

## **Nairobi work programme on impacts, vulnerability and adaptation to climate change**

Summary note of the survey of national focal points to identify priority needs for the dissemination of products related to impacts, vulnerability and adaptation to climate change under the Nairobi work programme

### **I. Introduction**

#### **A. Background**

At its thirty-fourth session, the SBSTA requested the secretariat to conduct a survey of national focal points to identify priority needs for the dissemination of products related to impacts, vulnerability and adaptation to climate change under the Nairobi work programme (NWP).<sup>1</sup>

The secretariat conducted the survey between July 25<sup>th</sup> and August 19<sup>th</sup>, 2011 inviting all national focal points to respond to the survey online or using a form that sent via email.

Fifty Parties not included in Annex I to the Convention (non-Annex I Parties) and 17 Parties included in Annex I to the Convention fully answered the survey. The survey was completed by countries from all UN regions. 40% of the national focal points delegated the task of answering the survey to other officers within their country, who were possibly more familiar with the NWP.

The survey focussed on the following areas:

1. NWP knowledge product awareness and needs;
2. Enhancing dissemination of NWP knowledge products including through National Focal Points, NWP partner organizations and adaptation networks and knowledge platforms.

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<sup>1</sup> SBSTA/2011/2, paragraph 23(a)

## II. Summary of findings

### A. Knowledge product awareness and needs

The survey demonstrated that there is potential for increasing awareness about NWP knowledge products. All Parties indicated familiarity with the NWP and its objectives, however, only 80% indicated that they are familiar with NWP publications and/or knowledge products.

The survey also highlighted a need to develop further knowledge products on the NWP work areas. 72% of the respondents considered that more products on specific focus areas (e.g. 'climate change and freshwater resources') would be useful, as described in Figure 1 below.

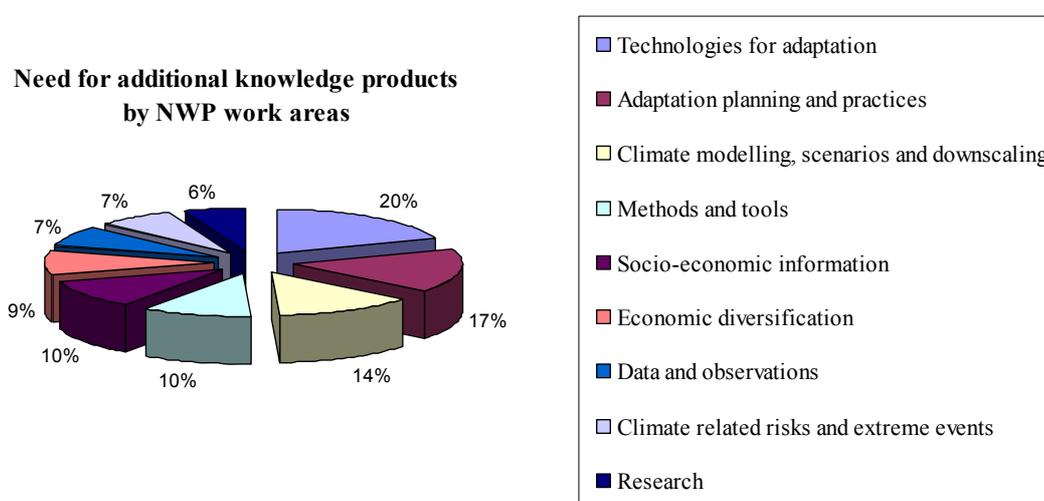


Figure 1. NWP work areas with need for additional knowledge products

In addition, respondents mentioned the need for emphasis on new topics, such as on traditional practice/indigenous knowledge and innovative adaptation financing mechanisms. Others identified a need for publications to be more region-, sector- and/or audience-specific, and aimed at providing user-friendly, concrete adaptation examples to facilitate on-the-ground implementation.

Respondents were most familiar with brochures, among other types of NWP knowledge products including books, e-updates, leaflets, online databases, etc.

There is considerable scope for Parties to improve their understanding and knowledge about the NWP database of partner organizations. About a half of respondents surveyed (57%) were not aware of the NWP database of over 200 partner organizations, and their associated Action Pledges and experts.

### B. Dissemination of knowledge products

Respondents indicated a preference for receiving information through electronic means. Over 80% indicated they knew where to find NWP knowledge products on the UNFCCC website. However, over a third considered that not receiving knowledge products in hard copy was a barrier.

Over half of the respondents indicated interest in being informed about new publications and knowledge products when they become available (by email, newsletters, or social media). Other responses included checking the UNFCCC website and receiving such information at workshops/sessions.

