



# *Polar Bear Range State Circumpolar Action Plan*

*2023 – 2025 Implementation Plan*

## *Periodic Progress Report*

### **Objective: 2**

Communicate to the public, policy makers, and legislators around the world the importance of mitigating GHG emissions to polar bear conservation

**Objective Lead(s):** Lauren Schmuck (Canada)

**Reporting period(s):** October 2023 – July 2024 (periods 1-3)

## *List of Objective 2 Actions:*

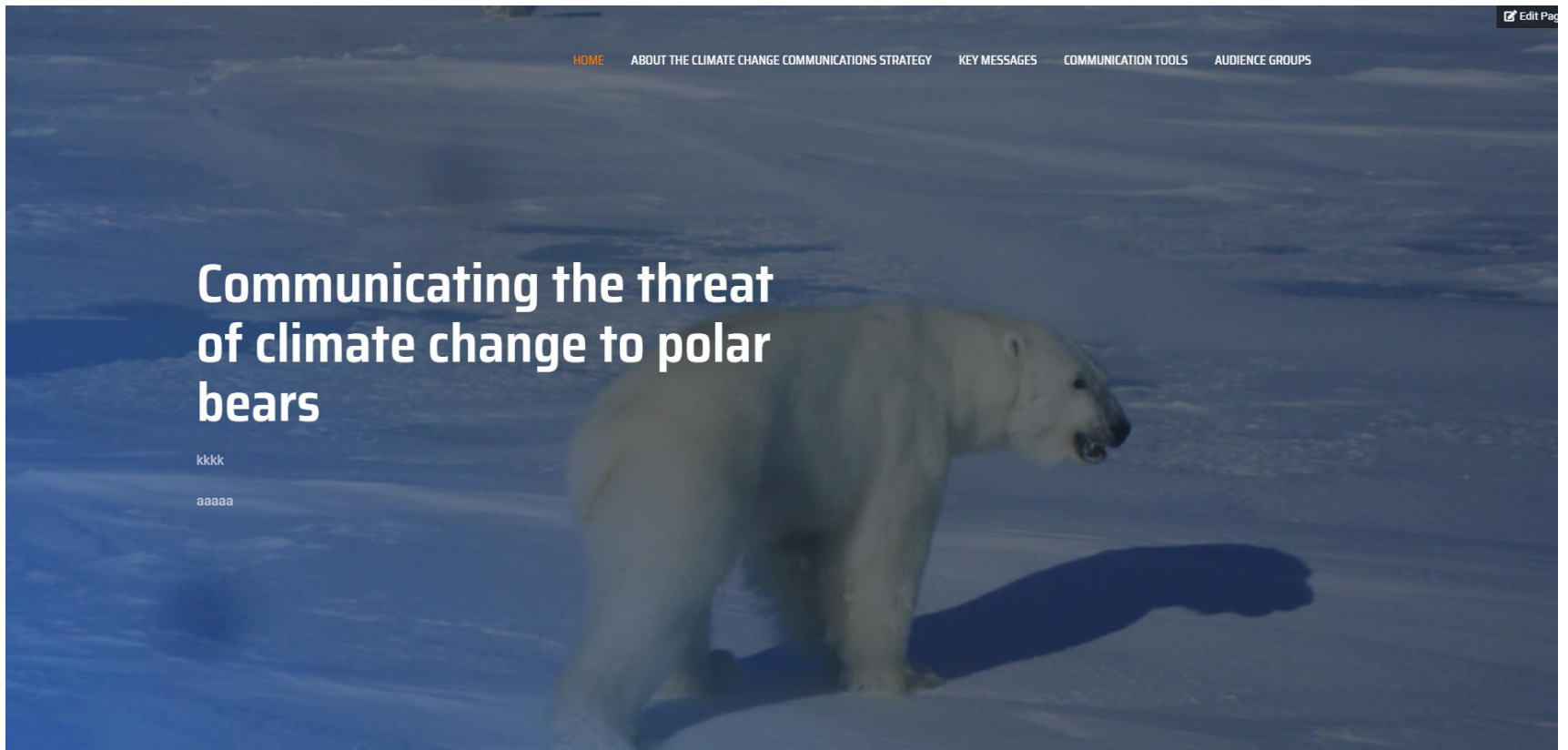
**Action CCC-A4:** *Post and maintain key information related to the Climate Change Communications Strategy on the Polar Bear Range States website.*

