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PROGRESS REPORTS

Communications and outreach activities

(Submitted by the Secretary of the IPCC)

PROGRESS REPORTS

Communications and Outreach Activities

This report on IPCC's media, outreach and other communication activities covers the period since the Sixtieth Session of the IPCC (IPCC-60) held in Istanbul from 15 to 19 January 2024.

During this period (January to June 2024), the IPCC communications and outreach activities focused primarily on the stronger visibility of the Seventh Assessment Report (AR7) Bureau members, preparations and communications work around the inaugural AR7 Plenary in Istanbul in January, media and outreach activities on the scoping meeting for the Special Report on Climate Change and Cities, and overall coordination, development and delivery of media and public outreach activities since the last Progress Report at IPCC-60.

In addition to this Progress Report to the Plenary, the Communications and Outreach team also provided regular monthly reports to the IPCC Executive Committee and the Progress Report to the Bureau at the end of May.

1. Media Relations

The media interest and work during the first half of 2024 concentrated on AR7 vision and plans. There has been a notable increase in the number of requests for media and public engagement for the new IPCC Chair and other members of the IPCC Bureau, requiring support, development of media lines, coordination and follow-up.

The opening of IPCC-60 held in Istanbul, Türkiye, mostly attracted the attention of the host country's media. The outcomes of IPCC-60 related to the IPCC's programme of work for the seventh assessment cycle and the related IPCC press release on 20 January generated mainstream media coverage.

Following IPCC-60, peaks of media interest mainly related to the monthly releases of Copernicus' temperature data and news about the first months of 2024 being the warmest on record globally, as well as the global sea surface temperatures being at a record high. Most of the incoming media queries sought IPCC insights and commentary about the relevant IPCC findings, emission trends, and modelled scenarios.

Media queries in the first quarter were also driven by the World Meteorological Organization (WMO) report confirming that 2023 was the warmest year on record and that the past decade was the warmest ten-year period on record.

Other notable areas of media interest were the Chair's participation at the sixth session of the United Nations Environment Assembly (UNEA6) in Nairobi, the Copenhagen Climate Ministerial meeting with COP28, the 29th Conference of the Parties (COP29) and the 30th Conference of the Parties (COP30) Trojka in March 2024. Overall, the dominant and recurring theme in media queries were the temperature goals of the Paris Agreement and the feasibility of limiting the warming to 1.5°C.

Ahead of the scoping meeting on the Special Report on Climate Change and Cities in Riga from 16 to 19 April, the IPCC Chair and Bureau members held a two-part briefing for the Latvian media. The briefing, attended by main Latvian outlets, focused on the key findings of the latest IPCC reports, pathways for adaptation and mitigation options, policy relevance and the importance of the Special Report on Climate Change and Cities. The media briefing was live-streamed by the Latvian news agency LETA. Bureau members also gave a number of one-on-one interviews to the national media, including for national television LTV, the leading daily newspaper Latvijas Avīze and the influential weekly IR.

In May, the IPCC Chair also gave a long-format interview to BBC's World TV prestigious "Hardtalk" programme. The programme was extensively broadcast on BBC World TV, BBC News and BBC World Radio in May. Internationally, the interview is also available on BBC Sounds: <https://www.bbc.co.uk/sounds/play/w3ct5t41>.

2. Outreach

During this reporting period IPCC Bureau members participated in scores of events, panels and conferences, focusing mostly on climate change scientific findings, adaptation and mitigation challenges such as energy, investments and technologies. Key highlights include engagement at the sixth session of the United Nations Environment Assembly (UNEA6) and Copenhagen Climate Conference in March, events on the margins of the scoping meeting on the Special Report on Climate Change and Cities in Riga, Latvia in April and the Bonn Climate Conference in June, i.e. the 60th session of the Subsidiary Bodies (SB60) of the United Nations Framework Convention on Climate Change (UNFCCC).

