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## **PROGRESS REPORTS**

### **Communication and Outreach Activities**

(Submitted by the Secretary of the IPCC)

## PROGRESS REPORTS

### Communication and Outreach Activities

[\*“The IPCC delivers its starkest warning yet about climate change”\*](#)

*Article by The Economist, 11 August 2021*

This is a brief report on communication and outreach activities since the 53<sup>rd</sup> (bis) Session of the IPCC, which was held virtually from 22 to 26 March 2021.

From March 2021 to August 2022, the IPCC experienced an unprecedented intensity in communications and outreach activities and the busiest period so far. Efforts focused on media relations, strategic planning, coordination and preparations of a rich set of communications assets in support of the major report releases and conferences. These included the release of the Working Group I (WGI) report in August 2021, the COP26 in November 2021, followed by releases of Working Group II (WGII) and Working Group III (WGIII) reports in February and April 2022. There was also a strong IPCC footprint at the 56<sup>th</sup> Session of the subsidiary bodies of the United Nations Framework Convention on Climate Change (UNFCCC) in Bonn in June 2022. The three Working Group contributions to the Sixth Assessment Report (AR6) are the main features of this reporting period. These major launches had to be delivered in entirely virtual settings and in challenging operational contexts imposed by the COVID-19 pandemic.

#### **Media and communications – reports by three IPCC Working Groups**

The releases of three Working Group contributions to the Sixth Assessment Cycle in August 2021, February 2022, and April 2022, respectively, stand out as three extraordinary media engagement moments during this reporting period. No other event or report released by any UN body or organisation has come close to the record levels of the media coverage generated by these three IPCC reports. Given the unseen scale and intensity of media attention to these reports so far, they represent the three unquestionably outstanding peaks of the UN’s overall media engagement, and they are likely to remain so for years to come (please see the infographics below this section).

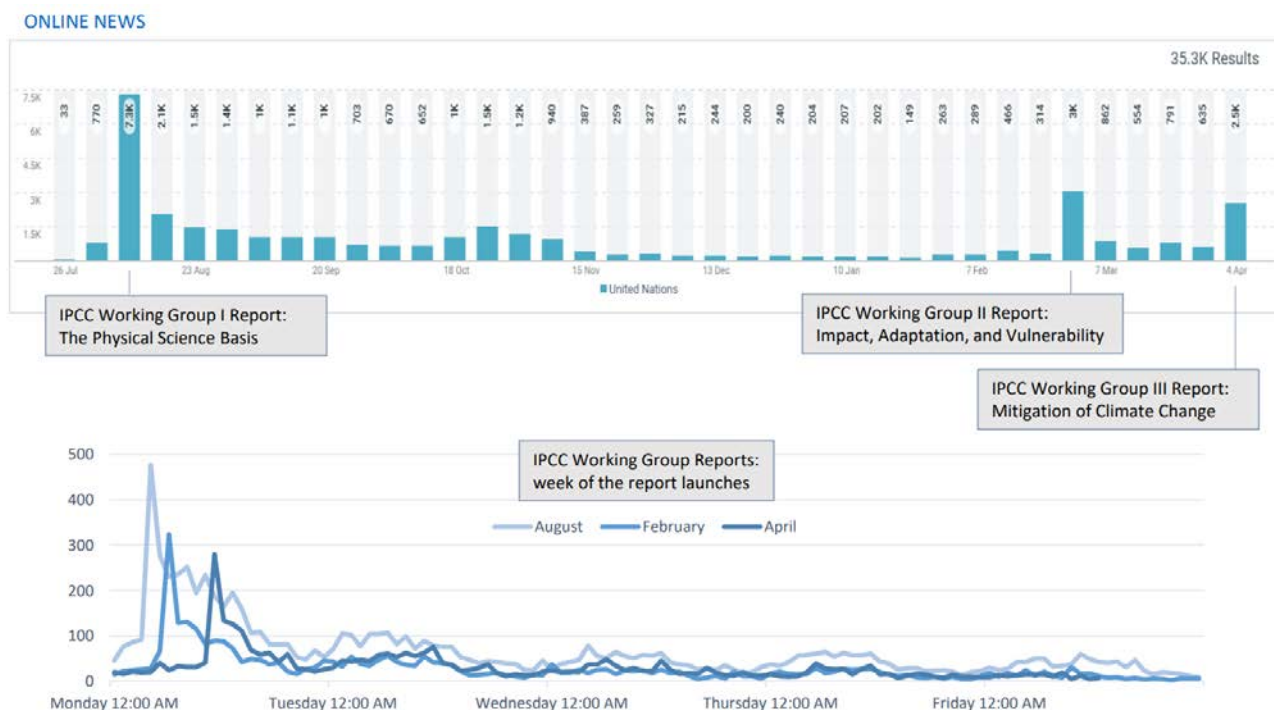
These results reflect meticulous, long-term coordination and planning, development and production of communications assets for use across all platforms, and overall careful strategic media relations and communications approach to these releases.

