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PROGRESS REPORTS

Communication and Outreach Activities

(Submitted by the Secretary of the IPCC)

PROGRESS REPORTS

Communication and Outreach Activities

This is a brief report on communication activities since the last report to the Panel, at the 49th Session of the IPCC, which was held in Kyoto, Japan, on 8-12 May 2019.

This period has seen the launch of three IPCC reports: the *2019 Refinement to the 2006 IPCC Guidelines for National Greenhouse Gas Inventories* on 13 May 2019 in Kyoto, Japan; *Climate Change and Land: an IPCC special report on climate change, desertification, land degradation, sustainable land management, food security, and greenhouse gas fluxes in terrestrial ecosystems* (SRCCL) on 8 August in Geneva; and the *Special Report on the Ocean and Cryosphere in a Changing Climate* (SROCC) on 25 September in Monaco.

Communications Strategy

The Communications Action Team (CAT), a subsidiary body to the IPCC Executive Committee set up under the Communications Strategy, has met 7 times by teleconference, with a focus in the last four meetings of 2019 on preparations for IPCC activities at the 25th Conference of the Parties (COP25) to the United Nations Framework Convention on Climate Change (UNFCCC). The CAT also discussed plans for the releases of SRCCL and SROCC.

Following a review of the Communications Strategy and the roles of the CAT, Technical Support Unit (TSU) communications specialists and the Co-Chairs in the light of the recommendations of the Expert Meeting on Communications held in Oslo, Norway, in 2016, and the experience of preparing the *Special Report on Global Warming of 1.5°C* (SR15), the Chair requested the CAT to develop a list of actions of implementation and a vision, as well as budgetary implications, for improving the effectiveness of outreach and communications activities. It is hoped to report on these to the Executive Committee in time to submit them to the 53rd Session of the IPCC.

At its 57th Session in October 2019 in Singapore, the IPCC Bureau discussed a proposal to develop more effective communications materials for non-specialist audiences at outreach events under the authority of the Co-Chairs. The Secretariat will develop this proposal for the next Session of the Bureau; in the meantime the approach is being piloted for the outreach events planned in Africa in 2020.

Communications around the release of the 2019 Refinement

Following adoption and acceptance of the *2019 Refinement*, the report was presented at a live-streamed press conference on 13 May 2019 followed by interviews.

The press conference was held in two parts, to allow general questions on the work of the IPCC as well as addressing specifically the new report.

The Secretariat communications team was reinforced by communications experts seconded by the United Nations Foundation under the Memorandum of Understanding (MoU) between the UN Foundation and the IPCC. Among other things they handled logistical matters, media monitoring and organization of the interview programme on the day of the press conference.

Besides the interviews, the Secretary of the IPCC took part in a forum and seminar organized in Kyoto to coincide with the launch of the report.

Communications around the release of the IPCC Special Report on Climate Change and Land (SRCCL)

Preparations

Two briefings for key media in the Europe/Asia and Europe/Americas time zones were held to make them aware of the forthcoming report and point out the main themes in the agreed outline.

At the request of the Straits Times (Singapore), their specialist reporters were briefed on the report and put in contact with some of the authors to help them prepare a series of advance stories.

A story in the Guardian based on the leaked Final Draft of the report at the start of the meeting, which focused in an unbalanced way on the need to eat less meat, set the tone for much reporting and questions at the press conference, but reporting overall was nevertheless quite balanced.

Staff and resources

Besides Secretariat staff and the communications specialists in the TSUs, the IPCC communications team benefited from communications experts seconded by the United Nations Foundation under the MoU between the UN Foundation and IPCC. Among other things they handled logistical matters, media monitoring and organization of the interview programme on the day of the press conference. The World Meteorological Organization (WMO) communications staff also provided support with video and social media on the day of the opening ceremony and the press conference.

Embargo

The overrun of the approval process meant that the approved Summary for Policymakers was only made available to registered media under embargo on the afternoon of 7 August, and the revised press release some hours later. This was shorter than the embargo for SR15 in October 2018, but this did not seem to have an adverse impact on coverage. Media respected the embargo and there were no breaches or leaks during the embargo period.

