

24th meeting of the Adaptation Committee



United Nations
Climate Change
**Adaptation
Committee**

Agenda item 6.a

Communications plan and strategy
of the Adaptation Committee

Progress overview

10-13 October 2023

Updates on progress



United Nations
Climate Change
Adaptation Committee

Updates on progress

A) Monitoring and evaluation

1. AC audience assessment survey: disseminated and results analyzed
2. Regional Climate Weeks survey: disseminated and results being analyzed
3. Surveys for attendees of webinars and other AC events and products

Updates on progress

1. AC audience assessment survey: disseminated and results analyzed ✓

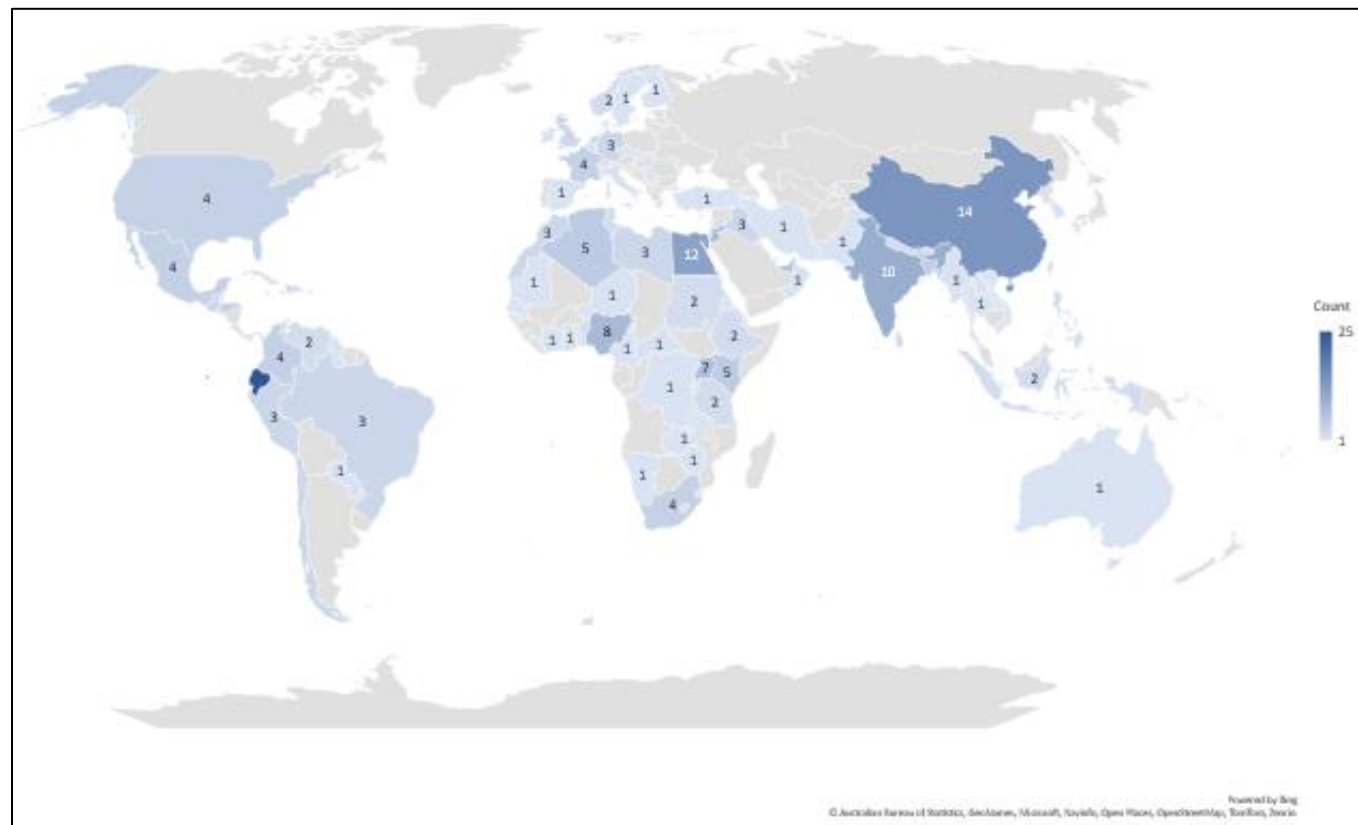
453 answers

Top 5 countries by replies:

Ecuador (25)
China (14)
Egypt (12)
India (10)
Nigeria (8)

Top native languages (by replies):

Spanish (55)
Arabic (41)
English (42)
Chinese (13)
French (8)



Updates on progress

2. Regional Climate Weeks survey: disseminated and results being analyzed

- Social media dissemination (in progress)
- Regional climate weeks report (in progress)



YOUR VOICE MATTERS

صوتك مهم

شارك في الاستطلاع وساعد في توجيه مسار التكيف في منطقة الشرق الأوسط وشمال أفريقيا

TAKE PART IN THE SURVEY AND HELP STEER THE COURSE OF ADAPTATION IN THE MENA REGION



ENGLISH VERSION



النسخة بالعربية

Updates on progress

3. Surveys for attendees of webinars and other AC events and products
 - Surveys added in the website templates (to be published)

Process and meetings > Bodies > Constituted bodies > Adaptation Committee (AC)

Navigating the landscape of support for the process to formulate and implement national adaptation plans. 2022 Overview



Abstract

This publication provides an overview of the landscape of support available for adaptation and of the targeted programmes and initiatives that have been set up to facilitate the formulation and implementation of NAPs. It is structured around six different categories of support: "Guidelines", "Systematic observation, science and climate services", "Information and knowledge", "Finance", "Capacity-building and technical support", and "Technology development and transfer". It updates and complements the information contained in the Adaptation Committee's report on

Navigating the landscape of support for the process to formulate and implement national adaptation plans

published in 2015.

As the support needs of different countries at different stages of the process

Language ⌵

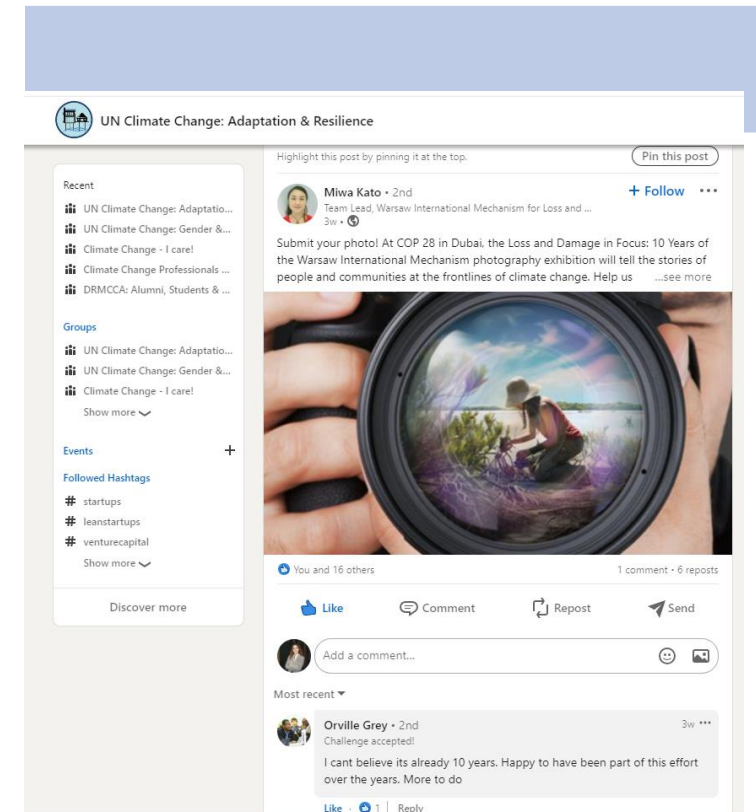
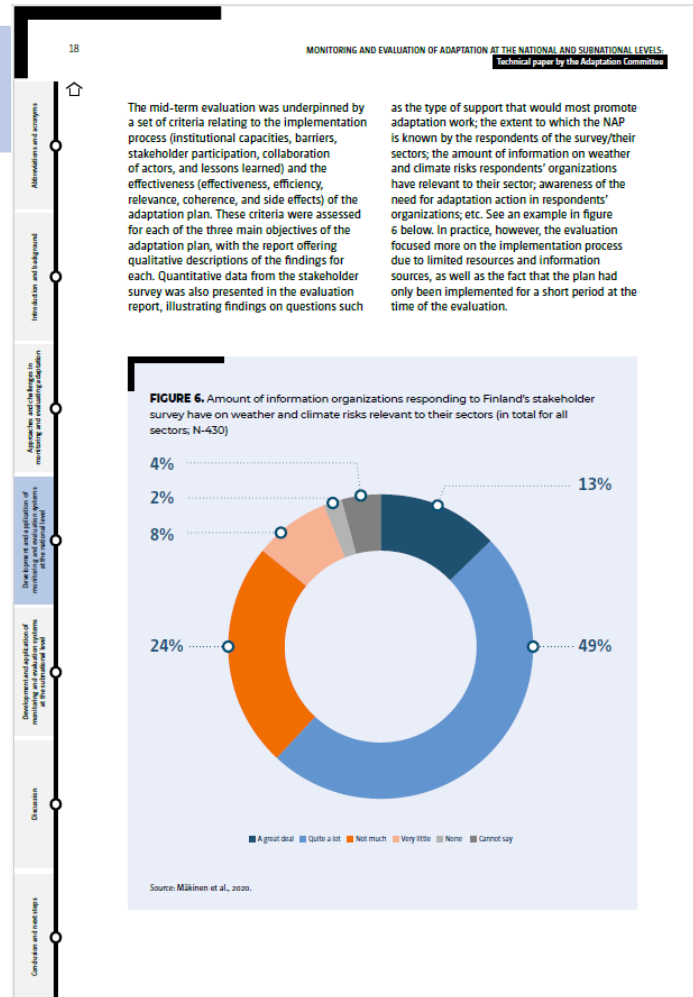
Give us your opinion!

