA

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	mediu m	med-low	low	
Policymakers (Governments)	X					El resumen para responsables de políticas debería estar direccionado por temas, por ejemplo: en el primer capítulo la información básica de ¿Qué es el cambio climático? y sus efectos (a la luz de los últimos hallazgos) y subcapítulos orientados por temas para cubrir las diferentes instituciones del gobierno, como se expresa en el punto 5.1 del documento "Framework Communications strategy for release and dissemination of the IPCC fourth assessment report", así mismo, se debería profundizar técnicamente en cada subcapítulo permitiendo la interacción entre los responsables de política y sus asesores científicos.
Science advisors (Governments)	X					
Research			X			El IPCC debe ser el ente de socialización de los resultados de las investigaciones desarrolladas por la comunidad científica en torno al tema de cambio climático; permitiendo que la ciencia este al alcance de la población en general. El IPCC debe establecer un espacio en su página web para presentar a los investigadores una recopilación de las investigaciones científicas del tema.

COLOMBIA

Table 1 (Cont)

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	
Industry (decisionmakers)				X		El IPCC a través de los reportes para los tomadores de decisión y sus asesores científicos, debe proponer mecanismos por los cuales el gobierno al desarrollar y aplicar sus políticas sectoriales tenga en cuenta el tema de cambio climático. Adicionalmente, dentro de los subcapítulos planteados anteriormente y en la medida de lo posible, se debería identificar a nivel regional cuales son los principales tipos de industrias y para cada una de ellas dar opciones tecnológicas, de regulación, entre otras.
Industry (research)				X		El IPCC debe ser el ente de socialización de los resultados de las investigaciones desarrolladas por la comunidad científica en torno al tema de cambio climático; permitiendo que la ciencia este al alcance de la población en general.
Teachers and education sector	X					El IPCC deberá iniciar actividades orientadas a la capacitación de actores claves en este grupo, por medio de su página web crear cursos en línea para educadores a nivel básico, secundario y universitario. El IPCC debe incentivar a los tomadores de decisión en la importancia de implementar el tema de cambio climático dentro de la estructura curricular de los planes educativos de los países. El IPCC debe hacer sinergia con la UNFCCC para asistir a los países en el desarrollo del artículo 6 "Educación, formación y sensibilización del público"
Parliamentarians				X		Los países parte de la UNFCCC a través de sus institutos de investigación, oficinas responsables del tema o ministerios, deben divulgar la información respecto al tema de cambio climático a este sector

Table 1 (Cont)

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	
Int. Organizations/UN				X		El IPCC debe incentivar a estas organizaciones para que asistan a los países técnicamente y financieramente en la socialización de los temas incluidos en los reportes del IPCC.
NGOs				X		
Local authorities				X		Los países parte de la UNFCCC a través de sus institutos de investigación, oficinas responsables o ministerios, deben divulgar la información respecto al tema de cambio climático a las autoridades locales
Media				X		El IPCC en su página web debe establecer un espacio de noticias en donde los medios obtengan información oficial sobre los avances en la investigación del cambio climático y sus efectos.
General public	X					El IPCC en su página web debe construir un espacio de divulgación de la información que reporta el IPCC en forma clara, sencilla y dinámica en donde el público pueda identificar que es el cambio climático, cuales son sus efectos y sobretodo que acciones pueden aplicar en su vida diaria para contribuir a mitigar el cambio climático.
Other : niños y jóvenes	X					El IPCC en su página web debe construir un espacio de divulgación interactivo (videos, música, juegos, cuentos infantiles, experimentos infantiles, entre otros) de la información que reporta el IPCC en forma clara, sencilla y dinámica en donde el público infantil y juvenil pueda identificar que es el cambio climático, cuales son sus efectos y sobretodo que acciones pueden aplicar en su vida diaria para contribuir a mitigar el cambio climático.

