

Update on the communications plan and strategy of the Adaptation Committee 2022-2023

Recommended action by the Adaptation Committee

This paper provides an update to the work undertaken so far to operationalize the Adaptation Committee's communications strategy for 2022 and 2023, and its communications plan for 2022, as introduced during AC22. The Adaptation Committee will be invited to consider the information contained in this note with a view to providing further recommendations on the implementation of the communications plan and strategy.

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1. 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 twentieth meeting, the AC evaluated its communications plan and strategy during the 2020-2021 reporting period.¹ 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.
3. At the twenty-first meeting, a proposed communications plan for 2022 and 2023 was presented to fulfil the AC communications objectives. The AC identified four pillars of strategic communications (foundational items, content development, delivery platforms and monitoring & evaluation) to ensure that communication content development, distribution and learning are purposeful, impactful, and well-managed under time and resource constraints.²

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 two overall key areas of improvement for communication: 1) Increasing the reach and impact of the AC’s events and publications and 2) Increase the visibility and engagement of the AC overall, as linked to the following objectives:
 - 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.

4. Project updates on communications since AC21

5. Overall update

6. The implementation of the AC communications plan has largely focused on content development updates, including revamping the visual identity of the AC and increasing engagement and interactivity with the audience. Foundational work, project plans and background research/documents on developing audience assessments and more modern delivery channels have started. The content development work

¹ https://unfccc.int/sites/default/files/resource/ac20_8_evaluation_ac_commsplan.pdf

² <https://unfccc.int/documents/461226>

will continue forward over the next few months with upcoming AC publications on the horizon, including two technical papers and the Adaptation Flagship Report.

6. Foundational Elements

7. Foundational elements are items that link back to cross-cutting issues that create a better enabling environment for communications purpose, development, delivery and learning. Suggestions under the "Foundational Elements" section of the AC communications plan have included conducting an Adaptation Committee-focused audience assessment to study current and potential audiences in order to continuously improve the communication efforts of the AC. So far, a work plan, literature review and methodology draft has been developed, in tandem with an Adaptation Division-wide communications assessment focused on stakeholders external to UNFCCC. Before AC23, the communications assessment should be completed, with results to be presented more thoroughly on audiences via survey results and other methods outlined in the audience assessment workplan.

7. Content Development

8. In the proposed communications plan, much of the items focused on content development, or the ideation, drafting, editing and review of content to be distributed. The items under this section attempt to enhance the content and delivery processes by making the outputs less one-directional and more two-directional in terms of the communication approach.

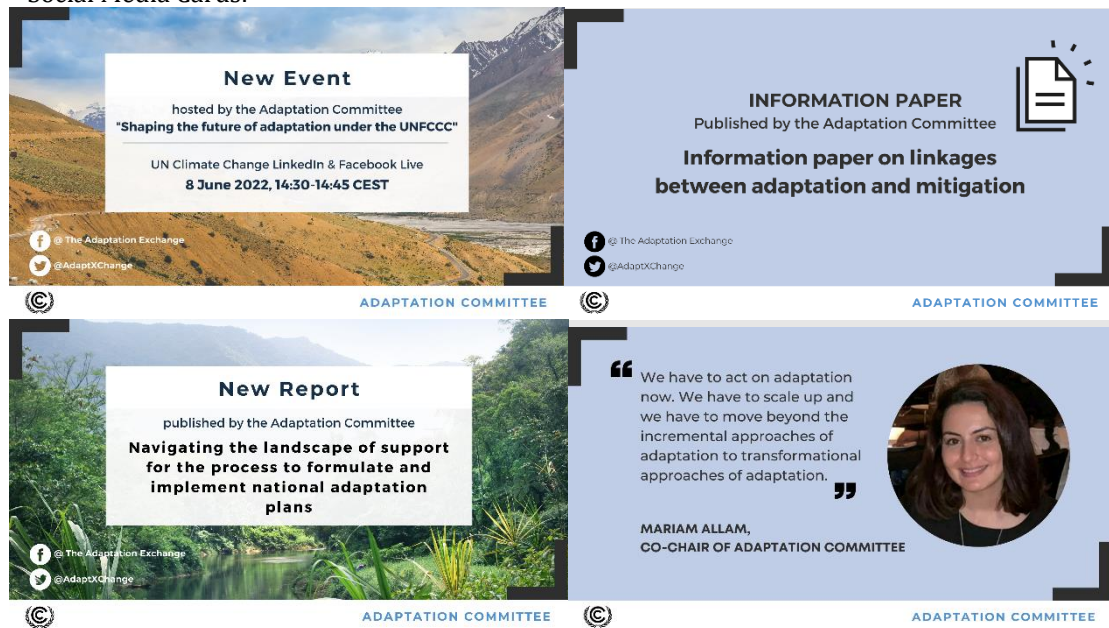
9. As part of the suggestion to "Develop interactive elements and visuals for public-facing outputs," the AC workstream has developed a cohesive visual identity for the Adaptation Committee, as evidenced by PowerPoint presentations, social media cards and recent publications. The products are more visually appealing and host more interactive elements in public-facing AC work. Below are some examples:

a) PowerPoint Presentation Slides:



