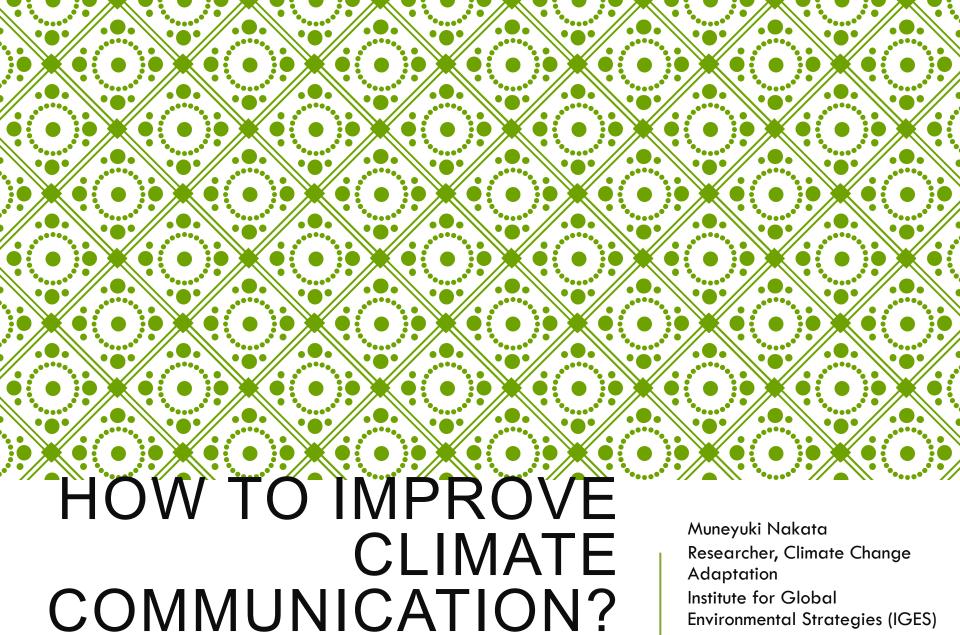
<Part II> Panel Discussion

Communication tool - 1 Videos

- (i) Scientific knowledge on IPCC (in Japanese)
- (ii) Report on Impacts of climate change and an action by private company (in English)
- (iii) 2050 weather forecast in Japan
- (iv) Report from WMO Workshop with Weather Presenters in Asia

Communication tool-2 Community-based, Tecnologies

- (i) Dr. Huq communication at community level
- (ii) Dr. Monthip, downscalling and impact assessment



IGES

Environmental Strategies (IGES) (nakata@iges.or.jp)

GOOD CLIMATE COMMUNICATION

Climate change CESSARSY!

subflimate science is complicated...

- How do we project future climate?
- Why there is a range for temperature projection?
- Is the GHG really a cause of warming?
- Are the climate change impacts certain?
- There might be some positive impacts?
- Climate politics is also complicated...
- Why negotiation takes so long? (Negotiators don't need to sleep?)
- Why draft texts get to GES
 How do they reach a Institute for Global

GOOD CLIMATE COMMUNICATION

NECESSARY! How/What could good

• communication contribute?

better adaptation actions (IPCC, 2014:

UNFCC(1, 2011: UNDP&UNEP&GEF,
e.g., Reduce victims from disaster

Decrease damages on

Delivering climate information is beneficial

but not simple ference}



IPCC, 2014, Climate Change 2014 Synthesis Report Fifth Assessment Report: http://ar5-syr.ipcc.ch/UNFCCC, 2011, http://unfccc.int/resource/docs/publications/pub_nwp_making_informed_adaptation_decisions.pdf
UNDP&UNEP&GEF, 2009 National Communications Support Programme: http://www.climate-services.org/wp-content/uploads/2015/05/ncsp2009_applying_climate_information.pdf

HOW TO COMMUNICATE?

A few examples from Japan

Public symposiums

Photo: IGES

- Messages from policy makers,

scientists and experts videos and photos

Visualized actions and exam

 Workshop between media and experts

- Interaction between scientists and media



Source: Ministry of the Environment, Japan

EXAMPLE OF GOOD COMMUNICATION Sperts and weather

"Workshop of Climate Change"

- More than 100 we at bero read sasters from Asia and Rock UNIC To Welithate Enange experts (including IPCC AR5 authors)



Results

- Good media coverage (3-4 TV programs)

- Sustainability of outreach





How is the Understanding Level

Countries? Difficulties for Climate Communication?