
ICA-RUS Report :

Communication with stakeholders in ICA-RUS

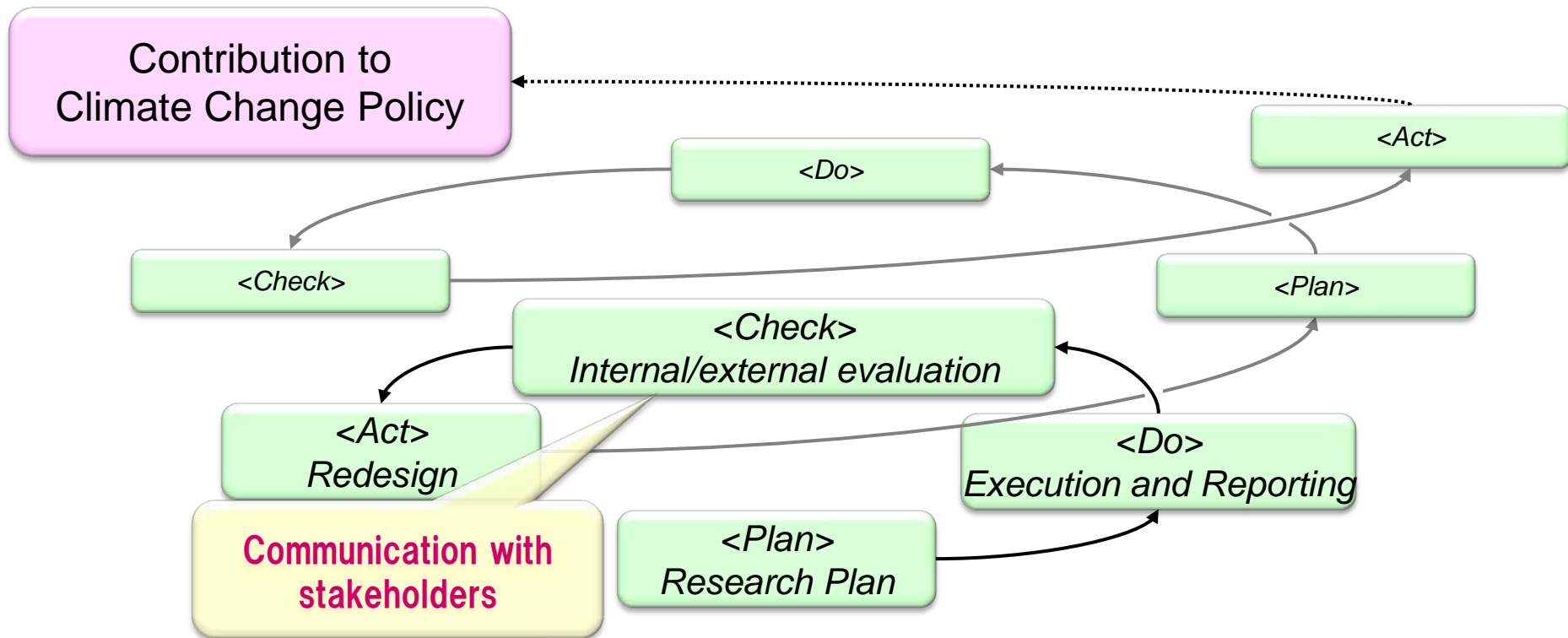
