

***Polar Bear Range State Circumpolar Action Plan
2020 – 2023 Implementation Plan***



Objective's Actions 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): Norway (Andreas Schei) and Canada (Lauren Schmuck)

Reporting period(s): P3 & P4



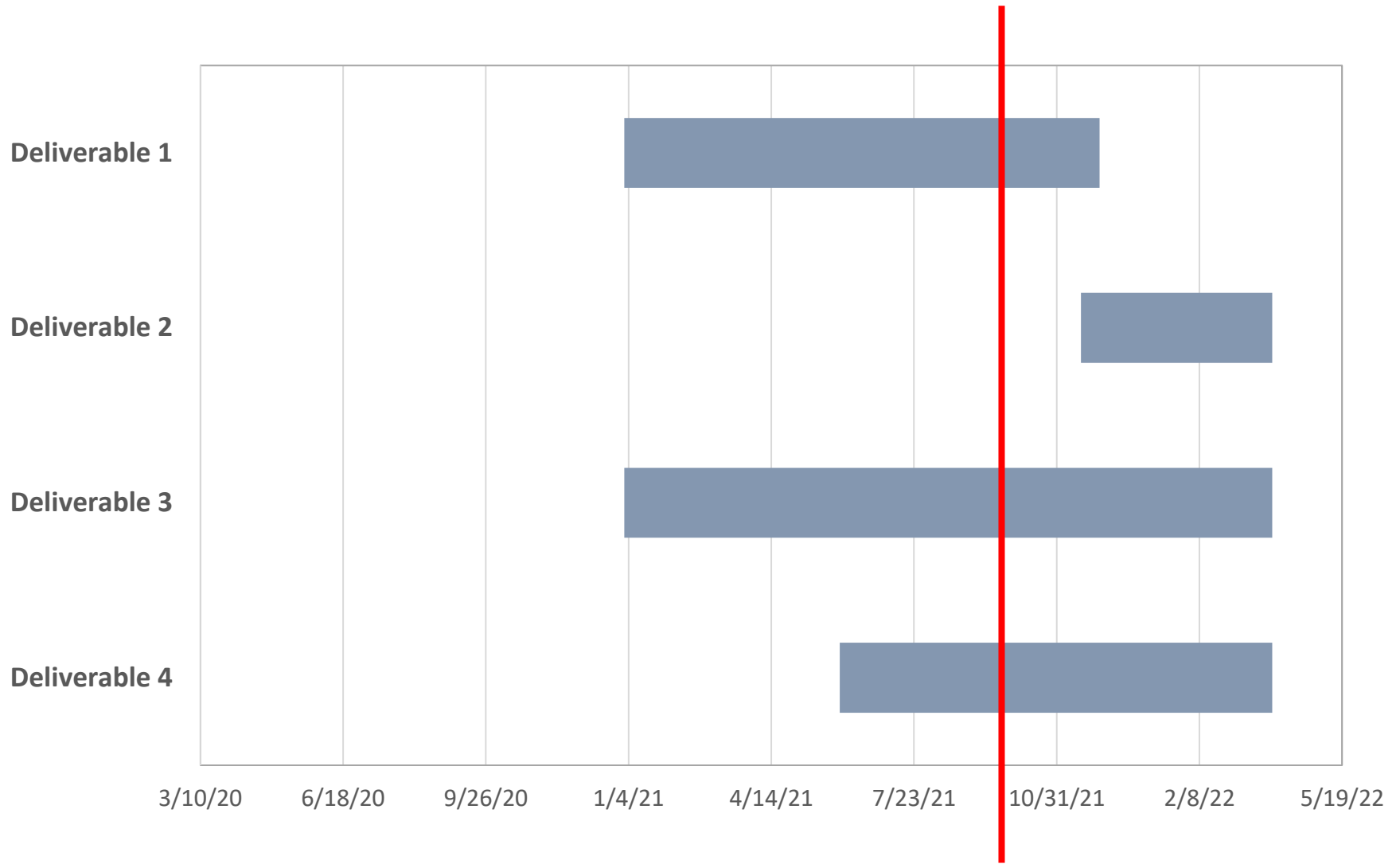
List of Objective 2 Actions

- **Action CCC-A2:** *Develop a climate change communications plan that outlines key messages (e.g., how climate change effects vary among subpopulations on both temporal and spatial scales, impacts to prey and denning habitat) regarding the threat to the Arctic and to polar bears from climate change and the need for the global community to reduce GHG emissions*
- **Action CCC-A3:** *Identify strategic communications opportunities for the Range States to provide information regarding the threat to the Arctic and to polar bears from climate change and the need for the global community to reduce GHG emissions*
- **Action CCC-A5:** *Enter into climate change communications partnerships with organizations that have targeted audiences and strong public reach*

Action CCC – A2 – Develop a climate change communications plan

Deliverable:	Planned timeline:	Actual progress during P3-P4:
