

Introduction of agenda item 19

Revised Communication, Information and Outreach Strategy

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I: Background and context

- Activity 22 of AC's work plan: "To develop and implement a communication, information and outreach strategy, building on existing channels, in order to provide decision makers and the media, including social media, with the latest information on adaptation.
- AC4 tasked the comms group to produce a revised version to include:
 - Target audience(s),
 - Objectives of communication and outreach
 - Information on media outreach like press conferences.

The revised strategy was circulated to the AC prior to COP 19 and the AC, in response, agreed to take the issue up again at AC5.



II: Summary (1)

Target audience(s):

- **Climate community** (COP, including its bodies and (expert) groups, individual Parties, NGOs, press and all other accredited institutions and companies)
- **Outside climate community** (very broad audience, including regional and local governments and institutions, independent agencies, private sector companies, interest groups and individuals as well as the general public)

Strategy:

- Tailor communication strategy to different target groups
 - Build alliances with communication actors
 - Identify communication synergies with other goals related to sustainable development.
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II: Summary (2)

Objectives:

- Explore and activate the relevant actors in the network, including mobilizing 'champions', from government, private sector and NGOs;
- Interact with and make presentations in meetings of relevant bodies inside (LEG, TEC, CTCN, etc.) and outside the climate community;
- Provide concrete information through the Adaptation Forums and thematic reports;
- Mobilize attention of the media, a.o by press conferences, interviews and providing information for background stories in newspapers, magazines, tv and radio;



II: Summary (3)

Medium term goals and activities :

By its work on communication, information and outreach the AC aims to help achieve that by 2020:

- a. Adaptation is an integral part of resilient development of communities, economies and ecosystems;
- b. Adaptation is part of sustainable business development;
- c. Investments, both public and private, are all climate proof: mitigation as well as adaptation are decision criteria in the financial sector;
- d. Adaptation is an integral part of education of the new generation;
- e. Adaptation is top of mind subject in public and a trending topic in (social) media
- f. Adaptation is of equal importance at COP as mitigation of GHG emissions.



II: Summary (4)

Results for 2014:

- Stimulate that the performance of adaptation and adaptation activities is evaluated as part of national communications and report to COP 20;
- Ensure that every external report etc, includes a communication paragraph
- Organize the Adaptation Forum cycle;
- Present the 2014 thematic report
- Define results for 2015



II: Summary (5)

In 2015-2016:

- Stimulate that national experts and UN-organizations prepare factsheets on the effects of climate change in relation to water, health and food security and make them available in-and outside the climate community;
- Support outreach activities to the private sector a.o. through identifying and showing business opportunities for adaptation or a workshop;
- Participate in meetings of relevant bodies under the Convention – such as LEG, TEC, CTCN, etc. – to identify communication synergies and improve coherence and mutual understanding on adaptation under the Convention



III: Next steps

- **The AC will be invited to consider and finalize the revised communication, information and outreach strategy**

