

KEY MESSAGES

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

ANNUAL STRATEGIC THEMES

- *2017 - Looking Ahead*
- *2018 - Showcasing WCRP Science*
- *2019 - Rising to the Challenge*
- *2020 - 40 Years of World Climate Research*

OVERARCHING OBJECTIVES

1. *Increase Programme visibility*
2. *Showcase WCRP science findings*
3. *Inform and engage the WCRP Community*
4. *Provide ways for those in the WCRP Community to communicate effectively*
5. *Focus on building strategic partnerships*
6. *Encourage current and future leadership in climate science*

COMMUNICATION VALUES

Accountability

Approachability

Bottom-up

Clarity



Consistency

Integration

Legitimacy

Transparency



COMMUNICATION RECOMMENDATIONS

1	<i>Provide a community-wide mailing list to give more targeted and regular updates.</i>
2	<i>Retain the annual JSC Session without significant reduction in its size or number of participants.</i>
3	<i>Set up informal WCRP meetings, over coffee or dinner, at the EGU General Assembly and AGU Fall Meeting, and other meetings as appropriate.</i>
4	<i>Maintain quarterly teleconference calls between WCRP leadership groups and provide a set of best practices for call hosting and participation and guides to call interfaces.</i>
5	<i>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.</i>
6	<i>Determine clearer and more streamlined policies and practices for how researchers can become involved in WCRP.</i>
7	<i>Expand the community resources pages on the WCRP website to include more information and resources for community members.</i>
8	<i>Plan and support WCRP events for community members, also aimed to draw in researchers external to WCRP, at major meetings, such as the EGU General Assembly and AGU Fall Meeting.</i>
9	<i>Implement an online portal for community members to collaborate and share information.</i>
10	<i>Ensure that the WCRP key messages are central in communication planning.</i>

11	<i>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.</i>
12	<i>Utilize the WCRP website to: Showcase WCRP Community data and products, improve access to WCRP publications, ensure optimal search engine results and page responsiveness.</i>
13	<i>Continue promotion of and connection with Early Career Researchers to foster future leaders and to bring fresh perspectives to the Programme.</i>
14	<i>Communicate how the WCRP Secretariat and leaders are reducing their environmental and carbon footprint and ways in which the wider community can also do so.</i>
15	<i>Improve the WCRP Newsletter taking into consideration comments in the WCRP Communication Survey (2017).</i>
16	<i>Create a MS Powerpoint slide (or a selection of slides) that can be used by researchers within the community to show where their research fits within the Programme.</i>
17	<i>Identify high-impact research areas where the WCRP community is currently making substantial and reportable progress and develop communication methods to allow timely reporting of important science findings to a wide audience to raise the visibility of the Programme.</i>
18	<i>Encourage open access publication of WCRP community research and data.</i>
19	<i>Develop a WCRP social media strategy.</i>

20	<i>Continue good relations with the WMO Press Office and development of a template for WCRP press releases.</i>
21	<i>Prepare short, targeted newsletters to sponsors, national representatives/ contributors and potential funders to showcase WCRP science highlights (twice annually to existing sponsors/contributors and as needed to potential funders).</i>
22	<i>Design and publicize a brochure on WCRP brand identity.</i>
23	<i>Design and publicize a brochure on the WCRP Grand Challenges.</i>
24	<i>Increase the frequency of the WCRP newsletter to monthly in order to deliver information in a more timely manner.</i>
25	<i>Create exhibit material that provides an overview of WCRP science and how to become involved at strategically chosen conferences and meetings.</i>
26	<i>Sponsor Early Career Researcher events at majors conferences.</i>
27	<i>Design and Publicize an annual ‘science highlights’ report, aimed at a general audience.</i>
28	<i>Develop videos about WCRP to show what the Programme does and why it is important.</i>
29	<i>Conduct a follow up Communication Survey (around 2019).</i>
30	<i>Provide periodic (at least annual) evaluation reports based on website and social media analytics and other metrics.</i>