Contextually, the WGI report released in August 2021 came out shortly after extensive media coverage of extreme weather events in several industrialised countries during the summer of 2021 (e.g. floods in Germany, storms in the Czech Republic, wildfires in Greece, etc.). Given the stark scientific findings and strong messaging (including from the UN Secretary-General) and being the first in the series, the WGI report coincided with the heightened public interest in global warming and climate change. The media attention skyrocketed and reached record levels (please see the graph below).

The media coverage results of the WGII and WGIII reports also showed powerful performance. Lower initial media coverage can be attributed to a different context of news reporting, with dramatic events in Ukraine capturing the world’s attention since late February 2022. However, both WGII and WGIII releases outperformed any other UN event or report, including the full coverage of the high-profile COP26 in November 2021.

Substantial communications efforts were invested in the pre-launch phase of all three reports. These included developing and producing multiple communications assets, including off-the-record pre-briefings to groups of selected top-tier media representatives with an additional focus on the

media outlets in the developing nations. They were critically important, allowing IPCC to start shaping media stories and narratives very early. Also produced were the author statistics video, report statistics video, interviews with Co-Chairs of all Working Groups, IPCC Chair, and IPCC Secretary. Special attention has been given to developing respective social media packages and visuals.



For all three launches, the IPCC Secretariat produced video trailers in English and subtitled in five other UN languages, social media posts including relevant messaging, digital quote cards, respective Press Releases in all UN languages, B-Roll for TV broadcasters and soundbites.

Dedicated web pages were set up for the three reports on their respective launch days. Media Essentials sites were also developed and populated with all media resources related to the respective reports, easily accessible by the media and general public:

- WGI - <https://express.adobe.com/page/nGYzbExfxpJXq/>
- WGII - <https://express.adobe.com/page/spWgMCUxyQrld/>
- WGIII - <https://express.adobe.com/page/P8QSbrW6PGHQB/>

Innovative communications assets also included dedicated video interviews with more than 40 IPCC authors, yielding over a hundred video soundbites that IPCC Communications made available to stakeholders and audiences. The media and many UN entities used the soundbites, including the UN agencies in the Climate Group Task Force.

While the WGI report release was accompanied by a written statement from the UN Secretary-General, the WGII and WGIII releases included video messages from the UN Secretary-General. The three Working Groups reports' press conferences were live-streamed on IPCC's YouTube channel and the UNTV website. For Working Groups II and III, a live feed was also provided to the European Broadcasting Union for immediate, global TV exchange.

Overall, all communications, media relations, and outreach activities planned for the IPCC-54, IPCC-55, and IPCC-56 have been successfully completed. IPCC delivered extensive media and outreach engagement on the back of these releases. The public interest is expected to remain strong for the foreseeable future. Releases of reports by the three Working Groups prompted hundreds of requests for media interviews with senior IPCC figures and authors, as well as hundreds of requests for speakers at outreach events.

Throughout these communications and media relations activities, special attention was given to more vigorous media outreach in developing nations, particularly in Africa and Asia. Several dedicated media relations events were organised for that specific purpose, especially for the WGII and WGIII releases. To that effect and in light of current and upcoming outreach events, production of region-specific, Africa-focused materials and presentations in French, encompassing information from all three Working Groups, has been concluded in early September 2022. Plans for other regions are under development.

Throughout this reporting period, regular weekly and ad hoc coordination, planning meetings, and technical preparations were pivotal in successfully executing communications and media relations activities. These meetings included the Secretariat, respective Technical Support Units (TSUs) and other stakeholders.

