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PROGRESS REPORTS

Communication and Outreach Activities

(Submitted by the Secretary of the IPCC)

PROGRESS REPORTS

Communication and Outreach Activities

“One of the most important sentences of the last few centuries.”

From [“The World Is Moving Toward Net Zero Because of a Single Sentence”](#)
Article by Bloomberg on the impact of the IPCC Special Report on Global Warming of 1.5°C
8 February 2021

This is a brief report on communication activities since the last report to the Panel, at the 52nd Session of the IPCC, which was held in Paris, France, on 24 – 28 February 2020.

This period was characterized by the global public health crisis due to the COVID-19 pandemic, which has led to revisions to the original schedule for the finalization of the Sixth Assessment Report (AR6) and changes to the methods of working. The Secretariat has been operating remotely with many activities conducted online to continue raising the visibility of the IPCC despite the challenges of the health crisis. Many press releases issued in this period report on advances in preparations for the Sixth Assessment Report, including the updates to the AR6 strategic planning schedule, the opening of reviews of the Working Groups draft reports, virtual Lead Author Meetings and the first meeting of the Core Writing Team for the Synthesis Report. Media communications also announced the IPBES-IPCC Co-Sponsored Workshop and drew attention to the Fifty-Second Session of the IPCC, the first virtual plenary in the history of the IPCC. The long-term work of the IPCC was marked with a statement on the 30th anniversary of the First Assessment Report. The momentum of the outreach programme was maintained with a large number of virtual events.

Communications Strategy

The Communications Action Team (CAT), a subsidiary body to the IPCC Executive Committee (ExCom) set up under the Communications Strategy, has met 12 times by teleconference. One of the main focuses of its meetings was the review of the Communications Strategy requested by the Executive Committee. Among other things it also discussed an Expert Meeting on the Science of Communications, the Communications Strategies for the AR6 Working Groups’ reports, the youth outreach art initiative organized by the United Nations Foundation (UNF) in support of the IPCC; the special issue of Climatic Change on IPCC communications; conducting regular meetings between the internal and external communications specialists; user-testing of figures; the AR6 videos and webpages; AR6 common branding; better presentation of errata on the IPCC website; engagement with youth and work with media in the global south; training for authors on communicating with policymakers; and the newsletter for IPCC focal points. The CAT members also held a meeting with external communications specialists on 15 – 16 September and discussed topics such as the communications strategy, how to measure the impact of communications activities and the regionalization of outreach and communications materials.

The Senior Communications Manager submitted a review of the communications strategy requested by the ExCom and prepared by the CAT to the ExCom at its 91st Meeting of 3 March 2021. The ExCom took note of the review. A copy of this document, updated with comments from the discussion in the ExCom, is available as IPCC-LIII(bis)/INF.12. The review included a number of recommendations to update the IPCC Communications Strategy; these are available in document IPCC-LIII(bis)/INF.13.

Selected Outreach activities (mostly virtual)

(as notified to Secretariat, apologies for any omissions)