<p>D1. Climate change communications plan that outlines i) key messages regarding the threats to the Arctic and polar bears from climate change and the need for the global community to reduce GHG emission, ii) how the messages will be delivered and iii) how the message will target different audience groups.</p>	<p>100% completion of D1 during P3 & P4</p>	<p>Behind (i.e. 70% complete)</p>
<p>D2. Finalized and/or developed drafts of communications products from a face to face meeting based on the outlines in D1.</p>	<p>100% completion of D2 during P3 & P4</p>	<p>Behind (i.e. 0% complete)</p>
<p>D3. Action plan listing defined communications activities and the responsible Partner organization, based on D1, D2, CCC-A3, CCC-A5, and EH-A7.</p>	<p>100% completion of D3 during P3 & P4</p>	<p>Behind (i.e. 40% complete)</p>
<p>D4. Recommendations on procedure for implementation of the climate change communication plan, monitoring and evaluation of its progress and impact.</p>	<p>100% completion of D4 during P3 & P4</p>	<p>Behind (i.e. 10% complete)</p>

Planned timeline – CCC-A2



Action CCC – A2

Develop a climate change communications plan

Milestone:	Planned timeline:	Actual progress during P3-P4:
M1-3. <i>Previous milestones</i>		Completed during P1 & P2
M4. Virtual workshop to finalize products	100% completion of M4 during P3 & P4	Postponed until November 2021
M5. Work products (D2), Action plan (D3) and recommendations (D4) presented to HoD	100% completion of M5 during P3 & P4	Will be finalized after workshop