Table 2						
Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	mediu m	med-low	low	
Products						
Hard copies of reports/summaries		X				
Translations	X					Es importante que a todos los grupos claves a los cuales el IPCC desea llegar, tengan los recursos de información en los idiomas oficiales de la convención.
CD RoM				X		No es prioritario una vez que el IPCC asegure la divulgación de la información a través de su página web.
Graphics package	X					Estas gráficas deben clasificarse de acuerdo a los usuarios de la información; ejemplo: diseñar gráficas para científicos, tomadores de decisión, niños, público en general, entre otros.
Standard powerpoint presentations				X		
Fact sheets - for key stakeholders	X					
Fact sheets re cross-cutting themes	X					
Simple backgrounders about IPCC				X		Debe estar contemplado en la pagina web y en los reportes incluir una sección de antecedentes sobre el IPCC, como se indica en el punto 6.2.6 "Backgrounders" del documento "Framework Communications strategy for release and dissemination of the IPCC fourth assessment report".
Revision of background fact sheets				X		
Website - fundamental redesign	X					
Website - update, improvement	X					
Posters, flyers				X		
Education material	X					Diferenciando grupos de interés (científicos, tomadores de decisión, público en general, niños, entre otros)
Training material	X					
Material consistency (publications, CDs, flyers, posters, fact sheets)						
Other: material interactivo: juegos, videos, cuentos, entre otros	X					

Table 2 (Cont)						
Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	mediu m	med-low	low	
Marketing						
Notifications (e.g. letters to CEOs)	X					
Registration of interest, pre-ordering on web or by e-mail	X					
Mailing lists from Govts/Orgs.	X					
Letters to key stakeholders	X					
Other : Prensa	X					El IPCC debe utilizar medios masivos de comunicación para socializar de manera sencilla con la comunidad en general el reporte y los alcances del mismo
Conferences, seminars etc.						
Briefings for policymakers				X		
Briefings for industry associations			X			
Dedicated conference			X			
Specific regional conferences	X					
Workshops (for specialists)	X					
Seminars (for non specialists)	X					
Presentations at major conferences			X			
Actively seek speaker opportunities			X			
Speakers list			X			
Other : comunicaciones virtuales	X					El IPCC debe establecer mecanismos de participación de los diferentes grupos a través de sistemas masivos donde se pueda llegar a un mayor número de beneficiarios de las conferencias, seminarios, talleres, entre otros; permitiendo la construcción de capacidad en los países.

Table 2 (Cont)						
Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Communication guidelines for presenters/messaging				X		
Aim for regular media relations				X		
Identification of "key media" (regular contact/launch of reports)		X				
Media monitoring (references to IPCC)	X					
Media events for launch of reports	X					
Reputation management (reply to criticism)	X					
Contribution to documentaries	X					
Feature articles (by LAs in journals)	X					
Other : Conferencias , seminarios y talleres	X					El IPCC debe realizar eventos orientados específicamente a los medios de comunicación, para capacitar a este grupo en el tema de cambio climático y en las labores del IPCC, así se asegura que la información que se difunde por estos medios sea clara y objetiva.

GAMBIA

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	
Policymakers (Governments)	X					
Science advisors (Governments)	X					
Research	X					
Industry (decisionmakers)		X				
Industry (research)		X				
Teachers and education sector		X				
Parliamentarians	X					
Int. Organizations/UN			X			
NGOs	X					
Local authorities	X					
Media	X					
General public	X					
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging	X					
Aim for regular media relations	X					
Identification of "key media" (regular contact/launch of reports)			X			
Media monitoring (references to IPCC)	X					
Media events for launch of reports	X					
Reputation management (reply to criticism)		X				
Contribution to documentaries	X					
Feature articles (by LAs in journals)		X				
Other						

GERMANY

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	
Policymakers (Governments)	x					main product for policymakers are the reports, in particular the SPMs and the Synthesis Report
Science advisors (Governments)	x					
Research		x				main products for Research are the main report:
Industry (decisionmakers)	x					
Industry (research)		x				
Teachers and education sector				x		material with simpler language like fact sheets/ background material useful, relevant networks/multipliers should be used
Parliamentarians	x					
Int. Organizations/UN	x					
NGOs	x					
Local authorities			x			
Media	x					material with simpler language like fact sheets/ background material useful
General public			x			material with simpler language like fact sheets/ background material useful
Other						

