

**Progress Report, Action #55/59**  
**2015-2017 Bilateral and Multilateral Actions,**  
**Circumpolar Action Plan:**  
**Conservation Strategy for the Polar Bear**



<b>Action</b>	Communications Plan & Communications Strategy for Promoting Polar Bear Conservation during a changing climate
<b>Title</b>	Communications Plan and Communications strategy for Climate Change
<b>Timeline</b>	2015-2025/2015-2017
<b>Description of Activity from 2017 Implementation Table</b>	<p>Action 55: The Range States Communications Working Group (Comms WG) will develop a communications plan for the Circumpolar Action Plan (CAP).</p> <p>Action 59: The Comms WG will create a report which strategically identifies appropriate messages regarding climate change threats to polar bear bears and the means to communicate these messages to the global audience.</p>
<b>Baseline Status</b>	Not developed.
<b>Planned Outputs</b>	<p>Action 55: A communications plan will be presented at the 2018 Range States Biennial Meeting of the Parties (MoP).</p> <p>Action 59: A circumpolar document describing a communications strategy to bring global focus on climate change threats to polar bears will be tabled at the 2018 Biennial MoP.</p>
<b>Modifications</b>	<p>Actions 55 and 59 were partially combined in an effort to have a communications plan which outlined, in one place, how the Range States would communicate about climate change and what steps would be taken for targeted outreach. As such, the communications plan has a column which identifies the climate change and the targeted outreach component of each communications activity. A separate document on suggested approaches for climate change communication will be developed as one of the communications plan actions, also serving to implement action 59. This document is currently under development by Norway. Work on this is expected to continue beyond the Meeting of the Parties in February 2018. Furthermore, efforts are underway to secure communications resources such as images and movies with explicit messages on climate change for potential use in communications with climate change content and shall continue as part of the implementation of the climate component of a range of actions in the communications plan. These efforts are intended to provide resources that will be accessible to and benefit all the joint communications and outreach work of the Range States.</p>
<b>Progress Report Date</b>	December 6, 2017

### **Progress Report on Activity**

Action 55: A draft communications plan was approved by the Range States Heads of Delegation (HoD) in late March 2017. The Comms WG was asked to make minor adjustments and recognize that this will be a living document which will change as activities are added and completed.

Action 59: The component of this action that has been rolled into the communications plan is completed and was approved with the communications plan by the HoD in late March 2017. The document with guidelines for communication on climate change is currently being drafted by Norway. Furthermore, an initiative has been taken by Norway to secure cooperation with a Norwegian nature film director in order to secure access to movie clips and potentially short educational movies on polar bears and the Arctic and climate change, which is intended to be accessible as a resource in Range States communications on climate change. Work on this component is expected to continue into the first half of 2018 as part of the implementation of the climate component of a range of actions in the communications plan.

### **Next Steps**

In the next 2-year action plan the communications plan will continue to be developed, updated and edited as new communication activities are planned and others are completed. Work on developing communications actions on climate change and securing communications resources for these efforts, as well as following through on the climate change components of the communications plan will continue throughout the coming two-year period, as well as the entire timespan of the CAP.