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**PROGRESS REPORTS**

**Progress Report on Communication and Outreach Activities**

(Submitted by the Secretary of the IPCC)

## PROGRESS REPORTS

### Progress Report on Communication and Outreach Activities

This is a brief report on communication activities since the 46<sup>th</sup> Session of the Panel, which was held in Montreal, Canada, on 6 - 10 September 2017.

#### Communications Strategy

The Communications Action Team (CAT), a subsidiary body to the IPCC Executive Committee set up under the Communications Strategy, has met four times by teleconference. Among other things the CAT reviewed the composition and functioning of the CAT, plans for the 23<sup>rd</sup> session of the Conference of the Parties (COP23) to the United Nations Framework Convention on Climate Change (UNFCCC), and lessons learned from COP23 for the 24<sup>th</sup> session of the Conference of the Parties to the UNFCCC (COP24).

In the light of media coverage of an article published in Nature Geoscience on the carbon budget, many of whose authors were IPCC authors, the CAT worked to issue a statement on 21 September 2017 clarifying the role of the IPCC in the context of 1.5°C.

Following the publication of articles in the media as a result of leaks of the Second-Order Draft of the Special Report on *Global Warming of 1.5°C*, the CAT issued a statement on 11 January 2018, which explained the importance of drafting and review in the report preparation process. This statement was prepared under the Rapid Response procedures in the Communications Strategy.

The CAT has updated the section in the Implementation Plan of the Communications Strategy referring to the CAT to bring it in line with the current way of working. Please see Annex 1 for the revised section. These changes do not affect the way the CAT handles rapid responses.

#### COP23

The IPCC was active at the 23<sup>rd</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change (COP23), in Bonn, Germany, on 6-17 November 2017. The Chair and Secretary of the IPCC spoke at the official openings of the COP and the Subsidiary Body for Scientific and Technological Advice (SBSTA) and had many bilateral meetings, at which among other topics the question of IPCC resources was raised. The Chair and members present from the Executive Committee met with the leadership and related bodies of SBSTA in the Joint Working Group, with a focus on the Special Report on *Global Warming of 1.5°C*, storylines from the working group contributions to the Sixth Assessment Report, and alignment of the IPCC and Global Stocktake cycles. The Chair of the IPCC and Bureau members took part in the IPCC side event on supporting the IPCC, and the Taskforce on National Greenhouse Gas Inventories also held a side event on the *2019 Refinement*. Bureau members and authors took part in other side events. The World Meteorological Organization (WMO) and the United Nations Environment Programme (UN Environment) organized a lunch for the IPCC for ministers and other senior delegates.

#### Official agenda

- Statement of the Chair of the IPCC to the COP Opening Session on 6 November
- Report of the Secretary of the IPCC to SBSTA on 6 November
- SBSTA-IPCC Joint Working Group on 9 November

#### High-level joint activities

WMO and UN Environment hosted a Ministerial lunch with the participation of the IPCC Chair. This event was opened by the Secretary-General of WMO and Executive Director of UN Environment.

## ***COP 23 outreach***

- Task Force on National Greenhouse Gas Inventories side event on 7 November
- IPCC side event on 15 November
- Booth in exhibition area with video and information

## ***Bilateral meetings***

The Chair and Secretary of the IPCC held several bilateral meetings with high-level representatives from many countries including:

- Algeria: Minister of Environment and Renewable Energy Fatma Zohra Zerouati
- Brazil: Minister of Environment José Sarney Filho
- Brunei: Minister of Energy and Industry Pehin Mohammad Yasmin Umar
- China: Chief Negotiator Xie Zhenhua
- Costa Rica: Minister for Environment and Energy Edgar Gutierrez-Espeleta
- Croatia: Assistant Minister Igor Čižmek
- France: Minister for the Ecological and Inclusive Transition Nicolas Hulot
- Hungary: Deputy Minister of State for Green Economy Development Martina Makai
- India: Minister of Environment, Forest and Climate Change Harsh Vardhan
- Iran: Deputy Head of Education and Research and Acting Head of the Centre for International Affairs and Conventions of the Department of Environment Kaveh Madani Larijani
- Italy: Minister of Environment Gian Luca Galletti
- Latvia: Director Climate Change Department of the Ministry of Environment Protection Ilze Pruse
- Republic of Korea: Minister of Environment Eun Kyung Kim
- Luxembourg: Director-General, Ministry for Sustainable Development and Infrastructure André Weidenhaup and Permanent Representative of Luxembourg to the WMO Andrew Ferrone
- Mexico: Senator Silvia Guadalupe Garza Galván
- Namibia: UNFCCC Focal Point for Namibia Petrus Muteyauli
- Palau: President of Palau Tommy E. Remengesau
- Qatar: Minister of Municipality and Environment Mohammed Abdullah Al-Rumaihi
- Russian Federation: Advisor to the President and Special Envoy for Climate Alexander Bedritsky
- Singapore: Minister of the Environment and Water Resources Masagos Zulkifli
- Spain: Minister of Agriculture and Fisheries, Food and Environment Isabel Garcia Tejerina

The Chair of the IPCC, Vice-Chair Youba Sokona and the Secretary of the IPCC also provided a briefing about the work of the IPCC to the G77 + China group, the African Negotiators Group and African Ministers of Environment (AMCEN). They also met with Holy See representatives. IPCC delegates briefed the business constituency (BINGOs) on current activities and presented the IPCC's work to the Climate Action Network of non-governmental organizations.

