

Evaluation of the Adaptation Committee's communications plan and strategy

Recommended action by the Adaptation Committee

The Adaptation Committee (AC), at its 20th meeting, is requested to review the evaluation of its communications plan and strategy and the suggested next steps.

This item will not be discussed during the virtual meeting time and the AC is invited to discuss on the AC's MS Teams space. Observers are invited to send their comments to AC@unfccc.int.

1. Background and mandate

1. At its 15th and 16th meetings, the AC discussed and agreed on a communications strategy, which included the development of a dedicated communications plan for 2020 by the secretariat.¹ The plan was developed and disseminated to the members on 20 May 2020 and implemented throughout 2020.
2. At its 19th meeting, the AC took note of an information update, which included the communications plan for 2021 and suggested steps for reviewing the communications strategy at AC 20 by:
 - a) Taking stock of achievements in terms of communications and outreach in 2020 and in the first half of 2021;
 - b) Considering areas of improvement and additional activities;
 - c) Agreeing on next steps on how to improve the communications strategy to be used in the implementation of its next workplan for 2022-2024.

2. Implementation of the communications plans 2020 and 2021

3. Overall, the secretariat implemented the plan, including the social media strategy, as per the plan's objectives. However, the global COVID-19 pandemic continued to pose a challenge to the planned events and activities.
4. The five key components outlined in the 2020 and 2021 plans to reinforce the use of **social media** have been implemented. The following results have been achieved for each product and channel:
 - a) **Adaptation Facebook:** The Adaptation Exchange Facebook page featured around 400 posts with a total reach of around 350,000 users. In the reporting period, subscribers to the page rose from 16,000 to over 18,500, an increase of around 15 percent.
 - b) **Adaptation Twitter:** The Adaptation Exchange Twitter page has gained over 3,200 Twitter followers and featured over 1,600 Tweets with over 1 million impressions by users.
 - c) **UNFCCC social media:** In close collaboration with the secretariat's communication department, relevant publications, events and articles have been advertised via the UNFCCC Twitter, Facebook and LinkedIn channels.

¹ <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/adaptation-committee-ac/areas-of-work-adaptation-committee#eq-6>

- d) **Development of new products:** New social media products have been developed in 2020 and will continued to be developed in 2021, as mentioned in the communications strategy and the communications plans. The new products include the use of visuals to advertise publications and events, the development of an animated video for the 2020 AC achievements and multiple videos as a result of the 2020 Adaptation Youth Policy Case Competition.
5. The strategy and subsequent plans also requested the secretariat to draft **dedicated articles** for distribution via the UNFCCC newsroom. Subsequently, the secretariat drafted seven dedicated articles, highlighting the Committee's achievements and products, which have been read by over 7,000 unique users.
6. In terms of **publications**, the AC published a set of high-profile and professionally designed products:
- Toolkit for engaging the private sector in NAPs, in collaboration with the NAP Global Network;²
 - Infographic: The AC 2020. Promoting enhanced, coherent action on adaptation under the UNFCCC;³
 - Data for adaptation at different spatial and temporal scales. Technical paper;⁴
 - Data for adaptation at different spatial and temporal scales. Summary for policymakers;⁵
 - Opportunities and options for enhancing adaptation action through education and training, and public and youth participation. Technical paper;⁶
 - How developing countries are addressing adaptation hazards, focusing on relevant lessons learned and good practices. Synthesis report by the Adaptation Committee in the context of the recognition of adaptation efforts of developing countries. Synthesis report.⁷
7. Three more publications are planned by the end of 2021: The technical paper and an executive summary on the work of the AC related to approaches to reviewing the overall progress made in achieving the global goal on adaptation, and a infographic of the AC's achievements in 2021.
8. In the reporting period, the publications have been downloaded over 10,000 times from the UNFCCC homepage and the Adaptation Knowledge Portal (AKP).
9. Another pillar of work has been the enhanced use of **newsletters**. This has brought the following results:
- Four Adaptation Finance bulletins have been created and sent to a distribution list of about 5,000 subscribers. The bulletins had an open rate between 32 and 42 percent, which is way above average for newsletters;
 - The AC and its products and events have also been featured prominently in the Nairobi work programme's eUpdate.
10. In terms of events, the AC held eight virtual meetings. All events have been livestreamed and advertised properly via the aforementioned communications channels:⁸
- Four virtual AC **meetings**;
 - Three **webinars** on the Global Goal on Adaptation, the Adaptation Communications and the launch of the Private Sector Toolkit;
 - A set of events in connection with the Technical Expert Meeting on Adaptation 2020 - Education and training, public participation and youth to enhance adaptation action;

