

FORTY-THIRD SESSION OF THE IPCC Nairobi, Kenya, 11 - 13 April 2016

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## **REPORTS**

Expert Meeting on Communication, 9-10 February 2016, Oslo, Norway

(Submitted by the Acting Secretary of the IPCC)



#### **REPORTS**

## Expert Meeting on Communication, 9-10 February 2016, Oslo, Norway

#### Introduction

At its 41<sup>st</sup> Session, the Panel requested an expert meeting in which participants would share experiences, best practices and lessons learned from communication and outreach around the Fifth Assessment Report, and on which a report would be prepared for the 43<sup>rd</sup> Session of the Panel.

The meeting was held in Oslo, Norway, on 9 and 10 February 2016 with the generous support of the Norwegian Environment Agency. The preparatory Steering Committee prepared the programme and agenda for the Expert Meeting, recommended a list of participants to the Chair of the IPCC, and will prepare the substantive report of the Expert Meeting.

The Steering Committee is overseeing the production of a Report of the Expert Meeting, with the draft circulated to all meeting participants for review and concurrence, which will be published on the IPCC website.

## **Meeting Summary**

The mandate of the Expert Meeting was to consider lessons learned from communication and outreach around the Fifth Assessment Report (AR5) and to provide recommendations to the Panel as it started work on the Sixth Assessment Report (AR6).

A preparatory Steering Committee was constituted and submitted nominations of participants to the Chair of the IPCC, taking into account the relevant range of expertise, geographical representation and gender balance.

The Expert Meeting held a number of discussions, facilitated by papers and presentations, on the particular constraints affecting IPCC communications; the experience of the Co-Chairs and authors in developing the AR5 from a communication perspective; the experience of governments (including IPCC Focal Points) and civil society in organizing outreach on the AR5; research on media coverage of the AR5 in major markets; the experience of other organizations communicating climate assessments; and recent research on communications relating to climate change.

The Expert Meeting divided into break-out groups on both days which worked on draft recommendations. These groups covered questions of readability and clarity; derivative products; communications with different stakeholders and outreach; communications with media. They also considered recommendations for updating the IPCC Communications Strategy.

The Expert Meeting also held a discussion with the Children's Panel on Climate Change, a Norwegian-based non-governmental organization, on communicating climate change to young people.

The proceedings of the plenary sessions were streamed live to promote transparency. Comments on social media about the Expert Meeting (with the hashtag #IPCCOslo) were reported back to the plenary on both days.

#### **Main Meeting Recommendations**

The Expert Meeting drew up a large number of recommendations to improve IPCC communications. The final list will be included in the substantive report after review by the Steering Committee and participants.

They included recommendations on the following topics:

### Improving readability, clarity and policy relevance

- Involvement of stakeholders in the scoping process.
- Involvement of communications experts from the outset of the report process.
- The focus and length of the Summary for Policymakers (SPM).
- The structure of the report, including expert summaries and Frequently Asked Questions (FAQs).
- The naming of Working Groups and Working Group contributions.
- Presentation of material that is new to the report versus the previous body of knowledge.
- Treatment of uncertainty.
- Learning from the experience of other organizations conducting assessments.
- Media training and presentation training for authors.
- The role of graphics specialists and data visualists.
- Testing graphics and developing simpler graphics for the SPM.
- Hold an expert meeting on the science of communication of (climate) science.

# **Derivative products (IPCC and third parties)**

- Defining what the IPCC can do and what is best left to third parties.
- Providing technical and other support for third-party derivative products.
- Prepare likely key messages early on.
- Use of animation as well as video.
- Encourage the use of FAQs to support reports.
- Linking to derivative products on the IPCC website.

