

**Fifth Meeting of the Adaptation Committee
Bonn, Germany, 5–7 March 2014****Revised Communication, Information and Outreach Strategy**

As part of the Cancun Adaptation Framework, Parties established the Adaptation Committee 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, a. o. through stimulating the dialogue and informing relevant actors and stakeholders inside and outside the climate community about adaptation to the impacts of climate change.

The climate community is a major target audience for the communication of the AC, including the dissemination of AC recommendations and reports. In this context the climate community is expected to enclose the COP, including its bodies and (expert) groups, individual Parties, NGOs, press and all other institutions and companies accredited.

Additionally, the AC is dedicated to build further awareness for the impacts of climate change outside the climate community by providing information and engage 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 climate community enclose a 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.

The audience for the communication and information is therefore not homogeneous; it ranges from professionals inside the UNFCCC to experts and civilians outside the climate community.

The AC recognizes that different groups may need different information to make informed decisions and be effective in their actions on the challenge of adaptation to climate change. It is necessary for the AC to understand the nature of the different audiences to be successful in effective, tailored communication and send a message that is clear and easily understood.

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

Initially the communications activities of the AC will be directed to:

- Exploring and activating 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;
- Providing concrete information through the Annual Adaptation Forum 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;

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 show successful projects and programs 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 early adapt to climate change.

Medium term goals and activities

By its work on communication, information and outreach the Adaptation Committee aims to help achieve that, although in terms of climate change this is a fairly short period, in 10 years' time:

- 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.

For the coming years the AC will include in every AC report a summary geared towards the target audience but evenly understandable for other relevant actors and strive to achieve that publications are supported by media attention. To be most effective the AC will seek opportunities to coordinate the release of publications with relevant conferences, meetings, etc., whether inside or outside the climate community.

The AC will reach out to all relevant groups of actors, communities and organizations by making presentations and publications, to promote awareness and show coherence in the adaptation activities and more specific also give a podium to actors –especially those from the private sector- outside the climate community.

More specific, the AC will:

In 2013

- Organize the first session of the Annual Adaptation Forum at COP 19;
- Present the 2013 thematic report on “ the State of Adaptation under the United Nations Framework Convention on Climate Change” at COP 19;
- Prepare and make publicly available FAQs on adaptation and the work of the AC as reference tool for AC members and interested actors inside and outside the climate community;
- Create a set of PPT slides on adaptation and the work of the AC, for the use of the AC.

In 2014

- Stimulate that the performance of adaptation and adaptation activities is evaluated as part of national communications and report to COP 20;
- Organize the second session of the Annual Adaptation Forum at COP 20;
- Present the 2014 thematic report on “Tools and knowledge available, lessons learned, and challenges faced in the application of different approaches guiding national adaptation” (working title).

In 2014-2015

- 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 and organizing a workshop;
- Participate in meetings of relevant bodies under the Convention –such as LEG, TEC, CTCN, etc. – to improve coherence and mutual understanding on adaptation under the Convention.

UNFCCC Adaptation Committee

Communication, Information and Outreach Strategy

BACKGROUND

1. Background and introduction

As part of the Cancun Adaptation Framework, Parties established the Adaptation Committee to promote the implementation of enhanced action on adaptation in a coherent manner under the Convention, inter alia, through the following functions:

- a. Providing technical support and guidance to the Parties, respecting the country-driven approach, with a view to facilitating the implementation of adaptation activities, including those listed in paragraphs 14 and 15 of decision 1/CP.16 (Annex 1), where appropriate;
- b. Strengthening, consolidating and enhancing the sharing of relevant information, knowledge, experience and good practices, at the local, national, regional and international levels, taking into account, as appropriate, traditional knowledge and practices;
- c. Promoting synergy and strengthening engagement with national, regional and international organizations, centers and networks, in order to enhance the implementation of adaptation actions, in particular in developing country Parties;
- d. Providing information and recommendations, drawing on adaptation good practices, for consideration by the Conference of the Parties when providing guidance on means to incentivize the implementation of adaptation actions, including finance, technology and capacity-building and other ways to enable climate-resilient development and reduce vulnerability, including to the operating entities of the financial mechanism of the Convention, as appropriate;
- e. Considering information communicated by Parties on their monitoring and review of adaptation actions, support provided and received, possible needs and gaps and other relevant information, including information communicated under the Convention, with a view to recommending what further actions may be required, as appropriate;

For its strategy for communication, information and outreach, the AC took note of the methodology considered by the UNFCCC Adaptation Program for the development of their communications strategy. In that methodology the definition of a future-oriented vision and an output oriented mission is essential, to frame the activities and to enable the elaboration of different messages tailored to specific stakeholders and taking advantage of all available messaging tools.

