

WCRP Strategy for Education, Training and Capacity Development

Two Major Thrusts:

- **Building Research Capacity in Developing Regions**
 - 1) to facilitate and coordinate climate research, modeling, analysis and prediction;
 - 2) to assist the research community and institutions of higher learning in education
 - 3) to provide greater opportunities for early career scientists, especially those from developing regions, and
 - 4) strengthening connections between early career scientists in the developed world and those in the developing world
- **Empower Next Generation of Climate Scientists**



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Future Plans and Priorities:

- **Engaging regional experts in climate research, modeling analysis**
- **Promoting scientific exchange**
- **Train the Trainers**
- **Summer Schools**
- **Improve ECS presence (especially those from developing countries) in WCRP events**
- **Fellowships and Scholarships**
- **Mentoring Programs**
- **Facilitate access to scientific Journals in developing countries**

WCRP Communication and Outreach Strategy

To help WCRP to :

- Be a **reliable source** of science-based climate information for the past, present and future state of Earth's climate system
- **Attract the best minds** from the international scientific community to continue providing global context and integrative framework for regional climate research and information
- **Increase public awareness** about importance of climate and environment for a sustainable future
- **Enhance the profile and the visibility of WCRP projects,** activities and products
- **Support information exchange and dialogue** between the WCRP Secretariat and the projects as well as assist WCRP and its projects in **securing the necessary resources** to fulfill their objectives

WCRP Communication and Outreach Strategy

Messages

- WCRP leadership in research on climate prediction and predictability
- Excellence and objectivity in climate science
- Major focus on actionable regional climate information
- Observations, models and analysis are key to providing best science-based climate information
- A world wide network of climate experts required to meet the Earth System challenges

Audiences:

- Scientists
- Media and the general public
- Sponsors
- Decision makers
- Students and Early Career Scientists
- Scientific assessments
- Global and regional environmental conventions



Target Audience vs Communication Means

Audience	Web	Newsletters	Publications	Media	Events
Scientists	<ul style="list-style-type: none"> - webpage - blog - Multimedia 	<ul style="list-style-type: none"> - eZine - eNews - scientific highlights 	<ul style="list-style-type: none"> - meetings reports - annual report - presentations & multimedia - flyer 	<ul style="list-style-type: none"> - Journals articles - eMedia presence - Opinion editorials - Interviews 	<ul style="list-style-type: none"> - Planning meetings - Workshops - Conferences (PuP, OSC) - Participation in events
Press & General Public	<ul style="list-style-type: none"> - webpage - blog - facebook - Multimedia 	<ul style="list-style-type: none"> - eZine - eNews - scientific highlights 	<ul style="list-style-type: none"> - Fact Sheets - annual report - presentations & multimedia - flyer 	<ul style="list-style-type: none"> - Press kit - Press releases - opinion editorials - blog's guest - Interviews 	<ul style="list-style-type: none"> - UN press conferences - Rio+20 - UNFCCC COPs - Local events
Sponsors & Decision-Makers	<ul style="list-style-type: none"> - webpage - blog 	<ul style="list-style-type: none"> - eZine 	<ul style="list-style-type: none"> - Fact Sheets - annual report - presentations & multimedia - flyer 	<ul style="list-style-type: none"> - Opinion editorials - Interviews 	<ul style="list-style-type: none"> - SBSTA - Rio+20 - WEF - Participation in related events
Students & ECS	<ul style="list-style-type: none"> - webpage - blog - facebook 	<ul style="list-style-type: none"> - eZine - eNews - scientific highlights 	<ul style="list-style-type: none"> - annual report - multimedia - flyer 	<ul style="list-style-type: none"> - eMedia presence 	<ul style="list-style-type: none"> - training events - networking opportunities
Scientific Assessments	<ul style="list-style-type: none"> - webpage - blog 	<ul style="list-style-type: none"> - scientific highlights 	<ul style="list-style-type: none"> - meetings reports - annual report - presentations & multimedia - Fact Sheets 	<ul style="list-style-type: none"> - Journals articles - eMedia presence - Opinion editorials - Interviews 	<ul style="list-style-type: none"> - Workshops - Conferences (PuP, OSC) - UNFCCC COPs - SBSTA