

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



United Nations  
Climate Change  
Adaptation  
Committee

# Agenda item 13A

Communications Plan and Strategy of  
the Adaptation Committee

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*Status Overview of the Adaptation Committee's  
communication and outreach efforts and draft  
communications plan and strategy for 2025-2026*

06-09 May, Bonn, Germany

Presenter: Secretariat

# I. Background

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**In its 2025-2027 flexible workplan, the Adaptation Committee (AC) agreed to address issues identified in the 2023-2024 audience assessment survey and amend the AC communication strategy, as appropriate**

At AC 26, the AC,

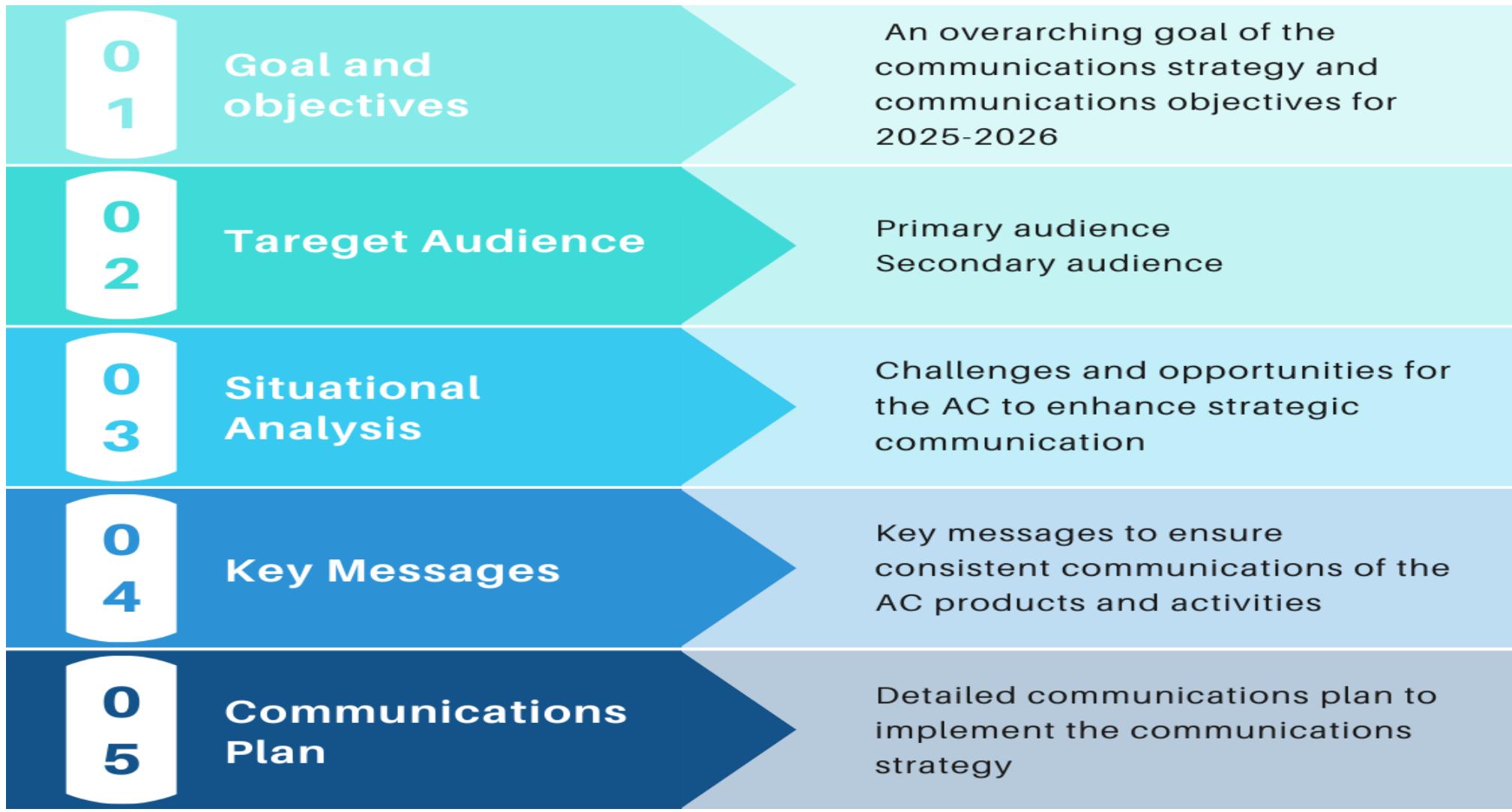
- Took note of the document containing an update on work undertaken to operationalize the AC's communications plan and strategy for 2024-2025
- Decided on the priority documents for informal translation into other UN languages
- Agreed to continue considerations of additional priority publications for translation between sessions
- Discussed better ways to disseminate products, get feedback, enhance use of social media and improve the accessibility of the website
- Agreed to keep the Adaptation Finance Bulletin as is, and to prepare an additional action bulletin and newsletter featuring AC activities and products