Table 2

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Products						
Hard copies of reports/summaries	x					
Translations	x					
CD RoM	x					
Graphics package	x					
Standard powerpoint presentations	x					
Fact sheets - for key stakeholders	x					
Fact sheets re cross-cutting		x				
Simple backgrounders about IPCC		x				# especially on the drafting- and review proces:
Revision of background fact sheets	x					
Website - fundamental redesign			x			
Website - update, improvement	x					
Posters, flyers					x	
Education material					x	Importance high, but not role of IPCC. Well designed fact-sheets (for general information) could be used as a basis for relevant educational institutions to work out education/training material.
Training material					x	
Material consistency (publications, CDs, flyers, posters, fact sheets)	x					
Other						
Marketing						
Notifications (e.g. letters to CEOs)			x			
Registration of interest, pre-ordering on web or by e-mail	x					
Mailing lists from Govts/Orgs.			x			

Letters to key stakeholders			x			
Other						
Conferences, seminars etc.						
Briefings for policymakers			x			
Briefings for industry associations			x			
Dedicated conference	x					
Specific regional conferences			x			
Workshops (for specialists)		x				
Seminars (for non specialists)			x			
Presentations at major conferences	x					
Actively seek speaker opportunities				x		
Speakers list		x				
Other						
Media						
Communication guidelines for presenters/messaging			x			
Aim for regular media relations			x			
Identification of "key media" (regular contact/launch of reports)		x				
Media monitoring (references to IPCC)					x	
Media events for launch of reports		x				
Reputation management (reply to criticism)					x	preferably encourage IPCC authors/scientists reply to specific criticisms
Contribution to documentaries					x	
Feature articles (by LAs in journals)					x	
Other						

HUNGARY

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	
Policymakers (Governments)	x					
Science advisors (Governments)		x				
Research			x			
Industry (decisionmakers)				x		
Industry (research)			x			
Teachers and education sector			x			
Parliamentarians	x					
Int. Organizations/UN		x				
NGOs		x				
Local authorities				x		
Media	x					
General public			x			
Other						

Table 2

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Products						
Hard copies of reports/summaries		x				summaries!
Translations		x				
CD RoM	x					
Graphics package		x				
Standard powerpoint presentations		x				
Fact sheets - for key stakeholders	x					
Fact sheets re cross-cutting		x				
Simple backgrounders about IPCC			x			
Revision of background fact sheets				x		
Website - fundamental redesign					x	
Website - update, improvement	x					
Posters, flyers				x		
Education material			x			
Training material			x			
Material consistency (publications, CDs, flyers, posters, fact sheets)						?
Other						VNR and even a "media/video-clip"
Marketing						
Notifications (e.g. letters to CEOs)						
Registration of interest, pre-ordering on web or by e-mail						
Mailing lists from Govts/Orgs.						
Letters to key stakeholders						
Other						

Conferences, seminars etc.						
Briefings for policymakers		x				
Briefings for industry associations		x				
Dedicated conference		x				
Specific regional conferences				x		their success much depends on attendance and followup within the countries (i.e dissemination of the info "at home")
Workshops (for specialists)				x		as above
Seminars (for non specialists)				x		as above
Presentations at major conferences	x					
Actively seek speaker opportunities	x					
Speakers list		x				
Other						encourage country level events e.g. based on the IPCC presentation products and their own relevant inputs
Media						
Communication guidelines for presenters/messaging		x				
Aim for regular media relations						
Identification of "key media" (regular contact/launch of reports)						
Media monitoring (references to IPCC)					x	
Media events for launch of reports	x					
Reputation management (reply to criticism)					x	
Contribution to documentaries		x				
Feature articles (by LAs in journals)	x					
Other						VNR and even a "media/video-clip" (as "default")

LATVIA

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	
Policymakers (Governments)				#		
Science advisors (Governments)	#					
Research		#				
Industry (decisionmakers)		#				
Industry (research)		#				
Teachers and education sector	#					
Parliamentarians		#				
Int. Organizations/UN	#					
NGOs	#					
Local authorities		#				
Media	#					
General public			#			
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging		#				
Aim for regular media relations	#					
Identification of "key media" (regular contact/launch of reports)	#					
Media monitoring (references to IPCC)				#		
Media events for launch of reports	#					
Reputation management (reply to criticism)	#					
Contribution to documentaries		#				
Feature articles (by LAs in journals)		#				
Other						