In developing its Communication, Information and Outreach Strategy, the Adaptation Committee recognized some observations on climate and climate change as pivotal for its communication, information and outreach activities:

- a. Too many people are already adversely affected by their current climate situation.
- b. The variability of our current climate implies that even rare weather events, such as long drought periods and severe storms, can be expected to occur on a more or less regular basis. Such events can cause damage in developing as well as developed countries, showing that every community, economy or ecosystem is to some extent vulnerable for climate related anomalies.

High vulnerability of a community, economy or ecosystem, shown by frequent and large damage, could be considered as an 'adaptation deficit' to our current climate. Growing awareness of such 'adaptation deficit' should be taken on board in the communication about adapting to climate change, as a basis for a more integrated approach for adaption to climate and climate change.

- c. While much is happening in terms of planning and implementation of adaptation measures, such actions often aren't visible enough. Overall, progress is too slow. In the past years there has been a growing understanding that, in spite of all mitigation efforts, climate change is unavoidable. As a consequence, in some development projects adaptation is already part of the design -however- in most cases rather invisible. Making such showcases more explicit can help mainstreaming adaptation measures as a fundamental part of all projects relevant to climate resilient development. Additionally we need to improve awareness on the effects of climate change in order to show that climate related risks are upon us and that we urgently need to start planning for adaptation measures to be implemented in the (near) future.

2. Vision and mission

Vision

The AC communication, information and outreach contributes to a worldwide increase of awareness on the need to urgently adapt to the unavoidable effects of climate change, both within and outside the climate community.

This brings about that -in the near future- people and organizations are aware that these effects might not only come from extreme events -such as floods, severe storms, excessive drought, etc.- but also from slow onset changes such as increasing salinization caused by sea level rise or growing irrigation needs. People and organizations understand, and act accordingly, that timely adaptation is necessary to prevent, stabilize and reduce possible losses and damage from weather and climate related events.

It also helps to realize that stakeholders, decision makers and the like outside the climate change community are well informed about the consequences and opportunities of climate change and the necessities for timely action and have integrated climate risks in their decision making, planning etc. (mainstreaming).

Mission statement

In the view of the Parties (1/CP.16/para.2 (b)) adaptation must be addressed with the same priority as mitigation and requires appropriate institutional arrangements to enhance adaptation action and support.

Therefore the mission of the Adaptation Committee is to raise the profile of adaptation by informing the climate community about the need for early actions to decrease the vulnerability of societies, economies and eco-systems and about the added value of increasing resilience to the impacts of climate change.

Furthermore the Adaptation Committee is dedicated to reach out to the world outside the climate community -ranging from individuals to organizations on the local, regional and national level and also including private sector companies- by informing them about the threats and opportunities associated with the effects of climate change and highlighting changes for exchange and cooperation between stakeholders inside and outside the climate community. To be effective, information of the AC should avoid polarizing in all cases and help to overcome barriers in order to speed up adaptation.'

3. Medium term goals

By its work on communication, information and outreach the Adaptation Committee aims to help achieve that, although in terms of climate change this is a fairly short period, in 10 years' time:

- 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;

In achieving this task, the efforts of the Adaptation Committee are directed to both the climate community -i.e. the UNFCCC and related UN-organizations, NGO's and relevant institutions- and the general public and private companies.

4. Strategy

The AC realizes that measures to adapt to the effects of climate change might also benefit efforts to fight the adverse effects of other factors that hamper sustainable and resilient development of communities, economies and ecosystems. Therefore, on matters of communication and information on adaptation to climate change, the AC will look upon possibilities and opportunities for an integrated approach on each level -convention, program, project- to favor the effectiveness and sustainability of otherwise solitaire and isolated efforts.

Since an adaptation deficit –i.e. limited ability to cope with the current climate- might be enlarged by the effects of a combination of factors (desertification, deforestation, urbanization, etc.) the AC will also highlight opportunities for integrated action of the whole of these adverse effects.

- Where possible the AC will identify and utilize synergies with other goals related to sustainable development and jointly use the existing communication channels.

