

THIRTY-FIFTH SESSION OF THE IPCC
Geneva, 6-9 June 2012

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Agenda Item: 6.1
ENGLISH ONLY

COMMUNICATIONS STRATEGY AND OUTREACH

Approval of the new IPCC Communications Strategy
Collated Comments from Governments and Organizations

(Submitted by the IPCC Secretariat)

COMMUNICATIONS STRATEGY AND OUTREACH
Approval of the new IPCC Communications Strategy
Collated Comments from Governments and Organizations

On 13 April 2012 Governments and Organizations were invited to provide comments on the current version of the Communications Strategy in advance to the 35th Session of the IPCC. The following submissions were received by Governments and Organizations as of 31 May 2012. Comments are by alphabetical order:

Governments

- Belarus
- Canada
- France
- Germany
- Hungary
- Kenya
- Mexico
- Netherlands
- Poland
- Russian Federation
- Thailand
- United Kingdom
- United States of America
- Uzbekistan

Organizations

- International Civil Aviation Organization (ICAO)
- Secretariat of the Pacific Regional Environment Programme (SPREP)
- United Nations Environment Programme (UNEP)
- World Energy Council

Observer Entities

- Environment Quality Authority (EQA) of the Palestinian National Authority (PNA)

GOVERNMENTS COMMENTS

BELARUS

МІНІСТЭРСТВА ПРЫРОДНЫХ РЭСУРСАЎ І
АХОВЫ НАВАКОЛЬНАГА АСЯРОДДЗЯ
РЭСПУБЛІКІ БЕЛАРУСЬ



MINISTRY OF NATURAL RESOURCES AND
ENVIRONMENTAL PROTECTION OF THE
REPUBLIC OF BELARUS

ДЭПАРТАМЕНТ ПА
ГІДРАМЕТЭАРАЛОГІІ

DEPARTMENT OF
HYDROMETEOROLOGY

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29.05.2012 № 04-04/484

На № _____ ад _____

To: The Intergovernmental Panel on Climate Change

Dear Mr. G. Leone,

In response to your letter #5956-12/IPCC/Gen concerning the Document IPCC-XXXIV/Doc.20 "Review of the IPCC Processes and Procedures. Communications Strategy" the Department of Hydrometeorology of the Republic of Belarus would like to express the following. The Department of Hydrometeorology has reviewed a draft of the document. We would like to welcome it and to express no objection and comments to the draft.

Please accept the assurances of my highest consideration.

Sincerely yours,

Oleg Maksuta
Director of the Department
of Hydrometeorology

CANADA

Canada's Comments on the IPCC Communications Strategy

Overall this is a very good Strategy that addresses many of the concerns and needs expressed throughout the process to develop the Strategy over the past year and a half. Canada expresses its appreciation for the hard work of the Bureau, the Executive Committee and the Secretariat in pulling together this Strategy and looks forward to the completion of this work at IPCC-35 in Geneva.

Detailed Comments

Paragraphs 1 and 2

- We suggest combining the information about “principles” into one paragraph, and separating the “goals” into a second, rather than starting with the IPCC Principles in Paragraph 1 and then moving on to goals, before going back to principles in Paragraph 2.
- We also suggest that “IPCC Principles” refer to the exact document – the “Principles Governing IPCC Work”.

Paragraph 1.1

- This paragraph should avoid the word “risks”, since the word is not qualified (what kinds of risks and for whom, who would take risks, etc.). The perception of risk can be subjective, and the mention of risks here may invite communications that may not be consistent with the principles laid out in Paragraph 2.

Paragraph 3

- This paragraph is prefaced with “addresses three main groups of activities”, yet seems to describe four activities (day-to-day, report launches, major conferences, rapid response). We suggest that some explanation is needed to scope what is meant by “major conferences” and describe what the role of the IPCC would be at such conferences.
- In the final sentence, it is not fully clear what a “representative manner” means. We suggest clarifying or perhaps replacing with “effective manner”.

Paragraph 4

- We suggest deleting “public” from this sentence. The meaning of “public” may have wide interpretation. As the specific audiences are elaborated later in this paragraph, we would prefer changing the first line to say “serve to improve public understanding and awareness”.

Paragraph 5

- The communications guidance provided by the Task Group stipulated that products should be available in all six UN languages to the extent possible. We suggest that principle simply be restated here.
- The third and fourth sentences in this paragraph could be tweaked slightly to make it clear that the IPCC will assist Governments in communicating IPCC reports when requested to do so, to the extent that resources allow. Since this assistance would be invited by countries, it is implicit that it will be shaped to meet the needs of the inviting Government, while remaining consistent with IPCC principles and the communications strategy.

Communications Methods and Tools Section (overall comments)

- At times, this section lacks sufficient specificity regarding responsibilities for certain aspects of the IPCC communication function. This could be further elaborated through a separate ‘policies and procedures’ document, or in a ‘roles and responsibilities’ annex to this Strategy. Specifically, this section is missing an order of operations for decision-making, and specifics on the hierarchy of authorities for decision-making.

- In general, this section, as well as the following section on IPCC spokespeople, needs to go further than stating that decisions will need to be made, to explain exactly HOW they are going to be made.

Paragraph 7

- This paragraph should specify who has the ultimate responsibility for the coordination it is calling for; we believe that this should be the Senior Communications Manager. We suggest revising the text of the third sentence to read: “The Senior Communications Manager is responsible for this coordination, and to this end will work with all parts of the IPCC – the Chair...”

Paragraph 8

- This paragraph needs to be better linked with the previous paragraph, in terms of identifying the “groups” in question and specifying who is responsible for this task.
- Recognizing the need for timely products, even "rapid response" communications need to be well-organized. This paragraph could also indicate the need for a quick strategy to be produced on a case-by-case basis which will detail the goal of the exercise, who is doing what and when, etc.
- There is some inconsistency between the first and second sentences in this paragraph, as it mentions "materials" in the first sentence and "material and communications activities" in the second.

Paragraph 9

- Recommend changing the first sentence to emphasize the importance of Focal Points. Rather than saying they “can play a role”, the text should be revised to say that “The Secretariat will engage Focal Points to assist in the dissemination of IPCC materials, including translation...”.

Paragraph 11

- This paragraph can be simplified considerably to state that the IPCC must maintain an effective web presence; the details should be implicit. If details are to be included, suggest also including search engine optimization and link-building. Additionally, it should be explicitly stated who is responsible for this work.

Paragraph 12

- Although the distribution of spokesperson responsibilities is laid out here, there remains a need for some description of how spokespeople are designated for specific situations (e.g., the situations that arise will not necessarily be clearly delineated as a WGIII issue or a Procedures issue (for instance)). The responsibility for determining the issue at hand should be delegated here, perhaps to the Chair and IPCC Vice-Chairs working with the Senior Communications Manager.