MADAGASCAR

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	
Policy makers (Governments)	x					
Science advisors (Governments)	x					
Research	x					
Industry (decisionmakers)	x					
Industry (research)	x					
Teachers and education sector			x			
Parliamentarians	x					
Int. Organizations/UN			x			
NGOs		x				
Local authorities	x					
Media	x					
General public	x					
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging	x					
Aim for regular media relations	x					
Identification of "key media" (regular contact/launch of reports)	x					
Media monitoring (references to IPCC)	x					
Media events for launch of reports	x					
Reputation management (reply to criticism)		x				
Contribution to documentaries	x					
Feature articles (by LAs in journals)		x				
Other						

MEXICO

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	
Policymakers (Governments)	X					
Science advisors (Governments)		X				
Research		X				
Industry (decisionmakers)	X					
Industry (research)		X				
Teachers and education sector			X			
Parliamentarians			X			
Int. Organizations/UN		X				
NGOs			X			
Local authorities			X			
Media			X			
General public				X		
Other					X	

Table 2

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

Media						
Communication guidelines for presenters/messaging		X				
Aim for regular media relations			X			
Identification of "key media" (regular contact/launch of reports)						
Media monitoring (references to IPCC)			X			
Media events for launch of reports			X			
Reputation management (reply to criticism)		X				VERY SELECTIVE
Contribution to documentaries				X		
Feature articles (by LAs in journals)				X		
Other					X	

MOROCCO

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	
Policymakers (Governments)	1					
Science advisors (Governments)		1				
Research				1		
Industry (decisionmakers)	1					Very important but not by the IPCC itself
Industry (research)	1					
Teachers and education sector			1			
Parliamentarians	1					Very important but not by the IPCC itself
Int. Organizations/UN		1				Very important but not by the IPCC itself
NGOs	1					
Local authorities			1			
Media	1					
General public			1			
Other						

Table 2

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Products						
Hard copies of reports/summaries	1					
Translations	1					Very important but not by the IPCC itself
CD RoM	1					
Graphics package		1				
Standard powerpoint presentations			1			
Fact sheets - for key stakeholders	1					
Fact sheets re cross-cutting		1				
Simple backgrounders about IPCC			1			
Revision of background fact sheets				1		
Website - fundamental redesign		1				
Website - update, improvement		1				
Posters, flyers	1					
Education material		1				Very important but not by the IPCC itself
Training material		1				Very important but not by the IPCC itself
Material consistency (publications, CDs, flyers, posters, fact sheets)		1				
Other						
Marketing						
Notifications (e.g. letters to CEOs)	1					
Registration of interest, pre-ordering on web or by e-mail		1				
Mailing lists from Govts/Orgs.		1				
Letters to key stakeholders	1					
Other						
Conferences, seminars etc.						
Briefings for policymakers	1					
Briefings for industry associations	1					
Dedicated conference			1			
Specific regional conferences			1			
Workshops (for specialists)			1			
Seminars (for non specialists)			1			
Presentations at major conferences			1			
Actively seek speaker opportunities		1				
Speakers list		1				
Other						

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

Request of ideas and comments on IPCC AR4 outreach activities

Input from the focal point of the Netherlands

The Netherlands acknowledges the value of the existing outreach activities of IPCC, such as the translation of reports in the UN-languages, the PCC-website, and the production of cd-roms and power point presentations. We also support the strategy outlined in the document entitled "Framework Communication Strategy for the Release and Dissemination of the 4th Assessment report." (<http://www.ipcc.ch/meet/session24/inf3.pdf>).

However, we do feel that

1. The outreach activities of IPCC have to be limited and focused on high quality -reports, high-quality figures with underlying digital numbers in digital form.
2. In countries with well-developed national outreach and media-coverage IPCC should provide limited support. This support should include the continued availability of essential datasets (such as the PCMDI dataset).
3. The preparation of additional new text should be avoided as line by line approval would be required

The priorities for outreach as seen by the Netherlands are indicated in the attached spreadsheet.