#### Communication with stakeholders and outreach

- Communicating the scoping process.
- Involving observer organizations and others in finding experts to represent stakeholders in the scoping process.
- Meeting stakeholders to seek their input in the pre-scoping process.
- Consider the ambitious use of tagging to enable users to customize their own versions of the report.
- Strengthening communication with the United Nations Framework Convention on Climate Change (UNFCCC).
- Engaging third parties to communicate elements of the report to specific audiences.
- Considering opening the Trust Fund to voluntary contributions from stakeholders.
- Organizing local and regional events that reflect local priorities and encourage participation of authors from the region.
- Working with focal points and other partners to involve participation of all relevant stakeholders and sectors in outreach activities.
- Preparing clear generic presentations that can be customized.
- Reviewing social media practice, including use of short videos in multiple languages and use of different platforms in different regions.
- Working with children, including helping them with videos.
- Considering two website entry points one user-friendly, one for reference (cf UNFCCC).

# Communication with and through media

- Incorporating science writers and media experts in working groups.
- Briefing media before the release of a report.
- Preparation to ensure communication is global and reaches non-English speakers.
- Long-term planning to anticipate a changing media landscape while recognizing continuing role of radio and mobile.
- Use of professionally produced multimedia including animations, graphics and videos.
- Creating a communications network.
- Starting to prepare communication of a report at an early stage in its development.

- Planning the timing of press conferences to fit media schedules and allowing time for rest and rehearsal.
- Considering regional as well as global launches of reports.
- Strengthen the use of media workshops and other media training.
- Holding meetings with editorial boards.
- Explaining the IPCC's transparency policies.
- Reviewing confidentiality of drafts.

# **IPCC Communications Strategy**

- Many of the above have implications for the Communications Strategy, especially its sections on Methods and Tools, or its Implementation Plan.

#### **Annexes**

Annex 1 includes the scoping paper for the Expert Meeting

Annex 2 includes the programme of the Expert Meeting

Annex 3 includes the list of participants in the Expert Meeting

## **Background Information**

At the 41<sup>st</sup> Session of the IPCC (IPCC-41) (Nairobi, Kenya, 24-27 February 2015), the Panel decided to organize a meeting with the mandate to share experiences, best practices and lessons learned from communication and outreach around the Fifth Assessment Report, and prepare a report for the 43<sup>rd</sup> Session. It agreed to include 20 journeys for this meeting in the forecast budget for 2016. The Norwegian Environment Agency (Miljødirektoratet) generously offered to host the meeting in Oslo.

The Acting Chair of the IPCC formed a Steering Committee consisting of the former IPCC Communications Action Team (CAT) and external representatives. Its members are:

### Former CAT:

- Mr Ismail El Gizouli (former IPCC Acting Chair)
- Mr Jean-Pascal van Ypersele (former IPCC Vice-Chair)
- Ms Melinda Tignor (former Director of Operations, IPCC Working Group I TSU)
- Ms Katie Mach (former Science Director, IPCC Working Group II TSU)
- Mr Patrick Eickemeier (former Head of Communications, IPCC Working Group III TSU)\*
- Mr Taka Hiraishi (former Co-Chair, Task Force on National Greenhouse Gas Inventories)\*
- Mr Kiyoto Tanabe (Co-Chair, Task Force on National Greenhouse Gas Inventories)\*\*
- Mr Leo Meyer (former Head, IPCC Synthesis Report TSU)
- Mr Bruce Stewart (Acting Secretary, IPCC Secretariat)\*\*\*
- Mr Jonathan Lynn (Head of Communications, IPCC Secretariat)

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- \* until October 2015
- \*\* from October 2015
- \*\*\* until December 2015

#### External members:

- Mr Øyvind Christophersen (Norwegian focal point for the IPCC)
- Mr Rabelani Tshikalanke (South Africa Department of Environmental Affairs)
- Mr Enrique Maurtua Konstantinidis (Fundación Ambiente y Recursos Naturales)
- Ms Susan Joy Hassol (Climate Communication)
- Ms Monica Araya (Nivela)

#### Observers:

- Mr Carlos Martin-Novella (Deputy Secretary, IPCC)
- Mr Espen Larsen (Norwegian Environment Agency)

The Steering Committee met once in person (in Paris, during COP21) on 10 December 2015 and 10 times by conference call (21 August 2015, 1 September 2015, 16 October 2015, 27 October 2015, 19 November 2015, 5 January 2016, 12 January 2016, 20 January 2016, 27 January 2016, and 2 February 2016). The focus of these calls was agreeing the dates of the meeting, finalizing the list to be submitted to the Chair of the IPCC of participants to be invited, and finalizing the goals and agenda of the meeting.