**Action CCC-A5:** *Enter into climate change communications partnerships with organizations that have targeted audiences and strong public reach*

**Action CCC-A6:** *Communicate key messages to the public.*

# Action CCC-A4

*Post and maintain key information related to the Climate Change Communications Strategy on the Polar Bear Range States website.*



# Action CCC-A4

## Deliverables and milestones

**Deliverable 1:** *Climate Change Communications webpage on the PBRs website: A webpage on the Polar Bear Range States website containing the five key messages of the Climate Change Communications Strategy. Each of the individual messages associated with the key messages are also listed.*

**Deliverable 2:** *Examples of polar bear conservation and management: Examples of polar bear conservation and management that pertain to each of the five key messages of the Climate Change Communications Strategy, and website links where they exist, are posted on the Polar Bear Range States website as they become available.*

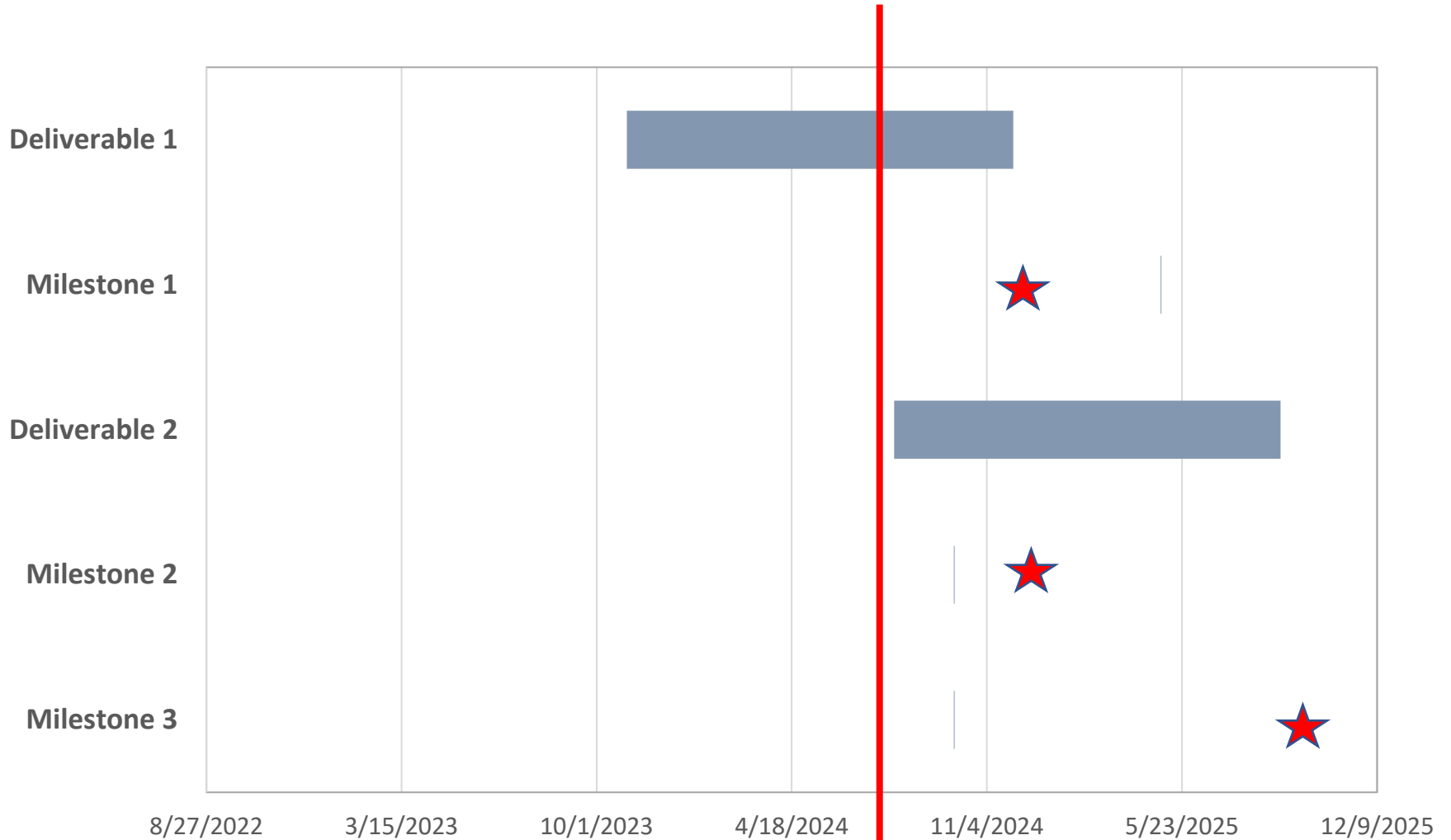
**Milestone 1:** *Basic website has been fully published: A webpage on the Polar Bear Range States website containing the five key messages of the Climate Change Communications Strategy has been published.*

