

**FORTY-NINTH SESSION OF THE IPCC**  
**Kyoto, Japan, 8 – 13 March, 2019**

IPCC-XLIX/INF. 9  
(12.IV.2019)  
Agenda Item: 6.9  
ENGLISH ONLY

**PROGRESS REPORTS**

**Communication and Outreach Activities**

(Submitted by the Secretary of the IPCC)

## PROGRESS REPORTS

### Communication and Outreach Activities

This is a brief report on communication activities since the last report, at the 47<sup>th</sup> Session of the IPCC, which was held in Paris, France, on 13-16 March 2018.

The highlight of this period was the release of the IPCC Special Report on *Global Warming of 1.5°C* (SR15) on 8 October. The Media and Climate Change Observatory monthly summary of the University of Colorado Boulder for October 2018 said:

*October media attention to climate change and global warming was up 43% throughout the world from the previous month of September 2018, and more than doubled (up 51%) from October last year. Upticks were detected across all regions of the world in October. Increased media coverage in October is attributed to attention paid to the United Nations (UN) Intergovernmental Panel on Climate Change (IPCC) Special Report on impacts of 1.5°C warming, and to continued impacts and reverberations from hurricane and typhoon activity. An increase was most pronounced in Africa (up 79%) and Oceania (up 76%). Elsewhere, increases were also detected in Central/South America (up 40%), North America (up 37%), Asia (up 24%) and Europe (up 43%), compared to the previous month of September.*

In the period 8-30 October we saw over 20,800 media articles on SR15.

### Communications Strategy

The Communications Action Team (CAT), a subsidiary body to the IPCC Executive Committee set up under the Communications Strategy, has met 11 times by teleconference. Among other things the CAT reviewed forthcoming outreach activities, use of images and graphics in IPCC reports, leaks of draft reports, the role of the communications specialists in the Technical Support Units (TSUs), media training, crisis communications, the website, communications information for new authors, and preparations for the release of the Special Report on Global Warming of 1.5°C (SR15).

The IPCC Executive Committee asked the Senior Communications Manager to undertake a review of the Communications Strategy and the role of the CAT, TSU communications specialists and the Co-Chairs in the light of the recommendations of the Expert Meeting on Communications held in Oslo, Norway, in 2016 and the experience of preparing SR15. IPCC Vice-Chairs, Working Group and TFI Co-Chairs, TSU heads, and communications specialists have been interviewed and proposals will be brought to the IPCC Executive Committee in the coming weeks.

### Communications around the release of SR15

The outstanding event in this period was the launch of SR15. This attracted unprecedented media coverage for an IPCC report, and arguably changed the whole public discourse around climate change.

#### *Preparations*

A series of briefings for key media in different geographies was held to make them aware of the forthcoming report, and point out the main themes in the agreed outline.

- Paris, France, 10 September – briefing for French Society of Environmental Journalists
- Paris, France, 20 September – new directions for IPCC and SR15
- Geneva, Switzerland, 20 September – background briefing for NGOs

- Incheon, Republic of Korea, 25 September – briefing for key world media (remotely)
- Incheon, Republic of Korea, 26 September – briefing for German media (remotely)
- Incheon, Republic of Korea, 28 September – briefing for foreign media in Korea (remotely)

### *Staff and resources*

Besides Secretariat staff and the communications specialists in the TSUs, the IPCC communications team benefited from a communications officer seconded by the World Meteorological Organization (WMO) and from communications experts seconded by the United Nations Foundation under the Memorandum of Understanding (MoU) between the UN Foundation and IPCC. Among other things they handled logistical matters, media monitoring, social media coverage of the press conference, and organization of the interview programme on the day of the press conference. This support is gratefully acknowledged.

### *Embargo*

The approved Summary for Policymakers and press release were made available to registered media under embargo after approval on 6 October. The embargo ran until the start of the press conference at 10:00 local time on 8 October. This was longer than previous IPCC embargoes, but media respected it and there were no breaches or leaks during the embargo period.

The embargo allowed co-chairs and authors to get some rest between approval and the press conference, and to prepare the press conference and interviews, and gave media time to write thoughtful articles.

During the embargo period five embargoed telephone briefings (UK, Argentina, US, Australia and India) plus an embargoed briefing for Korean media were held, as well as embargoed interviews with some key media. Around 30 journalists took part in the telephone briefings.

### *Press conference*

The press conference held for 1-1/2 hours starting at 10:00 local time in Incheon, Republic of Korea, was live-streamed globally. The report was introduced by the IPCC Chair and then presented in turn by each of the six Working Group Co-Chairs. Following this presentation questions were taken from journalists in the room and or submitting questions remotely from other locations.

