

## Recommendations for the WCRP Communication Plan 2019/2020

In 2019 the World Climate Research Programme (WCRP) will develop an Implementation Plan to operationalize the WCRP Strategic Plan 2019-2028. As part of this process, the development of a WCRP communication strategy/plan is proposed. This report recommends a basic process for developing a communication strategy/plan as part of the wider implementation roadmap.

### WCRP Communication Strategy 2017-2020

The [WCRP Communication Strategy 2017-2020](#) was finalized in 2017 and approved at the WCRP Joint Scientific Committee Session of the same year. The Plan provided information on the current state of internal and external WCRP communication, outlined the resources and budget and ways of measuring performance and provided ([see overview document](#)):

1. **Seven key messages**  
Outlines the key messages that WCRP communication seeks to convey to its audiences
2. **Six overarching objectives**  
The objectives of the strategy in terms of improving WCRP Communication.
3. **Four annual strategic themes**  
Annual themes that target WCRP's main priorities in terms of advancing its mission and increasing its international visibility.
4. **30 communication recommendations**  
Specific recommendations, including those for internal/external communication and a prioritization level.

The 2-page overview document is also attached at the end of this report. While some recommendations provided in the WCRP Communication Strategy 2017-2020 have been implemented, others have not — including the recommendation to use annual strategic themes to target external WCRP communication. The main barriers to implementation of these recommendations must be explored as part of the development of any new plan.

### The way forward for the WCRP Communication Plan 2019/2020

The WCRP Communication Plan 2019/2020 must be developed alongside and as part of the WCRP Implementation Plan process, beginning in 2019. The following set of procedures is recommended:

1. Undertake a performance review of the WCRP Communication Strategy 2017-2020, with a focus on achievements and barriers to implementation of the recommendations.
2. Develop a framework of communication messages, objectives and tools that will form part of the WCRP Implementation Plan with the aim to aid and promote the science strategies outlined in the WCRP Strategic Plan 2019-2028. This should be done as part of the WCRP Implementation Plan development process and may include a dedicated communication section in the WCRP Implementation Plan and/or a stand-alone, but associated, Communication Strategy/Plan.

It is envisioned that the WCRP Implementation Plan development process will begin in early 2019.