- 28.1.20, Faro – Outreach event at University of the Algarve during WGII LAM3 (Y. Sokona, T. Krug, H Pörtner, D. Roberts, author)
- 6-7.02.2020, Brussels - All Atlantic Ocean Research Forum in Brussels (H. Pörtner)
- 12-15.02.20, Auckland - 7th IAEE Asia-Oceania Conference 2020 (author)
- 16-21.02.2020, San Diego - Ocean Sciences Meeting (WGII Poster Session and Town Hall Panel Discussion on SROCC)
- 24.02.20, Paris - Planet in Peril: Transforming the course of climate action, Joint IPCC and UNESCO event (Y. Sokona)
- 24.02:20, Brussels - Climate Change Adaptation, EU DEVCO (author)
- 25.02.20, Geneva - Changement Climatique: A quoi s'attendre, Analyse de trois rapports spéciaux du GIEC, Changing climate: What to expect, the analysis of three IPCC Special (V. Masson-Delmotte)
- 25.02.20, Paris – CDP Europe awards (Y. Sokona)
- 28.02.20, Gandhinagar - Sustainability Fair (TSU)
- 3-4.3.20, Malaga – Malaga Climate Forum (D. Ürge-Vorsatz)
- 12-13.3.20, Santiago – IPCC outreach event for Latin America and Caribbean (T. Krug, C. Vera, C. Mendez authors)
- 30.4.20, virtual outreach event – WGIII organized a virtual outreach event for Latin America following its virtual Third Lead Author Meeting (“eLAM”) originally planned for Ecuador.
- 21.5.20, virtual – Dialogue on China Green and Low Carbon Transition (J. Skea)
- 27.5.20, virtual – Norway talk on land/climate futures based on SRCCL (author)
- 2.6.20, virtual – briefing to Swedish business (J. Lynn)
- 3.6.20, virtual – webinar on sustainability transitions (author)
- 5.6.20, virtual – Gujarat webinar on SR15 findings (P.R. Shukla)
- 8.6.20, virtual – SBSTA Chair event on COVID-19 impact on climate science (V. Masson-Delmotte, J. Skea, Y. Sokona)
- 8.6.20, virtual – World Ocean Day Chile event (K. Barrett)
- 8.6.20, virtual – World Ocean Day French event (author)
- 9.6.20, Utrecht – roundtable with King of Netherlands on Covid and Dutch energy transition (author)
- 9.6.20, virtual – Global Action panel on ocean, climate and biodiversity (K. Barrett)
- 10.6.20, virtual – US workshop on Community Climate Intervention Strategies (author)
- 17.6.20, virtual – Italian webinar on circular economy and wine and olive oil waste (author)
- 18.6.20, virtual – Central Asia capacity building event on climate and hydrology (author)
- 30.6.20, virtual – Oxfam climate and land webinar (author)
- 1.7.20, virtual – roundtable on Asian law (author)
- 2.7.20, virtual – Geneva Environment Network event on COVID-19 impact on climate science (V. Masson-Delmotte, H. Pörtner, J. Skea)
- 7-9.7.20, virtual – Nature Based Solutions webinar (H. Pörtner, authors)
- 17.7.20, virtual – webinar on COVID-19 and sustainability at Burdwan Raj College, India (authors)
- 20.7.20, virtual – Exploring the role of trees in large-scale carbon dioxide removal (T. Krug)
- 24.7.20, virtual – Asean Climate-Energy Sharing Session (J. Pereira)
- 25.7.20, virtual – webinar on COVID-19 and sustainability at Adamas University, India (authors)
- 27-31.7.20, virtual – IPBES conference on biodiversity and pandemics (H. Pörtner)
- 3.8.20, virtual – talk to high school students (Phillips Exeter Academy) (author, J. Lynn)
- 21.8.20, virtual – webinar for International Association of Physics Students (F. Driouech, J. Lynn)
- 25.8.20, virtual – Indonesia symposium on social science (author)
- 27.8.20, virtual - Introduction to the governance of Solar Radiation Modification (T. Krug)
- 28.8.20, virtual – webinar for UNITAR course participants (J. Lynn)

