

## Awareness-raising, outreach and sharing of information

### Information update

#### Recommended action by the Adaptation Committee

The Adaptation Committee (AC), at its 19<sup>th</sup> meeting, will be invited to take note of progress made on awareness raising and outreach since its last meeting, to consider the draft communications plan for 2021 and the suggested steps for reviewing the strategy at AC 20.

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## 1. Background and mandate

1. At its fifteenth and sixteenth meetings, the Adaptation Committee (AC) discussed and agreed on a communications strategy,<sup>1</sup> which included the development of a dedicated communications plan for 2020 by the secretariat. The plan was developed and disseminated to the members on 20 May 2020 and implemented throughout 2020.
2. In its workplan, the AC had agreed to evaluate its communications plan and strategy in 2021.

## 2. Scope of this update

3. This update contains information on the implementation of the communications plan for 2020, including key statistics, as well as a suggested approach for reviewing the communications strategy at AC 20 and a communications plan for 2021.

## 3. Implementation of the 2020 communications plan

4. The secretariat implemented the plan, including the social media strategy, as per the plan's objectives. It organized outreach events and made user-friendly periodic updates and papers available. However, due to the global COVID-19 pandemic, some of the envisaged events were not held.

### 3.1. Social media

5. The [Adaptation Exchange Facebook](#) page featured 164 posts, reached 226,665 users and attracted 1,464 new Facebook users in 2020. 31 of these posts were made specifically on AC events and products.
6. The [Adaptation Exchange Twitter](#) account posted 1,281 tweets, receiving over 680,000 tweet impressions in 2020.
7. Communication on the social media channels was boosted using visual tools, such as:
  - a) The development of visuals and use of visuals from the reports;
  - b) The development of an animated video highlighting the 2020 AC achievements;
  - c) Multiple videos developed for the 2020 Adaptation Youth Policy Case Competition, which was organized as part of the Technical Examination Process on Adaptation (TEP-A).

### 3.2. Papers

8. Four professionally designed publications were published online:<sup>2</sup>
  - a) Toolkit for engaging the private sector in NAPs, in collaboration with the NAP Global Network;
  - b) Infographic: The AC 2020. Promoting enhanced, coherent action on adaptation under the UNFCCC;
  - c) Data for adaptation at different spatial and temporal scales. Technical paper;
  - d) Data for adaptation at different spatial and temporal scales. Summary for policymakers.
9. As per the plan's objective of "boosting the impact of the AC's publications, through professional layout and design [...]", these publications were designed with a focus on infographics and visuals to complement text.

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<sup>1</sup> [https://unfccc.int/sites/default/files/resource/ac16\\_9%28b%29\\_comms\\_16Aug19.pdf](https://unfccc.int/sites/default/files/resource/ac16_9%28b%29_comms_16Aug19.pdf)

<sup>2</sup> <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/adaptation-committee-ac/publications-bulletin-adaptation-committee>

### 3.3. Events

10. Despite ongoing challenges with the COVID-19 pandemic, some events and processes took place in a virtual format, including:
  - a) The seventeenth and eighteenth meetings of the AC;
  - b) An interactive webinar – Toolkit for engaging the private sector in NAPs;
  - c) The TEP-A on “Education and training, public participation and Youth to enhance adaptation action”, which featured five global and one regional virtual meeting.
11. These meetings were advertised via the following channels:
  - a) The Adaptation Exchange Facebook and Twitter accounts;
  - b) The UNFCCC Facebook and Twitter accounts;
  - c) UNFCCC newsroom articles;<sup>3</sup> and
  - d) External channels, such as Climate-L, IISD event hub, as well as social media accounts of external organizations.
12. The 2020 Adaptation Youth Policy Case and Adaptation Art competitions were accompanied by an outreach campaign, involving disseminating the call for submissions via:
  - a) Paid Facebook advertising, targeting the groups for the respective competition and teachers;
  - b) Networks, such as the UNESCO associated schools’ network, the Alliance for Climate Education and the ACE focal points;
  - c) Additional online networks, such as reddit and LinkedIn.
13. The results of the 2020 Case Competition were also widely disseminated, including producing a video for the 2020 Climate Ambition Summit<sup>4</sup> and dissemination via the secretariat’s various social media channels.

