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CHANGE RESEARCH
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Antigua, Guatemala, 20-21 June 2018
Agenda item 18a**

Report of the Directorate

Decision XXV/23: IAI long-term communication strategy and plan

1. This document has been prepared by the IAI Directorate.

Background

2. The Conference of the Parties (CoP), at its 25th meeting (Bogota, 2017), adopted Decision XXV/23 on *the IAI long-term communication strategy and plan*, which states:

The CoP directed the Directorate to draft a long-term communication strategy and plan. The document will be presented at the next CoP.

3. This Decision complements Decision XXV/28 on Augmenting science communication capacities of the IAI research projects by which

The CoP directed the Directorate to find ways to enhance the capacity of IAI research projects to communicate their results to stakeholders.

4. The IAI Science Policy Advisory Committee (SPAC), in its report to CoP-25 stated that a communication strategy should be developed¹.

5. In support of the above, the IAI Directorate has drafted a long-term Communication Strategy and Plan for the IAI for consideration by the Conference of the Parties. The Strategy is available as Annex 1 to this document.

¹ See: *IAI Science Policy Advisory Committee (SPAC) Report to the 25th Conference of the Parties, June, 2017* (http://www.iai.int/wp-content/uploads/SPAC_CoP25_2017.pdf)

6. A communication strategy describes the objectives of the organization, the goals in which those objectives can be accomplished, the audiences to whom the communication will be addressed, the tools and the timetable of how those objectives will be accomplished. It also includes an evaluation to measure and re-align possible results.

7. Communications is not a stand-alone product. It cuts across all operational activities of the IAI. Communications are an important part of the IAI's mission, essential to providing Parties, partners, relevant organizations, stakeholders and the general public with scientific information in a timely manner. Furthermore, communications should support the development of strategic partnerships to help shape the image of the organization through media outreach and management. With partners, communication activities should emphasize synergy and support implementation. The communication strategy should aim to implement practices that will identify the IAI as the preeminent science to policy regional intergovernmental organization. It should particularly highlight the leading role by the IAI in communicating science in the region with a view to achieving sustainability in the Americas.

8. A communication strategy that leads to strengthened engagement and visibility of the work and mission of the IAI is therefore directly linked to Decision XXV/24 on the *IAI long-term funding strategy*. Enhanced communication and promotion of IAI activities will attract visibility and interest in the work of the organization thereby maximizing the potential to attract new donors and new sources funding.

9. The main objectives of the communication strategy are to:

- a) Implement the objective of the IAI to *pursue the principles of scientific excellence, international cooperation, and the full and open exchange of scientific information, relevant to global change*²;
- b) Inform Parties, encourage support and promote collaboration among and between Parties, partners, academia, private sector and the public;
- c) Integrate and increase communication in all IAI-related activities to support the objective of the IAI.
- d) Enhance the visibility of the impact of IAI's work and objective through well-targeted communications and outreach.
- e) Contribute to communicating research-related information to provide input to Parties for the development of national, international and regional policies and activities;
- f) Contribute to the work programs related to the frameworks under multilateral environmental agreements and organizations;
- g) Improve visibility of the IAI with non-Parties and stakeholders; and
- h) Lead to strategic partnerships with like-minded organizations.

10. In order to achieve these goals, the IAI will:

- i) Take into account the work in support of intergovernmental agreements such as the Paris Agreement, the 2030 Agenda for Sustainable Development, and the New Urban Agenda and the Sendai Framework for Disaster Risk Reduction, among others;
- j) Promote co-design of scientific research where scientists work jointly with policy makers and stakeholders to design, implement and apply research that directly addresses relevant governance and policy challenges arising from global change;

² *Agreement Establishing the Inter-American Institute for Global Change Research*, Article II: Objectives.

- k) Provide project and other relevant and timely information to the Parties, including through the organization of side-events, science-policy fora, and workshops at meetings of the multilateral environmental framework agreements;
 - l) Provide information to Parties via notifications, information data sheets, website and social media, among other communication mechanisms;
 - m) Promote collaboration with various stakeholders, including partners, donor agencies and development banks, academia, private sector and constituent groups at various governmental levels;
 - n) Increase media presence, including through social media, through the development of strategic partnerships.
11. The objectives, goals, audience, tools and evaluation of the IAI communication strategy are identified in Annex 1 to this document. Enhanced science communication activities will lead to strengthened participation by Parties and stakeholders, greater interest in membership by non-Parties and increased fundraising opportunities through increased awareness of the IAI mission.

