

**16<sup>th</sup> meeting of the Adaptation Committee**

**Agenda item 9 (b)**

**Review and update of the Adaptation Committee's communications plan, including a social media strategy**

**Review and update of the Adaptation Committee's communications strategy**

Bonn, Germany, 9-12 September 2019



# Background

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- ❖ AC flexible workplan 2019-21 > review and update the communications plan
- ❖ 2013 > publication of Communication, Information and Outreach Strategy (plan based on a future-oriented vision and output-oriented mission)
- ❖ Social media > more integral to communications and outreach efforts
- ❖ Combine online and offline efforts so that they are well integrated in all AC activities and workstreams



# Mission statement

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- ❖ The AC is working to enhance knowledge sharing and to promote, support and guide enhanced adaptation actions under the Convention.
- ❖ In its work the AC draws upon good practises and lessons learned from the Parties and regional and international organisations, centres and networks.
- ❖ It is the United Nations' leading voice on adaptation, working to ensure that all bodies and organizations under the UN System work together to chart a path to a climate-resilient future.
- ❖ In the UNFCCC process, it is the overall advisory body on adaptation and promotes coherence of adaptation actions taken under the UNFCCC



# Strategy

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## ❖ Target audiences

- Parties, constituted bodies under the UNFCCC, potential partner organizations, multipliers, adaptation experts and practitioners, general audience

## ❖ Style

- Clear, simple and concise written and oral communication (avoiding jargon)

## ❖ Channels

- UNFCCC channels, including social media channels + orgs collaborating with the AC
- External multipliers (mailing lists, newsletters, Adaptation-related websites )

## ❖ Products

- Official docs, reports and TPs, infographics and visuals, events, videos

## ❖ Measurable results

- Tracking good practices and lessons learned, statistics



## Next steps

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**The AC may wish to**, with support of the secretariat:

- Create a detailed communications plan to implement the communications strategy;
- Enhance the use of the UNFCCC's channels;
- Create and maintain a list of relevant multipliers;
- Keep a track record of good practices and lessons learned as well as statistics on communication activities, wherever possible and significant;
- Evaluate the strategy in 2021, as stipulated in the flexible workplan, and explore options for conducting a survey of target audiences to inform the evaluation