The embargo allowed Co-Chairs and authors to get some rest between approval and the press conference, and to prepare the press conference and interviews, and gave media time to write thoughtful articles.

Some embargoed telephone briefings were held on the evening of 7 August.

Press conference

The press conference on 8 August 2019 was held for 1-1/2 hours starting at 10:00 local time in Geneva and was live-streamed globally. The report champion (Vice-Chair Youba Sokona) introduced the report and then handed over to the Chair, the six Working Group Co-Chairs and one of the Task Force on National Greenhouse Gas Inventories (TFI) Co-Chairs who presented it in turn. Following this presentation questions were taken from journalists in the room or those submitting questions remotely from other locations. WMO Deputy Secretary-General and IPCC Secretary also participated in the press conference.

Foreign media attending the press conference included the BBC, as well as many representatives of foreign media in the Geneva press corps at the Palais des Nations.

Around 1,000 people followed the livestream of the press conference on Facebook.

Interviews

As previously, the IPCC set up an interview programme to manage demand in the location and remotely and publicizing the availability of bureau members and authors. Authors provided 91 media interviews, including 13 under embargo, of which 5 were group calls to media in different geographies. These included the New York Times, BBC, Associated Press, Financial Times, Le Monde and Agence France Presse.

Media coverage

On 8 August there were 4,830 articles (1,198 unique headlines) in 95 countries and 22 languages. For the first week (8-14 August) there were 7,520 articles (2,363 unique headlines) from 118 countries in 30 languages. (By comparison on 8-9 October there were over 11,000 online and print articles about SR15.)

In the 8-14 August period, most articles appeared in the US (1,964), followed by Germany (883), Australia (774), Canada (669), UK (587), Brazil (274), France (247), India (235) and Italy (165). While it is reassuring to see Brazil and India in the top 9, more needs to be done to reach out to media in developing countries, especially Africa.

There was massive coverage on social media with 39,766 mentions of the report, reaching an estimated 247 million people and with 555,378 social media interactions in the 8-14 August period.

The CNN article *Plant-based diet can fight climate change – UN* was shared 173,100 times.

SRCCCL outreach

Immediately following the press conference, an event organized by the Geneva Environment Network was held to enable the Chair and Co-Chairs to present the report to the Geneva diplomatic missions and non-governmental organizations (NGOs). The room, adjusted to seat 350, was full to capacity – a remarkable achievement considering this was during the Geneva holiday season.

The event was chaired by the United Nations Environment Programme Chief Scientist and with the participation of WMO Deputy Secretary-General and a representative of Nature Based Solutions.

The report was presented to COP14 of the United Nations Convention to Combat Desertification (UNCCD) in New Delhi on 5 September by Co-Chair Jim Skea and several authors, at a special event and formal presentations on the COP's Science Day. The IPCC Chair subsequently took part in the high-level ministerial segment of the UNCCD COP.

Among other SRCCL outreach, the Chair presented the report to the Food and Agriculture Organization of the United Nations (FAO) on 3 October, and Co-Chair Jim Skea and authors presented it to the UN regional offices in Bangkok on 28 October.

Communications around the release of the Special Report on the Ocean and Cryosphere in a Changing Climate (SROCC)

Preparations

Specialist reporters from the Straits Times in Singapore were again put in touch with report authors to prepare an advance package of stories on different topics covered by the report. This package ran during the approval session.

The UN Secretary-General's Climate Summit, on 23 September during the approval plenary, and related activities leading up to it, raised awareness worldwide about climate change and contributed to interest in the IPCC report. TIME magazine and the Economist devoted issues to climate change in this period, referring repeatedly to the IPCC.

Staff and resources

Besides Secretariat staff and the communications specialists in the TSUs, the IPCC communications team benefited from communications experts seconded by the United Nations Foundation under the MoU between the UN Foundation and IPCC. Among other things they handled logistical matters, media monitoring and organization of the interview programme on the day of the press conference.

