

Email update to AC 17

Item 10(a) – Review and update of the AC’s communication plan

Recommended action by the Adaptation Committee

The AC may wish to take note of the information provided in this update, and to provide further guidance as appropriate.

In its 2019-2021 flexible workplan, the AC agreed to “Review and update the communications plan that includes a social media strategy and integrate [this] into [the] existing workplan.”

At its fifteenth and sixteenth meetings, the Adaptation Committee discussed and agreed on the communications strategy. One of the next steps outlined in the strategy was the development of a dedicated communications plan for 2020.

One of the assets of the Adaptation Committee consists of the high-quality products it delivers in its pursuit to raise the profile of adaptation globally and to provide coherence in adaptation under the UNFCCC process.

At the same time, the Adaptation Committee develops products on a wide range of topics, therefore the communications measures need to be targeted to the perceived audience to maximize the effectiveness.

Therefore, a rolling communications plan is under development to be shared with the AC by 15 April 2020. This will contain a timeline, communication measures, stakeholders and channels to engage, and the audience to be targeted for each product and event of the Adaptation Committee for consideration and endorsement by the AC by 15 May 2020.