Vice-Chair Sokona delivered the opening statement to the side event about the CitiesIPCC conference to be held in Edmonton, Canada, in March 2018.

## Other Selected Outreach activities

(all 2017)

- Montreal, Canada, 7 September – outreach event hosted by L' Université du Québec à Montréal (UQAM)
- Riyadh, Saudi Arabia, 19-20 September – Middle East outreach event hosted by King Abdulaziz City for Science and Technology (KACST)
- Salzburg, Austria, 25-26 September – K3 (conference on climate communication in the German-speaking world)
- Lautoka, Fiji, 6 October – outreach event for students at University of Fiji
- Suva, Fiji, 7 October – outreach event hosted by The University of the South Pacific
- Tokyo, Japan, 4-5 October – Innovation for Cool Earth Forum
- London, UK, 9-10 October – Chatham House climate conference
- London, UK, 11 October – presentation to C40 Cities
- Oslo, Norway, 17 October – conference at Nobel Peace Centre marking 10<sup>th</sup> anniversary of the Nobel award
- Kiev, Ukraine, 17 October – outreach event organized by Ukrainian Hydrometeorological Institute of the State Service of Emergencies, National Academy of Sciences of Ukraine and Ministry of Ecology and Natural Resources of Ukraine
- Lund, Sweden, 24 October – panel discussion at Lund University
- Malmö, Sweden, 25 October – adaptation outreach event at Malmö University
- Washington DC, USA, 30 October – Resources for the Future public seminar
- Thrissur, Kerala, India, 7-10 November – Indian Society for Ecological Economics conference
- Geneva, Switzerland, 22 November – Young reporters at the UN conference
- London, UK, 28 November – Energy Summit
- Tokyo, Japan, 29 November – Japan IPCC Symposium
- Cancún, Mexico (remotely from Geneva), 29 November – Inter-American Institute for Global Change Research

## Other communications activities

Brochures on the three special reports are being prepared.

Work on updating and refreshing the IPCC website is nearing completion.

Short videos and animations on how the IPCC works and on working for the IPCC as an author were released.

A consultant to support the IPCC on crisis communications, on a standby basis, was selected, in line with the Communications Strategy.

The Working Group I Technical Support Unit commissioned a science-based [handbook](#) for authors providing guidance on communicating about climate change.

It is proposed that the Expert Meeting on the Science of Science Communication should not take place in 2018, and the funds allocated to it be released. It is also proposed that this meeting be considered again early in the Seventh Assessment Cycle.

## Resources

A memorandum of understanding was signed with the United Nations Foundation governing their support of IPCC communications activities, such as the presentation of forthcoming IPCC reports on the website and media training.

The generous support of the United Nations Foundation for media training and website development is gratefully acknowledged.

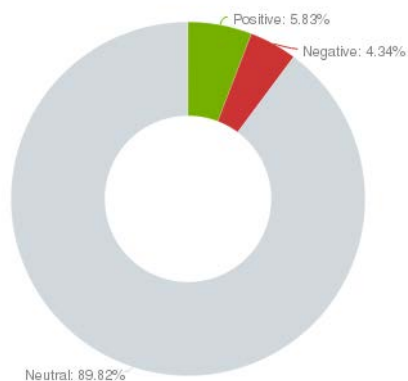
## Planned outreach activities

- Quito, Ecuador, 16 February 2018
- Bologna, Italy, 25-26 February 2018

## Statistics – media coverage of the IPCC Articles online

### IPCC - General

Jul 1, 2017 - Dec 31, 2017



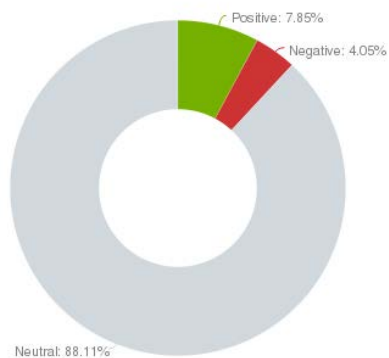
### IPCC hits: 1 July – 31 December 2017

Positive	317
Negative	236
Neutral	4,881
<b>Total</b>	<b>5,434</b>

## Same time the previous year.

### IPCC - General

Jul 1, 2016 - Dec 31, 2016



### IPCC hits: 1 July – 31 December 2017

Positive	508
Negative	262
Neutral	5,704
<b>Total</b>	<b>6,474</b>

## Methodology

The IPCC uses a system called Meltwater for its media monitoring. For the statistics in this document, articles that had a potential viewership of 750,000 and more that were found on the worldwide web (including blogs) that had a mention of 'IPCC', 'Intergovernmental Panel on Climate Change', or any of the elected members of the ExCom, were filtered by their reach and then rated. For the tone analysis, the Meltwater system collects all the hits and the Secretariat manually rated these as positive, negative, neutral, or no value. The system also picked up other language variations of these terms. Hits that were not in English were translated using Google Translate before being rated.