² <https://unfccc.int/sites/default/files/resource/engaging-private-sector-toolkit-V5.pdf>

³ https://unfccc.int/sites/default/files/resource/ac_infographic.pdf

⁴ <https://unfccc.int/sites/default/files/resource/AC%20adaptation%20data%20full.pdf>

⁵ <https://unfccc.int/sites/default/files/resource/AC%20adaptation%20data%20spm.pdf>

⁶ http://tep-a.org/wp-content/uploads/2021/05/TEPA_2020_TP.pdf

⁷ https://unfccc.int/sites/default/files/resource/ac_synthesis_report_hazards.pdf

⁸ <https://unfccc.int/process-and-meetings/bodies/constituted-bodies/adaptation-committee-ac/workshops-meetings-adaptation-committee>

3. Areas of improvement and additional activities

11. The overall findings of the analysis of the past two years have been encouraging and are showing that the initiated measures are progressing.

12. As suggested in the AC's communications strategy, the secretariat has established key performance indicators to identify weaknesses and suggested areas for improvement in the strategy and plans.

13. The following areas for improvement have been identified:

14. **Increasing the reach and impact of the AC's events and publications:** Despite the high effort in making the AC's events and publications more accessible, the numbers suggest that the reports are not being shared beyond the UNFCCC core audience. In response, the secretariat suggests the following improvements:

- a) **LinkedIn:** The secretariat suggests to establish a community of adaptation practitioners on LinkedIn, as a featured group of the main UNFCCC LinkedIn account. LinkedIn is a professional network and geared towards networking and exchanging professional content. This new channel will open up a new group to distribute content relevant to adaptation and resilience in a targeted manner;
- b) **Feeding content into external portals and platforms:** In order to increase the reach of the AC's events and publications, the secretariat will establish a list of external platforms and a workflow to feed content into these platforms. It will also constantly monitor the KPIs to ensure that the most efficient channels are being used;

15. **Increasing the visibility of the AC:** In its mission statement, the AC stated its aspiration to be the *"United Nations' leading voice on adaptation"*. In order to continue to raise the profile of the AC to perform this function, the secretariat suggests the following improvements:

- a) **Portrayal of AC members on the UNFCCC websites:** The secretariat is in the course of revamping the membership page to increase the profile and visibility of AC members. AC members have already finished filling out surveys on their background, interests, and areas of expertise, all of which will be integrated into the new membership page as a way to highlight the individual members;
- b) **Create new content highlighting the AC members and their contributions to the committee:** The secretariat developed templates for social media cards that AC members can use to highlight new publications and events. These templates will also be used to post suggested reads from AC members, as well as interviews with AC members, which will be posted once per month on Facebook, Twitter and LinkedIn;
- c) **Increase AC Visibility in Relevant Publications and Events:** The secretariat suggests to actively identify internal and external events for AC members to participate, as based on their areas of expertise and participation in relevant AC working groups. Internally, the secretariat will survey the production of external publications and seek out opportunities to include quotes from AC members.

4. Next steps

16. The AC may wish to:

- a) Take note of the evaluation of the AC's communications strategy and plans for 2020 and 2021;
- b) Review the suggested activities to improve the next communications strategy and plans;
- c) Request the secretariat to produce the 2022-2023 revised communications strategy and the 2022 communications plan by its twenty-first meeting.

Document information

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