**Milestone 2:** *Examples have been acquired and selected: Examples of polar bear conservation and management that pertain to the five key messages have been acquired and selected for sharing using different communication forums.*

**Milestone 3:** *Examples have been communicated: Stories/presentations with the selected examples of polar bear conservation and management pertaining to the five key messages are posted on the Polar Bear Range States website, and other communication forums.*

# Action CCC-A4

## Planned timeline



# Action CCC-A4

## Workplan

Periods	Executive summary of planned work in each two-period slot
1-2 Nov. 2023 - Apr. 2024	Draft Climate Change Communications website developed. Key and individual messages added.
3-4 May 2024 - Oct 2024	Additions and edits made to Climate Change Communications website.
5-6 Nov. 2024 - Apr. 2025	Climate Change Communications website published.
7-8 May 2025 - Oct 2025	Stories/presentations with examples of polar bear conservation and management pertaining to the five key messages added to the Climate Change Communications website, and other communication forums, such as the PBRS website.

## *Action CCC-A4*

### *Progress in Periods 1-3*

<b>Deliverable/Milestone:</b>	<b>Progress during reporting period:</b>	<b>Deviation from planned timeline</b>	<b>Expected progress in upcoming period(s)</b>
<p><b>D1:</b> Climate Change Communications webpage on the PBRs website: A webpage on the Polar Bear Range States website containing the five key messages of the Climate Change Communications Strategy. Each of the individual messages associated with the key messages are also listed.</p>	<p>Draft Climate Change Communications website developed, but not yet launched. Key and individual messages added.</p>		<p>Finalization and launching/publication of the website.</p>
<p><b>D2:</b> Examples of polar bear conservation and management: Examples of polar bear conservation and management that pertain to each of the five key messages of the Climate Change Communications Strategy, and website links where they exist, are posted on the Polar Bear Range States website as they become available.</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined. Members of the CCCWG will help brainstorm examples of polar bear conservation and management.</p>		<p>Work with CCCWG members to brainstorm examples of polar bear conservation and management that pertain to each of the five key messages of the Climate Change Communications Strategy.</p>

*Action CCC-A4*  
*Progress in Periods 1-3*

<b>Milestone:</b>	<b>Progress during reporting period:</b>	<b>Deviation from planned timeline</b>	<b>Expected progress in upcoming period(s)</b>
<p><b>M1:</b> Basic website has been fully published: A webpage on the Polar Bear Range States website containing the five key messages of the Climate Change Communications Strategy has been published.</p>	<p>Draft Climate Change Communications website developed, but not yet launched. Key and individual messages added.</p>		<p>Finalization and launching/publication of the website.</p>
<p><b>M2:</b> Examples have been acquired and selected: Examples of polar bear conservation and management that pertain to the five key messages have been acquired and selected for sharing using different communication forums.</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined. Members of the CCCWG will help brainstorm examples of polar bear conservation and management.</p>		<p>Work with CCCWG members to brainstorm examples of polar bear conservation and management that pertain to each of the five key messages of the Climate Change Communications Strategy.</p>
<p><b>M3:</b> Examples have been communicated: Stories/presentations with the selected examples of polar bear conservation and management pertaining to the five key messages are posted on the Polar Bear Range States website, and other communication forums.</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined. Members of the CCCWG will help brainstorm examples of stories and presentations.</p>		<p>Work with CCCWG members to brainstorm stories and presentations of polar bear conservation and management that pertain to each of the five key messages.</p>



# Action CCC-A5

*Enter into climate change communications partnerships with organizations that have targeted audiences and strong public reach*



# Action CCC-A5

## *Deliverables and milestones*

***Deliverable 1:*** A report detailing high-level overview of CCC partnership: A report detailing a high-level overview of the climate change communication partnerships that the Range States have entered with external organizations, and what those partnerships entail.