At UNEA6, the IPCC Chair contributed to several events and panels, namely, the Montreal Protocol side event on climate action and future challenges and the side event on Tackling the Triple Planetary Crisis: Building the Linkages from Science to Action which provided a platform for existing and future science-policy interfaces to share insights and how to strengthen the policy relevance of science-policy panels in a fast-changing world with complex challenges to be dealt with. As the keynote speaker the IPCC Chair also addressed the UNEA6 Leadership Dialogue One. He also addressed delegates attending the panel focusing on synergies in the governance of climate change and plastics in the context of the triple planetary crises.

Also in March, together with the Danish Minister of Climate and Energy, COP28 and COP29 Presidents, UNFCCC Executive Secretary and UNSG Climate Advisor, the IPCC Chair was invited to address the opening of the Copenhagen Climate Ministerial and set the scene for an ambitious climate agreement at COP29 in Azerbaijan.

In April, based on interests and inputs from the Latvian hosts and Working Group (WG) Technical Support Units (TSUs), outreach activities in the Latvian capital included a briefing for the national media and tailored events for the Members of the Latvian Parliament and the Riga City Council with audiences including the Latvian Association of Architects, municipalities, Latvian Council of Science, Latvian Association of Young Researchers, civil society and others.

At the SB60 in Bonn from 3 to 13 June the IPCC delivered strong and impactful engagement across a number of mandated and other events.

In the lead-up to the Conference, IPCC Vice-Chair and the Chair of the IPCC Gender Action Team Diana Urge-Vorsatz presented IPCC's gender-related activities at the virtual gender information session on 21 May. A day before the opening, the IPCC Chair Jim Skea addressed the opening of the Dialogue on the importance of Just Transition pathways to achieving the goals of the Paris Agreement.

On the first day of the SB60, the IPCC Secretary Abdalah Mokssit delivered a statement during the [opening plenary of the Subsidiary Body for Scientific and Technological Advice \(SBSTA\)](#) and the IPCC Deputy Secretary Ermira Fida gave a presentation on the IPCC perspectives at an [in-session workshop to review the UNFCCC Gender Action Plan](#).

The second day of conference, the IPCC Chair addressed the opening of the Research Dialogue on the development of new nationally determined contributions. During the first week of SB60 the former Working Group II (WGII) author Bronwyn Hayward gave a virtual presentation on IPCC's Sixth Assessment Report findings on the disproportionate impacts of climate change on children and relevant policy solutions at the Expert Dialogue on Children and Climate Change, complemented by an intervention of the WGII Co-Chair Bart van den Hurk.

Working Group I (WGI) Co-Chair Robert Vautard and former WGII author Caroline Adler opened and participated in Expert Dialogue on Mountains and Climate Change.

IPCC also held two side events during SB60 - the Task Force for National Greenhouse Gas Inventory (TFI) experts delivered the joint UNFCCC-TFI side event on IPCC Inventory software on 5 June, and the next day the IPCC Chair led the IPCC's side event on the scientific foundations of the products that will be produced in IPCC's seventh assessment cycle. Both side events were extremely well attended and received.

Note: A list of selected outreach events is provided in Annex I.

3. AR7 Branding and Updating of the IPCC's Visual Identity

In support of the Chair and the Bureau, the Secretariat's Communications and Outreach team updated the IPCC and TFI Bureau webpages as well as individual Bureau member pages.

All IPCC factsheets were updated, and their design aligned with the updated IPCC's visual identity. The team also produced a common deck of slides for AR7 and AR7-branded slide templates.

Following formal requests from the IPCC's parent organisations, the World Meteorological Organisation (WMO) and the United Nations Environment Programme (UNEP), for the IPCC's visual identity to include their new logos, following the identification and contracting of graphic design services, this process has been concluded in the first quarter of 2024.

4. Communications (and Outreach) Action Team

The Communications and Outreach Action Team (COAT), a subsidiary body of the IPCC Executive Committee (ExCom), is to be constituted with the members of the IPCC Bureau or their designated deputies. The process will be facilitated with the consolidation of the TSUs and recruitment of Communications Specialists for all three Working Groups and TFI. Pending the constitution of the COAT, issues related to communications are discussed at the ExCom level as necessary.

