

Proposal for Climate Change outreach

Disseminating messages from the
IPCC reports in support of Article 6
of UNFCCC

Background

- The Convention is inviting IGO's to develop responses to the Article 6 Work Programme
- An Interagency Steering Group composed of IPCC, UNFCCC, UNEP, UNDP, WMO and UNITAR was established during COP 7 in Marrakech – other partners to be invited as appropriate
- First meeting held in Geneva December 7 appointed UNEP as lead agency
- Responsibility in UNEP shared between UNEP/DEC and UNEP/GRID-Arendal

Objective

- Making Third Assessment Report, Special Reports and Technical Papers more accessible and useful to key target groups
- Target groups: parliamentarians, business, youth, journalists
- Support governments, in particular in developing countries, to inform key constituencies including target groups

Approach

- Needs assessment and preparation of campaigns and information material in cooperation with representatives from target groups
- Use existing information material in partner organisations as appropriate
- Develop new information material easy to understand and scientifically correct
- Use of media (TV,radio, newspapers, magazines), WWW, hard copy material, CD-ROM, workshops as appropriate
- Prioritize campaigns in developing countries supporting government institutional capacity to develop their own public awareness programmes
- Identify opportunities for synergies with other conventions and other UNFCCC activities (i.e. With UNFCCC National Action Programme on Adaptation)

Preparatory activities

- Needs assessment building on a GEF funded UNEP assessment in 10 countries carried out in 1998.
- Update made in cooperation with representatives from target groups (WBCSD/ICC, IPU/GLOBE, Global youth organisations (environment, religion, aid), associations of environmental journalists)
- Draft proposal developed and copied to this workshop inviting for comments comments and partnership

Sub Projects

- Facilitate national and sub-regional efforts to disseminate IPCC findings to key sectors and stakeholders
- Production of new user friendly information material targeted to user groups
- Campaign for parliamentarians
- Campaign for business
- Campaign for youth
- Campaign for journalists
- Enhance distribution of official IPCC publications
- Establish a Climate Change Outreach resource centre

Current material

- Information Kit and Beginner's guide
- Technology and energy reports and guides
- Power point presentations
- Web portals
- Video clips (Television for the Environment)
- Simplified brochures, photographs, cartoons, CD ROMs
- Partners information materials (survey)

Project partnership

- UNEP (implementing agency)
- WMO
- IPCC
- UNFCCC
- Vital Climate Graphics
- UNITAR
- UNDP
- FAO
- IUCN
- World Bank/regional development banks
- Governments
- Target group representatives
- others

Budget

- **\$ 1, 685,000 for 2002/3 (UNEP contribution 390 000):**
- Project preparation/needs assessment 100,000
- IPCC material (translation/reproduction) 50,000
- New Materials 200,000
- National outreach 6 countries 600,000
- Target group campaigns 360,000
- Outreach centre/web portal 100,000
- UNEP staff time (in kind) 140,000
- Stocks of material 50,000
- Overhead 85,000

Next step

- Finalise draft based on input from workshop (June)
- Prepare fund raising strategy and mobilize funds
- Start implementation (autumn 2002)