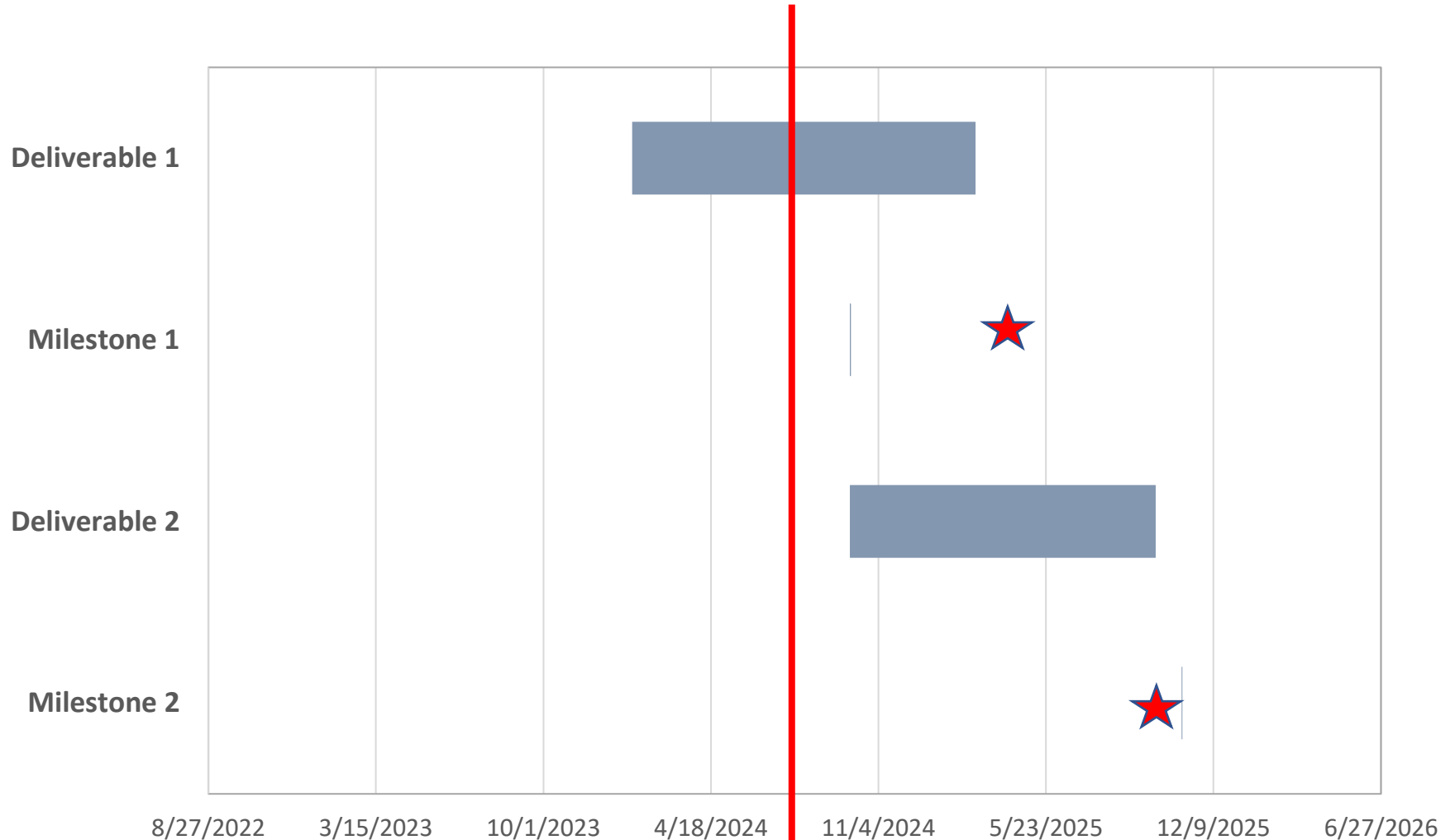
***Deliverable 2:*** An assessment of the partnerships and the activities: An assessment of the partnerships and the climate change communication activities carried out through them, considering their success and effectiveness in terms of strengthening the climate change communication efforts.