5. IPCC Newsletter

During this period, the IPCC Secretariat, with contributions from the Working Groups and TFI, has released two issues of the IPCC Newsletter – namely issues number 19 and 20. The next issue of the quarterly newsletter will cover April, May and June, and, at the time of writing of this report, it is scheduled for release in early July 2024.

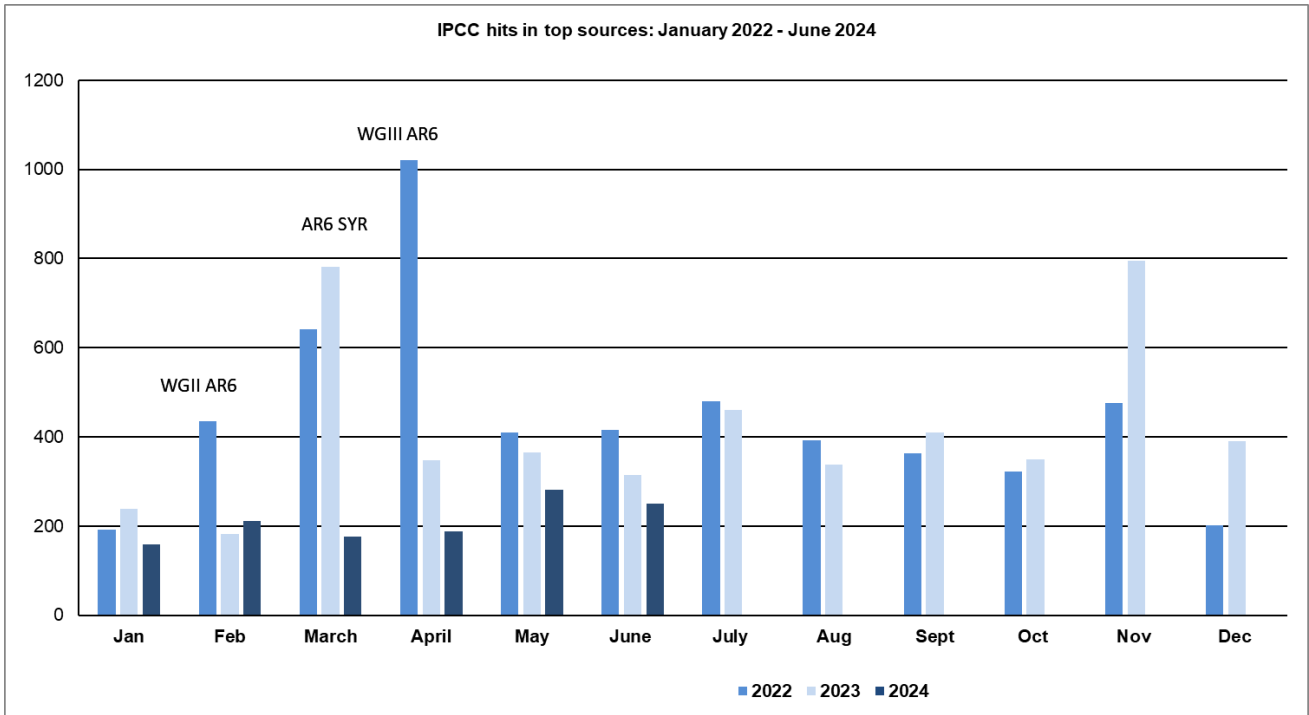
6. Staffing

In March, Ms. Melissa Walsh was appointed as Communications Officer for Outreach at the IPCC Secretariat, replacing the former incumbent who has taken on new responsibilities.

7. Impact and Statistics

7.1 IPCC Media Coverage

The IPCC was mentioned about than 1,300 (1,266 as at 19 June 2024) times from 1 January to 19 June 2024, among the top news sources as monitored by Meltwater. This compared to 2,230 during the same period in 2023. The 2023 reporting period includes media coverage from the release of the AR6 Synthesis Report in March 2023.