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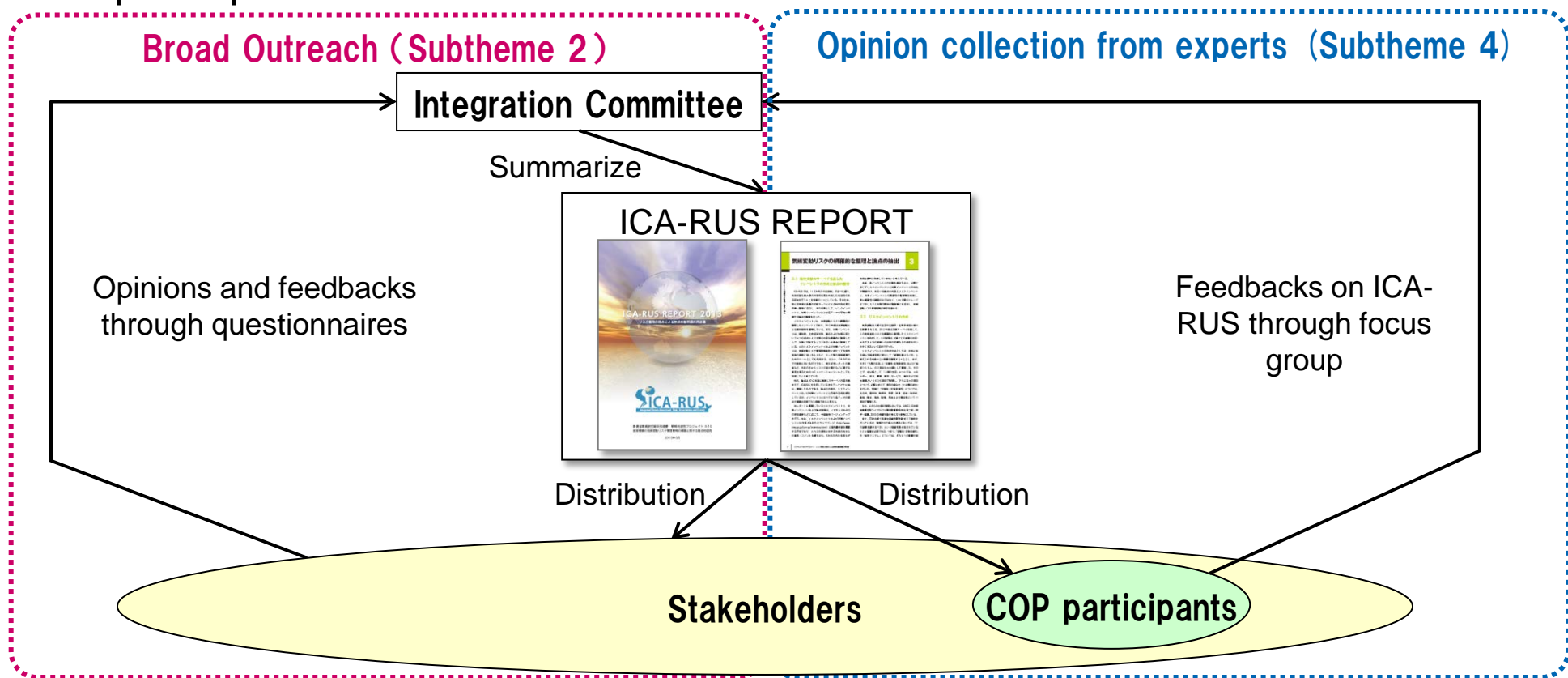
The objectives of communication with stakeholders