Current situation and point of departure

12. The IAI Directorate is currently supported by a staff of 9, which includes support staff, science, data and translation consultants and one intern³. The IAI does not have a staff member dedicated to the implementation of communication activities and associated tasks. Communication products, campaigns and activities have been associated with large events and with strategic partners, such as the Project Everyone Campaign during the adoption of the 2030 Agenda, the launch of the IAI Massive Online Course on the Impacts of Climate Change in Latin America⁴ following the adoption of the Paris Agreement and the innovative social media Science for Action campaign, during the UNFCCC COP-23.

13. This *IAI long-term communication strategy* builds on past and current outreach activities to further engage participation of Parties and partners and non-Parties to communicate the mission and work of the IAI.

14. The Directorate has focused some effort on designing novel approaches to communicating science. Besides the communication campaigns led in conjunction with Project Everyone and the Pvblic Foundation, regular communication efforts include sharing of IAI news through notifications to Parties, communicating IAI research on the website and social media, incorporating communication best practices and training in IAI professional development seminars and other capacity-building activities, and promoting discussions with investigators on best practices used by other organizations.

15. Document IAI/COP/26/16 on *Global Outreach and Cooperation* reports on activities organized to improve communications and visibility of the IAI with international and regional partners during the 2017-2018 inter-sessional period. Those include activities held at meetings of the United Nations Framework Convention on Climate Change (UNFCCC), Convention on Biological Diversity (CBD) and the High-Level Forum on Sustainable Development (HLPF), among others.

³ The IAI Directorate acknowledges the generous contribution by the Republic of Korea which made this internship possible.

⁴ See: <http://www.iai.int/corso-en-linea-cambio-climatico-en-america-latina/>

16. The IAI Directorate participated at the 48th session of the UNFCCC SBSTA meeting and its Tenth Meeting of the Research Dialogue (RD10) on 3 May 2018. The IAI presentations focused on the theme of science-policy action in South America.

17. The UNFCCC SBSTA in its recent session (SBSTA-48) and in document FCCC/SBSTA/2018/L.11⁵:

The SBSTA noted the urgency for enhanced science communication. It welcomed the work of the scientific community on science communication, including examples reported at RD10, to support action under the Paris Agreement, which included those by the IAI.

The SBSTA noted the importance of regional institutions and networks and the importance of providing and exchanging knowledge at the regional, national and local level. The SBSTA also noted that regional initiatives on science communication would be valuable, organized in close collaboration with regional research organizations and networks and other relevant stakeholders, subject to the availability of financial resources. It urged Parties to continue to engage with the scientific community.

The SBSTA encouraged Parties to support transdisciplinary research to enable engagement of the scientific community with the policy community and other relevant stakeholders and communities for informed actions under the Paris Agreement.

Science Communication

18. The Paris Agreement identifies the need for an effective and progressive response to the threat of climate change on the basis of the best available scientific knowledge. The UNFCCC SBSTA Research Dialogue, mandated by the UNFCCC COP, is a key modality for sharing up-to-date scientific information and Parties' needs to support science to policy processes under the Convention. The UNFCCC calls on Parties to promote and cooperate in research, systematic observation and the development of data archives, including through exchange of information and to support programs, networks and organizations and improve the capacities of developing countries. Implementation of research under the Convention and Paris Agreement is supported through cooperation with the IPCC, the World Climate Research Programme (WCRP) and the IAI, among other organizations.

19. Argentina, Brazil and Uruguay, through an official submission⁶ to the UNFCCC in response to a call for inputs on potential topics for the Research Dialogue in 2018, advised the UNFCCC Secretariat to consider efficient ways to communicate science, especially science with a regional focus through regional organizations, such as the IAI. Furthermore, they recommended that SBSTA-48 consider how to facilitate the communication of science to facilitate the implementation of international agreements.

20. In this submission, Argentina, Brazil and Uruguay also recommended to the UNFCCC Secretariat the organization of a science communication workshop to facilitate dialogue and improve communication in support of National Adaptation Plans (NAP) and also to increase the use of scientific results in policy-making by developing the capacity to communicate research

⁵ https://unfccc.int/sites/default/files/resource/l11_0.pdf?download

⁶ http://www4.unfccc.int/sites/SubmissionPortal/Documents/201802021137---Submission_Brazil_Research_Dialogue-%20jan_2018.mre.pdf

gaps and needs. To this end, the IAI Directorate is discussing with the UNFCCC Secretariat the possible organization of a joint science communication workshop in the region.

