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COMMUNICATIONS STRATEGY AND OUTREACH

Other communication and outreach activities

(Submitted by the IPCC Secretariat)

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This document summarizes communications activities carried out and supported by the IPCC Secretariat. Activities by Working Groups/Task Force and their respective Technical Support Units (TSUs) are described in their respective progress reports and references to these documents are provided as appropriate.

In December 2011 the new IPCC Senior Communications Manager, Jonathan Lynn, joined. The recruitment process for the Information and communications Specialist (P-3) was initiated soon thereafter. Werani Zabula, from Malawi, is expected to report for duty on 21 May 2012.

The main work since IPCC-34 was the preparation of the new IPCC Communications Strategy as contained in document IPCC-XXXV/Doc.3. The IPCC Secretariat prepared a draft text that was revised in consultation with the sub-group on communications strategy established by the Executive Committee (ExCom). Further activities are described below:

1. SREX

The main focus of other communications activities in this period has been the launch of the *Special Report on Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation* (SREX), produced by Working Groups I and II.

The findings of the report were presented, and the Summary for Policymakers (SPM) made available, at a webcast press conference in Kampala, Uganda, on 18 November 2011 (during IPCC-34).

Communications materials included a five-minute YouTube video *In Harm's Way* which is accessible via the IPCC home page and the dedicated SREX website <http://ipcc-wg2.gov/SREX/>.

The United Nations Framework Convention on Climate Change (UNFCCC) Subsidiary Body for Scientific and Technological Advice (SBSTA) and the IPCC held a joint side event at the UNFCCC's COP-17 meeting in Durban, South Africa, on 30 November 2011, to present the SREX.

The full report was released online on 28 March 2012. It was launched with a "virtual" press conference i.e. a teleconference open to media around the world. Although the main headlines had already come out four months previously in November, this event nevertheless attracted considerable media interest, with over 300 news articles seen (including many reprints of news agency articles).

Media interest was encouraged by our decision to make the report and press release available from 26 March under embargo, i.e. registered reporters had access to the material for two days before the press conference, on condition that they did not publish anything until the embargo lifted. This met a long-standing wish of media, and benefited the IPCC by giving reporters enough time to produce well-researched and considered articles, instead of forcing them to rush something out under pressure. At the press conference, a number of the questioners specifically stated that having access to an embargoed copy of the report was very helpful for providing accurate coverage of key findings. IPCC Chair Rajendra Pachauri, Working Group I Co-Chair Thomas Stocker and Working Group II Co-Chair Chris Field, as well as some Lead Authors, gave interviews ahead of the press conference, also under embargo, and Rajendra Pachauri, Thomas Stocker, Working Group II Co-Chair Vicente Barros and Chris Field addressed the press conference.

Besides the text of the full report with graphics, the package at <http://ipcc-wg2.gov/SREX/> includes review drafts and comments; a comment and response search tool; and a non-journal literature library.¹

The IPCC Secretariat has prepared flash discs containing the full SRREN (*Special Report on Renewable Energy Sources and Climate Change Mitigation*) and SREX reports and summaries in UN languages, for distribution at conferences and outreach events.

Hard copies of the full SREX report published by Cambridge University Press (CUP) are expected about mid-May.

Between the launch and the end of April 2012, there were more than 25,000 downloads of the full SREX report. Since the SREX approval session, there have been more than 65,000 downloads of the SPM.

These activities were complemented by a continuing wide-ranging programme of outreach, targeting mainly policy-makers and the disaster risk management community, but also open to the media.

The IPCC Secretariat organized an event with the Geneva Environment Network for UN organizations and other interested agencies and institutions in Geneva, Switzerland, on 30 March 2012. Speakers were Thomas Stocker, Sonia Seneviratne, CLA for Chapter 3 on Changes in Climate Extremes and their Impacts on the Natural Physical Environment, and Pascal Peduzzi, LA for Chapter 4 on Changes in Impacts of Climate Extremes: Human Systems and Ecosystems.

The Secretariat also contributed to events and briefings organized by other organizations, including a series of events supported by the Government of Norway, Overseas Development Institute and the Climate and Development Knowledge Network.²

2. Other media activities

Working Group I held its Third Lead Author Meeting in Marrakech, Morocco, 16-20 April 2012.³

Rajendra Pachauri and IPCC Vice-Chair Jean-Pascal van Ypersele conducted several interviews, including with all major news agencies, during the UNFCCC's COP-17 meeting in Durban in December 2011.

Among other media activities were two interviews by Rajendra Pachauri with the Brazilian research periodical Pesquisa Fapesp, and with Treehugger Radio (part of the Discovery Channel); Jean-Pascal van Ypersele took part in a debate on Belgian radio; Working Group III Co-Chair Ottmar Edenhofer and a colleague from Potsdam Institute for Climate Impact Research (PIK) contributed an op-ed to the Frankfurter Allgemeine Zeitung.

A meeting in Australia co-sponsored by Working Group III on 26-28 March 2012, looking at the traditional knowledge of indigenous peoples regarding climate change, attracted media interest.

