

# ipcc

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## **COMMUNICATIONS STRATEGY AND OUTREACH**

### **Plans for AR5 communication and outreach**

(Submitted by the IPCC Secretariat)

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# COMMUNICATIONS STRATEGY AND OUTREACH

Plans for AR5 communication and outreach

## 1. Introduction

### *Fifth Assessment Report (AR5) Communications Strategy*

As requested by the Panel at its Thirty-Fifth Session in June 2012, the Executive Committee elaborated an Implementation Plan for the Communications Strategy and reported on its completion to the IPCC Bureau and Focal Points. A sub-group of the Executive Committee, the Communications Action Team, has met regularly to review communications activities. In accordance with the IPCC Communications Strategy, a communications plan was developed for the Fifth Assessment Report (AR5). This plan, the AR5 Communications Strategy, aims for a consistent set of materials and activities for each Working Group and the Synthesis Report (SYR), but tailored to the specific conditions of each report.

### *Evolving programme*

Work on the programme of outreach events is continuing, so this document remains a work in progress. Some audiences are keen to hear the findings of Working Group I (WGI) as soon as possible. Others would rather wait for the “solutions” side of the story from Working Groups II and III, to be presented together but with an introduction from Working Group I, and tailored to specific audiences. It is important that such events do not pre-empt the Synthesis Report. Details of the programme so far are provided below.

### *Working with a range of partners*

Most of the events planned so far have been developed with partners. This ranges from responding to an invitation to provide speakers to cooperating on an event or series of events with other organizations, typically UN agencies or IPCC observer organizations.

### *Video*

One new component in IPCC communications for AR5 is the production of a video of 5-7 minutes for each of the Working Group contributions, but by the same director to lend unity. A final installment for the Synthesis Report will act as an overarching introduction for the whole series that can be shown as a single programme. The video will present both the findings of the report and also the way the report is produced, with film and interviews of many of the authors at work. It is aimed at policymakers and more general audiences. The first part will be completed later this year, and the subsequent parts are intended to be available for the release of the Working Group II and III contributions and the Synthesis Report.

### *Media training*

The IPCC Communications Strategy states that authors and Working Group Vice-Chairs will often be the most appropriate people to speak on their area of science and may be requested by the Co-Chairs or Chair to talk to the media or represent the IPCC at conferences. It also states that those who represent the IPCC in an official capacity are strongly encouraged to undergo media training.

Accordingly a programme of media training has been set up for authors in advance of the finalization of each Working Group report and of the Synthesis Report, following a training session for members of the Bureau ahead of the Bureau's 46<sup>th</sup> Session in February 2013.

## **2. Preparatory Phase**

### *Pre-approval media briefings*

Two media workshops on IPCC procedures, including the process for producing the report and the outlines of AR5 were held at the Conference of the Parties of the UNFCCC in Doha, Qatar (November 2012) (COP18). One of these was open to all media, and the second targeted journalists from developing countries invited to Doha by the UNFCCC under its own outreach and training programme. Similar briefings were held at the UNEP Governing Council in Nairobi, in Berlin, Stockholm and London. Working Group I held a briefing for Swiss media in Bern. Further briefings are planned in Geneva and by webinar for Australian media.

### *Pre-approval updates to international conferences*

Information has been provided at meetings of the governing bodies of UNEP and WMO, the UNFCCC's Subsidiary Body for Scientific and Technological Advice (SBSTA), and other international meetings.

### *Materials*

A series of factsheets explaining different aspects of the IPCC process was prepared in advance of the Working Group I report and posted on the website.

## **3. Summary of events held between the Stockholm and Batumi Plenary sessions<sup>1</sup>**

### *Release of Working Group I Summary for Policymakers*

The Working Group I Summary for Policymakers (SPM) will be presented at a press conference in Stockholm on Friday 27 September 2013. The press conference will be streamed live via a webcast. To encourage more informed reporting, the SPM and other materials will be made available to registered media in Stockholm under an embargo for two hours before the press conference. Following the press conference, the Chair, Co-Chairs and some of the Coordinating Lead Authors present in Stockholm will be available for interviews.