For the purposes of the AC, adaptation could be characterized as 'climate resilient development, providing a cost effective response to climate change with multiple benefits across sectors'. In this way adaptation is framed towards a more positive and challenging connotation, connecting climate and climate change and taking into account the needs and capacities of distinct events and societies.

- Branding and reframing adaptation in a different way is essential for the AC to raise awareness for adaptation, taking better into account the relevant expertise of all Parties and at all levels and the whole of influences limiting sustainable development.

Showing progress and success of adaptation efforts is an important factor in enthusing individuals, communities and companies to act themselves. In that way this seems to be an essential factor for successful awareness raising both inside and outside the climate community.

- Where helpful in reaching its goals, the AC will include information on results and insights from monitoring and evaluation of implementation of adaptation in its communications.

Success will be measured on both ends of the chain: on the delivering side - i.e. what information and how many messages have been sent out, or how many topics were covered by a publication- as well as on the receiving side – i.e. measuring what information has been absorbed and used in planning for adaptation, whether our communication has put adaptation higher on the political agenda etc.

- An important and effective way to success is the identification of opinion leaders, trend setters and other ‘champions’, and convince them to act as messengers for the adaptation challenge.

The audience

The audience for the communication and information is not homogeneous; it ranges from professionals inside the UNFCCC to experts and civilians outside the climate community. The AC recognizes that different groups may need different information to be effective in their decisions and way of acting on the challenge of adaptation to climate change.

Reaching the poorest and most vulnerable is a challenge on its own since climate change might very well be not so relevant to them in the context of their actual day-to-day problems. In this context, action could therefore also include motivating others to take responsibility and act timely. For instance governments encouraging indigenous people through dedicated information and providing tools accordingly.

It is necessary to understand the nature of the different audiences to be successful in effective, tailored communication. For that reason a distinction is made in ‘internal’ and ‘external’ communication, where internal communication is targeted to the Convention and its bodies and closely related groups and organizations and external communication to groups with no direct connection to or specific interest in the work of the UNFCCC and its bodies.

Internal Communication

An important task for the AC is to provide *the Convention and its bodies* with the latest information on adaptation. To enhance coherence, possible interrelations between the distinct groups and initiatives in the context of the Convention are well taken into consideration and changes for synergy highlighted. This information can be used in and to the background of the negotiations, not only on adaptation but also on related aspects on mitigation.

Additionally the internal communication is directed to *groups and organizations within the climate community but outside the Convention*, such as UN specialized organizations (FAO, WMO, WHO, etc.) and convention secretariats (ICAO, IMO, Desertification, Biodiversity, etc.), NGO’s, business organizations, etc.

It is expected that this part of the audience has a good background knowledge of adaptation and the focus of communication is therefore on improving coherence, raising awareness and sharing good practices and lessons learned in technology and governance.

External Communication

External communication is directed to target *groups with an interest in the consequences of climate change, but not connected to or directly interested in the work of the UNFCCC and its bodies*. More specific this could be communities, companies and NGO’s, but also parts of government not directly connected to the negotiations. These target groups represent a great variety of interests and objectives, so a further distinction is made in:

- a. *Wide-range communication on adaptation*. This type of communication is general by nature and is aiming at ‘image building’ and ‘awareness raising’. The main target groups will probably be the general public and people entering the climate discussion

- b. *In-depth communication to specific groups.* This type of communication is dedicated to tailored information and aims to influence the process and outcome of decision making within these groups.

The means

In its communication, information and outreach efforts the AC strives to use already existing channels, to be most efficient both in distributing its message as in listening to exterior voices. This means that in the efforts attention will be given to connecting with -and using- regular channels of relevant UN-bodies, in particular UNFCCC, and make use of their 'communication windows'.

In addition the AC might anticipate and respond to communication and information needs by means of contributing to interviews, press releases, conferences, side events, webpage, social media, broadcast, etc. Also, for the purpose of addressing specific targets groups the AC might contribute to dedicated events, presentations and other means to effectively raise awareness on adaptation issues.

The AC is aware that effective and sustainable adaptation might include both technology and governance oriented measures. In its efforts to raise awareness for adaptation, the AC might include both technological and governance oriented showcases in its communications, for instance on Parties' efforts in the field of the development and implementation of emergency plans and early-warning systems.

In all cases -target groups, events, presentations, etc.- the message of the AC should be clear and concise to make it easily understood. Developing the essence of his message as a 'brand' is the basis for making it easily understood and remembered.