21. The IAI Directorate notes that Argentina, Brazil and Uruguay, in their submission acknowledged:

...the important role played by the IPCC and other scientific programs and intergovernmental organizations such as the Inter-American Institute for Global Change Research (IAI), to which our countries are members. Argentina, Brazil and Uruguay regard the IAI as having an important role in promoting multinational, interdisciplinary scientific research networks in the Americas, to guide political action in its member countries and note the active participation of the organization in past meetings of the Research Dialogue.

22. An additional step that the IAI has taken to increase its visibility and communicate its work to a general audience is to partner with SciDev.Net, one of the world's leading sources of reliable and authoritative news, views and analysis on science and technology for global development. The IAI was featured on two SciDev.Net articles⁷ in the month of March 2018. The article *Latin America's tropical dry forests fading away* reached a readership of 79,029 and the article *World's biodiversity lost faster than it recovers* reached a readership of 53,382 worldwide.

23. The IAI has also contracted the International Institute for Sustainable Development (IISD) and its Earth Negotiations Bulletin (ENB) to cover CoP-26 and prepare a summary report. The ENB has a long history covering the meetings of the major international framework processes and produces reports and meeting analysis with a high readership from Party delegates.

Outreach

24. The IAI Directorate partnered with the UN-backed global campaign "Project Everyone", led by filmmaker Richard Curtis, to draw attention to the 17 UN Sustainable Development Goals. Investigators taped 1-minute video messages using their mobile phones. The messages in English, Spanish and Portuguese were aimed to raise awareness of important issues under several of the SDGs. The rationale for IAI in joining Project Everyone was to engage the IAI community in a global outreach campaign to show that achievement of targets under the SDGs is dependent on science, and that global change science cannot be isolated from development.

25. The Directorate has focused its communication activities on having a consistent social media campaign on Twitter, Facebook and Instagram, among others. Social media metric analysis of the 5-day campaign led with the Pvblic Foundation⁸ at the UNFCCC COP-23 (Bonn, 2017) contained in document IAI/COP/26/Inf.4, illustrate the unparalleled reach of social media. The IAI launched the *Science for Action* social media campaign during the UNFCCC COP-23 with the Pvblic Foundation, as described in documents IAI/COP/26/16 and IAI/COP/26/Inf.4. Video interviews⁹ were conducted with a wide range of COP-23 participants on questions related to the communication of science.

⁷ <http://www.iai.int/tropical-dry-forests-in-the-region-are-dissapearing/> and <http://www.iai.int/tropical-dry-forests-under-a-1-5-degree-warmer-world/>

⁸ For more information on the Pvblic Foundation see: <https://www.pvblic.org/>

⁹ The video interviews are available at: <http://www.iai.int/make-your-voice-heard-cop-23/>

26. Social media posts have been planned and carried out on occasion in unison with partners such as the CBD, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) and Intergovernmental Panel on Climate Change (IPCC) among others, with a view to contribute to their work programs of relevance to the region and to illustrate how IAI research supports their work and contributes to actions and obligations adopted by Parties.

27. Communicating messages with like-minded organizations by coordinating use of social media through the amplification of messages from partners, drafting joint press releases and organizing joint side-events have proven to be an exceptionally successful outreach practice. An example of productive social media practice and how to raise the profile of the IAI to reach followers is found in the results of activities during the week of 5 March 2018, when the IAI logo was visible concurrently on the websites of the CBD, IPBES, UNFCCC and IPCC. Moreover, this information contained links to various posts from the IAI ranging from its Small Grants Program call for proposals and also the IPCC-47 and IPBES-6 related activities.

28. The IAI *professional development seminar on transdisciplinary approaches to integrating policy and science for sustainability*, held in Canada from 3 to 7 October 2017, included a module where participants from indigenous communities, energy and mining sectors, government/legislative, private sector and academia explored innovative ways to communicate science across sectors, borders, and cultures in order to face global challenges.

