

Update on the implementation of the communications plan and strategy of the Adaptation Committee 2022-2023 and the way forward 2024-2025

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 2023, 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 for the period 2024-2025.

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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 20th 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 21st 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
4. The communications strategy 2024-2025 will be presented at the 25th meeting based on the lessons learned from the 2022-2023 strategy.

2. Mission statement as of 2023

5. 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

6. 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, are 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 AC23

4.1 Overall update

7. The implementation of the AC communications plan has largely focused on content development updates, including revamping the visual identity of the AC and its website and increasing engagement and interactivity with the audience through the creation of a LinkedIn group and opinion surveys, including an

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

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

AC audience assessment survey. The content development work will continue over the next few months with upcoming AC publications on the horizon, including (1) a policy brief on progress, good practices and lessons learned in prioritizing and incorporating gender-responsive adaptation action, (2) a technical paper on monitoring and evaluation of adaptation at the national and subnational levels, and (3) the first report in the AC's new series on the state of adaptation.

4.2 Foundational elements

8. 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 AC-focused audience assessment to study current and potential audiences in order to continuously improve the communication efforts of the AC. The AC-focused audience assessment was developed and disseminated through different channels, including by email and social media, to partners and individuals inside and outside the UN system. The results of the survey are presented in section 4.5: Evaluation of communications since AC 23.

4.3 Content development

9. In the proposed communications plan, much focus is put 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 more interactive.

10. As part of the suggestion to "Develop interactive elements and visuals for public-facing outputs," the secretariat has continued its work to develop a cohesive visual identity for the Adaptation Committee, including through the redesign of the AC website, user-friendly design of publications. Furthermore, the secretariat, based on the guidance by the AC, is going to trial automated and unofficial translations in different UN languages via a machine translation tool. Below are some examples:

a) AC website:

Before:

The screenshot displays the Adaptation Committee website. At the top, there is a dark blue navigation bar with links for COP 28, Process and meetings, Topics, Calendar, Climate action, and Documents. Below the navigation bar, the breadcrumb trail reads "Process and meetings > Bodies > Constituted bodies". The main heading is "Adaptation Committee." followed by a sub-heading: "As part of the Cancun Adaptation Framework, Parties established the Adaptation Committee (AC) to promote the implementation of enhanced action on adaptation in a coherent manner under the Convention and the Paris Agreement."

The central content area features a light blue box titled "The work of the AC is centred around five core functions:" with five icons and corresponding descriptions:

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

On the right side of the page, there are four blue buttons with dropdown arrows: "Coming up next", "Boosting region-wide coherence on adaptation", "Log-in for AC members only", and "Related links".

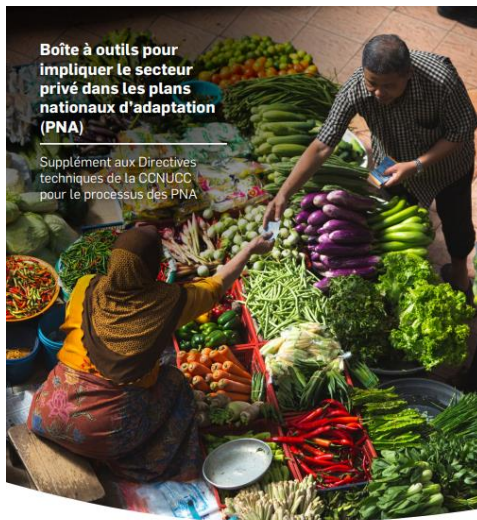
At the bottom of the screenshot, the text "Adaptation Committee structure and organization" is visible.

After:



b) Recent publications:

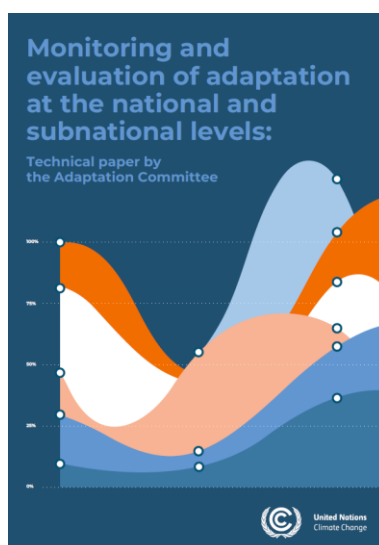
- i) The [Toolkit for Engaging the Private Sector in NAPs](#) has been translated into French and Spanish:



- ii) Progress, good practices and lessons learned in prioritizing and incorporating gender-responsive adaptation action



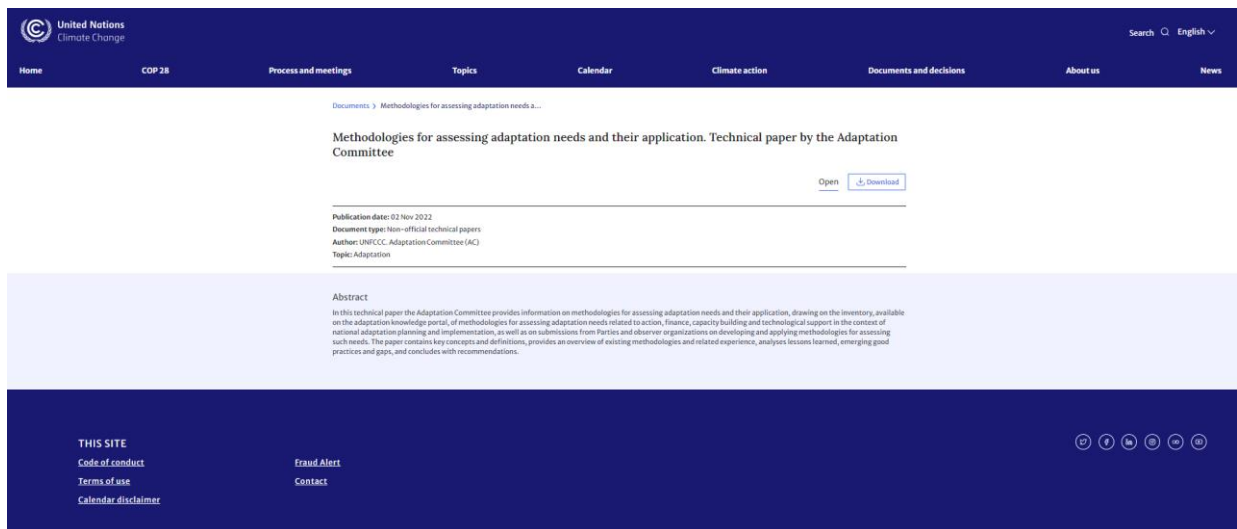
- iii) [Monitoring and evaluation of adaptation at the national and subnational levels](#)



- c) AC website:

The webpages for each publication have also been changed to increase the visibility of each publication.

Before:



The screenshot shows a standard web page layout. At the top is a dark blue navigation bar with the United Nations Climate Change logo and search options. Below this is a breadcrumb trail: Documents > Methodologies for assessing adaptation needs a... The main heading is 'Methodologies for assessing adaptation needs and their application. Technical paper by the Adaptation Committee'. There are 'Open' and 'Download' buttons. Below the heading, it lists 'Publication date: 02 Nov 2022', 'Document type: Non-official technical papers', 'Author: UNFCCC, Adaptation Committee (AC)', and 'Topic: Adaptation'. An 'Abstract' section follows, containing a paragraph of text. At the bottom, there is a dark blue footer with links for 'THIS SITE' (Code of conduct, Terms of use, Calendar disclaimer) and 'Fraud Alert', 'Contact', and social media icons.

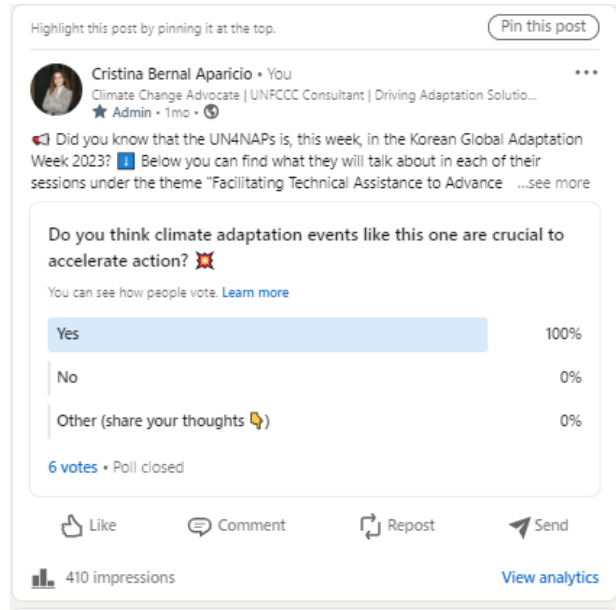
After:



The updated page features a large, colorful graphic on the left with the title 'Methodologies for assessing adaptation needs and their application' and 'Technical paper'. The main content area has a large 'Abstract' heading. The abstract text is: 'In this technical paper the Adaptation Committee provides information on methodologies for assessing adaptation needs and their application, drawing on the inventory, available on the adaptation knowledge portal, of methodologies for assessing adaptation needs related to action, finance, capacity building and technological support in the context of national adaptation planning and implementation, as well as on submissions from Parties and observer organizations on developing and applying methodologies for assessing such needs. The paper contains key concepts and definitions, provides an overview of existing methodologies and related experience, analyses lessons learned, emerging good practices and gaps, and concludes with recommendations.' Below the abstract is the 'Publication date: 02 November 2022' and a prominent blue 'Access the report' button. On the right side, there are two interactive dropdown menus: 'Language' and 'Give us your opinion!'. At the bottom, there is a social media link: 'Follow us on Facebook, LinkedIn and Twitter'.

d) Interactive Elements:

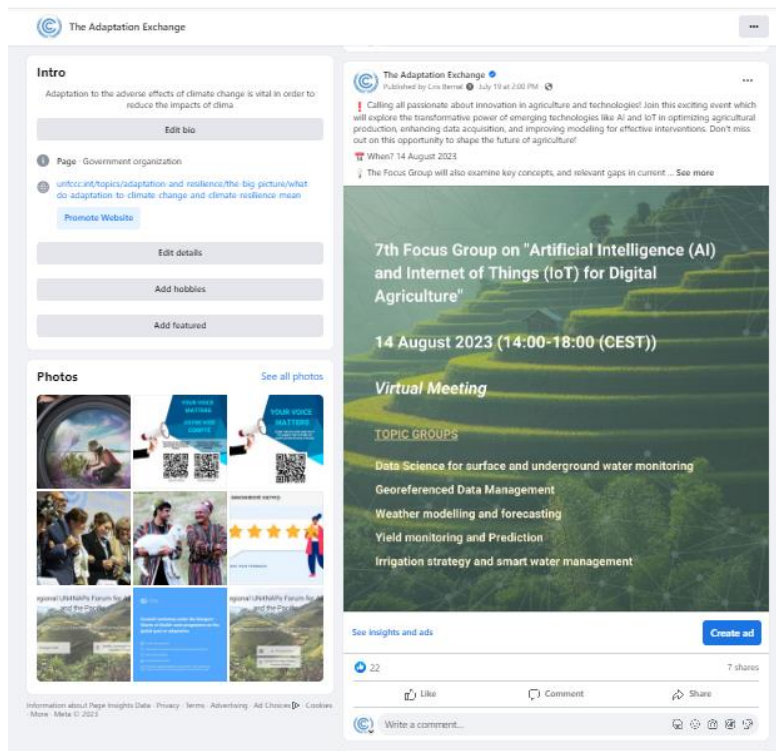
The AC's communication has made increasing use of interactive elements, such as surveys and engagement with people posting on the LinkedIn group. In addition, feedback mechanisms will also be introduced for publications and events.



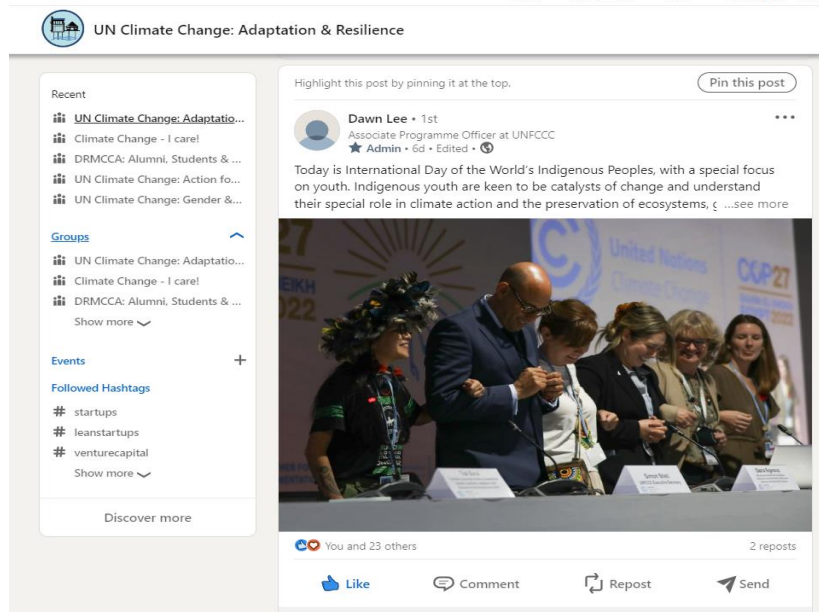
4.4 Delivery channels

11. Content has been distributed through a variety of channels, including Newsletters, Facebook, Twitter/X, and LinkedIn, an additional channel that was officially launched in April 2023.