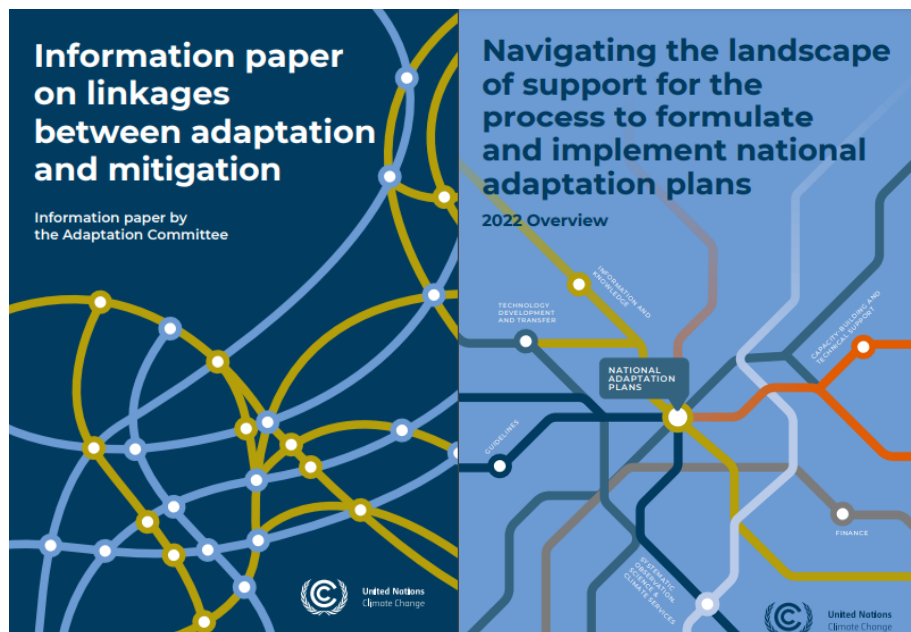
Caption: New PowerPoint Presentation Slides redesigned by vendor in Summer 2022 for the Adaptation Committee

b) Social Media Cards:



Caption: Social media cards designed and streamlined to display Adaptation Committee content relating to events, tools, publications and Adaptation Committee member quotes, of which starts the longer-term work, post website update, of showcasing AC members and their contributions to the climate change adaptation field and UNFCCC processes.

c) Recent Publications:



Caption: "Information paper on linkages between adaptation and mitigation," published in February 2022, and "Navigating the landscape of support for the process to formulate and implement national adaptation plans," published in July 2022, indicates a consistency in terms of design identity for the Adaptation Committee publications.

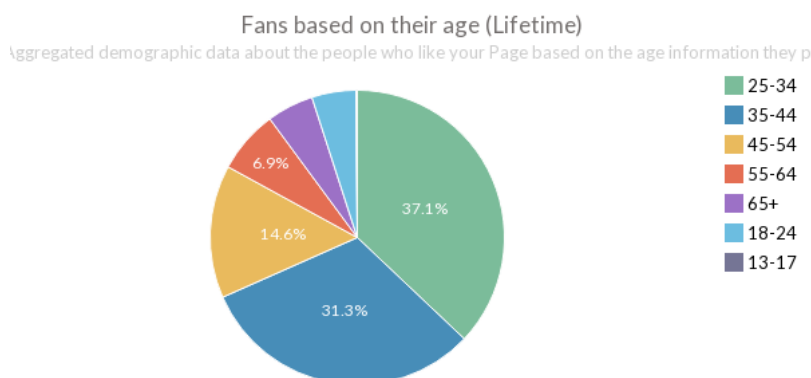
(decrease from 152,500) and 8,986 instances of engagements (decrease from 15,361). On average, posts from the reporting period generated about 481 average impressions (increase from 396) and 37 engagements (decrease from 40) per post.

- ii) The top performing posts on Twitter have included: an announcement on the [NWP Scoping Paper](#) on forest and grassland biodiversity, announcement of the [7th Meeting of the Facilitate Working Group](#), and a [call for side event applications](#) for Africa Climate Week.

12. At its 26th session, the Conference of Parties, 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, as of August 31, 2022:

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.
- ii) The top three age ranges that follow the Adaptation Exchange are 25-34-year-olds (37.1%), followed by 35-44-year-olds (31.3%), and 45-54-year-olds (14.6%).



