

Communications plan and strategy of the Adaptation Committee 2022-2023

Recommended action by the Adaptation Committee

This paper introduces measures to operationalize the Adaptation Committee's communications strategy for 2022 and 2023, and its communications plan for 2022, building on the evaluation of the communication plan and strategy during AC20. The Adaptation Committee, at its 21st meeting will be invited to consider the information contained in this note with a view to adopting its updated communications plan and strategy.

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1. Introduction and background

1. In its 2022-2024 flexible workplan, the Adaptation Committee (AC) agreed to a “revision of the AC communications strategy and plan” in 2022.
2. At its 15th and 16th meetings, the AC discussed and agreed on its communications strategy to be integrated in the AC activities and work streams reflected in the AC flexible workplan for 2019-2021.¹ One of the next steps outlined in the strategy was the development of a dedicated communications plan for 2020, including a social media strategy, to be evaluated in 2021.
3. At its 20th meeting, the AC evaluated its communications plan and strategy during the 2020-2021 reporting period.² Areas of improvement and additional activities regarding the AC’s communication efforts were noted, deriving from an internal communications assessment that was conducted for the Adaptation Division of the UNFCCC secretariat. Two key areas of improvement were identified: increasing the reach and impact of the AC’s events and publications and increasing the visibility of the AC overall.

2. Mission statement as of 2022

4. 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.

3. Objectives

5. 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
 - a) Strategically enhancing the visibility of the AC as the primary body on providing coherence in adaptation in the UNFCCC process;
 - b) Enhancing the profile of the AC as a recognized body for adaptation for Parties and non-Party stakeholders, as well as the UN System;
 - c) Improving understanding of the nature and value of the AC’s work, and its role in enhancing effective international adaptation action;
 - d) Increasing reach and usage of AC resources, including reports, papers, and other knowledge products and events;
 - e) Enhancing the attention and thus participation, including virtual, in AC events;
 - f) Strengthening existing partnerships, and building new ones, with other bodies under the UNFCCC process and external organizations working on adaptation.

4. Evaluation of communications in 2021 and since AC20

6. This chapter summarizes how communications efforts were implemented in 2021, first examining overall social media reach, followed by statistics disaggregated to the extent possible.
7. The following results have been achieved for each AC product and channel in 2021:
 - a) **Adaptation Facebook:** In 2021, the Adaptation Exchange Facebook page featured around 350 posts with a total reach of around 242,500 users, around 7,000 of which were actively engaging with Adaptation Exchange posts. In the reporting period, the total number of likes of the

¹ <https://unfccc.int/documents/199409>.

² https://unfccc.int/sites/default/files/resource/ac20_8_evaluation_ac_commsplan.pdf.

Adaptation Exchange Facebook page increased by around 500 likes, leading to a total of nearly 16,500 likes by the end of 2021.

- b) **Adaptation Twitter:** The Adaptation Exchange Twitter feed has gained over 3,700 followers, with nearly 1,000 new followers over the course of 2021, with around 850 tweets posted and over 700,000 tweets impressions by users in 2021.
- 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.
- d) **Development of new products:** New communications products have been developed since AC 20, such as the overall new visual identity for the AC, social media templates, the AC 2021 report infographic, and stylized publications, such as "Approaches to reviewing the overall progress made in achieving the global goal on adaptation," and "Information paper on linkages between adaptation and mitigation." Utilizing the new communications strategy and communications plan, new products under the AC throughout 2022 will continue to be developed and assessed.