The Netherlands climate research community intends to contribute very actively to the national outreach of IPCC results. This will be facilitated by the Netherlands Platform Communication on Climate Change (PCCC). PCCC is an initiative of Dutch scientific institutes, covering the field of the three working groups of IPCC to communicate climate issues in a broad sense to the general public, policy makers, NGOs, local authorities and media. This is achieved by means of the website www.klimaatportaal.nl, booklets, fact sheets, symposia and workshops. The information is communicated in an objective manner and based on our scientific understanding and not on an a priori wish to promote or question political agendas of any type. However, we do strive for maximum relevance of our communication activities.

The information PCCC is offering depends partly on IPCC products, such as assessment reports and special reports as well as (the outcome of) IPCC plenary and CoP meetings. The preparation of Dutch translations of the AR4 SPMs is under consideration.

The majority of material on the PCCC website concerns the announcement and outcome of symposia and workshops as well as climate news and developments in the science of climate change, effects of climate change, mitigation and adaptation issues. In the latter the focus is on the Dutch situation in tight cooperation with other national programs. Additionally, we pay attention to criticism directly and as a reaction on articles published (popular and scientific) by climate skeptics.

The PCCC website is about to undergo a major update. We therefore wish to further communicate IPCC material. Concrete plans exist for writing a fact sheet in Dutch on the IPCC process of realizing assessment reports, i.e. procedures followed, transparency of the review process etc. As input we will use existing IPCC material.

THE NETHERLANDS

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	
Policymakers (Governments)	x					
Science advisors (Governments)	x					
Research		x				
Industry (decisionmakers)		x				
Industry (research)		x				
Teachers and education sector			x			
Parliamentarians			x			Important role for the media, and national knowledge centres
Int. Organizations/UN	x		x			
NGOs			x			Important role for the media, and national knowledge centres
Local authorities			x			Important role for the media, and national knowledge centres
Media	x					Also important role for national knowledge centres
General public			x			Important role for the media, and national knowledge centres
Other						

Table 2

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Products						
Hard copies of reports/summaries	x					
Translations		x				In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible. This support should include the continued availability of essential datasets.
CD RoM	x					
Graphics package	x					
Standard powerpoint presentations	x					
Fact sheets - for key stakeholders		x				Process only. Content should be on the basis of line-by-line approval
Fact sheets re cross-cutting themes		x				Process only. Content should be on the basis of line-by-line approval
Simple backgrounders about IPCC		x				Same as above
Revision of background fact sheets				x		
Website - fundamental redesign				x		
Website - update, improvement		x				
Posters, flyers			x			In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Education material				x		In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Training material				x		In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Material consistency (publications, CDs, flyers, posters, fact sheets)		x				
Other						
Marketing						
Notifications (e.g. letters to CEOs)	x					
Registration of interest, pre-ordering on web or by e-mail		x				
Mailing lists from Govts/Orgs.		x				
Letters to key stakeholders		x				
Other						

Conferences, seminars etc.						
Briefings for policymakers		x				
Briefings for industry associations						In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Dedicated conference			x			In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Specific regional conferences			x			In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Workshops (for specialists)			x			Where possible in collaboration with WCRP, IGBP or IHDP. In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Seminars (for non specialists)			x			In countries with well-developed national outreach and media-coverage IPCC should provide limited support, to the extent possible.
Presentations at major conferences		x				
Actively seek speaker opportunities			x			
Speakers list			x			
Other						
Media						
Communication guidelines for presenters/messaging			x			These would need to be discussed by the plenary
Aim for regular media relations	x					
Identification of "key media" (regular contact/launch of reports)			x			
Media monitoring (references to IPCC)				x		
Media events for launch of reports	x					
Reputation management (reply to criticism)			x			
Contribution to documentaries		x				
Feature articles (by LAs in journals)			x			
Other						

Comments from New Zealand on Outreach activities and the CNC report

New Zealand welcomes the preparation of a draft framework for an AR4 communications strategy and congratulates the Secretariat for its work in this area. We support efforts to disseminate IPCC products and information to key stakeholders consistent with the mandate and organisation of the IPCC. Our comments below concentrate on areas where we disagree with recommendations in the CNC report, or where we believe the report has omitted an important issue.

In general, we suggest that the IPCC refrain from actively marketing or defending its products because this carries significant risks to the IPCC's quality control processes. It would be more consistent with the IPCC's mandate and procedures to focus on producing high quality and robust reports and to ensure other organisations can readily use and further disseminate these reports. This latter objective would include supporting other organisations by providing factual presentations, graphics and underlying data used in agreed reports.