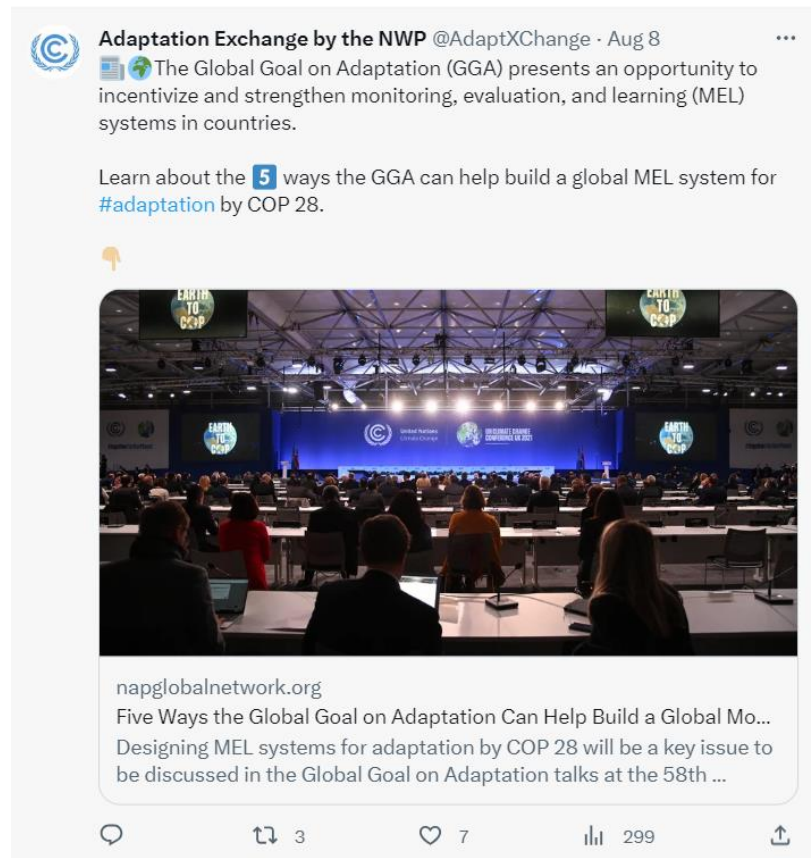
Facebook



LinkedIn



Twitter



4.5 Evaluation of communications since AC 23

12. Between 1 March 2023 and 31 August 2023, the AC communications efforts have yielded the following results (compared to the period 1 September 2022 - 28 February 2023):

a) Adaptation Facebook:

- i) The Adaptation Exchange Facebook page featured a total of **81 posts** in the reporting period, a similar figure than in the previous period. The posts generated about **37,010 impressions** (a decrease from **43,261**), and **754 instances of engagements** (a slight decrease from 1,038). Furthermore, it has gathered **377 new followers** (increase from 356), reaching a total of 19,377 (compared to 19,000 followers in the previous period).
- ii) The **top performing posts** on Facebook during the reporting period include: (1) an **e-learning course** to support decision-makers, and anyone interested in ecosystem-based adaptation to deepen understanding of planning and implementing (33 likes, 15 shares and 1 comment); (2) an SB 58 **event on loss and damage** (Loss and Damage in Focus: Ten Years of the Warsaw International Mechanism Launch Event) (28 likes and 7 shares), (3) the **publication** of the AC on methodologies for assessing adaptation needs (24 likes and 6 shares), (4) **Results of the implementation of an urban ecosystem-based adaptation project** in Viet Nam (22 likes and 4 shares) and (5) The first **workshop on addressing loss and damage** (with a total of 21 likes, 12 shares and 1 comment).

b) Adaptation X (Twitter):

- i) The Adaptation Exchange X feed has a total of **4,537 followers** (increase from around 4,130 followers in August 2022), with around **84 tweets posted** (decrease from 157). The posts generated about **17,329 impressions** (decrease from 34,031) and **6,152 instances of engagements** (decrease from 12,297). On average, posts from the reporting period generated about **234 average impressions** (similar average impressions compared to the previous period) and **73 engagements** (decrease from 92) per post.
- ii) The top performing posts on X have included: (1) an announcement of a webinar on understanding **loss and damage in Africa** (26 likes and 11 shares), (2) a tweet about the UNFCCC knowledge-to-action hub on **agriculture and food security** (8 likes and 1 share), (3) an announcement of an article about how the **Global Goal on Adaptation (GGA)** can help build a monitoring, evaluation and learning (MEL) system for adaptation by COP (7 likes and 3 shares), (4) the announcement of a UN Water conference side-event on addressing **water-climate challenges in developing countries** (7 likes and 1 share), and (5) an **adaptation planning tool** to strengthen management practices in Marine Protected Areas (6 likes and 4 shares).

c) Adaptation LinkedIn:

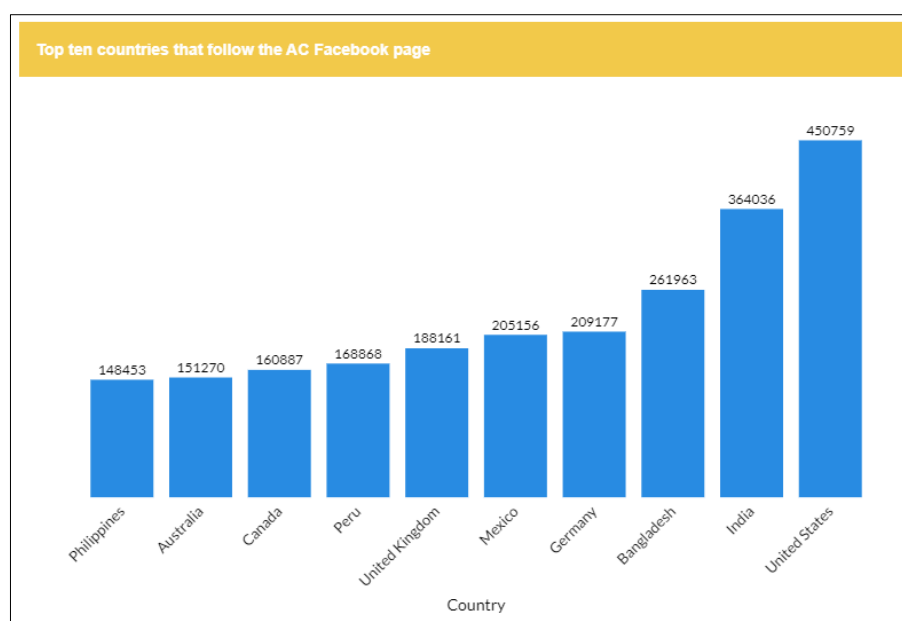
- i) Since its official launch in April 2023, the Adaptation LinkedIn group has reached **over 1,300 members** and **over 8,000 active members**, defined as the number of group members who visited the Group or viewed Group posts on LinkedIn home feed in the last 153 days. The group has **102 posts** and has reached a total of **38,494 post views**. In terms of engagement, the posts have achieved **11 comments** and **252 reactions** in total.
- ii) The top performing posts on LinkedIn were: (1) the **welcome post** to the Adaptation LinkedIn group (45 likes and 3 comments), (2) a post on **climate adaptation courses** by a climate expert (28 likes and 2 comments), (3) a post on **the AC's survey** on the course of adaptation of Asia-Pacific (28 likes), (4) a post on the **Day of the World's Indigenous Peoples** (with 28 likes and 2 shares), and (5) a post on an **ancient agricultural technique** used by the Indigenous peoples in Mexico (17 likes, 3 comments and 1 share).

Key lessons learned:

- a) Loss and damage, ecosystem-based adaptation, agriculture, and indigenous peoples' topics are of great interest for the audience. Based on engagement data, Facebook and 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).
- b) Posts with pictures are the ones that get more attraction across social media.
- c) There is a need to stimulate interaction on LinkedIn, including through engaging different actors to actively contribute.

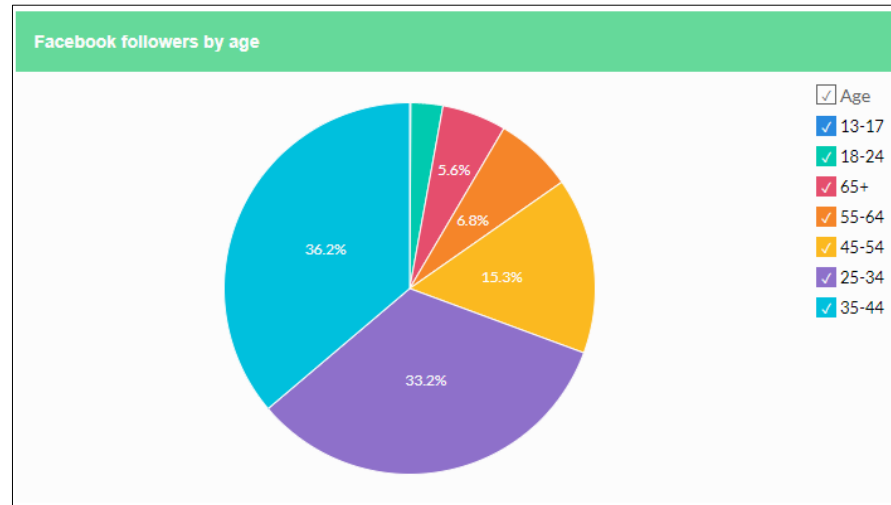
13. At its 26th session, the Conference of Parties, welcomed the work of the AC in 2019, 2020 and 2021 and invited the AC to improve its efforts to measure the outreach of its events and publications by including, in its flexible workplan, the collection of statistics disaggregated by gender and region 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 Facebook users that follow the Adaptation Exchange Facebook page:

- a) Facebook Demographics:
 - i) Top ten countries following the Adaptation Exchange: United States, India, Bangladesh, Germany, Mexico, United Kingdom, Peru, Canada, Australia, and Philippines.

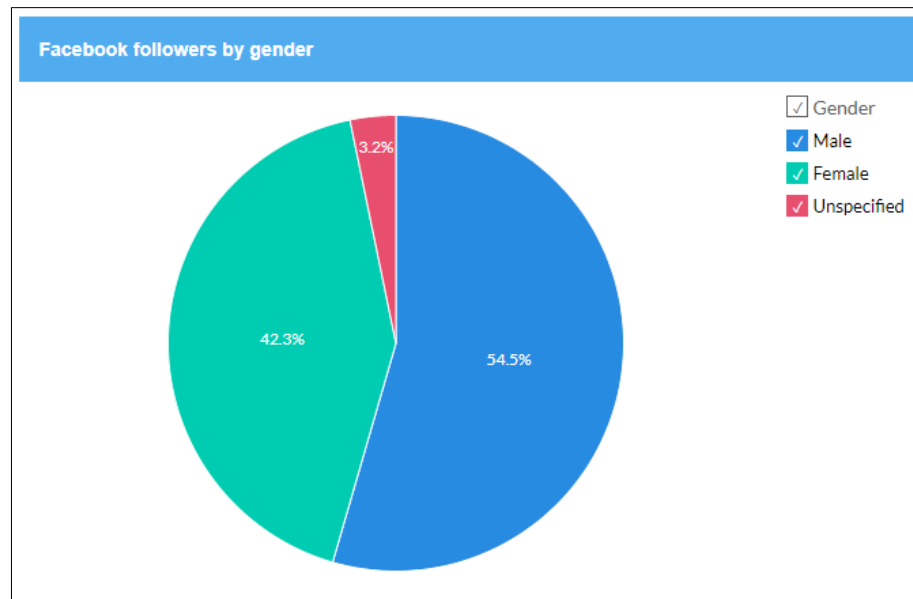


³ https://unfccc.int/sites/default/files/resource/AC%20report%20COP%20decision_0.pdf

- ii) The top three age ranges that follow the Adaptation Exchange are 35-44-year-olds (36.2%), followed by 25-34-year-olds (33.2%), and 45-54-year-olds (15.3%).

