



Communication Strategy (Phase V update)

07.10.25

Aim of the Communications Strategy

The **overall aim of MCCIP** is to “*provide a co-ordinating framework for the UK, to transfer high quality evidence on marine climate change impacts, and guidance on adaptation advice, to policy advisors and decision-makers*”. This is achieved through the **2025-2030 Phase V MCCIP Business Plan** which includes the following **objectives** i) delivering rolling updates of the evidence base; ii) responding to the changing needs of the user community; iii) increasing the focus on climate adaptation and mitigation; iv) Building MCCIP influence and the profile of marine climate change issues across a range of scales (local / regional / UK / Global) ; and v) improving the user experience of MCCIP.

The **MCCIP Communications Strategy aim** is to “*support the new 2025-2030 Phase V Business Plan and the overall aim and objectives of the partnership by actively promoting MCCIP outputs in an efficient, organised and measurable manner*”. Specific **objectives** for the Communications Strategy are as follows:

1. *Effective outreach*: This will be achieved by disseminating and promoting MCCIP impacts evidence outputs and seeking to continuously improve the experience of our users. Through our communications MCCIP will also exert its influence to raise the profile of marine issues, in the UK as well as overseas where appropriate.
2. *Positive behaviour*: This will be achieved through nurturing open and effective communication amongst MCCIP stakeholders and beyond, and through understanding and responding to the needs of the community of MCCIP stakeholders, partners and other end users.
3. *Adaptation action*: This will be achieved by disseminating and promoting targeted climate adaptation outputs, whether those are led by MCCIP or its partners, to facilitate positive climate adaptation action in the UK as well as overseas where appropriate.

The key **Communications outcome** is for scientific evidence on marine climate change in the UK being shared with key stakeholders in a timely and accessible way, facilitating the uptake of that evidence to inform and support effective climate policy and action.

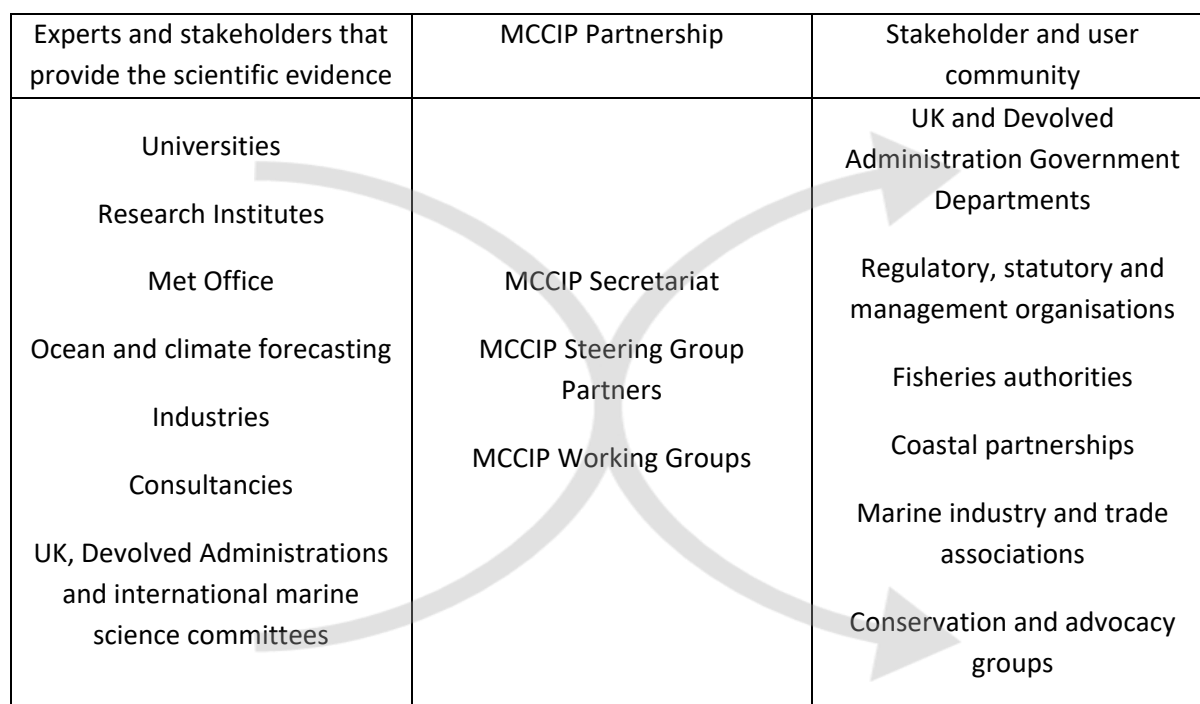
This Communications Strategy will be reviewed periodically to ensure it remains fit for purpose.