ADDRESSING THE CLIMATE COMMUNITY

On adaptation, characteristic for the climate community is its diversity in opinions on the nature of the relation between events occurring and climate change. The work of the AC will therefore be directed primarily to raise awareness for the possible effects of both extreme and slow onset climate related events on communities, economies and ecosystems, without acknowledging them to either climate or climate change. This will include, if appropriate, value free information and communication on scientific facts and opinions on any relation between climate and weather events and climate change.

Communication

The essence of communication is the imparting or exchanging of information by speaking, writing, or using some other medium. The efforts of the AC are therefore directed to establishing, stimulating and facilitating the dialogue on adaptation. For that purpose the AC established **the Annual Adaptation Forum** with the aim to raise the profile of adaptation and solidify linkages and partnerships between adaptation experts and the work of the UNFCCC.

The Annual Adaptation Forum (AAF) will happen once a year with the objective to:
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| <ul style="list-style-type: none"> a. enhance knowledge and understanding of vulnerabilities and adaptation activities in developing and developed countries; b. contribute to strengthening dialogue, coherence and synergies among Parties and institutions and organizations active in adaptation; c. contribute to enhancing action and support, including finance, technology and capacity. |
|---|

Furthermore the AC will **support forums and workshops** on adaptation within the framework of the Convention through presentations, participation in panel discussions, etc. and **highlight**

opportunities for discussion on adaptation between Parties and with representatives of organizations within the climate community. To improve the coherence on adaptation issues within the framework of the Convention, the AC will invite representatives of relevant bodies, such as LEG, TEC, CTCN, etc., to AC meetings when appropriate and attend meetings of these bodies when invited.

Information

Information is about providing facts, meaning that -in the context of the Convention- the work of the AC will not only be on raising attention for scientific facts on adaptation, as provided by the IPCC and acknowledged scientific institutions, but also to contribute to a more encouraging and positive attitude towards adaptation by identifying and showing successful projects and programs.

For that purpose the AC will **stimulate the preparation and dissemination of factsheets and presentations on specific issues and other concise informative notes**, with the aim that relevant reports and insights become easier available to the audience. Also the AC strives to **realize increasing attention for adaptation in relevant meetings, documents and releases of the UNFCCC**.

Outreach

The work of the AC is dedicated to grow awareness of adaptation needs and opportunities in developing as well as developed country Parties. Although direct influence might be difficult to measure in concrete terms, the AC seeks to communicate on **the results of adaptation related activities**, both on successes and lessons learned. On the technology side this may be for instance on the use of local expertise and knowledge in adaptation projects -as a measure for effective capacity building- and on the governance side the extent to which countries take responsibility for their adaptation (awareness) by identifying climate related problems, developing adaptation plans and establishing priorities for urgent action.

ADDRESSING THE WORLD OUTSIDE

It can be expected that the general public might have a strong opinion about climate change, based on both objective and biased publications in the press and other media. For this part of the audience the AC will focus on adaptation only, whether or not it comes forth from climate or climate change. In this way discussion about the need for adaptation to the effects of climate change might be avoided or framed as a wise no-regret option.

To be effective it is necessary to involve forerunners on the executive level from the private sector in the communication and to show examples of successful cooperation between government, private sector and knowledge institutions on planning and implementation of adaptation.

Communication

The essence of communication is the exchange of information in discussions in forums, workshop, press and other communication media. The AC strives to use language that can easily be understood by the target audience, meaning for instance that UNFCCC jargon will be avoided. The AC believes that a **calendar showing relevant events to communicate** with the general public on adaptation, as made by IISD, is helpful to effectively coordinate the message and performance on this issue. The AC will simulate that **results of discussions at these events are made available to the Parties for further consideration**.

Furthermore, the AC strives to stimulate the attention for **business opportunities** for the private sector, including financial institutions, amongst others through showing and highlighting of ongoing and new initiatives from Parties.

Information

Towards the outside world the AC will focus on showing facts on trends in climate events and the effects, thereof. This might for instance include slow onset effects of longer drought periods and increased salt intrusion as well as the effects of instant calamities as hurricane Sandy on the US east coast. Awareness of these risks make clear that adaptation is required, to make communities, economies and ecosystems climate proof to both climate and climate change. Next to that the AC strives to be a catalyst for efforts showing successful adaptation projects and programs in both developing as developed countries, for instance by **stimulating the preparation and dissemination of factsheets on these issues** with the aim that relevant reports and insights become easier available to the audience.