- ICA-RUS publishes project reports annually.
- As a sub-theme, ICA-RUS also communicates with stakeholders.
- Objectives
 - Keep stakeholders up to date on status of project
 - Adjust project implementation methods (based on stakeholder feedback)



Two types of communication in ICA-RUS

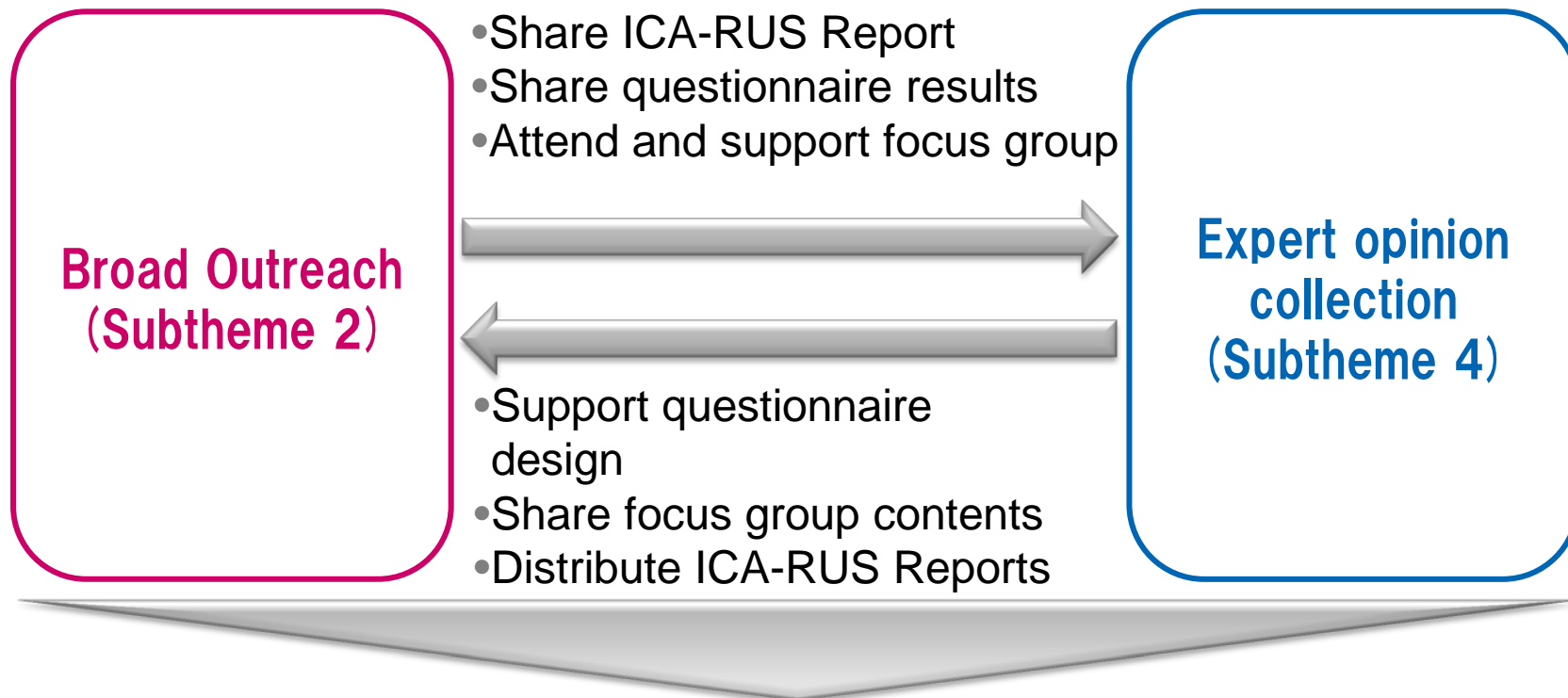
- Subtheme 2: Outreach to stakeholders (via annual reports and stakeholder surveys).
- Subtheme 4: Collect opinions from targeted climate change policy experts such as COP participants.



Features of two communications

	Broad Outreach	Opinion collection from experts
Entity	<ul style="list-style-type: none"> Nomura Research Institute 	<ul style="list-style-type: none"> The University of Tokyo
Main Objectives	<ul style="list-style-type: none"> Collect stakeholder feedback on ICA-RUS reports Utilize opinions for subsequent annual reports 	<ul style="list-style-type: none"> Understand views of experts engaged in global negotiation on climate change
Survey	<ul style="list-style-type: none"> Stakeholder Questionnaire 	<ul style="list-style-type: none"> Focus group
Target	<ul style="list-style-type: none"> Groups related to/interested in climate change issues (Range may vary each FY) 	<ul style="list-style-type: none"> COP participants Experts working on climate change firsthand
Things to know	<ul style="list-style-type: none"> Readers' thoughts about; <ul style="list-style-type: none"> Difficulties and volume of the content Topics to cover Influence by the report etc 	<ul style="list-style-type: none"> Their role in international negotiation Useful sources of climate change information/news Impacts and risks they are interested in

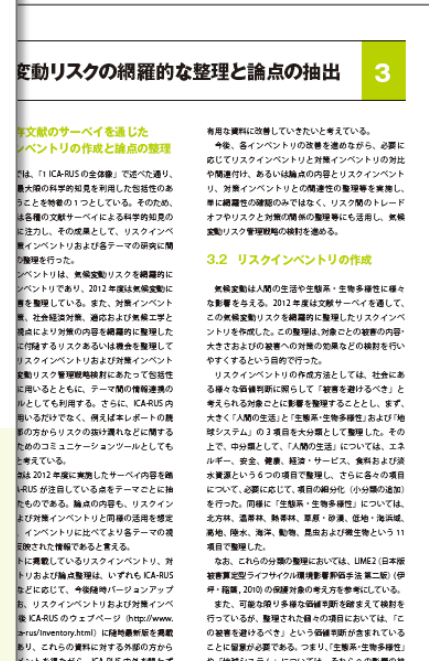
Collaboration between two subthemes



Feedback to ICA-RUS integration committee and each theme

Subtheme 2 deliverables 【ICA-RUS REPORT 2013】

- Published the first official report ICA-RUS REPORT 2013 in March 2013, with contributions from ICA-RUS members and other experts.
- A core tool for periodic communication with stakeholders.

