National Climate Assessment

Overview:
Digital Distribution Strategy

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About the National Climate Assessment:

The NCA represents the most accurate and vetted science about how climate change is impacting the United States and what the projected impacts will be over the next several decades on every sector and every region of the country. Over 300 scientists and 13 federal agencies have come together to document how climate change is affecting, and will continue to affect, every area of the United States. Mandated by Congress, this report is set to launch by the White House in the Spring of 2014.

For more information about the assessment, please visit:

To access the draft report, please visit:
http://ncadac.globalchange.gov
The NCA Digital Distribution Strategy:

As part of the launch of the report, the NCA is producing an innovative digital product to help facilitate the dissemination of its findings. With over 1400 pages, 300 graphics, 120 photos, and 105 key messages, there is content relevant to every region and nearly every sector of the United States.

As each piece of content will have its own URL, it can be easily shared online by various organizations. HabitatSeven has taken on the role of helping to facilitate finding relevant pieces of content for all organizations and communities involved.

HabitatSeven will deliver any URL that has specific relevance to your organization for easy sharing and dissemination through your websites, blogs, list serv or social media accounts (Facebook, Twitter).

Below is an introduction to how the site functions:
The Site:

National Climate Assessment

Highlights
Explore the data through interatives highlighting the 12 key report findings.

The Full Report
Explore the entire report to learn how climate change is impacting the United States.
Key Features:

The report is designed in an interactive way that will function across desktops, tablets, and smartphones. The site is broken down into 29 different chapters that range from climate science to regions to sectors. Each chapter will have its own page that is designed as one long scrolling page with key messages, text content, and visuals (interactive graphics, static graphics, and photos). Below is the introduction for the chapter on Observed Change:

Observed changes in climate and their effects

Warming of the climate system is unequivocal, as is now evident from observations of increases in global average air and ocean temperatures, widespread melting of snow and ice and rising global average sea level.

Explore this chapter and its key findings below.
Each piece of content has its own unique URL that will bring users to the specific place on the page where the content exists. As you can see below (in red), a URL link is provided for each piece of content as well as sharing links for Facebook and Twitter; in this case a key message (in Latin now as final key messages are not public yet...):
The digital report will be full of graphics, key messages, photos, and interactives. We have gone through the report and identified various pieces of content relevant to various organizations. Our team can help you find content that is relevant to your organization and communities.
Content Areas

The NCA has 29 chapters that cover every region and nearly every sector of the United States. The following list of chapters shows the type of content that will be covered in the report:

1. Our Changing Climate
2. Water Resources
3. Energy Supply and Use
4. Transportation
5. Agriculture
6. Forests
7. Ecosystems, Biodiversity, and Ecosystem Services
8. Human Health
10. Urban Systems, Infrastructure, and Vulnerability
11. Tribal, Indigenous, and Native
12. Lands and Resources
13. Land Use and Land Cover Change
14. Rural Communities
15. Interactions of Climate Change and Biogeochemical Cycles
16. Northeast
17. Southeast and the Caribbean
18. Great Plains
19. Southwest
20. Northwest
21. Alaska and the Arctic
22. Hawai’i and U.S. Affiliated Pacific Islands
23. Oceans and Marine Resources
24. Coastal Zone Development and Ecosystems
25. Decision Support Processes and Tools
26. Mitigation
27. Adaptation
28. A research agenda to support US climate and global assessments
29. Sustained Assessment
Join Us!

Our list of partner organizations is growing and we would like you and your organization to be a part of it. Please contact us for support.

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