# North American On-line, Interactive Informational Platform on Climate Change

<table>
<thead>
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<th>Operating Year(s): 2011–2012</th>
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<th>Planned Budget:</th>
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<tbody>
<tr>
<td><strong>2011:</strong> C$80,000</td>
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<td><strong>2012:</strong> C$180,000</td>
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## Strategic Priority/Objective: Climate Change – Low-Carbon Economy/Engagement of experts and strengthened information-sharing in climate change and low-carbon economy

### Project Summary:
The project will review current platforms; outline recommendations for a complementary, cutting-edge, interactive, and secure on-line platform, based to the maximum extent on open-source and emerging social media solutions; and incorporating, referencing and/or linking existing information systems and resources in production or under development in the three governments. The recommendations shall be consistent with established and emerging international standards for data exchange, access and expression for this information domain.

It is envisioned that the platform will be used primarily by North American government officials for exchanging climate change information of all varieties via direct access on the platform and links to other platforms; informing decisions; communicating in real-time; facilitating comparability among data and analyses; sharing scientific, technical and policy-supporting documentation and reports; posting relevant meetings and events; training and building capacity; and seeking informal and formal peer review of documents. However, civil society scientists and technicians will have an important role in such information exchange and are intended as users, as well. Additionally, the platform will provide outreach to all sectors of society within North America, through making available appropriate information and a forum in which to give input to both government officials and scientists.

### Environmental Outcome:
Advancement of the three countries’ abilities to achieve climate change mitigation objectives, through improved access to climate change information of all types; increased outreach, communication and capacity building; and acceleration of comparability among North American climate change data, analyses, methodologies, reporting, inventories, etc. In addition, value-added focused projects that deliver North American GHG reductions can be developed and undertaken through both the expert exchanges and the shared information that the platform provides. The environmental outcome would ultimately be reduction of GHGs in each of the three countries.

### Tasks necessary to reach the Environmental Outcome:

#### Task 1. Design and launch interactive informational platform

1) Prior to the kick-off meeting in (2), the Steering Committee should facilitate a conference call among its members to discuss additional representation within the Committee from other agencies of each government, which are responsible for climate change-related information management, monitoring, observation systems, technical analyses and policy decisions.

2) Conduct kick-off meeting/video conference with the Steering Committee regarding the vision for the platform, including the individual elements necessary.

3) In accordance with elements listed by the Steering Committee, a contractor will review existing platforms that host information and communication on climate change matters; and assess each viable platform’s reach, breadth and depth, innovation, sustained accessibility,
prompts to regularly visit and contribute to the site, complementarity with other relevant sites, security, and timeliness of data and updates.

4) Recommend one to three options (accompanied by a design outline) for an innovative, cutting-edge platform(s) that would include the elements listed in the project summary, considering open-source and emerging social media solutions as the primary basis for these recommendations, as well as those agreed upon in the kick-off meeting; and including an operations and management plan; and provide the draft report to the Secretariat and the Steering Committee for review and comments;

5) Respond to comments by Steering Committee members, followed by a meeting with the Steering Committee to discuss and decide on most appropriate option;

6) Design agreed-upon option as laid out by the Steering Committee.

7) Following review by Committee members, launch platform.

**Task 2. Engage and sustain user community engagement and platform management**

1) Develop and incorporate a readily-accessible mechanism by which to reach out to, engage, facilitate interactivity and sustain engagement by, the user community.

2) Actively manage site for content and accuracy at least twice weekly, and enhance platform with rapidly evolving software tools as they become available.

**Task 1 Design and launch interactive informational platform**

<table>
<thead>
<tr>
<th>Subtasks</th>
<th>Project outputs</th>
<th>How does the subtask/output move the project towards the Environmental Outcome?</th>
<th>Timing</th>
<th>Budget (C$) (activities)</th>
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<tbody>
<tr>
<td>1. Conduct kick-off meeting to decide vision and elements for platform</td>
<td>Specific guidance to contractor on the elements to address in work related to the platform</td>
<td>Kick-off meeting will shape the eventual platform that will help catalyze environmental outcomes</td>
<td>April 2011</td>
<td>2011-$15,000.00</td>
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<td>2. Review existing platforms that host information and communication on climate change matters, and assess each for the elements above and those decided by the Steering Committee</td>
<td>Assessment of other related platforms from which to recommend complementary, cutting-edge North American platform, and with which to link.</td>
<td>Assessment will help guide the development of the best platform to catalyze GHG reductions, based on complementarity and coordination among related platforms.</td>
<td>August 2011</td>
<td>2011-$20,000.00</td>
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<td>3. Recommend one to three options for, with a design outline of, a secure platform(s) that would include the elements listed in the project summary, as well as those agreed upon in the kick-off meeting, along with an operations and management plan; and provide the draft report to the Secretariat and the Steering Committee for review and comment.</td>
<td>Recommendation(s) and Steering Committee input will provide product with which to decide on platform and design.</td>
<td>Recommendations and input will further guide the actual platform to be designed, as well as the design itself, thus forming the basis for the means by which to share communications, data, etc., and ultimate reduction of GHGs in the three countries</td>
<td>October 2011</td>
<td>2011-$20,000.00</td>
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<td>4. Respond to comments by Steering Committee members, followed by a meeting with Committee to discuss and decide on most appropriate option.</td>
<td>Expert-informed decision on appropriate design for platform.</td>
<td>Decision on platform design will determine the degree of efficiency and effectiveness of platform to address elements, intended to further inform climate change decisions intended to reduce GHGs.</td>
<td>December 2011 January 2012</td>
<td>2011-$5,000.00 2012-$5,000.00</td>
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<td>5. Design agreed-upon option as laid out by the Committee.</td>
<td>A value-added platform with the elements determined by the expert committee members.</td>
<td>Progress toward a final working platform to further inform climate change decisions intended to reduce GHGs.</td>
<td>March 2012</td>
<td>2012-$30,000.00</td>
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<td>6. Following review by Committee members, launch site.</td>
<td>Availability of site to North American government decision-makers, civil society scientists, technicians, and other sectors.</td>
<td>Will produce mechanism by which data, etc. will be readily accessible to inform accelerated analyses and decisions to reduce GHGs.</td>
<td>April 2012</td>
<td>2012-$5,000.00</td>
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### Task 2 Engage and sustain user community engagement and platform management

