

25th meeting of the Adaptation Committee

Agenda item 6d



United Nations
Climate Change
**Adaptation
Committee**

Communications plan and strategy

Communications plan and strategy of the Adaptation Committee 2024-2025 and update on the work undertaken

12-15 March 2024, Bonn

I. Introduction and background

The previous AC communications plan (2022-2023) concluded in December 2023. As a way forward, the Secretariat, together with the AC communications working group, has been working on a suggested communications plan for the period 2024-2025, based on lessons learnt in the evaluation of the AC's 2022-2023 communications efforts and based on the four pillars on which previous strategies have been successfully structured.

This presentation will provide an overview of:

The new AC communications strategy (2024-2025)

Update on the communication efforts since AC24

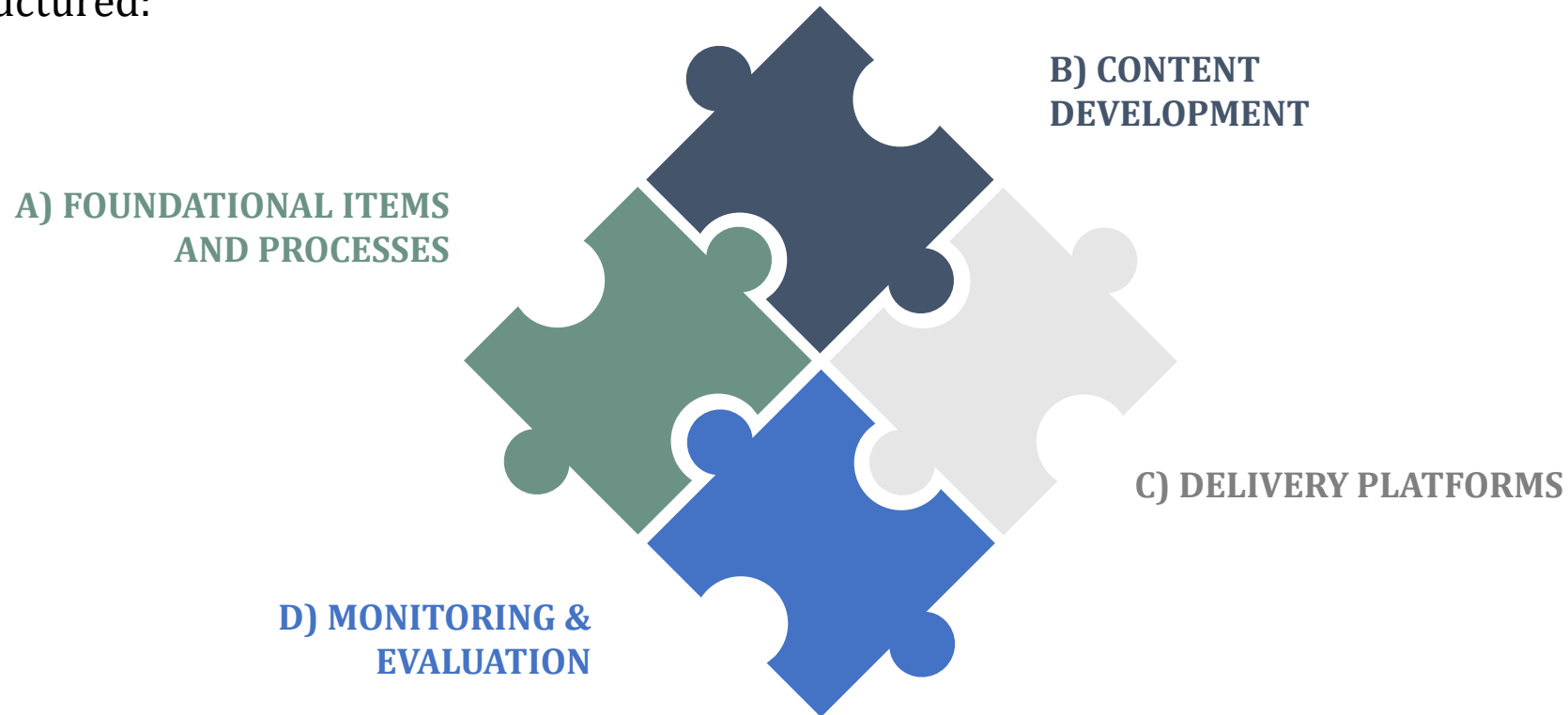
AC communications strategy (2024-2025)



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II. AC communications strategy (2024-2025)

The new communications strategy (2024-2025) is based on the 4 pillars on which previous strategies have been successfully structured:



II. AC communications strategy (2024-2025)

A) FOUNDATIONAL ITEMS AND PROCESSES



(New) Learning from the AC audience assessment survey

(New) Strengthening direct communication with the various constituencies in the adaptation community, in particular the Youth constituency

B) CONTENT DEVELOPMENT



(Continued) Developing interactive elements and visuals for public-facing outputs