### Communication preferences of National Focal Points

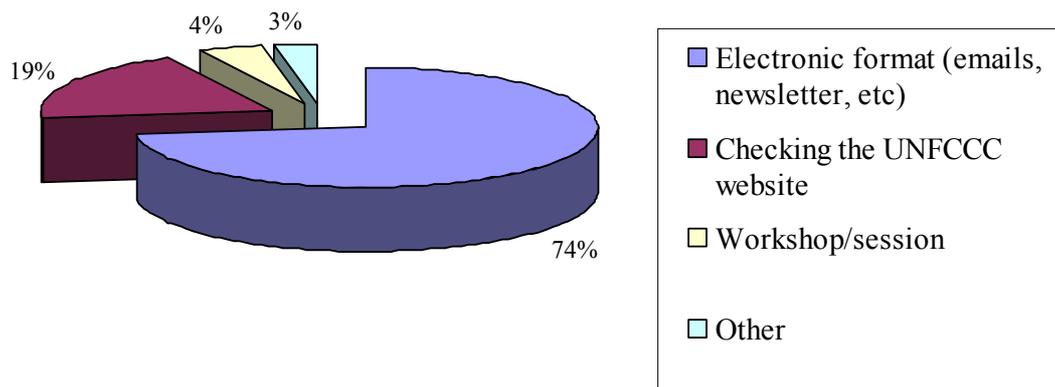


Figure 2. Communication preferences of National Focal Points

Many countries are yet to identify the target audience for NWP knowledge products. Half of the respondents also affirmed that they have not yet identified the target audience in their countries. For Parties that already identified the audience, nearly 60% considered adaptation practitioners and local communities as the audience for which receiving NWP knowledge products is most critical. The survey also revealed that NGOs, followed by academic institutions, sub-national authorities and the private sector attached high priority to receiving information about these products.

The survey indicated a need for improving the dissemination of NWP knowledge products to the national and sub-national level stakeholders. Two out of three Parties pointed out that the NWP knowledge products are not reaching that target audience in their countries. The majority of respondents indicated that dissemination to NGOs, sub-national authorities, adaptation practitioners and academic institutions was moderately effective, whereas dissemination to local communities and the private sector was not effective.

Respondents underlined a range of channels to reach different audiences in their countries. Electronic media was identified as the preferred way for disseminating knowledge products at the national and sub-national levels. Email was the most efficient manner identified for reaching adaptation practitioners (71% of the respondents). The survey indicated that the most effective way to disseminate NWP knowledge products among academic institutions is through publications on the web (75% of the respondents), but also by sending periodic emails to communicate new publications and/or updates. In addition, it was identified that the best way for communicating with NGOs is via social media (e.g. facebook, twitter,

etc.), while the most effective channel to reach sub-national authorities and local communities is by sending them hard copy publications or via workshops and conferences.

Parties also underlined that, for stakeholders who are not familiar with the UNFCCC process, the name “Nairobi work programme” does not appropriately convey the subject matter and it would be more effective to use the word ‘adaptation’ in the title.

In addition, it was proposed that the language style used in NWP knowledge products, including the website itself, should be clearer and with minimal references to decisions and technical details that are important to negotiators only. The survey also revealed that dissemination could be improved by presenting NWP knowledge products through culturally-appropriate media in order for local communities to grasp the concepts being delivered. Suggested methods included hard copy publications, radio or newspaper messaging, periodic community-level meetings and workshops, and visual representations for illiterate audiences.

Respondents indicated the need to enhance dissemination of NWP knowledge products by translating them into other UN languages (82% of the respondents), and if possible in non UN languages. Being aware of UNFCCC secretariat’s lack of resources, some Parties indicated that the bulk of the translation should be a responsibility of national governments in order to facilitate the dissemination.

Surveyed Parties highlighted the need to enhance communication between the secretariat and the national focal points. The survey also revealed that the dissemination of NWP knowledge products would be facilitated and more efficient if countries had an adaptation focal point who could act to channel the information/knowledge to the target audiences in their country and/or enhance the capacity of the national focal point to propagate the knowledge. Furthermore several Parties suggested that if a compilation of target audience contacts were to be provided to the UNFCCC, direct distribution of NWP knowledge products might be more effective.

The following reasons, in order of frequency of mention, were given as to why NWP knowledge products are not reaching their target audiences:

- 1) Lack of information and dissemination from the UNFCCC (31%)
- 2) Lack of cultural appropriateness of format and content (24%)
- 3) Language barrier (17%)
- 4) Lack of domestic resources and mechanism for distribution (14%)
- 5) Lack of relevance of the knowledge product to the region or country (7%)

### ***Role of NWP partner organisations in disseminating NWP knowledge products***

Respondents recognized the importance of NWP partner organizations in disseminating NWP knowledge products. Nearly 80% of the respondents considered the dissemination of knowledge products by NWP partner organizations as very important.

### ***Making use of networks and knowledge platforms in disseminating NWP knowledge products***

In response to how the UNFCCC secretariat can make better use of adaptation networks and knowledge platforms (including global, regional and local networks) to disseminate NWP knowledge products, the following suggestions were included:

- 1) Implementation of periodic review meetings at different levels (international, regional and local levels);
- 2) Improved communication to Parties about existing networks and knowledge platforms;
- 3) Reproducing NWP knowledge products, making them more easily understood, and promoting their access through the websites of networks and knowledge platforms;
- 4) Identifying regional blocks and organizing workshops to disseminate information with a focus on specific regions in each particular time period (e.g. biannually, yearly).

### ***Indicators to evaluate effectiveness of the dissemination***

Respondents also affirmed the importance of indicators to evaluate the effectiveness of distribution of NWP knowledge products. Suggested indicators included page-views and downloads from the UNFCCC website, citations of NWP knowledge products in other publications, and future surveys. Broader suggested indicators included the number of adaptation experts and number of implemented adaptation projects in a country.