Outreach

Influence of activities of the AC to the opinion and actions outside the climate community might be in the tone and content of publications about adaptation to climate change in the mass media and trending discussions in social media. When available, the AC will actively **support broad dissemination of evaluations** on this issue.

5. Output

The AC, in close cooperation with the UNFCCC communications department, will look for alliances to expand the network and identify and use opportunities in- and outside the climate community to raise awareness for adaptation and promote adaptation as an opportunity for development. In all cases it is essential that a vital dialogue is developed between all relevant actors and stakeholders to ensure a free flow of information and successful cooperation.

In the initial stage the focus in the efforts of the AC might be directed to exploring the relevant actors in the network, i.e.:

- a. identify and connect to communication officers/projects within the climate community
- b. identify target groups and define their specific objectives, in order to better identify the tailored key message
- c. look for opinion leaders ('champions') in target groups, to address the issue.

For the longer term it might be expected that the core of the communication, information and outreach activities of the AC might shift from awareness building and promotion of planning to showing successful responses through public, private and public-private partnerships.

For the realization and implementation of its strategy on Communication, Information and Outreach, the AC highly depends on capacity made available by or through the communications department of the UNFCCC. The AC will develop an activities outlook, including a time path, to be actualized regularly (Annex 2) to assure effective implementation within reasonable constraints of time and capacity.

ANNEX 1: Paragraphs 14 and 15 of decision 1/CP.16

14. *Invites* all Parties to enhance action on adaptation under the Cancun Adaptation Framework, taking into account their common but differentiated responsibilities and respective capabilities, and specific national and regional development priorities, objectives and circumstances, by undertaking, inter alia, the following:

- (a) Planning, prioritizing and implementing adaptation actions, including projects and programmes,¹ and actions identified in national and subnational adaptation plans and strategies, national adaptation programmes of action of the least developed countries, national communications, technology needs assessments and other relevant national planning documents;
- (b) Impact, vulnerability and adaptation assessments, including assessments of financial needs as well as economic, social and environmental evaluation of adaptation options;
- (c) Strengthening institutional capacities and enabling environments for adaptation, including for climate-resilient development and vulnerability reduction; including in the areas of water resources; health; agriculture and food security; infrastructure; socioeconomic activities; terrestrial, freshwater and marine ecosystems; and coastal zones.
- (d) Building resilience of socio-economic and ecological systems, including through economic diversification and sustainable management of natural resources;
- (e) Enhancing climate change related disaster risk reduction strategies, taking into consideration the Hyogo Framework for Action,² where appropriate, early warning systems, risk assessment and management, and sharing and transfer mechanisms such as insurance, at the local, national, subregional and regional levels, as appropriate;
- (f) Measures to enhance understanding, coordination and cooperation with regard to climate change induced displacement, migration and planned relocation, where appropriate, at the national, regional and international levels;
- (g) Research, development, demonstration, diffusion, deployment and transfer of technologies, practices and processes, and capacity-building for adaptation, with a view to promoting access to technologies, in particular in developing country Parties;
- (h) Strengthening data, information and knowledge systems, education and public awareness;
- (i) Improving climate-related research and systematic observation for climate data collection, archiving, analysis and modelling in order to provide decision makers at the national and regional levels with improved climate-related data and information;

15. *Decides* to hereby establish a process to enable least developed country Parties to formulate and implement national adaptation plans, building upon their experience in preparing and implementing national adaptation programmes of action, as a means of identifying medium- and long-term adaptation needs and developing and implementing strategies and programmes to address those needs;

ANNEX 2: Activities outlook 2013-2014:

For the coming years the AC will realize that every AC report contains a summary geared towards the target audience but evenly understandable for other relevant actors and strive to achieve that publications are supported by media attention. To be most effective the AC will seek opportunities to coordinate the release of publications with relevant conferences, meetings, etc., whether inside or outside the climate community.

The AC will reach out to all relevant groups of actors, communities and organizations by making presentations and publications, to promote awareness and show coherence in the adaptation activities and more specific also give a podium to actors –especially those from the private sector- outside the climate community.

More specific, the AC will:

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in 2014-2015

- 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 and organizing a workshop
 - Participate in meetings of relevant bodies under the Convention –such as LEG, TEC, CTCN, etc. – to improve coherence and mutual understanding on adaptation under the Convention.
-