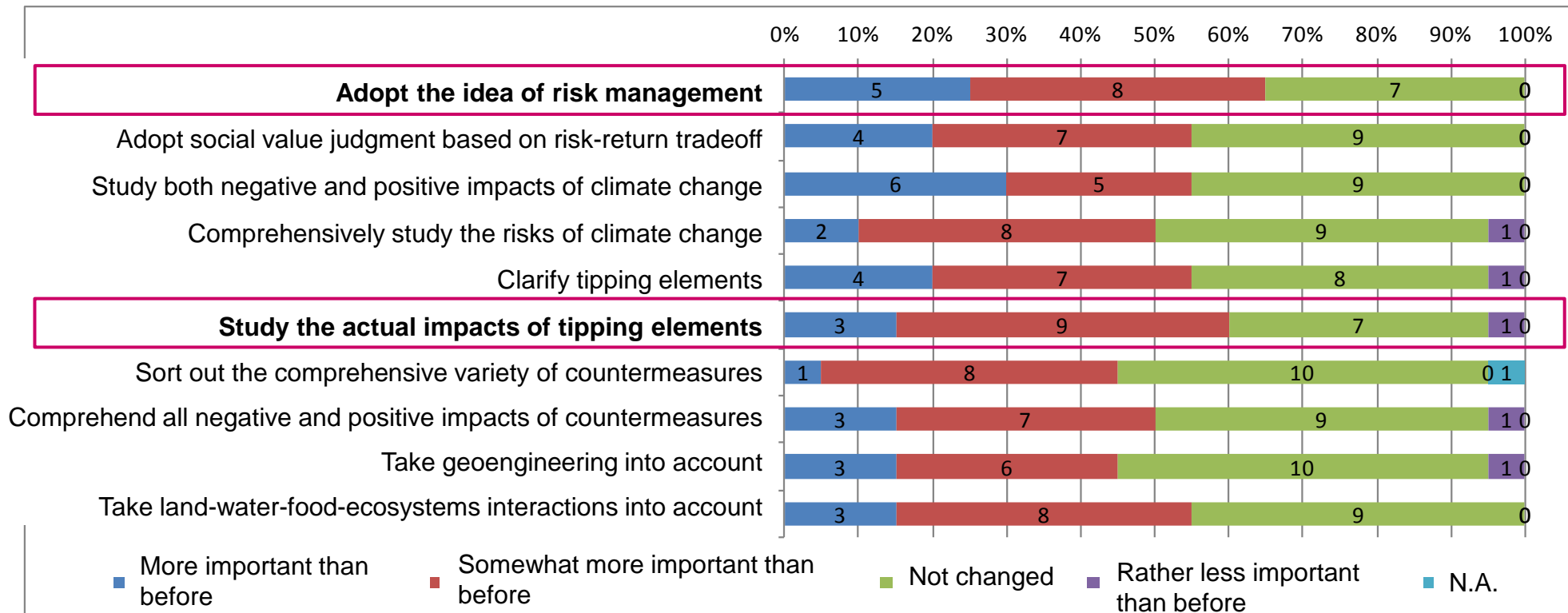


Stakeholder feedback on ICA-RUS Report 2013

- The ICA-RUS Report 2013 was distributed to climate change experts / organizations regardless of their affiliation.

Q3 For each item, how much did your perception change after reading the report?

(N=15)



Feedbacks on ICA-RUS Report 2013 from the survey

■ Notable comments from free-response questions.

■ Comments on the report's difficulty level

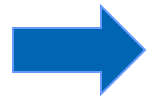
- Very difficult. A summary version is needed for government employees. (Nonprofit/NGO)
- The report seemed to be for academic experts. I hope this report will be developed for general public. (Industry)
- Tech terms and formulas makes it difficult to intuitively perceive. (Ministry)
- A little too deliberate expressions as a whole and hard to get core ideas. (University/Research institute)

■ Suggestions for improving the report

- This is an unprecedented project and I expect useful outputs. It is better if the report would be understandable to all kinds of readers.(Industry)
- Deliverables and conclusions of this study should be informative and understandable for general public. (Nonprofit/NGO)

Direct feedback from our potential primary audience

- Who do we expect to be our primary users?



