

# Strategic communications and engagement: the missing link to use of climate and disaster risk information?

*Case Study on SPC's support and work alongside Pacific Countries  
at the International Court of Justice Advisory Opinion on State  
Obligations in Respect to Climate Change*

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# Objectives of this session

- *Outline the methodology and process of strategic communications and engagement in intentional ways*
- *Emphasise the value of upfront investment in strategic communications – it is not a press release*
- *Understand the importance of different information for different audiences and the need for integrated science*

**Strategic Communications is intentional and planned**



**Visual representation is proven to support decision-makers to engage with critical information**



# Visual Translation helps cut through the noise



Comprehension can increase by 35% using visual representation

Statistics show visual representation, particularly of scientific information, increase the comprehension of information by more than 35% in comparison to written or report-based information

# Strategic Communications is intentional and planned



**35,000** decisions each

Studies show we make more than 35,000 decisions each day as individuals.

day  
Finding ways to cut through the noise is important.

Climate change misunderstanding is a failure of connection.

**“Failure to communicate clearly to the public is hurting climate-change action”**

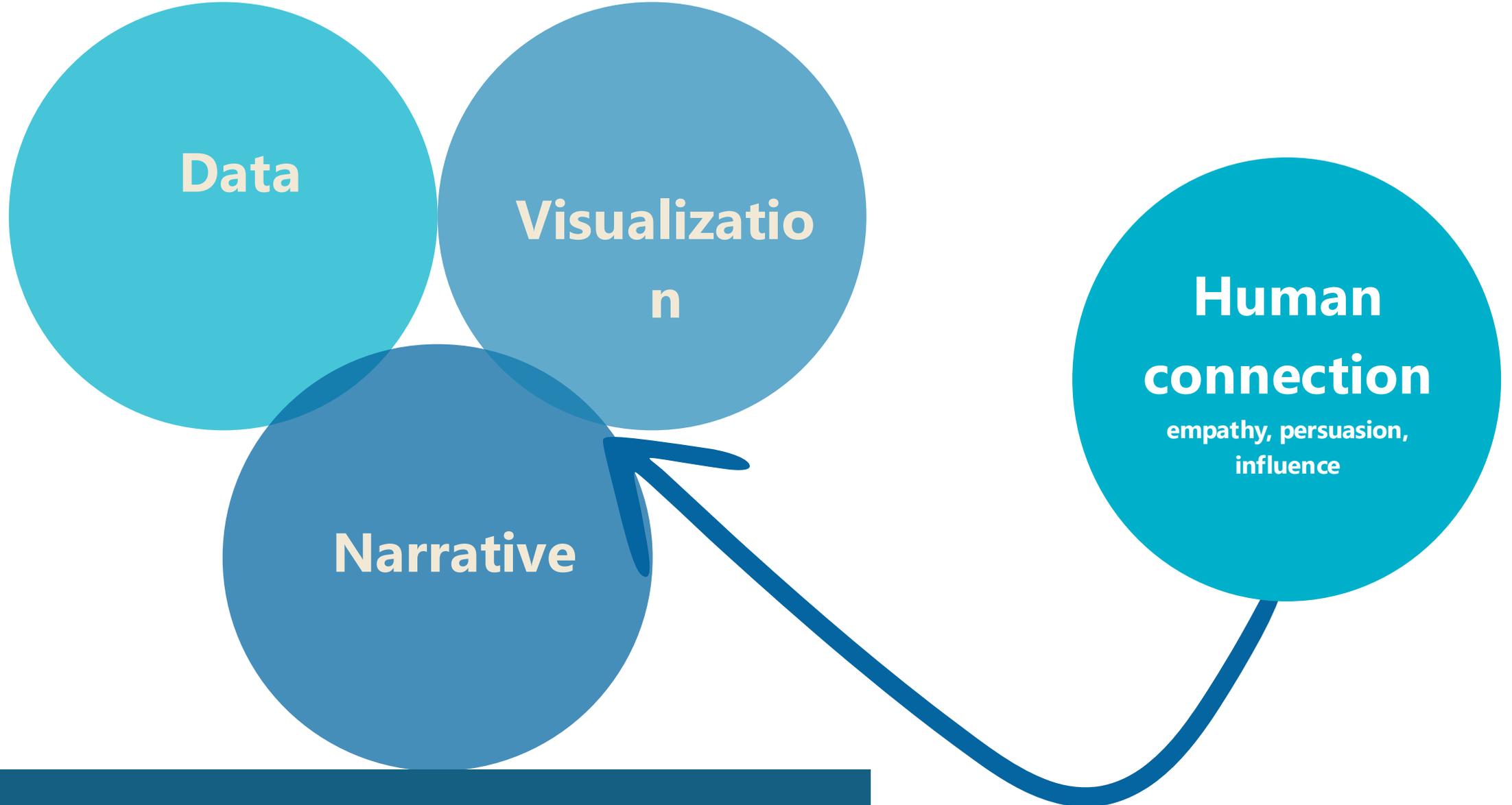




# Methodology and value

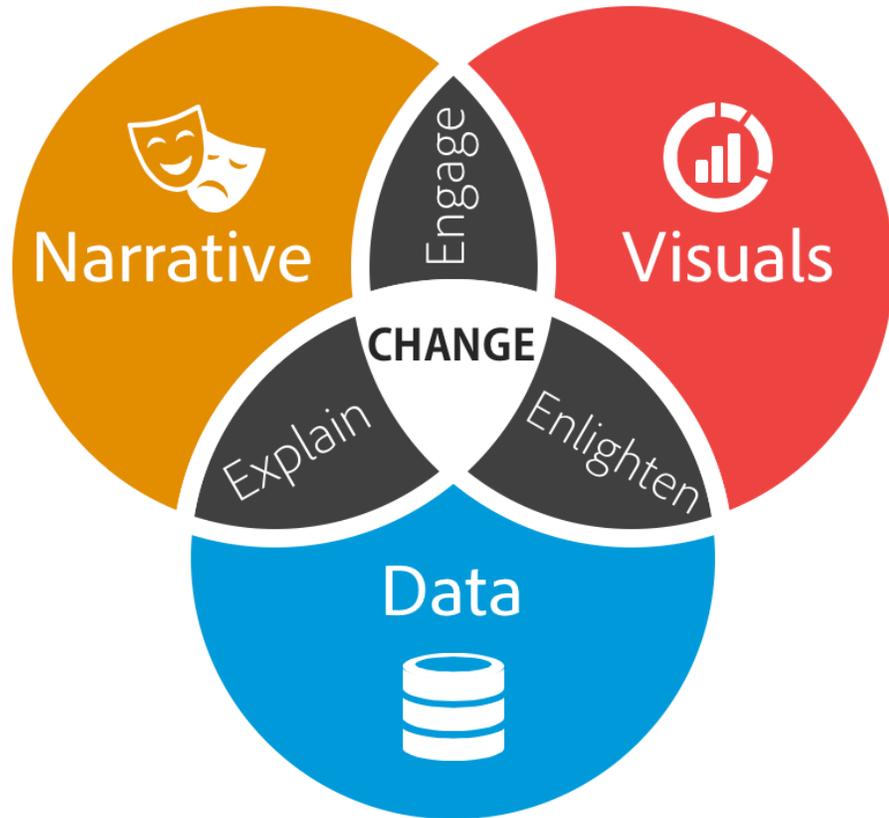


# Storytelling anchored in argument



**Legal basis & evidence**

# Methodology and value



- *Neuroscientists have confirmed **decisions are often based on emotion, not logic***
- *Stanford study found “**63% [of decision makers surveyed] could remember stories, but only 5% could remember a single static**”.*

# Science to tangible



**PREP II - Portal**

This app was built as part of Pacific Resilience Programme II Project.

