

Introduction of agenda item 4k

Communication, information and outreach strategy

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I: Background and context

- **AC agreed to develop and implement a communication strategy by Q3 2013**
- **Draft strategy developed by the ad hoc group outlines:**
 - **Vision and mission statement**
 - **How to address the climate community and the outside world through:**
 - **Communication, e.g. Adaptation Forum**
 - **Information, e.g. Fact sheets**
 - **Outreach**
- **Examples of proposed activities**
 - **Initial: explore relevant communication actors and form alliances**
 - **2013-2014: Factsheets and outreach to private sector**



II: Proposed next steps

- **AC may wish to:**
 - **Take stock of the strategy so far**
 - **Provide additional inputs and direction for finalization by AC 4**
 - **Designate a new lead of the ad hoc group**



III: Topics for further guidance

- **AC to consider:**
 - **Proposed vision, mission statement and means, including communication, information and outreach**
 - **Proposed activities, including possible additions:**
 - **Elaborating ways of further linking proposed activities with activities in the AC work plan such as the thematic and overview reports**
 - **Preparation of AC factsheets and FAQs, which could also assist AC members in representing the AC externally**