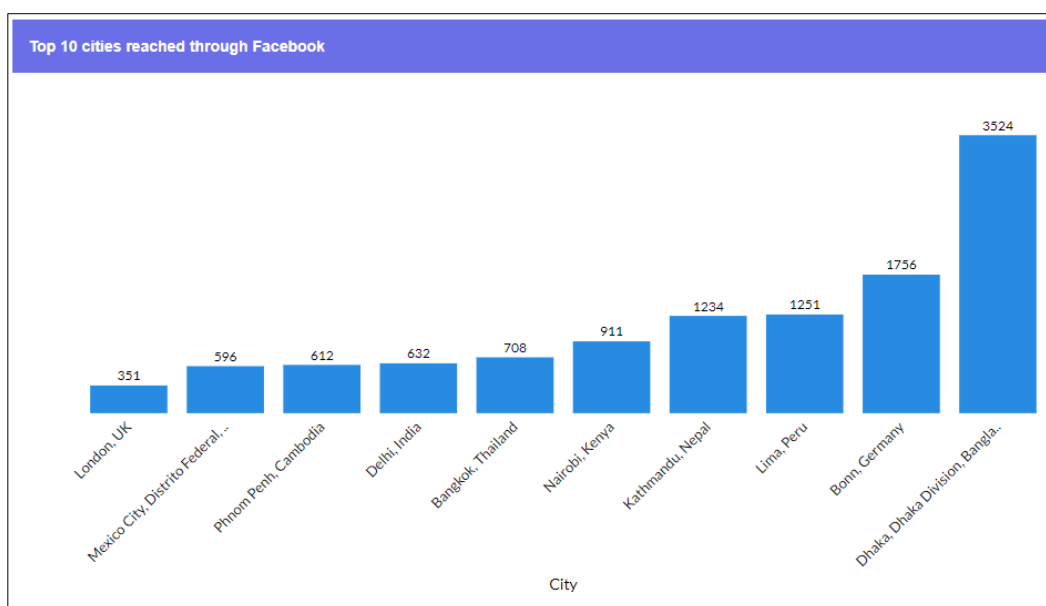


- iii) Regarding gender, Adaptation Exchange Facebook fans⁴ can be disaggregated as 54.5% male, 42.3% female, and 3.2% unspecified.



- iv) The content of Adaptation Exchange posts is reached by the following top ten cities: Dhaka (Bangladesh), Bonn (Germany), Lima (Peru), Kathmandu (Nepal), Nairobi (Kenya), Bangkok (Thailand), Delhi (India), Phnom Penh (Cambodia), Mexico City (Mexico) and London (UK).

⁴ Fans in Facebook are active users that like the Adaptation Exchange Facebook page.



- d) Adaptation Committee website:
- i) In the reporting period, the **Adaptation Committee pages were visited 1,739 times** with about **1 minute of average spending time on page**. Publications page of Adaptation Committee experienced **21 total downloads of content**. The hosted publications of 2022 so far generated the following:
- [*Technologies for adaptation: innovation, priorities and needs in agriculture, water resources and coastal zones*](#): **7 total downloads**
 - [*Synthesis report on the cost of adaptation*](#): **36 total downloads**
 - [*Methodologies for assessing adaptation needs and their application. Technical paper*](#): **43 total downloads**.

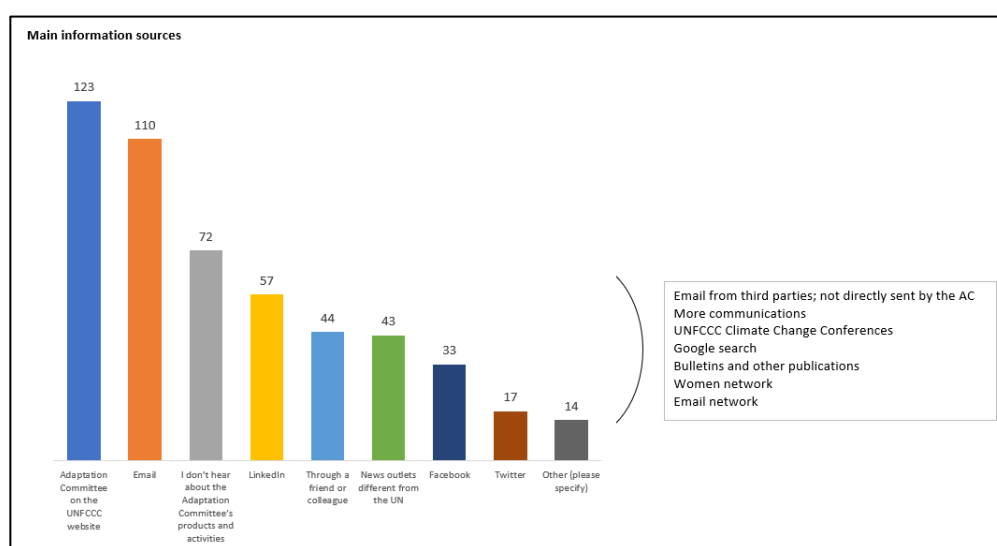
14. Two Adaptation Finance bulletins, issue 13 and issue 14, were launched after AC 21 and were sent to a distribution of list of about **4,200 subscribers**. The bulletins had an open rate of **41%-34%** and a **click rate of 1%**.

15. Since AC20, the Adaptation Committee has also been featured on UNFCCC-wide articles and has shared information on the event series of boosting region-wide adaptation with the Regional Collaboration Centres (RCCs), which they included it in their newsletters.

16. The AC also had a newsroom article on the regional event in Korea, which received 1,022 views.

available in the 6 UN official languages and not only in English; (7) **Issue newsletters**; (8) Use **more visual materials** to communicate messages and be innovative; (9) Communicate **simpler and shorter messages**.

- vii) 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**. Those subscribed suggest that for it to be improved should be more disseminated through social media, be available in more languages and set a greater focus on innovative finance streams rather than vertical funds. The most popular channels where the respondents hear about the Adaptation Committee are:



- viii) 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. Some of the recommendations to improve it are being currently applied to the new website version and include: promote more interactive elements, feature recent updates and achievements, use different languages, use social media, incorporate more visuals and add introductory text in each page and reduce the amount of text. Other recommendations include improve website speed.
- ix) 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.

5. Tables on Communication Efforts

Table 1. Progress made in the implementation of the Adaptation Committee communications plan

Stage of Communication Effort	Project	Start Time	End Time	Status update during AC22
Monitoring & Evaluation	AC audience assessment survey	June 2023	August 2023	Dissemination of the audience assessment survey through social media, newsletters and email communications. Assessment of the results as inputs for the update of the AC communications plan,
Monitoring & Evaluation	Regional Climate Weeks survey	August 2023	October 2023	Dissemination of regional surveys during Regional Climate Weeks 2023 through social media and events, to evaluate global adaptation action.
Monitoring & Evaluation	Develop surveys for attendees of webinars and other AC events and products	July 2023	To be disseminated	Surveys for other events, webinars and AC products have been developed. The new publications page will have these surveys available.
Content	Develop interactive elements and visuals for public-facing outputs	April 2023	Ongoing	Interactive and visual products in order to increase the audience's engagement and learning have been developed through social media, the publications website, which has been changed to make publications and papers more visual appealing.
Update of the AC website	<ul style="list-style-type: none"> • Revamp of the AC website • Develop a visual item for the AC landing page • Add the profiles of the AC members on the website 	April 2023	Ongoing	Templates have been created and they are about to be published soon.
Social media	Adaptation Committee's LinkedIn group	April 2023	N/A	Official launch of the AC's LinkedIn group to further disseminate its work and climate adaptation knowledge, as well as to increase engagement with the general public and adaptation professionals.

Table 2. Adaptation Committee products

Product or Event	Anticipated Publishing/Launch Time	Status	Target audience
Adaptation Forum (Event)	March 2023	Concept note developed. Event management consultants scoping.	Adaptation practitioners Parties Policymakers
Africa Climate Week (ACW 2023)	September 2023	Event successfully implemented	Adaptation practitioners Parties Policymakers
Middle East and North Africa Climate Week (MENACW 2023)	October 2023	Event being implemented	Adaptation practitioners Parties Policymakers
Latin America and the Caribbean Climate Week (LACCW 2023)	October 2023	Event to be implemented	Adaptation practitioners Parties Policymakers
Asia-Pacific Climate Week (APCW 2023)	November 2023	Event successfully implemented	Adaptation practitioners Parties Policymakers
Country profiles (product)	Expected beginning 2024	Tool being designed	Adaptation practitioners Parties Policymakers General audience
Private Sector Toolkit Translations into Spanish and French	August 2023	Translations into Spanish and French provided to the Toolkit for Engaging the Private Sector in National Adaptation Plans (NAPs) - NAP Global Network	Adaptation practitioners Parties Policymakers
Technical paper on monitoring and evaluation of adaptation at the national and subnational levels	October 2023	Publication finished Dissemination and machine translation into 6 UN official languages pending.	Adaptation practitioners Parties Policymakers

Product or Event	Anticipated Publishing/Launch Time	Status	Target audience
Adaptation Committee's policy brief on "Progress, good practices and lessons learned in prioritizing and incorporating gender-responsive adaptation action"	October 2023	Publication finished Dissemination and machine translation into 6 UN official languages pending.	Adaptation practitioners Parties Policymakers
State of adaptation report	October 2023	Under development	Adaptation practitioners Parties Policymakers
2023 Adaptation Forum - Preliminary Brainstorming Session (Event)	October 2023	Event successfully implemented	Adaptation practitioners Parties Policymakers
Regional Climate Weeks report	December 2023	Asia-Pacific and Africa done, MENA and LAC pending	Adaptation practitioners Parties Policymakers
COP 28 event on coherence work including regional workshops, state of adaptation and and Adaptation Forum	December 2023	In decision phase	IGOs and NGOs

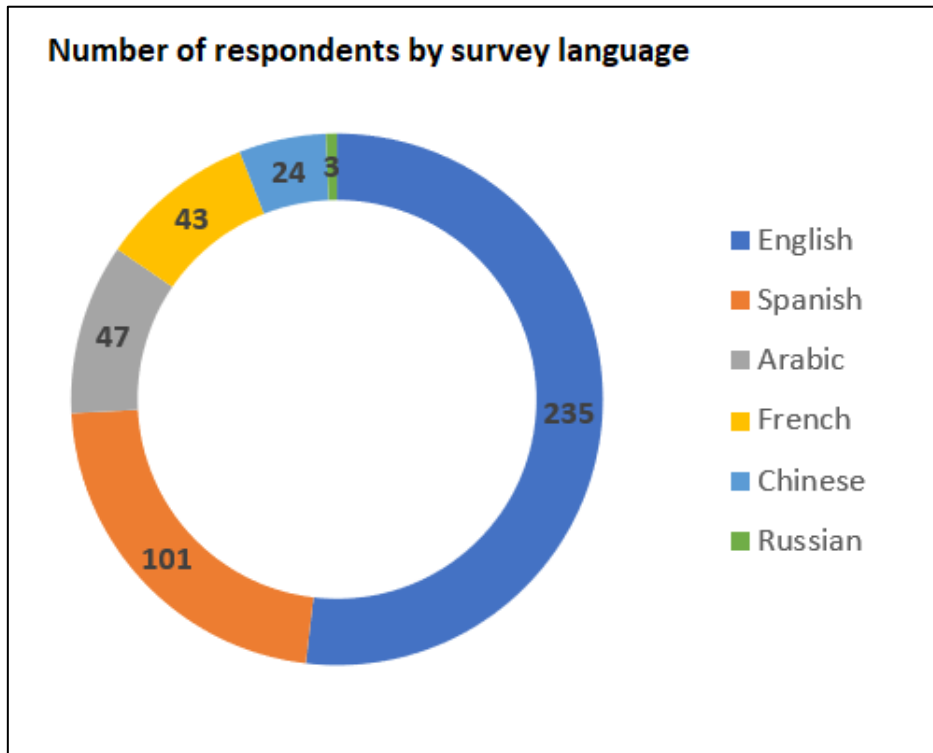
Documentation information

<i>Version</i>	<i>Date</i>	<i>Description</i>
0.1.0	9 October 2023	AC 24 The AC is invited to take note of the information contained in this document and provide further guidance as needed.
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.