Embargo

As with SRCCL, the overrun of the approval process meant that the approved Summary for Policymakers was only made available to registered media under embargo on the afternoon of 24 September, and the revised press release some hours later. Media respected the embargo and there were no breaches or leaks during the embargo period.

The embargo allowed co-chairs and authors to get some rest between approval and the press conference, and to prepare the press conference and interviews, and gave media time to write thoughtful articles.

Some embargoed telephone briefings were held on the evening of 24 September and morning of 25 September.

Press conference

The press conference on 25 September was held for 1 hour starting at 11:00 local time in Monaco and was live-streamed globally. The report was introduced by the Chair, the Secretary of the IPCC and report champion (Vice-Chair Ko Barrett) and presented in turn by the Co-Chairs of Working Groups I and II. Following this presentation questions were taken from journalists in the room or those submitting questions remotely from other locations.

HSH Prince Albert II of Monaco (head of state of the host country) attended the press conference.

Over 1200 people followed the press conference live on Facebook and YouTube.

Interviews

As previously, the IPCC set up an interview programme to manage demand in the location and remotely and publicizing the availability of bureau members and authors. Authors provided 108 media interviews, including 6 group calls under embargo to media in different geographies.

Media coverage

On 25 September there were 6,060 articles about the report. For the first week (25 September-1 October) there were 8,870 articles (2,439 unique headlines) from 122 countries in 32 languages.

In the first week (25 September – 1 October), most articles appeared in the US (2,404 articles), followed by the UK (1,598), Germany (703), Canada (554), Australia (420), Brazil (339), China (274), France (272), India (258) and Italy (257).

There was massive coverage on social media with 25,135 mentions of the report on Twitter, reaching an estimated 76.6 million people and with 254,535 social media interactions in the 25 September-1 October period.

SROCC outreach

The Prince Albert II of Monaco Foundation organized a public event in the afternoon following the press conference, to which local authority officials from Monaco and communes in the surrounding

French region were invited. The report was presented by two Co-Chairs and two local authors, followed by questions from the audience.

With the help of the UN Foundation a series of events were held in New York on the day of the launch and subsequent days to take advantage of the heightened media, diplomatic and civil society interest in the IPCC report fostered by the UN Secretary-General's summit. Vice-Chair Thelma Krug and several SROCC authors took part in these.

Common elements for the special reports

Communications specialists

Once again, the presence of communications specialists in the TSUs made a critical difference to the quality and effectiveness of the preparations for the release of the report and the communications activities themselves.

As with SR15, media training was used not only to prepare author and bureau members for media interactions but to develop key messaging with the authors that underpinned the communications materials.

The support of communications experts through the UN Foundation was also once again a significant contributor to the success of the launches.

Videos

Videos were prepared for both reports. The video trailer for SRCCL was released at the UNCCD COP, and for SROCC at the launch press conference. Both trailers were used again at the SBSTA-IPCC Special Events at COP25, and the full videos were premiered in the IPCC pavilion.

SBSTA-50

The Task Force on National Greenhouse Gas Inventories presented the *2019 Refinement* at special and side events at the 50th Session of the Subsidiary Body for Scientific and Technological Advice (SBSTA) in Bonn, Germany, in June 2019.

Working Group II and III Co-Chairs participated in the Research Dialogue held at SBSTA-50.

COP25

The two 2019 Special Reports were at the centre of attention of COP25. Almost the entire Executive Committee, several other Bureau members, and dozens of IPCC authors were present, and took part in events coordinated by the IPCC.

For the second year running the IPCC had a pavilion at the COP. This was funded by the UNFCCC and the Government of Chile, the presidency nation, through the Chilean foundation Filantropía Cortés Solari (FCS). The pavilion was shared with WMO and FCS's scientific foundation Fundación MERI.

Drawing on the experience of COP24, planning of the programme for the COP pavilion started in mid-year, with the three IPCC Vice-Chairs serving as a scientific steering committee, coordinating with the Co-Chairs and TSUs and supported by the Secretariat.

