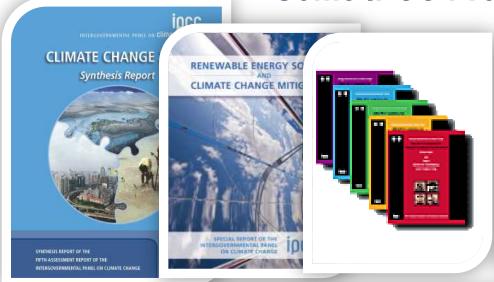
Communications & Outreach





Some IPCC Products







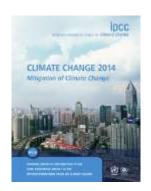


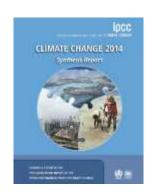
Achievements: 2013/2014 Fifth Assessment Report











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

Every bit of warming matters •

Every year matters

Every choice matters





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

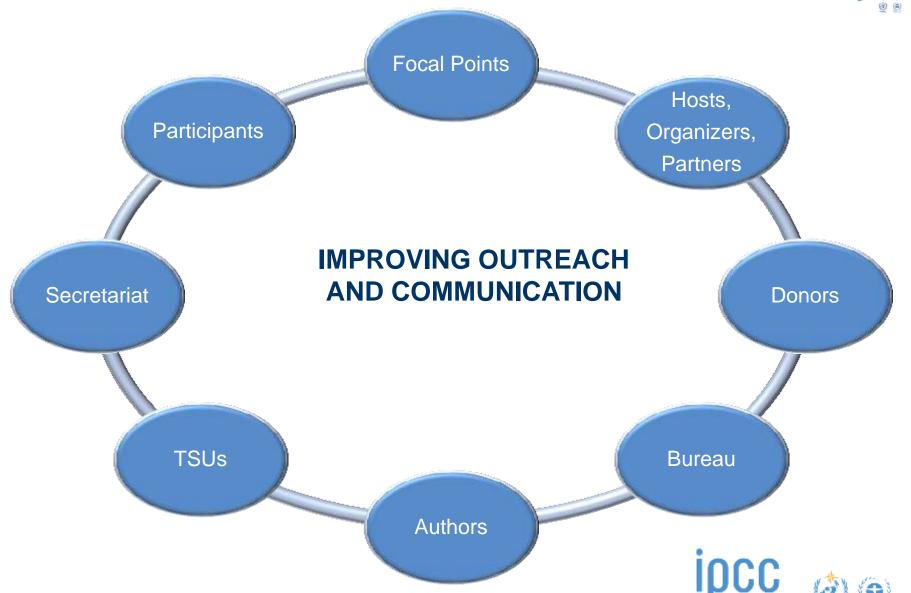


- Involve communications specialists (including graphics designers and data visualists) in the writing process from the start
- Communications skills should be taken into consideration in selecting author teams and TSU staff
- Author teams should include or be supported by science writers
- Author writing 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



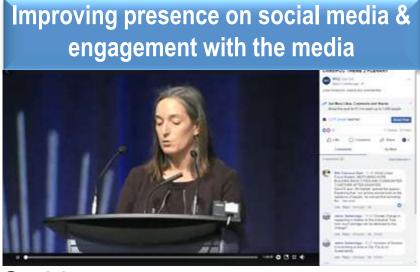


INTERGOVERNMENTAL PANEL ON Climate chance

Strengthening Communication









IPCC Outreach Activities











THANK YOU FOR YOUR ATTENTION!

For more information:

Website: http://ipcc.ch/

IPCC Secretariat: ipcc-sec@wmo.int

IPCC Press Office: ipcc-media@wmo.int

Find us on:







http://www.slideshare.net/ipccmedia/presentations



https://www.youtube.com/c/ipccgeneva



@IPCC_CH



https://www.linkedin.com/company/ipcc



https://www.flickr.com/photos/ipccphoto/sets/



https://vimeo.com/ipcc



