

**Eighth meeting of the Executive Committee of the Warsaw International
Mechanism for Loss and Damage associated with Climate Change Impacts Bonn,
Germany, 18–21 September 2018**

Reference document for item 9

Draft communication strategy of the Executive Committee

I. Mandate and previous considerations

1. Noting the importance of enhancing the effectiveness of Excom's outreach and communication, Excom 5 initiated discussion on this matter and continued through Excom 6. Excom 7, in a parallel working group setting, considered the following initial set of elements for a draft communication strategy:
 - (i) Defining objectives for communication and outreach that help advance the functions of the Warsaw International Mechanism, and go beyond giving visibility to the work of the Excom. This may require defining target audiences and different communication modalities for relevant activities under each workstream;
 - (ii) Approaching communication as a two-way process, which enables the Excom to receive inputs and feedback from target audiences in a dialogue that would span local, national and international levels;
 - (iii) Developing easy-access information and communication products.
2. Excom 7 agreed that a working group continues developing the draft communication strategy intersessionally, with a view to sharing the outcome of their work at Excom 8.

II. Intersessional work

3. The coordinator of the intersessional working group requested the secretariat to incorporate suggestions made on the early version of the draft communication strategy and to make available to the members of the intersessional working group. Accordingly, an updated draft document was shared, on 18 June, with the intersessional working group, based on which the group advanced the work.
4. The current version of the draft communication strategy consists of two parts:
 - (i) An overall long-term strategy guiding the communication work of the Excom; and
 - (ii) A short and mid-term 'living document part' providing more detailed information on opportunities to follow-up on.

The outcome of the intersessional work is contained in the annex to this note.

III. Next steps

5. The Excom will be invited to consider the draft communication strategy and agree on further work, as appropriate.

Annex I: Draft communication strategy of the Excom

I. Introduction:

1. At COP 19 (2013) Parties decided to establish the Warsaw International Mechanism for loss and damage associated with impacts of climate change (WIM) which addresses loss and damage from both extreme weather events and slow onset events. Its Executive Committee (Excom) is aiming to guide the implementation of the following functions:
 - a. enhancing knowledge and understanding of comprehensive risk management approaches;
 - b. strengthening dialogue, coordination, coherence, and synergies among relevant stakeholders;
 - c. enhancing action and support so as to enable countries to take action to address loss and damage.
2. This communications strategy aims to enhance the visibility and therefore strengthen the impact of the Excom's output, both with respect to Parties and relevant stakeholders, as well as with respect to a wider audience and the informed public. It further aims to showcase the relevance and importance of the Excom's as well as the WIMs output in the context of the Paris Agreement, in the context of the broader drive towards averting, minimizing and addressing loss and damage and sustainable development. It will also highlight the coherence and synergies of bodies and organisations under and outside the UNFCCC working together to support Parties.
3. At its 6th meeting, the Excom adopted its five year rolling workplan for 2017–2021, from which further valuable output is likely to flow. This communications strategy will also support and enhance the visibility and impact of the Excom's output in particular for this period.
4. Effective and impactful communications and outreach hinges on a clear identification of the purpose (the 'why'), the audience (the 'who'), the content and messages (the 'what'), the means or vehicles for communicating (the 'how') and the timing of communicating (the 'when'). These elements will be addressed in greater detail below.

This strategy as presented by the Excom in this document consists of two parts:

- a. an overall long-term strategy guiding the communication work of the Excom;
- b. a short and mid-term 'living document part' providing more detailed information on opportunities to follow up on. (see section V)

II. Purpose and objectives – “why”

5. The Excom believes that communication and information are essential and powerful instruments to raise the awareness, and build and share knowledge and tools on the issue of “loss and damage”, including through stimulating a dialogue and informing relevant actors and stakeholders within and outside the UNFCCC on the importance of and approaches to avert, minimise and address loss and damage.
6. The work of the Excom together with the outcomes of the strategic workstreams highlighted in the five-year rolling workplan have the potential to make a solid contribution towards averting, minimizing and addressing loss and damage as well as towards sustainable development.
7. In order to maximise the potential of the Excom, and the impact of its work and products, there is a need to ensure adequate outreach and dissemination to a wider audience. Specifically the products, the contents of which can function as a very useful tool to policymakers and other stakeholders, would need to be highlighted. Overall, such a promotion will have the added benefit of showcasing the achievements of the Excom. It will also contribute to showing the move towards implementation, thus taking forward the achievements reached annually.
8. The purpose of the communication strategy of the Excom thus is:
 - a. To increase the impact, visibility and to raise awareness of both the Excom itself as well as the work of the Excom,

- b. To enhance the catalytic role of the Excom and the WIM in promoting and facilitating the sharing of the implementation of approaches to avert, minimize and address loss and damage in a comprehensive, integrated and coherent manner,
 - c. To collaborate with bodies under and outside the UNFCCC as well as relevant stakeholders in order to inter alia avoid duplication of work,
 - d. To ensure that the output of the Excom can be easily accessed and used by decision-makers, policymakers and other relevant stakeholders,
 - e. To communicate to a wider audience the coherence and synergies within the WIM as relevant bodies work together to support Parties implementing approaches to avert, minimize and address loss and damage,
 - f.
9. Since its establishment the Excom has produced a range of information and knowledge products and will continue to do so when implementing the five-year rolling workplan. The information to be communicated should be carefully selected in order to have direct relevance and be tailored to the relevant target groups, while supporting the strategic outcomes of the Excom's work as per its rolling workplan.