The IPCC-WMO Science Pavilion benefited from a prime location in the COP25 conference centre, and events were well attended, with favourable feedback. The pavilion was inaugurated on 2 December with a reception addressed by Chile's Science Minister, WMO Secretary-General, IPCC

Chair and the President of the FCS. The pavilion ensured that the IPCC and its scientific work enjoyed high visibility throughout COP25.

More information on the pavilion can be found [here](#) and details of the pavilion programme are [here](#).

One innovative feature was a display screen outside the pavilion showing an interactive version of SR15 SPM Figure 1, which allowed viewers to manipulate different emission pathways. This interactive graphic was also shown in one of the pavilion events. It is hoped to develop this to include further figures at COP26.

Meetings were held with the designated COP26 presidency to initiate preparations for COP26.

As in previous years, IPCC Bureau members and authors participated in a large number of side events and pavilion programmes organized by other bodies.

Two IPCC Vice-Chairs were part of a panel of five scientists introduced by youth activists Greta Thunberg and Luisa Neubauer, which was one of the events attracting the most attention at COP25.

Over 20 media interviews were arranged with IPCC Bureau members and authors.

As usual the Chair held a number of bilateral meetings with ministers and senior officials of Parties.

Official agenda

- 2 December – IPCC Chair statement to ceremonial opening of COP25
- 3 December – Co-Chair participation in Earth Information Day Plenary Session
- 4 December – IPCC press conference
- 4 December – IPCC side event: “Science for Policymaking”
- 4 December – SBSTA-IPCC Special Event on SRCCL
- 5 December – IPCC Side Event on 2019 Refinement
- 5 December – SBSTA-IPCC Special Event on SROCC
- 6 December – SBSTA-IPCC Joint Working Group

Other Selected Outreach activities

Outreach activities focused on the three special reports. A series of regional outreach events intended to cover all countries in Africa was launched with a two-day event in Accra, Ghana; a further three or four events are planned in 2020.

- 8.5.19, Kyoto – New Frontiers in Climate Change Impact Research (H Pörtner)
- 13.5.19, Kyoto – Japan MFA career and networking seminar (A Mokssit)
- 13.5.19, Kyoto – Global Landscape Forum (A Mokssit)
- 17.5.19, Geneva – Global Platform for Disaster Risk Reduction (A Mokssit)
- 27-28.5.19, Siem Reap – Cambodia/Laos outreach (P Zhai, PR Shukla, J Pereira, J Roy, J Lynn)
- 30-31.5.19, Naypyitaw – Myanmar outreach (same as Cambodia)
- 12.6.19, London – BBC News interview (J Skea)
- 12-14.6.19, Amsterdam – presentation of 2019 refinement to NCGG-8 (K Tanabe, E Calvo, TFI)
- 25.6.19 – Sky News recorded interview (H Lee)
- 27.6.19 – Presentation to 10th anniversary of Klimahaus Bremerhaven (H Pörtner)
- 28.6.19, Brussels – MoCA (Canada, China, EU), (A Mokssit)
- 29.6.19, Manchester –European Association of Environmental Resource Economists congress (H Lee)
- 2.7.19, London – Green Finance Summit (H Lee)
- 3.7.19, Lausanne – World Conference of Science Journalists (H Lee)
- 3.7.19, Birmingham – World Biogas Summit (J Portugal)