The Expert Meeting was held on 9-10 February 2016 in Oslo. A total of 72 participants attended the meeting, including 49 invited experts, of whom 19 from developing countries/economies in transition had their travel supported by the IPCC. The other participants were 10 from the preparatory Steering Committee (of whom 3 had their travel supported by the IPCC Trust Fund), 8 from the current IPCC Executive Committee and 5 from the Secretariat.

About half of the meeting was devoted to presentations and about half to discussions in break-out groups on recommendations.

The costs of the meeting for the IPCC totaled CHF 77,034, consisting of travel support for invited experts, members of the Steering Committee, members of the current Executive Committee and Secretariat staff.

19 invited experts (developing countries/economies in transition)	CHF	51,611
3 members of the Steering Committee (developing countries/economies in transition)	CHF	8,321
3 eligible members of the Executive Committee	CHF	7,807
5 secretariat staff	CHF	9,248
Miscellaneous	CHF	47

In addition, the Norwegian Environment Agency hosted the meeting, and participants received support from governments and institutions, including the United Nations Framework Convention on Climate Change Secretariat, World Meteorological Organization, governments of Belgium, France, Germany, New Zealand, Norway, Switzerland, United Kingdom and United States, Cambridge Institute for Sustainability Leadership, Carbon Brief, Climate Outreach, European Climate Foundation, Finnish Meteorological Institute, Fordham University, Institute for Global Environmental Strategies, Quaker United Nations Office, Reuters Institute for the Study of Journalism, The B-Team, University of East Anglia, University of Queensland Global Change Institute, World Energy Council, Yale Program in Climate Change Communication, and Yale University.

The presentations covered general questions of communication, the particular constraints facing the IPCC in communications, the experience of communicating AR5 from the perspective of the authors and previous co-chairs, the experience of AR5 outreach from the perspective of governments, other policymakers and civil society organizations, how AR5 was reported by the media, and how other organizations communicate their climate assessments. The break-out groups examined readability, clarity, policy relevance – including the scoping process, use of communications experts, and use of multimedia; derivative products; outreach and communications with different stakeholders; and communicating through the media.

# IPCC Expert Meeting on Communication, Oslo, Norway, 9-10 February 2016 Norwegian Environment Agency, Grensesvingen 7, 0661 Oslo, Norway

#### #IPCCOslo

### **Programme**

### **Tuesday 9 February**

(08.00-09.00 registration)

1. 09.00-09.15 Formal opening

Audun Rosland, director of the climate department, Norwegian Environment Agency Hoesung Lee, IPCC Chair *(via videoconference)* 

Chair: Christian Bjørnæs

2. 09.15-09.45 IPCC communication issues – constraints and opportunities

Chair: Christian Bjørnæs Presenter: Jonathan Lynn

Advance paper

Advance paper on preparations for the release of AR5 and previous reports

Current IPCC Communications Strategy

IPCC Communications Strategy Implementation Note

AR5 Communications Strategy

3. 09.45-10.30 The AR5 experience – communications lessons from the authors Panel discussion with co-chairs and authors from AR5 who describe what worked and what did not in developing the report from a readability and access perspective, identifying key challenges and areas for improvement

Panelists will be requested to submit brief advance papers, and highlight key points in opening statements of ~5 minutes to initiate the discussion

Chair: Christian Bjørnæs

Panelists: Chris Field, Leo Meyer, Pauline Midgley, Youba Sokona

Advance papers

4. 10.30-11.15 The AR5 experience – lessons from outreach

Panel discussion with representatives of governments and NGOs on AR5 outreach in developed and developing countries

Panelists will be requested to submit brief advance papers, and highlight key points in brief opening statements of ~2-3 minutes to initiate the discussion

Chair: Christian Bjørnæs

Panelists: <u>Øyvind Christophersen</u>, Hunter Cutting, <u>Jessica Dator-Bercilla</u>, <u>Christiane Textor</u>, <u>Rabelani Tshikalanke</u>, <u>Simbisai Zhanje</u>

Advance papers

5. 11.15-12.15 World Café (with coffee)

The context for this discussion is that AR6 will probably appear in 2021/2022. How will we communicate its findings to the teenagers and young people (currently children) who will face the consequences of climate change that AR6 will describe? Already young people today tend not to get their information from conventional media such as newspapers and TV, or from books.

