

23rd meeting of the Adaptation Committee

Agenda item 6a



United Nations
Climate Change
Adaptation Committee

Communications plan and strategy of the Adaptation Committee

Update

7-10 March 2023

I. Introduction

- ❖ In its 2022-2024 flexible workplan, the AC agreed to a “revision of the AC communications strategy and plan.”
- ❖ AC 20 evaluated its communications plan and strategy during the 2020-2021 reporting period. 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.
- ❖ At AC 21, 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)
- ❖ At AC 22, project updates on the communication activities of the AC were given, including updates on the audience assessment, restyling and opportunities to showcase content development, and evaluations of online communication channels and social networks between the AC21 and AC22 period.

I. Foundational elements

Audience assessment

- ❖ Audience assessment to be conducted by AC24 via an online survey
- ❖ The assessment will ensure that the AC has sufficient data in order to more efficiently communicate to its audience
- ❖ Surveys will be distributed via all available delivery channels and translated into UN official languages, where necessary

III. Content development

October 2022

The Adaptation Committee

Promoting enhanced, coherent action on adaptation under the UNFCCC

The Adaptation Committee (AC) is the principal body under the United Nations Framework Convention on Climate Change (UNFCCC) providing expert guidance on adaptation and ensuring that adaptation is addressed coherently under the UNFCCC process.

The work of the AC is centred around five core functions:

- Promoting synergy and strengthening engagement with national, regional and international organizations, centres and networks**
- Sharing relevant information, knowledge, experience and good practices**
- Providing technical support and guidance to the Parties**
- Providing information and recommendations, drawing on adaptation good practices, for consideration by the Conference of the Parties (COP)**
- Considering information communicated by Parties on their monitoring and review of adaptation actions, support provided and received**

The AC is committed to carrying out its work in a transparent and inclusive manner. This involves consistent and proactive engagement with various stakeholders within and outside the UNFCCC process. Such engagement helps the AC ensure that its products reflect various viewpoints and insights from a wide range of experts. This, in turn, strengthens the quality of the work of the AC. Here are some examples from 2022.

Expert and observer engagement

Collaboration with the IPCC

The AC, the IPCC secretariat and Working Group II authors have been interacting regularly over the year through informal meetings, meetings hosted by the SRGTA Chair, written updates after relevant AC meetings, and more. Interactions between 2019 and 2022 on the work include:

- Three updates from the secretariat to the IPCC secretariat following sessions of IPCC governing bodies
- Eight letters and official emails between the AC and the IPCC secretariat
- Two in-person meetings between AC members and IPCC representatives
- Two conference calls between AC members and IPCC representatives
- Two AC webinars and expert meetings with IPCC participation
- One written review by IPCC experts
- A number of informal calls and emails

NAP Task Force

The NAP Task Force – which comprises representatives of the AC, the AC like G2, the G20, the IJC, the ICF and the TIC – met twice in 2022. During these meetings, it agreed on its flexible mandate for 2022-2024. Its future work will include, for example, the preparation of a policy brief on progress, good practices and lessons learned in prioritizing and incorporating gender-responsive adaptation action.

Observer engagement

The AC promotes active observer participation in its work. Observers provide additional responses and expertise that inform the discussions. Their engagement is critical to furthering the work of the AC and achieving its objectives. Observer engagement is realized at each AC meeting, at AC events, and internationally through calls for submission and voluntary reports.

Technologies for adaptation: innovation, priorities and needs in agriculture, water resources and coastal zones

Technical paper

United Nations
Climate Change

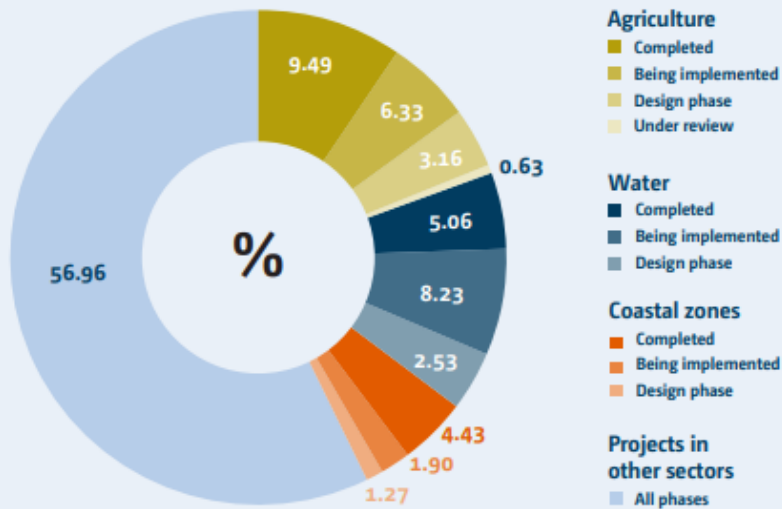
Methodologies for assessing adaptation needs and their application

