
Adaptation Committee

Communication, information and outreach strategy

The Adaptation Committee, at its fifth meeting (March 2014), adopted its communication, information and outreach strategy as a living document. This document contains a revised version adopted by the Adaptation Committee in July 2014.

As part of the Cancun Adaptation Framework, Parties established the Adaptation Committee (AC) to promote the implementation of enhanced action on adaptation in a coherent manner under the Convention. The AC believes that communication and information are essential and powerful instruments to raise the profile of adaptation, including through stimulating a dialogue and informing relevant actors and stakeholders within and outside the UNFCCC on adaptation to the impacts of climate change.

This strategy as presented by the AC in this document is to be considered a 'living document' since the needs and opportunities for communication, information and outreach are not permanently fixed, but might change, following new or unexpected developments or findings.

UNFCCC stakeholders are a major target group for AC communications, including the dissemination of AC recommendations and reports. In this context, the climate community is expected to comprise the COP and its bodies and (expert) groups, individual Parties, NGOs, media and all other accredited institutions and companies.

Furthermore, the AC is dedicated to building further awareness of the impacts of climate change outside the UNFCCC process by providing information and engaging in the dialogue wherever necessary and desired, thus advocating the integration of climate change risks in decisions to enhance resilience. Relevant actors and stakeholders outside the UNFCCC include a very broad audience, including national, regional and local governments and institutions, independent agencies, private sector enterprises, interest groups and individuals, as well as the general public.

The audience for the AC's communication and information is therefore not homogeneous; it ranges from professionals inside the UNFCCC process to experts and civilians outside. The AC recognizes that different groups may need different information to take informed decisions and be effective in their actions on the challenge of adaptation to climate change. In order for the AC to be effective in sending clear, tailored, and easily understandable messages, it is essential for it to understand the nature of its different audiences.

In its communication efforts the AC will seek to build alliances with actors inside the UNFCCC process and with external stakeholders, and identify synergies with other goals related to sustainable development. Where possible and effective, the AC will strive to align with, and support, communication initiatives and channels of relevant organizations, institutions and interest opinion leaders, trend setters and other 'champions' to disseminate the adaptation message.

Initially, the AC's communications activities will be directed to:

- Engaging stakeholders/observers in its work through different means, also in between sessions, including through transparent telephone/videoconference consultations and papers;
- Identifying and activating the relevant actors in the network, including mobilizing 'champions', from government, private sector and NGOs;
- Interacting with relevant bodies inside (LEG, TEC, CTCN, IPCC, etc.) and outside the climate community; and actively participating in their relevant meetings;
- Providing concrete information through the Adaptation Forum and thematic and overview reports;
- Showing the efforts and results of the AC's activities, including its work on monitoring and evaluation & evaluation, means of implementation and other ongoing and upcoming activities;
- Mobilizing media attention, including by holding press conferences, interviews and providing information for background stories in newspapers, magazines, TV and radio;

These activities will be carried out in order to raise awareness and initiate and stimulate the dialogue on adaptation to the adverse effects of climate change, including information on the linkage to mitigation of GHG emissions.

Part of the communication efforts will be to showcase successful projects and programmes from public, private and public-private partnerships, to share lessons learned, to underpin needs for, and benefits of, monitoring and evaluation, and to promote planning to adapt early to climate change.

MEDIUM TERM GOALS AND ACTIVITIES

By its work on communication, information and outreach, the AC aims to help achieve, within the relatively short time period of 10 years, that:

- a. Adaptation is integrated in the 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 integrated in the education of the new generation;
- e. Adaptation is a top of mind subject with the public and a trending topic in the media, including social media;
- f. Adaptation is of equal importance at COP as mitigation of GHG emissions.

To be most effective the AC will coordinate the release of its publications with relevant conferences and meetings held under the UNFCCC and, as appropriate, in collaboration with external stakeholders. The AC intends to create an 'open window' for communication, with the aim of working closely with external stakeholders/observers to better identify opportunities, questions, target groups and other related issues for effective communication, information and outreach. Therefore the AC will arrange for interactions with observer organizations present at AC meetings and discuss these issues with other interested parties, as appropriate.

The AC will reach out to all relevant groups of actors, communities and organizations, particularly the most vulnerable people and countries, whether or not directly involved in the UNFCCC process.

If appropriate, the AC will also target events focusing on related issues, such as poverty reduction etc., where the needs and survival of the poorest and most vulnerable are directly addressed, aiming to advocate the interconnectivity between these issues and climate change.

More specifically, the AC will:

In 2014

- Interact with bodies under the Convention, including by organizing a special event during SB40 on 'promoting synergy and strengthening engagement with national, regional and international organizations, centers and networks', inviting also TEC, LEG and SCF; and by contributing to other events, such as the Durban Forum on Capacity Building;
- Interact with the IPCC, including by organizing a dedicated meeting between IPCC WGII lead authors and members of the AC, also during SB 40;
- Contribute to other relevant events, such as the Adaptation Knowledge Day;
- Prepare the 2014 thematic report on adaptation planning and implementation, with a focus on institutional arrangements for adaptation;
- Stimulate interaction with observers in the elaboration of the AC's work plan and collaborate in the preparation of products.

In 2014–2015

- Stimulate the preparation of factsheets on the effects of climate change in relation to water, health and food security by national experts and UN-organizations and make them available to the UNFCCC community and external stakeholders;
 - Inform the constituted bodies of the UNFCCC on progress made on issues related to adaptation and the work of the AC;
 - Identify and use opportunities for communication and information and seek cooperation with other stakeholders to maximize the effects of joint efforts, showcase the positive results of interactive and multiparty activities;
 - Support outreach activities towards the private sector, including through identifying business opportunities for adaptation and organizing a workshop;
 - Participate in meetings of relevant bodies under the Convention to improve coherence and mutual understanding of adaptation under the Convention.
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