Partners and stakeholders

The primary target audience of MCCIP are marine and coastal practitioners, including policy makers, researchers, marine managers and industry stakeholders, who require high-quality and accessible evidence and advice to make informed decisions.

MCCIP relies on the contribution of partners and experts to deliver those outputs, either through direct funding or in-kind contributions.

The scientific evidence is provided by the scientific community and channelled by the Partnership to serve a wide range of stakeholder and users.



More widely, other stakeholders and users also include the Intergovernmental Panel on Climate Change, OSPAR, overseas governments, education bodies, ocean communicators and advocates, and the general public.

Delivery agents

The MCCIP Secretariat leads on MCCIP communications and the evaluation of those and provide support for the partnership, while various working groups steer and support the delivery of MCCIP outputs.

The following MCCIP groups steer and support the delivery of MCCIP outputs, acting as delivery agents:

- Steering Group – Sets the direction of MCCIP, chairing the Steering Group and overseeing primary partnership outputs.
- Management Group – Oversees programme delivery and risk management.
- Secretariat – It is hosted by the Centre of Environment, Fisheries and Aquaculture Science (Cefas) and acts as the focus for marine climate change impacts information, and coordinates and leads delivery of MCCIP products, under the guidance of and reporting to the Steering Group.
- MCCIP Working Groups – For evidence, overseas and adaptation.

In addition, MCCIP relies on the invaluable, and typically in-kind input from the UK scientific community as the main source of evidence and specialist advice and guidance, while marine

conservation and industry bodies and organisations are key collaborators and essential to co-developing targeted outputs for use by those sectors.

Full terms of references for each of these delivery agents is provided in the MCCIP [Governance Structures and Guiding Principles](#) document, available online.

Communication channels and mechanisms

Regular external MCCIP communication channels involve the following:

- MCCIP website.
- MCCIP newsletter.
- Social media platforms: LinkedIn, X, YouTube (for webinar recordings).
- Events (in person or online): conferences, workshops, meetings and webinars.
- Personal communication (usually via email through Secretariat and/or MCCIP groups).

The MCCIP website is a key communication channel for MCCIP. It contains information about MCCIP, its products, current news and archives of all MCCIP material.

Members of the MCCIP Steering Group are also expected and encouraged to promote MCCIP to their stakeholder communities. It is the responsibility of the Steering Group and the members of the various working groups to update the Secretariat about their activities.

Different communication channels and mechanisms are used accordingly to share and promote the different MCCIP outputs. During Phase V of its business plan, MCCIP aims to deliver the following:

OUTPUT	COMMUNICATION MECHANISM
Core MCCIP deliverables - Regular updates of the state of evidence of marine climate change impacts. Previously published as evidence reports and printable report cards, now fully digital as 'rolling updates'. - Special topic reports, informed by end-users and scientists, which explore an issue of concern. - Research prioritisation and policy needs, to expand on specific topics raised by the regular evidence updates.	Core MCCIP deliverables are hosted and published through the MCCIP website, and routinely promoted via MCCIP-branded webinars, newsletter and social media (LinkedIn, X, YouTube), as well as directly via email through the Steering Group members and other wide key contacts such as contributing scientists, as appropriate.
Ad hoc, commissioned deliverables - This include one-off focused outputs, as well as pieces of work commissioned separate from the core programme, and whose remit may be domestic or overseas. - They may address a specific gap or priority or may be intended as an adaptation solution. UK domestic examples include evidence needs under	These ad-hoc MCCIP deliverables are hosted and published through the MCCIP website. Their promotion may involve open events such as conferences or webinars, and by promoting directly with and through

future warming pathways and supporting coastal community resilience, and overseas examples include the UK Overseas Territories Marine Climate Change Report Card.	partners and stakeholders in order to reach the end-users.
Other publications - Peer reviewed journal papers. - Non-journal publications (e.g. parliamentary). - Blogs (e.g. Defra).	Through the 'other' publications own mechanisms, amplified through MCCIP social media channels.