Comments on the scope of the CNC report

We note that the CNC's recommendations do not cover outreach to some of the additional User Groups, including the general public. It would be useful to consider specifically what IPCC outreach activities, including design of its website, might improve the dissemination of IPCC reports to the general public.

The report does not consider the significant resource that scientists themselves represent for outreach activities. Substantial time and commitment of scientists would need to be mobilised for outreach over and above their participation in writing IPCC reports. The IPCC needs to be very careful not to generate outreach expectations and plans where its core delivery mechanism, namely leading scientists, are an unpaid and at the end of a report production cycle often over-worked resource. We are concerned that additional outreach activities could be limited in quality, independence and robustness without a clearer recognition of the resources required from the science community.

Figure 5 of the CNC report should list the Pacific/Oceania as an additional focus region, with SPREP, SOPAC, the University of the South Pacific, the Pacific Commission (SPC) and the Pacific Islands Forum as possible appropriate partner organisations.

Comments on specific recommendations in the CNC report on outreach processes

We caution against positioning the IPCC as the "consensus of global scientific opinion" because the word "consensus" can generate a misleading impression that the IPCC gives only one single "consensus" message but ignores alternative approaches and uncertainties. If the phrase of "consensus" is maintained, it will be important to emphasise that the IPCC does consider alternative viewpoints, approaches, and uncertainties around any best estimates.

The report makes frequent references to "agreeing" certain outputs and processes, but it needs to be clarified what is meant by this phrase. Would the Panel or the Bureau have to agree to these outputs or process in a formal manner? Do the Chair and all Co-Chairs have to agree? Does the Bureau have to approve outputs and processes developed by the Chair and/or Secretariat? We would caution against requiring Panel approval for individual outreach tasks, but note that it would be important for the Panel to retain ownership and oversight of any substantive products or activities undertaken in the name of the IPCC.

We note that the CNC recommends that developed country governments pay for reports and CD-ROMs. We consider IPCC practice should generally be consistent with other

intergovernmental organisations. We disagree with charging access fees for electronic versions of IPCC reports, whether for developed countries only or for all countries. Electronic access fees could seriously reduce their use by the public, NGOs and parts of the science community, including students. One of the key values of IPCC reports is that they provide access to comprehensive and balanced scientific information without any charges or administrative hurdles. We urge the Secretariat to maintain this free access to all IPCC reports and official material.

We are hesitant to endorse a dedicated “media-liaison” person in the IPCC Secretariat before the Working Group reports are approved. This risks blurring the boundaries between approved IPCC reports on one hand, and draft reports and statements and opinions by individual scientists and office holders on the other. To reduce this risk, a clear understanding is needed that until reports are approved, a media-liaison person can only provide information on IPCC processes, not on the substance discussed within the reports.

We are sceptical about the cost and benefit of the IPCC developing a new “mission statement” for its outreach activities. It strikes us as very unlikely that the intergovernmental nature of the IPCC could result in a more concise and meaningful mission statement such as CNC envisage.

Comments on specific outreach products and activities

The prompt production of standard graphs, slides and complete PowerPoint presentations, after reports have been approved, is extremely helpful to government officials and scientists involved in communication activities. Such material should not be presented as official IPCC outputs, but we hope that the Co-Chairs and TSUs could develop such presentations based on approved SPMs as supporting material for dissemination by the Secretariat. We suggest that such additional products should be of high priority, but we also recognise that this additional service to governments may present resourcing issues for Co-Chairs, TSUs and the Secretariat.

We strongly oppose the notion of any outreach on the content of draft reports before the Panel has adopted and approved them. Seminars on draft material are not consistent with the mandate and processes of the IPCC. Before reports have been approved, scientists are free to give their own perspectives on the state of scientific knowledge, but they must make sure they clearly label their presentations as their own views. The IPCC should not in any way associate with such presentations. Outreach on reports can of course take place as soon as individual reports have been approved; outreach on the Working Group reports does not have to wait for approval of the Synthesis Report.

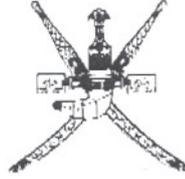
We believe that factual presentations about approved IPCC reports at international industry meetings could be beneficial in reaching industry decision-makers.