# AC Communications Strategy (2025-2026)



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# Communications Plan and Strategy 2025-2026



# **Status Overview of Communication and Outreach Efforts (2024- 2025)**



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Adaptation Committee**

# New layout of the AC website

- Comprehensive redesign to improve accessibility and user experience while retaining all existing content
- Direct links and improved integration with the websites of other UNFCCC constituted bodies

**Adaptation Committee.**

|                     |                     |   |                |   |
|---------------------|---------------------|---|----------------|---|
| Introduction        | Membership          | Meetings and Events   | Annual Reports | Thematic Areas  |
| Knowledge Products  | Newsletters         | Interactive Portal on the State of Adaptation Action by Parties | Latest         | Standing invitation to other UNFCCC constituted bodies and relevant organizations |
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As part of the Cancún 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. It is the only constituted body under the Convention and the Paris Agreement whose work regularly addresses all facets of the adaptation process in a holistic and overarching manner.

Credit: UNFCCC

**Latest**

Standing invitation to other UNFCCC constituted bodies and relevant organizations

National Adaptation Plan (NAP) Taskforce

Adaptation contact points

Related constituted bodies

Log-in for AC members only (collaboration space)

Chronology

Workplan

Rules of Procedure

Adaptation Committee



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# Adaptation Finance Bulletin

**ADAPTATION FINANCE BULLETIN**  
UNFCCC Adaptation Committee

November 2024 | Issue 18

**ADAPTATION FINANCE BULLETIN**  
UNFCCC Adaptation Committee

February 2025 | Issue 19

**ADAPTATION FINANCE BULLETIN**  
UNFCCC Adaptation Committee

- **18th issue of the Adaptation Finance Bulletin**
- published **November 2024**
- (48% open rate/ 8% link click rate)
  
- **19th issue of the Adaptation Finance Bulletin**
- published **February 2025**
- (43% open rate/ 4% link click rate)
  
- Updated subscription option on the Adaptation Finance Bulletin webpage for easier access

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# Updates on progress



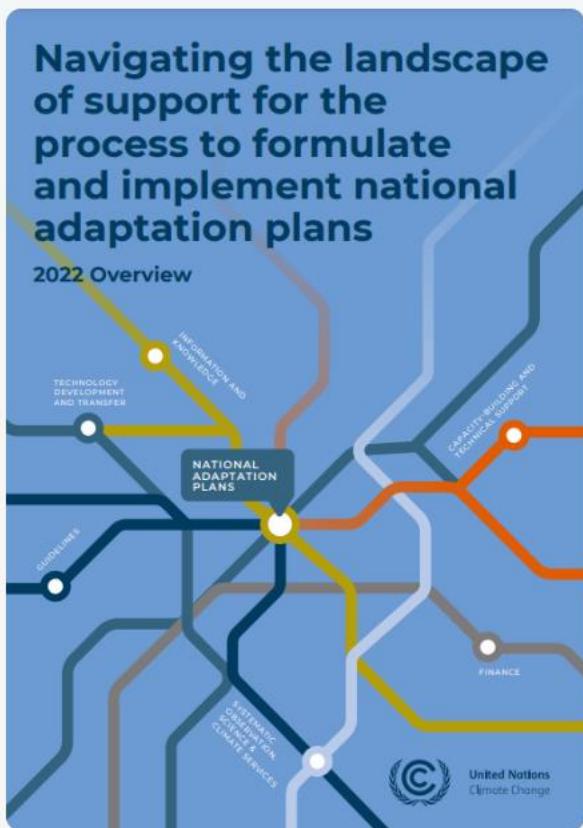
- AC has been featured in one UNFCCC Newsroom article
- AC products and activities have been featured in three issues of RCC Newsletters
- Two new AC publications are now available at the UN iLibrary.
- AC Decision booklet has been updated in April 2025 to reflect the outcomes of COP 29

### III. Status Overview of Communication and Outreach Efforts (2024-2025)

#### Social Media Channels

- The AC has continued to prioritize LinkedIn for outreach during the reporting period based on the results of the 2023-2024 audience assessment survey, which identified LinkedIn as the most frequently used social media platform among respondents.
- In the current reporting period, the Adaptation & Resilience LinkedIn group has expanded to **3,557** members, an increase from 2,562 members as of 15 August 2024. The group recently added 46 new posts, garnering a total of 76,558 views (an increase from 41 posts with a total of 32,763 post views in the previous reporting period).