(Continued) Creating new content to help AC members highlight AC deliverables

(Continued) Expanding audience reach

(Continued) Adaptation Finance Bulletin: strengthened dissemination and language availability

II. AC communications strategy (2024-2025)

C) DELIVERY PLATFORMS



(Continued) Explore new external platforms

(New) Create a website for easy access to existing visual designs

D) MONITORING & EVALUATION



(Continued) Continue iterative monitoring and evaluation of AC communications efforts:

(New) Feedback surveys on virtual and in-person events as well as on publications

Updates on the communication efforts since AC24



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III. Updates on progress

A) Foundational elements

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

B) Content development and delivery channels

1. Planned deployment of the **new interactive portal** by the Adaptation Committee on the State of Adaptation Action by Parties;
2. Use of **automated and unofficial translations** in different UN languages to enable greater reach of knowledge assets and content. Through these efforts, the [Monitoring and evaluation of adaptation at the national and subnational levels: Technical paper](#) was translated into 4 UN languages: Arabic, English, French and Spanish. The [Toolkit for Engaging the Private Sector in NAPs was officially translated](#) into French and Spanish.

III. Updates on progress

B) Content development and delivery channels

3. **Content has been distributed through a variety of channels**, including newsletters, Facebook, X, LinkedIn, and, most recently, external platforms (weADAPT, Prevention Web and Climate Adaptation Knowledge Exchange (CAKE)). Additionally, an arrangement with YOUNGO has been established with the aim of disseminating information, in response to YOUNGO's expression of interest at the AC24 meeting.

C) Monitoring and evaluation

Reporting period: 1 September 2023 – 29 February 2024

Previous reporting period: 1 March 2023 – 31 August 2023

1. **Social media:** number of impressions and engagements have decreased for Facebook and Twitter, while LinkedIn has seen increased in half a year its members by 1,000, its post views by 49,000, comments by 65 and reactions by 1,000.

The most popular posts are those related with AC reports, events, case studies and job opportunities.

III. Updates on progress

C) Monitoring and evaluation

2. Collaboration with **external delivery channels**:

A) Since October 2023, the AC started expanding audience reach of its publications by dissemination through the following platforms: PreventionWeb, weADAPT and Climate Adaptation Knowledge Exchange (CAKE). Thanks to these platforms, the total number of **page views for all the AC publications has increased to 826**, while the **total number of publication downloads has increased to 146**.

B) The AC started collaborating actively with **YOUNGO**. Establishing a two-way channel, YOUNGO has shared information on AC events, publications, the AC audience assessment survey and AC updates to all their WhatsApp groups (their “announcement” channel, locked for posting except by their contact points, and their “main chat”, an open discussion forum for all things adaptation). Between these channels, **the messages are delivered to over 1,000 people**, as of February 2024. Their Adaptation Working Group is working with their communications leads to further disseminate this information on their social platforms, primarily Instagram, but also potentially Facebook and LinkedIn, depending on the leads’ interest.

III. Updates on progress

C) Monitoring and evaluation

3. AC website:

In the reporting period, the **Adaptation Committee pages were visited 1,963 times (compared to 1,739 times in the previous period)**. The Publications page of Adaptation Committee saw **631 downloads of content** (21 in the previous period). The most downloaded publications for the current reporting period (1 September 2023 – 29 February 2024) are:

[*Progress, good practices, and lessons learned in prioritizing and incorporating gender-responsive adaptation action*](#): **300 total downloads**

[*Monitoring and evaluation of adaptation at the national and subnational levels: Technical paper by the Adaptation Committee*](#): **100 total downloads**

[*Methodologies for reviewing the adequacy and effectiveness of adaptation and support*](#): **46 total downloads**

IV. Next steps

- Agreement on the new AC communications strategy (2024-2025);
- Arrangement of the next communications working group call with external interested parties to determine the action items based on the agreed strategy.

VI. 30 Years of Adaptation Under the UNFCCC

- ❖ In 2024, the AC has an opportunity to update its 2019 report, titled *25 Years of Adaptation Under the UNFCCC*. This is because:
 - The 2019 edition continues to be a widely consulted document and remains in the AC's top 5 downloaded publications five years after publication
 - 2024 marks another key milestone, namely 30 years since the entry into force of the Convention, and therefore a timely opportunity to update the publication
 - The five years since the publication of the 2019 report have seen significant developments on adaptation in the UNFCCC process, including the UAE Framework for Global Climate Resilience and the conclusion of the first global stocktake
- ❖ A draft annotated outline is contained in document **AC25/CN/6D**

VII. 30 Years of Adaptation Under the UNFCCC

❖ Next steps and timeline:

- June 2024: First draft circulated to the AC for consideration and review.
- August 2024: Second draft circulated to the AC for consideration and review.
- September 2024 (AC 26): Third draft circulated to the AC for final review and approval.
- November 2024 (COP 29): Report launched with communications campaign and, if appropriate, an associated event.

❖ At AC 25, the AC may wish to take note of the information contained in the concept note and provide the secretariat with any additional guidance as needed to proceed with the drafting of the report.



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Thank you!

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