Measuring impact

To evaluate the impact of MCCIP Communications activities and the level of achievement of the MCCIP Communication objectives, a combination of the following metrics can be used, as appropriate:

OBJECTIVE		MEASURE OF SUCCESS OR IMPACT
1. Climate information and awareness	Disseminating and promoting the MCCIP outputs while improving user experience. Exerting influence to raise profile of marine issues.	Metrics of information and awareness - People declare having improved their understanding and awareness because of MCCIP, for example through surveys and focus groups. - People report an improvement (using them more, or with more ease) in the way they use climate tools and research because of MCCIP, for example through surveys and focus groups. Metrics of uptake and influence: - Number of individual or organisations showing interest or indeed contributing to MCCIP processes (e.g. financially or in-kind, via working groups or through other mechanisms) is maintained or increases. - Number of direct external requests for MCCIP information or outputs. - Number of MCCIP citations and mentions at Government-level (e.g. in the UK Climate Change Risk Assessment) - Number of academic literature citations (Google scholar).
2. Positive behaviour	Nurturing open and effective communication amongst MCCIP stakeholders and beyond. Promoting understanding and responding to user needs.	Metrics of positive behaviour: - MCCIP fosters new contacts and collaborations between partners and stakeholders. - Conversation blockers are resolved, evidence gaps filled.

3. Adaptation action	Disseminating and promoting targeted and co-developed climate adaptation outputs. Delivering the evidence needed to realise positive climate action.	Metrics of reach, linked to specific outputs: - Use of web analytics such as number of 'clicks', downloads, visits, etc. - Social media metrics (number of followers, views, reposts, reactions). - Attendance numbers at events (conferences, webinars, workshops, etc), in person or online. - GovDelivery newsletter metrics including number of subscribers, number of newsletters delivered, % of reads, % links opened, etc. - Number and types of stakeholder organisations engaged with. - Number of direct external requests for MCCIP information or outputs. - Successful co-delivery of MCCIP adaptation outputs and their targeted dissemination to key sector representatives (e.g. the MCCIP-led climate change and coastal community consultations and case studies).
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Examples of MCCIP's successful and positive impact

Selected examples of our impact in the UK, and more recently in the UKOTs, demonstrate the reach and impact of our work, providing a trusted voice on marine climate change in the UK and beyond...

1. UK climate change evidence reporting (under the 2008 climate change act)

As MCCIP had already established a network of scientists and decision makers, and published two report cards, before the 2008 UK Climate Change Act was passed, the partnership was well placed to act as the principal marine evidence provider for the various reporting requirements under the act (i.e. the 5 yearly climate change risk assessment exercise and subsequent national adaptation programmes, as well as adaptation reporting power reports). Now in its fourth cycle, the CCRA draws heavily on MCCIP evidence reviews from across our marine climate, ecosystem and societal impact themes, and actions for MCCIP are incorporated into the national adaptation programmes for UK nations. These actions have included co-delivering adaptation reporting power (ARP) reports to assess risks and develop action plans for critical industries and government agencies, namely wild capture fisheries and aquaculture with Seafish (as the body overseeing the UK seafood industry) and the functions of the Marine Management Organisation (whose purpose is to protect and enhance our precious marine environment, and support UK economic growth by enabling sustainable marine activities and development).

2. UK Overseas Territories

On the strength of MCCIP best practice principles (which we have [published](#) in the academic literature), we were commissioned to deliver the first ever climate change assessment for the 14 UKOTs. Working with over 100 researchers and representatives working in, or with, the UKOTs, MCCIP co-delivered a set of 6 detailed 'regional' review papers and report cards and an infographic, significantly adding to the knowledge base on, and profile of, climate change impacts in the UKOTs. The outputs are now being used across the UKOTs to support climate change actions plans, risk assessments and policies, and in recognition of its impact, the work was shortlisted for the prestigious civil service awards. MCCIP is now following up on this work with the development of a roadmap for climate smart marine spatial planning in the UKOTs.