Paragraph 13

- We recommend adding “Working Group or Task Force” before “Co-Chairs” in this sentence, and adding “IPCC” before “Chair”.

Paragraph 14

- The second sentence of this paragraph should be modified to strengthen the messaging around speaking in IPCC or other capacities. We suggest revising as “...should include **specific guidance on how to approach** speaking on behalf of the IPCC versus speaking in other capacities.”

Paragraph 15

- We suggest adding “All” at the start of this paragraph, to emphasize that this applies to all spokespersons.

- We recommend removing “especially those holding the most senior positions” from the first sentence and instead emphasizing this idea to a new sentence: “This is particularly important for those holding the most senior positions, as they are most closely associated with the IPCC in the view of stakeholders.”

Paragraph 16

- While the TSU acronym is well known within the IPCC, it is not universally understood; we recommend spelling it out here.
- “Crisis communications” is used here for the first time. We suggest replacing it with “rapid response”, which would be consistent with Paragraph 3.
- For engaging external resources in rapid response/crisis situations, suggest being explicit that the Senior Communications Manager may do this, rather than current reference to “IPCC Communications”, which is vague.

Notes on Implementation Section

- This section is still very short on specifics related to the implementation of the strategy. We suggest either adding more detail, or prefacing this section with an explanation of how the details will be worked out at a later date.
- The third bullet under the Key Considerations section should be changed to note that in addition to being “aware” of potential conflict of interest or bias, individuals in this situation must also endeavor to “avoid” and/or “disclose” these instances.
- In the final bullet, “regular intervals” should be clarified. We suggest something more specific such as “at least every two years”. Also, the responsibilities for the review should be specified.

FRANCE

General

The present version of the strategy appears concise and readable.

Many major aspects are adequately presented. But some other aspects seem to have been weakened or lost in the course of the recent changes.

Generally speaking, we recognize the difficulty and the necessity to produce a text which is a right compromise between, on one side, an open framework, and on the other side a document where the specificities of the IPCC are sufficiently taken into account.

It is understandable that the production of this strategy takes some more time. We welcome further work, maybe during IPCC-35. We do not require a much longer text and we can show flexibility, but we have some additions to propose.

Approved elements

The present text is generally approved. The following elements, which are important to us are well reflected in the text :

- the role of a good internal communication to allow a good external communication
- the role of the focal points

- the need of reactivity regarding the IPCC website
- the identification of the spokespersons

Desired additions

The preamble or context should mention some specificities of the IPCC :

- high visibility, high expectations, as Nobel prize
- an institution at the interface between science and policy, an institution still opening the path as a new type of intergovernmental body ; particular challenges linked to this unique role
- a period (2012-2020) of intense negotiations and constraining calendars bringing even more expectations

The role of the senior communications manager might be more highlighted and described. Is there a will to make a distinction between this description of the strategy and the – separate - description of the internal organization of the Secretariat ? There seems to be some regression in comparison to the former discussions. We should not neglect to underline that we need this senior post, that it is a vital resource of the IPCC, and that it should never more remain vacant during a long time as was the case during a too big fraction of the two last years.

The audiences of the IPCC communication include priorities : governments, decision-makers, media. The IPCC may have other targets but the IPCC will not have – not before long – a Secretariat with a large staff, nor a big communications team. Compared to a large international organisation or to a large private company, the IPCC has little resources ; thus it must concentrate on the highest priority targets.

The wording “languages other than English” might be replaced by “6 official languages of the United-Nations” or a similar wording. A minimum set of products which must be available in 6 languages might be described e.g. Summaries, press communiqué, website or part of the website,...

It might be mentioned that special procedures exist to deal with communication in a context of media-crisis and that the IPCC must maintain a permanent capacity to respond to such circumstances.

Some major indicators – measures of activity or efficiency etc... - regarding the communication might be included ; or at least the mention of the need/existence of a system to evaluate the communication function of the IPCC should be made.

3 May 2012

**COMMENTS BY GERMANY TO
IPCC COMMUNICATION STRATEGY AND OUTREACH
SUBMITTED BY THE IPCC SECRETARIAT**

We thank the sub-committee of the Executive Committee for establishing a new and greatly improved IPCC Communication Strategy (CS) that is in line with the "Guidance on IPCC Communications Strategy". This draft will provide a very good basis for decision at IPCC35.

GENERAL COMMENTS

The Panel at IPCC33 has requested the Secretariat to establish a CS that contains "a proposal for a formal set of procedures, including the role, tasks and responsibilities of the involved individuals, to allow the IPCC to make timely and effective responses to urgent inquiries. These procedures should include a contingency plan for managing rapidly-escalating communications needs, such as when individual queries gather momentum and risk causing serious reputational damage".

The current draft of the CS does not provide such detail. We therefore suggest establishing an additional Guidance Note under the responsibility of the Executive Committee to respond to the more detailed requests of IPCC33.

At IPCC33 the Secretariat has also been requested by a Panel decision to report back to the Panel with regard to planned evaluation metrics for assessing the effectiveness of the IPCC communications, as well as the results of any evaluation exercises that have already taken place. We miss a reference to this request in the current version of the document.

The IPCC spokespeople will not be able to manage all communication and outreach issues at global, regional and national level. It is therefore important to inform, coordinate and cooperate with other actors involved in outreach activities concerning the IPCC. We encourage strengthening the coordination between the IPCC Secretariat and National Focal Points, and potentially the IPCC observer organizations. It is suggested to facilitate an (informal) exchange of views and information on best practices between National Focal Points (with the help of the IPCC-Secretariat).

After the publication of AR5 the TSUs will cease to exist and eventually the WG Co-Chairs will step down from their functions. However, outreach activities on the reports may still need to continue. A process for outreach after publication of reports should be included in the communication strategy, possibly in the proposed Guidance Note mentioned above. The secretariat could be requested to propose such a process to the Panel at a future IPCC session.

Improved outreach for IPCC seems to be consensus among Panel members, but this will require additional financial and personal resources. It is suggested to request the IPCC Secretariat to estimate the budget needed for different outreach activities in order to identify the potential needs and to establish realistic outreach plans. A clear budget line detailing the individual outreach activities should be included in the budget of the IPCC Trust fund.

The purpose of the CS is to provide clear indications and give concrete instructions for the various aspects of IPCC communication. In the current text we note however the use of conditional language in many paragraphs. The draft also contains a number of common places and general statements. We assume that this vagueness in style is caused by the underlying assumption that the realisation of any communication action might be limited by the availability of funding and/or personal. We propose to clearly specify such constraints, and then to use factual statements and deletion of common places.

SPECIFIC COMMENTS

Para 1.2

Reports are not the only product of IPCC. Other products, like graphical material and Reporting Guidelines should also be mentioned here.

