

21st meeting of the Adaptation Committee

Agenda item 6a

Communications plan and strategy of the Adaptation Committee

28 – 31 March 2022



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I: Introduction and background

- ❖ In its 2022-2024 flexible workplan, the AC agreed to a “revision of the AC communications strategy and plan” in 2022.
- ❖ At its 20th meeting, the AC evaluated its communications plan and strategy during the 2020-2021 reporting period.
- ❖ Two key areas of improvement were identified by the AC: increasing the reach and impact of the AC’s events and publications and increasing the visibility of the AC overall.
- ❖ This draft communications strategy and plan aims to tackle these issues and build on the assessment of the 2020-21 version.



II: 2022 Mission statement

“The AC offers high-level, strategic guidance that helps the international community, governments, civil society, and businesses to build resilience and adapt to the changing climate. It is the United Nations’ leading body 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.”



III: Objectives

- ❖ The AC's main communications objective is to raise the profile of adaptation and enhance adaptation actions within and outside of the UNFCCC process. This includes:
 - Strategically enhancing the visibility of the AC as the primary body on providing coherence in adaptation in the UNFCCC process;
 - Enhancing the profile of the AC as a recognized body for adaptation;
 - Improving understanding of the nature and value of the AC's work, and its role in enhancing effective international adaptation action;
 - Increasing reach and usage of AC resources;
 - Enhancing the attention and thus participation, including virtual, in AC events;
 - Strengthening existing partnerships, and building new ones.



II: Proposed communications plan for 2022-2023

- ❖ Proposed focus areas for the communications plan for 2022 and 2023:
 - Foundational items (including an AC audience assessment);
 - Content development (including developing interactive elements and visuals, visual items for the AC landing page, profiles of AC members on the UNFCCC websites, new content highlighting the AC members and their contributions to the AC);
 - Delivery platforms (including developing content and event calendar and engagement channel for the AC and a new LinkedIn page);
 - Monitoring and evaluation (including iterative monitoring and evaluation of AC communications efforts and surveys for attendees of AC events and products;



III. Next steps

- ❖ The AC may wish to:
 - Consider and adopt this communications strategy and plan for implementation by its members and the Secretariat.