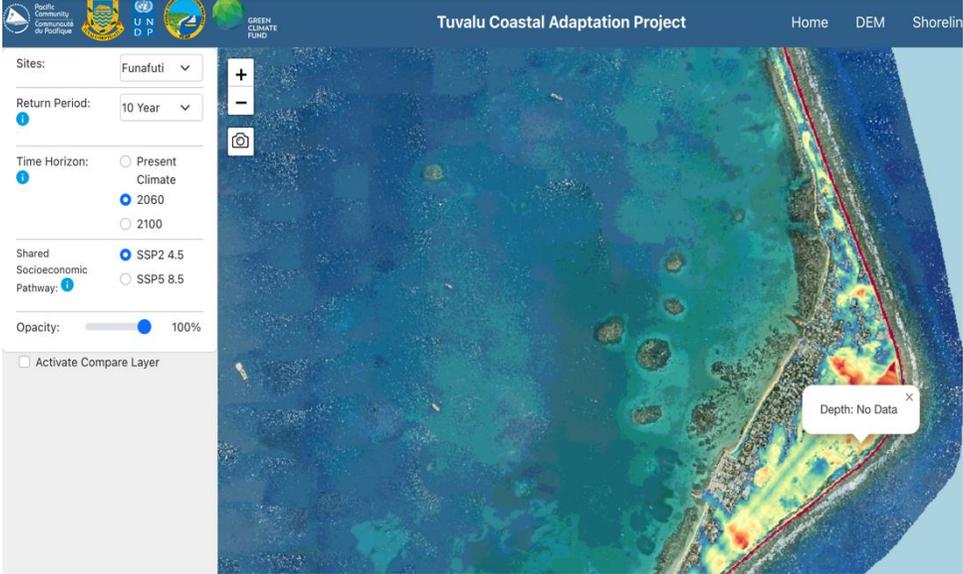
[Info](#) [Browse >](#)



**TCAP - Portal**

App was built as part of Tuvalu Coastal Adaptation Project

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**Tuvalu Coastal Adaptation Project** Home DEM Shoreline

Sites: Funafuti

Return Period: 10 Year

Time Horizon:  Present  Climate  2060  2100

Shared Socioeconomic Pathway:  SSP2 4.5  SSP5 8.5

Opacity: 100%

Activate Compare Layer

Depth: No Data

# Country Ownership at different levels



## Minor flood event pre sea level rise included



## Minor flood event with only 25cm of sea level rise



\*A one in 10-year event becomes an extreme event with only 25cm of sea level rise

13 Pacific  
Island  
countries

11 of the 13 PICs  
presented to the ICJ for  
the first time in the  
history of the court.

SPC supported  
access for  
youth  
representation

SPC provided access to  
the court for youth  
advocates & co-shared  
the oral timing for SPC's  
submission to support  
youth access.

38% of Pacific  
delegates  
were  
women

5 countries (Cook Is.,  
Solomon Is., RMI.,  
Vanuatu., Tonga referred  
to gender in legal  
submissions & 38% of  
PIC presenters were  
Pacific women

8 Pacific  
testimonials

SPC coordinated and/or  
supported 8 digital  
witness testimonials to  
support representation  
by intergenerational  
voices in all of their  
diversities

## Integrated scientific & legal support

flexible funding allowed  
for elevation and  
coordination throughout  
SPC and alongside  
Members to elevate  
impact and holistic  
understanding

## Presenter training & representation support

Targeted, relevant and  
useful approaches to  
engagement & outreach  
approaches to support 13  
PICs in how to present to  
the court.

## Sea level rise data visualisation innovations

Science to policy /  
science communication  
tools developed for and  
with Tuvalu & RMI to  
explain sea level rise in  
human ways underpinned  
the presentations

## Strategic, digital innovative integration

This coordination  
capability allowed for  
integrated and collective  
impact, at scale.





## Youth representation and visibility





Pacific  
Community  
Communauté  
du Pacifique



The Pacific Community otherwise known as SPC

# SPC's Oral Submission

The Pacific Community (SPC) delivered scientific and legal evidence on climate impacts and loss and damage, concluding with a statement from PISFCC's Director to highlight youth perspectives.



# Key takeaways

- *Invest in communications as a technical skillset from the start*
- *Bring diverse audiences together to understand what they need and how. Visualise and simplify.*
- *Make it human!*



Pacific  
Community

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Communauté  
du Pacifique





# Pacific Community

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