Action CCC – A2

Develop a climate change communications plan

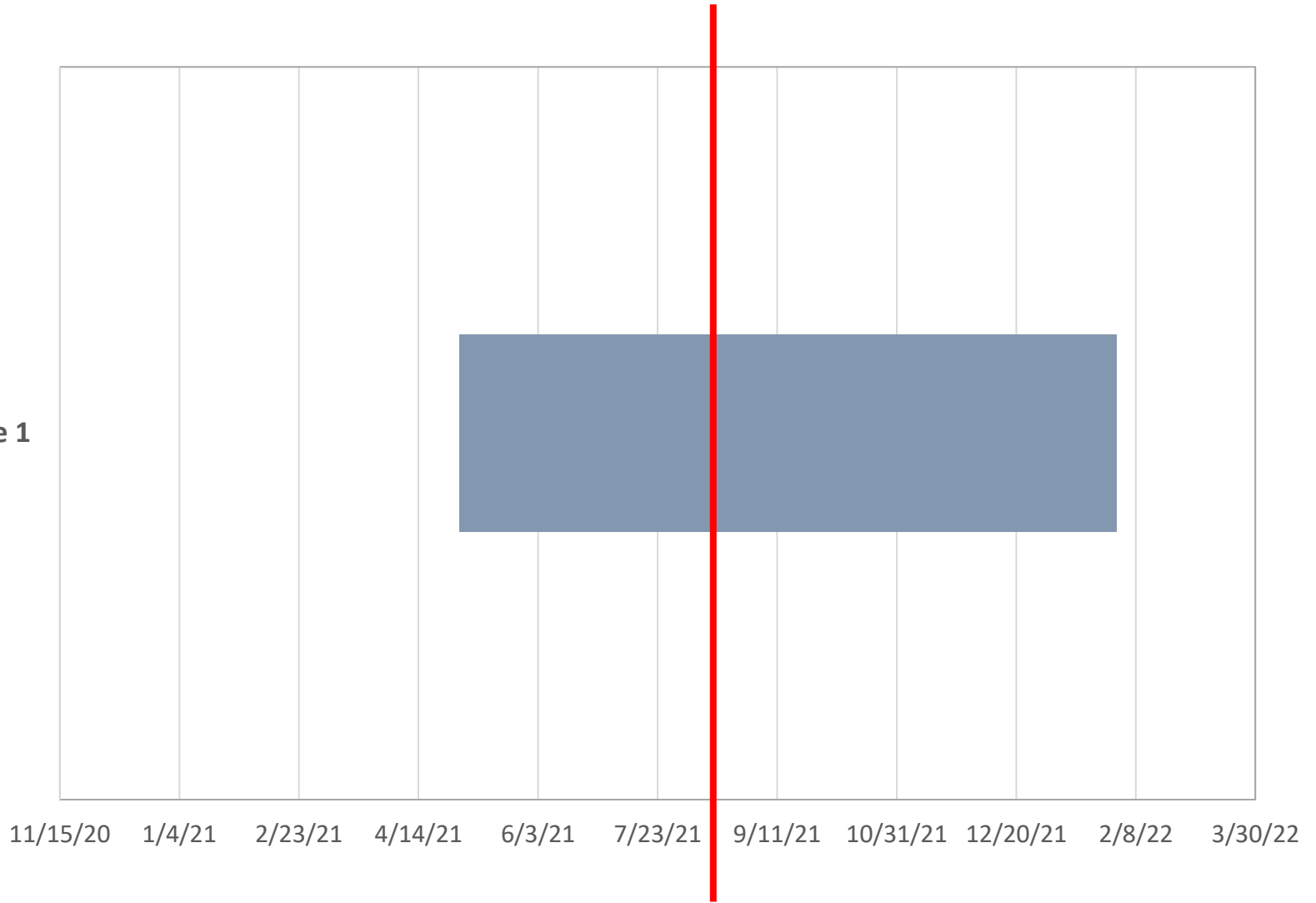
- *Deviation(s) from planned timeline:*
 - *Workshop postponed twice. Postponements required to enable adequate time for CCCOT to prepare, and to ensure sufficient time to secure contract with communications professional with funds provided by Canada. **Workshop set for November, 2021.***
 - *Anticipate completion of remaining deliverables and milestones for Actions CCC-A2, CCC-A2 and CCC-A3 after the workshop is complete.*
 - *The need for this extension was anticipated in May 2021 when the P1 – P2 progress was reported to HoDs.*
- *Expected progress in upcoming period(s)*
 - *Workshop will occur in P5.*
 - *Deliverables and milestones anticipated for completion during P5-6 (October 2021 – March 2022).*

Action CCC – A3: Identify strategic communications opportunities

Deliverable:	Planned timeline:	Actual progress during P3 & P4:	Deviation from planned timeline:	Expected progress in upcoming periods:
<p>D1. A list of strategic communication opportunities for the Range States to share the products developed through action CCC-A2. This would include key opportunities to communicate with each target audience and suggestions for suitable messages.</p>	<p>100% completion of D1 during P3 & P4</p>	<p>50% complete</p>	<p>Behind</p>	<p>Planned to be completed during P5-6</p>

Planned timeline – CCC-A3

Deliverable 1



Action CCC – A3: Identify strategic communications opportunities

Milestone:	Planned timeline:	Actual progress during P3 & P4:	Deviation from planned timeline:
M1. Initiation of Climate Change Communications Working Group meetings	100% completion of M1 during P1 & P2	Completed	None
M2. Virtual workshop to finalize products	100% completion during P3 & P4	Not completed	Behind, expected to be completed in P5
M3. List of strategic communication opportunities (D1) presented to HoD	100% completion during P3 & P4	Not completed	Behind, expected to be completed in P5-6

