

The Challenge

“Estimated global emissions levels in 2020 based on the Cancún Pledges are not consistent with cost-effective mitigation trajectories that are at least about as likely as not to limit warming to below 2°C relative to pre-industrial levels, but they do not preclude the option to meet this goal (high confidence)” AR5 SYR

“Effective adaptation and mitigation responses will depend on policies and measures across multiple scales: international, regional, national and sub national. Policies across all scales supporting technology development, diffusion and transfer, as well as finance for response to climate change, can complement and enhance the effectiveness of policies that directly promote adaptation and mitigation. {4.4}”
AR5 SYR

“evapotranspiration”

“mole fraction”

“radiative forcing”

“anthropogenic”

“RCP 2.6”

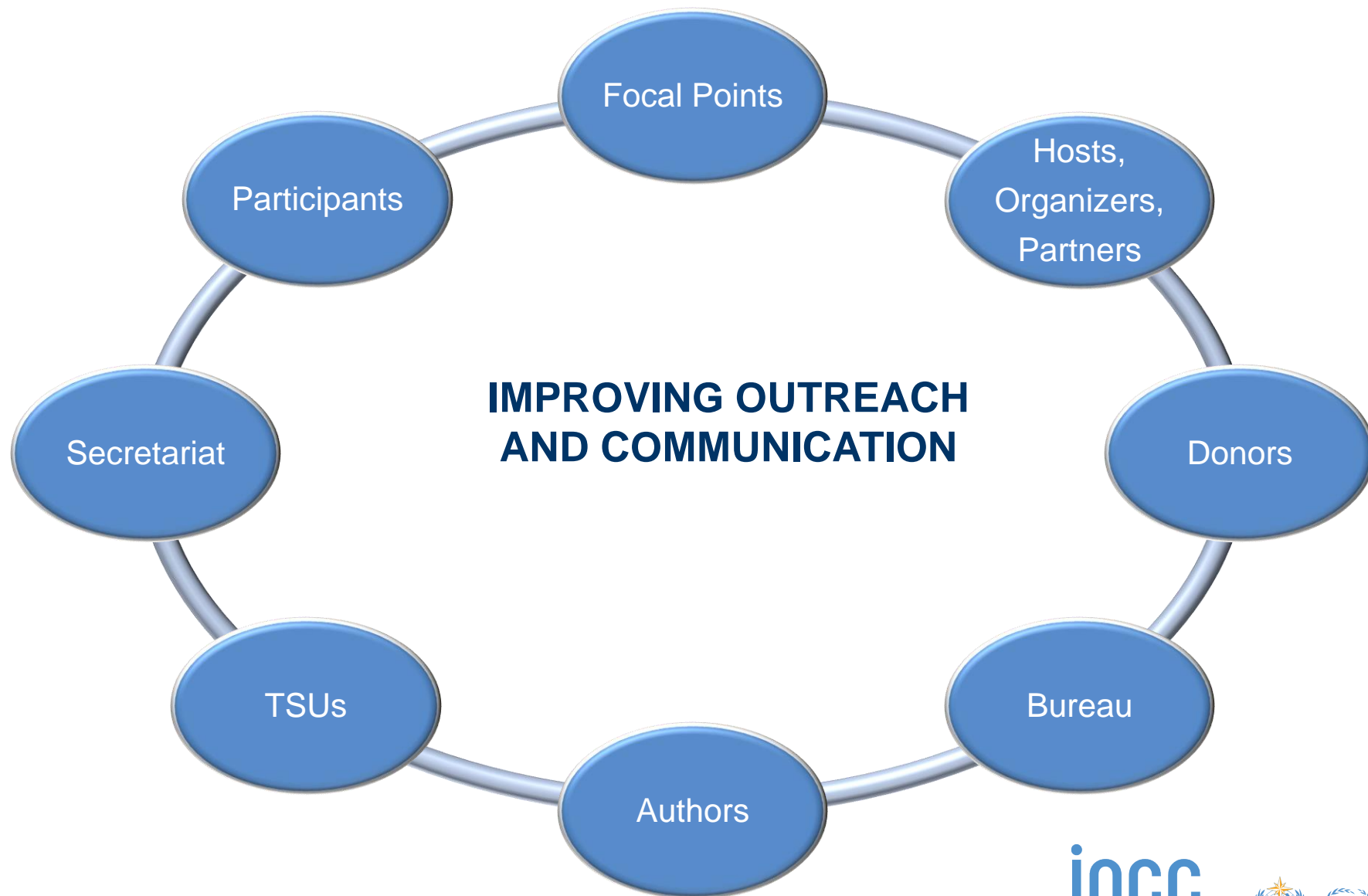
“cryosphere”

“stomatal”

Communication: Tailored to the Needs of the Audience



Working Together Towards a Common Goal



Strengthening Communication

Media & Communications Trainings



CLIMATE outreach

Principles for effective communication and public engagement on climate change

A Handbook for IPCC authors

1. Be a confident communicator
2. Talk about the real world, not abstract ideas
3. Connect
4. Tell a story
5. Lead with solutions
6. Use the right language

Handbook commissioned by IPCC WG1 TSU



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Accessible Language