### 3.4. Periodic updates

14. Three Adaptation Finance Bulletins were produced in 2020 and reached a total of 15,000 recipients via the secretariat’s email list and were opened and accessed by around 5,000 recipients (33 per cent) and resources in the email were clicked on by 10 per cent of recipients. This is well above benchmarks for newsletters, which detail an average open rate of 15-25 per cent and an average click rate of 2.5 per cent.

## 4. Possible approach for reviewing the communications strategy

15. At its 20<sup>th</sup> meeting, the AC may wish to review its communications strategy through the following steps:
  - a) Take stock of achievements in terms of communications and outreach in 2020 and in the first half of 2021;
  - b) Consider areas of improvement and additional activities, e.g. set of agreed talking points, bi-monthly short videos of AC members on specific topics;
  - c) Agree on next steps on how to improve the communications strategy to be used in the implementation of its next workplan for 2022-2024.

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<sup>3</sup> <https://unfccc.int/news/unfccc-work-on-adaptation-continues> and <https://unfccc.int/news/unfccc-adaptation-committee-meeting-goes-digital>

<sup>4</sup> <https://www.climateambitionsummit2020.org/ondemand.php#cat2> – “Youth Created Solutions for a Resilient Future”

## **5. Communications plan for 2021**

16. The secretariat will implement the 2021 communications plan, which is based on the 2020 plan, 2021 as per the annex. The secretariat will continue to measure the effectiveness of its communications efforts and collect good practices and lessons learned in a systematic manner with a view to informing the review of the strategy and the development of the 2022-2024 AC workplan.

## **6. Next steps**

17. The AC may wish to take note of the secretariat's efforts in implementing the communications plan in 2020 as well as the 2021 communications plan and agree on the approach for reviewing the communication strategy at AC20.

## **Annex: 2021 AC Communications Plan**

### **1. Mission statement**

1. 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. In the UNFCCC process, it is the primary body to ensure the coherence of adaptation actions and to raise the profile of adaptation.

### **2. Objectives**

2. The AC's main communications objectives are as follows:
- a) Raise the profile of adaptation within and outside of the UNFCCC process;
  - b) Strategically enhance the visibility of the AC as the primary body on providing coherence in adaptation in the UNFCCC process;
  - c) Enhance the profile of the AC as a recognized body for adaptation for Parties and non-Party stakeholders, as well as the UN System;
  - d) Improve understanding of the nature and value of the AC's work, and its role in enhancing effective international adaptation action;
  - e) Increase reach and usage of AC resources, including reports, papers, and other knowledge products and events;
  - f) Enhance the attention and thus (virtual) participation in AC events;
  - g) Strengthen existing partnerships, and build new ones, with other bodies under the UNFCCC process and external organizations working on adaptation.
3. The AC aims to further improve the visibility of the AC's meetings and events through the UNFCCC secretariat's communications channels and to boost the impact of the AC's publications, through professional layout and design, improved utilization of UNFCCC secretariat and partner's channels, and presenting the outcomes of the papers in an AC webinar series.

### **3. Social media strategy**

4. To promote papers, events, and other products, the existing social media strategy consisting of five key components will continue to be implemented:
- a) Creating a social media graphic (card or short video) to highlight the main findings or key messages of each event or product;
  - b) Making social media graphics available to collaborators or other interested individuals/organizations to share via their networks. These can be made available via a suitable file sharing service;
  - c) Posting each social media graphic along with a link to its associated content at least three times on the Adaptation Exchange channels: first when the product or event is first introduced/launched, a second time as a reminder or "in case you missed it post" about a month later, and a third time several months as another reminder or attached to a relevant event/date if applicable;
  - d) Where appropriate and feasible, collaborating with issue leads to draft articles for the UNFCCC newsroom or op-eds or blog posts on external websites to promote products or events;
  - e) Creating interactive poll questions to engage social media users and pique their interest in reading more about the topic through the product or event being promoted.