- 10.7.19, Geneva – QUNO summer school (A Mokssit)
- 16.7.19, New York – High-Level Political Forum on SDGs (H Lee)
- 18.7.19, Geneva – ISMUN summer school (K Stendahl)
- 24-25.7.19, Luanda – Angola outreach (T Krug, Y Sokona)
- 25-26.7.19, Accra – West Africa Anglophone outreach (D Roberts, Y Sokona, M Craig, authors)
- 20.8.19, New York – High Seas Alliance (K Barrett)
- 21-22.8.19, Almaty – Central Asia outreach (Y Sokona, J Pereira, authors)
- 27.8.19, Geneva – Presentation to UN/Norway Oil for Development workshop (J Lynn)
- 28.8.19, Berlin – SROCC advance briefing (H Pörtner)
- 2.9.19, Stockholm – SRCCL presentation to Swedish Academy of Agriculture and Forestry (R Slade, authors)
- 5.9.19, New Delhi – SRCCL special event for UNCCD COP14 (J Skea, M Pathak, authors)
- 25.9.19, New York – Blue Leaders event on Ocean and Climate (T Krug)
- 30.9.19, Berlin – Marine Regions Forum (H Pörtner)
- 1.10.19, Washington DC – SROCC presentation (K Barrett, authors)
- 3.10.19, Rome, - SRCCL presentation to FAO (H Lee)
- 3.10.19, Umeå – EU Arctic Forum (H Pörtner)
- 5.10.19, Manchester – Economist Open Future Forum (H Lee)
- 7.10.19, Vienna – Climate change and nuclear energy conference (H Lee)
- 7-9.10.19, Addis Ababa – African Climate Risks Conference (authors)
- 7-11.10.19, Vancouver – Ecocity World Congress (D Roberts)
- 8.10.19, Berlin – German SROCC presentation (H Pörtner)
- 14.10.19, Geneva – Francophone African media conference (A Mokssit)
- 15.10.19, Tokyo – Japan SROCC presentation (H Pörtner)
- 16-17.10.19, Hong Kong – Hong Kong outreach event H Pörtner, PM Zhai)
- 23.10.19, Oslo – Our Ocean Conference (H Pörtner)
- 26.10.19, Kuala Lumpur – Malaysia outreach event (H Lee, V Masson-Delmotte, J Skea, J Pereira)
- 28.10.19, Bangkok – UN ESCAP/FAO outreach event (J Skea)
- 28.10.19, Stockholm – SROCC seminar (authors)
- 6.11.19, Canberra – GEO week/ministerial (T Krug)
- 6.11.19, Los Angeles – American Society of Civil Engineers Future World Leadership Summit (D Roberts)
- 7-8.11.19, Hyderabad – India regional outreach event (authors)
- 14-15.11.19, Calcutta – India regional outreach event (authors)
- 14-15.11.19, Suva – IPCC Pacific workshop (J Pereira, authors)

The TSUs organized outreach events on the sidelines of the Lead Author Meetings: WGIII LAM1 in Edinburgh (April 2019), WGII LAM2 in Kathmandu (July), WGI LAM3 in Toulouse (August) and WGIII LAM2 in New Delhi (October).

The Durban WGII TSU has organized three training sessions on expert reviewing at universities in South Africa and plans three more in the coming months as part of its outreach programme.

Other communications activities

The SR15, SRCCL and SROCC microsites were released on the new website.

Non-IPCC outreach

Among the many outreach activities conducted by third parties without IPCC involvement, it is worth noting the “1.5 Degrees Live!” event at the Edinburgh Festival Fringe (the biggest arts festival in the world) in August 2019, where 141 performers, authors, directors, acrobats, scientists, politicians, comedians and members of the public read out the full Special Report *Global Warming of 1.5°C* over 50 hours. They reached an audience of 375 in person and many more on social media. We will explore options to cooperate with them at COP26 in the UK in 2020.