Para 3

It is suggested to add a reference to “IPCC Protocol for Addressing Possible Errors in IPCC Assessment Reports, Synthesis Reports, Special Reports or Methodology Reports”.

Para 12

It is suggested to assign to the deputy head of the IPCC Secretariat the same role as to the Secretary.

Para 16

We propose to enhance this para and to request the IPCC Secretariat provide detailed information on budget needs and expenditure for different outreach activities in order to identify the potential needs.

Key considerations for implementation

What is the purpose of putting these statements in a special section? We suggest to integrate the individual items into the respective numbered paragraphs above as appropriate, and to create an additional section on “reporting and reviewing”. We propose the following:

- The first item is not needed in the CS, because it does not define any action or procedure (but is a common place). As stated above, the CS should give clear indications for actions or define processes.
- Item 2 should also include reports to the Panel at each session.
- Item 3 should be transformed into a factual statement and mentioned in Para 1.
- Item 4 partly repeats Para 7
- Item 5 should be transformed into a factual statement (*will be reviewed*).

The new section on “reporting and reviewing” should contain a statement on the evaluation metrics of the communication strategy, as well as Items 2 (information on new communication material), Item 4 (reporting on communication activities), and Item 5 (review of the CS).

EDITORIAL COMMENTS

Para 1.2

typo: “*is* authors” should be “*its* authors”

The readability of the second sentence can be improved (*inform understanding of reports?*).

Para 5, 6

Please use present tense and avoid words like “should” (i.e. “comm. material *are* also provided”); see also our general comment above.

Para 7

Please avoid general and commonplace statements in the strategy. Sentences should clearly state what will be done; see also our general comment above. It is suggested to rephrase like this:

IPCC delivers a consistent message and effective external communications. This is based on a coordinated approach to communications and disciplined internal communications, coordination and decision-making. The Senior Communications Manager works with all parts of the IPCC – the Chair, IPCC Vice-Chairs, Secretariat, Working Groups/Task Force Co-Chairs, Bureau and Focal Points.

Para 8

Please use present tense (i.e. “... comm. material *are* ”); see also our general comment above.

It is not enough that the CS states that responsible individuals/groups *must be identified in advance*. The CS should either clearly identify responsible individuals/groups or it should define a procedure for their identification.

Para 9

Please use present tense and avoid wordings like “need to...” (i.e. “Focal Points *receive* comm. materials...”)

Para 10

Please use present tense and avoid wordings like “should aim” (i.e. ...and authors *aim* to produce.” “They *are made aware* by the IPCC Communications Manager of how approved...”)

Para 11

Please use present tense (“The IPCC website *is reviewed...*”, “*serves* all stakeholders”)

Para 14

If the Panel decides that media training is needed, this can be expressed in a clear statement. The limitation of media training by the availability of funds should be mentioned. It is suggested that IPCC provides Guidelines on “Communicating with the Media and Public” similar to those of WG I (https://www.ipcc-wg1.unibe.ch/guidancepaper/WG1_GuidanceNote_MediaPublicCommunication.pdf).

Para 15, 16

Please use factual statement (15: “IPCC spokespeople, ..., *refrain* from public statements...” (16: “Communications *operate...*”)

NOTES ON IMPLEMENTATION

These 2 paras describe the responsibility for communication issues and distribution of work. It is therefore suggested to change the title to “*Responsibility for IPCC Communications*” and to number the paras as the others above. It is also suggested to shorten the second para removing any common places and to clarify concrete actions or procedures.

HUNGARY

Please find below the Hungarian comments on the Communication Strategy:

COMMENT

In the section "Communication goals and principles", para 1.1 only talks about issues that are related to assessment reports. In other words, this approach excludes everything that is related to methodological reports (MRs), and the Authors and the Task Force that have been dealing with methodologies. This is contradicting to

- the history and present state of IPCC,
- the amount of MRs as outputs of, and by, IPCC,
- the relevance of these MRs in estimating emissions and removals in countries ("policy relevance", para 2)
- the relevance of the MRs in mitigation (which is the focus of WGIII) ("policy relevance", para 2)
- other paras of the Strategy, i.e. 7, 11, 12, 16, where the Task Force is acknowledged.

It is not necessarily the lack of acknowledgement that is a problem, but the lack of need to communicate methodologies that IPCC makes available for countries (and Parties) to estimate greenhouse gas emissions and removals that are considered the main drivers of climate change.

Yours sincerely,
Kinga Szabó

KENYA

Suggestions and Comments: By the Republic of Kenya

General: The draft communication strategy reflects the views expressed at the 34th IPCC Session held in Uganda.

Following are some few comments and suggestions on the document:

Communication goals and principles:

1.1. Needs some rewording for clarity since it is very general in its present form.

Suggestion: “to communicate scientific assessment findings on climate change, providing

1.2. The first sentence should be shortened.

Suggestion: The phrase “ selects its authors and reviewers and produces its reports” should be deleted since it adds no value to the first sentence.

Communication audiences

4. The second sentence is long and somehow repeats itself.

Suggestion: Be reworded as follows: “It does this by communicating with governments, international and inter-governmental organizations, all other stakeholders and decision makers, scientists and the media”

5. *Comment:* Communicating in other languages (in particular UN languages) in addition to English is welcome. However, tailoring outreach activities to individual countries may be a huge task for the IPCC given the diversity of circumstances (ethnic and cultural backgrounds, infrastructure, technological development, local languages, etc)

Communication methods and tools

7. *Comment:* It should be made clear whether this is applicable between IPCC sessions or between and during IPCC sessions.

9. *Comment:* How long is timely? Is it an hour, Day, Month, before or after the event?

11. *Comment:* it should be clear who is responsible to ensure the updates are made

Key considerations for implementation

Comment on the last bullet: It is explained in this bullet that the strategy will be reviewed at regular intervals. The time frame needs to be stated e.g. every 2yrs, 3 yrs....



Dr. Samwel O. Marigi
IPCC Focal point for Kenya

MEXICO

Regarding your kind letter dated as of 13 april, 2012 ref.: 5956/12/IPCC7GEN, attached, where you mention that the draft Communications Strategy was submitted to the 45th Session of the IPCC Bureau (Geneve, 13-14 March 2012) and revised in line with their recommendations, and in which you invite us to provide comments on the current version of the Communications Strategy in advance of the Thirty-fifth Session of the IPCC for approval.

In that context, I am glad to inform you that the Government of Mexico has no additional comments.

Saludos,
Luis Misael Perez Hernandez

Submission of the Netherlands on the Communication strategy

This submission refers to the draft communication strategy, developed by the Executive Committee, submitted to the IPCC panel for approval during the 35th session.