Foreign media attending the press conference included the BBC and New York Times. Other international media such as Reuters and DPA attended through their Korea correspondents.

Many member governments also held national press conferences on 8 October including Germany, Norway, Spain and Switzerland. IPCC Co-Chairs and authors participated in person or remotely from Incheon, coordinated with the day's interview programme. In other countries research institutions and non-governmental organizations also held press conferences.

### *Interviews*

As with the Fifth Assessment Report, the IPCC set up an interview programme for SR15. Media were informed in advance of the availability of the Chair, Vice-Chairs, Co-Chairs and Authors (CLA, LA, RE) in Incheon and elsewhere, as well as languages and areas of expertise, and invited to submit bids for interviews.

IPCC speakers handled 157 interviews on 8 October. The largest numbers were for Jim Skea (16), Valérie Masson-Delmotte (15), Henri Waisman (9), Hans-Otto Pörtner (8), Sonia Seneviratne (8) and Myles Allen (8).

### *Initial media coverage*

On 8-9 October there were over 11,000 online and print articles. It was the top news story in many publications.

Over the period 8-30 October there were over 20,800 online and print articles published in 168 countries. The largest coverage was in the US (counting most wire service articles as US), Germany, France, UK, Canada, China, Australia, India, Sweden and Italy.

On 8-9 October there were over 5,800 broadcast (TV and radio) pieces, with a total of over 9,400 in the 8-30 October period. These figures do not capture non-Anglophone broadcasters.

While there was heavy coverage in China and India, and increases in coverage of climate change news in this period in all regions, it is clear that we need to do more to reach media in many developing countries, including most of Africa, Southeast Asia, Central Asia, the Middle East and some countries in Latin America.

Fifty IPCC spokespeople were quoted, some over 1,000 times.

There was also massive coverage of SR15 on social media. The BBC article *Final call to save the world from 'climate catastrophe'* was shared 1.275 million times on social media. This is the second most shared article on climate change over the past year, narrowly beaten by National Geographic's starving polar bear video with 1.3 million shares. The CNN article *Planet has only until 2030 to stem catastrophic climate change, experts warn* 495,000 times.

During 8-30 October there were over 284,000 social media posts mentioning SR15.

### *SR15 outreach*

Starting with the day of the press conference, the IPCC launched an intensive programme of outreach, targeting in particular COP negotiators and other policymakers.

Co-Chairs and authors came to a high-level event in Geneva on 11-12 October organized by the International Federation of Red Cross and Red Crescent Societies (IFRC), CAN International and the missions of Fiji, the Netherlands and Switzerland, focusing on the humanitarian implications of the report.

Activities since the release of the report include:

#### *All 2018*

- Incheon, Republic of Korea, 8 October – Presentation to Green Climate Fund
- Luxembourg, Luxembourg, 8 October – Briefing to Green Growth Platform
- Canberra, Australia, 9 October – Australia public event
- Dhaka, Bangladesh – Bangladesh SR15 event
- Hanoi, Vietnam, 10 October – Vietnam outreach event
- Seoul, Republic of Korea, 10 October – Presentation at WWF Korea event
- London, UK – Net Zero event
- Italy, 10 October – Webinar on SR15
- Incheon, Republic of Korea, 10 October – Green Climate Fund investor conference
- Tokyo, Japan, 10 October – Innovation for Cool Earth Forum
- Geneva, Switzerland, 11-12 October – Climate and Humanitarian Dialogue
- London, UK, 15 October – UK SR15 event at Green GB Week
- Edinburgh, UK, 15 October – Lecture to Royal Society of Edinburgh
- London, UK, 15-16 October – Chatham House Climate Change Conference
- Delhi, India, 15 October – India SR15 event
- London, UK, 16 October – briefing to International Maritime Organization
- The Hague, Netherlands, 16 October – briefing to Global Commission on Adaptation

- Washington DC, USA, 16 October – US launch of SR15
- Venice, Italy, 16 October – Italian Society for Climate Sciences annual conference
- Latin America, 18 October – regional webinar on SR15
- Melbourne, Australia, 21-26 October – Greenhouse Gas Control Technologies conference
- Singapore, Singapore, 24 October – World Business Council for Sustainable Development
- Paris, France, 25 October – OECD Working Party on Climate, Investment and Development
- Benguerir, Morocco, 26 October – Adaptation Conference
- Buenos Aires, Argentina, 29-30 October – U20 Mayoral Summit
- Oslo, Norway, 7 November – Zero Conference; Investor Conference
- Berlin, Germany, 8 November – German Pre-COP briefing
- Hanoi, Vietnam, 8 November – Hanoi Forum
- Quito, Ecuador, 8-9 November – Meeting of Parties to Montreal Protocol
- Copenhagen, Denmark, 13 November – DTU IPCC meeting
- Vatican City, 15 November – PAS-CNR Climate Change conference
- Rome, Italy, 16 November – Presentation to FAO
- Virtual, 22 November – Climate Vulnerable Forum (remotely)
- Brussels, Belgium, 26 November – briefing to European Parliament
- Venice, Italy, 3 December – Festival of Earth

(For COP24 see below.)