Resources

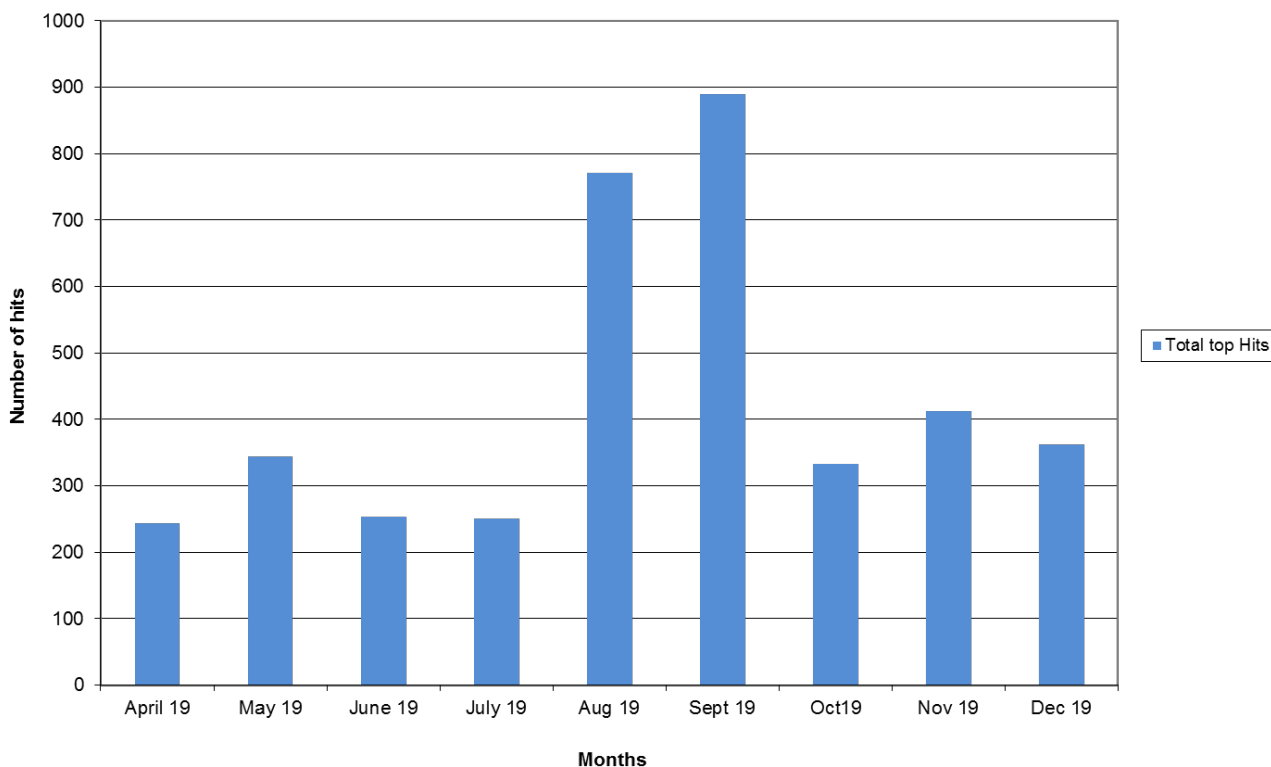
The generous support of the UN Foundation, under the Memorandum of Understanding between the Foundation and IPCC, is gratefully acknowledged. The generous support of Chile's Filantropía Cortés Solari for the IPCC-WMO Science Pavilion is gratefully acknowledged.

Statistics – media coverage of the IPCC

According to Meltwater, the media monitoring system used by the IPCC, the IPCC had 4,644 mentions among top news sources¹ from 1 January to 31 December 2019. From January to December 2018, the total IPCC mentions among top news sources was 2,916. 2019 was the year the IPCC launched a methodology report and two Special Reports.

Note: A list of top news sources is provided in Annex 1.

IPCC Top Sources: April - December 2019



¹ Top news sources are a selected number of major newswires and other news organizations around the world, as in Annex 1.

Social Media

In 2019, the IPCC used its social media accounts² to:

- Post headline statements, Frequently Asked Questions and similar materials from recently launched reports;
- Inform people about IPCC events including outreach;
- Post links to IPCC press releases and media advisories;
- Remind people about any ongoing process in the preparation of reports e.g. review periods, Lead Author Meetings;
- Complement the launches of reports via press conference and press release that have just been finalized by the Panel;
- Showcase the diversity in numbers behind the author teams in reports under preparation;
- Broadcast live outreach events wherever possible; foster interest in upcoming events;
- Lead people to vacancy announcements posted on the IPCC website;
- Thank followers once we hit a certain number of followers.

Posts with findings of IPCC reports attract most interest.