We thank the ExCom for providing this Communication Strategy for our consideration. Since the strategy is considerably shorter than the underlying guidance, we would like an explanation about the value added to the Guidance on the IPCC Communication Strategy, accepted at IPCC-33 and we request the EXCOM to explain briefly the philosophy of the way the strategy is written.

With the acceptance of the Guidance on the IPCC Communication Strategy at IPCC-33, we notice that the requests by the panel have not been fully addressed in the Communication Strategy.

The panel requested a proposal for a formal set of procedures, including the role, tasks and responsibilities of the involved individuals, to allow the IPCC to make timely and effective responses to urgent inquiries. These procedures should include a contingency plan for managing rapidly-escalating communications needs, such as when individual queries gather momentum and risk causing serious reputational damage.

Since rapid response was a key element in the strategy guidance, we request the Chair to be clearer in the Strategy about timely response, the final responsibility, and in main terms for what type of occurrences response will be given, reactively and pro-actively.

The details of the procedures should not be part of the Strategy, but we ask the Chair to set a date when the panel receives a proposal of these procedures according to the request by the panel at IPCC-33.

At IPCC-33 the panel further requested to report to the Panel with regard to planned evaluation metrics for assessing the effectiveness of the IPCC communications, as well as the results of any evaluation exercises that have already taken place. We ask the Chair to address this request in the Strategy.

An additional element in the Strategy Guidance that needs to be addressed in the Strategy is the improvement and maintenance of the website and how and when it will deal with other communication materials, such as leaflets, newsletters and FAQs.



MINISTRY
OF THE ENVIRONMENT

Department of Sustainable
Development

DZRwnk-083-1/21417/12/RCW

Warsaw, 30 May 2012

Mr Gaetano Leone
Deputy Secretary of the IPCC
IPCC SECRETARIAT, c/o WMO
7bis, Avenue de la Paix
C.P. No. 2300, CH-1211 Geneva 2
Switzerland

Dear Mr Leone,

I wish to refer to your letter No. 5956-12/IPCC/GEN dated 13 April 2012 and kindly provide comments on the current version of the Communications Strategy.

General remarks:

1. Poland highly welcomes the IPCC Communications Strategy initiative as well as its current progress of work which was also recommended by IAC.
2. In our view, the document has a correct structure. However, we would like to suggest considering adding a Vision of the whole Strategy to its introductory part. We believe that it is desirable taking into account the generally known principles for constructing such documents. The Vision would be helpful in determining the long-term development perspective of the whole initiative.

Specific remarks:

- Para 3. The 'rapid response' approach requires the ability to distinguish the respondents' varied status, which needs taking actions on global and local (national) level.

- Para 7. It is suggested to enrich the sentence with an additional phrase: "It is essential that the IPCC delivers a consistent and *unanimous* message; that entails a coordinated approach to communications."

- Para 11. IPCC needs to better recognize the benefits of new media. The number of subscribers and approval of the official IPCC profile on Facebook is unfortunately extremely poor. Therefore, it is suggested to add the following sentence: "*It is recognized that new media have an important role in educating and informing the society. Therefore, an implementation of a new approach to social media is desirable and its appropriate use should be kept under review.*"

As requested the comments have been sent to: ipcc-review@wmo.int.

Please accept the assurances of my highest consideration.

Yours sincerely,

Tomasz Chruszczow
Minister's Plenipotentiary, Special Envoy for Climate Change
Acting Head of the Department (Climate Change)
National Focal Point for UNFCCC

RUSSIAN FEDERATION

In response to the letter from the IPCC Secretariat 5956-12/IPCC/GEN of April 13, 2012, our short comments on the draft “Communications strategy and outreach” are herewith submitted:

Item 7. It is essential to define, from the very beginning, what questions could be a subject for communication of different IPCC officials. The major issues of the IPCC strategy and policy should be commented on request of various external bodies by the IPCC Chairman only, while comments on more specific issues could be delegated to WGs, IPCC Secretariat, etc. These differences should be taken into account by the Senior Communication Manager in his work.

Item 16. Sources for communications activities still remain unclear. Communication activities require substantial funds and time resources, and the implementation of the strategy with no clearly determined financial and human resources appears unrealistic.

A procedure for selection of external communication experts for communications activity is not defined in the document. However, it is crucially important for the IPCC image. This point needs more clarification.

Sincerely,
Professor Yuri IZRAEL,
Russian FP for the IPCC

THAILAND

URGENT
No 1014/ 1962



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60/1 Soi Phibun Wattana 7
Rama VI Road, Bangkok 10400
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Tel/Fax (662) 265 – 6692

23 May B.E. 2555 (2012)

Dear Sir or Madam,

Subject: The Draft Communications Strategy prepared on the basis
of the Guidance on IPCC Communications Strategy

Referring to your letter No.5956 – 12/IPCC/GEN in which we were requested
to provide comments on the draft Communications Strategy that was prepared on the basis of
the Guidance on IPCC Communications Strategy as discussed by the Thirty-fourth Session of
the IPCC.

Our only comment is that in the last ten years we have seen more scandals
emerge where published scientific studies were later discredited after it was discovered that
the authors and/or researchers had been paid or subsidized by the large corporations who
wanted research relevant their products to yield positive results. To prevent such an
occurrence in the global climate change community, we believe there should be greater
transparency in the form of a disclaimer on any and all IPCC scientific studies and
publications listing the authors, researchers, scientific contributors and reviewers, their
affiliations and memberships in private and public institutions as well as full disclosure of all
financial transactions they received involving payments, subsidies, grants, etc., if any.

Thank you for your cooperation.

Very truly yours,

(Mr. Santi Boonprakub)
Deputy Secretary-General
For Secretary-General

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UNITED KINGDOM



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24.05.2012

Dear IPCC Secretariat

IPCC COMMUNICATIONS STRATEGY

The UK would like to thank the sub-committee of the Executive Committee for the revised draft of the Communications Strategy, which you circulated to the Panel. It will provide a good basis for discussion at the 35th Session. However, we feel that it needs considerable re-drafting in order to fulfil the requirements of the Panel, as described in the 'Guidance on IPCC Communications Strategy' Document, which was approved at the 33rd Session.

The UK has provided some more detailed comments in the Word document attached to the accompanying email, but we also make some general observations here.

Whilst the strategy lays down some principles and key tasks for communications, we would like it to build more on the Guidance to explain how these principles will be put into practice. We feel that the Guidance already covered the key principles for communication in a comprehensive way (by outlining the key communications activities, engagement of Focal Points and Bureau members, management of web presence, definition of target audiences and translation to other languages). In places, the draft strategy appears to be simply repeating the Guidance. What is needed is a set of workable day-to-day procedures based on the Guidance.