### The questions will be:

- How can the IPCC communicate its often dense and technical material not only to policymakers but the wider world, bearing in mind that communications methods are changing fast?
- What new stakeholder groups can the IPCC reach and how?
- What new communications products can the IPCC use (including new types of derivative products, or new types of outreach activity)?

Hosts: Monica Araya, Øyvind Christophersen, Enrique Maurtua Konstantinidis, Katie Mach, Asher Minns, Rabelani Tshikalanke, Michael Williams, Mandy Woods, Jean-Pascal van Ypersele

Participants will be allocated to one of nine groups, which will each move between three tables for three sessions of 15 minutes each

6. 12.15-12.45 The JPI Study on Communicating AR5

Chair: Monica Araya
Presenter: <u>James Painter</u>
Respondent: Laura Gallardo

(Panelists from previous sessions encouraged to comment)

Advance paper on JPI study

Advance paper: compilation of recent relevant research and publications

7. 12.45-13.30 Climate communications – other assessments

This will also touch on questions such as training scientists in presentations for nonspecialists, and use of photos

Chair: Monica Araya

Presenter: Susan Joy Hassol

Advance paper

- 8. 13.30-14.30 Lunch
- 9. 14.30-17.15 Break-out sessions to develop recommendations for the Panel (coffee available 16.00):
  - NB 1: Recommendations should also address specific issues in developing countries.
  - NB 2 Recommendations should consider any resource implications, and should also consider the communications role of National Focal Points and Technical Support Units.
  - NB 3: Participants are encouraged to move between groups. If moving between groups, it is recommended to do so at 16.00 on Tuesday and at 11.15 or after lunch on Wednesday.
  - NB 4: Co-Chairs and rapporteurs will also develop recommendations for updating the IPCC Communications Strategy (and Implementation Plan), with help from participants dedicated to this task. (Pauline Midgley, Rapporteurs for the Communications Strategy for each break-out group).
  - i. 14.30-15.00 Reports back from World Café by hosts; briefing on role of break-out sessions and participation in different break-out groups Chair: Christian Biørnæs
  - ii. 15.00-17.15 Break-out sessions

A. Recommendations on improving readability, clarity and policy relevance of the IPCC reports (including scoping; use of language experts, science writers, graphics designers; summary for citizens of the world; translation; training on presentations; use of video, animations and graphics)

Co-Chairs: Richard Black, Debra Roberts

Rapporteur: John Cook

Rapporteur for Communications Strategy: Christiane Textor

Participants to include: David Budescu

Advance papers

B. Recommendations on derivative products (including any formal or informal role for the IPCC; development of presentations for non-specialists)

Co-Chairs: Leo Meyer, Simbisai Zhanje

Rapporteur: Joyashree Roy

Rapporteur for Communications Strategy: Youba Sokona

Participants to include: Eliot Whittington

Advance papers

C. Recommendations on communications with stakeholders (including scoping, outreach and social media; stakeholders include children; presentations for non-specialists)

Co-Chairs: Rabelani Tshikalanke, Jean-Pascal van Ypersele

Rapporteur: Jessica Dator-Bercilla

Rapporteur for Communications Strategy: Eduardo Calvo Participants to include: Andreas Fischlin; Paul Lussier

Advance papers

D. Recommendations on communications with and through media (including communications before a report is finalized, use of external resources, the launch process, media training, transparency of IPCC meetings and activities)

Co-Chairs: Tim Nuthall, Monica Araya

Rapporteur: Heidi Cullen

Rapporteur for Communications Strategy: Ko Barrett Participants to include: Lance Ignon, Jill Peeters

