

WCRP Communication & Outreach Strategy

April 2015

.... a community wide effort

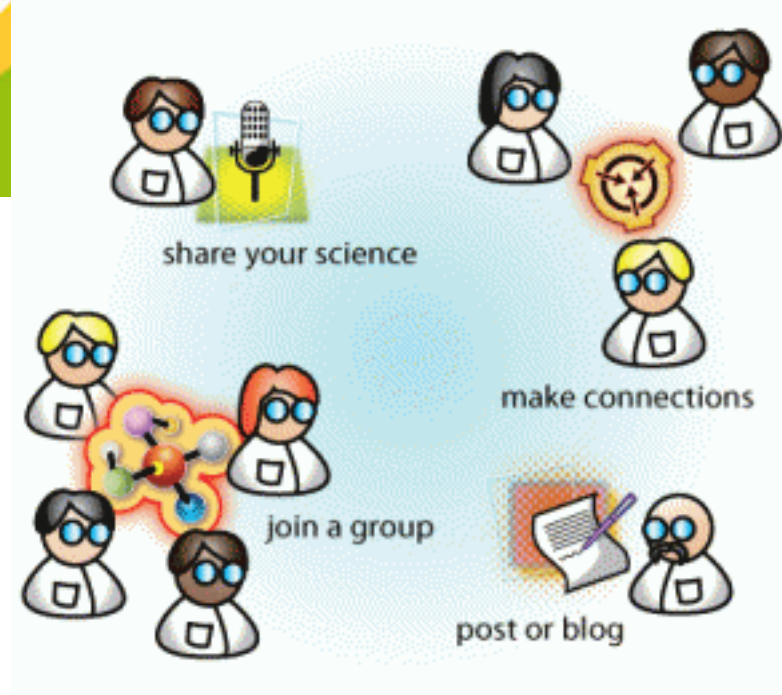
Further guidance from JSC and leadership are welcome



R. Boscolo @ JSC-36, Geneva 8th April 2015

What We Are and Do

- ➔ *WCRP is the sole worldwide network of scientists leading fundamental research in climate*
- ➔ *WCRP fosters, stimulates, coordinates and adds essential value to international climate research*
- ➔ *WCRP delivers information relevant to society*



Desired Outcomes

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- ➔ *Stimulate urgency to support climate research and WCRP 's coordination mechanism*
 - *Advocacy on funding agencies' priorities and plans*
 - *Essential Partnership with Future Earth*
 - ➔ *WCRP seen as vital, fresh and essential to partner organization*
 - ➔ *Recognition of importance of focused research for reliable information*
 - ➔ *Draw attention to Grand Challenges*
 - ➔ *Expand climate research capacity, entrain young scientists*
 - ➔ *Community engagement with media/public*



“Essential Value” Messages

- ➔ *Grand Challenges: targeted efforts to lead significant progress in climate research and “actionable information”*
- ➔ *WCRP a key contributor to UN assessment reports*
- ➔ *WCRP research enables climate services*
- ➔ *WCRP and Future Earth have complementary strengths to address planetary challenges*
- ➔ *WCRP is a valued resource for next generation of climate scientists*
- ➔ *WCRP 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*
- ➔ *Climate communicators, advocates, information providers*
- ➔ *Young scientists and women*
- ➔ *Users of climate information in general*





Specific Activities

- ➔ *WCRP Website: visually appealing, easy navigation, more informative and integrated, common look and feel*
- ➔ *New Attractive flyer with identified compelling examples, messages, images*
- ➔ *Promotion of WCRP at key events/conferences (AGU, EGU) with Keynote speeches, side events (incorporation of WCRP logo)*
- ➔ *Upcoming WCRP main conferences and workshops (CORDEX, CLIVAR)*
- ➔ *Media strategy in partnership with WMO: press releases/conferences, media contacts, social media, new media streams*



Specific Activities (cont'd)

- ➔ *Publications: regular e-bulletins, outputs of conferences/workshops in open literature as much as possible*
- ➔ *Promotion of WCRP among ECS in collaboration with YESS, APECS etc..*
- ➔ *Outreach and training activities in partnership with ICTP, START, APN, IAI etc...*
- ➔ *WCRP presence at innovation fora (TEDx etc...)*
- ➔ *Demonstrate progress on a low-carbon approach to WCRP activities and climate*