Note: A list of top news sources is provided in Annex II.

7.2 IPCC Website Statistics

From January to 19 June 2024, the IPCC website had about 1.6 million users visiting it, 1,5 million of which were new users. Of the new users, approximately 775 thousand were from organic searches, about 531 thousand were direct visits to the website, and about 33 thousand from organic social media.

Source: Google Analytics

7.3 IPCC Social Media Statistics

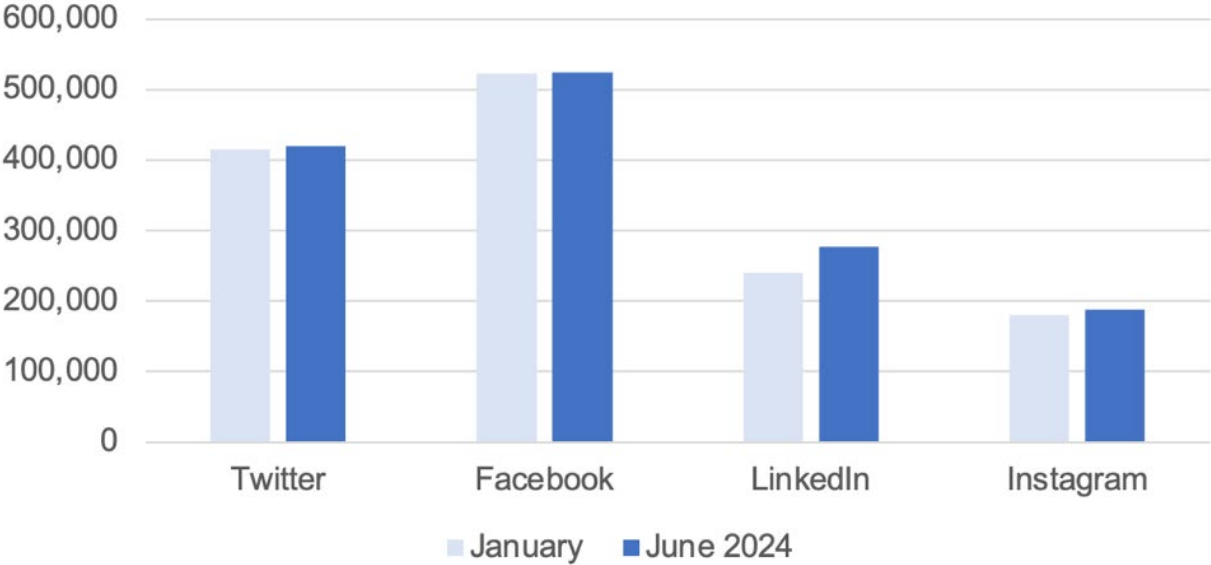
The IPCC social media platforms continued to strategically focus their activities on raising awareness and engagement of the broader sections of audiences with relation to IPCC’s findings, ongoing work and media and outreach activities, information about the IPCC and frequently asked questions (FAQs), tailored visual assets for official UN International Days and amplified relevant content from other organizations.

All platforms used by the IPCC have recorded sustained growth of audiences during this reporting period. On X (formerly known as Twitter) IPCC currently has 419,600 followers, on Facebook 525,000, on Instagram 188,800 and on LinkedIn 277,000. By June 2024, IPCC social media platforms together have exceeded 1.4 million followers.

During this reporting period the team delivered extensive social media coverage of IPCC outreach events and activities most notably outreach efforts in Riga, IPCC’s participation at UNEA6 and at SB60. The platforms were also used to post announcements regarding calls for nominations for the scoping meetings as well as for the vacancies of the Technical Support Units.

All posts are strategically drafted and timed, IPCC posts aim to inform, engage, or drive traffic to the IPCC website or report microsites.