Under section 5 of the Guidance, there is a useful summary of who should be able to speak on behalf of the IPCC under different circumstances. The UK would support the use of a schematic diagram or table, detailing which individuals or groups were responsible for implementation or overview the various planned communications activities. This would give clear guidance on who is to act, when. We note that at the 45th Bureau session, an implementation plan for the communications strategy was presented. It would be useful to have made this available to the Panel before the 35th Session and to have elaborated on it. There is no explanation in the strategy as to why an implementation plan is missing and we would appreciate information on this at the 35th Session.

The guidance also says that, as an '*urgent and immediate priority, the Senior Communications Manager should make proposals to the Executive Committee for a set of procedures, including the role, tasks and responsibilities of the involved individuals, to allow the IPCC to make timely and effective responses to urgent inquiries*'. The UK notes that this has not been covered by the draft Strategy. This is

a priority and would suggest that there should be a separate schematic diagram or table which shows the role, tasks and responsibilities of individuals involved in rapid responses.

The Guidance also concluded that the objectives in the communications strategy should be used as a guide to evaluating IPCC's communications. With the strategy in its current format, it is not clear how this can be done. There is also no proposal within it on how this should be done.

The Guidance note also raised the question as to whether the IPCC should allow enhanced media access to its meetings. This has not been addressed in the draft strategy.

The Guidance note also provides useful background on the limits to IPCC communications in section 6– when are members of the IPCC speaking on behalf of the IPCC and when are they speaking in a personal or professional (non IPCC) capacity? There is no information in the strategy on how this will be implemented or indeed what the procedures should be. The UK also believes this to be key.

Kind Regards,

David Warrilow, UK Focal Point.

IPCC COMMUNICATIONS STRATEGY

Following the recommendations of the InterAcademy Council (IAC) in August 2010 to develop a communications strategy, the IPCC at its 33rd Session in Abu Dhabi in May 2011 approved the *Guidance on IPCC Communications Strategy* (referred to below as the Guidance)¹. The following strategy was drawn up by the IPCC Secretariat, working closely with the sub-committee established by the Executive Committee for that purpose. It is grounded in the Guidance and was reviewed by the Bureau. [The strategy is presented to the 35th Session of the Panel in June 2012 in Geneva for its consideration.]

Communications goals and principles

1. ~~IPCC communications are based on the IPCC Principles². The IPCC has communications have~~ two main communications goals:

- a) to communicate its assessment findings, providing clear and balanced information on climate change, including risks and scientific uncertainties, without compromising accuracy, to a wide range of audiences;
- b) to explain the way the IPCC works, selects its authors and reviewers and produces its reports. This will inform understanding of the reports and support and underpin ~~reaffirm~~ its reputation as a credible, transparent, balanced and authoritative scientific body.

2. All IPCC communication activities are based on the IPCC Principles and the Guidance.² ~~Including are based on~~ the principles that the IPCC is policy-relevant but not policy-prescriptive, ~~as laid out in the Guidance. The IPCC~~ does not engage in advocacy and does not provide policy recommendations.

Communications activities

3. IPCC communications activities cover:

- a) the launch and presentation of reports internationally (and participation in major conferences);
 - b) scientific and technical advice and guidelines to UN bodies, such as the UNFCCC
- ~~address three main groups of activities: c) day-to-day communications, both pro-active and reactive; The latter includes rapid responses to media comment on the IPCC. the launch of reports (and participation in major conferences); and rapid response.~~ Rapid responses require particular procedures to ensure they are handled in a timely and representative manner, including the correction of errors.

Comment [daw1]: (e.g. the report on metrics)

Comment [daw2]: Not quite sure what this means?

Communications audiences

4. IPCC communications serve to improve public understanding and awareness of the contents of IPCC assessment reports, special reports, methodology reports, and other material produced by the IPCC, and hence of climate science. ~~It does this by communicating with governments, international and other inter-governmental organizations and other decision makers, scientists, the media, and hence a broader public, and other stakeholders.~~

Comment [daw3]: This seems to me more like a goal. I have suggested an alternative paragraph

4bis The IPCC's primary audiences are governments and international and other inter-governmental organizations. The IPCC assessments are also highly relevant to decision-makers in both the public and private sectors, the wider scientific community, the media and the public. Governments and IGOs generally need in depth and policy relevant material, whereas other stakeholders may be looking to improve their understanding and awareness of climate change and possible responses.

5. IPCC ~~audiences communications~~ are truly global in extent and are therefore very diverse.^{global} Where practical, communications material should ~~also~~ be provided in languages other than English. ~~In its communications and outreach activities the IPCC will take pay attention to the specific context of different countries into account.~~ This reflects an understanding that the communication needs of developing countries may be different to those of developed countries and may require tailor-made outreach activities.

Comment [daw4]: It would be useful to identify what the guiding principles might be here.

Comment [15]: The approved communications Guidance says "Consistent with its status as a UN institution, its reports should be made available in the six UN languages (Arabic, Chinese, English, French, Russian, and Spanish) to the extent possible according to the IPCC Principle #133. IPCC communication practices should follow this model, and IPCC communications products, including brochures and press releases, should be translated and made available. The standards for quality control of all translations need to be enhanced and maintained at high levels."

¹ http://www.ipcc.ch/meetings/session33/ipcc_p33_decisions_taken_comm_strategy.pdf

² "The role of the IPCC is to assess on a comprehensive, objective, open and transparent basis the scientific, technical and socio-economic information relevant to understanding the scientific basis of risk of human-induced climate change, its potential impacts and options for adaptation and mitigation. IPCC reports should be neutral with respect to policy, although they may need to deal objectively with scientific, technical and socio-economic factors relevant to the application of particular policies." (Principles Governing IPCC Work, paragraph 2) (<http://www.ipcc.ch/pdf/ipcc-principles/ipcc-principles.pdf>) IPCC-XXXV/Doc. 3, p.3

Communications methods, ~~and tools~~ and procedures

6. IPCC communications will be carried out professionally and pro-actively to ensure the IPCC communicates effectively, in a timely, efficient and appropriate fashion, with all its stakeholders.

7. Effective external communications depend on disciplined internal communications, coordination and decision-making. It is essential that the IPCC delivers a consistent message; that entails a coordinated approach to communications. To ensure this happens, the Senior Communications Manager works with all parts of the IPCC – the Chair, IPCC Vice-Chairs, Secretariat, Working Groups/Task Force Co-Chairs, Bureau and Focal Points.

8. ~~Preparation and decision-making~~ Procedures for the preparation of communication materials should draw on ~~must be timely, efficient and representative of all~~ relevant groups within the IPCC organization. The groups or individuals that can approve different types of material and communications activities in different situations must be clearly identified in advance, in accordance with the Guidance, and the process should be documented.

9. Focal Points can play a role in disseminating IPCC materials in their countries, including translating texts into local languages. They need to receive communications materials and information about events in a timely manner, and may seek advice from the Senior Communications Manager on IPCC communications-related matters.