8. Furthermore, the AC organized an **outreach event during the 26th session of the Conference of the Parties (COP 26)** in which it showcased highlights of its work undertaken over the past five years. AC members also highlighted improvements made by the AC in the delivery of its workplans across all workstreams, while improving its modalities of work overtime. Stakeholder engagement has been increasing and receiving good feedback, including from observers. The AC's new workplan for 2022-2024 will further enhance these issues, including in terms of communication, outreach and enhanced visibility, coherence, coordination and complementarity with other bodies, as well as observer engagement

9. Parties at COP 26 welcomed the work of the AC in 2019, 2020 and 2021 and invited the AC to improve its efforts to measure the outreach of its events and publications by including, in its flexible workplan, the collection of statistics disaggregated by gender and region on its awareness-raising, outreach and information-sharing efforts such as events and publications.³ Below are data visuals related to the regional and gender distribution of AC products:

- a) Facebook Demographics:
 - i) Top ten countries following the Adaptation Exchange: United States of America, India, Bangladesh, Germany, Mexico, the United Kingdom of Great Britain and Northern Ireland, Peru, Canada, Philippines, Australia

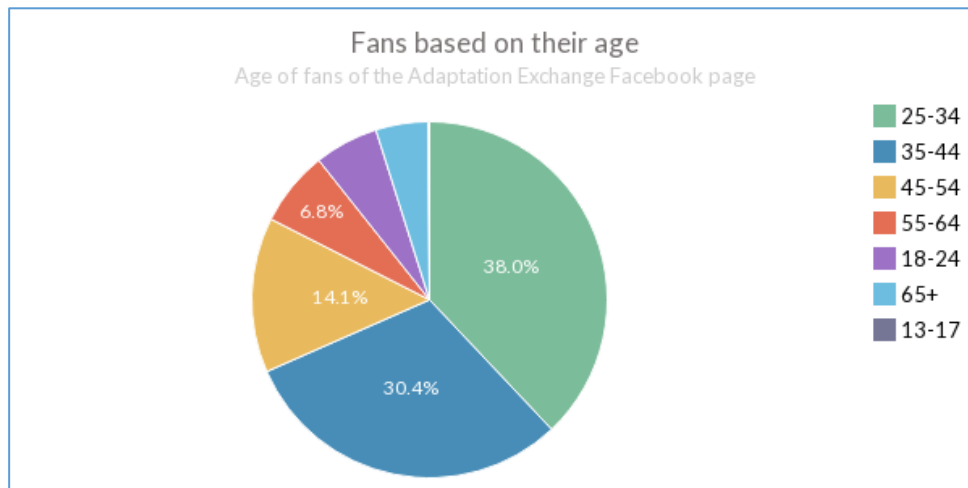
³ https://unfccc.int/sites/default/files/resource/AC%20report%20COP%20decision_0.pdf

Figure 1. Top 10 countries following the Adaptation Exchange



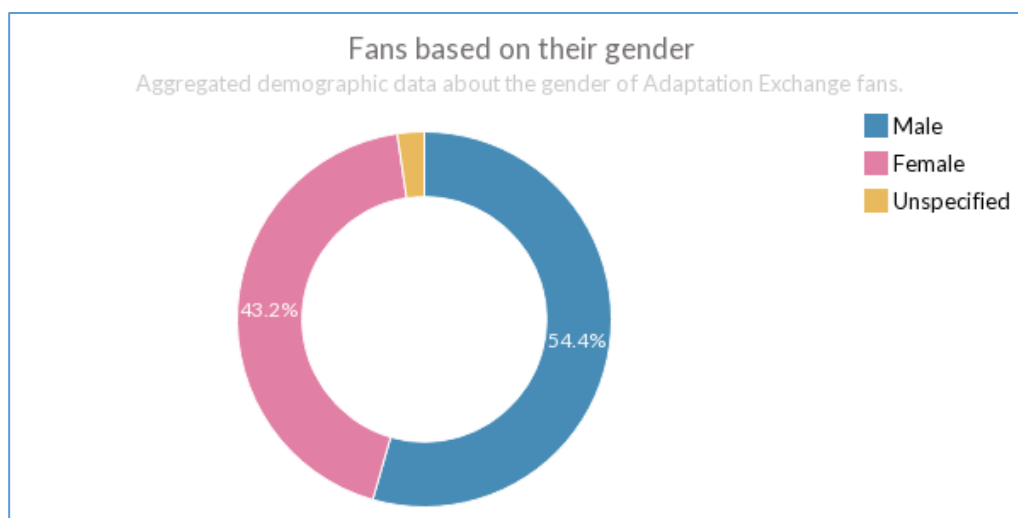
ii) The top three age ranges that follow the Adaptation Exchange are 25-34-year olds (38%), followed by 35-44-year olds (30%), and 45-54-year olds (14.1%).