Senior Communications Manager Jonathan Lynn met the Geneva U.N. Correspondents' Association (ACANU) on 2 February to discuss improved cooperation.

Spurred by the SREX launch, the Secretariat created a new media contacts database.

¹ For details see Working Group II Progress Report (IPCC-XXXV/Doc. 15) pp. 2-3

² For details of these and other outreach events, see Working Group II Progress Report (IPCC-XXXV/Doc. 15) pp. 3-4

³ For details of press activities at this meeting, see Working Group I Progress Report (IPCC-XXXV/Doc. 17) p. 2

3. Other outreach activities

At COP-17 in Durban the Task Force on Greenhouse Gas Inventories (TFI) held a side event on 30 November 2011 on “Finalisation of the IPCC Software for the 2006 Guidelines, and recent and planned work of the TFI” – a briefing on the final development stages of the IPCC software for the 2006 IPCC National Greenhouse Gas Inventory Guidelines and other work of the IPCC National Greenhouse Gas Inventory Programme (NGGIP).

The Secretariat had an exhibit booth at COP-17 at which 2,400 reports and CDs, 300 leaflets on the TFI and Fifth Assessment Report, 700 photocopies of the SREX SPM, and TFI outreach materials and meeting reports were distributed.

Renate Christ, Secretary of the IPCC, provided briefings and presentations about IPCC activities to a number of UN and Geneva-based international organizations. She participated in the 40th anniversary meetings of UNEP (GCSS-XII GMEF) in Nairobi, Kenya, on 20-22 February 2012. In the discussions on State of the Environment, she presented a progress report on IPCC activities, including decisions on reforms and the governing structure and outlining the SREX and SRREN reports. Other briefings included the International Centre for Trade and Sustainable Development (ICTSD), UN Human Rights Council, Centre for International Environmental Law (CIEL) and the Geneva Centre for Security Policy (GCSP). Information about the IPCC was also provided to visitors to WMO, in particular to student groups.

Working Group I made a presentation on Greenhouse Gas Metrics in AR5 to the UNFCCC SBSTA Workshop on Common Metrics in Bonn, Germany, in April.

During the UNFCCC’s subsidiary bodies (SB 36) meetings in Bonn on 16 May 2012 the TFI held a side event entitled “Software for the 2006 IPCC Guidelines”. The TFI demonstrated and made available new software for the 2006 IPCC Guidelines for National Greenhouse Gas Inventories. This software can help all countries prepare estimates of their Greenhouse Gases but is primarily for developing countries and those with limited resources. IPCC presentations on scenario development will also be given at the Research Dialogue by Tom Kram, PBL Netherlands Environmental Assessment Agency, and Working Group III TSU head Jan Minx. Jan Minx will also give a presentation at the workshop on Enhancing Mitigation Ambition about the IPCC SRREN scenarios. The Secretariat will also have an exhibit booth at UNFCCC SB 36 where outreach materials and IPCC reports will be distributed as hardcopies and electronic storage media.

Jonathan Lynn gave a presentation on the IPCC to a training course on 23 April 2012 on trade and environment for trade officials held by the World Trade Organization in Geneva.

Forthcoming

The IPCC will hold a side event at the Rio+20 conference on sustainable development on 15 June in Rio de Janeiro, Brazil, on the topic of “bringing the science to the policymakers”, with speakers from Working Groups II and III, partner international organizations and member governments. It will also hold an event earlier on the same day at the Forum on Science, Technology and Innovation for Sustainable Development organized by ICSU on the sidelines of the main conference.

Following its LA3 meeting for the Wetlands Supplement in Dublin, Ireland, the TFI plans to hold an open meeting on 20 July 2012 to present its work on inventories and their importance, similar to the open meeting held in Yokohama, Japan, in 2011.

Working Group II will contribute to the UNFCCC meeting on loss and damage in Addis Ababa, on 13-15 June.

4. Outreach materials

Climate Change 2007 – Fourth Assessment Report DVD version 1.4, including the latest errata from the Working Groups, was produced in October 2011.

Travel kits for SRREN and SREX were produced on November 2011 and March 2012 respectively to be used during IPCC outreach events.

1000 copies of *Guidance Note for Lead Authors of the IPCC Fifth Assessment Report on Consistent Treatment of Uncertainties* were reprinted in February 2012, for distribution by the Working Groups and Secretariat.

The IPCC's *Fifth Assessment Report (AR5)* leaflet was updated and reprinted in March 2012.

At the beginning of March 2012, 450 copies of the *Expert Meeting on Economic Analysis, Costing Methods, and Ethics* were printed for distribution.

1,000 memory sticks with the full SREX and SRREN reports were produced in April / May 2012.

Following distribution of 3,500 print copies of the SRREN SPM between November 2011 and February 2012, a reprint of 1,500 copies was carried out in April / May 2012.

An initial print run of 3,500 copies of SREX SPM was made in March 2012, and a reprint of 3,500 copies was made in May 2012.

Since November 2011 the Secretariat has responded to more than 200 requests for copyright material, including 35 for graphics and tables. The Secretariat has responded to more than 350 requests for (one or more) copies of IPCC reports.