10. When preparing the final draft of the Summary for Policymakers, Overview Chapters of Methodology Reports and the Synthesis Report, Co-Chairs, the IPCC Chair and authors should aim to produce clear, comprehensible texts and graphics that support the key findings in the report. They should be aware of how approved language in the report can be used in communications materials to facilitate greater understanding of the IPCC's work among governments, media and other non-specialists unfamiliar with scientific terminology.

11. The IPCC website must be reviewed regularly to ensure content is up to date, to improve user-friendliness and navigability and to benefit where useful from the latest technology and practices. The IPCC website should serve all stakeholders, including governments, the scientific community, the media and the public, while providing a single entry point to access all IPCC material in a user-friendly manner. Websites hosted by the Working Groups/Task Force should be as consistent as possible with the IPCC website. The appropriate use of social media should be kept under review.

IPCC spokespeople

12. To ensure objectivity and scientific accuracy, as well as efficiency and timeliness, authorized spokespersons must be designated for various situations. The Chair and IPCC Vice-Chairs are the lead spokespersons for the organization as a whole; the Working Group/Task Force Co-Chairs are the lead spokespersons for the activities of their Working Group/Task Force; the Secretary and Communications Manager may speak on activities and procedures of the IPCC, as well as institutional matters.

13. Besides these designated spokespersons, authors will often be the most appropriate people to speak on their area of science and may be requested by the Co-Chairs or the Chair to talk to the media or represent the IPCC at conferences.

14. Those who represent the IPCC when speaking at major conferences or interacting with the media are strongly encouraged to undergo media training. Such training should include the question of speaking on behalf of the IPCC versus speaking in other capacities.

15. IPCC spokespeople, especially those holding the most senior positions, must refrain from public statements that could be interpreted as advocacy and compromise the IPCC's reputation for neutrality.

Comment [daw6]: I find this section very mixed up and unclear. I started to redraft them but gave up! It might help to answer the questions, - what should be communicated?, how will it be prepared? Who will approve the material and who will do the communicating? Maybe a table would help>

Comment [daw7]: Is this an achievable goal?

Comment [daw8]: In what way – as a coordinator? Facilitator?

Comment [19]: We would like to see a proposal for this within this communications strategy. In fact, this is key.

Comment [daw10]: Does this belong after para 12?

Comment [daw11]: Does this belong here at all – surely this is something for the procedures for preparing IPCC reports?

Comment [daw12]: By whom – who takes responsibility for this?

Comment [113]: It would be useful to have more specific guidance for this. Who in the IPCC should be allowed to use social media?

Comment [daw14]: Broadly these make sense but perhaps there should be a central diary to keep track of who is speaking for the IPCC – at least amongst the EXCOM, though might be useful to know when individual scientists are speaking – especially at events billed as IPCC events.

Comment [daw15]: Said before!

Resources

16. Communications activities must operate with the resources available in the IPCC budget. These may be supplemented through additional funds that the Working Group/Task Force Co-Chairs or IPCC Chair or their TSUs are able to secure from other sources for specific communications activities. At times of heightened media activity, such as around the release of a report or in crisis communications, IPCC communications may be able to draw on support from external communications experts, provided IPCC independence is not compromised. Such external experts can also be drawn on for advice in other cases.

Comment [I16]: What are the rules/guidelines for appropriate payments from the TF and how will decisions be made as to whether funding is released?

Comment [I17]: We need firmer rules for this.

NOTES ON IMPLEMENTATION

While the ultimate responsibility for communications activities lies with the Panel, and fundamental [guidance covering](#) communications issues should be discussed within the Bureau and/or Panel, the Bureau and Executive Committee will act on the Panel's behalf between sessions. The Executive Committee will consider detailed implementation arrangements of this strategy.

Comment [daw18]: I think this needs further consideration. On a day to day basis decisions will need to be taken by the EXCOM members and the Communications manager.

The implementation of this ~~his~~ communications strategy will require a significant amount of flexibility while adhering to the principles and philosophy of the approved Guidance. ~~This means e-essence of a flexible implementation is~~ that it should deal as effectively as possible with novel situations. Whenever communications work involves novel challenges, it is important to take advantage of the collective vision of the IPCC Communications Manager, the Executive Committee and the Bureau. Pitfalls, especially for communications involving novel issues or the media, can be avoided by expanding the range of those people commenting on tone, balance, complexity, and content.

Comment [daw19]: What does this mean in practice? It's not the strategy that needs flexibility but its implementation.

Comment [I20]: How do we decide when a situation is sufficiently 'novel' to require wider inputs?

Key considerations for implementation

Comment [daw21]: Maybe – it may also mean that decisions are harder to agree and in a timely manner.

- The timeliness of different communications activities, and the people who draft and authorize them, vary with the type of activity.
- Information about new communications material will be provided to the Executive Committee, Bureau and Focal Points in a timely fashion, and they will also receive regular reports on communications activities.
- All those associated with the IPCC who undertake communications and information activities should be aware of any potential conflict of interest or bias, or the perception of them.
- Effective external communications depend on good internal communications. This strategy aims to foster an open and timely exchange of information among all parts of the organization. The efficiency of internal communications should be kept under review by the Bureau.
- The communications strategy should be reviewed at regular intervals, with an evaluation of activities, and adjusted as needed.
- [Who will communicate on behalf of the IPCC?](#)
- [Which aspects of communications are different groups/ individuals responsible for?](#)
- [Who will manage day-to-day communications for the IPCC and how?](#)
- [How will communications for planned activities be decided](#)
- [How will different groups within the IPCC work together? \(WG TSU's, Focal Points, Secretariat, Bureau...\)](#)

Comment [I22]: These also seem like broad principles that should be laid out in more detail in the strategy, - they are not all about implementation. Our suggestions provided.

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IPCC Communications Strategy & Outreach
IPCC-XXXV/Doc. 3 (Agenda Item 6.3)

USG Comments
25 May 2012

OVERALL COMMENTS

Thanks to the Secretariat and the Executive Committee for their efforts to develop a strategy.

We have broad concerns regarding the this document.