Figure 2. Top 3 age ranges following the Adaptation Exchange



- iii) Regarding gender, Adaptation Exchange Facebook fans can be disaggregated as 54.5% male, 43.2% female, and 2.3% of fans are unspecified.

Figure 3. Facebook Adaptation Exchange, gender disaggregation



- iv) The content of Adaptation Exchange posts is reached by the following top ten cities.

Figure 4. Top 10 cities that reached the Adaptation Exchange posts



10. The strategy and subsequent plans also request the secretariat to draft dedicated articles for distribution via the UNFCCC newsroom. Subsequently, the secretariat drafted three dedicated articles in 2021 on the AC's work, achievements and products, which have been read by nearly 5,300 users.⁴

11. In terms of publications, the AC published the following two high-profile and professionally designed products since AC 20:

⁴ <https://unfccc.int/news/adaptation-committee-meeting-lays-groundwork-for-success-at-cop-26>,
<https://unfccc.int/news/the-adaptation-committee-considers-methods-to-review-the-global-goal-on-adaptation>,
<https://unfccc.int/news/adapting-to-climate-change-impacts-enhancing-efforts-ahead-of-cop26>,

- a) Approaches to reviewing the overall progress made in achieving the global goal on adaptation: Technical paper by the AC;⁵
 - b) Information paper on linkages between adaptation and mitigation. Information paper by the AC.⁶
12. In the reporting period between 2020 and 2021, the publications have been downloaded over 10,000 times from the UNFCCC homepage and the Adaptation Knowledge Portal (AKP).
13. Two Adaptation Finance bulletins, issues 9 and 10, were launched after AC 20 and were sent to a distribution list of about 5,000 subscribers. The bulletins had an open rate of 33-34%.
14. The AC and its products and events have also been featured prominently in the Nairobi work programme's eUpdate.

5. Proposed communications plan for 2022 and 2023

15. To enhance the fulfilment of AC communications objectives and considering the evaluation of the AC's communications efforts from 2019-2021, four pillars of a communications strategy have been created, as described below. This four-tiered division is derived from a communications assessment that was recently conducted across the secretariat's Adaptation division. It analyses the different stages of communications efforts to ensure that communication content development, distribution and learning are purposeful, impactful and well-managed under time and resource constraints.

- a) **Foundational items:** Communication efforts link back to cross-cutting issues that create a better enabling environment for communications purpose, development, delivery and learning. Foundational actions, like assessments of platforms and establishing means for evaluation, require much analysis of the current positioning of the AC and envisioning the evolution of the committee's work, its audience and global change. Action item(s):
 - i) **AC audience assessment:** The mission statement and the desired objectives of the AC have been established, but audiences, both current and potential future ones, must be identified and studied in order to continuously improve the communication efforts of the AC.
 - b) **Content development:** This step involves the ideation, drafting, editing and review of content to be distributed. This also involves consideration of interaction and exchange between the communicator and the audience. Discussion is viewed as enhancing the content and delivery processes by making the outputs less one-directional and more two-directional in terms of the communication approach. Action item(s):
 - i) **Develop interactive elements and visuals for public-facing outputs:** AC products for 2022, under the AC's 2022-2024 work plan, are listed in Section 5.1. The development of these products will continue to be sourced by coordinating with the current design firm, which has developed a cohesive visual identity for the AC, as evidenced through the latest publications launched after AC 20 and social media cards, as agreed upon in the last communications strategy. The products follow the principle of the more interactive elements and visuals there are, the better the product is taken up by the audience in terms of engagement and learning.
 - ii) **Develop a visual item for the AC landing page:** This action can be implemented in addition to an overall consideration of revamping the AC landing page.
 - iii) **Profiles of AC members on the UNFCCC websites:** The secretariat is revamping the AC membership page to increase the profile and visibility of AC members. AC members have already provided information on their background, interests, and areas of expertise, all of which will be integrated into the new membership page;

