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COMMUNICATION AND OUTREACH ACTIVITIES

Proposal by the Government of Norway

(Submitted by the IPCC Secretariat)

IPCC Secretariat

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COMMUNICATION AND OUTREACH ACTIVITIES

Proposal by the Government of Norway

Expert meeting on AR5 communications/outreach Proposal from Norway

Format: Two day expert meeting. Experts, focal points and other IPCC representatives will share their AR5 communications experiences, best practices and lessons learned. It might also be useful to invite external experts who have done research on IPCC AR5 communications during this report cycle.

Purpose: Share national experiences from AR5 communications/outreach, to provide input to the IPCC secretariat, TSUs, focal points and authors to strengthen future communications and outreach activities.

Product: A brief report, summarising national experiences and best practices/examples. Possibly, also short video statements where experts or others describe a successful communications initiative, to generate interest for the topic and the report.

Time: Preferably May/June or August/September, before the IPCC elections.

Proposed by: Norway. As the proposing country, Norway also offers to host the meeting/workshop, at the premises of the Norwegian Environment Agency in Oslo, if that is of interest to the IPCC.

Why: The IPCC adopted its communications strategy in June 2012. Since then, the IPCC has published the Fifth Assessment Report, and authors, focal points and the different IPCC institutions have all gained a lot of experience from communications and outreach activities during the report cycle. This is knowledge about how target groups (UNFCCC, policy makers, general public etc.) received the reports, what kind of communications challenges the IPCC experienced and what kind of communications activities that were efficient. This knowledge is a valuable source of information for future IPCC work, and should be extracted while the experiences are still fresh and then shared among all focal points, authors etc.