

<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, Technologies

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



HOW TO IMPROVE CLIMATE COMMUNICATION?

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GOOD CLIMATE COMMUNICATION

Climate change is not an easy
subject

NECESSARY!

Climate science is complicated...

WHY?


- 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 IGES?
 - How do they reach a decision?

GOOD CLIMATE COMMUNICATION

NECESSARY!

How/What could good

communication contribute?

- **Informed decision making** contributes better adaptation actions (IPCC, 2014: UNFCCC, 2011: UNDP&UNEP&GEF, 2009)  e.g., Reduce victims from disaster
Decrease damages on

agricultural production
Delivering climate information is **beneficial**
but not simple

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[Reference]

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
 - Messages from policy makers, scientists and experts

Photo:
IGES

- Websites, videos and photos
 - Visualized actions and examples

- Workshop between media and experts
 - Interaction between scientists and media



Source: Ministry of the Environment, Japan

EXAMPLE OF GOOD COMMUNICATION

- Workshop among climate experts and weather broadcasters
- “Workshop on communicating the science of Climate Change”
 - More than 10 weather broadcasters from Asia and Pacific (Tokyo, Nov 2015, organized by WMO supported by UNIC and UNIC Tokyo) & climate change experts (including IPCC AR5 authors)

Photo: UNIC



◆ Results

- Good media coverage (3-4 TV programs)
- Sustainability of outreach

• How is the Understanding Level

• Any Difficulties in Your Countries? for Climate Communication ?