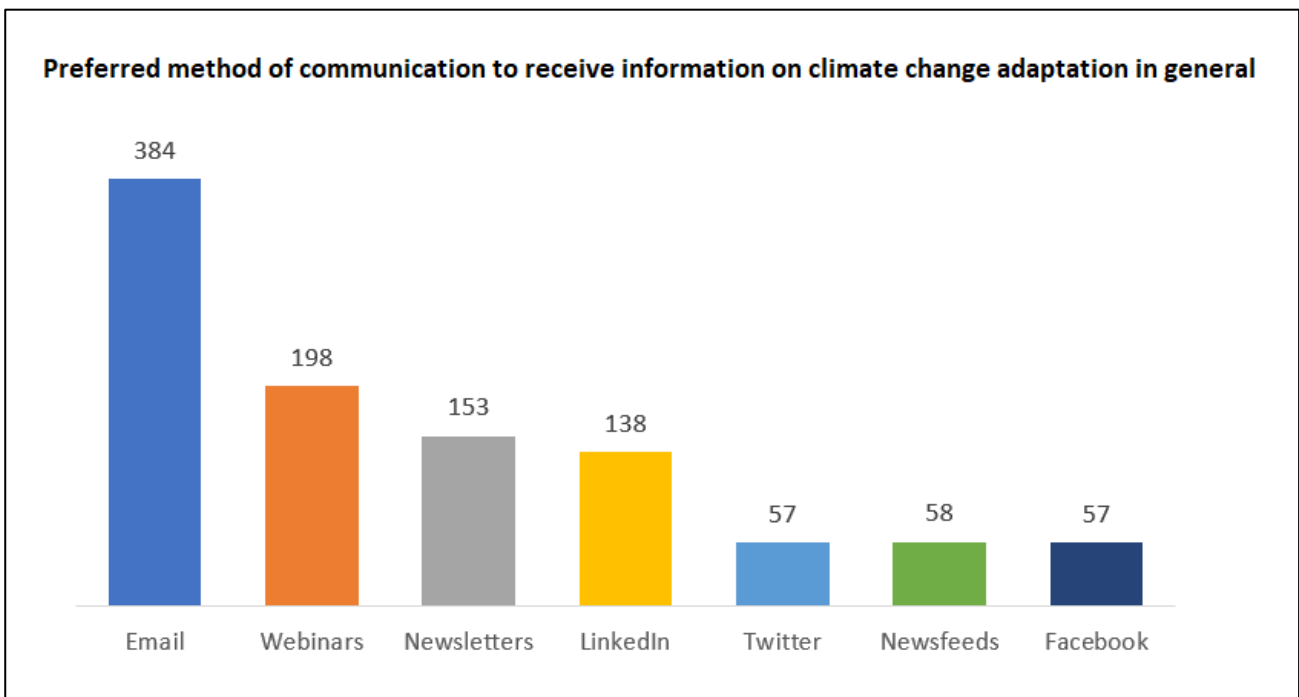
Keywords: Adaptation, Resilience, development communication, Adaptation Committee.

Annex: Adaptation Committee’s Audience Assessment Survey

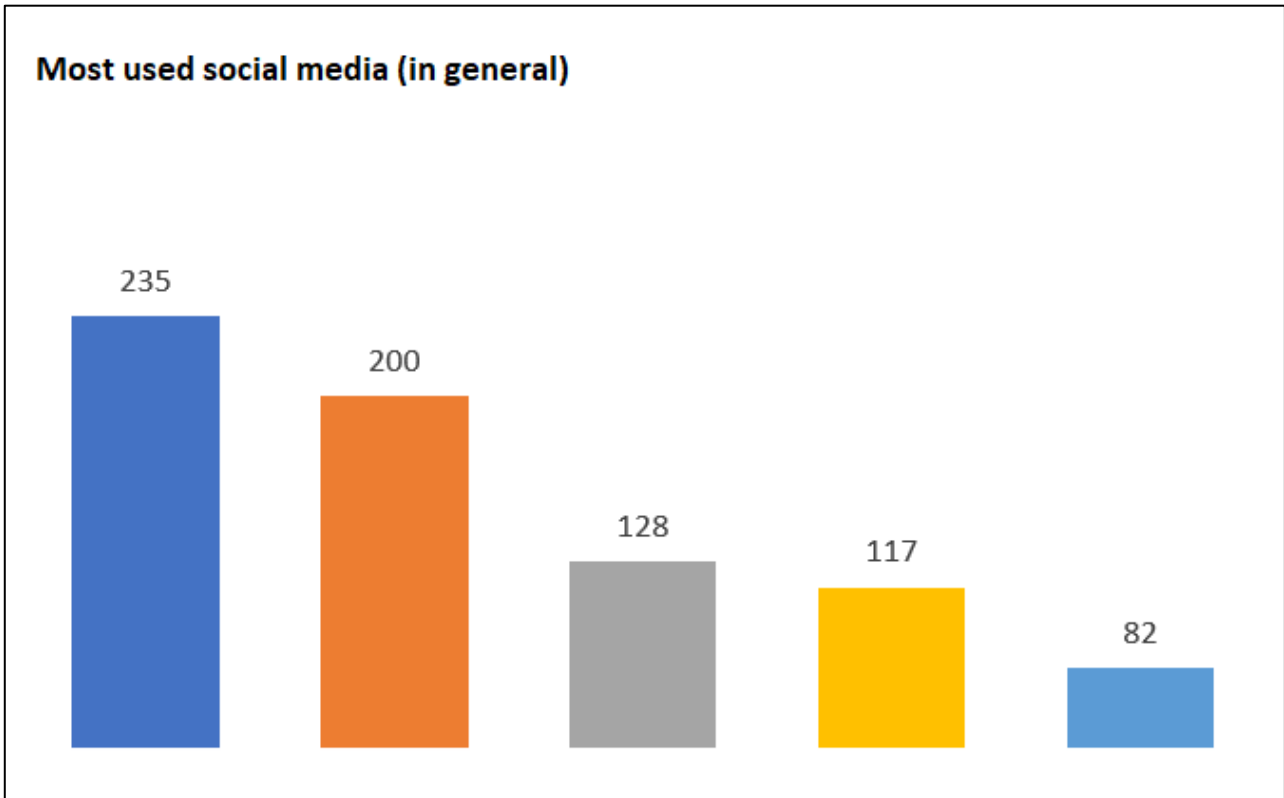
Figure 1. Number of replies by language



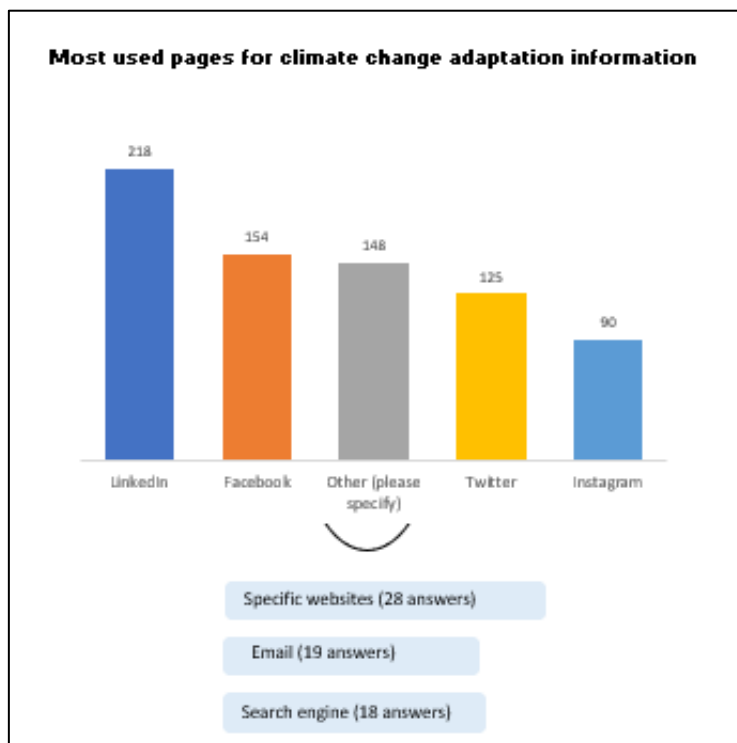
1. Q1. What is your preferred method of communication to receive information on climate change adaptation in general? (Select all that apply)



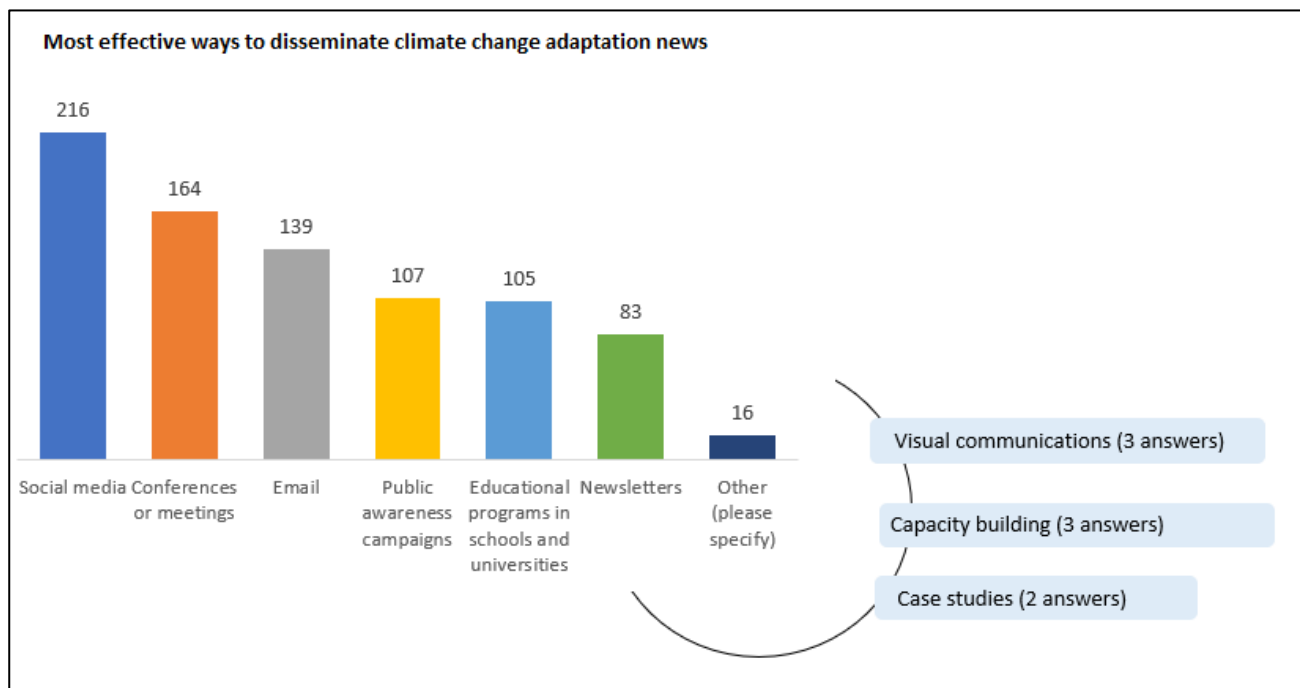
2. Q2. What is the social media that you use the most in general? (Select all that apply)



3. Q3. Which other pages do you regularly frequent to receive information on climate change adaptation? (Select all that apply)



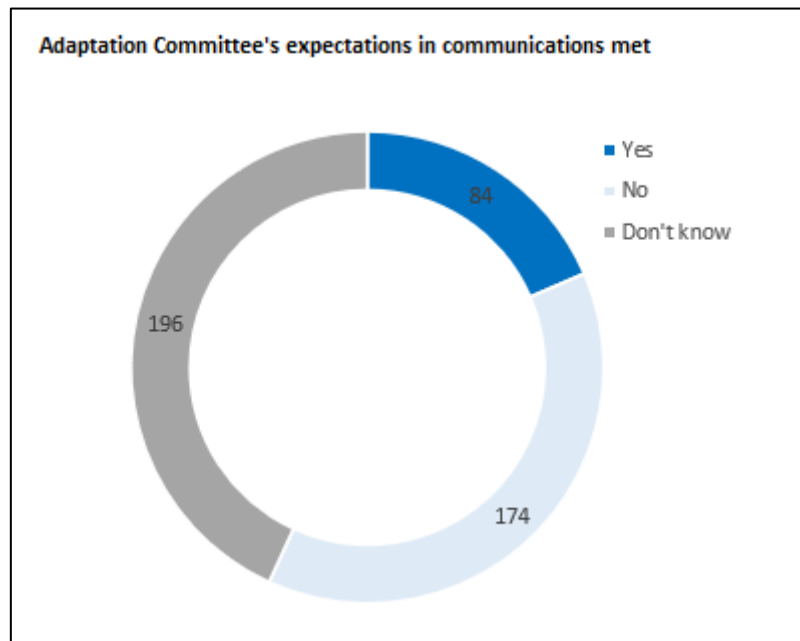
4. Q4. In your opinion, what are the most effective ways to disseminate climate change adaptation news (such as reports and technical papers, research, events, and trainings)? (Select a maximum of 2)



5. Q5. What types of information would you generally expect to receive from the Adaptation Committee?

- a) Best practices, case studies, lessons learned and new research reports, including data on recent disasters, risk and vulnerability assessments, new technologies developed, sector-specific adaptation strategies, awareness.
- b) Funding opportunities for adaptation, financial mechanisms, support, way to engage private sector into climate adaptation action.
- c) Progress on Climate Change Adaptation Initiatives: adopting a local and multisectoral approach.
- d) Updates on Global Responses, Policies, and Technical Advice, education and capacity development, including on adaptation strategies and development.
- e) Progress News on work being done, Engagement Touch Points, collaboration, outputs of decisions reached in each meeting and at COP.
- f) Achievements, New Technologies, and Training on Best Practices.
- g) Statistics and data on climate adaptation.
- h) Public awareness on climate change effects and impacts, Practical solutions adapted to local contexts, Practical solutions adapted to local contexts, as well as concrete actions that can be done at the individual level.
- i) Meeting and collaboration opportunities with the AC, Information Exchange and Analysis.

