

## **Objectives/Motivations**

The WCRP communication and outreach strategy should promote two fundamental messages:

- WCRP fosters, stimulates, coordinates and adds essential value to international climate research.
- WCRP programmes have direct relevance to society.

## **Desired Outcomes**

- National and international funding sources recognize urgency to support climate research in general and WCRP's role as international coordination body
  - Advise international funding agencies in setting their climate research priorities and promote the development or continuation of national climate research agenda
  - Emphasize WCRP's essential partnership with Future Earth
- WCRP seen as vital, fresh and essential to partner organizations
- Recognition of the importance of fundamental / focused research for reliable climate information
- Increased attention to WCRP Grand Challenges
- Expanded climate research capacity from next generations of climate researchers
- WCRP scientists improve communications skills and build partnerships for public engagement about WCRP research

## **Messages**

- Grand Challenges: six major areas of scientific research, modeling, analysis and observations where targeted efforts will lead to significant progress and "actionable information"
- WCRP as a key contributor to UN assessment reports
- WCRP research enables climate services
- WCRP and Future Earth provide complimentary strengths to address planetary challenges
- WCRP represents a valued resource for the next generation of climate scientists
- WCRP as a leader in open access, international participation, and green research agenda.

## **Audiences**

- Managers/Directors of Funding Agencies and Organizations
- WCRP sponsors, international partner organizations and programmes
- Climate and environmental scientists, technical and scientific users of WCRP data and information products
- Climate communicators, advocates, leaders, information providers

- Young scientists and women
- Users of climate information in general

### **Activities (partial list)**

- Attractive colorful brochure with compelling messages/images to distribute at key events, share with partners, etc.
- International promotion of WCRP at key events/conferences through keynote speeches, side events, audio-visual products, communication partnerships, etc...
- WCRP presence at innovation fora
- Organization of international conferences (CLIVAR and CORDEX in 2016)
- Collaboration with WMO Communication team for media outreach, including press releases, press conferences, social media, and media contacts. Increase mention of WCRP in new media streams (blogs, youtube, twitter...)
- A completely overhauled website - [www.wcrp-climate.org](http://www.wcrp-climate.org). Improve integration with WCRP core projects websites, increase use of web-based tools for improving service to communities, making the website more useful and interactive (for educators for example)
- Publications: regular e-bulletins with internal news and advertisement of events. Outputs and outcomes of WCRP and affiliated workshops/conferences should be published in the open literature as much as possible
- Work with YESS on activities that promote WCRP among the young scientists
- Organize outreach and training activities in partnership with ICTP, START, APN, IAI etc.
- Demonstrate progress on a low-carbon approach to WCRP activities and climate research.