



WORLD CLIMATE RESEARCH PROGRAMME

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WCRP Communication 2016-17

Highlights:

- Updated newsletter
- Upgraded website (ongoing)
- Consistent WCRP branding – templates/guides
- Promotional material – banner, templates, funding newsletter to national contributors
- WCRP Communication Survey (2 Nov – 20 Jan – 196 responses)
- WCRP Communication Strategy 2017–2020



Context

- Almost 40 years of history
- Urgent climate challenges
- Political uncertainty
- Funding uncertainty



- Increase Programme visibility
- Showcase WCRP science findings
- Inform and engage the WCRP Community
- Provide ways for those in the WCRP Community to communicate effectively
- Focus on building strategic partnerships
- Encourage current and future leadership in climate science



Communication between WCRP groups and WCRP research community

Nine recommendations. Discussion on:

1. Create a community-wide mailing list
5. Investigate and report on the structure of WCRP groups to assess the role of liaisons, multiple group membership and the need for attracting new members into the community
6. Determine clearer and more streamlined policies and practices for how researchers can become involved in WCRP

Discussion points:

- *Would you welcome a condensed email news from the JPS regarding decision making and key developments?*
- *How do we provide transparency and involve the research community more widely without compromising quality of leadership roles?*

Call for nominations to SPARC's Scientific Steering Group now open!

Details

Published: 14 July 2016

The call for nominations to SPARC's Scientific Steering Group (SSG) is now open. The SSG is currently comprised of 14 researchers from around the world with a wide range of expertise in atmospheric dynamics and chemistry. They guide SPARC's priorities and activities, working together with the SSG co-chairs and the SPARC project office.

The deadline for nominations is **30 September 2016**. Nominations can be submitted through the [online nomination form](#).

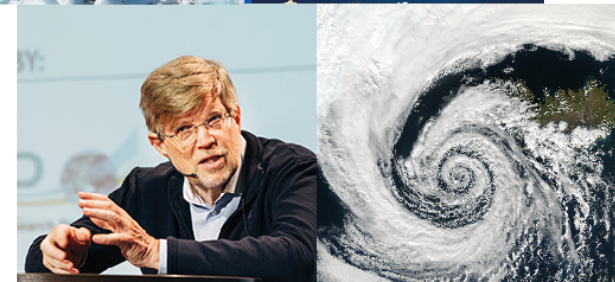


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Key Messages

- Key successes and impacts from WCRP activities
- Recent progress on urgent climate challenges
- The importance of WCRP modelling activities as the basis for research and assessments
- The importance of coordinating, collating and sharing climate observations
- Processes and initiatives to identify gaps in our current understanding of climate
- The importance of fostering the next generations of climate scientists
- Opportunities and examples for reducing the carbon footprint of climate science



Communication between WCRP groups and external partners and stakeholders

19 recommendations. Discussion on:

11. Encourage open dialogue with data users, climate services, policy makers, national governments, those involved in the adaptation and mitigation of climate change and the general public
17. Identify and publicize high-impact research

Discussion points:

- *How do we engage partners and external stakeholders when the dialogue is both regional and global, involves all elements of the 'observations-research-assessment-policy' chain and is aimed at very different audiences?*
- *We need to showcase WCRP science beyond academic journals – can we isolate a number of papers each year that demonstrate WCRP science progress?*

- **2017 - Looking Ahead:** a vision for the future of WCRP, aided by the WCRP co-sponsors review and driven by a need to reassess how WCRP will operate in response to urgent climate challenges and a changing political landscape.
- **2018 - Showcasing WCRP Science:** focus on dissemination of WCRP research findings and products to the wider science community and stakeholders in order to enhance cooperation and grow partnerships and to enhance the overall visibility of the Programme
- **2019 - Rising to the Challenge:** focus on the Grand Challenges, to push forward their agendas and promote their achievements.
- **2020 - 40 Years of World Climate Research:** A celebration of the last 40 years of climate research and definition of a new WCRP vision for the future.

JSC Actions

Consider the recommendations, overarching objectives and annual strategic themes outlined in the WCRP Communication Strategy to ensure that they are of maximum benefit to the Programme

If this framework is acceptable, confirm a final list of recommendations that is prioritised to take account of strategic direction and budget constraints

Decide on annual strategic themes for 2017 and 2018

AHEAD Challenges Science
40 YEARS
Integration Climate



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Community discussion

Discussion points:

- *Would you welcome condensed email news from WCRP regarding decision making and key developments?*
- *How do we provide transparency and involve the research community more widely without compromising quality of leadership roles?*
- *How do we engage partners and external stakeholders when the dialogue is both regional and global, involves all elements of the 'observations-research-assessment-policy' chain and is aimed at very different audiences?*
- *We need to showcase WCRP science beyond academic journals – can we isolate a number of papers each year that demonstrate progress in WCRP science?*

Other:

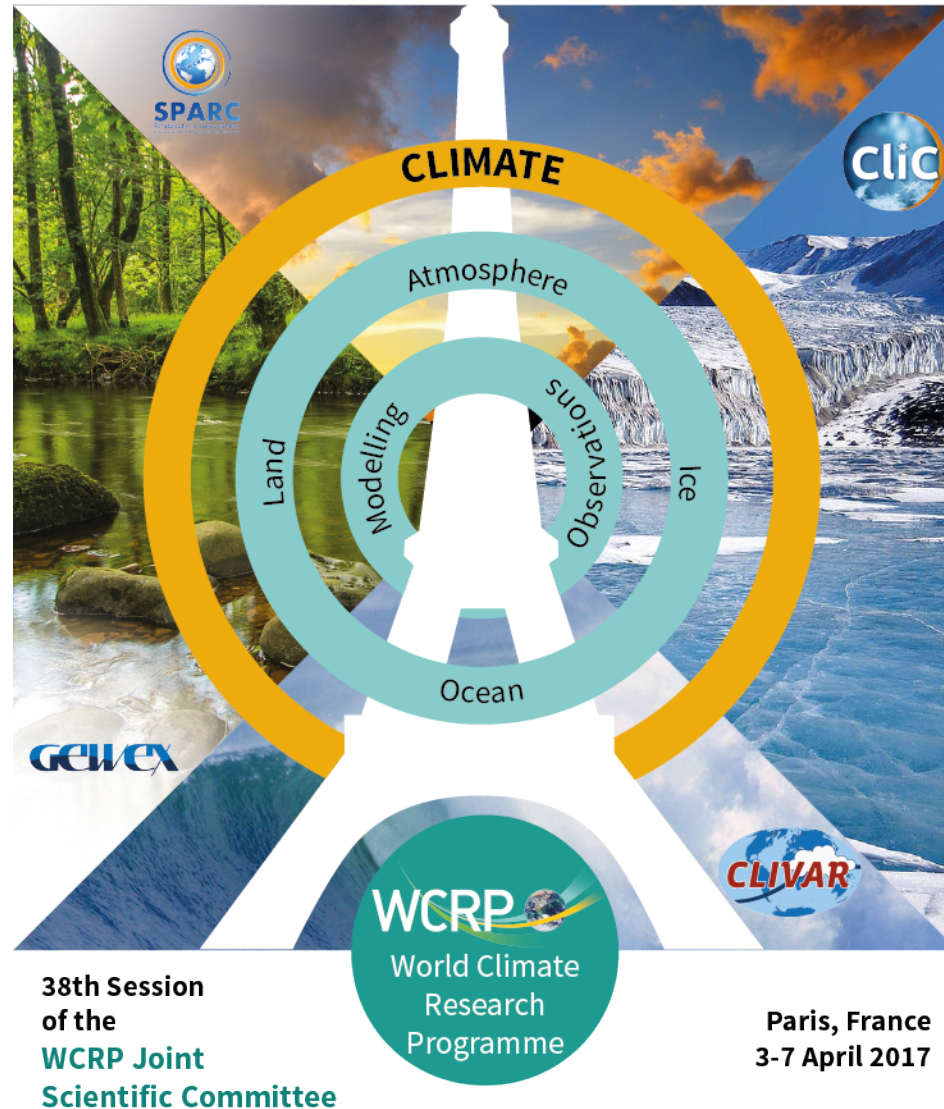
- *Science priorities – Grand Challenges, key successes, questions?*
- *The annual strategic themes are cross-cutting and specifically aimed at raising visibility. How can we ensure community involvement?*



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Thank You



Recommendations are to:

1. Create a community-wide mailing list
2. Retain the annual JSC Session – adequate length and no. participants
3. Set up informal WCRP meetings at major conferences
4. Maintain quarterly teleconference calls between WCRP leadership groups, with call leadership guides
5. Investigate and report on the structure of WCRP groups to assess the role of liaisons, multiple group membership and the need for attracting new members into the community
6. Determine clearer and more streamlined policies and practices for how researchers can become involved in WCRP
7. Expand the community resources pages on the WCRP website

‘Blue sky targets’ for 2017-2020 are to:

8. Plan and support WCRP events for community members, also aimed to draw in researchers external to WCRP, at major meetings
9. Implement an online portal for community members to collaborate and share information



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Recommendations are to:

10. Ensure that the WCRP key messages are central in communication planning
11. Encourage open dialogue with data users, climate services, policy makers, national governments, those involved in the adaptation and mitigation of climate change and the general public
12. Utilize the WCRP website to showcase WCRP Community data and products, improve access to WCRP publications, ensure good SEO and page responsiveness
13. Continue promotion of and connection with Early Career Researchers to foster future leaders and to bring fresh perspectives to the Programme.
14. Communicate how the WCRP Secretariat and leaders are reducing their environmental and carbon footprint and ways in which the wider community can do so
15. Improve the WCRP Newsletter – comments from survey
16. Create MS Powerpoint slides for researchers
17. Identify and publicize high-impact research
18. Encourage open access publication of WCRP community research and data
19. Develop a WCRP social media strategy



Recommendations are to:

- 20. Continue good relations with the WMO Press Office and develop a template for WCRP press releases
- 21. Prepare short, targeted newsletters to sponsors, national representatives/ contributors and potential funders to showcase WCRP science highlights

‘Blue sky targets’ for 2017-2020 are to:

- 22. Design and publicize a brochure on WCRP brand identity
- 23. Design and publicize a brochure on the WCRP Grand Challenges
- 24. Increase the frequency of the WCRP newsletter
- 25. Create exhibit material that provides an overview of WCRP science and how to become involved at strategically chosen conferences and meetings
- 26. Sponsor Early Career Researcher events at major conferences
- 27. Design and publish an annual ‘science highlights’ report, aimed at a general audience
- 28. Develop videos about WCRP to show what the Programme does and why it is important



Measure performance by:

- Analytics
- Repeat survey
- Feedback from JSC sessions and correspondence with WCRP community

Recommendations are to:

29. Conduct a follow up Communication Survey (around 2019)
30. Provide periodic (at least annual) evaluation reports based on website and social media analytics and other metrics