## **COP26**

IPCC experienced high visibility and intense public interest during the COP26 from 31 October to 12 November. IPCC delivered a rich program of events, including the keynote address by IPCC Chair Hoesung Lee at the ceremonial opening of COP26. A rich programme of IPCC events was held at the COP26 Science Pavilion. IPCC Bureau members and authors also participated in events prepared by other entities and organisations.

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The high volume of media interest in the Working Group I report and the work of the IPCC continued during this period, particularly before, during and after the COP26. Successful outreach was organised for the youth.

## **IPCC at the 56th Session of the subsidiary bodies in Bonn**

The IPCC had a strong and unprecedentedly large footprint at the 56<sup>th</sup> Session of the Subsidiary Bodies of the UNFCCC in Bonn in June 2022, starting with the IPCC Secretary delivering a statement on behalf of the IPCC at the opening of the joint SBSTA/SBI session on 6 June.

The Co-Chairs and authors of the Working Group II presented the findings from the report *Climate Change 2022: Impacts, Adaptation and Vulnerability* at an SBSTA-IPCC Special Event on 6 June. At a Special Event on 8 June, the IPCC Working Group III Co-Chairs and authors presented the findings from the report *Climate Change 2022: Mitigation of Climate Change*. Both events were opened by the Chair of the IPCC, Hoesung Lee.

IPCC took part in Global Goal on Adaptation event and participated in the Structured Expert Dialogue, where the findings of the Working Group II and III reports were the key contributions to the discussion. The IPCC Task Force on National Greenhouse Gas Inventories (TFI) held a side event with UNFCCC entitled “The Next Generation of the IPCC Inventory Software: A key tool to support the Enhanced Transparency Framework Implementation under the Paris Agreement”.

IPCC also participated in the Research Dialogue, and the IPCC Chair provided opening remarks at the opening session of the first Technical Dialogue on the Global Stocktake. IPCC experts contributed to numerous round tables throughout the Technical Dialogue and other side events and activities. The TFI serviced a dedicated space in the venue, providing an opportunity to learn about its activities, including the new generation of inventory software.

## **Communications Strategy - Communications Action Team**

The Communications Action Team (CAT), a subsidiary body to the IPCC Executive Committee set up under the Communications Strategy, has met 15 times by teleconference since March 2021.

Meetings in this reporting period focused on strategic preparations for the release of the reports by the three Working Groups, lessons learned from earlier releases, consultations between the internal and external communications specialists, the AR6 videos and microsites, AR6 common branding, planning and preparations for COP26 and SBSTA events, engagement with youth, work with media in the global south, and the IPCC newsletter for Focal Points.

## **IPCC Newsletter**

So far, the IPCC Secretariat has produced and circulated 12 bi-monthly issues of the IPCC Newsletter.

Based on received feedback, the IPCC newsletter has proven itself as an innovative and robust internal communication tool between the Secretariat, IPCC Focal Point, Bureau Members, and the TSUs. The newsletter, released for the first time in November 2020, is issued every two months. It provides information and updates on the IPCC and Working Group Sessions, meetings of the IPCC Bureau, the Executive Committee, the Gender Action Team and the Task Group on Data Support for Climate Change Assessments. The newsletter also provides updates on the AR6 strategic planning schedule, the IPCC Scholarship Programme, IPCC media relations, news and outreach, and the calendar of IPCC-relevant events, new staff members, and obituaries.

## **Selected Outreach activities in chronological order**

*(this is not an exhaustive list; as notified to Secretariat, apologies for any omissions)*