## II. Translation of publications

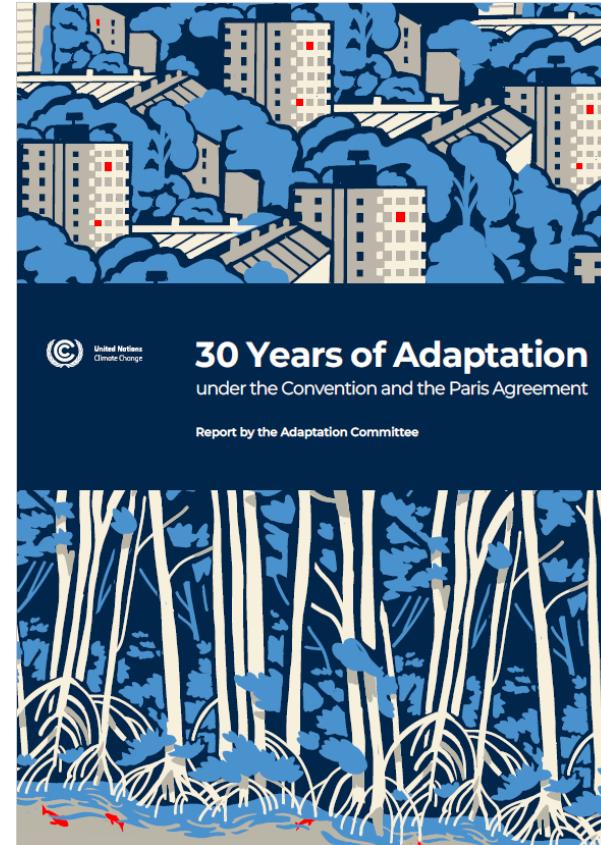


### Language(s)

- English

### Translations in process:

- Chinese
- French
- Russian
- Spanish
- Arabic



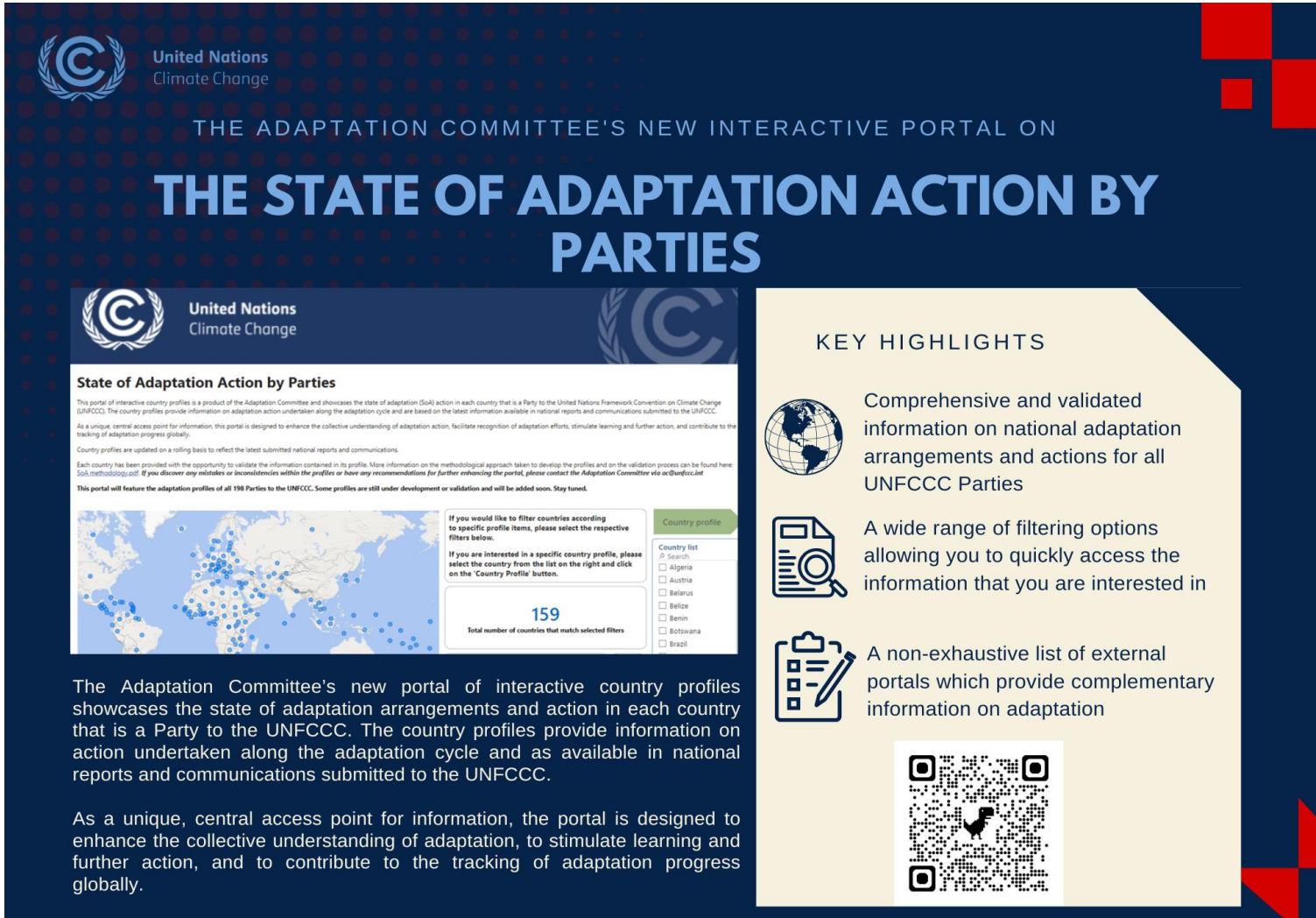
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# II. Updates on progress

