

15<sup>th</sup> meeting of the Adaptation Committee

Agenda item 9 (b)

## **Awareness-raising, outreach and sharing of information**

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

Bonn, Germany, 19-21 March 2019



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# Background

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- ❖ **2013 Communication, Information and Outreach strategy** (future-oriented vision and output-oriented mission)
  - Challenging to be actively used:
    - ✓ Unfocused nature
    - ✓ Hard to translate into concrete actions or measurable targets
- ❖ Landscape of international climate action has substantially changed -> Paris Agreement and COP24 outcomes
- ❖ Social media potential for multiplier effect
- ❖ Combination of online & offline efforts > all audiences
- ❖ **AC's 2019-21 work plan** -> Review and update the communications plan.
  - Set the mission, objectives, target audiences and priorities for the communications activities to promote the work and the role of the AC
  - Be more efficiently coordinated with the workstreams of the AC's flexible workplan 2019-21



# Mission statement of the Adaptation Committee

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The AC offers expert guidance that helps countries, civil society and businesses to build resilience and adapt to the changing climate. 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.



# Objectives

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- a) Enhance the profile of the Adaptation Committee as a recognized body on adaptation for Parties and non-Party stakeholders, as well as the UN System
  - b) Improve understanding of the nature and value of the Adaptation Committee's work, and its role in enhancing effective international adaptation action
  - c) Increase reach and usage of Adaptation Committee resources, including reports, papers, and other knowledge products and events
  - d) Enhance the attention and thus (virtual) participation in Adaptation Committee events
  - e) Strengthen existing partnerships, and build new ones, with other bodies under the UNFCCC process and external organizations working on adaptation
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# Strategy by key audience

Key audience	Objective (see 3)	Main channels (see 4.3)	Products (see 4.4)
Parties	a, b, c, d	UNFCCC website, UNFCCC twitter, mailing lists	Official documents, Reports and technical papers, events, calls for submissions
Potential partner organizations, including UN System organizations and constituencies	a, b, c, d, e	UNFCCC website and newsroom, Twitter, Facebook, newsletters	Reports and technical papers, events, calls for submission
Multipliers	c, d	UNFCCC website and newsroom, Twitter, Facebook, multiplier's own channels (mailing lists, newsletters)	Reports and technical papers, events, visuals, blog posts and op eds
Adaptation experts and practitioners	a, b, c, d	UNFCCC newsroom, LinkedIn, Twitter, newsletters, external channels	Reports and technical papers, events, blog posts and op eds
General audience	a, b, c	Twitter, Facebook, Instagram, external channels	Visuals, videos, blog posts and op eds



# Next steps

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## **The AC may wish to:**

Consider the information contained in the paper and request its working group, with support from the secretariat, to:

- 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, 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