- We are unclear about the relationship between this document and the “Guidance Document” approved by the plenary in 2011. To a significant extent, the material in the document overlaps with the material in the Guidance Document, but drafting changes indicate a change in emphasis. We are concerned that the Guidance document will be seen as obsolete once this document is approved, and that important guidance from the Panel would be lost. For example:
 - Under its section 1 on principles, the Guidance emphasizes that communications are to be drawn from IPCC materials that have been approved or accepted by the Panel; the new communications strategy does not address this point. In addition, the Guidance underscores the importance of communicating that IPCC is a unique organization whose authority is based on its assessment and review procedures. This appears to be lost as well.
 - Section 3 of the Guidance document contains important guidance regarding the audiences for IPCC communications. The corresponding paragraph in section 4 does not reflect this important guidance.
 - Section 6 provides extensive guidance on the limits of IPCC communication that the Panel clearly thought important. This was condensed into a single sentence in paragraph 6 of the Strategy.
- One way to address this concern would be to reflect that the Strategy is “in accordance with the Guidance on IPCC Communications Strategy” so as to ensure that the messages coming from the plenary are not lost. The other option would be to incorporate key elements of the Guidance document into the strategy in a more structured manner.
- In many areas (we highlight them in our detailed comments below) there is a lack of attribution of responsibility and/or authority, or an explicit chain of command / approval for a variety of activities, tasks, etc. It would be useful for it to address approval of communications and discuss the distinction of communications in different capacities. It is possible that these aspects will be made more explicit in the implementation document. That said, it is that there has been no indication that the implementation document will be shared with the Panel for review / approval.

- Another point not explicitly raised is the importance of having the WGs in charge of communications for their products.

DETAILED COMMENTS

COMMUNICATIONS GOALS AND PRINCIPLES

Para 1

Revision: IPCC Communications are based on IPCC Principles “and in accordance with the IPCC Guidance on IPCC Communications strategy.” See note above.

Para 1.1

Revision – Suggest re-wording to read, “to communicate assessment findings, *including by providing... including risks and scientific...*”.

Justification – All of the things listed after the first comma are a subset of the “assessment findings” and, therefore this wording would reflect the aims more clearly.

COMMUNICATIONS ACTIVITIES

Para 3

Revision – Further clarification or elaboration on what is defined as “*rapid response*” – and the other categories – is warranted. Is this the best/clearest delineation of the types of communications requested of / undertaken by IPCC?

Justification – It would be very useful to know under what circumstances IPCC is to go into “rapid response” mode and follow that particular set of procedures. Perhaps reference to the IAC recommendations and/or of “coordinated, complete, and timely responses” is appropriate.

COMMUNICATIONS AUDIENCES

Para 4

Paragraph 1. This paragraph should recall the relevant paragraphs of the IPCC Guidance on IPCC Communications strategy, which states, in part: “The primary target audiences of the communications efforts of the IPCC are governments and policymakers (including the UNFCCC).” As written, this section could be read as inconsistent with the Guidance.

Revision – Sentence 2. The “*It*” in line 3 should be clarified

Justification – This refers to IPCC, but by IPCC, does it mean the Secretariat, TSUs, authors, reviewers, all of the above, etc.? This should be noted elsewhere when “*the IPCC*” is cited.

Revision – Suggest re-wording the final part of the last sentence to read, “... *scientists, the media, and hence a broader the public, and other stakeholders.*”

Justification – As currently written, it implies that the general public is *not* an intended audience directly, but rather, is to be reached through the media. This is not in line with broader IPCC policy.

Para 5

General – Is this paragraph creating commitments that cannot be fulfilled? Clarity as to what extent the IPCC envisions undertaking ‘tailor-made’ outreach activities would be helpful so as not to raise expectations or to create products that may be inconsistent with each other.

Revision – On line 2, consider the following insertion, “... *provided in UN languages other than English.*”

Justification – This would be common UN practice; going beyond this could create unreasonable resource expectations.

Revision – In the last sentence, suggest re-wording to read, “...*This reflects the understanding that the needs of different audiences developing countries may be different to those of developed countries* may require tailor-made outreach activities.”

Justification - The distinction between developed and developing countries in the last sentence can mislead people to think that is the most important distinction when it comes to communication materials and outreach activities (i.e., regional and cultural differences might even be larger). It would be more accurate and comprehensive to use the broader language we propose.

COMMUNICATIONS METHODS AND TOOLS

General – This section does not seem to be focused squarely on “methods and tools”, but rather it gets into principles and is a generalized aggregation of various approaches. What would be highly valuable from this section is an explicit description of the roles and responsibilities of the various players in various types of communications. To stress a sentiment shared earlier, this may be part of the implementation document, but without that being shared, it is impossible to know if this will be carried out effectively.

Para 8

Revision – Clarification is needed on the second sentence (“*The groups or individuals... must be clearly identified in advance.*”).

Justification – There is no indication of *when* this will be done or *by whom*? A decision making and approval chain and spokespeople must be clearly identified well in advance; and this needs to be communicated broadly and not just “*documented*” as is currently stated.

Para 9

General: While IPCC focal points (and their governments) are free to use IPCC materials however they wish, these should not in our view constitute IPCC-sanctioned communications materials.

Para 10

Revision – Consider strengthening the language at the end of line 2 from “... *should aim to shall...*”

Justification – Since the SPM and other Synthesis products are usually the most public pieces of IPCC products, it is critical that these products accurately and – to the degree possible – comprehensively capture the factual, objective findings of the underlying assessment.

Para 11

General – It may be valuable to include language that requires an assessment of the “usability / navigability” of the IPCC websites to establish a baseline for improvement. A lack of balance and consistency between the Secretariat website and those of the TSUs could be a real problem that should be investigated.

Revision – Clarify and strengthen the first sentence so it reads: “*The IPCC websites must be reviewed and updated accordingly on an annual basis regularly to ensure content is up-to-date, accurate, and in keeping with the communications [guidance/strategy/implementation plan].*”

Justification – These revisions specify a specific task and a specific time interval while directing someone to be responsible to conduct these tasks. Also note the plural “*websites*” emphasizing that this is not confined to just the core www.ipcc.ch website. This should be an active and coordinated communications effort between TSU communications directors and web producers –

as well as corresponding staff at the Secretariat – to ensure consistency and a maximum leveraging of expertise and resources occurs. Consistency should not mean the Secretariat takes decisions without consulting the WGs, and then tells the WGs they have to do something a particular way so the websites are consistent. The WGs should have some latitude to provide a website that best communicates the key findings of a report.

IPCC SPOKESPEOPLE

Para 12

General - As written, the Chair and Vice-Chair have substantial authority with minimal – if any – checks on what they are communicating, how they are communicating, and with whom they are communicating. This paragraph also does not lay the groundwork for how these individuals - particularly the Chair and the Vice Chair - will reach down within the organization to develop timely, comprehensive responses to issues that arise. Explicit discussion of who has both the responsibility and authority to do specific communications activities is warranted.

Para 14

Revision – Clarify the language to read: “*Those who represent the IPCC in an official capacity when speaking at major conferences or interacting with the media are strongly encouraged to undergo media training. The Senior Communications Manager should hold such media training on an annual basis and the ~~Such~~ training should include the question of speaking on behalf of the IPCC versus speaking in other capacities.*”

Justification – As written – with the focus on conferences, especially – it is too broad and unclear as to what types of activities warrant training. Additionally, without the Secretariat hosting such training, there is a high risk of uncoordinated – and even conflicting – training of individual scientists and others involved in the process. It is best to get the training out through one, well-constructed, internal medium.

