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INTERGOVERNMENTAL PANEL ON climate change

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PROGRESS REPORT

Communication and outreach activities

(Submitted by the Secretary of the IPCC)

PROGRESS REPORT

Communication and outreach activities

This is a brief report on communication activities since the 45th Session of the IPCC, which was held in Guadalajara, Mexico, on 28-31 March 2017, and planned activities.

Communications Strategy

The Communications Action Team, a subsidiary body to the IPCC Executive Committee (ExCom) set up under the Communications Strategy, has met twice by teleconference. The meetings focused on outreach activities and materials and on working with authors on communications questions.

Selected Outreach activities

- Hindu Kush-Himalaya, 10-13 April in Kathmandu
Three-day outreach event with participants from eight countries in the Hindu Kush-Himalaya region. Co-chairs, Vice-chairs and authors from all 3 working groups participated. The event was hosted by the International Centre for Integrated Mountain Development (ICIMOD) and also brought in experts from Nepal and other countries in the region as speakers. The event included a video address by the IPCC Chair, and sessions on regional assessments, mountain voices, adaptation and business, as well as a panel discussion on involving the region more closely in the work of the IPCC. It was preceded by a youth forum.
- Addis Ababa 29-30 April in Addis Ababa
Two-day outreach event with bureau members and authors for stakeholders in Ethiopia and the diplomatic missions ahead of the Sixth Assessment Report (AR6) scoping meeting.
- Exeter University 6 June in Exeter
A press conference for local and specialist media was held at the second Lead Author Meeting for the Special Report on *Global Warming of 1.5°C* in June in Exeter, United Kingdom.
- At the time of writing outreach activities are planned around the 46th Session of the IPCC in Montreal.

Selected activities by the Chair and other Bureau members

- The Chair spoke at a Conference Board of Canada conference on energy in April. He also gave an Executive Briefing to the diplomatic community at the United Nations, Geneva in May and addressed ambassadors in Berlin in May. The Chair was also a speaker at the G7 Environment meeting in Bologna, Italy, in June.
- Hans-Otto Pörtner, Working Group II Co-Chair, spoke at the Red Cross/Red Crescent/IPCC International Scientific Conference on Climate Risk Management in Nairobi in April; at the Lowell Wakefield Fisheries Symposium in Anchorage, Alaska, the Hellenic Society for Biological Sciences in Lamia, Greece, and the European Climate Change Adaptation Conference in Glasgow, Scotland in May; and the Baltic Sea Science Conference in Rostock, Germany, in June.
- Valerie Masson-Delmotte, Working Group I Co-Chair, spoke at a conference on the IPCC and climate change in Paris in April; Panmao Zhai, Working Group I Co-Chair and Mark Howden, Working Group II Vice-Chair, spoke at a conference on climate change in Hong Kong in April; Diana Ürge-Vorsatz, Working Group III Vice-Chair, spoke at a conference in Budapest in May.

- Co-Chairs Eduardo Calvo, Hans-Otto Pörtner, Debra Roberts and Jim Skea, and Secretary Abdalah Moksitt took part in the UNFCCC Subsidiary Bodies meetings in Bonn in May. Jim Skea gave a presentation on “Mitigation Pathways and Sustainability in the Context of the Paris Agreement” to the Research Dialogue.
- Working Group III Co-Chair Priyadarshi Shukla took part in meetings at the Tianjin University of Finance and Economics in China in June, including discussions on emerging innovations and carbon trading.
- Working Group III Vice-Chair Ramón Pichs Madruga was a keynote speaker at the forum on Energy and Climate Policy: An Approach from the Electric Sector in Mexico in June, and was a panelist on Climate Change in the Caribbean at the International Convention on Environment and Development in Havana in July.
- At the time of writing Working Group III Co-Chair Jim Skea is due to address the Snowmass Conference in July.
- At the time of writing, Joy Pereira was due to speak at the Pacific Meteorology Council in Honiara, Solomon Islands, in August.

Selected activities by the Secretariat and Technical Support Units

- Members of the Working Group I Technical Support Unit participated in and spoke at the European Geosciences Union annual meeting in Vienna in April.
- The Secretariat received groups of students for presentations on the IPCC from Northeastern University, USA, and the University of Geneva Summer School in June, and from the Quaker Summer School, in July. The Secretary spoke at a workshop on Trade and Climate Change organized by the World Trade Organization in Geneva in June.
- Two webinars for Early Career Research Scientists were held in July.

Rapid response

There were no communications events requiring a rapid response.

Other communications activities

The second Lead Author Meeting for the Special Report on *Global Warming of 1.5°C* included a session for authors on communicating effectively through the report, and a session on interacting with media.

Work continues on updating and refreshing the IPCC website.

A video on working as an IPCC author was released during the call for nominations of authors for the *Special Report on the Ocean and Cryosphere in a Changing Climate* and *Climate Change and Land*.

Two animations, on the role of the IPCC and how it prepares reports, were released.

A series of short video interviews for with authors describing what the work involves and why they do it was released for social media.