Co-Chairs and authors held many other briefings on SR15 in their respective institutions and with local policymakers, as well as at outreach events around the Lead Author Meetings that have taken place in early 2019.

#### *Forthcoming SR15 outreach*

The communications team is developing a programme of outreach for 2019, in which SR15 will be the main focus. Outreach activities under this programme will also cover the methodology report and two special reports to be released in 2019, an overview of the AR6 cycle, and the work of the IPCC in general.

#### *Communications specialists*

The presence of communications specialists in the TSUs made a critical difference to the quality and effectiveness of the preparations for the release of the report and the communications activities themselves.

One particular development was transformational. This was the media training work done with authors at the fourth Lead Author Meeting for SR15 in Gaborone, Botswana, and subsequent media training webinars. With the help of the communications specialists, this enabled the authors to develop key messaging in an iterative bottom-up process that eventually produced the key messaging and talking points for the report, language for the press conference and a script for the press conference. This language also turned out to be fully consistent with the approved text of the Summary for Policymakers.

The support of communications experts through the UN Foundation was also decisive.

#### *Presentation*

The slide deck for the SR15 presentation unveiled at the press conference stood out with the report cover and the use of evidence-based photography. Further slides for the SPM figures have been added since.

Should time allow it would be worth developing slides in advance of future approval sessions and adjusting them in the light of the approved text, rather than preparing them after approval.

## **COP24**

SR15 was the key scientific input into the Talanoa Dialogue at COP24, held in Katowice, Poland, on 2-14 December 2018. The IPCC had a correspondingly high profile at COP24, including, for the first time a pavilion, shared with the WMO enabling the IPCC to run its own programme of events during COP24.

### *Official agenda*

- 4 December – SBSTA-IPCC Special Event on SR15
- 5 December – IPCC Side Event on Climate Science with WMO and UN Environment
- 6 December – IPCC statements to wrap-up of preparatory phase of Talanoa Dialogue
- 6 December – IPCC 30<sup>th</sup> Anniversary event supported by Switzerland
- 6 December – IPCC press conference
- 7 December – Joint SBSTA-IPCC Working Group
- 7 December – TFI Side Event
- 11 December – IPCC Chair statement to opening phase of Talanoa Dialogue
- 11 December – SBSTA Side Event with UNFCCC, EU, WMO and IPCC

### *Pavilion programme*

The IPCC held 26 events showcasing SR15 and different aspects of the report, the forthcoming reports in the current Sixth Assessment Report work programme, opportunities for different stakeholders to partner with the IPCC, how the IPCC works, and other IPCC activities.

Pavilion events attracted great interest and positive feedback. On this basis it is hoped to mount a similar programme for COP25.

The Secretariat and Technical Support Units succeeded in putting this comprehensive programme in place in a matter of weeks, as confirmation that the pavilion would go ahead only came in late October.

The support of the UNFCCC, WMO and UN Foundation in covering the costs of the pavilion is gratefully acknowledged.

The programme of pavilion events may be found here (NB some listed events were not carried out): <https://apps.ipcc.ch/outreach/documents/446/1544544576.pdf>

### *Other COP24 activities*

As usual IPCC Bureau members and authors attending COP24 took part in a variety of side events and activities organized by other bodies.

## **Other Selected Outreach activities**

### *2018*

- Wellington, New Zealand, 21-28 March – Lectures, outreach activities and press briefing around second Lead Author Meeting of the special report on Climate Change and Land
- Geneva, Switzerland, 5 April – Presentation and panel discussion at Climate Show
- Gaborone, Botswana, 9-13 April – Outreach around fourth Lead Author Meeting of SR15
- Manchester, UK, 11-13 April – Presentations to International Symposium on Climate Change and Museums
- Riyadh, Saudi Arabia, 23-25 April – Presentations at Saudi climate change technology event
- Bonn, Germany, 4 May – Briefing to media during UNFCCC subsidiary bodies meetings SB48
- Geneva, Switzerland, 4 May – Presentation to Dutch youth group