- 2-6.9.20, virtual/Trieste – EuroScience Open Forum - ESOF2020 (V. Masson-Delmotte, H. Pörtner, J. Skea)
- 3.9.20, virtual – “Debunking the myths of the IPCC” webinar for National University of Singapore (authors, J. Lynn)
- 10.9.20, virtual – Emerging climate altering technologies (T. Krug)
- 8-11.9.20, virtual – ICAO seminar on aviation emission reductions (author)
- 14.9.20, virtual –Campfire Chat (T. Krug)
- 21.9.20, virtual – conference on climate change and risk prevention in the Maghreb (Y. Sokona, F. Driouech)
- 22.9.20, virtual – City Week (Chair)
- 22-29.9.20, virtual – Rencontres du développement durable webinars (Y. Sokona, V. Masson-Delmotte, authors)
- 25.9.20, virtual – Just Transition seminar at Ahmedabad University (J. Skea, TSU)
- 30.9.20, Paris – French symposium on adaptation (V. Masson-Delmotte, authors)
- 2.10.20, virtual – Regional Action on Climate Change (RACC12) (J. Pereira)
- 5.10.20, virtual – Chatham House Climate Change 2020 (T. Krug)
- 6.10.20, virtual – IPCC presentation to Swiss schools (A. Mokssit)
- 09.10.20 – Economist Sustainability Summit (Chair)
- 09.10.20 – Handover of IPCC reports in Nicaragua (Chair, J. Lynn)
- 14.10.20 – Media and Journalism Days in Africa (author)
- 15.10.20 – International Chamber of Commerce webinar (T. Krug, M. Tignor, J. Lynn)
- 16.10.20 – University of Geneva colloquium (Secretary)
- 19-23.10.20 – Central Asia Climate Change Conference (Y. Sokona, S. Semenov)
- 21.10.20 – Introduction to the governance of SRM (T. Krug)
- 28.10.20 – discussion with University of Rochester students (J. Lynn)
- 3.11.20 – Faiths Unite: Visions for Transformative Climate Action (author)
- 25.11.20 – Webinar on IPCC Activities and Findings for Academia and Students with focus on Central Asia (authors, J. Lynn)
- 26.11.20 – Webinar on IPCC Activities and Findings for Media and Civil Society with focus on Central Asia (authors, J. Lynn)
- 26.11.20 – UNFCCC Climate Dialogues (authors, Bureau members, TSU))
- 30.11.20 – Climate Risk Asia Week (Chair)
- 30.11.20 – International Forum for Sustainable Asia and the Pacific (Y. Sokona)
- 30.11.20 – UNFCCC Climate Dialogues (J.Skea, authors)
- 2-3.12.20 – Politico Sustainable Future Summit (D. Ürge-Vorsatz)
- 2.12.20 – UNFCCC Climate Dialogues (H.O. Pörtner, TSU)
- 2.12.20 – Strasbourg seminar (V. Masson-Delmotte)
- 3.12.20 – Working Group II expert review talk for Africa Climate & Development Initiative (Working Group II TSU, Durban)
- 3.12.20 – Institution of Environmental Sciences lecture (J. Skea)
- 3.12.20 – European Environment Agency talk on COVID-19 and environment (J. Skea)
- 8.12.20 – Arctic 2020 plenary session intervention (V. Masson-Delmotte)
- 8-9.12.20 – Working Group II webinars on the IPCC and the Expert Review Process (A. Fischlin, C. Mendez, R. S. Rodriguez, authors, TSU) 8.12.20 – UN Geneva podcast 5th anniversary Paris Agreement (Secretary)
- 9.12.20 – Launch of UNEP Emissions Gap Report (Secretary)
- 9.12.20 – Singapore Finance Forum (V. Masson-Delmotte)
- 10.12.20 – Working Group II webinar for APECS on expert review (TSU)
- 10.12.20 – Royal Society: Towards Net Zero keynote (J. Skea)
- 11.12.20 – Working Group II presentation on expert review to YOUNGOs (TSU)
- 12.12.20 – UNSG Climate Ambition Summit (Chair, V. Masson-Delmotte)
- 14.12.20 – Road to COP talk (J. Skea)
- 17.12.20 – IRENA/UNFCCC net zero scenarios (P.R. Shukla)
- 21.12.20 – Central Asia expert review workshop (A. Fischlin, S. Semenov, K. Mintenbeck, J. Lynn)
- 13.01.21 – Climate Change and Social Transformation (H.O. Pörtner, K. Tanabe)
- 14.01.21 – Parliamentarians for Peace (Y. Sokona)