- 5 Feb 21 – Workshop for Asia News Network (J. Pereira, J. Lynn)
- 9 Feb 21 – IDDRI workshop on climate and biodiversity (H.O. Pörtner)
- 11 Feb 21 – International Day of Women and Girls in Science (K. Barrett)
- 19 Feb 21 – UNEA policy discussion (Secretary)
- 24 Feb 21 – European NMHS communicators workshop (J Lynn)
- 25 Feb 21 – Jan van Eyck Academie event on art and climate change (T. Krug, Y. Sokona)
- 1 Mar 21 – University of Geneva module on climate change communications (J. Lynn)
- 3 Mar 21 – Guatemala outreach event on sidelines of Working Group II eLAM
- 11 Mar 21 – Central America outreach event on sidelines of eLAM4
- 16 Mar 21 – NAS science diplomacy discussion (Secretary)
- 17 Mar 21 – EU science diplomacy panel discussion (T. Krug)
- 12 Apr 21 – Welcome statement to the inaugural conference of the Hungarian Panel on Climate Change (Chair)
- 13 Apr 21 – AIT webinar on climate change communications (J. Lynn)
- 13 Apr 21 – Annual meeting of German IPCC Centre (H.O. Pörtner)
- 26 Apr 21 – Presentation on IPCC to Hofstra University (J. Lynn)
- 28 April 21 – WGIII eLAM4 event with science fiction author Kim Stanley Robinson and Italian infrastructure minister (C. Carraro, authors)
- 6 May 21 – Say It With Science event on employment and economics (D. Ürge-Vorsatz, authors)
- 17 May 21 – Presentation to University of Applied Sciences, Konstanz (Germany) (J. Lynn)
- 18 May 21 – University of Bath Spa (UK) conference on art and ecology (Y. Sokona)
- 21 May 21 – Interview at the conference organised by Germany's Die Zeit (Chair)
- 26 May 21 – Francophone Africa outreach (Y. Sokona, V. Masson-Delmotte, F. Driouech, Secretary, authors)
- 27 May 21 – Anglophone Africa outreach (Chair, Y. Sokona, D. Roberts, Secretary, authors)
- 2/3 Jun 21 – Regional outreach event for Latin America & Caribbean (K. Barrett, E. Calvo, T. Krug, authors)
- 4 Jun 21 – Say It With Science event on climate change and life on earth (T. Krug, authors)
- 8 Jun 21 – Talk at Meeressymposium in Hamburg, Germany (H.O. Pörtner)

- 9 Jun 21 – Foreign Press Association: G7 Summit Earth System Advisory Panel: ‘What can G7 leaders do for the ocean, nature and climate?’ (H.O. Pörtner)
- 10 Jun 21 – Event on IPBES-IPCC Workshop (H.O. Pörtner)
- 10 Jun 21- Preparatory event on Faith and Science for COP26 by Vatican, Italy and UK (Chair)
- 11 Jun 21 –Talk to Members of the German Parliament (H.O. Pörtner)
- 16 Jun 21 – Global Commons Alliance (J. Lynn)
- 18 Jun 21 – Forum Météo et Climat media workshop (J. Lynn)
- 21 Jun 21 – 8th World Congress on Conservation Agriculture (Secretary)
- 22 Jun 21 – ECCA High Level Panel (H.O. Pörtner)
- 30 Jun 21 – Energy Transitions Forum (Chair)
- 27 Jul 21 - 50 Jeunes engagés (Canada)
- 30 Jul 21- Indigenous Knowledge & Equitable Climate Transitions – Say It With Science Event, IPCC Authors.
- 9 Aug 21 - FAPESP AR6 WGI presentation (FAPESP), (Brazil) (T.Krug, author).  
Swiss Working Group I event, (Switzerland), IPCC Authors.
- 10 Aug 21 - FAPESP AR6 WGI presentation (Academy of Sciences) (Brazil), (T. Krug, author).
- 20 Aug 21 - IWMI event on water, extremes and climate change (D. Roberts, author).
- 23 Aug 21 - Bangladesh Working Group I webinar (Bangladesh), IPCC Authors.
- 23 Aug 21 Malaysia working Group I webinar (Malaysia) IPCC Authors.
- 31 Oct 21- Keynote address by the IPCC Chair Hoesung Lee at the ceremonial opening of COP26.
- 1/2 Nov 21 - IPCC experts took part in the Second meeting of the Structured Expert Dialogue.
- 3 Nov 21 - IPCC participation in the Earth Information under the “Updates on Earth observation of the climate system and climate change” theme.
- 4 Nov 21 - Opening remarks by IPCC Chair at COP26 IPCC/SBSTA special event
- 4 Nov 21 - IPCC presented the findings of the Working Group I report during a special event organised together with UNFCCC's Subsidiary Body for Scientific and Technological Advice (SBSTA).
- 9 Nov 21 - the IPCC held a side event entitled “IPCC scientific assessments in a pandemic world”
- 1/2 Dec 21 - Foreign Policy Food+ Summit, one on one discussion with IPCC Chair
- 6 Dec 21 - IPCC Chair opening remarks at the first ICOMOS/IPCC/UNESCO Co-Sponsored meeting
- 17/19 Jan 22 –Congreso Futuro event in Chile (K. Barrett)
- 28 Feb 22 - Conference with Russian co-authors on the WGII report (S. Semenovm authors)
- 3 Mar 22 - Presentation of WGII findings to SA Presidential Climate Change Commission, (D. Roberts)
- 4 Mar 22 - President of the UN General Assembly Panelist, UN General Assembly consultation on Our Common Agenda (D. Roberts)
- 7 Mar 22 - COP26-COP27 Briefing on the IPCC Climate Change 2022 Report: Impacts, Adaptation & Vulnerability (D. Roberts, author)
- 7 Mar 22 - Presentation of key findings to UK mission to the UN high-level event in Geneva and the French Minister for Ecological Transition (D. Roberts)
- 8 Mar 22 - Presentation of WGII findings, President of the Council of the European Union workshop on adaptation to climate change (D. Roberts)
- 7/8 Mar 22 - Hans-Otto Pörtner Keynote talk in Nantes to French Focal Points keynote talk
- 11 Mar 22 - Presentation of WGII findings at the second G7 senior officials working group organised by the German Government (D. Roberts)
- 14 Mar 22 - European Parliament invitation to the ENVI Committee meeting of 14 March to present the IPCC Sixth Assessment Report Online lecture (H.O. Pörtner)