Opinion survey [↗](#) ⌵

Updates on progress

B) Content

1. Development of interactive elements and visuals for public-facing outputs



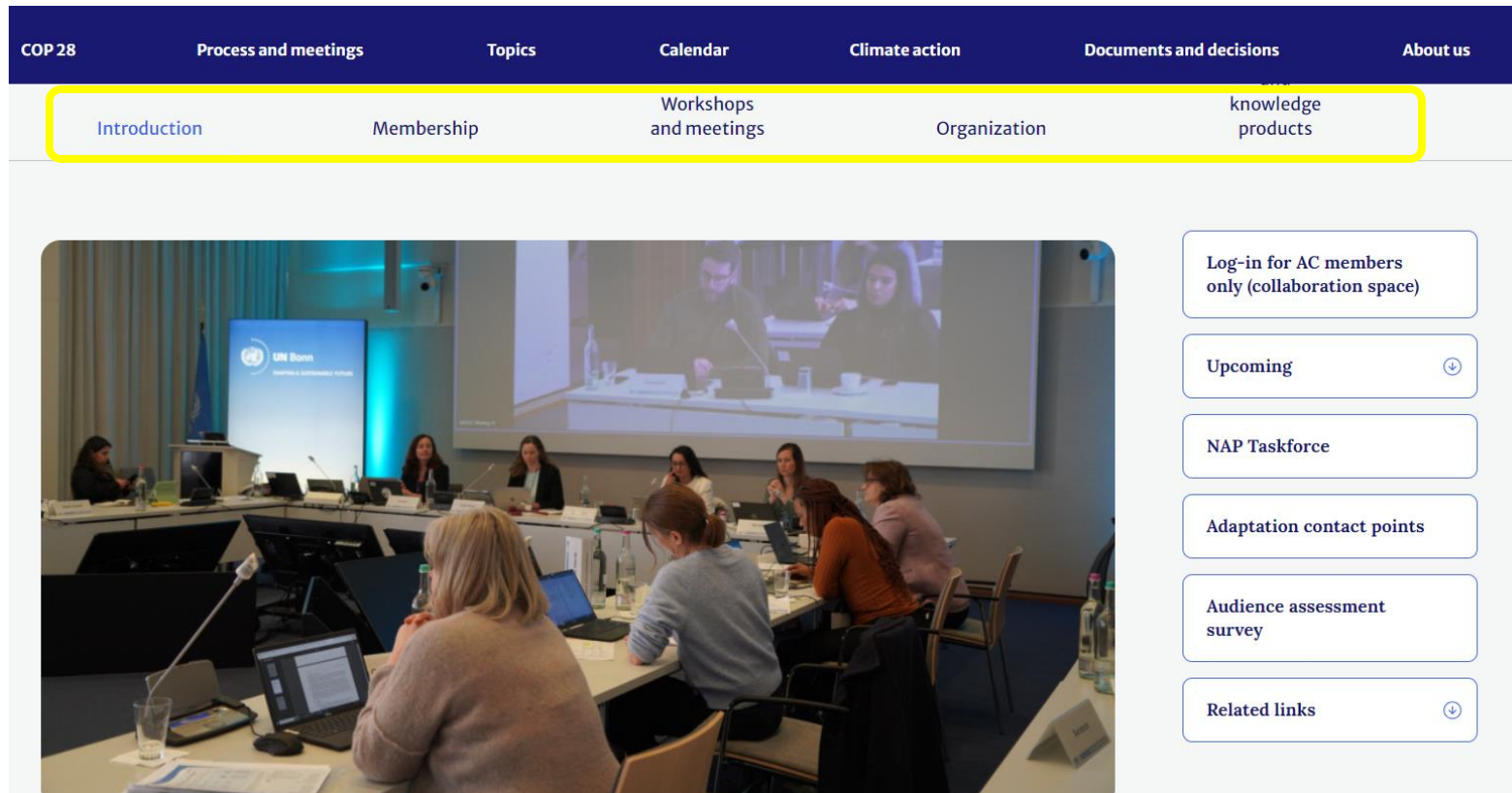
Updates on progress

C) AC website (about to be published)

1. Revamp of the AC website
2. Develop a visual item for the AC landing page
3. Add the profiles of the AC members on the website

Updates on progress

New AC website (about to be published)



- ✓ Less text
- ✓ Simpler navigation
- ✓ More visual
- ✓ More accessible
- ✓ More dynamic

Updates on progress

New AC website (about to be published)

The screenshot shows a website interface with a dark blue navigation bar containing the following tabs: COP 28, Process and meetings, Topics, Calendar, Climate action, and Documents. Below the navigation bar, the page title is "Membership". The text reads: "The COP, at its 17th session, decided that the Adaptation Committee shall comprise 16 members, who shall serve in their personal capacity, as follows:" followed by a bulleted list:

- 2 members from each of the 5 United Nations regional groups
- 1 member from a small island developing State
- 1 member from a least developed country Party
- 2 members from Parties included in Annex I to the Convention
- 2 members from Parties not included in Annex I to the Convention

Below the list, the section is titled "AC members 2023" and "Constituency: Africa". Three member profiles are displayed in a grid:

- Ms. Mariam Allam**
Country: Egypt
Co-chair of the AC
- Ms. Funanani Muremi**
Country: South Africa
- Ms. Rhianna Neely**
Country: Jamaica

Ms. Rhianna Neely
Country: Jamaica

Rhianna is responsible for the management and direction of the Department of Environmental Planning and Protection in The Bahamas. She works in projects related with climate change adaptation and mitigation, sustainable development and international environmental engagement.

- ✓ Less text
- ✓ Simpler navigation
- ✓ More visual
- ✓ More accessible
- ✓ More dynamic

Updates on progress

New AC website

Process and meetings > Bodies > Constituted bodies > Adaptation Committee (AC)

Navigating the landscape of support for the process to formulate and implement national adaptation plans. 2022 Overview



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published in 2015.

As the support needs of different countries at different stages of the process to formulate and implement NAPs vary and will continue to evolve, the landscape of available support will also adapt to those needs. In light of the dynamic nature of the provided support, this publication is complemented by an online information source on which the information on available support will be updated more frequently and more flexibly. The online information source is available at unfccc.int/napsupport.