Technical paper

United Nations
Climate Change

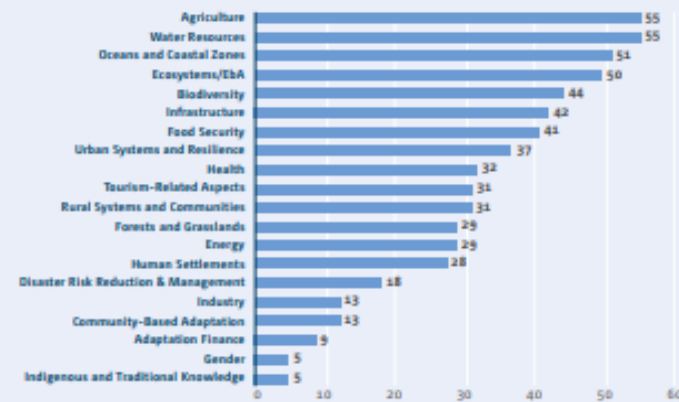
II. Content development II

FIGURE 3. CTCN TECHNICAL ASSISTANCE FOR ADAPTATION IN THE AGRICULTURE, WATER AND COASTAL ZONES SECTORS



Source: https://www.ctcn.org/technical-assistance/data/%3B%3D-%20page_objective_facets%3A14912
 * Percentages are of the 158 adaptation-related technical assistance projects listed on the CTCN website as at 23 November 2022. This count includes those projects listed jointly under mitigation and adaptation. Agriculture projects counted include those listed in both the "agriculture" and the "agriculture and forestry" categories on the CTCN database.

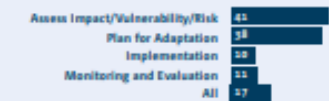
B. NUMBER OF METHODOLOGIES AND TOOLS BY ADAPTATION SECTOR



C. NUMBER OF METHODOLOGIES AND TOOLS BY GEOGRAPHIC FOCUS/SCOPE



D. NUMBER OF METHODOLOGIES AND TOOLS BY RELEVANT STAGE(S) IN ADAPTATION POLICY CYCLE

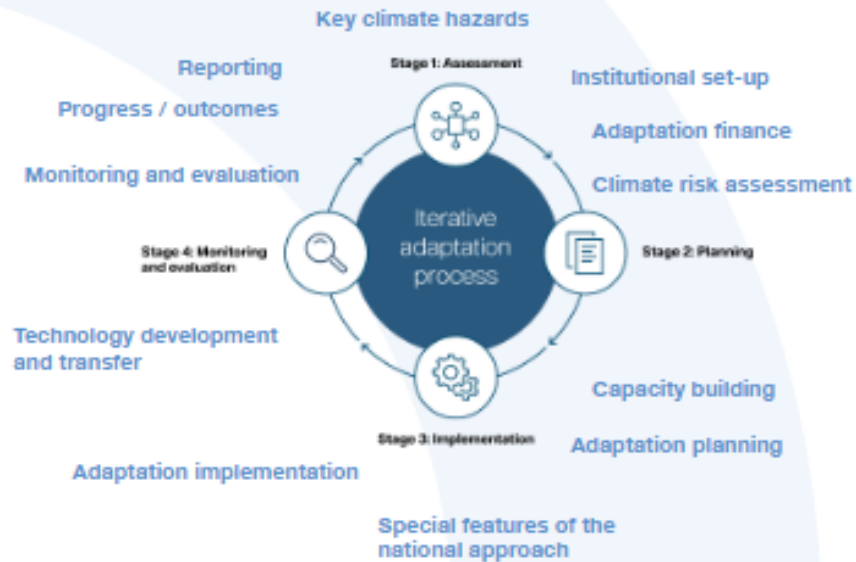


Source: AC document AC/20/INT02C.