- iii) Regarding gender, Adaptation Exchange Facebook fans can be disaggregated as 54.1% male, 42.8% female, and 3.6% unspecified.
- iv) The content of Adaptation Exchange posts is reached by the following top ten cities: Bonn, Lima, Dhaka, Kathmandu, Addis Ababa, Phnom Penh, Nairobi, Bangkok, Ankara, Delhi.

13. In the reporting period, the **Adaptation Committee pages were visited 7,807 times** with about **2 minutes of average spending time on page**. Publications page of Adaptation Committee experienced **988 total downloads of content**. The hosted publications of 2022 so far generated the following:

- a) [Information paper on linkages between adaptation and mitigation](#): **280 total downloads/clicks**, with 187 downloads/clicks being unique events
- b) [Navigating the landscape of support for the process to formulate and implement national adaptation plans](#): **126 total downloads/clicks**, with 95 downloads/clicks being unique events
- c) [Constituted Body Global Stocktake synthesis report: Synthesis report for the technical assessment component of the first global stocktake - Adaptation Committee](#): **210 total downloads/clicks**, with 163 downloads/clicks being unique events

14. Two Adaptation Finance bulletins, issue 11 and issue 12, were launched after AC 21 and were sent to a distribution of list of about **4,700-4,200 subscribers**. The bulletins had an open rate of **34.7-29.6%** and a **click rate of 1.7-1.2%**.

15. Since AC20, the Adaptation Committee has also been featured on UNFCCC-wide articles, including:

- a) ["New Tool to Navigate Support for National Adaptation Plans"](#) (August 10, 2022) -- **869 pageviews** (721 unique). 1:32 minutes spent on average

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

- b) [“Adapting to Climate Change Impacts: Enhancing Efforts Ahead of COP26”](#) (September 17, 2021) – **489 pageviews** (434 unique), 3:18 minutes spent on average
16. The AC hosted an outreach event called [Shaping the Future of Climate Adaptation](#) in June 2022 that generated around **10,000 views** and around **1,300 engagements** across YouTube, LinkedIn, and Facebook.
17. The AC and its products and events have also been featured prominently in the Nairobi work programme’s eUpdate, highlighting the NAP Support Publication and AC 22.

10. Tables on Communication Efforts

Table 1. Adaptation Committee Communications Plan Progress Table

Stage of Communication Effort	Project	Start Time	End Time	Status update during AC22
Foundational, Monitoring & Evaluation	AC audience assessment	July 2022	March 2023	Workplan, literature review and methodologies to be employed are drafted. Implementation of audience assessment is the next step.
Content Development	Develop interactive elements and visuals for public-facing outputs	April 2022	December 2023	Ongoing. The visual communication update is complete, with the development of redesign AC publications, quote cards, social media cards and presentations. Upcoming technical papers will be redesigned as well. Additionally, the Adaptation Flagship Publication will be the test of trying new communication tactics to visual engage audience members.
Content Development	Develop visual items for AC landing page	September 2022	March 2023	Not started. Website to be updated.
Content Development	Profiles of AC members on the UNFCCC website, & content highlighting AC members on social	Summer 2021	December 2022	Information collected. Not implemented. Website to be updated.
Delivery Platforms	Develop a content and event calendar/engagement channel for AC	Summer 2022	March 2023	Not started.
Delivery Platforms	LinkedIn launch	Summer 2021	November 2022	Background documents, including content and implementation plan, created.

Table 2. Upcoming Adaptation Committee products

Product or Event	Anticipated Publishing/Launch Time	Status	Target audience
Priorities and needs: technologies for adaptation in agriculture, water resources and coastal zones; including experiences in stakeholder engagement and regulatory issues pertaining to the development, transfer and uptake of technologies in those sector (Product)	November 2022	Brief submitted, designer onboarding in September 2022	Adaptation practitioners Parties Policymakers
Technical paper on methodologies for assessing adaptation needs (Product)	November 2022	Brief submitted, designer onboarding in September 2022	Adaptation practitioners Parties Policymakers
AC Flagship Report Launch at UNFCCC Pavilion COP 27 (Event)	November 2022	Proposal submitted, content being generated, designer involved	General audience Adaptation practitioners Peripheral stakeholders to the climate change community
2022 Adaptation Flagship Report (Product)	December 2022	Designer onboarded, information/data collection ongoing, currently in second design phase	General audience Adaptation practitioners Peripheral stakeholders to the climate change community
AC 2022 Infographic (Product)	December 2022	Not started	Adaptation Practitioners Policymakers Parties General audience
Adaptation Forum (Event)	March 2023	Concept note developed. Event management consultants scoping.	Adaptation practitioners Parties Policymakers

Documentation information

<i>Version</i>	<i>Date</i>	<i>Description</i>
0.1.0	7 September 2022	AC22 The AC is invited to consider the information contained in this note with a view to providing further recommendations on the implementation of the communications plan and strategy.
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.

Keywords: Adaptation, Resilience, development communication, Adaptation Committee.