IPCC Social Media January - June 2024



Annex I:

Selected outreach activities in chronological order

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

- 09 Jan 24 Air France Executive Committee seminar on ecology transition, WGI Co-Chair R. Vautard, Paris, France;
- 11 Jan 24 Briefing for Climate Diplomats, IPCC Chair, London, UK;
- 11 Jan 24 The Research Council of Norway seminar "How do we achieve a successful implementation of community missions on climate adaptation in Norway? Reflections from COP and IPCC", WGIII Vice-Chair J. Fuglestad, Oslo, Norway;
- 24 Jan 24 EU Sustainable Investment Summit, IPCC Chair, Brussels, Belgium;
- 25 Jan 24 General assembly of the Euro CORDEX program, "Challenges for WGI 7th assessment and how CORDEX will help", WGI Co-Chair R. Vautard, Hamburg, Germany (virtual);
- 25 Jan 24 Lecture at Imperial College "Technologies to Combat Climate Change" course, IPCC Chair, London, UK;
- 29/30 Jan 24 Seventh International Conference on Climate Change, IPCC Chair (video message), WGIII Vice-Chair Ş. Kılış (virtual keynote address on "Scientific Findings from the IPCC and Connections of Climate Action with the SDGs", Teheran, Iran;
- 06 Feb 24 Universidad 2024: 14th International Congress on Higher Education, Workshop on Environment & Education, IPCC VC R. Pichs-Madruga, Havana, Cuba;
<https://www.iesalc.unesco.org/2023/02/06/universidad-2024-14o-congreso-internacional-de-educacion-superior/>
- 06 Feb 24 Presentation to the International Association of Insurance Supervisors (IAIS) "IPCC and extreme events", WGI Co-Chair R. Vautard (virtual);
- 07 Feb 24 Presentation "Du GIEC aux services climatiques" Alumni of the Ecole des Mines – ParisTech, WGI Co-Chair R. Vautard, Paris, France;
- 07 Feb 24 International Conference of Judges on "Justice, Future Generations and the Environment", IPCC Chair, Paris, France;
- 09 Feb 24 World Sustainable Development Summit 2024 by TERI (The Energy and Resources Institute). Keynote Address on Leadership Panel: Sustainable Consumption, Lifestyles and Climate Transitions, IPCC Chair, New Delhi, India, (virtual);
- 13 Feb 24 Presentation to Association de Droit et Science Politique, Université Lyon 3, WGI Co-Chair R. Vautard, Lyon, France;
- 14 Feb 24 Talks at Stockholm Environment Institute and Swedish Parliament, IPCC Chair, Stockholm, Sweden;
- 26 Feb 24 Seminar "The IPCC AR7 cycle and the challenges for WGI research", WGI Co-Chair R. Vautard, Bern, Switzerland,
https://www.climate.unibe.ch/studium/seminar/index_ger.html