***Milestone 1:*** Report on partnerships been has presented to HoD: Report to be completed when partnership outreach is completed

***Milestone 2:*** Assessment of partnerships has been presented to HoD: Assessment to be written before Meeting of Parties in 2025

# Action CCC-A5

## Planned timeline



# Action CCC-A5

## Workplan

Periods	Executive summary of planned work in each two-period slot
1-2 Nov. 2023 - Apr. 2024	Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.
3-4 May 2024 - Oct 2024	<p>First meeting of the CCCWG during the CAP 2023 – 2025 period.</p> <p>Work on report detailing overview of partnership with organizations on the CCCWG has begun.</p> <p>Assessment of the partnerships and the climate change communication activities carried out through them has begun.</p>
5-6 Nov. 2024 - Apr. 2025	Report detailing overview of partnership with organizations on the CCCWG completed and presented to the HoDs.
7-8 May 2025 - Oct 2025	Assessment of the partnerships and the climate change communication activities carried out through them is completed and presented to the HoDs prior to the Meeting of the Parties.

# Action CCC-A5

## Progress in Periods 1-3

Deliverable:	Progress during reporting period:	Deviation from planned timeline	Expected progress in upcoming period(s)
<p><b>D1:</b> A report detailing high-level overview of CCC partnership: A report detailing a high-level overview of the climate change communication partnerships that the Range States have entered with external organizations, and what those partnerships entail.</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.</p>		<p>Meetings of the CCCWG have occurred. Work on the report will begin in late summer/early fall 2024, and will be completed in spring 2025.</p>
<p><b>D2:</b> An assessment of the partnerships and the activities: An assessment of the partnership and the climate change communication activities carried out through them, considering their success and effectiveness in terms of strengthening the climate change communication efforts.</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.</p>		<p>Meetings of the CCCWG have occurred. Work on the assessment will begin in late summer/early fall 2024, and will be completed prior to the Meeting of the Parties.</p>

# Action CCC-A5

## Progress in Periods 1-3

Milestone:	Progress during reporting period:	Deviation from planned timeline	Expected progress in upcoming period(s)
<p><b>M1:</b> Report on partnerships been has presented to HoD: Report to be completed when partnership outreach is completed</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.</p>		<p>Meetings of the CCCWG have occurred. Work on the report will begin in late summer/early fall 2024, and the completed report will be presented to the HoDs in spring 2025.</p>
<p><b>M2:</b> Assessment of partnerships has been presented to HoD: Assessment to be written before Meeting of Parties</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.</p>		<p>Meetings of the CCCWG have occurred. Work on the assessment will begin in late summer/early fall 2024, and the completed assessment will be presented to the HoDs prior to the Meeting of the Parties.</p>

# Action CCC-A6

## *Communicate key messages to the public*

1. Human-caused GHG emissions cause the biggest threat to polar bears and must be reduced
2. Polar bear habitats and behavior are changing due to climate change
3. The impact of climate change on polar bears is affecting humans living in the Arctic
4. Climate change is interacting with other threats in the Arctic
5. Essential habitat needs to be identified and protected