Meltwater describes potential reach as the total number of potential impressions for a brand or topic of interest over a specific date range. The potential impressions are derived from the total number of monthly unique visitors for each source. Note that, the metric does not account for the likelihood that each visitor has read every article and should therefore not be mistaken for actual impressions.

*Positive:* all articles or items that had positive words in describing the IPCC whose overall story was not a criticism of the IPCC and its processes. These include 'credible' 'Nobel prize winner' 'best source of climate science' etc.

*Negative:* all articles or items that had negative words or phrases to describe or refer to the IPCC. These include 'alarmist', 'discredited', 'disaster' etc.

*Neutral:* this includes all articles with references to IPCC reports, work and authors and any article with factual information about the IPCC.

## Social Media

**Facebook:** The IPCC Facebook account had 30,872 followers by 31 December 2017 compared with 22,005 at the end of December 2016. Total page likes rose to 30,510 by the end of December 2017 compared with 22,314 in December 2016.

*Source: Facebook Insights*

**Twitter:** The IPCC twitter account earned 2.6 million impressions between 1 July and 31 December 2017 and had 97,119 followers by the end of December. Between the same period in the previous year @ipcc\_ch had earned about 1.4 million impressions.

*Source: Twitter analytics*

Revised text in the Implementation Plan of the Communications Strategy

### 1.3.2 Communications Action Team (CAT) (CS §12)

22. To facilitate timely and efficient decision-making, the Executive Committee operates through a sub-group called the Communications Action Team (CAT) as a practical working arrangement for communications activities.
23. The CAT has a number of roles. It is responsible for taking decisions when rapid responses are required (section 2.3.2). It may be consulted on the preparation of launch plans for reports and of communications materials for the launch and further communication of reports (section 2.2.2), and on plans to participate in major conferences (section 2.2.3). It may also be consulted on responses to complex queries, on interview requests, and other proactive communications activities as appropriate. Otherwise its role is to share information and to help coordinate communications activities.
24. The CAT is fully representative of all parts of the IPCC, as reflected in the Executive Committee, enabling it to see the broad perspective, but it is small enough to be agile and fast. The IPCC Chair will ensure that the composition of the CAT is fully representative.
25. The full CAT (with deputies in parentheses) comprises:
  - The IPCC Chair (one of the IPCC Vice-Chairs)<sup>1</sup>
    - i. An IPCC Vice-Chair (another IPCC Vice-Chair)
    - ii. A Representative of each Working Group/Task Force (designated deputy). The respective Co-Chairs will designate the representative and deputy. Once a TSU for the Synthesis Report is formed, the Chair may also designate a representative and deputy to the CAT.
    - iii. The Secretary (Deputy Secretary or Senior Communications Manager)
    - iv. The Senior Communications Manager (Communications Officer)

Representatives of a Working Group/Task Force on the CAT will regularly consult with and inform all the relevant Co-Chairs.
26. If a member of the CAT is not available, the deputy takes their position automatically to ensure timeliness and efficiency. Members of the CAT representing a part of the IPCC are accountable to that part of the IPCC that they represent.
27. The CAT is chaired by the IPCC Chair or an IPCC Vice-Chair deputizing for the IPCC Chair, in line with the working arrangements for the Executive Committee.
28. The CAT operates by consensus, not by voting. If there is no consensus, the CAT Chair may take the final decision, having regard to the weight of opinion in the team, and recording the differences. The CAT Chair authorizes actions and the release of materials resulting from a CAT decision.
29. In matters involving a single Working Group/Task Force, or issues requiring speedy drafting, the CAT may work with smaller numbers as appropriate to the situation, at the suggestion of the Senior Communications Manager, while keeping the full Executive Committee and CAT informed.
30. The CAT may also decide to invite additional members, including external consultants. It may invite others to participate as members on a standing basis, e.g. the head of communications of a TSU where the head of the TSU is the Working Group/Task Force CAT representative.
31. The CAT will inform the Executive Committee of its decisions and activities and consult with the Executive Committee as needed. The Executive Committee reviews the activities of the CAT at regular intervals and at least every six months on the basis of reports from the CAT.
32. The Secretariat will provide reports on communication activities to the Panel and Bureau.

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<sup>1</sup> To ensure continuity, the IPCC Vice-Chair listed under point ii will be the one to deputize for the IPCC Chair. In this case another IPCC Vice-Chair will deputize for him or her.

33. The CAT also meets regularly to coordinate and brainstorm on communications activities and at short notice on specific matters.
34. The Senior Communications Manager, who acts as secretary of the CAT, may call meetings of the CAT at the request of any member of the CAT and with the agreement of the CAT Chair.