### *Other events on 27 September 2013*

The WGI report will be presented to the scientific community at a symposium in honour of Professor Bert Bolin, first Chair of the IPCC.

Three Coordinating Lead Authors will join Climate Week NYC 2013 by video link to brief decision-makers and media on the WGI SPM.

### *Release of full report*

The full report will be released online in unedited form (draft of 7 June 2013 and the Plenary document listing changes made to ensure consistency with the approved SMP) the week after approval and acceptance, before the final edited version is published online, probably in January 2014, and in book form a few months later.

### *Regional launches*

In the weeks immediately following the approval of the WGI SPM, presentations of the report by authors at stakeholder events in several developing countries hosted by the UN and other partners are planned.

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<sup>1</sup> This document was prepared before the approval plenary in Stockholm. The Senior Communications Manager will provide a verbal update to the meeting.

### *Other events between the Stockholm and Batumi Plenary Sessions*

In the weeks following the approval of the WGI SPM, the report will be presented *inter alia* to the scientific community in Australia and the United Kingdom, various stakeholders in Switzerland and New Zealand, the public in Sweden and Japan, and the Ecocity conference in Nantes, France, organized by Local Governments for Sustainability (ICLEI), an international association of local and metropolitan governments dedicated to sustainable development.

## **4. Further plans for WGI**

### *UNFCCC COP*

AR5 will be key interest to the UNFCCC Conference of the Parties in Warsaw in November 2013 (COP19). Besides the statement by the Chair at the opening of the COP and a SBSTA-IPCC special event on the WGI report, activities will include statements under the relevant SBSTA agenda items, a contribution at the Structured Expert Dialogue on the 2013-2015 review and a side event.

### *Other events*

In the coming months the WGI report will be presented to the Africa Climate Conference 2013 in Tanzania, at a series of events for different stakeholders in China and at the American Geophysical Union fall meeting in San Francisco. We are looking at the possibility of communicating the findings in the Pacific. A presentation of the WGI report will form the opening high-level segment of a conference on regional downscaling in Brussels, which also provides an opportunity to meet the business community. The report will also be presented to the diplomatic community in Geneva. Climate change is the main theme of the next World Economic Forum annual meeting in Davos in January 2014, and the IPCC will be among keynote speakers and panelists.

## **5. Plans for WGII, WGIII and SYR**

### *Launch of the SPM and full report*

The Working Group II and III contributions and the Synthesis Report will also be presented at webcast press conferences. For Working Groups II and III we are planning to build on the experience of a short embargo with Working Group I to make the approved SPM available to media for one day under embargo before it is released. It is hoped this will produce more informed reporting on the day. As with Working Group I, the full report will be released online in unedited form one or two working days after approval and acceptance, before the final edited version is published online and then in book form a few months later.

### *Regional launches*

The greater focus on regional issues in AR5 opens the possibility for an ambitious programme of regional launches, with specific press materials, for Working Group II.

### *Other events*

Besides the UNFCCC COP and subsidiary bodies, we are looking at presentations to the governing bodies of UNEP and WMO, and the UN General Assembly, to the governing bodies or main conferences organized by other UN agencies, events at the national, regional and sub-regional level organized by the IPCC with national focal points, or in partnership with relevant UN bodies, IPCC observer organizations, UN regional commissions etc, and presentations at relevant national and international conferences. Among events under discussion so far are a series of events in Africa and Asia modeled on the outreach programme for the *Special Report on Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation* (SREX); events in the Pacific region; a series of events in Southeast Asia; and workshops with African scientific networks.

## *Materials*

Updated press releases covering all Working Group contributions and then the full report including the Synthesis Report will be produced. Generic presentations for the full report and cross-cutting issues will also be developed.

## **6. Beyond the SYR**

The communication of AR5 will continue through the end of 2014 and into 2015 and beyond with presentations to the governing bodies of international organizations and meetings of the UNFCCC and in partnership with observer organizations and the scientific community.