- 22.01.21 – Climate Adaptation Week science event (Chair keynote; CDKN video with interview with Y. Sokona)
- 5.02.21 – Workshop for Asia News Network (J.J. Pereira, J. Lynn)
- 11.02.21 – Global Landscape Forum on the occasion of the International Day of Women and Girls in Science (K. Barrett)
- 19.02.21 – UN Science-Policy-Business Forum on Environment (Secretary)

Planned outreach activities (all virtual)

- 25.02.21 – Jan van Eyck Academie event on art and climate change (T. Krug, Y. Sokona)
- 1.03.21 – MEIG module on climate change communications (J. Lynn)
- 3.3/11.3.21 – Outreach and media activities around Working Group II - AR6 Fourth Lead Author Meeting
- 12.03.21 – Global Forest Summit (T. Krug)
- 17.03.21 – Addressing Global Challenges Together: the Role of Science Diplomacy (T. Krug)
- 23.03.21 – World Meteorological Day – Contribution to the WMO Bulletin on theme of Oceans (H. Pörtner, V. Masson-Delmotte, Working Group II TSU, Secretariat)

Other communications activities

The activities are listed in a non-chronological manner and cover the period from 31 January 2020 to 31 January 2021. The list may not be exhaustive.

- The IPCC issued a **statement on its strategic response to the COVID-19** pandemic and its impact on the work programme in April 2020, followed by several press releases on particular changes to the schedule.
- The Secretariat launched a **newsletter** to improve internal communications with IPCC Focal Points and observer organizations and to keep them up to date with all relevant activities during the COVID-19 pandemic.
- A **cross-working group and TFI meeting** with the Co-Chairs took place on 1 February 2021 to discuss coherence of messaging across AR6 and provide leadership from Co-Chairs on this.
- The Working Group I Technical Support Unit (TSU) conducted **user-testing** of figures for the Working Group I contribution to AR6 during the 52nd Session of the IPCC in February 2020.
- In February 2020 the IPCC issued an **obituary** of former Chair Rajendra Pachauri. In May it announced that the Working Group I contribution to the Sixth Assessment Report would be dedicated to the memory of former Co-Chair Sir John Houghton. In June, the IPCC issued an obituary of IPCC Author Kirk Smith, in August of Konrad Steffen and in February 2021 of Isabelle Niang-Diop.
- **Facebook** launched a **Climate Science Information Center** highlighting IPCC findings with links to the IPCC website and to those of other institutions. IPCC Vice-Chair Ms Thelma Krug spoke at the launch on 14 September 2020 and IPCC Vice-Chair Ms Ko Barrett at a Facebook event on 23 September during the UN General Assembly. Initial indications are that these pages have driven an enormous amount of traffic to the IPCC Facebook account.
- In July 2020 the **Chair** and Fatih Birol, Executive Director of the International Energy Agency (IEA), co-authored a **joint op-ed**, “Energy is at the heart of the solution to the climate challenge”, published on the IPCC and IEA LinkedIn accounts. In August 2020, the Chair issued a **statement** marking the 30th anniversary of the First Assessment Report. He opened the IPBES-IPCC co-sponsored workshop on biodiversity and climate change on 14 December 2020. The Chair delivered **keynote** addresses at Climate Ambition Summit on 12 December 2020 and the Science for Adaptation Action: Nobel Laureate High-Level Dialogue on 22 January 2021.
- A **note** was issued on the status of Expert Reviewers of IPCC reports.
- A **survey** to improve the way AR6 will be presented on the website has just closed and is being analysed by the Secretariat.

- Training on **effective webinars** was held for the Secretariat communications team, which is also running internal training on using digital tools.

