

26<sup>th</sup> meeting of the Adaptation Committee



**United Nations**  
Climate Change  
**Adaptation  
Committee**

# Agenda item 11c

## Communications plan and strategy of the Adaptation Committee

---

*Update on the work undertaken to implement  
Communications plan and strategy of the Adaptation  
Committee 2024-2025*

9-13 September 2024, Bonn

Presenter: Secretariat or Giuliana Torta, AC member

# I. Introduction and background

---

- At AC25, the AC took note of the document on the Communications plan and strategy of the Adaptation Committee 2024-2025.
- The AC decided for the communications working group to continue discussions on communications activities, including how to further disseminate information, as well as the proposal of a new feedback survey on virtual and in-person events and publications.
- The AC agreed to consider how to incorporate strategic communications in its next flexible workplan for 2025-2027.
- The AC requested the secretariat to prepare a list of AC publications to be translated into different UN languages for the AC to prioritize for translation.

# II. Updates on progress

## Content development

- Development of interactive elements and visuals for public-facing outputs is continued through coordination with the current design firm for forthcoming AC publications, and the interactive portal on the State of Adaptation Action by Parties is also being launched by the AC at or around COP 29.
- At AC 25, the AC requested the secretariat to prepare a list of AC publications to be translated into different UN languages for the AC to prioritize for translation. The proposed options for AC to consider for future translation work are:
  - i. Thirty years of Adaptation Under the UNFCCC: From the Convention to the Paris Agreement and beyond (forthcoming)
  - ii. Policy brief on progress, good practices and lessons learned, challenges and opportunities in the application of traditional knowledge, knowledge of Indigenous Peoples and local knowledge systems in adaptation (forthcoming)
  - iii. [Navigating the landscape of support for the process to formulate and implement national adaptation plans](#) (30 total downloads from AC website since the document is published. )
- The AC decision booklet that compiles all conclusions and decisions by the governing and subsidiary bodies that pertain directly to the AC has been updated on the website in August 2024.
- The 17<sup>th</sup> issue of the Adaptation Finance bulletin was published following AC 25 and distributed to approximately 4,269 subscribers. This issue achieved an open rate of 43% and a link click rate of 8%.

## II. Updates on progress

### Social Media

Current reporting period: 1 March 2024 – 15 August 2024  
Previous reporting period: 1 September 2023 – 29 February 2024

- **Increase in followers:**
  - LinkedIn: +562
  - Facebook: +244
  - X (formerly Twitter): +159
- **Increase in impressions:**
  - X: 12,145 impressions (up from 7,227)
- **Decrease in impressions:**
  - Facebook: 3,605 impressions (down from 24,000)
- **LinkedIn views per post:** Increased to 799 views per post (up from an average of 556)
- **New social media platforms are being considered** to enhance engagement and outreach. Updates on the new approach will be shared intersessionally.

## II. Updates on progress

### External delivery channels

The AC is expanding audience reach of its publications by dissemination through the following platforms: PreventionWeb, weADAPT and Climate Adaptation Knowledge Exchange (CAKE).

Number of AC publications downloads for the current reporting period:

- weADAPT (**148 downloads vs 75 downloads** in the previous reporting period)
- PreventionWeb (**77 downloads vs 45 downloads** in the previous reporting period)
- CAKE (**39 downloads vs 11 downloads** in the previous reporting period)

B) The AC is collaborating with **YOUNGO**. YOUNGO has shared information on AC events, publications and AC updates to their WhatsApp groups where **the messages are delivered to over 920 members**, as of September 2024.

C) AC has started a collaboration with **UN iLibrary** for the dissemination of publications.

## II. Updates on progress

### AC Website

In the current reporting period, the main page of the AC website received **7,252 views**. The publication **pages of the AC website were visited 661 times (compared to 1,963 times in the previous period)**. Total **downloads** for AC publications for the current period were **220** as compared to **631** downloads in the previous reporting period. The **most downloaded publications** for the current reporting period:

- a. [Progress, good practices, and lessons learned in prioritizing and incorporating gender-responsive adaptation action](#): 29 total downloads
- b. [Toolkit for Monitoring, Evaluation, and Learning for National Adaptation Plan Processes](#): 20 total downloads
- c. [25 Years of Adaptation Under the UNFCCC](#): 12 total downloads
- d. [Data for adaptation at different spatial and temporal scales](#): 12 total downloads

No additional survey responses from AC publication pages have been received.

# III. Next steps

---

## The AC may wish to:

- Take note of the information contained in document AC/INFO/11C;
- Consider how to incorporate strategic communications in its next flexible workplan for 2025-2027;
- Confirm the list of AC publications suggested by the secretariat for translation into different UN languages, and the order in which they will be translated;
- Consider the need for any new feedback surveys on virtual and in-person events and publications;
- Decide on the new Adaptation Action (and Finance?) bulletin;
- Provide guidance to the secretariat on how to better display information on the UNFCCC website, including the methodologies identified by the joint AC/LEG/SCF working group on adequacy and effectiveness of adaptation and support (see update under AC26 item 4).



**United Nations**  
Climate Change  
**Adaptation Committee**

---

**Thank you!**

---

*26th meeting of the Adaptation Committee*