

# 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** •

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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





# 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
4. Tell a human story
5. Lead with solutions
6. Use the science to support your message

## 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

Twitter thread snippet:

- @IPCC\_ch: [Tweet text]
- [User]: [Reply text]
- [User]: [Reply text]

@IPCC\_ch

## Accessible Language



# IPCC Outreach Activities



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# THANK YOU FOR YOUR ATTENTION!

## For more information:

Website: <http://ipcc.ch/>

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## Find us on:



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