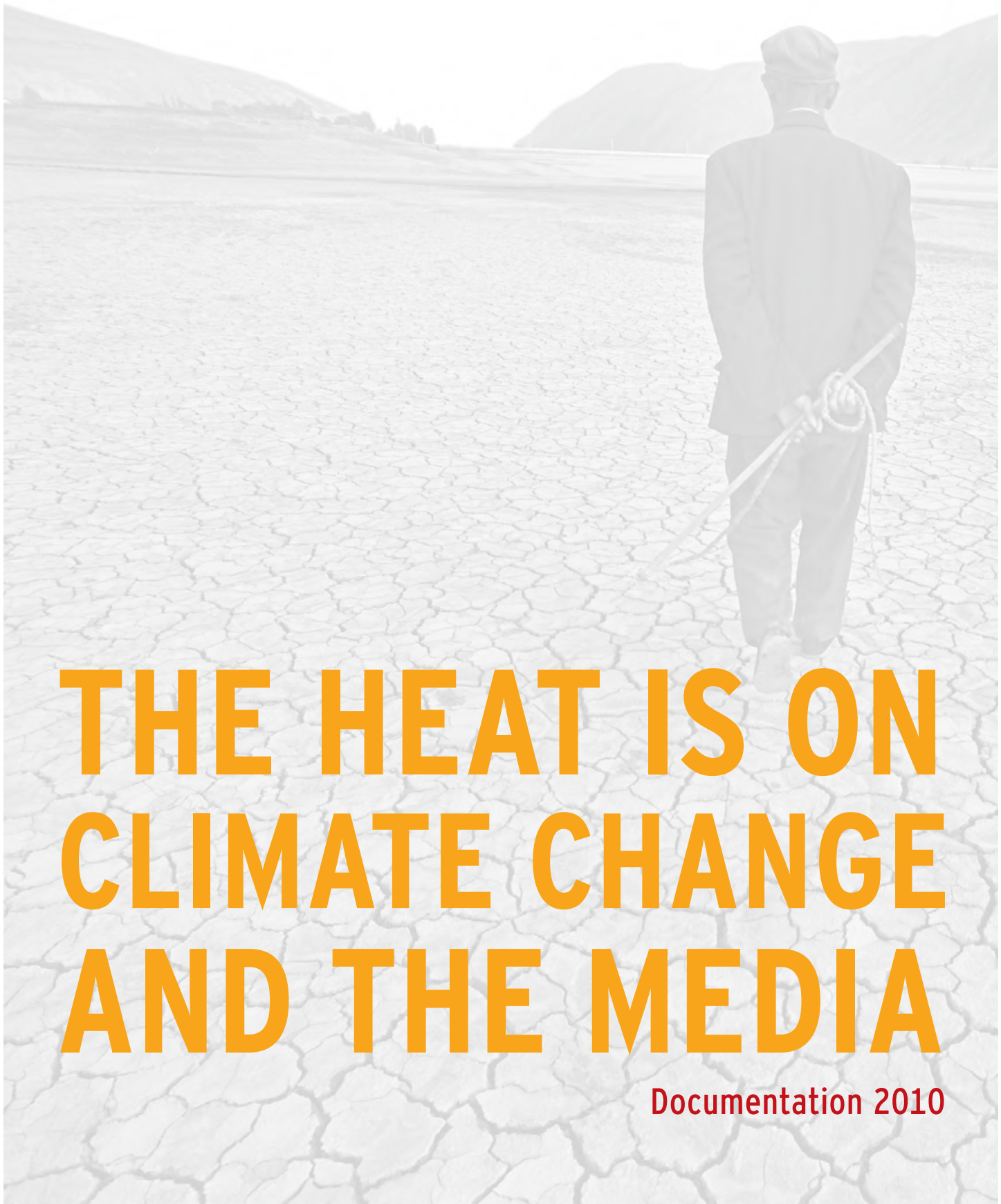


DEUTSCHE WELLE
GLOBAL MEDIA
FORUM



THE HEAT IS ON CLIMATE CHANGE AND THE MEDIA

Documentation 2010

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DEUTSCHE WELLE GLOBAL MEDIA FORUM 2010

THE HEAT IS ON - CLIMATE CHANGE AND THE MEDIA

CONFERENCE DOCUMENTATION

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FOREWORD

“We report independently, comprehensively, truthfully and on a pluralistic basis.” This is one of the key sentences of Deutsche Welle’s mission statement. And with the ever growing range of publications and media platforms, this commitment will be even more important.