6. Q6. What are your expectations from the Adaptation Committee in terms of communications? Does the Committee meet these expectations? If not, why?

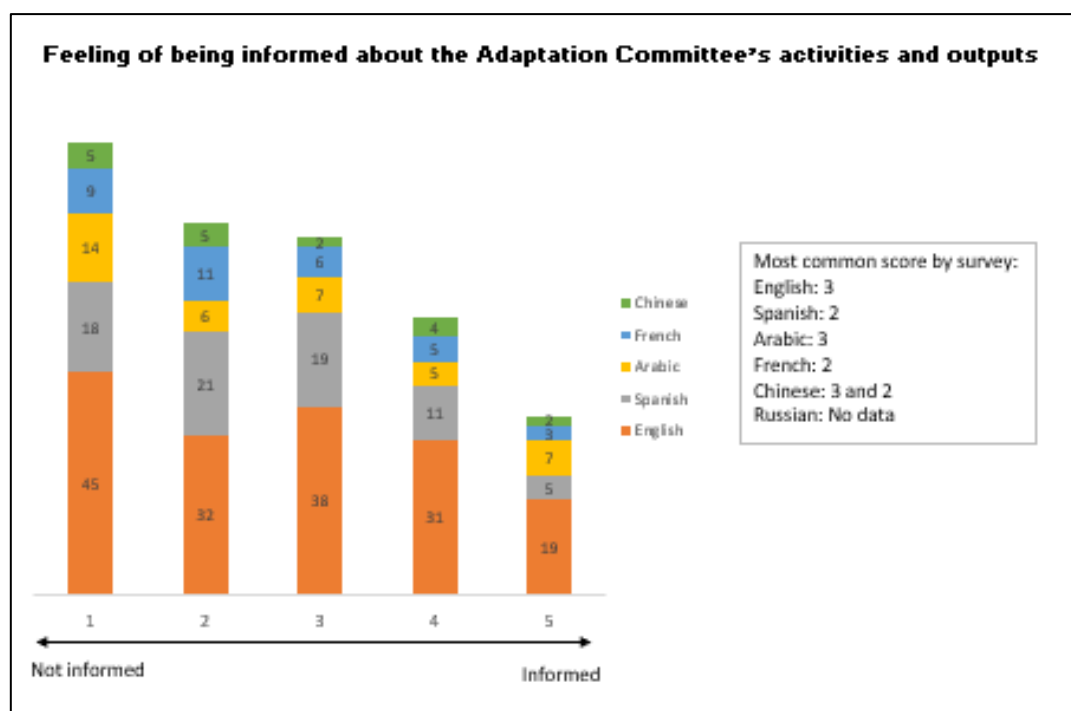


a) Recommendations received (summarized)

- i) **More Awareness and Communication Efforts:** The committee should conduct workshops, local foot walk awareness, and other initiatives to raise awareness.
- ii) **Transparency and Information Dissemination:** Expectations for transparency and regular dissemination of credible information, updates, best practices, and meeting reports.
- iii) **Request for Regular Updates:** Respondents emphasized the need for regular updates, email notifications, and messages regarding the latest developments and adaptation projects.
- iv) **Desire for Clear and Accessible Communication:** Communication should be easy to understand, concise, and avoid technical jargon. Accessible information through clear websites and email newsletters was emphasized.
- v) **Engagement and Interaction:** Expectations for more engagement, interaction, and affirmative actions through meetings and communication with stakeholders.
- vi) **Need for Communication to Various Stakeholders:** Requests to communicate with parties individually, involve developed countries, vulnerable communities, women, and youth, and disseminate information to grassroots and educational institutions.
- vii) **Enhanced Communication Strategy:** Suggestions to localize communication strategies, utilize diverse communication modes, utilize social media, and collaborate with stakeholders to improve communication effectiveness.

- viii) **Desire for Global Insights and Information Sharing:** Expectations for the committee to synthesize and communicate adaptation initiatives worldwide, including information on adaptation finance.
- ix) **Lack of Awareness and Information:** Respondents mentioned not being aware of the committee's activities or not receiving any communication, indicating a gap in dissemination.
- x) **Issues with Current Communication Methods:** Feedback on issues with current communication methods being too technical, not engaging enough, or lacking clarity, hindering effective information dissemination. Language accessibility should be improved.

7. Q7. On a scale from 1 to 5, to what extent do you feel informed about the Adaptation Committee's activities and outputs (1 being not informed and 5 being well informed)?



8. Q8. What do you think the Adaptation Committee could do to improve its communication efforts?

a) Utilize social media:

Increase presence on all social media platforms and regularly post updates and briefs. Share links to committee meetings, recorded sessions, and quarterly reports on social media. Post news and briefs on social media to reach a wider audience beyond the UN system.

b) Engage with communities:

Train teams to reach out to communities without access to digital communication using various methods, including radio and television.

Conduct webinars and seminars, engaging young populations in universities and high schools to equip them with knowledge from an early age.

c) Enhance direct communication:

Send regular and reliable quarterly email updates to stakeholders, avoiding overly complex or lengthy content. Communicate progress and decisions through social media and email, ensuring transparency in all information related to UN involvement in fighting climate change.

d) Regional and targeted approaches:

Conduct frequent meetings at the regional level and engage with National Focal Points and Coordination Groups to ensure effective distribution of messages, reports, and documents. Use regional-specific adaptation measures when distributing news via any media. Collaborate and partner with stakeholders, government bodies, tourism authorities, and other relevant actors to improve communication implementation.

e) Language and accessibility:

Disseminate work in the languages of the United Nations and issue newsletters to inform focal points and technicians about actions carried out during the year. Incorporate visual communication tools such as short video clips, infographics, and explanatory videos to improve the transmission of key messages. Simplify and clarify language in communications to make information accessible to everyone, including those new to the topic. Provide concise and clear updates, avoiding jargon and unnecessary complexity.

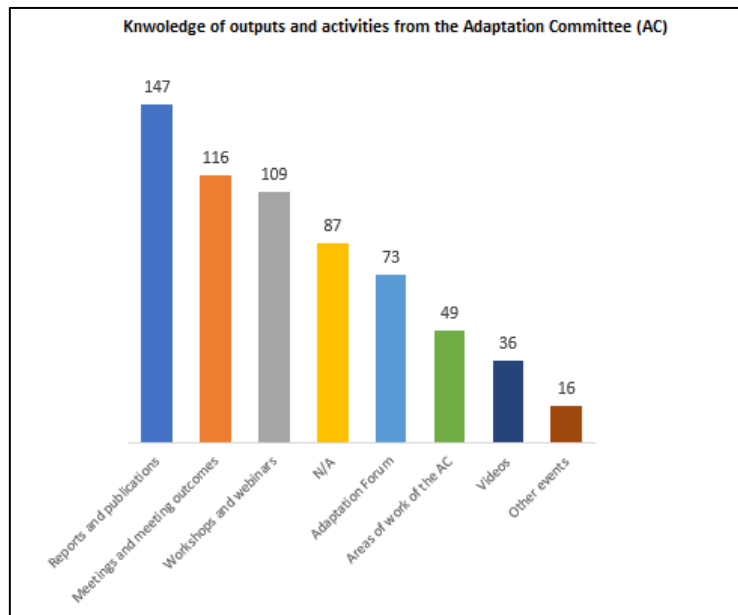
f) Education and Awareness:

Conduct specialized educational programs for various development sectors and implement successful adaptation plans for affected countries. Strengthen networking, organize regular meetings, and disseminate information through educational spaces and communities.

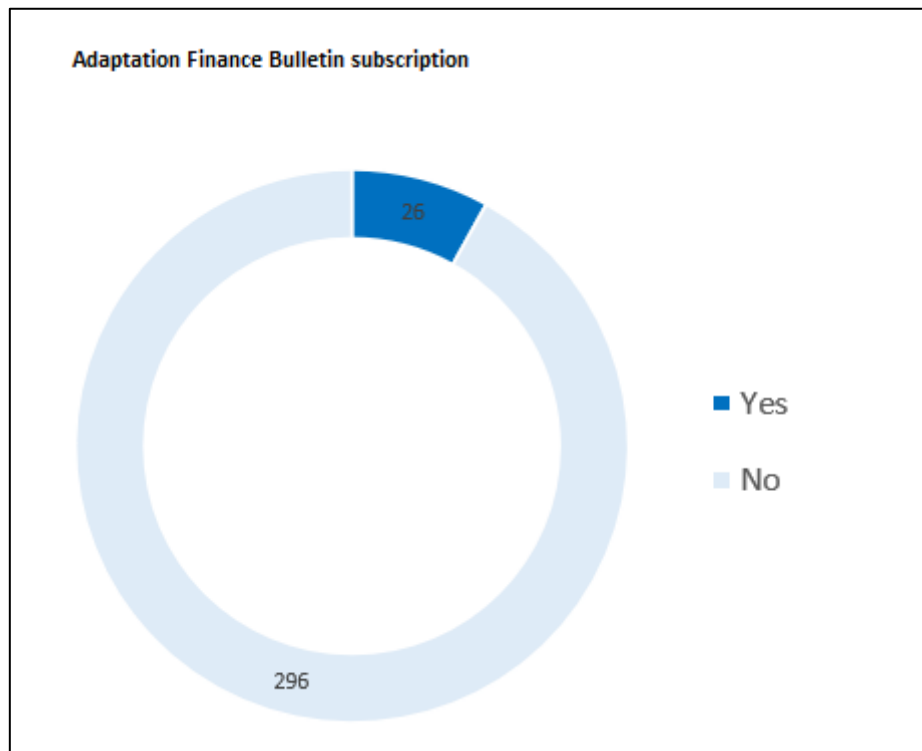
g) Interactive and Engaging Approaches:

Engage communities in the adaptation guidelines creation process and organize interactive advertising and forums. Encourage public input and participation through Q&A sections and forums.

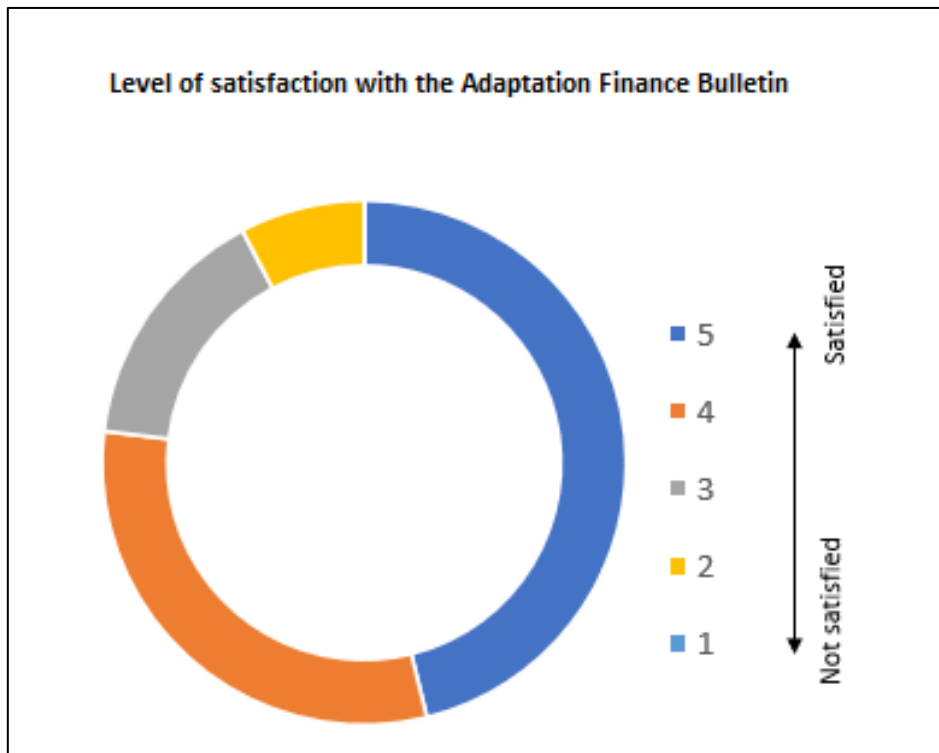
9. Q9. Which outputs and activities from the Adaptation Committee (AC) you are familiar with?