| 1) Develop and implement a mechanism to reach out to the user community and sustain its engagement. | A sustainable, value-added platform, made widely accessible to users. | Long-term, diverse engagement will ensure greater quantity and quality of ideas and information, leading to informed mitigation of GHGs. | October 2011 – Dec 2011 Jan 2012-April 2012 | 2011-$20,000 2012-$40,000.00 |
| 2) Continue to populate and actively manage site, for content and accuracy on a weekly basis, and enhance platform with rapidly evolving software tools, as they become available. | Sustainable, current and cutting-edge platform that actively encourages and facilitates sustained engagement by government officials and other users. | Informed climate change-related decisions for GHG reductions, based on the most recent and well vetted information. | March 2012 | 2012-$100,000.00 |

### Meeting Selection Criteria Adopted by Council in the Strategic Plan

The goal of all projects funded by the CEC will be to support the efforts of the Parties to conserve, protect and/or enhance the North American environment. The following criteria will guide the Secretariat, Working Groups, Committees, and other appropriate officials of the Parties in considering cooperative activities for Council approval under operational plans. These selection criteria do not apply for activities to be funded through the NAPECA grant program.

- Does the project contribute to achieving Council’s strategic objectives as described within the current Strategic Plan, or as related to other priorities subsequently confirmed by Council? How?

  *This project directly responds to the second objective under Climate Change – Low-Carbon Economy, entitled, Engagement of experts and strengthened information-sharing on climate change and low-carbon economy, by conducting the activities necessary to fulfill this objective.*

- Are the proposed objectives North American in scope? In other words, how are the proposed results relevant to protecting the environment in North America?

  *The proposed objectives of the project are geared toward North American government decision-makers, civil society scientists, technicians, and other sectors. By bringing climate change communication, documents, and other information into one common platform, which is accessible to all of these groups throughout North America, and which complements and links directly to information provided by other climate change platforms, our three countries will share an expanded and deeper basis...*
from which to analyze, develop and implement policies to mitigate climate change and assist in adaptation activities. The North American countries’ efforts toward comparability of data, etc. would be further informed and expedited through the output of this project.

- Does the project identify specific clear and tangible results that will be achieved and how progress toward each result will be measured over time?
  The project aims to deliver an online interactive informational platform by 2012.

- Is the CEC the most effective vehicle for the Parties to undertake the project, considering:
  The CEC is uniquely positioned to support the Council in achieving their domestic and international emission reduction goals, including trilateral efforts to cooperate in improving their ability to greatly expand communication and share critical climate change. The project facilitates the CEC’s efforts toward climate change data, methodological, and analysis comparability in North America. The work is intended to complement, not duplicate, efforts that currently exist.

  The project in and of itself creates and facilitates linkages with other relevant CEC projects to create synergies, capitalize on experiences, and avoid duplication. As such, it provides these linkages, communication, data, reports, etc. to Council members and their staff, other project managers and steering committee members, the Secretariat as a whole, North American government officials at all levels, academia, NGOs, industry and communities. By its very nature, the project would build capacity through this outreach, communication, accessibility, information exchange and education to a variety of sectors in all three countries.

- Does the project propose a clear timeline for implementation of the activities, including a target end date for CEC’s involvement? Where applicable, describe how the work will continue after CEC involvement ends?
  The project includes specific timelines, as well as the timing for launching the site. However, sustained management of the site will need to be continued under the CEC, either through a Secretariat employee or a contractor.

- Where applicable, does the project identify with reasonable specificity:
  The project itself constitutes a leveraging of resources, not only of each of the governments, but also of those entities that have provided analyses, reports, etc. that would be placed onto the platform.

  The project links well with the:
  
  a. Improving comparability of GHG emissions data, methodologies and inventories in North America; and