29. In an effort to initiate discussions on the role and importance of IAI investigators to communicate their research to a wider audience, the CRN3 Investigators meeting held in Cancun, Mexico, in December 2017, included presentations by Mr. Jonathan Lynn, Head of Communications and Media Relations of the IPCC, and Mr. Robert Spaul, Head of Communications of IPBES. They presented via video conference the challenges faced by their organizations on translating scientific results into information for use by policy makers. They also identified areas of possible collaboration between the IAI and their organizations, including input of IAI's scientific results to the IPCC and IPBES processes, participation in relevant meetings and better alignment of IAI scientific projects with national environmental frameworks.

30. One successful product designed to raise awareness of complex issues, is the IAI Massive Open Online Course (MOOC) on the Impacts of Climate Change in Latin America, which was developed in partnership with the University of Alberta, the CBD and UNFCCC Secretariats and the Latin American Development Bank (CAF) and counts with the participation of 21 recognized experts. It has 9000 registered participants since its launch at the UNFCCC COP-22 (Marrakech, 2016). This activity was developed to improve science communication in the region.

Recommendation:

31. The Conference of the Parties is invited to consider ways to further engage and support the IAI at events organized during United Nations multilateral environmental agreement meetings. Such support may be in the form of submissions and statements delivered during plenary aimed at highlighting the role and contributions of IAI Parties to those multilateral environmental agreements and the organization of joint side-events and exhibitions.

32. The IAI Conference of the Parties is invited to support a more active role for the IAI in science communication such as the organization of a science communication workshop as

suggested by Argentina, Brazil and Uruguay. This activity carried jointly with the UNFCCC Secretariat would focus on the provision of data and information to policy makers and the translation of scientific knowledge needed in the implementation of national, regional and international policies.

33. The Conference of the Parties is invited to consider adopting the draft decisions contained in Annex 2 to the present document.

Annex 1

IAI communication strategy and plan

Scope and purpose

1. The IAI communication strategy and plan is intended to be used as a flexible framework to guide public awareness activities and projects of the IAI Directorate to more effectively communicate the IAI's objective, mission and achievements. It should serve as a guide for the further development and articulation of specific strategies and action plans to be developed by the IAI Directorate jointly with Parties, stakeholders and other relevant actors.
2. More generally, the purpose of *IAI Communication Strategy and plan* is to guide the IAI Directorate, in collaboration with Parties and relevant stakeholders, in developing effective communications strategies that are targeted at the national, regional and international levels to advance the objective of the IAI and its programs and initiatives. It should also facilitate fund-raising activities by the IAI Directorate by increasing awareness of the IAI's achievements and programs.
3. In parallel to the Communications Strategy, an action plan is being developed with practical steps to implement the recommendations. Table 1 below identifies the desired results and proposed action for this Action Plan.

Goals

4. Communications efforts need to effectively engage the Parties, partners, current and past scientists involved in the IAI and funding agencies and mechanisms. It should also raise the interest of potential new donors and partners. Increased visibility and inclusion of the IAI in formal decisions adopted by multilateral environmental agreements is a first step in development of a framework to increase visibility and recognition of the importance of the IAI. Additionally, visibility in traditional media and in new social media is essential in providing the IAI with increased public awareness and recognition.
5. The mission of the IAI must be clearly linked to regional and international agendas for sustainable development, most notably the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals, and their relevance to the Americas. In demonstrating the relevance of global change research under different agendas, the emphasis should begin with an analysis of the core concerns held by Parties in meeting their obligations under this framework, their scientific needs and the communication of their respective activities and achievements.
6. The climate change agenda has particular importance in this Strategy. Efforts must be made to show the contributions of the IAI to the provision of information needed by policy makers working to implement policies to deal with the challenges posed by climate change. This includes the impacts of climate change at the national and regional level and gaps in scientific knowledge needed to address adaptation by Parties and non-Parties.
7. In this manner, enhanced activities should be implemented to increase awareness of how the IAI contributes to work under the United Nations and other organizations, development

banks and mechanisms, national agencies, non-governmental organizations and research centers. Food and water security and the public health agendas are additional strategic connections, among many others. Arguably, these strategic topical elements are to be linked to Party scientific priorities under the SDGs and other frameworks.

8. Communication also needs to engage non-traditional IAI potential partners such as the private sector, indigenous communities and relevant ministries with global change concerns. In engaging these potential new partners, the emphasis should be on the core issues of concern for these sectors where interdisciplinary research can contribute and where the IAI can play a role through the provision of scientific information and capacity-building, among other activities.