10. Q10. Have you subscribed to the Adaptation Finance Bulletin?



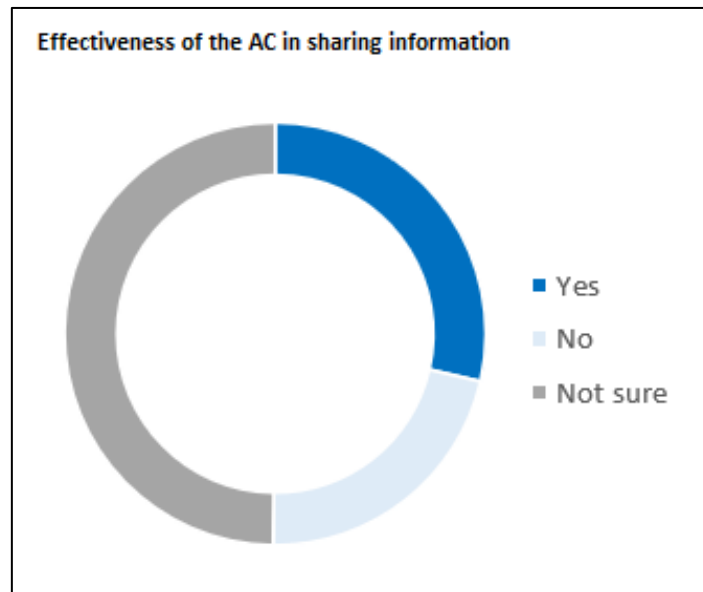
11. Q11. On a scale from 1-5, how useful do you find the content of the Adaptation Finance Bulletin (1 being not satisfied and 5 being very satisfied)?



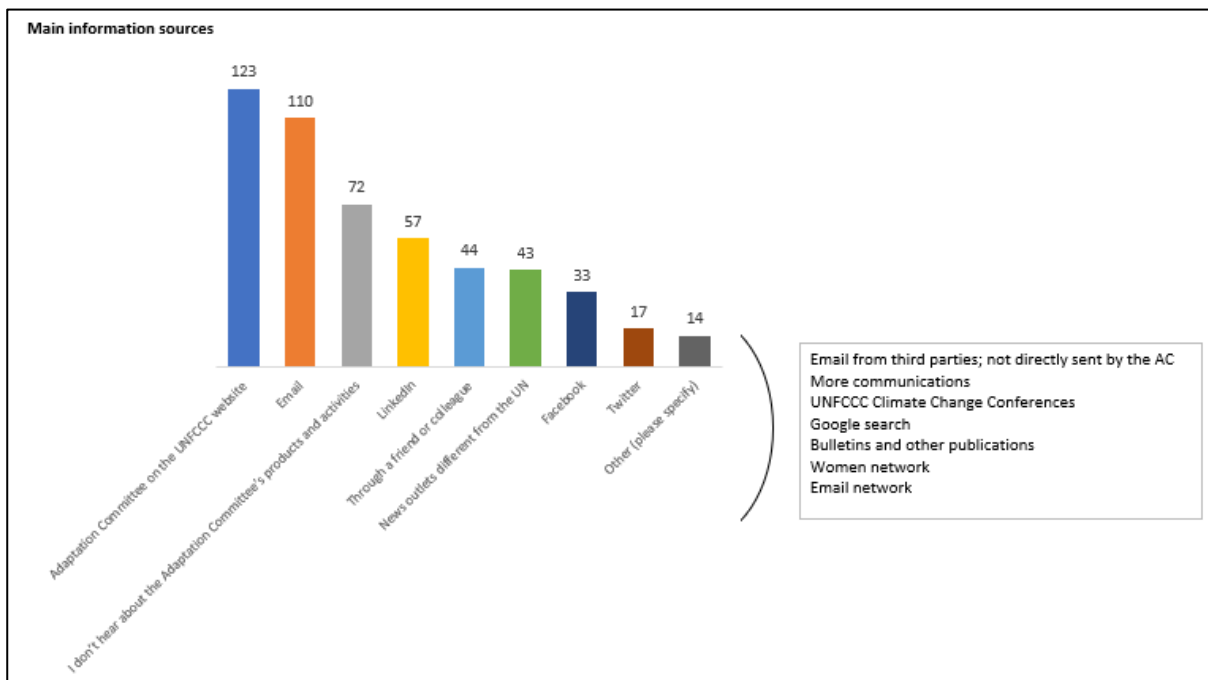
12. Q12. How do you think the bulletin could be improved?

- a) More focus on innovative finance streams rather than vertical funds.
- b) Spanish version available
- c) Share it on social media

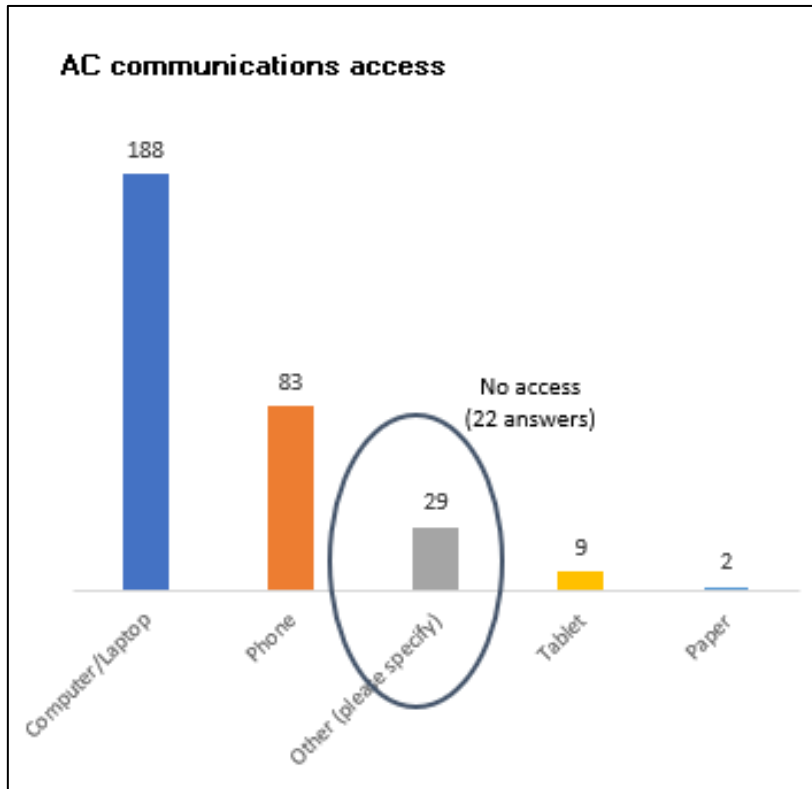
13. Q13. Do you think that the Adaptation Committee efforts in sharing its most relevant information have been effective?



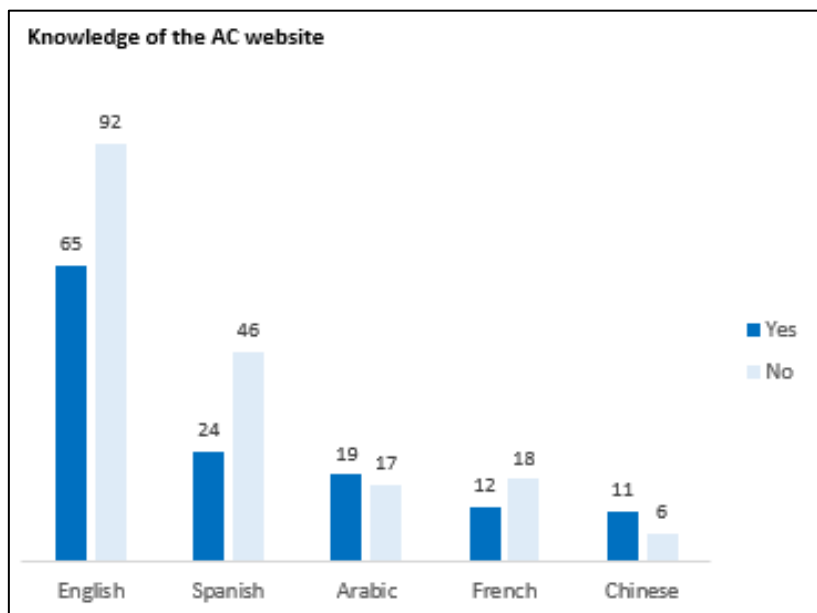
14. Q14. How do you usually hear about the Adaptation Committee products and activities?



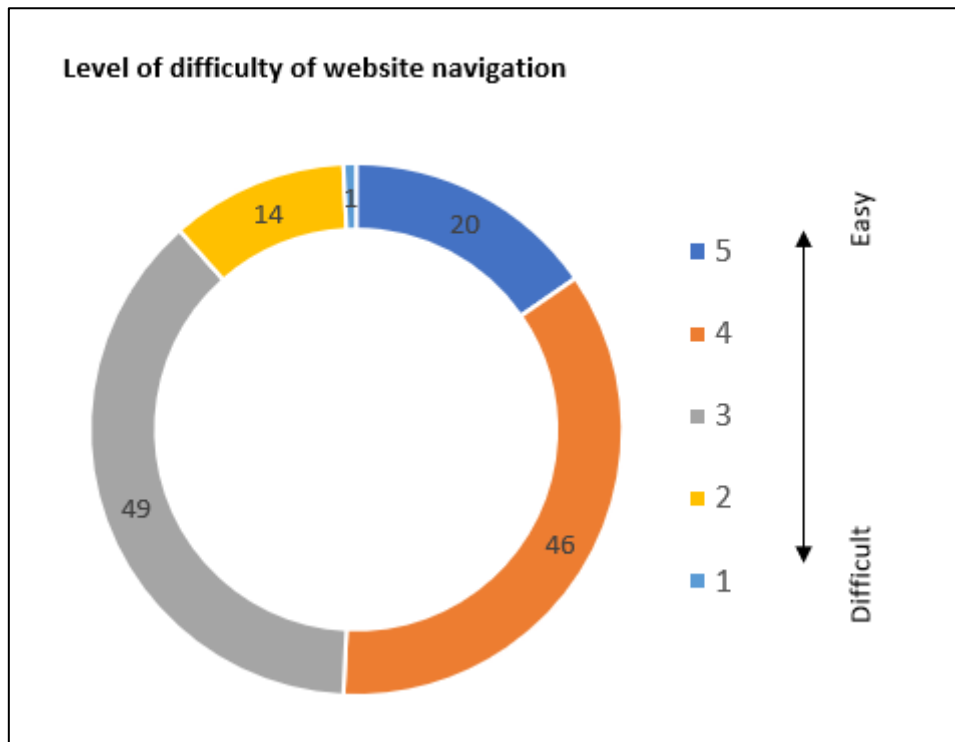
15. Q15. How do you usually access the Adaptation Committee communications?



16. Q16. Are you familiar with the Adaptation Committee website?



17. Q17. On a scale from 1-5 (1 being difficult and 5 being very easy), how easy do you find it to retrieve the information you are looking for?



18. Q18. Could you give us some recommendations on how we could improve our website or mention a good example?

- a) **Notify and encourage sharing:** Notify users about new information and encourage them to share it widely with their contacts.
- b) **Highlight regional work and partnerships:** Showcase different regional-specific work and collaborations with NGOs and local government agencies.
- c) **Simplify information and avoid overwhelm:** Avoid overwhelming users with excessive details; provide concise and clear information.

d) **Organize information by topics:** Group content based on topics to enhance navigation and understanding.

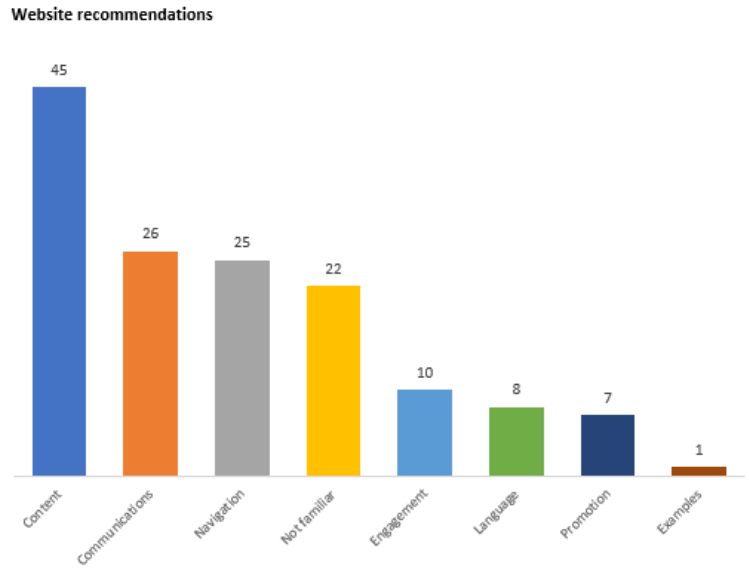
e) **Incorporate visuals and introductory text:** Include visuals and introductory text on each page to assist new visitors in understanding the content.

f) **Promote interactive elements:** Make the website more interactive to engage users effectively.