## Promotional Material: Flyer for the State of Adaptation Portal



The flyer features the United Nations Climate Change logo at the top left. The main title is "THE ADAPTATION COMMITTEE'S NEW INTERACTIVE PORTAL ON THE STATE OF ADAPTATION ACTION BY PARTIES". Below the title is a screenshot of the portal's interface, showing a world map with blue dots representing countries and a sidebar with filtering options. A large section of the flyer is dedicated to "KEY HIGHLIGHTS" with three bullet points: "Comprehensive and validated information on national adaptation arrangements and actions for all UNFCCC Parties", "A wide range of filtering options allowing you to quickly access the information that you are interested in", and "A non-exhaustive list of external portals which provide complementary information on adaptation". At the bottom right is a QR code.

United Nations Climate Change

THE ADAPTATION COMMITTEE'S NEW INTERACTIVE PORTAL ON

## THE STATE OF ADAPTATION ACTION BY PARTIES

State of Adaptation Action by Parties

This portal of interactive country profiles is a product of the Adaptation Committee and showcases the state of adaptation (SoA) action in each country that is a Party to the United Nations Framework Convention on Climate Change (UNFCCC). The country profiles provide information on adaptation action undertaken along the adaptation cycle and are based on the latest information available in national reports and communications submitted to the UNFCCC.

As a unique, central access point for information, this portal is designed to enhance the collective understanding of adaptation action, facilitate recognition of adaptation efforts, stimulate learning and further action, and contribute to the tracking of adaptation progress globally.

Country profiles are updated on a rolling basis to reflect the latest submitted national reports and communications.

Each country has been provided with the opportunity to validate the information contained in its profile. More information on the methodological approach taken to develop the profiles and on the validation process can be found here: [SoA methodology.pdf](#). If you discover any mistakes or inconsistencies within the profiles or have any recommendations for further enhancing the portal, please contact the Adaptation Committee via [ac@unfccc.int](#).

This portal will feature the adaptation profiles of all 196 Parties to the UNFCCC. Some profiles are still under development or validation and will be added soon. Stay tuned!

159 Total number of countries that match selected filters

Country profile

Country list

- Search
- Algeria
- Austria
- Belarus
- Belize
- Benin
- Botswana
- Brazil

The Adaptation Committee's new portal of interactive country profiles showcases the state of adaptation arrangements and action in each country that is a Party to the UNFCCC. The country profiles provide information on action undertaken along the adaptation cycle and as available in national reports and communications submitted to the UNFCCC.

As a unique, central access point for information, the portal is designed to enhance the collective understanding of adaptation, to stimulate learning and further action, and to contribute to the tracking of adaptation progress globally.