Stakeholders who **build/implement** climate change risk management strategies (not only review them) as **global issues** (not only regional or local)

More precisely, stakeholders involved in either

- international negotiations on climate change **or**
- lobbying activities on international climate change negotiations

Government
Officers

NGO

Industry

Media

Concepts of the interviews

■ Some important basic ideas:

- The interviews will help make the ICA-RUS deliverables more **useful for policymaking**, while the project is kept **independent from politics**.
- The **categories** of interviewees should reflect the balance of the stakeholder groups of climate change risk management.
- **Long-term connections** with the interviewees with the ICA-RUS project are preferred.

Higher Priority

- Receiving honest opinions and requests on the issue
- Building a relationship of trust with the stakeholder groups through the interviewees

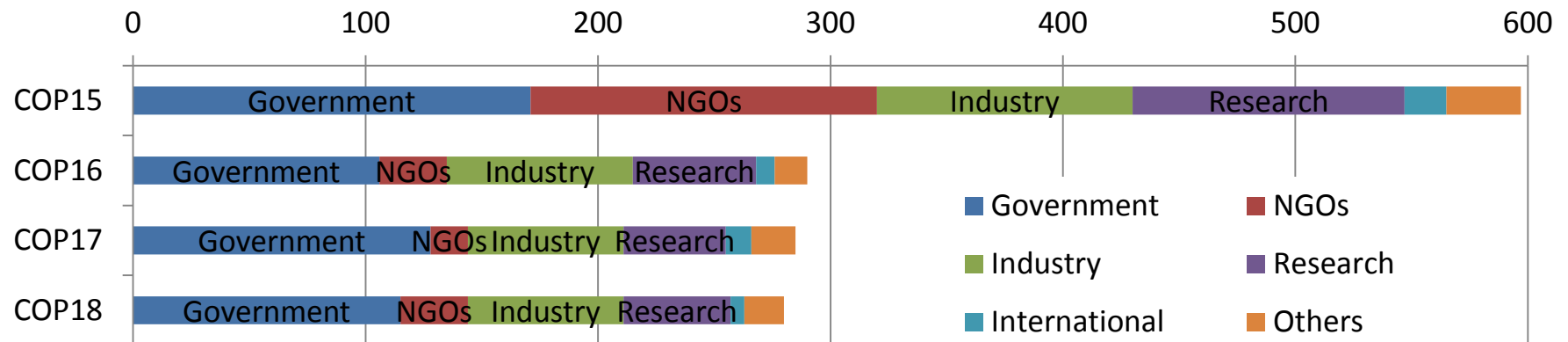
Lower Priority

- Permission to make comments public
- Structured interview questions
- Average opinions of each sector

COP participants

- Interviews were conducted to **COP participants** who were
 - from **groups** in each sector **sending the most participants** to COP
 - recommended by reliable sources

- Interviewees were expected to have
 - **solid knowledge** on climate change as **global risk**
 - **experience in building proposals** for international negotiation



The numbers of COP participants of each sector from Japan (2009-2012)

Future study and issues

- Continue ICA-RUS report publication and maintain the P-D-C-A cycle.
- Expand target respondents and interviewees, elaborate survey items, and gain information about interests of players in international negotiations.

	Broad Outreach	Opinion collection from experts
Future plan	<ul style="list-style-type: none"> • Annual report publication • Feedback collection • Change survey targets depending on feedback 	<ul style="list-style-type: none"> • Expansion of the target interviewees • Collect further feedback given by potential users on the integrated ICA-RUS deliverables
	<ul style="list-style-type: none"> • Consecutive communication with stakeholders 	
Issues	<ul style="list-style-type: none"> • Target readers to approach • Effective distribution options • Ideal difficulty level of the report 	<ul style="list-style-type: none"> • Trust with interviewees, built on long-term relationship • Effective application of comments in the interviews
	<ul style="list-style-type: none"> • Determine, target ICA-RUS stakeholders 	