

Adaptation Committee's Communication Plan 2020

1. Background

1. In its 2019-2021 flexible workplan, the AC agreed to "Review and update the communications plan that includes a social media strategy and integrate [this] into [the] existing workplan."
2. At its fifteenth and sixteenth meetings, the Adaptation Committee discussed and agreed on the communications strategy.¹ One of the next steps outlined in the strategy was the development of a dedicated communications plan for 2020, including a social media strategy.

2. Mission statement

3. The AC offers expert guidance that helps countries, civil society and businesses to build resilience and adapt to the changing climate. It is the United Nations' leading voice 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

4. The Adaptation Committee's main communications objectives are as follows:
 - 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.
5. Making the most efficient use of the limited capacities for 2020, the following high-level targets are recommended to be prioritized:
 - a) Improve the visibility of the Adaptation Committee's meetings and events through making improved use of the UNFCCC secretariat's communications channels; and through making Adaptation Committee meetings and events available for virtual participation, wherever possible;

¹ <https://unfccc.int/documents/199409>.

- b) Boosting the impact of the Adaptation Committee's publications, through professional layout and design, the improved utilization through UNFCCC secretariat and partner's channels, and presenting the outcomes of the papers in an Adaptation Committee webinar series.

4. Social media strategy

6. To promote the papers, events, and other products highlighted above, a social media strategy consisting of 5 key components will be implemented. The key components include:

- a) Creating a social media graphic (card or short video) to highlight the main findings or key messages of each event or product;
- b) Making social media graphics available to collaborators or other interested individuals/organizations to share via their networks. These can be made available via a suitable file sharing service, e.g. Trello;²
- c) Posting each social media graphic along with a link to its associated content at least three times on the Adaptation Exchange channels: first when the product or event is first introduced/launched, a second time as a reminder or "in case you missed it post" about a month later, and a third time several months as another reminder or attached to a relevant event/date if applicable;
- d) Where appropriate and feasible, collaborating with issue leads to draft articles for the UNFCCC newsroom or op-eds or blog posts on external websites to promote products or events;
- e) Creating interactive poll questions to engage social media users and pique their interest in reading more about the topic through the product or event being promoted.

² [Trello](#) is a web-based project management solution, which is widely used to share social media materials in an organized way and without the need to create an account for the recipient.

5. Products

5.1. Papers

Products	Timelie	Product headline	Measures	Specific stakeholders to engage	Target audience	Relevant events/international day
Private sector toolkit – Supplementary NAP Guideline	[April 2020]	Toolkit for governments to effectively incorporate the private sector in the National Adaptation Plan process	Virtual launch (tbc) – original plan to distribute via NAP Expo (cancelled due to the COVID19 pandemic) Professional layout and design of the publication, including visuals/infographics, which can be used to enhance reach via social media	NAP Central/NAP Expo/LEG Private sector networks (i.e. through BSR and WBCSD) Policy consultancies (i.e. via Accenture newsletter)	NAP teams in governments Policy consultants	
Inventory of relevant methodologies for assessing adaptation needs – Online portal	June 2020	Dataset of relevant methodologies for assessing adaptation needs, including needs related to action, finance, capacity-building and technological support	Production of infographics of the content of the portal to better communicate added value of the portal	Relevant online databases (CDKN, weAdapt)	Adaptation practitioners Policymakers	

Capacity gaps in accessing adaptation funding	August 2020	To provide insights into the different challenges that capacity gaps pose to all countries, in particular developing countries, only differing in size and extent.	Part of a webinar series to present AC products	Parties Adaptation practitioners Academia and research institutes, national/civil society development organizations	Parties Organizations providing addressing identified gaps and needs	NAP Expo
Information paper on linkages between mitigation and adaptation	September 2020	to provide insights and increase understanding of the linkages between adaptation and mitigation within different sectors and under the major legal instruments of climate change regime.	Professional layout and design of the publication, including visuals/infographics, which can be used to enhance reach via social media Part of a webinar series to present AC products	Climate change practitioners, policymakers, Academia and research institutes, national/civil society development organizations	Climate change practitioners Policymakers Academia and research institutes National/civil society development organizations	
Gaps and needs related to the process to formulate and implement national adaptation plans and how to address them	October 2020 (AC and LEG reports prepared for COP 26/SBI 53)	Easily accessible information for Parties and organizations interested in undertaking activities to support developing countries in their adaptation efforts	Encourage organizations to contribute towards addressing the gaps and needs identified https://unfccc.int/node/210550	Parties Adaptation practitioners Academia and research institutes, national/civil society development organizations	Parties Organizations providing addressing identified gaps and needs	NAP Expo