Action CCC – A3

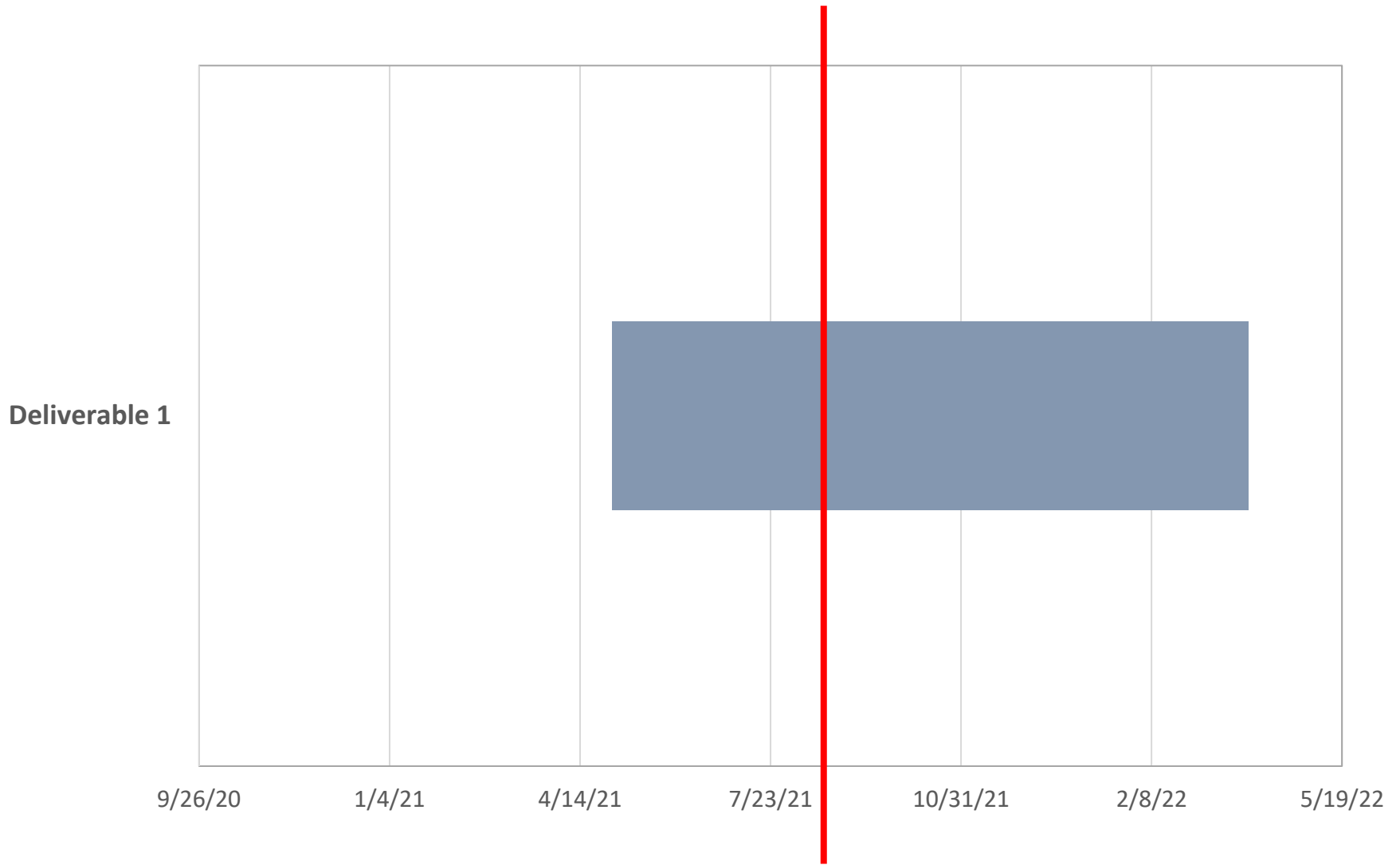
Identify strategic communications opportunities