### KEY HIGHLIGHTS

- Comprehensive and validated information on national adaptation arrangements and actions for all UNFCCC Parties
- A wide range of filtering options allowing you to quickly access the information that you are interested in
- A non-exhaustive list of external portals which provide complementary information on adaptation

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# II. Updates on progress

## Promotional Material: Brochure for AC Resources (Page 1)

**Interactive Portal on the State of Adaptation Action by Parties**

The Adaptation Committee's **new portal of interactive country profiles** showcases the state of adaptation arrangements and action in each country that is a Party to the UNFCCC. The country profiles provide information on action undertaken along the adaptation cycle and as available in national reports and communications submitted to the UNFCCC.

As a unique, central access point for information, the portal is designed to enhance the collective understanding of adaptation, to stimulate learning and further action, and to contribute to the tracking of adaptation progress globally.

**Subscribe to the Adaptation Finance Bulletin**

The **Adaptation Finance Bulletin** is a regular newsletter that provides the latest news and updates to Parties and other interested stakeholders on adaptation finance-related information from funds, bodies and negotiations under the UN Climate Change process, as well as an overview of relevant upcoming events.

**CONTACT US:**

<https://unfccc.int/Adaptation-Committee>  
 [ac@unfccc.int](mailto:ac@unfccc.int)  
 [UN Climate Change: Adaptation & Resilience](#)

**Adaptation Committee**

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# II. Updates on progress

## Promotional Material: Brochure for AC Resources (Page 2)

### Who we are

The Adaptation Committee (AC) was established to promote the implementation of **enhanced action on adaptation** in a coherent manner under the United Nations Framework Convention on Climate Change (UNFCCC) and the Paris Agreement.

### AC 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 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

### Resources

The AC regularly produces reports and tools to support countries in their adaptation planning and implementation processes. You can [access all AC resources through this code](#):



### A selection of some of the latest resources

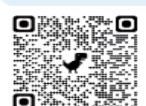
#### 30 YEARS OF ADAPTATION UNDER THE CONVENTION AND THE PARIS AGREEMENT: REPORT BY THE ADAPTATION COMMITTEE

This report illustrates the landscape and history of how adaptation has been approached throughout the lifetime of the international climate change process under the UNFCCC and Paris Agreement.



#### TOOLKIT FOR MONITORING, EVALUATION, AND LEARNING FOR NATIONAL ADAPTATION PLAN PROCESSES

This toolkit provides practical guidance for the development and continuous improvement of Monitoring, Evaluation, and Learning (MEL) systems for national adaptation plan (NAP) processes.



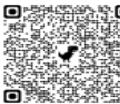
### METHODOLOGIES FOR REVIEWING THE ADEQUACY AND EFFECTIVENESS OF ADAPTATION AND SUPPORT

This paper comprises the compilation of methodologies as of July 2023 alongside lessons learned, gaps and challenges identified through their application at different levels



### METHODOLOGIES FOR ASSESSING ADAPTATION NEEDS AND THEIR APPLICATION

This technical paper provides an overview of existing methodologies and experience for assessing adaptation needs, which is a fundamental part of enhancing climate resilience through adaptation planning and implementation.



### NAVIGATING THE LANDSCAPE OF SUPPORT FOR THE PROCESS TO FORMULATE AND IMPLEMENT NATIONAL ADAPTATION PLANS

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. An updated version of the publication and online tool will be released in 2025.



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## II. Updates on progress

### Promotional Material: Flyer for the 30 Years of Adaptation Publication

The flyer features a dark blue background with a large white circular graphic in the center. Inside the circle is a stylized illustration of a city skyline with buildings and trees, set against a blue gradient background. Below this is the title '30 Years of Adaptation' in large white font, with the subtitle 'under the Convention and the Paris Agreement' and 'Report by the Adaptation Committee' in smaller text. The UN Climate Change logo is in the top left corner. A QR code is in the bottom right corner of the circle. To the right of the circle is a white box titled 'Key Highlights' containing four bullet points with red circular markers.

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New report by  
the Adaptation Committee!

30 Years of Adaptation  
under the Convention and the Paris Agreement  
Report by the Adaptation Committee

Key Highlights

- Introduces the context of climate change and the challenge of adapting to it
- Chronicles the evolution of adaptation under UNFCCC, highlighting significant milestones
- Examines the broader landscape beyond the negotiations, identifying key adaptation actors and developments
- Outlines upcoming developments that will impact adaptation going forward



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## IV. Next steps

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- The AC may wish to take note of the information contained in this document with a view to providing further recommendations on the implementation of the communications plan and strategy for the period 2025-2026.