

Subject to revision

Advance paper submitted to the
IPCC Expert Meeting on Communication Oslo, Norway, 9-10 February 2016

**Advance paper for IPCC Expert Meeting on Communications report
“Communication and Outreach on Climate Change”
Dr. Sc. Mercedes Andrade
UNAM, Mexico**

BACKGROUND

Climate Change Communication is a main topic in several sectors and levels in the world. So, particularly in the Mexico several forums (<https://www.youtube.com/watch?v=TTRVesy8ox0&list=PLXTOW99g3rnlMOR6ARkhONEthQxwvF3SR&index=59>) there is evidence to create more dissemination material on such topic (CLIMARED Workshops 2015 <http://www.pincc.unam.mx/rednacionaldecc/>). This material must to be concise, accessible and related to daily activities, so it is better understand it, in specifically for the Physics information (<https://www.youtube.com/watch?v=BZdz0sRHCDs>).

PROJECT

For this reason, at UNAM (National Autonomous University of Mexico), the Research Program on Climate Change (PINCC) has joined forces with the Science Outreach Center (DGDC) to create the project “Communication and Outreach on Climate Change” for this year 2016. The project goal is: “provide the basis to cover the scientific information gaps on the Climate Change topic through dissemination and communication products”.

The project phases are:

I.a) The diagnosis of the communications areas status in UNAM related to the topic and
I.b) Develop the methodology for the Climate Change communication and dissemination material.

II) To produce and spread the select material on Climate Change to the academic and general audience.

RESULTS (to the date 03/02/2016)

I.a) The diagnosis was carried out by the digital questionnaire (https://docs.google.com/forms/d/1Og0wmbdB7bn2ItP3FP4bSH1IjbNu5_6oA07PNsOC)

cF4/viewform) into University. The results are:

-18 participating areas, (Biology, Ecology, Atmosphere, Geology, Latin America and Caribbean Studies, Bachelors degree, Humanity Sciences, Technology and Application Science, International Cooperation, Education to Distance, Postgraduate). (10 women and 7 men, 1 omitted), (1 Doctor, 2 Masters, 10 Graduates and 5 do not specified).

- 3 know to the IPCC assessment reports, 2 know to the National Academic reports, 2 know to the governmental reports, 1 know to International Academic reports, 2 know to the journalist report, 7 none, 1 not specified.

- 3 of the 3 who know to the IPCC assessment reports: 1 use the Summary and Synthesis Reports and 2 use the Physical Science Basis Report.

-the issues related to the Climate Change topic that seemed more important to them are: Physics (4), Cities (4), Biodiversity (3), Economic (2), Social (1), Salud (1), Not specified (2).

-what would they like to know in detail on the Climate Change topic: Concepts (3), Evidences (2), the regional impacts (2), risk in general (2), the adaptation (2) and mitigation (2) measures, Physical studies methodologies (2), not specified (1), none answer (3).