Publication date: 01 August 2023

[Access the report](#)

Language

[Give us your opinion!](#)

- ✓ Less text
- ✓ Simpler navigation
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- ✓ More dynamic

Adaptation Committee



United Nations
Climate Change

Updates on progress

D) Social media

1. AC LinkedIn launch
2. Data
3. Key lessons learned

Updates on progress

1. AC LinkedIn group launch

The screenshot shows the LinkedIn group page for 'UN Climate Change: Adaptation & Resilience'. The group is public and has 1,433 members. The page includes a header with the UN Climate Change logo, a group profile picture, and a 'Start a public post' button. Below the post button are options for 'Media' and 'Poll'. The 'Analytics' section shows a decline in activity over the last 15 days: 1,360 active members (-43%), 24 new members (-47%), 5 posts (-17%), and 3,892 post views (-37%). A pinned post by David Oehmen, Associate Programme Officer and Admin, is visible at the bottom.

UN Climate Change: Adaptation & Resilience
Public group
Earn an Active Group badge

1,433 members
Including Talha Munir and 68 other connections

Invite connections

Show all →

Analytics
Last 15 days activity

1,360	▼43%
Active members	
24	▼47%
New members	
5	▼17%
Posts	
3,892	▼37%
Post views	

Show all →

David Oehmen • 1st
Associate Programme Officer
★ Admin • 2w • Edited •

Join the Adaptation Committee to boost climate resilience globally

Updates on progress

2. Data – reporting period 1 March 2023 and 31 August 2023 (vs. 1 September 2022 - 28 February 2023)

- All the social media used (Facebook, Twitter/X and LinkedIn) has seen increased the number of followers compared to the previous reporting period (**more than 2,000 new followers in total**).
- **Engagements and impressions have decreased** on Facebook and Twitter/X compared to the previous reporting period.
- Data shows that the LinkedIn group is an effective tool to disseminate information, having a growing number of post views, and active and new members.

Updates on progress

3. Key lessons learned

- **Loss and damage, ecosystem-based adaptation, agriculture, and indigenous peoples'** topics are of great interest for the audience. Based on engagement data, **Facebook and Twitter/X** provide effective **tools to disseminate events**, especially if they are related with the topics of interest mentioned. On the other side, **LinkedIn group** members are, in general, more attracted to **posts where they can participate** (courses, surveys and inscription for events).
- **Posts with pictures** are the ones that get **more attraction** across social media.
- There is a **need to stimulate interaction on LinkedIn**, including through engaging different actors to actively contribute.

AC audience assessment survey



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AC audience assessment survey

- The Adaptation Committee's audience assessment survey was **distributed through different channels** and was issued in the **6 UN official languages** (Arabic, Chinese, English, French, Russian and Spanish) to achieve a comprehensive overview.
- **35 questions** were developed to serve as inputs for the AC, with a view to improve the reach of its communication efforts. At the same time, the results of the survey will be used for the development of the **next phase of the communications strategy**.

AC audience assessment survey

MAIN RESULTS (I)

- The top 3 **most preferred method of communication to receive information on climate change adaptation** in general are: **Email** (37%), **Webinars** (19%), **Newsletters** (15%).
- The **most used social media channels to receive climate adaptation information** are **LinkedIn** (30%), followed by **Facebook** (21%) and **others** (20%).
- The **most effective ways to disseminate climate change adaptation news** are **social media** (26%), **conference or meetings** (20%) and **Email** (17%).
- The top 3 most expected content to be received from the Adaptation Committee are the following: (1) **Best practices, case studies and lessons learned**; (2) **Funding opportunities for adaptation, financial mechanisms and support**; (3) **Progress on climate change adaptation initiatives and on the work by the Adaptation Committee.**

AC audience assessment survey

MAIN RESULTS (II)

- The Adaptation Committee **has not met the expectations in terms of communications for 81% of the participants** and **the 71% of them don't feel informed** about the AC's activities and outputs.
- The most known products by the Adaptation Committee are the **reports and publications**, followed by its **meetings, workshops and webinars**.
- Only **8% of the respondents** are **subscribed to the Adaptation Finance Bulletin**.
- The **most popular channels** where the respondents hear about the Adaptation Committee are **AC website, e-mail and LinkedIn**, but a considerable % of respondents do not receive any information about the AC.

AC audience assessment survey

MAIN RESULTS (III)

- The **Adaptation Committee's communications** are mostly **accessed by laptop (60%)** and most of the respondents find it rather easy to find what they are looking for.
- The different **modalities** that respondents would like to use to **provide input to the work of the Adaptation Committee** are by email, through direct participation and surveys and through social media.



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Thank you!

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