⁵ https://unfccc.int/sites/default/files/resource/AC_TP_GlobalGoalOnAdaptation.pdf

⁶ https://unfccc.int/sites/default/files/resource/linkages_mitigation_adaptation_infpaper.pdf

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- iv) **Create new content highlighting the AC members and their contributions to the committee:** The secretariat has 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 periodically on Facebook, Twitter and LinkedIn.
- c) **Delivery Platforms:** Delivering communications is the act of distributing content through a variety of channels, via Newsletters, Facebook, Twitter, LinkedIn, presentations, etc. to increase the number and expand the type of audience. Section 5.3 highlights all delivery channels used by the AC, as well as potential channels to be tapped into. Action item(s):
- i) **Develop a content and event calendar and engagement channel for the AC:** To enhance visibility of the AC beyond the UNFCCC-related processes, an engagement funnel can be created in order to enhance stakeholder engagement with the AC by surveying and pinpointing external publications, events and other opportunities for engagement by the AC members. The secretariat could be requested to identify events inside and outside the UNFCCC process, subject to the availability of resources, for AC members to participate, based on their areas of expertise and participation in relevant AC working groups;
- ii) **LinkedIn:** The secretariat could be requested 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 would create a new group to distribute content relevant to adaptation and resilience in a targeted manner.
- d) **Monitoring & Evaluation:** This step feeds into all steps in the above communication cycle, involving the analysis of the level of impact that the communications outputs had throughout the cycle. It also presents opportunities to improve communication in an iterative, adaptable manner, through qualitative and quantitative key performance indicators (KPIs). Action item(s):
- i) **Continue iterative monitoring and evaluation of AC communications efforts:** Evaluations of the AC's communication efforts can be conducted quantitatively before each AC meeting, utilizing professional KPI and data monitoring services (i.e. Zoho Analytics) to assist in understanding the impact of AC products through various delivery channels. These evaluations will also respond to the COP mandate for the AC to measure the outreach of its events and publications by including statistics disaggregated by gender and region on its awareness-raising, outreach and information-sharing efforts such as events and publications;
- ii) **Develop surveys for attendees of webinars and other AC events and products:** This method of evaluation can capture qualitative data on audience, experience and content to improve the AC's communications effort.

5.1. Adaptation Committee products for 2022

Product	Timeline	Specific stakeholders to engage	Target audience
Draft supplementary guidance on adaptation communications	June 2022	IPCC	Adaptation practitioners Parties
Technical paper on methodologies for assessing adaptation needs	September 2022	IPCC WG II NWP	Adaptation practitioners Parties Policymakers
Recognizing adaptation efforts of developing countries: Synthesis report on assessing and meeting the cost of adaptation	September 2022	LEG SCF	Parties Financial mechanisms Adaptation practitioners
Synthesis report for the first Global Stocktake	April 2022		Adaptation practitioners Parties Policymakers
2022 Annual Report to the Conference of Parties/Advice to the Nairobi Work Programme	October 2022	NWP Partners	Adaptation practitioners Parties Policymakers

Product	Timeline	Specific stakeholders to engage	Target audience
Technical Paper Series on Adaptation Policy Options	Ongoing	NWP Partners	Adaptation practitioners Parties
Technical Paper on Monitoring and Evaluation of Adaptation	September 2022		Adaptation practitioners Parties

