

22<sup>nd</sup> meeting of the Adaptation Committee

# Agenda item 5.a

Communications plan and strategy  
of the Adaptation Committee

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6-9 September 2022



**United Nations**  
Climate Change  
Adaptation Committee

# I. Introduction and background

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- In its 2022-24 flexible workplan, the AC agreed to a “revision of the AC communications strategy and plan” in 2022
- At the 21<sup>st</sup> meeting, a proposed communications plan for 2022-23 was presented to fulfill the AC communications objectives. The AC identified 4 pillars of strategic communications to ensure content development, distribution, and learning are purposeful, impactful, and well-managed
  1. Foundational items
  2. Content development
  3. Delivery platforms
  4. Monitoring & evaluation

## II. Mission statement as of 2022

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The AC offers high-level, strategic guidance that helps the international community, governments, civil society, and businesses to build resilience and adapt to the changing climate. It is the United Nations' leading body on adaptation, working to ensure that all bodies and organizations under the UN system work together to chart a path to a climate-resilient future. In the UNFCCC process, it is the primary body to ensure the coherence of adaptation actions and to raise the profile of adaptation.

# III. Objectives

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- The AC's two overall key areas of improvement for communication:
  1. Increasing the reach and impact of the AC's events and publications
  2. Increase the visibility and engagement of the AC overall, as linked to the key objectives
- Key objectives
  - a) Raise the profile of adaptation within and outside of the UNFCCC process
  - b) Strategically enhance visibility of the AC as the primary body on providing coherence in adaptation in the UNFCCC process
  - c) Enhance the profile of the AC as a recognized body for adaptation for Parties and non-Party stakeholders, as well as the UN System
  - d) Improve understanding of the nature and value of the AC's work and its role
  - e) Increase reach and usage of AC resources (reports, papers, knowledge products, events)
  - f) Enhance attention and participation in AC events
  - g) Strengthen existing partnerships and build new ones within UNFCCC process and external organizations

# IV. Project updates on communications since AC21

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- Foundational Elements

- Conducting an Adaptation Committee-focused audience assessment to study current and potential audiences in order to continuously improve the communication efforts of the AC

- Completed

- Workplan
- Literature review and methodology draft

- In Progress

- Communications assessment - results to be presented before AC23

# IV. Project updates on communications since AC21

- Content Development
  - Developed interactive elements and visuals for public-facing outputs to be more visually appealing, host more interactive elements in public-facing AC work
    - PowerPoint, social media cards, recent publications

## a) PowerPoint Presentation Slides:



# IV. Project updates on communications since AC21

## b) Social Media Cards:



# IV. Project updates on communications since AC21

c) Recent Publications:



d) Interactive Elements:



# V. Evaluation of Communications since AC21

## Adaptation Exchange Facebook page

1 Nov. - 31 Mar. 2022	1 Apr. - 31 Aug. 2022
129 posts	55 posts
69,639 impressions	35,654 impressions
2,098 instances of engagements	1,495 instances of engagements
539 average of impressions	648 average of impressions
16 average of engagements	27 average of engagements
18,500 followers	18,720 followers
16,330 likes	16,629 likes

Adaptation Exchange Facebook fans can be disaggregated as 54.1% male, 42.8% female, and 3.6% unspecified.

# V. Evaluation of Communications since AC21

## Adaptation Exchange Twitter page

1 Nov. - 31 Mar. 2022	1 Apr. - 31 Aug. 2022
3,700 followers	4,130 followers
385 posts	245 posts
32,243 page visits	28,062 page visits
152,500 impressions	117,900 impressions
15,361 instances of engagements	8,986 instances of engagements
396 average impressions	481 average impressions
40 average engagements	37 average impressions

# V. Evaluation of Communications since AC21

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- Adaptation Committee pages
  - Visited 7,808 times
  - Average of 2 minutes on the page
  - 988 total downloads of content
- Adaptation Finance bulletin (issue 11 & 12) - launched after AC21
  - 4,200 - 4,700 subscribers
  - Open rate of 29.6% - 34.7%
  - Click rate of 1.2% - 1.7%
- AC outreach event: *Shaping the Future of Climate Adaptation* (June 2022)
  - Around 10,000 total views
  - Around 1,300 engagements across YouTube, LinkedIn, Facebook

## VI. Next steps

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- AC will be invited to provide further recommendations on the implementation of the communications plan and strategy