- Vienna, Austria, 15 May – Presentation to R20 World Summit
- Almaty, Kazakhstan, 28 May – Presentation to Central Asia media (by video)
- Riga, Latvia, 30 May-1 June – Outreach event for Latvia and other Baltic countries
- Washington DC, USA, 31 May – Presentation to Informal Dialogue on Enhancing Ambition
- Paris, France, 4-5 May – Presentations to weathercasters at FIM
- Geneva, Switzerland, 11-13 June – Presentation to GEO Symposium
- Tehran, Iran, 18 June – Iran outreach event
- Tehran, Iran 19-20 June – Presentation to International Energy Conference
- Geneva, Switzerland, 29 June – 30<sup>th</sup> anniversary event hosted by Switzerland during WMO Executive Committee
- Guangzhou, China, 28 June – China outreach activity during first Lead Author Meeting of Working Group I
- Berlin, Germany, 26-28 June – Presentation to Climate Reality Project
- Geneva, Switzerland, 11 July – Presentation to Quaker Summer School
- Lanzhou, China, 26 July – State Lab for Cryosphere event on Ocean and Cryosphere
- Khartoum, Sudan, 12-13 August – Sudan outreach event
- Iguazú, Argentina, 28-29 August – Presentation to G20 climate and sustainability meeting
- Dublin,
- Budapest, Hungary, 3 September – Presentation to European Meteorological Society annual meeting
- Suva, Fiji, 4 September – Briefing for University of South Pacific students (by video)
- Geneva, Switzerland, 13 September – Briefing for Sophia University (Japan) students
- Beijing, China, 9 November – 30<sup>th</sup> anniversary event hosted by China

## 2019

- Ahmedabad, India, 15-17 January – Working Group III outreach
- London, UK, 21 February – Energy Future Labs lecture
- Accra, Ghana, 19 March – UNFCCC Africa Week
- Geneva, Switzerland, 22 March – World Meteorological Day
- Geneva, Switzerland, 26 March – UN Library: The View from the Cliff Edge
- Tashkent, Uzbekistan, 3-4 April – Central Asia Conference on Climate Change (by video)
- Tokyo, Japan, 9 April – Japan Atomic Industrial Forum annual conference
- Madrid, Spain, 11 April – Foro nuclear

Outreach activities for local audiences were also held during the lead author meetings in Vancouver, Canada, for AR6 Working Group I (7-13 January), Durban, South Africa for AR6 Working Group II (21-15 January), Special Report on *Climate Change and Land* (SRCCL) Cali, Colombia (11-15 February), *Special Report on the Ocean and Cryosphere in a Changing Climate* (SROCC) Kazan, Russia (3-9 March) and AR6 Working Group III in Edinburgh, Scotland (1-5 April).

A co-sponsored Workshop on the Status of Climate Science and Technology in Asia was held on 15-16 November 2018 in Kuala Lumpur, Malaysia. The meeting report is attached as Annex 1 of this report.

## Planned outreach activities

Outreach activities in 2019 will be dominated by continuing outreach around SR15, preparations for the release of the *2019 Refinement*, Special Report on *Climate Change and Land* (SRCCL) and *Special Report on the Ocean and Cryosphere in a Changing Climate* (SROCC), and communication of these three reports.

### Confirmed future outreach events

- *Mongolia, 16-17 April - Ulaanbaatar*
- *Cambodia/Laos, 27-28 May – Siem Reap*
- *Myanmar, 30-31 May – Nay Pyi Taw*

#### *Planned or proposed outreach events in 2019*

- *West Africa (Anglophone) – Accra, Ghana*
- *Further regional African outreach*
- *Central Asia*
- *Bangladesh*
- *India*
- *Nepal*

#### **Other communications activities**

The new website was launched during COP24 following a beta test in November 2018 to the Bureau, National and Observer Organization Focal Points and TSU staff.

#### **Resources**

A contribution from the Norwegian Environment Agency, including support for communication and outreach of the three special reports, is gratefully acknowledged.

The generous support of the UN Foundation, under the Memorandum of Understanding between the Foundation and IPCC, is gratefully acknowledged.