- 27 Feb 24 Energy Institute-International Energy Week, keynote on "Exploring Global Scenarios for Energy and Climate", IPCC Chair, London, UK;
- 26 Feb to
1 Mar 24 UNEA-6 participation several side event and panels, IPCC Chair, Nairobi, Kenya;
- 28 Feb 24 "Climate change: The time to act is now" (main conclusions of the latest IPCC report, opportunities for scaling up climate action) WGIII Vice-Chair J. Fuglestedt, Luxembourg;
- 05 Mar 24 All Party Parliamentary Group for Energy Studies, House of Commons, IPCC Chair, London, UK;
- 4-5 Mar 24 "IPCC Symposium Launch of the Seventh Assessment Cycle (AR7)", Toranomon Hills Forum, Co-Chair WGIII J. Pereira, VC WGIII S. Kilkis (virtual), Tokyo, Japan;
- 08 Mar 24 Energy Policy Lecture at Centre for Environmental Policy, Imperial College, IPCC Chair London, UK;
- 13 Mar 24 FT Climate Capital Live - Panel on "Accelerating Action on 2023 Commitments" , IPCC Chair, London, UK;
- 20 Mar 24 edie24 – keynote address, IPCC Chair, London, UK <https://event.edie.net/forum>;
- 11 Mar 24 Virtual event "La place et rôle de la science dans les COPs Climat : cas du GIEC", WGI Vice-Chair Aïda Diongue-Niang, France & Africa;
- 13 Mar 24 Keynote interview "Climate Capital Live 2024", IPCC Chair Jim Skea, London, UK;
- 13 Mar 24 FT Climate Capital Live - Panel on "Accelerating Action on 2023 Commitments", IPCC Chair, London, UK;
- 14 Mar 24 Keynote for workshop for the "Inspection Générale du Développement Durable", at the Ministry of Ecology, WGI Co-Chair R. Vautard, Paris, France;
- 19 Mar 24 "The role of science, technology and innovation in climate action" - Economic Strategy Seminar at DEFRA, IPCC Chair, London, UK;
- 20 Mar 24 Keynote, eddie24, IPCC Chair Jim Skea, London, UK;
- 21 Mar 24 Climate Ministerial with COP Presidents, IPCC Chair Jim Skea, London, UK;
- 21 Mar 24 Presentation of AR67 at CNFGG, Comité National Français de Géodésie et Géophysique, WGI Co-Chair Robert Vautard, Paris, France;
- 27 Mar 24 Grantham Institute Changing Planet Seminar series, IPCC Chair Jim Skea, London, UK;
- 28 Mar 24 Met Office visit, including seminar to Met office staff, Exeter University and others, IPCC Chair, Exeter, UK;
- 29 Mar 24 Memorial for Prof Saleemul Huq, IPCC Chair Jim Skea, London, UK;
- 05 Apr 24 The Outlook for the Economy and Finance-35th Annual Workshop (virtual), IPCC Chair Jim Skea, London, UK;

- 10 Apr 24 Advancing the United Nations World Ocean Assessment: Supporting Future Ocean Sustainability and Informing Decision Making and Ocean Policy, IPCC WGI Vice-Chair I. Camilloni, Barcelona, Spain;
- 11 Apr 24 Royal Danish Library, Copenhagen-live interview, IPCC Chair, Copenhagen, Denmark;
- 12 Apr 24 Lecture on global socio-economic development scenarios and their relationship to climate change, International and Comparative Law Research Centre (ICLRC), IPCC Vice-Chair R. Pichs-Madruga, Moscow, Russia;
- 17 Apr 24 IPCC Briefing to Members of the Latvian Parliament, IPCC Chair, IPCC Vice-Chair D. Ürge-Vorsatz, WGI Co-Chair R. Vautard, WGII Co-Chair B. van den Hurk, WGII Vice-Chair Z. Zommers, WGIII Vice-Chair J. Sigurd Fuglestvedt, WGIII Vice-Chair O. Geden, Riga, Latvia;
- 17 Apr 24 CLIMAAAX research and possible links with IPCC work, WGII Co-Chair B. van den Hurk, WGII Vice-Chair (Moderator) Z. Zommers, Riga, Latvia;
- 19 Apr 24 IPCC outreach event at the Riga City Council, IPCC Chair, IPCC Vice-Chair D. Ürge-Vorsatz, WGII Vice-Chair M. Howden, WGIII Vice-Chair J. Sigurd Fuglestvedt, WGIII Vice-Chair O. Geden, Riga, Latvia;
- 21/22 Apr 24 World Energy Congress, IPCC Chair, Rotterdam, The Netherlands;
- 26 Apr 24 4th Judicial Roundtable on Commercial Law (virtual), IPCC Chair, Singapore;
- 30 Apr 24 Innovation Zero, Opening Keynote fireside chat, Main Stage, Day one to discuss "The Scientific Context for Innovation in Achieving Net Zero" IPCC Chair;
- 30 Apr 24 Funders Table Strategy Session, IPCC Chair, virtual, Boston, USA;
- 02 May 24 Live Interview-Climate Action, IPCC Chair, virtual, Sustainable Investment Forum-Europe 2024;
- 08 May 24 Net Zero Advisory Board meeting, British Ambassador's Residency, IPCC Vice-Chair D. Ürge-Vorsatz, BCSDH, British Mission, Budapest, Hungary;
- 08 May 24 Colonialism, Coloniality and Climate Science, WGI Vice-Chair A. Diongue-Niang, University of Reading / Department of Meteorology, Reading, UK;
- 09 May 24 Summit of Business Leaders, "Will the road get easier or harder?" (Cégvezetők Csúcstalálkozója), IPCC Vice-Chair D. Ürge-Vorsatz, Budapest, Hungary;
- 14 May 24 The Economist US Sustainability Week, IPCC Chair, virtual, The Economist;
- 14 May 24 Panel discussion at local (Palaiseau) conference, WGI Co-Chair R. Vautard, France;
- 14 May 24 Keynote talk at the Med-CORDEX meeting, WGI Co-Chair R. Vautard, Med Cordex, virtual, Italy;
- 14 May 24 Joint Climate Science Network, Mentorship and Capacity Growth, WGIII Vice-Chair J. Fuglestvedt, ICTP, Trieste, Italy;
- 15 May 24 Swedish Climate Research Symposium, IPCC Chair, Swedish Climate Research Symposium, virtual, Sweden;