II. Content development III

V. Your feedback counts:

- What type of information would you like to see in the series that would facilitate your own work (see sample categories of the country profiles right)?
- How could the series best contribute to the global monitoring of adaptation progress?



III. Delivery channels

- ❖ Usual output through the traditional delivery channels (Facebook, Twitter, newsletters, UNFCCC newsroom)
- ❖ Additionally:
 - Initiation of planning to use the Adaptation Contact Points via email for adaptation-related updates on a regular basis (twice a year, before SBs and COPs)
 - Use of additional region-specific outreach channels such as the RCC newsletters

Spotlight on Adaptation

Technologies for adaptation: innovation, priorities and needs in agriculture, water resources and coastal zones

A new technical paper from the Adaptation Committee examines the innovation, priorities and needs with respect to technologies for adaptation in agriculture, water resources and coastal zones, identified by developing countries as their highest priorities for adaptation technology needs. It also provides a detailed snapshot of **technology transfer efforts** in those priority areas supported by the **Climate Technology Centre and Network (CTCN)**, **Green Climate Fund**, **Global Environment Facility and Adaptation Fund**, and covers the barriers, gaps, and challenges that complicate the identification, development, and development and deployment of technologies. The report also reviews the **use and status of frontier technologies (e.g. AI and machine learning)** for adaptation, and innovation efforts. Finally, it provides a selection of **good practices and opportunities** to help make sure current and future technologies fulfil their potential in enhancing adaptation action. Read more [here](#).



Photo Credit: World Bank

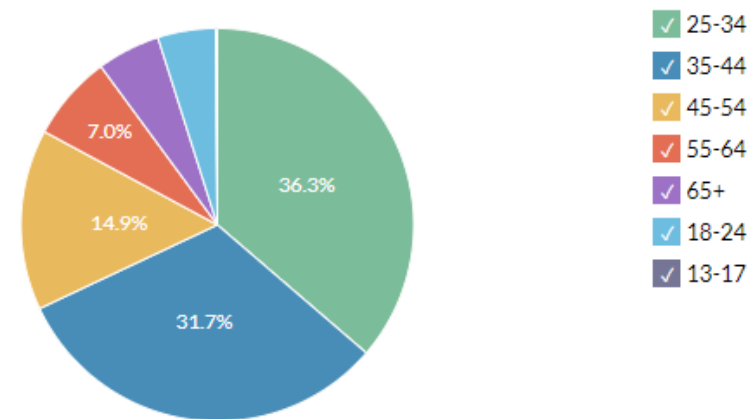
IV. Evaluation

❖ Facebook

- ❖ Total of **76 posts** in the reporting period (increase from 55 posts compared to reporting for AC22). The posts generated about **31,324 impressions** (decrease from 35,654), and **1,302 instances of engagements** (decrease from 1,495).
- ❖ **17,056 likes** (increase from 16,629 at AC22)
- ❖ 52,2% male, 40.9% female, 6.9% unspecified

Fans based on their age (Lifetime)

Aggregated demographic data about the people who like your Page based on the age informati...



IV. Evaluation II

❖ Twitter

- ❖ **4,320 followers** (increase from around 4,130), with around **140 tweets posted** (decrease from 245).
- ❖ The posts generated about **39,000 impressions** (decrease from 117,900) and **9,361 instances of engagements** (increase from 8,986).
- ❖ On average, posts from the reporting period generated about **279 average impressions** (decrease from 481) and **67 engagements** (increase from 37) per post.

➤ Adaptation Finance bulletin

- Issues 13 and 14 launched
- 4,200 subscribers
- The bulletins had an open rate of 31-34% and a click rate of 1%

IV. Evaluation III

❖ Websites

- ❖ Adaptation Committee pages were visited **8,572 times** (increase from 8,313 times)
- ❖ **2:49 minutes of average spending time on page** (increase from 2:06 minutes).
- ❖ Publications page of Adaptation Committee experienced 445 total downloads of content.