9. The private sector is an extremely important new target audience. The ability to engage the private sector through their corporate social responsibility channels and work on themes such as sustainable consumption are key in the development of effective partnerships and in the enhancement of increased public awareness of the importance of the IAI.

Core messaging: structure and elements of core messages

10. Communication of IAI science/research and capacity-building initiatives needs to be based on sound and excellent scientific information. In this regard, the partnership with the Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) and the Intergovernmental Platform on Climate Change (IPCC) is instrumental in the provision of needed information to reach a wide and diverse audience but with focus on IAI Parties.

11. The IAI will keep its Parties, partners and other stakeholders informed through the dissemination of official notifications to Parties, press releases (including joint press releases related to joint activities with partner organizations), up-to-date content on the IAI website and social media posts on Facebook, Instagram and Twitter that reflect scientific progress of the IAI funded networks. Given the limited staff and funding resources available to the IAI, having these messages amplified by partners and Parties is crucial in reaching the widest audience possible.

Branding

12. An important aspect of messaging is branding. Consistent, well-designed and attractive branding can significantly increase the impact of core messaging. The IAI is taking steps to re-design its website to make it more attractive, database friendly and easy to use, especially with hand-held devices. The new website will include as a service to users, a roster of scientists and experts that have contributed to the recognition of the IAI for its science and participated in IAI sponsored projects and activities.

13. Given the culturally diverse audiences of the IAI, where different regions of the Americas respond differently to particular messages, it is important to identify how to best link general communications to each specific region.

14. Likewise, while Parties are the primary focus, communication messages should be attractive to a general audience given the potential for public opinion to influence national, regional and international global change agendas.

Engaging Indigenous peoples and local communities

15. The IAI is making an effort to include participation of indigenous representatives in its activities. It is important to increase work with indigenous peoples and local communities (IPLCs) to integrate traditional knowledge, as appropriate and with the prior and informed consent of the indigenous peoples and local communities involved, into the scientific projects and activities of the IAI. In this regard, communication should seek to encourage indigenous peoples and local communities to celebrate, promote and communicate traditional knowledge related to global changes impacts at local, national, regional and global levels. Moreover including IPLCs in problem solving for global change issues will direct research towards relevant challenges faced by indigenous and local communities. In that regard, a short video clip sharing the view of Indigenous leader Benki Piyako Ashaninka, is available on the IAI's YouTube channel¹⁰.

Engaging the public and important stakeholder groups

16. Important ways to reach the public are through consultations, awareness campaigns and the media – radio, television and print forms, in particular. In this manner, the media should be seen as a multiplier and as a channel. The media seeks to produce content that will reach the public, and therefore any work to engage the media should assume this perspective. Media engagement should focus on a number of the segments of the media, such as those covering environmental policy, including SciDev.Net and media that focus on dissemination to a wider public.

17. Business is also an important segment. Fundraising and Communications should seek to engage business associations.

Social media and social networks

18. Social media are an important element of any communication strategy. Social media refers to websites and applications that enable users to create and share content or to participate in social networking. While social media applications vary across countries and regions, the most widespread platforms include Facebook, Twitter, Instagram, and YouTube. In recent years, social media and social networking have become extremely important tools for facilitating collective action. The IAI currently uses Twitter, Facebook and Instagram to share news and post content related to activities of the Directorate and research teams. The IAI social media channels are also used in collaboration with partners to amplify specific messages, activities under these platforms during IPBES-6 being a case in point. Social media platforms will be reviewed annually and new, relevant social media outlets will be considered on a case-by-case basis.

Events

19. Events represent important communications opportunities, where messages can be disseminated to a variety of audiences, in a setting which is usually media-rich and of interest to a variety of communities. Large international conferences such as the Conference of the Parties to the CBD, UNFCCC and the High-Level Political Forum (HLPF) among others, have typically been the focus of communications to date. Regional meetings, particularly those of the Organization of American States (OAS), and other regional organizations offer also potential for

¹⁰ See: <https://www.youtube.com/watch?v=frhGObo3riY&feature=youtu.be>

enhancing awareness of the IAI. These remain important opportunities to carry out the agenda, but they are not the only opportunities. Some of the meetings include the following:

- (a) Meetings of the Conference of the Parties to the CBD;
- (b) Meetings of the Conference of the Parties to the UNFCCC;
- (c) The annual sessions of the United Nations General Assembly, UN Summits and the HLPF;
- (d) Meetings of the Andean Community, Caribbean Community (CARICOM), OAS, among others; and,
- (e) Meetings of international and regional development banks and mechanisms such as the Inter-American Development Bank, the CAF and the Global Environment Facility.