- *Deviation(s) from planned timeline:*
 - *Some communications opportunities were identified during the meetings of the CCCWG from January – June 2021. The full list of opportunities is intended to be developed during (or slightly after) the workshop, which has been postponed to November 2021.*
- *Expected progress in upcoming period(s):*
 - *Workshop will occur in P5.*
 - *Deliverable is anticipated for completion during P5-6 (October 2021 – March 2022).*

Action CCC – A5: Enter into climate change communications partnerships

Deliverable/Milestone:	Planned timeline:	Actual progress during P3 & P4:	Deviation from planned timeline:	Expected progress in upcoming periods:
D1: Partner organizations will have provided input on how best to convey the messages developed by Range States and PBSG through the work of the CCCWG.	100% completion of D1 during P3 & P4	70%	Behind	Expected to be completed in P5
M1. External participants identified and approved by HoD	100% completion during P3-4	Completed	None	Already complete
M2. Initiation of Climate Change Communications Working Group meetings	100% completion during P3-4	Completed	None	Already complete
M3. Work products, Action plan and recommendations presented to HoD	100% completion during P3-4	Not completed	Behind	Expected to be completed in P5-6

Planned timeline – CCC-A5



Action CCC – A5

Enter into climate change communications partnerships

- *Deviation(s) from planned timeline:*
 - *Partnerships have begun to form as various organizations (external to the PBRS) are represented on the CCCWG. After the final workshop of the CCCWG (which has been postponed to November 2021), the Climate Change Communications Plan will be finalized, and the PBRS will initiate more formal climate change communications partnerships with organizations that have targeted audiences and strong public reach.*
- *Expected progress in upcoming period(s):*
 - *Workshop will occur in P5.*
 - *Deliverable is anticipated for completion during P5-6 (October 2021 – March 2022).*

Request of support for CCC-A2, CCC-A3 and/or CCC-A5 in upcoming period(s):

None requested at this time

Request for amendment of CCC-A2, CCC-A3 and CCC-A5 Action Plan:

No amendments requested at this time

Request of amendment of Objective 2 Plan:

No amendments requested at this time

Process to date

- Six web conferences from January-June
- Good discussions throughout on both overarching principles and specific content
- Content and structure of a climate communications plan gradually drafted and reviewed

Input received from Working Group members

- Subgroup on Indigenous perspectives
 - Statement on Indigenous perspectives on climate messages
 - Specific input on messages and tactics
- Communications experts subgroup
 - How-to and know-how on creating a comms plan
 - Draft strategies with different levels of effort and impact
- Scientists
 - Preliminary scientific review of content and messages

Main content of draft plan

- A. Background & purpose
- B. Communications framework
- C. Communications plan
- D. Key messages
- E. Resources
- F. Implementation

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- A. Background & purpose
- B. Communications framework**
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B. Communications framework

Target audiences

1. Policy makers/decision makers
2. General public
3. Local communities

C. Communications plan

Communications approach options

1. First steps (low effort, low impact)
2. Next steps (more effort, more impact)
3. Public presence (high effort, high impact)
4. Policy impact (high effort, high impact)

D. Key messages

1. GHG emissions cause the biggest threat to polar bears and must be reduced
2. Polar bear habitats are changing due to climate change
3. The impacts of climate change on polar bears are affecting Arctic lives
4. Climate change is interacting with other threats in the Arctic
5. Essential habitat need to be identified and protected

Next steps

- Range States input to consolidated draft (Sep/Oct)
- CCCWG Workshop November 18-19
 - Save the date sent out
 - Canada in process with contractor to:
 - Organize and lead productive workshop
 - Ensure perspectives of full WG
 - Produce final draft of CC comms plan for PBRS consideration