Technical paper – 2020 Technical Expert Meeting on Adaptation	November 2020	Youth and the public hold great potential to accelerate adaptation action, and education and training play a large role in helping them harness that potential. This paper explores good practices and policy recommendations to help us better seize these opportunities.	Professional layout and design of the publication, including visuals/infographics, which can be used to enhance reach via social media Part of a webinar series to present AC products	Youth Relevant UN Agencies (e.g. UNICEF, ILO) Civil society organizations Government representatives	Policymakers Adaptation practitioners Educators Youth groups Training organizations	International Youth Day (12 August), International day of Day of Education (24 January), Youth Day at COP 26 (TBD)
Technical paper on data for adaptation at different spatial and temporal scales	November 2020	Insights into the categories of data required to undertake adaptation and the process from generating such data to the provision of climate services, highlighting ways to improve data availability and use	Professional layout and design of the publication, including visuals/infographics, which can be used to enhance reach via social media Part of a webinar series to present AC products	Earth observation community (i.e. GEOS, GCOS) Providers of socio-economic data (e.g. IIASA) Climate service community (e.g. GFCS, WASP)	Policymakers and scientific advisors in national, subnational and local governments Adaptation practitioners Academia	
2020 synthesis report: How developing countries are	November 2020	Contributing towards the global recognition of adaptation efforts	Professional layout and design of the publication, including	Adaptation practitioners and policy makers, in particular those	Adaptation practitioners and policy makers, in particular those	

addressing hazards, focusing on relevant lessons learned and good practices		of developing countries	visuals/infographics, which can be used to enhance reach via social media Part of a webinar series to present AC products	involved in the international climate change process	involved in the international climate change process	
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5.2. Events

Events	Timelines	Event headline	Measures	Stakeholders to engage	Target audience
17th meeting of the Adaptation Committee (AC17)	24-27 March 2020	Expert meeting to advance crucial work to ensure coherence of adaptation under the UNFCCC	Ensure virtual participation and user-friendly live broadcast of the meeting	17th meeting of the Adaptation Committee (AC17)	24-27 March 2020
AC-PCCB gender event	NAP Expo 2020 tbc (due to COVID-19 pandemic)	Identifying gaps and solutions related to incorporating gender considerations into adaptation planning and implementation	Facilitate virtual participation and user-friendly live broadcast of the event (if possible and feasible) Visuals to be developed to be distributed via social media	Adaptation practitioners, in particular NAP focal points National gender focal points and focal points for women in the UN System	Adaptation practitioners, in particular NAP focal points National gender focal points and focal points for women in the UN System Development organisations Policy advisors
Technical Expert Meeting on Adaptation - Education and training, public participation and	Launch in June 2020 (pending changes due to COVID-19 pandemic)	Youth and the public hold great potential to accelerate adaptation action, and education and training play a large role in helping	Facilitate virtual participation and user-friendly live broadcast of the event (if possible and feasible)	Youth Relevant UN Agencies (e.g. UNICEF, ILO) Civil society organizations	Policymakers Adaptation practitioners Educators

youth to enhance adaptation action		them harness that potential. Through a series of (virtual) events, the technical examination process will explore good practices and policy recommendations to help us better seize these opportunities.	If held purely virtually, innovative formats, such as an online case competition can be tested Visuals to be developed to be distributed via social media	Government representatives	Youth groups Training organizations
18 th meeting of the Adaptation Committee (AC18)	25-28 August (pending changes due to COVID-19 pandemic)	Expert meeting to advance crucial work to ensure coherence of adaptation under the UNFCCC	Ensure virtual participation and user-friendly live broadcast of the meeting Facilitate promotion through all UNFCCC secretariat channels	Registered observers	Adaptation community, in particular those involved in the international climate change process
Adaptation Forum 2020: Monitoring and evaluation	Adaptation Futures 29 September to 1 October tbc	How do we effectively communicate M&E results? What are some of the existing tools and emerging knowledge on how to measure the progress of adaptation and resilience? This event will gather a wide range of stakeholders to spark discussion on these questions.	Facilitate virtual participation and user-friendly live broadcast of the event (if possible and feasible) Visuals to be developed to be distributed via social media	M&E practitioners Climate communications and outreach professionals Climate funds Government representatives with national/subnational M&E experiences	M&E practitioners Policymakers National/civil society development organizations Local and community adaptation organizations

5.3. Periodic updates

Product	Timeline	Product headline	Measures	Stakeholders to engage	Target audience
Adaptation Finance Bulletin	2-4 per year	Overview of significant adaptation finance	Offer a separate subscription	Finance community (i.e. SCF, GCF, AF,	National, regional and local policymakers

Product	Timeline	Product headline	Measures	Stakeholders to engage	Target audience
		under the UNFCCC in the past 6 months	<p>possibility for the bulletin</p> <p>Disseminating the bulletin via the UNFCCC mailing list and in partner mailing lists as well as via social media</p>	<p>regional development banks)</p> <p>UNFCCC mailing lists subscribers</p>	<p>Policy advisors</p> <p>Accredited entities/institutions seeking accreditation</p>

Document information

<i>Version</i>	<i>Date</i>	<i>Description</i>
01.0	30 May 2020	Post AC17 Initial endorsement.
n/a	19 March 2020	AC17 Email update to provide further guidance as appropriate. Revised draft to be considered and endorsed post AC17 accordingly.
n/a	16 August 2019	AC16 The AC discussed and agreed on the communications plan strategy (AC/2019/28) and on the development of a dedicated communications plan for 2020.
n/a	11 March 2019	AC15 The AC agreed to revise the strategy (AC/2019/12) and to prepare a detailed communications plan for consideration at AC16.
n/a	25 October 2013	AC5 The AC agreed on its first communication strategy (AC/2014/15).

Keywords: development communication, transparency, Resilience, Adpatation Committee