III. Target Groups and approach – “who” and “what”

10. UNFCCC stakeholders are a major target group for the communications of the Excom, including the dissemination of Excom recommendations, tools and reports. In this context, the climate community is expected to comprise the UNFCCC and its bodies and (expert) groups, individual Parties, NGOs, media and all other accredited institutions and companies.
11. Furthermore, the Excom is dedicated to building further awareness on how to avert, minimise and address the impacts of climate change outside the UNFCCC process by providing information and engaging in the dialogue wherever necessary and desired, thus advocating for the integration of climate change risks in relevant decision making processes with a view to enhancing resilience. Relevant actors and stakeholders outside the UNFCCC include a very broad audience, including national, regional and local governments and institutions, independent agencies, private sector, interest groups and individuals, the academic world and research institutes/organizations as well as the general public.
12. The audience for the Excom's communication and information is therefore not homogeneous; it ranges from professionals inside the UNFCCC process to experts and citizens outside. The Excom recognizes that different groups may need different information to take informed decisions and be effective in their actions on the challenge of averting, minimizing and addressing loss and damage. In order for the Excom to be effective in sending clear, tailored, and easily understandable messages, it is essential for it to understand the nature of its different audiences.
13. In its communication efforts the Excom will seek to build alliances and identify synergies with actors inside the UNFCCC process and with external stakeholders in order to inter alia promote the catalytic role of the WIM. Where possible and effective, the Excom will strive to align with, and support, communication initiatives and channels of relevant organizations, institutions and interest opinion leaders, trend setters and other 'champions' to disseminate the relevant message.
14. To be most effective the Excom will coordinate the release of its publications with relevant conferences and meetings held under the UNFCCC and, as appropriate, in collaboration with external stakeholders. The Excom intends to create an 'open window' for communication, with the aim of working closely with external stakeholders/observers to better identify opportunities, questions, target groups and other related issues for effective communication, information and outreach.

IV. Timeline and monitoring and review

15. This communications strategy is a living document. It will be updated and revised as may be deemed necessary by the Excom.
16. The Excom will periodically monitor and review the implementation of its communications activities, and hence the effectiveness of the communications strategy. The review may also be used to inform any future efforts and re-adjust the strategy, as required.

V. Suggestions for activities – “how” and “when”

17. This section provides suggestions for possible means of communication activities and associated timing, to illustrate the approach and identification of target groups as explained above.
18. General communication activities (short term):
 - a. Side event at COP 24 – 5 year anniversary?
 - b. Activities during the May/June SBI/SBSTA sessions?
 - c. Use of social media (Twitter/facebook updates)?
 - d.
19. Communication activities in relation to the five-year rolling workplan (mid to longterm):

Explanatory remarks

a) relevant stakeholders: *identify stakeholders that you want to reach with each product*

b) desired impacts: *what kind of impact would the product ideally have?*

c) communication channels: *which channels of communication should be used to reach identified stakeholders?*

d) feedback: *do contacts to stakeholders exist and can they be used to ask for feedback (e.g. which format would be best?)*

e) kind of product: *in what kind/form should the final product come?*

<i>Strategic workstream (a): enhanced cooperation and facilitation in relation to slow onset events</i>	
Relevant stakeholders	
Desired impact	
Communication channels	
Feedback	
Kind of product	
timeline	

<i>Strategic workstream (b): enhanced cooperation and facilitation in relation to non-economic losses</i>	
Relevant stakeholders	
Desired impact	
Communication channels	
Feedback	
Kind of product	
timeline	

<i>Strategic workstream (c): enhanced cooperation and facilitation in relation to comprehensive risk management approaches</i>	
Relevant stakeholders	
Desired impact	
Communication channels	
Feedback	
Kind of product	
timeline	

<i>Strategic workstream (d): enhanced cooperation and facilitation in relation to human mobility, including migration, displacement and planned relocation</i>	
Relevant stakeholders	
Desired impact	
Communication channels	
Feedback	
Kind of product	
timeline	

<i>Strategic workstream (e): enhanced cooperation and facilitation in relation to action and support, including finance, technology and capacity-building</i>	
Relevant stakeholders	
Desired impact	
Communication channels	
Feedback	
Kind of product	
timeline	