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AR5 COMMUNICATIONS STRATEGY

Other communication and outreach activities

(Submitted by the IPCC Secretariat)

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AR5 COMMUNICATIONS STRATEGY

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Communications Strategy

As requested by the Panel at its Thirty-Fifth Session in June 2012, the Executive Committee elaborated an Implementation Plan for the Communications Strategy and reported on its completion to the Bureau and Focal Points. A sub-group of the Executive Committee, the Communications Action Team, has met regularly to review communications activities.

Outreach events

The IPCC took part with two side events at the UN Conference on Sustainable Development (Rio+20) in Rio de Janeiro in June 2012. Both examined the science/policy interface, taking the two most recent special reports, SRREN and SREX, as examples. The first side event was part of the Forum on Science, Technology and Innovation for Sustainable Development organized by the International Council for Science (ICSU) and others in the run-up to the conference. The second was a side event at the conference proper. Details can be found at: http://www.ipcc.ch/news_and_events/outreach.shtml

The IPCC then held two side events at the UNFCCC's COP18 in Doha in November, one on SREX and one on SRREN. Both events were very well attended, testifying to continuing interest in the reports and to the IPCC's activities in general. Also at COP18, the IPCC held a series of meetings with business, environmental and youth NGOs. The focus was on explaining our plans for AR5.

Preparations for AR5

COP18 also provided an opportunity to brief media on preparations for AR5, with two workshops on IPCC procedures, including the process for producing reports. One of these was open to all media, and the second targeted journalists from developing countries invited to Doha by the UNFCCC under its own outreach and training programme.

Rapid response

There were no events requiring a formal rapid response. Nevertheless, a number of incidents required an urgent and consultative response, prepared largely in line with the rapid response procedures laid out in the Communications Strategy Implementation Plan:

1. **New Scientist article**
An article in the New Scientist on 18 June 2012 contained several factual errors. The IPCC issued a statement on 24 June (<http://www.ipcc.ch/pdf/ar5/statement/newscientist.pdf>) and secured corrections to the article.
2. **Nobel Peace Prize**
Public discussions about the 2007 award of the Nobel Peace Prize justified the issue of a clarifying statement. (http://www.ipcc.ch/pdf/nobel/Nobel_statement_final.pdf)
3. **Unauthorized posting of WGI's Second Order Draft**
An expert reviewer posted WGI's entire Second Order Draft on his website, from where it was widely reposted, prompting a discussion in the media and social media about the contents of the forthcoming WGI AR5 report. A statement was quickly issued. (http://www.ipcc.ch/pdf/ar5/statement/Statement_WGI_AR5_SOD.pdf)

4. Unauthorized posting of WGII's First Order Draft and other materials

A blogger published the contents of three memory sticks distributed at Working Group II Lead Author Meetings, including the Zero Order and First Order Drafts, with responses. Again, a statement was issued in a little over four hours.

(http://www.ipcc.ch/pdf/ar5/statement/Statement_WGII_AR5_FOD.pdf)

The Executive Committee and the Communications Action Team have reviewed the lessons learnt from the handling of the unauthorized postings of Working Group drafts.

Media monitoring

The Secretariat provides monthly reports to the Executive Committee on communications activity and media coverage of the IPCC. These draw on data from a media monitoring company, Meltwater Group, to provide basic evaluation by counting the number of articles about the IPCC on online media and blogs, and rating them as positive, negative and neutral, depending on certain words appearing in the articles. For September-December 2012 a total of 16,332 articles containing "IPCC", "Intergovernmental Panel on Climate Change" or "Pachauri" appeared, of which 1,103 were rated positive, 1,286 were rated negative and the rest were unclassified.

Other communications activities

Since P-35, besides, the statements mentioned above, the IPCC has issued a press release on the completion of the review of processes and procedures, two press releases on the start of new stages of the AR5 review, one press release on the start of the expert review of the TFI's 2013 KP Supplement, and a press release on the call for applications for the second round of awards under the Scholarship Programme, translated into all UN languages. The Secretariat routinely uses social media such as Facebook and Twitter to draw attention to press releases and statements.

Senior IPCC figures have given a large number of interviews. Journalists attending COP18 sought interviews with Rajendra Pachauri and Jean-Pascal van Ypersele. Extreme events such as Tropical Storm Sandy and the recent heatwave and fires in Australia also stoked interest. Chris Field was in demand in the wake of Sandy, and Australian media took advantage of the presence of Rajendra Pachauri and Thomas Stocker for WGI LAM4 to ask about extreme weather there. Both WGIII at its LAM3 in Vigo, Spain, and WGI at LAM4 in Hobart, Tasmania, organized press conferences.

Future activities

Work in the coming months is focused squarely on the preparations for the launch of AR5. This will include briefings for media in various locations to explain how the IPCC works, including the process for producing reports. We are also working with partners in the WMO, UNEP, the UN DPI, scientific research institutes and NGOs to share information on and coordinate activities to communicate AR5.