Progress continues on the implementation of **several other communications-related projects** including:

- Preparations for a series of outreach events in Africa, postponed from 2020. Two virtual events, Anglophone and Francophone, are under discussion, with regional in-person meetings to be held when circumstances permit. They will present the findings of the three Special Reports and raise awareness about the forthcoming AR6 reports, using materials developed under the authority of the relevant Co-Chairs.
- **Training for authors** on how to communicate with policymakers led by the Working Group III TSU with support from the Secretariat.
- Preparations for a **Youth Art and Outreach Initiative** organized by the UN Foundation in support of the IPCC. This will involve a series of virtual outreach events, planned for April and May 2021, for young people targeting different regions globally, with Bureau members and authors presenting the work and findings of the IPCC in the run-up to the release of the Sixth Assessment Report. Young people will also be invited to submit visual art works which the IPCC can use for communications materials.
- Development of **AR6 videos** and common **AR6 branding**.

Resources

The generous support of all IPCC Member countries and the UN Foundation, under the Memorandum of Understanding (MoU) between the Foundation and IPCC, is gratefully acknowledged. The MoU has been renewed. Thanks are also due to governments and institutions hosting or otherwise supporting IPCC outreach and communications activities in person or virtually.

Social media statistics

The IPCC social media accounts were used to create awareness and or engage our audiences with relation to IPCC media and outreach activities, information about the IPCC, its findings and frequently asked questions (FAQs), videos for official UN International Days and retweeting relevant posts from other organizations. The objective of each post is either to inform, engage or visit the website. Content is created in the form of videos (usually one minute in length), animated gifs, digital cards and figures (from the reports).

The main platforms used by IPCC are Twitter with 231,200 followers, Facebook with 131,581, Instagram 48,000 and LinkedIn 51,387¹. Highlights from 31 January 2020 to 31 January 2021 included posts with the videos for World Earth Day and World Oceans Day that highlighted the key messages and findings from the Special Reports on Global Warming of 1.5°C (SR15) and the Ocean and Cryosphere in a Changing Climate (SROCC) and a video on the key milestones for SR15. Posts on the review of the Second Order Drafts (SODs) for the Working Groups II and III contributions to the Sixth Assessment Report (AR6); the IPBES and IPCC co-sponsored workshop; the UNEP Emissions Gap Report with a quote from IPCC Secretary and the Climate Ambition Summit with the participation of the IPCC Chair were also popular. We also posted about the United Nations 75 Report, UNEP's Adaptation Gap Report, WMO's State of the Climate report and highlighted relevant activities from UN organizations.

Throughout the year we posted the Frequently Asked Questions (FAQs) from the Special Reports in various formats as well as animated gifs for the Glossary terms and made short format videos for the headline statements from the Special Reports and videos on how to find authors, reports, documentation etc. on the IPCC website.

¹ The number of followers as of 9 February 2021.

Facebook:

From 31 January 2020 to 31 January 2021, the number of people following the IPCC Facebook page increased by 54, 980 and there were 1.9M impressions² and the post reach was 1.567M. The top posts were:

- September: a video the SR15 milestones with 27,800 reach and 698 post clicks and 528 reactions.³
- October: the SROCC trailer video with 26,700 reach and 595 post clicks and 603 reactions.
- October: SR15 FAQ 3.1 with 19,700 reach and 563 post clicks and 417 reactions.
- April: the video for Earth Day with messages from SR15 with 18,800 reach and 672 post clicks and 528 reactions.
- September: SROCC FAQ 1.2 with 18,200 impressions, 478 post clicks and 426 reactions.

Twitter:

From 31 January 2020 to 31 January 2021, the number of people following the IPCC Twitter account rose by 34,994 and there were 13.2M impressions⁴ from 567 tweets with top tweets:

- April: video for World Earth Day with the key messages from SR15 with 435,304K impressions.
- March: video for World Oceans Day with key findings from the Special Report on the Ocean and Cryosphere in a Changing Climate with 126,315 impressions.
- November: opening of the review of the Second-Order Draft for Working Group's II contribution to the Sixth Assessment Report with 84,486 impressions.
- January 2021: Press Release for the review of the Second-Order Draft for Working Group III's (WGIII SOD) contribution to AR6 with 80,422 impressions.