Advance papers

10. 17.30-18.15 Reports of Day 1 break-out sessions and follow-up discussion

To include some written material or slides

Chair: Christian Bjørnæs

11. 18.15-18.30 Compilation of Day 1 Twitter comments (#IPCCOslo)

Presenter: Nina Peeva

12. 19.00-21.30 Visit to Ski Museum and Holmenkollen ski jump tower with dinner, followed by guided tour in groups and talk about importance of snow to countries like Norway and challenges posed by climate change

Buses will leave the meeting venue at 18.30 and go directly to the museum/ski jump (not via hotels). Transport will be arranged back to the hotels afterwards.

### Wednesday 10 February

- 13. 08.00-09.00 Meeting of break-out group co-chairs and rapporteurs to discuss recommendations for communications strategy
- 14. 09.00-09.15 Recap of previous day, discussion of cross-cutting issues including social media, training authors, products not approved by the Panel, involvement in third-party products.

Chair: Christian Bjørnæs

15. 09.15-09.45 Tackling misinformation and misconceptions

Chair: Christian Bjørnæs Presente: John Cook Advance paper

16. *09.45-10.30* Beyond the transmission belt – "upstream" communications and stakeholder values

Chair: Christian Bjørnæs Presenter: Paul Lussier Respondent: Beth Holland

Advance papers

- 16. 10.30-12.15 Break-out sessions (as above) (coffee available at 11.00)
- 17. 12.15-13.45 Lunch

Side event – Children's Panel on Climate Change (Barnas Klimapanelet)

- Presentation by Children's Panel on Climate Change
- Discussion on communicating climate change to young people
- 18. 13.45-15.15 Break-out sessions contd.
- 19. 15.15-16.00 Break for rapporteurs to prepare reports
- 20. *16.00-16.45* Reports of break-out sessions, follow-up discussion (coffee available at 16.00) Chair: Christian Bjørnæs

Rapporteurs: Christine Textor, Joyashree Roy, Jessica Dator-Bercilla, Heidi Cullen, Pauline Midgley

21. 16.45-17.00 Compilation of Day 2 Twitter comments (#IPCCOslo)

Presenter: Nina Peeva

22. 17.00-17.15 Conclusions and explanation of next steps

Presenter: Jonathan Lynn

## **List of Participants**

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PHILIPPINES

Mercedes ANDRADE National Autonomous University of Mexico MEXICO

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Jesbin BAIDYA IPCC Secretariat

Hoda BARAKA 350.org EGYPT

Ko BARRET
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Energy and Climate Intelligence Unit
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Heidi CULLEN Climate Central UNITED STATES OF AMERICA

Hunter CUTTING Climate Nexus UNITED STATES OF AMERICA

Jessica DATOR-BERCILLA Christian Aid PHILIPPINES

Suraje DESSAI University of Leeds UNITED KINGDOM

Ahmed DJOGHLAF
Co-Chair: Ad-hoc group on the Durban
Platform, United Nations Framework
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Surveyor EFIK Climate Change Network Nigeria NIGERIA Argelia FERNÁNDEZ Environment Cuba CUBA

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Andreas FISCHLIN

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Pacific Centre for Environment and

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FIJI

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Valérie MASSON-DELMOTE Co-Chair: IPCC Working Group I University of Paris-Saclay FRANCE

Leo MEYER

Former Head: Technical Support Unit, IPCC AR5 Synthesis Report THE NETHERLANDS

Pauline MIDGLEY

Former Head: Technical Support Unit, IPCC Working Group I

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Asher MINNS

Tyndall Centre UEA and Future Earth Europe UNITED KINGDOM

Paul MONARE

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Hans Otto PÖRTNER

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Jim SKEA

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Youba SOKONA

IPCC Vice-Chair

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Per Espen STOKNES

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**NORWAY** 

**Kiyoto TANABE** 

Co-Chair: IPCC Task Force on National

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Keith TUFLEY

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Eliot WHITTINGTON

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