It is getting more and more difficult for people around the world – be it in southern Africa or in Western Europe – to identify reliable sources in the overwhelming amount of information they are exposed to. It is a journalistic approach that distinguishes the relevant media from the irrelevant media. For people in crisis regions and war zones, finding a reliable source of information is crucial when it comes to surviving the hostile circumstances. But there are issues beyond conflicts that need to be analyzed and explained so that people can make the right decisions for themselves. For mankind. Climate change is one of these.

Who can you trust when it comes to forming an opinion? I believe journalists should be our reliable experts. But we have to be solid, we have to be dependable and we should be able to validate all the different sources of information. It’s not just about transporting other peoples voices or opinions, it’s about investigating problems, finding solutions and bringing this to the viewers, listeners and users – in an easy and understandable way.

With every Global Media Forum we hope to provide a platform that promotes intercultural and interdisciplinary dialogue. As much as we want you to have a great time in Bonn and have inspiring discussions, we also hope to have organized a conference that gives you insights and enables you to manage your daily work and projects even better. We conducted a survey following the most recent Global Media Forum and the results make me proud: 84 percent of respondents stated that they will integrate the newly gathered knowledge in their daily work. And 77 percent claimed they have had experiences at our conference that will help them in their commitment to climate change. This makes me confident that the debates on climate change will be led in an objective and understandable way – since this is an issue that affects us all, not just the experts or lobbyists And I hope that we can repeat this experience with our next Deutsche Welle Global Media Forum, focusing on: "Human Rights and Globalization – Challenges for the Media". The significance of universal and indivisible human rights continues to increase in a world that is becoming smaller and more connected each and every day. The media plays a major role in fostering human rights and ensuring that they are respected worldwide. However, the Western world shouldn’t expect their value system to be adopted seamlessly around the globe. I look forward to discussing this with you in Bonn from June 20 to 22.

Erik Bettermann

Deutsche Welle Director General

Bonn, November 2010

OPENING CEREMONY

SPEAKERS:

Erik Bettermann, Director General of Deutsche Welle, Bonn, Germany

Jürgen Nimptsch, Mayor, City of Bonn

PRESENTER:

Conny Czymoch, journalist and television anchor, Germany

German journalist and TV presenter, Conny Czymoch, welcomed the attendees and speakers, giving special mention to Charity Kaluki Ngilu, Kenya's Minister of Water and Irrigation, state minister Werner Hoyer, as well as Felix Finkbeiner, at 12 the youngest contributor at the conference. Czymoch referred to Australian professor Clive Hamilton's recent book, *Requiem for a Species*, not written from a scientific view but exploring the phenomenon of climate change denial and asking whether humanity will wake up to the truth just in time. Czymoch posed three questions: Is humanity capable of taking decisions now about issues that are not yet fully tangible? Are we capable of including solidarity in our decisions for people on the other side of the world, who are the first to feel the effects of climate change? And are we capable of making decisions for future generations? There is already a plethora of scientific studies. Now it is a question of survival. How can we transport this into societies and politicians' heads so that real social action can take place? How can the media do this? People from all walks of life and all corners of the world have come together to discuss these and other questions over the next few days.

DW Director General Erik Bettermann welcomed the 1,500 participants from 95 countries and launched this truly international platform. Unlike the many previous meetings over the past several months devoted to climate change and its ramifications, this conference would focus on the role of the media, he said. Bettermann noted that people are sensing climate change and the large risks from weather threats. But the number of those unconcerned about it is also increasing, he said, citing a study conducted by market research firm Synovate in conjunction with Deutsche Welle. So here, Bettermann said, we can explore questions such as "How can television, radio and online content create awareness of one of the largest themes of our time? How can journalists live up to their responsibility when they have to struggle through a jungle of scientific statements, opinions and proposals? How can members of the media increase their level of expertise and exchange ideas within a global network? How can they do it in a better way?"

There is much evidence of climate change, and the consequences for people and the environment are unforeseeable. Bettermann noted Germany's steps in the area of climate change policy, but the problems must be faced globally. The fact that there are so many different perspectives on this issue might also be a reflection of how the media are covering it. In many industrialized countries, the media often do not see the climate protection measures being put to use in developing countries. But these countries also have to catch up in terms of

economic growth and prosperity. He noted that in developing countries he has visited, people are experiencing the effects of climate change and are addressing the problem sometimes in regions where one would not expect it. Often this goes unnoticed, even by local media. Political positioning that occurs in international climate conferences is one thing, but what is actually happening in places like Asia is another. They are not wasting time in discussions; are ready to address the environmental problems and act, but they need more expertise and skills, and more public awareness. This is another task for the media, Bettermann said. He remarked on the positive example set by the Asia-Pacific Broadcasting Union, a network comprising 58 countries, to launch a global warming awareness radio campaign and take measures to reduce the carbon footprint in each of its own stations. "Members of the media are chroniclers and interpreters in the fight against climate change," Bettermann said. "But I'm convinced we need a climate change in the heads of journalists as well." The media can create awareness and highlight ecologically friendly consumption and production. They can also encourage hope and civil action with imaginative, well-researched stories, and by fostering the global exchange of ideas. They can drive people to action and show that every individual can contribute. The media itself can also contribute.