- 16 Mar 22 - Participation in Commission on the Status of Women (CSW66) - CSW66 Side event (D. Roberts)
- 18 Mar 22 - Climate Action and Climate Science (IPCC Authors)
- 18 Mar 22 - IPCC TG-Data Interactive Atlas Regional Webinar: Europe
- 23 Mar 22 - Monaco Ocean Week (H.O. Pörtner, author)
- 23 Mar 22 - Conversatorio: Hallazgos para Centroamérica y Suramérica en el Sexto Informe de Evaluación del Cambio Climático del Panel Intergubernamental de Expertos en Cambio Climático (IPCC) ( R.Sánchez Rodríguez, auhtor)
- 29 Mar 22 - Presented key findings at EU Climate Counsellor meeting, Debra Roberts
- 30 Mar 22 "Royal Swedish Academy: Sustainable Development with Focus on an Integrated View on Biodiversity, Climate Change and Food Security – Joint report from IPCC and IPBES" virtual lecture (H.O. Pörtner)
- 5 Apr 22 - Press conference in Moscow about the third volume of the Sixth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) (S. Semenov, author)
- 8 Apr 22: Briefing on the IPCC Climate Change 2022 Report: Mitigation of Climate Change (J. Skea and D. Urge-Vorsatz)
- 11 Apr 22 - Presentation of WGII climate justice findings at Royal Society IPCC AR6 Conference (D. Roberts)
- 13 Apr 22 - Presentation of WGII findings at UNCTAD climate adaptation webinar (D. Roberts)
- 19/20 Apr 22 - Global Virtual Conference on Climate Change Litigation; virtual event (with the participation of IPCC speakers)
- 29 Apr 22 - IPCC TG-Data Interactive Atlas Regional Webinar: Central and South America (with the participation of IPCC speakers)
- 14-17 May 22 - Forum International de la Météo et du Climat - hybrid event with the participation of IPCC speakers
- 18 May 22 - Est-ce que vous voulez mieux connaître les derniers rapports du GIEC présentés par les auteurs eux-mêmes? (virtual event, with the participation of IPCC speakers)
- 25 May 22 - The Seventh Session of the Global Platform for Disaster Risk Reduction (GP2022) (hybrid event with the participation of IPCC speakers)
- 26 May - Meeting of the G7 Climate, Energy and Environment Ministers (virtual event with the participation of IPCC speakers)
- 26 - 27 May 22 - Regional Outreach Event on IPCC Work, Activities and Findings for LATAM (virtual event with the participation of IPCC speakers)
- 2 Jun 22 - Presentation on WGII and WGIII findings to the African Group of Negotiators AGN (hybrid event with the participation of IPCC speakers)
- 9 Jun 22 - ISC Talk Back Better (webinar, with the participation of IPCC speakers)
- 21 Jun 22 - International communication on climate change in the media (hybrid event with the participation of IPCC speakers)
- 21 Jun 22 - Atelier sur les messages clés du GIEC et répercussion sur l'action climatique en Afrique (hybrid event with the participation of IPCC speakers)
- 22 Jun 22 - Glastonbury Festival (activities with the participation of IPCC speakers)
- 24 Jun 22 - press conference « COP des Villes » (event in Abidjan, with the participation of IPCC speaker)
- 24 Jun 22 - NovoPangea Europe (event in Geneva with the participation of IPCC speakers)
- 1-2 Jul 22 – “COP des villes” par l’AIMF, Paris et Abidjan (event in Abijan with the participation of IPCC speaker)
- 7 Jul 22 - ECOSYSTEM NOW event - El Pais, IPCC Vice-Chair Thelma Krug, hybrid event
- 12 Jul 22 - Conference of Montreal 2022, IPCC Secretary hybrid event.
- 14 Jul 22 - UM6P Webinar Climate Change, IPCC Secretary virtual event.
- 14 Jul 22 - Presentation to G20 Ministers, IPCC Chair, hybrid event.
- 15 Jul 22 - La Uni Climática III Edición: Tras el IPCC, Ciencia y Acción - IPCC Vice-Chair Thelma Krug, IPCC authors, virtual event