We do not believe that a prompt response to criticisms of the IPCC published in the media should be a high priority for the IPCC. The IPCC does not have robust processes in place to ensure statements given by individuals (lead authors or individual office holders) on specific technical issues fully reflect the position and quality control mechanisms of the IPCC as an intergovernmental organisation. However, some additional resource and fact sheets could be devoted to answering common questions and misconceptions on IPCC processes.

We do not agree with the IPCC producing fact sheets to guide third party information. As previously discussed by the Outreach Task Group, the only process consistent with the IPCC mandate for such fact sheets would be the production of Technical Papers. We do not see it as feasible for the IPCC itself to develop and approve any fact sheets concerned with the content of IPCC reports. However, we do agree with the production of fact sheets describing the processes of the IPCC, and encourage the Secretariat to disseminate any relevant material, e.g. the poster developed by WG1.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Sultanate of Oman
 Ministry of Regional Municipalities,
 Environment & Water Resources
 Coordination & Follow-up Department



سُلْطَانَةُ عُومَانِ
 وَرَاقَةُ الْبَلَدِيَّاتِ وَالْأَهْمِيَّةِ وَالْبَيْتِ وَمَوَارِدِ الْمِيَالِ
 دَائِرَةُ التَّنْسِيْقِ وَالْمَتَابَعَةِ

Ref : MRMEWR/MO/CF-5/2/174/2005

Date : 12 / 12 / 2005

IPCC Secretariat
 C/o WMO,
 7 bis , Avenue de la Paix
 1211 Geneva
 Switzerland

After Compliments ,

**Subject : Comments on Issues considered at the 24th Session of the Panel,
 Montreal .**

Reference is made to the IPCC Secretary's letter dated 15.11.2005 , regarding the above subject .

Please be informed that we have no comments on Items number 9 and 10 which were considered at the 24th Session of the Panel held in Montreal from (26-28/9/2005) .

Best regards ,


 Ahmed bin Saeed Al-Kharoosi
 Director of Coordination and Follow-Up



POLAND

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	
Policymakers (Governments)		X				
Science advisors (Governments)		X				
Research	X					
Industry (decisionmakers)		X				
Industry (research)	X					
Teachers and education sector		X				
Parliamentarians				X		
Int. Organizations/UN		X				
NGOs		X				
Local authorities				X		
Media		X				
General public		X				
Other						

Table 2

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

Media						
Communication guidelines for presenters/messaging		X				
Aim for regular media relations		X				
Identification of "key media" (regular contact/launch of reports)	X					
Media monitoring (references to IPCC)			X			
Media events for launch of reports		X				
Reputation management (reply to criticism)		X				
Contribution to documentaries		X				
Feature articles (by LAs in journals)		X				
Other						

RUSSIAN FEDERATION

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	
Policymakers (Governments)	X					They are decision-makers
Science advisors (Governments)	X					Existing knowledge on IPCC reports held within government scientific advisories
Research	X					IPCC depends on the scientific community to support the process
Industry (decision makers)		X				
Industry (research)		X				
Teachers and education sector	X					It's very important to disseminate ecological cognition among youth
Parliamentarians			X			
Int. Organizations/UN	X					
NGOs			X			
Local authorities		X				
Media	X					Media forms public opinions
General public			X			
Other						

Table 2

Activities	Priority and importance in terms of allocation of resources					Comments
	high	med-high	medium	med-low	low	
Products						
Hard copies of reports/summaries	X					
Translations		X				
CD RoM		X				
Graphics package	X					Looking material is very important for understanding the problem
Standard PowerPoint presentations		X				
Fact sheets - for key stakeh olders	X					Understandable, easy-to-read, comprehensibly translatable, illustrated materials
Fact sheets re cross-cutting themes	X					
Simple backgrounders about IPCC		X				
Revision of background fact sheets			X			
Website - fundamen tal redesign	X					
Website - update, improvement	X					
Posters, flyers		X				