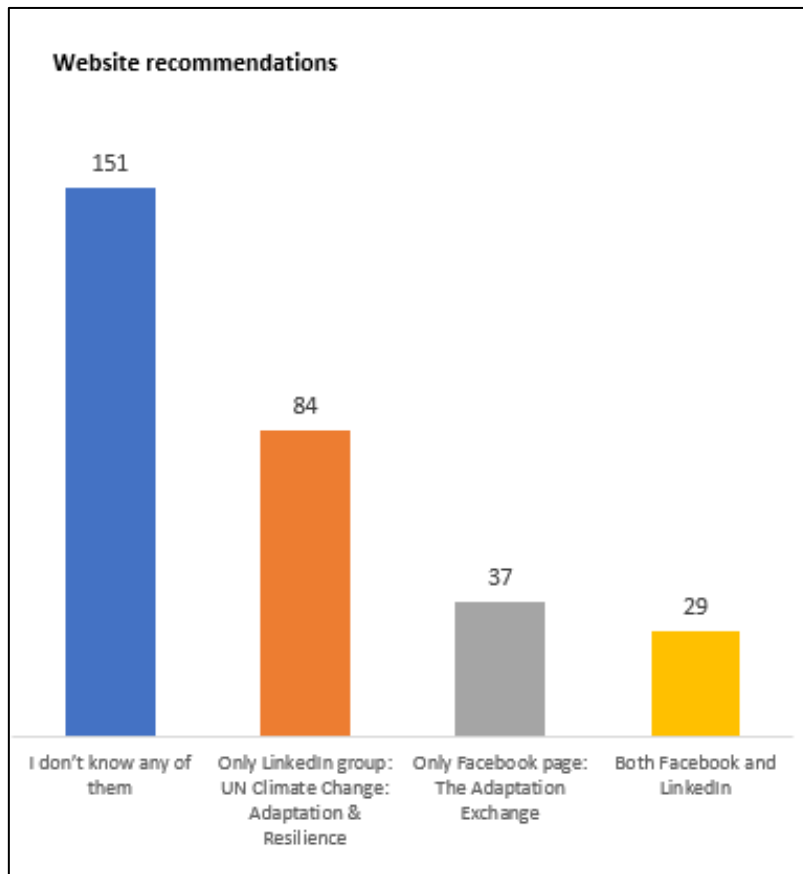
g) **Enhance navigation and mobile accessibility:** Improve website navigation, especially on mobile devices, for easier access and better user experience.

h) **Feature recent updates and achievements:** Highlight recent updates and significant achievements on the website's front page.

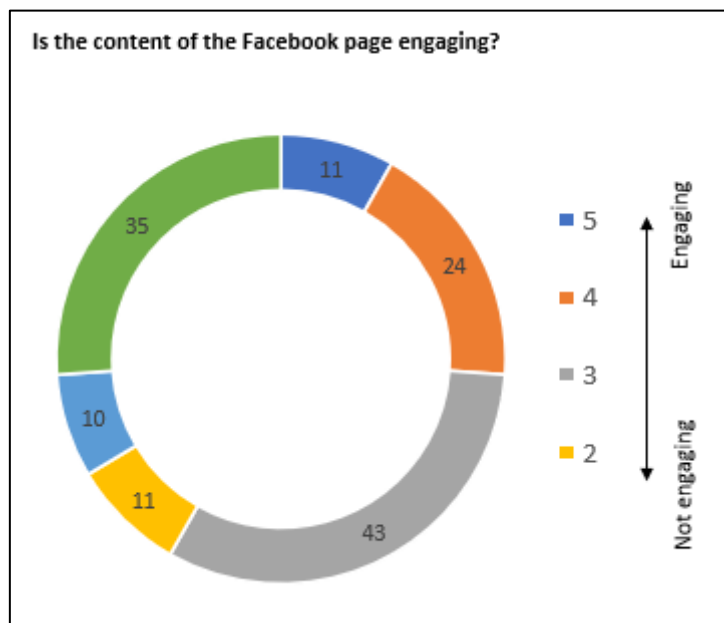
i) **Utilize social media and different languages:** Integrate social media sharing options and consider offering the website in multiple languages for broader reach.



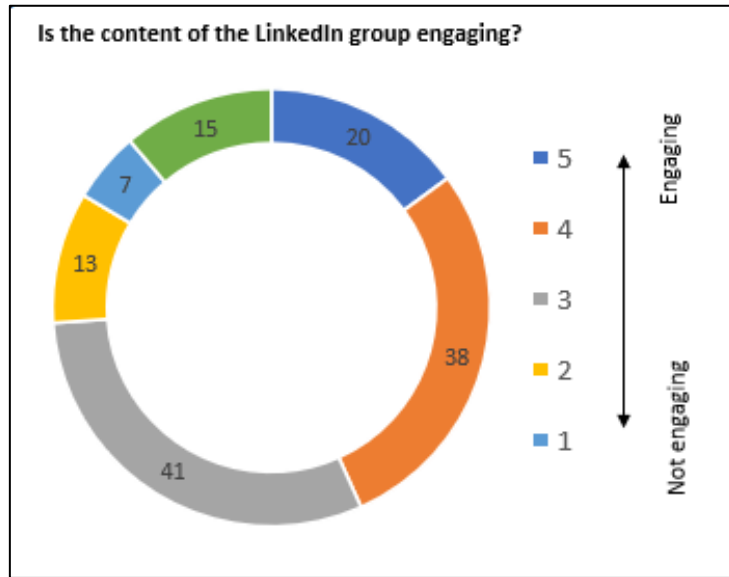
19. Q19. Do you follow any of the social media pages where the AC’s main outputs are shared?



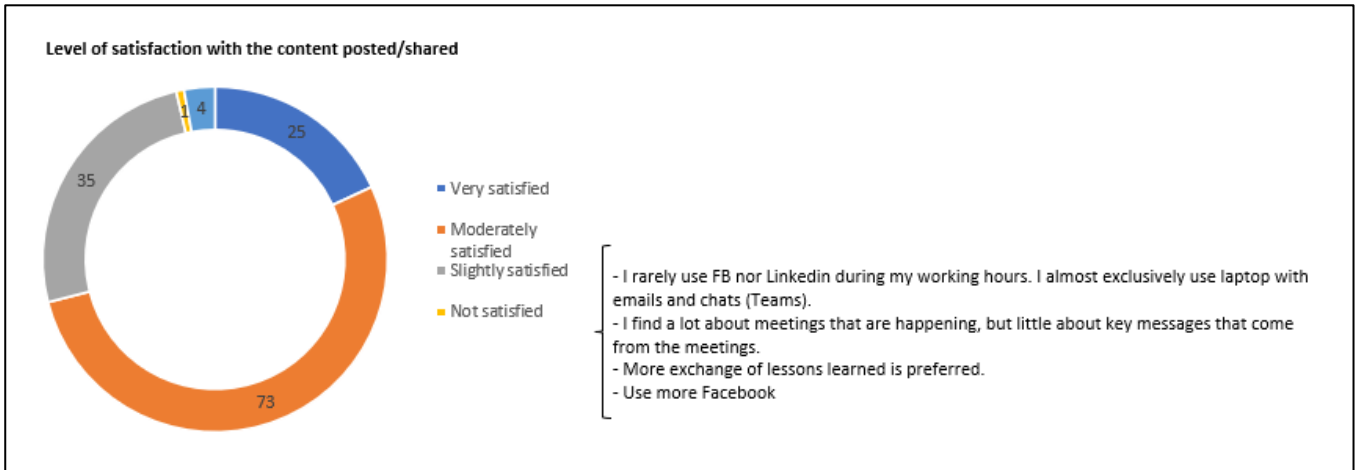
20. Q20. On a scale of 1 to 5 (1 the least engaging and 5 the most engaging), how engaging do you find the content on the Facebook page?



21. Q21. On a scale of 1 to 5 (1 the least engaging and 5 the most engaging), how engaging do you find the content on the UNFCCC Adaptation and Resilience LinkedIn group?



22. Q22. How satisfied are you with the content posted/shared?



23. Q23. Do you have any other comments or suggestions on how the Adaptation Committee can enhance its communication efforts in the social media and to better engage with the public?

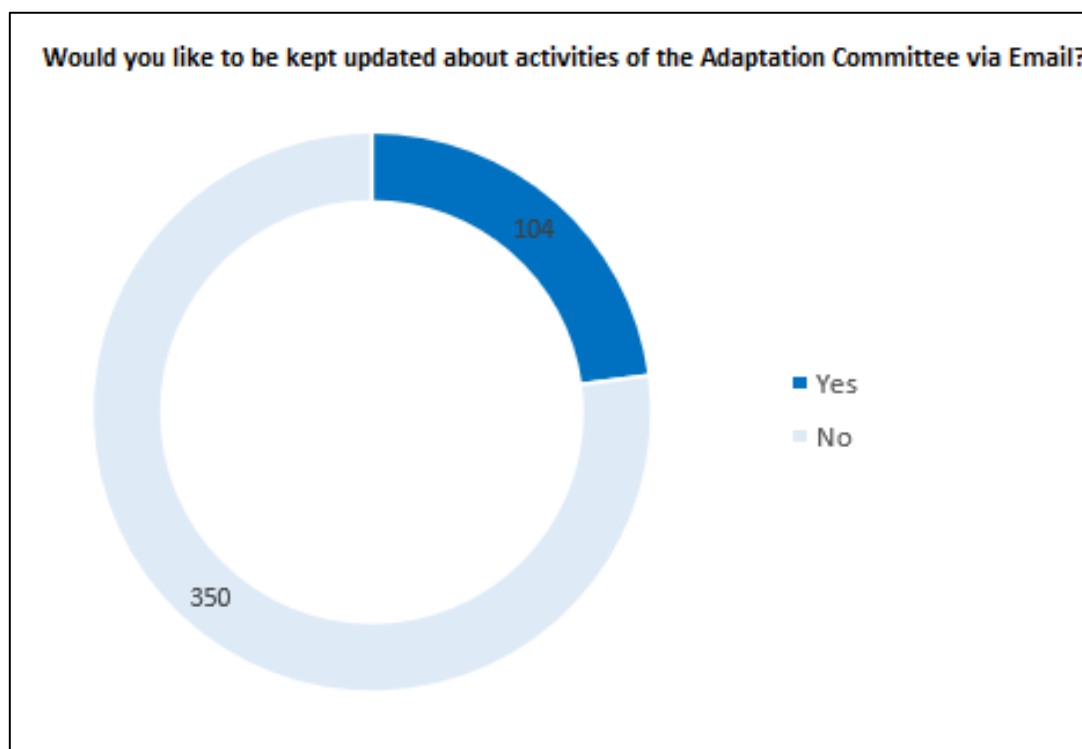
- a) **Engage with local and indigenous communities:** Enhance engagement with local and indigenous communities to create sustainable employment opportunities through proposed adaptation measures.

- b) Improve content targeting:** Tailor content to meet the needs and preferences of the identified audience, ensuring that they notice and engage with the committee's content.
- c) Increase visibility and updates:** Increase visibility through regular updates, engaging with the audience on platforms like Facebook, and sharing updates on a monthly or quarterly basis.
- d) Enhance social media engagement:** Amplify social media engagement and interactions by incorporating targeted mailshots and collaborations with NGOs and stakeholders.
- e) Collaboration with other organizations:** Collaborate with other organizations promoting adaptation action through various platforms, such as IISD and IIED.
- f) Share concrete stories and results:** Shift focus from being process-focused to sharing concrete stories that people can relate to, highlighting the results that matter.
- g) Language inclusivity and scientific and interactive dissemination:** Use inclusive language and strengthen channels for scientific dissemination. Create more interactive content, including short informative videos and infographics, and translate content into approved languages to cater to diverse audiences.
- h) Utilize various social media platforms:** Utilize a variety of social media platforms to reach a broader audience and increase engagement, considering platforms like X, Instagram, LinkedIn, and Facebook.