5.2. Adaptation Committee events for 2022

Event	Timeline	Event headline	Measures	Stakeholders to engage	Target audience
21 st meeting of the Adaptation Committee (AC21)	March 28–31 2022	Regular meeting to advance crucial work to ensure coherence of adaptation under the UNFCCC	Ensure live broadcast of the meeting Facilitate promotion through all UNFCCC secretariat channels	Constituted bodies Registered observers	Adaptation community, in particular those involved in the international climate change process
Webinar on adaptation communications	March/April 2022	The AC will present its progress to date on the draft supplementary guidance on adaptation communications	Ensure live broadcast of the meeting Facilitate promotion through all UNFCCC secretariat channels	IPCC Parties	Adaptation community Adaptation practitioners/focal points Parties
1 st annual dialogue with	2022	Dialogue to present and	Ensure live broadcast	Constituted bodies	All audiences

adaptation-related constituted bodies		acknowledge progress on respective work of constituted bodies related to adaptation	of the meeting Facilitate promotion through all UNFCCC secretariat channels		relevant to the work of the constituted bodies involved
Adaptation Forum	2022	Participants to learn about the work of the UNFCCC and the Adaptation Committee	Ensure live broadcast of the meeting Facilitate promotion through all UNFCCC secretariat channels	Adaptation champions	Adaptation practitioners Parties Policymakers
Events at NAP Expo: Incl. private sector in NAP formulation and implementation	2022	The NAP Expo is an outreach event organized by the Least Developed Countries Expert Group (LEG) under the UNFCCC, in collaboration with various bodies and organizations, to promote exchange of experiences and foster partnerships between a wide range of actors and stakeholders on how to advance National Adaptation Plans (NAPs).	Ensure live broadcast of the meeting Facilitate promotion through all UNFCCC secretariat channels	LEG	Adaptation community, Private sector, Organizations advancing the work of national adaptation plans LEG
22 nd meeting of the Adaptation Committee (AC22)	2 nd half of 2022	Regular meeting to advance crucial work to ensure coherence of adaptation under the	Ensure live broadcast of the meeting Facilitate promotion through all UNFCCC	Constituted bodies Registered observers	Adaptation community, in particular those involved in the international

		UNFCCC	secretariat channels		climate change process
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5.3. Adaptation Committee delivery channels

Product	Timeline	Product headline	Measures	Stakeholders to engage	Target audience
Adaptation Finance Bulletin	3-4 per year	Overview of significant adaptation finance under the UNFCCC in the past months	Offer a separate subscription possibility for the bulletin Disseminating the bulletin via the UNFCCC mailing list and in partner mailing lists as well as via social media	Finance community (i.e. SCF, GCF, AF, regional development banks) UNFCCC mailing lists subscribers	National, regional and local policymakers Policy advisors Accredited entities/institutions seeking accreditation
Adaptation LinkedIn Group	Continuous	Platform to more actively and professionally connect the AC with other adaptation professionals and branch out to the wider adaptation community in order to enhance the engagement of the AC	Concept note and mock-platform is drafted Plan for engagement and distribution of LinkedIn group membership building drafted Once approval is given, LinkedIn page can be launched as soon as possible, with KPI monitoring	UNFCCC internal stakeholders AC, Nairobi Work Programme, LCIPP and other networks related to Adaptation	Adaptation professionals Policy advisors Researchers/Practitioners National, regional and local policymakers Young professionals
UNFCCC-wide Communication	Continuous	Platforms that taps into a much wider audience with	Continue to engage with UNFCCC's	UNFCCC internal stakeholders	Adaptation professionals

Channels (Newsroom, Blog, LinkedIn, Facebook, Twitter)		larger resources behind the management	Communications and Engagement workstreams		Policy advisors Researchers/Practitioners National, regional and local policymakers
Adaptation Exchange Facebook	Continuous	Platform that shares adaptation-related news, alongside AC and NWP updates	Continue to develop social media posts to be scheduled 3-4 times per week Continue to monitor the impact on audience via the platform	UNFCCC internal stakeholders	Adaptation professionals General audience
Adaptation Exchange Twitter	Continuous	Platform that shares adaptation-related news, alongside AC and NWP updates	Continue to monitor the impact on audience via the platform	UNFCCC internal stakeholders	Adaptation professionals General audience

Documentation information

<i>Version</i>	<i>Date</i>	<i>Description</i>
01.0	17 March 2022	AC21 This information note contains the AC's communications strategy for 2022 and 2023, and its communications plan for 2022 for adoption by the AC.

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