Education material	X					More attention for dissemination knowledge among youth
Training material		X				
Material consistency (publications, CDs, flyers, posters, fact sheets)		X				
Other						
Marketing						
Notifications (e.g. letters to CEOs)	X					
Registration of interest, pre-ordering on web or by e-mail	X					
Mailing lists from Govts/Orgs.		X				
Letters to key stakeholders			X			
Other						
Conferences, seminars etc.						
Briefings for policymakers	X					
Briefings for industry associations	X					
Dedicated conference		X				
Specific regional conferences		X				
Workshops (for specialists)		X				
Seminars (for non specialists)		X				
Presentations at major conferences			X			
Actively seek speaker opportunities			X			
Speakers list			X			
Other						
Media						
Communication guidelines for presenters/messaging		X				
Aim for regular media relations		X				
Identification of "key media" (regular contact/launch of reports)	X					The great part of coverage can be heavily drawn
Media monitoring (references to IPCC)	X					
Media events for launch of reports		X				
Reputation management (reply to criticism)		X				
Contribution to documentaries		X				
Feature articles (by LAs in journals)	X					
Other						

SWEDEN

Such inputs 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,**

According to my point of view the Communications Strategy is very good and covers almost everything of what we have been discussing regarding the IPCC-reports in Sweden. I do hope you will have the resources to fulfill it!

- (ii) information on outreach opportunities in the specific country or region, and**

In Sweden we have made a summary of the current state of scientific knowledge regarding the earth's climate and how it is affected by humans. It describes how society's vulnerability, ecosystems and human health are affected when the temperature rises. This report is a summary of IPCC's third evaluation report from 2001.

We have had this report available for sale and many companies, teachers and NGO's have used it for education and training. I will attach the report as a pdf with my e-mail.

The Swedish Government uses the synthesis report from IPCC as a platform for every measure taken in the Swedish Climate policy. Also in the assignments regarding Climate Change we have the results from IPCC as our guidelines.

- (iii) any information about experience with "good practice" outreach activities and barriers encountered.**

Among the Swedish activities on outreach about Climate Change last year we involved two of our most wellknown meteorologists on a tour around our country to talk about climate change and what to do to save energy. The targetgroup was in the first place, pupils at school and their teachers but also the general public. Environmental managers in different companies was the targetgroup for tour number 2. On both tours they had strict orders to communicate only facts building on the IPCC's third evaluation report from 2001.

The evaluation reports are therefore very useful. The problem so far has been that it is quite complicated to get in to. Maybe every country must translate its own version – and if so – it would be very useful with several of the illustrations and graphs accessible via internet.

SWEDEN

Questionnaire for an IPCC Information Strategy

Notes:

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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	
Policymakers (Governments)	x					
Science advisors (Governments)	x					
Research	x					
Industry (decisionmakers)	x					
Industry (research)	x					
Teachers and education sector		x				Depends on what level - if Universities - high pri
Parliamentarians		x				
Int. Organizations/UN		x				
NGOs		x				
Local authorities			x			
Media			x			It differs depending on subject
General public					x	
Other					x	

Table 2

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

Media						
Communication guidelines for presenters/messaging					x	We regard this as an issue for each country
Aim for regular media relations					x	We regard this as an issue for each country
Identification of "key media" (regular contact/launch of reports)					x	We regard this as an issue for each country
Media monitoring (references to IPCC)					x	We regard this as an issue for each country
Media events for launch of reports					x	We regard this as an issue for each country
Reputation management (reply to criticism)					x	We regard this as an issue for each country
Contribution to documentaries				x		
Feature articles (by LAs in journals)		x				
Other						

SWITZERLAND

Questionnaire for an IPCC Information Strategy

Notes:

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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	
Policy makers (Governments)	x					
Science advisors (Governments)	x					
Research	x					
Industry (decisionmakers)		x				
Industry (research)	x					
Teachers and education sector		x				
Parliamentarians		x				
Int. Organizations/UN	x					
NGOs		x				
Local authorities		x				
Media	x					
General public		x				
Other		x				

Table 2

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

Media						
Communication guidelines for presenters/messaging		x				
Aim for regular media relations	x					
Identification of "key media" (regular contact/launch of reports)	x					
Media monitoring (references to IPCC)		x				
Media events for launch of reports	x					
Reputation management (reply to criticism)		x				
Contribution to documentaries		x				
Feature articles (by LAs in journals)		x				
Other						