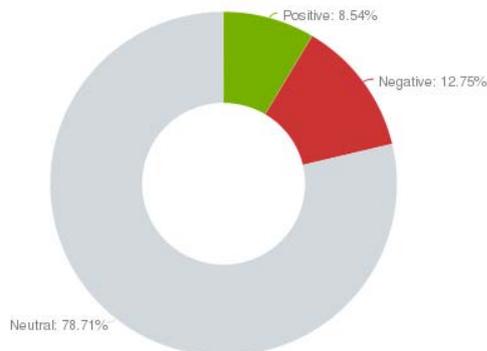
Planned outreach activities

- 19-20 September, Riyadh, Saudi Arabia – Outreach event for Saudi Arabia and other countries in the region.
- 7 October, Fiji (tbc) – outreach event for South Pacific region around first Lead Author Meeting for the *Special Report on the Ocean and Cryosphere in a Changing Climate*.

Statistics – media coverage of the IPCC

Articles online

Apr 1, 2017 - Jun 30, 2017

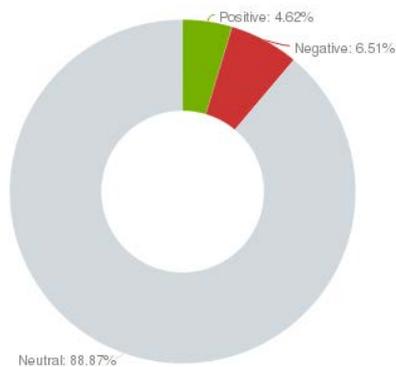


IPCC hits: 1 April – 30 June 2017

Positive	426
Negative	636
Neutral	3,927
Total	5,989

Same quarter previous year.

Apr 1, 2016 - Jun 30, 2016



IPCC hits: 1 April – 30 June 2016

Positive	252
Negative	355
Neutral	4,847
Total	5,454

Social Media

Facebook: The account had 26,213 followers on 30 June 2017 compared with 17,784 at the end of June 2016. Total page likes between 1 April and 30 June 2017 rose from 24,709 to 26,281 compared with 17,041 to 18,072 during the same period in 2016.

Source: Facebook Insights

Twitter: The account had about 727,000 impressions between 1 April and 30 June 2017 and had 89,991 followers by 30 June 2017 compared to about 560,00 impressions during the same period in 2016. By the end of June 2016 the IPCC twitter account had 74,769 followers.

Source: Twitter analytics

Methodology

The IPCC uses a system called Meltwater for its media monitoring. For the statistics in this document, all articles that were found on the worldwide web (including blogs) that had a mention of 'IPCC', 'Intergovernmental Panel on Climate Change', and all 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 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 in reference to 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.

Publications for the Sixth Assessment Report cycle

1. Design, format, standardization

The Special Reports and Sixth Assessment Report will use a common layout, including fonts, cover design, page format, and colours, including colours for graphics, based on the design of the Fifth Assessment Report. This will reinforce the IPCC brand, and in the case of AR6 itself, underline the concept of a single report comprising several parts.

2. Printing and storage

The IPCC provides printed copies of reports to member governments, Bureau members, authors, and on demand to institutions in developing countries. They are sold to institutions and others in industrialized countries. In the AR6 cycle, in order to reduce costs, including storage costs, and the IPCC's carbon footprint, the Secretariat will minimize the number of copies printed, and explore the possibility of print on demand with the printer.

The IPCC will publish the reports. The Secretariat will organize the printing of the summary volumes through the World Meteorological Organization (WMO). The Secretariat will select a printer for the full reports (chapters) through an open procurement process through the WMO. Summary volumes and the full reports will be laid out electronically by the respective Technical Support Units, who will provide camera-ready copies to the selected printer.

In addition to the overall agreement for printing copies of the report, there are subsidiary agreements to print copies for each Working Group for their own distribution purposes. These copies are paid for by the respective Working Group. This will not apply to the Sixth Assessment Report Working Group contributions only; the Special Reports are cross-Working Group and these copies (mainly for authors and Bureau members) will be handled centrally.

3. Electronic and printed versions

Electronic publications offer many opportunities. However, they rely on users' access to technology and bandwidth, and are not suitable in all regions and circumstances. Therefore the printed version of the report will remain the official document of record.

However, the IPCC can benefit from the communications and educational opportunities offered by electronic editions. Encouraging readers to use electronic editions, where practical, enables the IPCC to reduce the costs and carbon footprint associated with printing, while reaching wide audiences. For electronic products that do not require connectivity, USB sticks offer a further channel of distribution, for instance at conferences.

An electronic version of the report, integrated with the IPCC website, makes it possible to provide user-friendly search functions. It would also enable simple interactive graphics, comparable to the way figures can be built up in a slide presentation. These will be included in the online versions of the report, with disclaimers where appropriate to show that they have not been subject to the approval process for the Summary for Policymakers.

The successful vendor for the printing contract will also provide an electronic version of the report.