## 4. Products

### 4.1. Papers

Products	Timeline	Product headline	Measures	Specific stakeholders to engage	Target audience	Relevant events/international day
Information paper on linkages between mitigation and adaptation	March 2021	To provide insights and increase understanding of the linkages between adaptation and mitigation within different sectors and under the major legal instruments of climate change regime	Professional layout and design of the publication, including visuals/infographics, which can be used to enhance reach via social media Part of a webinar series to present AC products	Climate change practitioners, policymakers, Academia and research institutes, national/civil society development organizations	Climate change practitioners Policymakers Academia and research institutes National/civil society development organizations	
Technical paper on Education and training, public participation and Youth to enhance adaptation action	April 2021	Youth and the public hold great potential to accelerate adaptation action, and education and training play a large role in helping them harness that potential. This paper explores good practices and policy recommendations	Professional layout and design of the publication, including visuals/infographics, which can be used to enhance reach via social media Part of a webinar series to present AC products	Youth Relevant UN Agencies (e.g. UNICEF, ILO) Civil society organizations Government representatives	Policymakers Adaptation practitioners Educators Youth groups Training organizations	

		to help us better seize these opportunities.				
Reviewing progress towards the Global Goal on Adaptation	June 2021 (tbc, pending considerations at AC 19)					
Update of the 2015 thematic report “Navigating the landscape of support for the process to formulate and implement national adaptation plans’	Draft by August 2021 and full update by November 2021	Providing a virtual one-stop-shop for up-to-date and needs-based information on available support for the process to formulate and implement national adaptation plans	Turning the stand-alone report into a virtual tool as part of NAP Central and advertising it through the various available channels and as part of a webinar series to present AC products	Providers of the various types of support, stakeholders (e.g. Parties) that can communicate support needs	Adaptation practitioners, providers of support and policy makers	
Priorities and needs for technologies for adaptation in agriculture, water	December 2021 (tbc, pending considerations at AC 19 and 20)					

#### 4.2. Events

Events	Timelines	Event headline	Measures	Stakeholders to engage	Target audience
19th meeting of the AC (AC19)	March 2021	Expert meeting to advance crucial work to ensure coherence of adaptation under the UNFCCC	Virtual participation of members and registered observers and user-friendly live broadcast of the meeting	Registered observers	Adaptation community, in particular those involved in the international climate change policy process

			Facilitate promotion through all UNFCCC secretariat channels		
20 <sup>th</sup> meeting of the AC (AC20)	September 2021	Expert meeting to advance crucial work to ensure coherence of adaptation under the UNFCCC	Ensure virtual participation and user-friendly live broadcast of the meeting (in-person meeting envisaged)  Facilitate promotion through all UNFCCC secretariat channels	Registered observers	Adaptation community, in particular those involved in the international climate change policy process
Adaptation Forum: Monitoring and evaluation	Adaptation Futures, 4-8 October 2021	How do we effectively communicate M&E results? What are some of the existing tools and emerging knowledge on how to measure the progress of adaptation and resilience? This event will gather a wide range of stakeholders to spark discussion on these questions.	Facilitate virtual participation and user-friendly live broadcast of the event (if possible and feasible)  Visuals to be developed to be distributed via social media	M&E practitioners  Climate communications and outreach professionals  Climate funds  Government representatives with national/subnational M&E experiences	M&E practitioners  Policymakers  National/civil society development organizations  Local and community adaptation organizations
AC-PCCB gender event	NAP Expo 2021, tbc	Identifying gaps and solutions related to incorporating gender considerations into adaptation planning and implementation	Facilitate virtual participation and user-friendly live broadcast of the event (if possible and feasible)  Visuals to be developed to be distributed via social media	Adaptation practitioners, in particular NAP focal points  National gender focal points and focal points for women in the UN System	Adaptation practitioners, in particular NAP focal points  National gender focal points and focal points for women in the UN System  Development organisations



### 4.3. Periodic updates

Product	Timeline	Product headline	Measures	Stakeholders to engage	Target audience
Adaptation Finance Bulletin	2-4 per year	Overview of significant adaptation finance developments under the UNFCCC in the past 6 months	<p>Offer a separate subscription possibility for the bulletin</p> <p>Disseminating the bulletin via the UNFCCC mailing list and in partner mailing lists as well as via social media</p>	<p>Finance community (i.e. SCF, GEF, GCF, AF, regional development banks)</p> <p>UNFCCC mailing lists subscribers</p>	<p>National, regional and local policymakers</p> <p>Policy advisors</p> <p>Accredited entities/institutions seeking accreditation</p>

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**Document information**

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<i>Version</i>	<i>Date</i>	<i>Description</i>
01.0	1 March 2021	AC 19 This information note, including its annex is for consideration by the AC. For additional reference on the topic, please refer to endorsed Adaptation Committee's Communication Plan 2020 ( <a href="#">AC17/COMMS-PLAN/10A</a> )

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