Statistics – media coverage of the IPCC

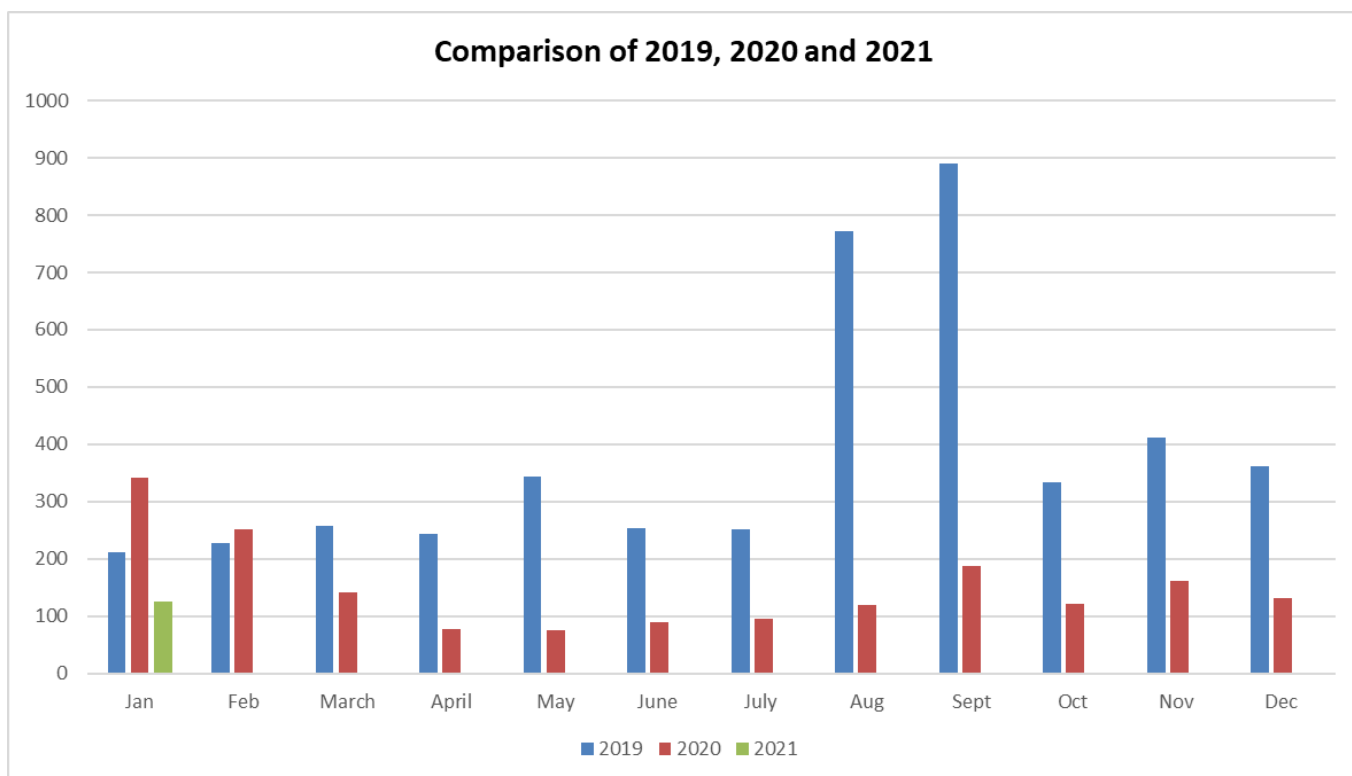
According to Meltwater, the media monitoring system used by the IPCC, the IPCC had 1,921 mentions among top news sources⁵ from 1 January 2020 to 31 January 2021 compared to 4,898 on 1 January 2019 to 31 January 2020. IPCC released a Methodology Report and two Special Reports in 2019.

² Facebook describes "impressions" as the number of times any content entered a person's screen.