Facebook:

The number of followers has increased from 61,991 on 31 August 2019 to 74,032 on 31 December 2019. On 31 December 2018, the number of followers was 45,391.

The most common activity that those who visit the Facebook page do is to react e.g. liking, sharing, and commenting.

Twitter:

The number of people following the IPCC Twitter account has increased from about 172,000 at the end of August 2019 to 192,825 on in December 2019. The account had 136,783 followers on 31 December 2018.

In December 2019, the month of the COP25 meetings, tweets on the IPCC account earned approximately 2.53 million impressions. Twitter describes impressions as the number of times users see the tweet. The account also gained 3,819 new followers during this month.

In May 2019 when the IPCC finalized the *2019 Refinement*, the account's tweet activity earned 1.03 million impressions and gained 3,252 new followers

In August, the month the Summary for Policymakers of the Special Report on *Climate Change and Land* was presented to the public, the IPCC twitter account earned 4.99 million impressions and gained 7,649 followers. In September, when the Summary for Policymakers of the *Special Report on the Ocean and Cryosphere in a Changing Climate* was launched, the account's tweet activity earned 5.47 million impressions and gained 9,826 new followers.

² IPCC's main social media accounts are on Facebook (@ipcc) and Twitter (@ipcc_ch). The IPCC also has accounts on LinkedIn (@ipcc) and Instagram (@ipcc).

Annex 1:

List of top news sources

1. Reuters
2. Associated Press (AP)
3. Agence France-Presse (AFP)
4. German Press Agency, dpa
5. KYODO NEWS
6. Bloomberg News
7. Washington Post
8. New York Times
9. The Guardian
10. The Telegraph
11. Mail and Guardian
12. Deutsche Welle
13. BBC News
14. Al Jazeera
15. CNN
16. Sky News
17. Thomson Reuters
18. agence AEF
19. Channel Africa
20. E News Africa
21. New Scientist
22. Financial Times
23. The Wall Street Journal
24. Agencia EFE
25. Xinhua News Agency
26. RIA Novosti
27. Agencia FAPSESP
28. Agencia LUSA
29. China.org
30. CCTV (China Central Television)
31. Australian Associated Press
32. Interfax
33. National Geographic
34. The Weather Channel
35. Time Magazine
36. USA Today
37. Fox News
38. ABC News (USA)
39. ABC News Australia
40. Euro News
41. Pacific Islands News Association
42. Blick CH
43. Neue Zürcher Zeitung
44. Tages-Anzeiger
45. Basler Zeitung
46. St. Galler Tagblatt
47. Le Temps
48. Le Matin
49. La Liberté
50. France Soir
51. La Croix
52. L'humanité
53. La Tribune
54. Le canard enchainé
55. La Depeche
56. 24 Heures
57. Le Monde
58. Le Figaro
59. L'Equipe

60. Libération
61. Le Parisien/aujourd'hui en France
62. Moskovski Komsomolets
63. Izvestia
64. Moscow Times
65. Le Soir
66. Le Libre
67. The Globe and Mail
68. Toronto Star
69. La Presse
70. Le Journal de Montreal
71. 24 Heures Toronto
72. Metro Toronto
73. National Post
74. Journal Metro
75. Le Journal de Quebec
76. The Vancouver Sun
77. Clarín
78. Buenos Aires Herald
79. La Capital
80. La Prensa
81. Ámbito Financiero
82. La Voz del Interior
83. La Nación
84. Daily Sun (South Africa)
85. SABC News
86. **The Star (South Africa)**
87. **Sowetan**
88. The Times **(South Africa)**
89. The Citizen **(South Africa)**
90. News 24 (South Africa)
91. The Nation (Kenya)
92. La Repubblica
93. Libero
94. Corriere della Sera
95. Altervista
96. La Gazzetta dello Sport
97. La Stampa
98. Il Sole 24 Ore
99. Il Meddaggero
100. Il resto del Carlino
101. Folha de S.Paulo
102. Hindustan
103. The Times of India
104. The Canberra Times
105. The Sydney Morning Herald
106. The Age
107. The Australian