- 20 Jul 22 – Presentation to the Northeastern University students, IPCC Head of Communications and Media Relations, Geneva, Switzerland

### Upcoming outreach events

- 13-15 Sep 22 – Outreach event on IPCC Six Assessment Report Key Findings and their Relevance to Africa; Dakar (Senegal)
- 7-18 Nov 2022 - IPCC at UNFCCC COP27 in Egypt - IPCC will be present at the UN Climate Change Conference (COP27) with a rich programme of events and will participate in the official activities of the conference.

### Resources

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

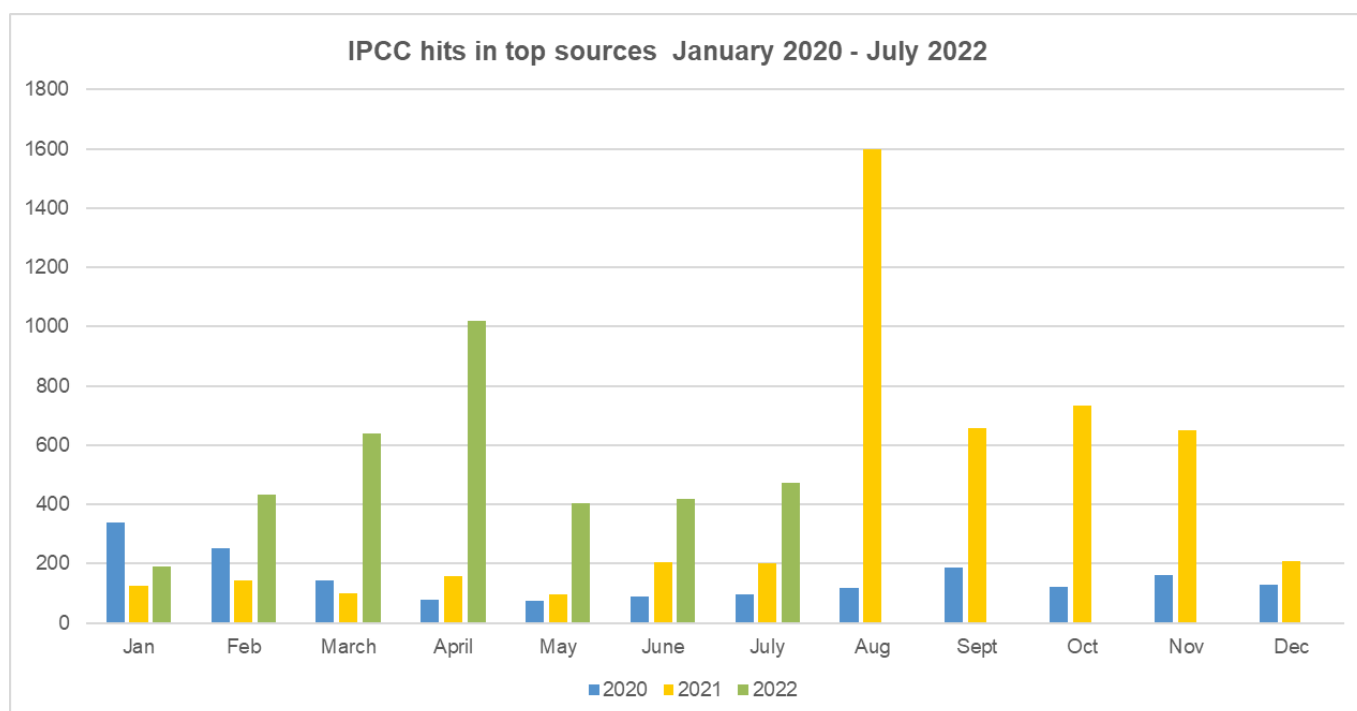
Thanks are also due to governments and institutions hosting or supporting IPCC outreach and communications activities in person or virtually.