20. All of these events should strive to have active participation from Parties who are encouraged to facilitate inter-ministerial transfer of information to amplify and disseminate IAI related information. Furthermore, Parties are encouraged to consider how the IAI can assist in the drafting of recommendations for facilitating dialogue under the multilateral environmental agreements where regional groupings often articulate and present a common vision.

Table 1. IAI Communication issues and proposed flexible action plan for the initial 5 years:

Issue	Desired result	Proposed action
Positioning	Enhanced recognition, coherence	Conduct an image-building campaign promoting IAI's achievements and contributions
Strategic messaging	Messages translating IAI research findings will inform, engage government officials at various levels.	Tailor-make communications messages with the intended audiences/impact in mind
	Innovative approaches to communicating science will improve the visibility of the IAI.	Use innovative, cost-effective approaches and products to deliver these messages (strategic media and other forms of partnerships, social media, web)
Creating creative, effective communication	Branding of the IAI with key partners will raise awareness of global change issues affecting people in the region.	Conduct image building campaigns (e.g. UNFCCC COP-23 Science for Action campaign)
Creating creative, effective communication	The IAI communication practices will attract partners and donors, improve visibility of the organization.	Align and structure outreach, web, publications and other comms activities to ensure coherence
	The IAI will be recognized for	

Issue	Desired result	Proposed action
<p>Relevance and newsworthiness</p>	<p>leading science comms practices that result in measureable impact in the region.</p> <p>Timely communication of research results related to current news.</p> <p>Each audience will rely on the IAI as a leading source of information.</p>	<p>Explore novel ways and identify cutting-edge practices and partners and applicability to key messages, products and activities.</p> <p>Develop a roster of media contacts and systematic pitch response to news articles where IAI past and current investigators may be able to comment.</p>
<p>Targeting key audiences</p>	<p>Communication products will be appealing to every audience, language and culture.</p> <p>Partners will seek assistance from the IAI when delivering communication products and activities.</p> <p>Government agencies will be more aware of the work of the IAI as a source of information and want to partner with the IAI for various activities (e.g. the Mexican government agency INECC has requested to have certification of the IAI MOOC to offer the course to its employees)</p>	<p>Consider the target audience in the early stage of planning initiatives and events, including how to engage them in co-designing strategies focusing on the potential for impact.</p> <p>For every product and activity, design specific strategies to target each key stakeholder.</p> <p>Consider each target group's information and language needs, adapt traditional and new communications tools accordingly.</p> <p>Create products and tools in partnership with partners to facilitate targeted engagement and dissemination of knowledge.</p> <p>Develop strategic cooperation with government agencies</p>

Issue	Desired result	Proposed action
<p>Create an effective communication culture in IAI</p>	<p>Effective strategic communication practices become an integral and rewarding part of the work.</p> <p>Be recognized for leading exciting, innovative and effective communication products that are useful, informative and effectively communicate the work and mandate of the IAI in the region.</p>	<p>Empower a well-positioned and well-funded communication and outreach organization to assist in the implementation of the communication strategy.</p> <p>Work with Parties to identify their needs from science communication</p> <p>Align all communication activities to ensure coherence.</p> <p>Develop science communication training, tools, webinars, podcasts, workshops with partners.</p> <p>Require competitive grant recipients to dedicate budget and staff towards communication products as part of each projects' work activities.</p>

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Annex 2

Draft decisions of the Conference of the Parties

Long-term communications strategy

Directed to the IAI Directorate

XXVI/xx. The IAI Directorate is instructed to adopt the *IAI Communication strategy and plan* to increase awareness of the IAI scientific agenda, the IAI capacity building program, and the activities related to provision of data and information to policy makers and other stakeholders.

XXVI/xx. The IAI Directorate is directed to support Parties in promoting synergies and to cooperate with multilateral environmental agreements and international organizations in the design and implementation science communication activities and projects.

XXVI/xx. The IAI Directorate is directed to organize with the UNFCCC and other strategic partners, regional science communication initiatives such as a workshop and other outreach activities subject to the availability of financial resources, to improve the provision of data and information to policy makers, and dissemination of scientific knowledge needed for the implementation of national, regional, and international policies in light of the Paris Agreement and other under multilateral environmental agreements.