- 16 May 24 Sopronfest, IPCC Vice-Chair D. Ürge-Vorsatz, University of Sopron, virtual, Budapest, Hungary;
- 22 May 24 Global Supply Chain Forum, IPCC Vice-Chair R. Pichs-Madruga, Bridgetown, Barbados;
- 22 May 24 Lecture at Vienna University, WGIII Co-Chair J. Fuglestvedt, virtual, Vienna, Austria;
- 23 May 24 Synergy Session on science-policy-public collaboration and communication, WGIII Co-Chair J. Fuglestvedt, virtual;
- 23 May 24 4th Sustainability Week-US, IPCC Chair, video message, The Economist;
- 24 May 24 Lecture on Climate Change to Corvinus University, IPCC Vice-Chair D. Ürge-Vorsatz, Budapest, Hungary;
- 27 May 24 Geneva Health Forum Conference, WGI Vice-Chair N. A. Browne-Klutse, Geneva, Switzerland;
- 27 May 24 The 6th Central Asia Climate Change Conference (CACCC-2024) “Bridging Climate Goals with Action: Making Ambitions a Reality” 27 - 29 May 2024, IPCC Vice-Chair L. Chang'a, IPCC Secretary, IPCC authors, virtual participation, Almaty, Kazakhstan;
- 28 May 24 Co-chairs presentations at WCRP JSC meeting - WGI Co-Chair R. Vautard, virtual, Peru;
- 30 May 24 5th National Scientific Seminar on Climate Change Responses, Key messages for Education, IPCC Vice-Chair R. Pichs-Madruga, virtual, Havana, Cuba;
- 31 May 24 Multidisciplinary summer course on One Health in the context of Theory of Change, WGI Vice-Chair N. A. Browne-Klutse, recording;
- 03 Jun 24 UNFCCC SBs Workshop on Gender, IPCC Deputy Secretary Ermira Fida, UNFCCC;
- 3 Jun 24 Climate neutral Hungary 2050 (Klímasemleges Magyarország 2050), IPCC Vice-Chair D. Ürge-Vorsatz, Budapest, Hungary;
- 6 Jun 24 St. Petersburg International Economic Forum 2024, IPCC Vice-Chair R. Pichs-Madruga, St. Petersburg, Russia;
- 10 Jun 24 ECEEE Plenary Session, IPCC Vice-Chair D. Ürge-Vorsatz, Stockholm, Sweden;
- 10 Jun 24 What Works Climate Summit, IPCC Chair, Berlin, Germany;
- 11 Jun 24 EUSEW (Sustainable Energy Week), IPCC Vice-Chair D. Ürge-Vorsatz, Virtual, Brussels, Belgium.

Annex II:

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. Altvista
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