New Head of Communications and Media Relations, Andrej Mahecic, joined the IPCC Secretariat on 15 September 2021.

### Statistics – media coverage of the IPCC

According to Meltwater, the media monitoring system used by the IPCC, there were about 7,580 mentions of the IPCC among top news sources.<sup>1</sup> Between 1 August 2021 and 30 July 2022 compared to 1,700 mentions in the same period in the previous year (1 August 2020 to 31 July 2021). The significant rise is probably due to the launch of the Working Group contributions to the Sixth Assessment Report in August 2021, February 2022 and April 2022.

*Note: A list of top news sources is provided in Appendix 1.*



<sup>1</sup> Top news sources are a selected number of major newswires and news organisations worldwide, as in Appendix 1.



## Website

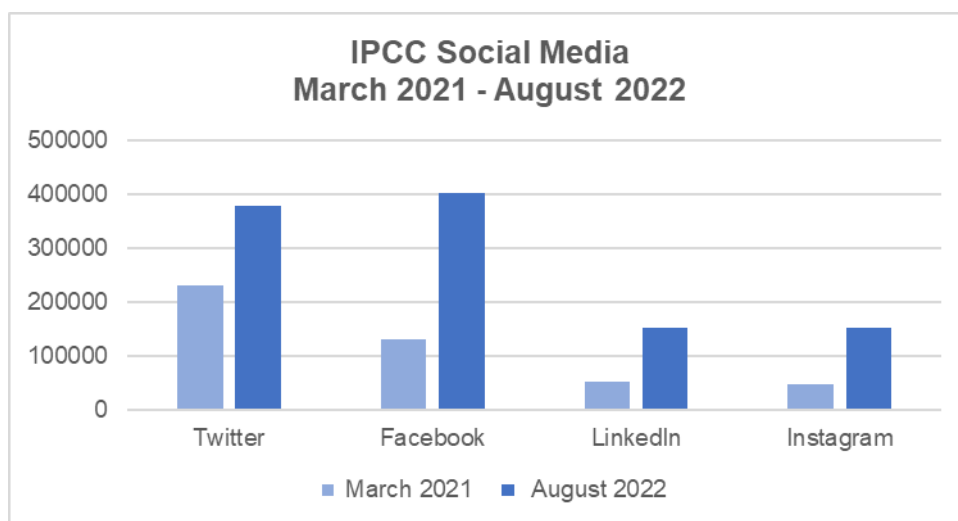
From 1 August 2021 to 31 August 2022, there were 5,314,355 users compared to 2,481,107 in the same period the previous year (1 August 2020 to 31 July 2021). The significant increase is also a result of the launch of the Working Group contributions to the Sixth Assessment Report. About 82% of the 5,314,355 were new visitors. 53.5% of the traffic came from organic searches, 27.7% were direct visits to the website, 13.8% were from referral sites, and 4.6% came from social media.

Source: Google Analytics

## Social media

The IPCC social media platforms recorded a powerful performance during this reporting period primarily due to the releases of the three IPCC reports. Apart from Twitter, where IPCC nearly doubled its audience since March 2021, all other IPCC platforms witnessed a three-fold increase in their audiences during this period. They were extensively employed in raising awareness and engaging different audiences, promoting IPCC media and outreach activities and information about the IPCC, focusing on findings of the latest reports, frequently asked questions (FAQs), visual assets and amplification of other relevant messaging. Each post's objective is to inform, engage, or drive interest in visiting the IPCC website hosting a wealth of information.

The leading social media platforms used by IPCC are Twitter (with 377,700 followers), Facebook (402,145 followers), Instagram (151,907 followers) and LinkedIn (152,178 followers).



*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