

Communications & Outreach

Some IPCC Products



Achievements: 2013/2014 Fifth Assessment Report



Key messages

Human influence on the climate system is clear

The more we disrupt our climate, the more we risk severe, pervasive and irreversible impacts

We have the means to limit climate change and build a more prosperous, sustainable future

Climate change is already affecting people, ecosystems and livelihoods around the world

Limiting global warming to 1.5°C is not impossible – but it would require unprecedented transitions in all aspects of society

There are clear benefits to keeping warming to 1.5°C rather than 2°C or higher

Limiting warming to 1.5°C can go hand in hand with achieving other world goals

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• **Every bit of warming matters** •

• **Every year matters** •

• **Every choice matters** •

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Better communication

- Communications are integral
- Effective outreach requires engagement with stakeholders from the start to understand what they are looking for in an IPCC report
- Responsive to new media landscapes and effective use of these
- Communicating IPCC findings to diverse audiences is a huge task. The IPCC cannot do it all. Third parties have an important role to play and the IPCC must define how it will work with them
- More readable reports

Improving communication



- Involve communications specialists (including graphics designers and data visualists) in the writing process from the start
- Communications skills should be taken into consideration in selecting author teams and TSU staff
- Author teams should include or be supported by science writers
- Author writing training (in addition to communications training)
- Avoid the temptation to squeeze too much information into graphics that are difficult to understand

Working Together Towards a Common Goal



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Strengthening Communication

Media & Communications Trainings

CLIMATE outreach

Principles for effective communication and public engagement on climate change
A Handbook for IPCC authors

Handbook commissioned by IPCC WGI TSU

1. Be a confident communicator
2. Talk about the real world, not abstract ideas
3. Connect with your audience
4. Tell a human story
5. Lead with solutions
6. Use the right language



Greater use of audiovisual technology

Animation: What is the IPCC?
from IPCC

IPCC

01:21

vimeo

Improving presence on social media & engagement with the media

IPCC: 1988-2018

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@IPCC_ch

Accessible Language





THANK YOU FOR YOUR ATTENTION!

For more information:

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