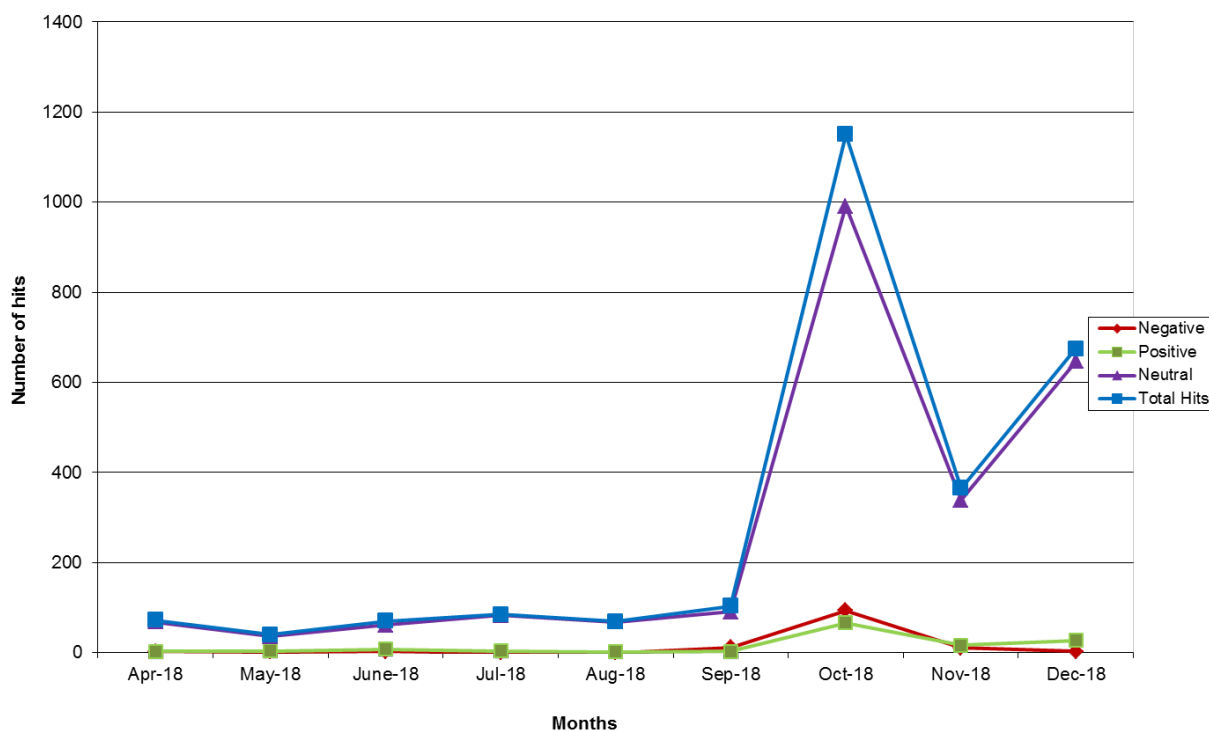
The communications team benefited from an intern for three months over the European summer.

#### **Statistics – media coverage of the IPCC**

According to Meltwater, the media monitoring system used by the IPCC, the IPCC was mentioned a total of 2,916 times by top news sources from 1 January to 31 December 2018. Top news sources are a selected number of major newswires, news organizations around the world.



### IPCC Top Sources: April 2018 - December 2018



## Social Media

IPCC's main social media accounts are on Facebook (@ipcc) and Twitter (@ipcc\_ch) and the IPCC also has accounts on LinkedIn and Instagram. In 2018, IPCC mainly used its social media accounts to:

- inform people about IPCC events including outreach;
- post links to IPCC press releases and media advisories;
- remind people about any ongoing reviews;
- celebrate the 30th anniversary throughout 2018 using the hashtag #ipcc30, logo and specially made web cards
- highlight the statistics of the authors in the upcoming reports;
- broadcast live outreach events wherever possible; and foster interest in upcoming events;
- lead people to any vacancy announcements posted on the IPCC website;
- thank followers once we hit a certain number of followers.

### Facebook:

The number of followers on Facebook on 31 December 2018 was 45,391, up from 30,404 in November- 2017 when the statistics were last reported to the Bureau.

The most common activity that those who visit the Facebook page do is to react e.g. liking, sharing, and commenting.

### Twitter:

The number of followers on the IPCC Twitter account on 31 December was 136,783, up from 96,311 in November.

Tweets on the IPCC account earned approximately 296,000 impressions in November 2017. In the 28-day period between 24 October and 20 November 2018, following the release of SR15, the account's tweet activity had earned about 1.2 million impressions. Between 1 and 9 October 2018, during the 48<sup>th</sup> Session of the IPCC (IPCC-48) and the release of the report, the account's tweet activity earned over 4 million impressions.

In December 2018 the tweet activity earned about 1.4 million impressions, with an average of about 45,900 impression per day.

Twitter describes impressions as the number of times users see the tweet.