³ Facebook describes "post reach" as the number of people who saw any posts at least once (the metric is estimated); "post click" as the number of times a user clicks on a post; and "reactions" as the numbers people have engaged with a post through likes, comments and shares and more.

⁴ Twitter describes "impressions" as the number of times users see the tweet.

⁵ Top news sources are a selected number of major newswires, news organizations around the world, as in Appendix 1.



Website

From 1 January 2020 to 31 January 2021 there were 1,396,384 users on the IPCC website and 4,777,886 page views.

54.8% of the traffic came from organic searches, 29.1% were direct visits to the website, 13% from referral sites, 3.2% from social media and .2% from emails. The top 8 referral sites were Facebook, epa.gov, en.wikipedia.org, UN.org, env.go.jp, cn.bing.com, YouTube, and LinkedIn.

The audience visited the from the following top five countries: USA – 25.3%, UK – 8.4%, India – 5.9%, Canada – 4.9% and France – 4.5%.⁶

Monitoring of 120 international institutions by audience strategy consultancy AKAS showed that in December 2020 the IPCC ranked 17th in terms of “backlinks” – numbers of other organizations linking to our website.

⁶ Source: Google Analytics.

Appendix 1:

List of top news sources

1. Reuters
2. Associated Press (AP)
3. Agence France-Presse (AFP)
4. German Press Agency, dpa
5. KYODO NEWS
6. Bloomberg News
7. Washington Post
8. New York Times
9. The Guardian
10. The Telegraph
11. Mail and Guardian
12. Deutsche Welle
13. BBC News
14. Al Jazeera
15. CNN
16. Sky News
17. Thomson Reuters
18. agence AEF
19. Channel Africa
20. E News Africa
21. New Scientist
22. Financial Times
23. The Wall Street Journal
24. Agencia EFE
25. Xinhua News Agency
26. RIA Novosti
27. Agencia FAPSESP
28. Agencia LUSA
29. China.org
30. CCTV (China Central Television)
31. Australian Associated Press
32. Interfax
33. National Geographic
34. The Weather Channel
35. Time Magazine
36. USA Today
37. Fox News
38. ABC News (USA)
39. ABC News Australia
40. Euro News
41. Pacific Islands News Association
42. Blick CH
43. Neue Zürcher Zeitung
44. Tages-Anzeiger
45. Basler Zeitung
46. St. Galler Tagblatt
47. Le Temps
48. Le Matin
49. La Liberté
50. France Soir
51. La Croix
52. L'humanité
53. La Tribune

54. Le canard enchainé
55. La Depeche
56. 24 Heures
57. Le Monde
58. Le Figaro
59. L'equipe
60. Libération
61. Le Parisien/aujourd'hui en France
62. Moskovskij Komsomolets
63. Izvestia
64. Moscow Times
65. Le Soir
66. Le Libre
67. The Globe and Mail
68. Toronto Star
69. La Presse
70. Le Journal de Montreal
71. 24 Heures Toronto
72. Metro Toronto
73. National Post
74. Journal Metro
75. Le Journal de Quebec
76. The Vancouver Sun
77. Clarín
78. Buenos Aires Herald
79. La Capital
80. La Prensa
81. Ámbito Financiero
82. La Voz del Interior
83. La Nación
84. Daily Sun (South Africa)
85. SABC News
86. The Star (South Africa)
87. Sowetan
88. The Times (South Africa)
89. The Citizen (South Africa)
90. News 24 (South Africa)
91. The Nation (Kenya)
92. La Repubblica
93. Libero
94. Corriere della Sera
95. Altervista
96. La Gazzetta dello Sport
97. La Stampa
98. Il Sole 24 Ore
99. Il Meddaggero
100. Il resto del Carlino
101. Folha de S. Paulo
102. Hindustan
103. The Times of India
104. The Canberra Times
105. The Sydney Morning Herald
106. The Age
107. The Australian