# Action CCC-A6

## *Deliverables and milestones*

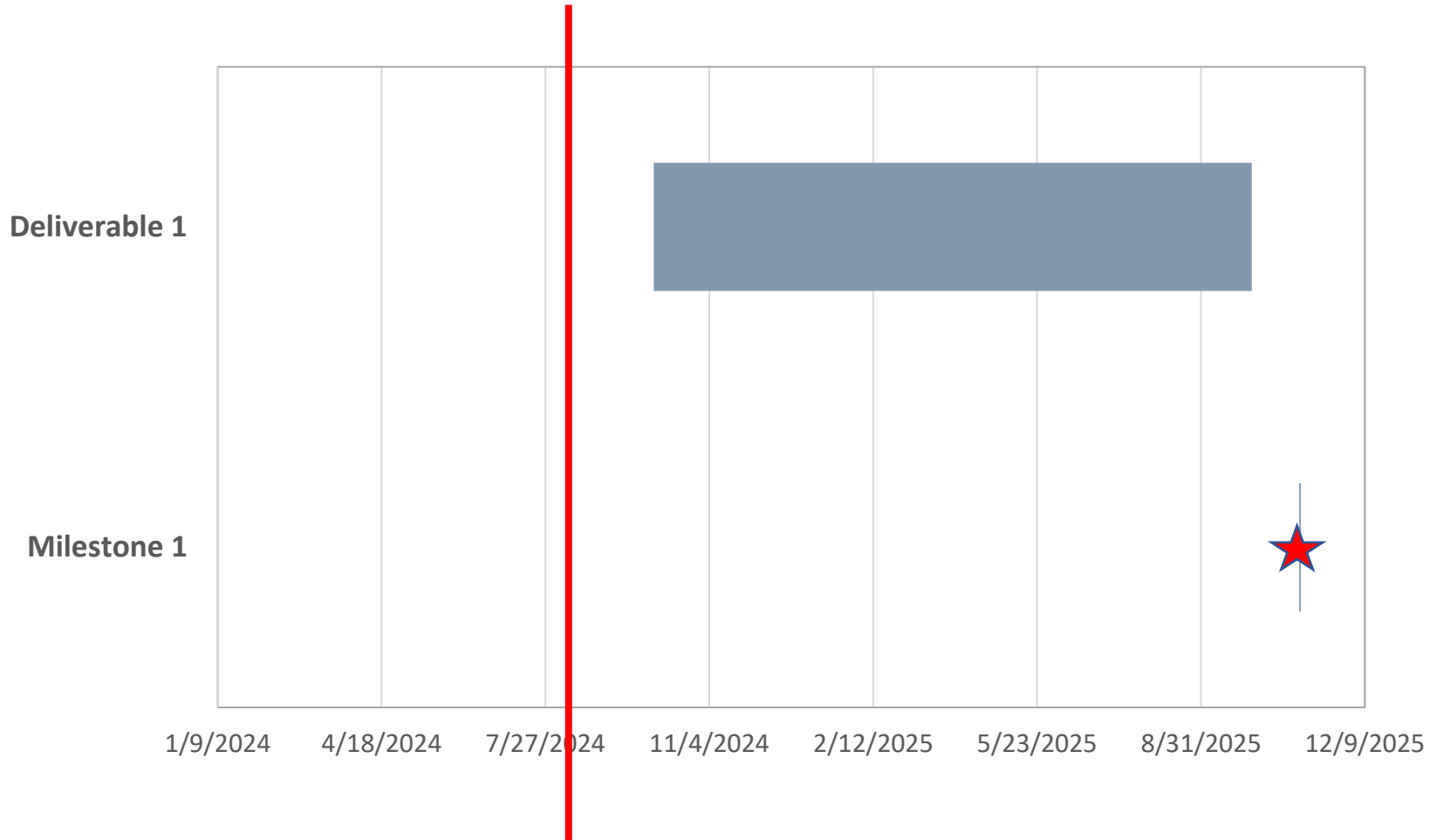
***Deliverable 1:*** *A report detailing the events, conferences, special days, and other opportunities: A report detailing the events, conferences, special days, and other opportunities during which the five key messages of the Climate Change Communications Strategy were shared, and a list of which specific messages were shared.*

***Milestone 1:*** *Communications report has been presented to HoD: Report on the events, conferences, special days, and other opportunities where comms on the five key messages were shared.*



# Action CCC-A6

## Planned timeline



# Action CCC-A6

## Workplan

Periods	Executive summary of planned work in each two-period slot
1-2 Nov. 2023 - Apr. 2024	Key messages presented to international audience during Meeting of the Parties on October 30 – November 2, 2023. Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.
3-4 May 2024 - Oct 2024	First meeting of the CCCWG during the CAP 2023 – 2025 period. Work has begun on report detailing the events, conferences, special days, and other opportunities during which the five key messages were shared.
5-6 Nov. 2024 - Apr. 2025	Work continues on report detailing the events, conferences, special days, and other opportunities during which the five key messages were shared.
7-8 May 2025 - Oct 2025	Report is finalized and presented to the Heads of Delegation prior to the Meeting of the Parties.

## *Action CCC-A6*

### *Progress in Periods 1-3*

<b>Deliverable/ Milestone:</b>	<b>Progress during reporting period:</b>	<b>Deviation from planned timeline</b>	<b>Expected progress in upcoming period(s)</b>
<p><b>D1:</b> A report detailing the events, conferences, special days, and other opportunities: A report detailing the events, conferences, special days, and other opportunities during which the five key messages of the Climate Change Communications Strategy were shared, and a list of which specific messages were shared.</p>	<p>Key messages presented during MoP on October 30 – November 2, 2023. Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.</p>		<p>Meetings of the CCCWG have occurred.</p> <p>Work on the report will begin in fall 2024, and will be completed in fall 2025.</p>
<p><b>M1:</b> Communications report has been presented to HoD: Reporting the events, conferences, special days, and other opportunities where comms on the five key messages were shared will happen annually after Q2</p>	<p>Membership of the Climate Change Communications Working Group (CCCWG) for the CAP 2023 – 2025 period has been determined.</p>		<p>Meetings of the CCCWG have occurred. The finalized report will be presented to the HoDs in fall 2025, prior to the Meeting of the Parties.</p>