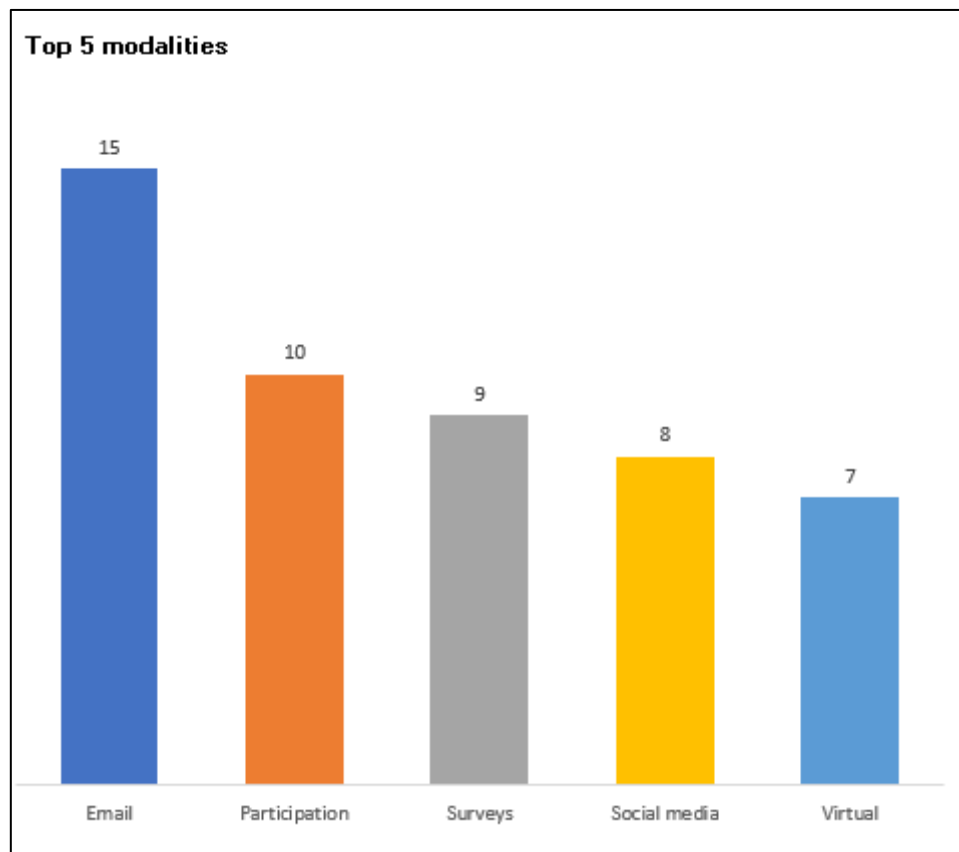
24. Q24. Do you have any other comments or suggestions on how the Adaptation Committee can generally improve its communication efforts and to better engage with the public?

- a) Diverse communication channels:** Provide alternative sources of accessing information outside websites, considering physical newsletters, publications, reports, and utilizing email.
- b) Utilize social media effectively:** Increase campaigns, engagement on all social media outlets, and leverage platforms like WhatsApp groups, YouTube videos, and webinars to disseminate information and engage with the audience effectively.
- c) Targeted outreach and engagement:** Be clear on identifying the main audience, including engaging stakeholders, young individuals, indigenous people, rural communities, and various target groups through tailored communication materials and regional events.
- d) Multilingual and varied content:** Enhance communication by diversifying content, including infographics, documentary films, and practical adaptation experiences. Increase content in languages like Arabic and French to reach a wider audience.
- e) Collaboration and partnerships:** Collaborate with local partners from the parties, strengthen communicators and influencers on social media, and connect with educational institutions and schools to enhance awareness and engagement on adaptation efforts.

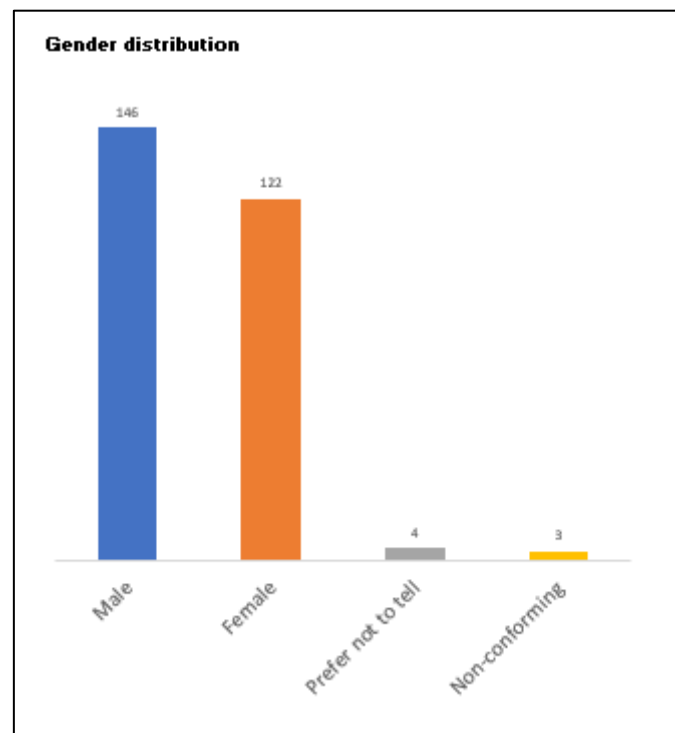
25. Q25. Would you like to be kept updated about activities of the Adaptation Committee via Email? If so, please indicate your email below.



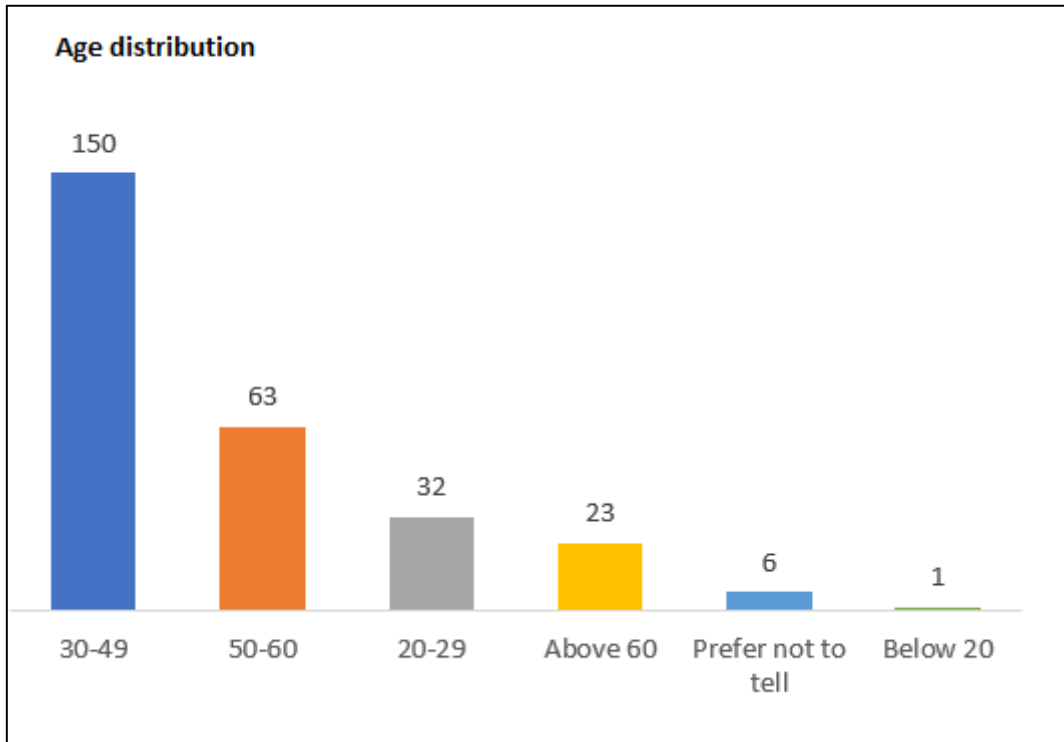
26. Q26. What modalities would you like to use to provide input to the work of the Adaptation Committee?



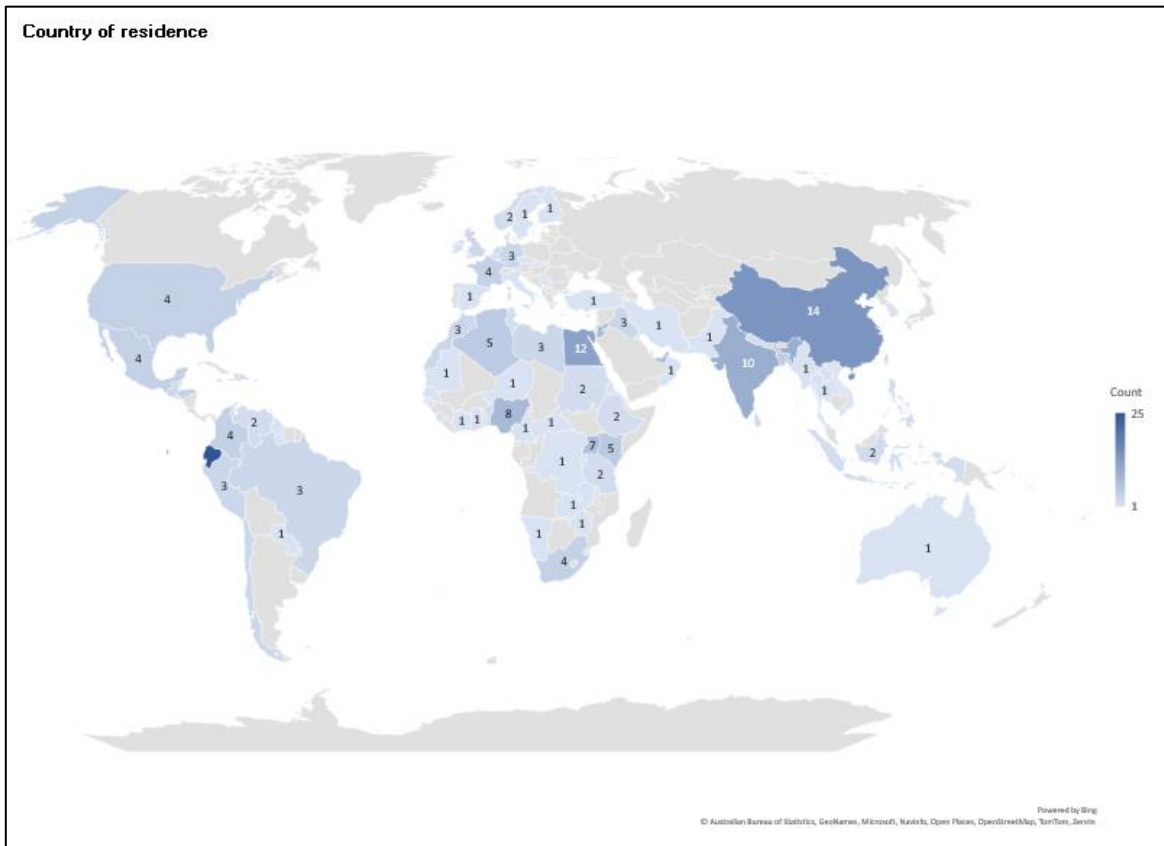
27. Q27. What is your gender?



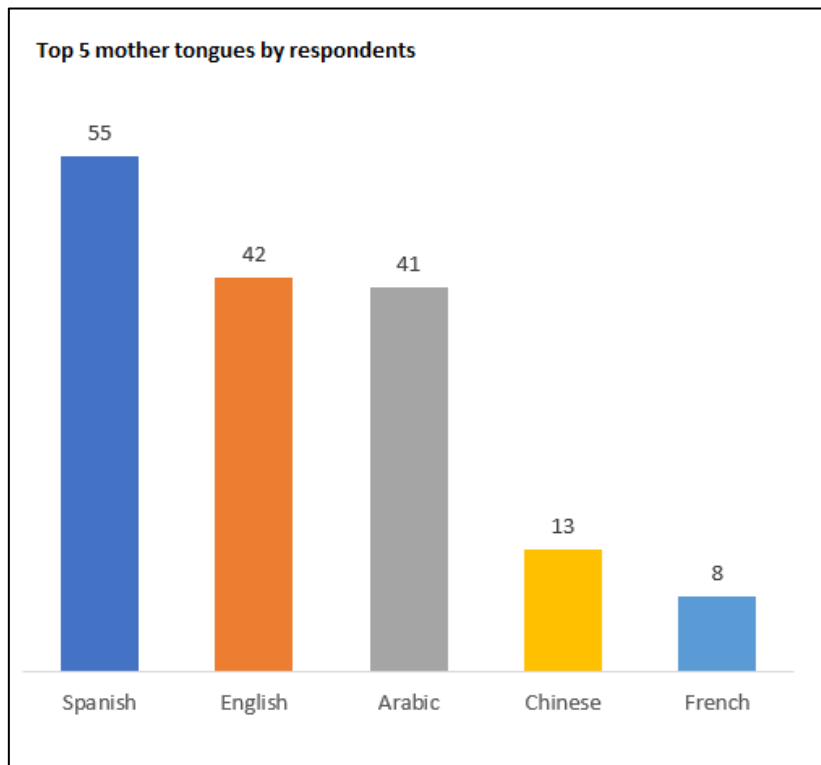
28. Q28. What is your age?



29. Q29. What is your country of residence?



30. Q30. What is your mother tongue?



31. Q31. What languages do you understand easily, apart from your mother tongue?