Para 15

Revision – Clarify the language to read, “*~~IPCC spokespeople~~ People speaking on behalf of the IPCC in an official capacity, especially those holding the most senior positions, must focus on communicating a factual, objective presentation of IPCC findings and refrain from public statements that could be ...*”

Justification - “*IPCC spokespeople*” is an undefined term. The revision suggested makes it more clear who/what type of circumstances this guidance refers to. Additionally, emphasizing the need to present IPCC findings in an objective, factual manner reinforces a founding principle of policy-relevant, without being policy-prescriptive.

RESOURCES

Para 16

General – As written, the language in line 3 regarding a TSU’s ability to “...*secure [funds] from other sources...*” can introduce some nefarious behavior. We don’t want to close the door to outside sources of funding, but we also don’t want to leave it wide open; the language should be narrowed. One way to accomplish this might be to make an explicit reference to the Conflict of Interest policy – and perhaps another mention of the need to remain policy-neutral – should be included.

NOTES ON IMPLEMENTATION

Revision – The first sentence of the second paragraph should be strengthened to read,
“*Implementation of this communications strategy will may require a degree significant amount of flexibility.*”

Justification – We fear calling for a “*significant amount of flexibility*” undermines the broader effort to institute some checks and balances to a process that has, to date, been quite ad hoc. Again, we feel this would be a far more powerful and meaningful exercise if we were able to view/approve the implementation document where many of the details may be presented more clearly

KEY CONSIDERATIONS FOR IMPLEMENTATION

Bullets 2 & 5

Revision – Clarify intent by replacing “*regular*” with “*annual*” in both statements

Justification – Explicitly stating a clear time interval ensures accountability.

Bullet 3

Revision – Strengthen language to read, “*All those associated with the IPCC... should be aware of avoid any potential conflict of interest...*”

Justification – Merely “*being aware of*” is insufficient; those involved need to avoid a conflict of interest as provided in the new conflict of interest policy guidance.

Bullet 5

Revision – Clarity is needed on who will be conducting these reviews of the communications strategy

Justification – Perhaps it should be the Senior Communications Manager, but this needs to be explicitly stated to ensure there is effective implementation.

UZBEKISTAN

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sonli xatga

Renate Christ
Secretary of the IPCC
E-mail: ipcc-review@wmo.int

Dear Renate Christ,

Referring to your letter № 5328-11/IPCC/GEN dated 25 November 2011, we inform that Uzbekistan reviewed the draft of the Communications Strategy prepared on the basis of "Guidance on IPCC Communications Strategy". We have no remarks and proposals to this document.

With best regards,

Prof. V.E. Chub
General Director of Uzhydromet,
National Focal Point of IPCC
in the Republic of Uzbekistan

ORGANIZATIONS COMMENTS

ICAO

With reference to your request for comments on the current version of the Communications Strategy, ICAO is pleased to inform you that the report appears sensible, measured and comprehensive.

Regards,

Sylvie Plourde
Legal Affairs and External Relations Bureau
International Civil Aviation Organization

Pacific Regional Environment Programme (SREP)

SPREP is in general support of the IPCC draft communications strategy. In terms of communications methods and tools we would recommend that a wide variety of visual communications materials also be developed, as these would be of assistance to national climate change focal points in Pacific Island Countries to better explain IPCC documentation to their stakeholders. We also recommend that regular workshops be considered in the developing countries regions, especially for SIDS and LDCs, to elaborate on outcomes of assessment reports as well as special or technical reports to a wide range of stakeholders. It would also be beneficial for the region to know early on what activities the IPCC plan to do to communicate with the Pacific Island Countries Governments to help this enhanced communication of information to take place, in case IPCC plan to have activities such as training, seminars and so forth which can build the capacity of the Pacific Island Countries Governments to help communicate the IPCC findings with the local audience; activities coordinated by the IPCC which are beyond that of sending emails with weblinks.

SPREP would appreciate being kept abreast of any new communications products as they are issued, in order to utilize these to complement and enrich the SPREP climate change communications strategy for the Pacific Island Countries.

Regards
Espen Ronneberg



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente
Програма ООН за околната среда برنامج الأمم المتحدة للبيئة
联合国环境规划署



Reference: EO Log 1040&0797/PG/rm

Date: 25 May 2012

Dear Mr. Leone, *Hi Gaetano*

Thank you for the opportunity to review the current version of the Communication Strategy in advance of the Thirty-fifth Session of the IPCC. We think it contains a good process as well as procedures for response. UNEP would be pleased to support its implementation if needed.

Yours sincerely,

Peter Gilruth
Director

Division of Early Warning and Assessment (DEWA)

Mr. Gaetano Leone
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WORLD ENERGY COUNCIL

Thank you for sending the draft Communications Strategy and Outreach document to the World Energy Council for comment. I have carefully reviewed the document which provides an excellent set of principles. The additional areas that you may wish to consider are:

- How do you work with other organisations to empower/enable third party endorsement of your work? Third party endorsement is an important way of ensuring that the hard work done by the panel is validated and recognised by other stakeholders. Could you considering advance briefing of key stakeholders, outside of the process of assessment, so that they have an opportunity to review the work and as appropriate provide supporting commentary. Should this be codified?
- Do you need to consider design consistency and use of graphical communications to further enhance your messages? This may of course be considered under other strategies.
- Do you need to explicitly address the issue of transparency? As you will appreciate this is an extremely important and emotive area and clear guidelines are often helpful to ensure all recognise the importance of this aspect of communications.

Yours sincerely,

Stuart Neil MVO FRSA MCIPR
Director of Communications
World Energy Council – For sustainable energy.

OBSERVER ENTITIES

Environment Quality Authority (EQA) of the Palestinian National Authority (PNA)

Kindly find below the comments from Palestinian Environment Quality Authority:

Comment 1: Page 2, 1.1 to be modified to:

{to communicate assessment findings, providing clear, **transparent** and balanced information on climate change, including risks and scientific uncertainties, without compromising accuracy; }

Comment 2: Page 3, 12 to be modified to:

{12. To ensure objectivity and scientific accuracy, as well as efficiency and timeliness, authorized spokespersons must be designated for various situations. The Chair and IPCC Vice-Chairs are the lead spokespersons for the organization as a whole; the Working Group/Task Force Co-Chairs are the lead spokespersons for the activities of their Working Group/Task Force; the Secretary and Communications Manager may speak on activities and procedures of the IPCC, as well as institutional matters. **IPCC National Focal Points to speak on matters related to their respected countries. }**

{ clarification: the proposed text above is aiming at addressing policy makers and targeting public to ensure raising the awareness }

Best Regards
Nedal Katbeh-Bader
Minister's Advisor for Climate Change
National Focal Point/UNFCCC