Jürgen Nimptsch, the Mayor of Bonn, spoke about the city's role in this series of conferences that began a few years ago, devoted to the media's role in global sustainable development. The UN has also concentrated their endeavors for sustainable development in Bonn. As a hub for scientific research institutes, federal ministries, development agencies, media outlets and non-governmental organizations, the idea to stage these conferences here has been a success. Nimptsch addressed the disappointment felt by some regarding the course that climate negotiations have taken since Copenhagen. "Still there is hope and motivation. Hermann Scheer and Felix Finkbeiner, for instance, have devoted themselves to new approaches and lifestyles." Now it is matter of convincing people to adopt them. Recently a small local foundation was established in Bonn addressing citizens, families and students, trying to get them aboard as "climate ambassadors". It is hoped that many different types of people – artists, children, students, professionals and journalists – will join to spread the word about a more climate-friendly, sustainable lifestyle. The foundation hopes to raise money to fund climate education endeavors. They also hope to raise awareness in cooperation with partner cities all over the world. "The media are of central importance when anyone tries to spread the word around the world," so they are natural partners to any climate protection campaign, he said.

Climate change is a global problem and must be addressed globally to prevent further damage. It will require an inclusive, interdisciplinary alliance to cope with existing climate change impact and prevent further damage. "The media have a crucial role and responsibility in that alliance," Nimptsch said. "They reach out to people." This global media forum is entitled *The Heat Is On*. We literally experienced that this year and years past. Heat waves in summer will happen more frequently. In the South, long droughts are leading to land degradation, desertification and extreme poverty. "It is no longer the question whether we should act," he said. "We only have to ask ourselves 'Where is my place?' and 'the part where I can most efficiently support our common goal?'" In his capacity as vice chairman of the World Mayors Council on Climate Change, Nimptsch again advocated a new kind of pro-climate alliance, saying this conference is a major location to develop such a partnership.

KEYNOTE ADRESSES

SPEAKERS:

Werner Hoyer, Minister of State, Federal Foreign Office, Germany

Yvo de Boer, Executive Secretary, UNFCCC, Bonn, Germany

Bertrand Piccard, initiator of the Solar Impulse project, Switzerland

Hermann Scheer, President of EUROSOLAR and General Chairman of the World Council for Renewable Energy (WCRE), Germany

Felix Finkbeiner, Ambassador of Climate Justice, Plant for the Planet, Germany

PRESENTER:

Conny Czymoch, journalist and television anchor, Germany

WERNER HOYER

Climate change has everything a story needs to make headlines around the world, Werner Hoyer said. “Everyone has heard of it and has an opinion on it. It is discussed extensively and emotionally. It directly influences many people’s lives and can further escalate existing conflicts or even cause new ones.”

He emphasized that climate change is not just a scientific and environmental, but also an economic and security topic. He also pointed out that the huge media focus on it in recent times raises the question whether it offers anything new or newsworthy. “In a media world where competition for high circulation and the best ratings is becoming increasingly tough, climate change will encounter ever greater difficulties finding its way into newspapers, news magazines and talk shows.”

To report climate change beyond natural disasters requires journalists worldwide to have extensive background knowledge, creativity and commitment, Hoyer said, so that journalism training is becoming ever more important. “Media representatives who feel confident in their trade are better able to resist external intervention, pressures and influences, and moreover audiences take them more seriously and listen to them.” With foreign office support, DW-AKADEMIE equips media people from developing countries and emerging economies with journalistic and technical skills to professionally portray political, cultural or economic topics, he said.

The Minister of State at the German Foreign Office said on climate issues there is no alternative to the United Nations process and closer cooperation is the only viable course. Climate figures largely in German foreign policy because it affects security. “It must be on the desks of our bosses in politics, media, science and technology.” Hoyer referred to an informal conference in Bonn in May of about 50 environment ministers that had strengthened the trust between negotiating partners that was weakened by the “disappointing” Copenhagen outcome but was essential to a UN climate agreement. “A joint initiative aimed at investing in new cleaner energy sources could create jobs, conserve the environment and protect the climate, improve living standards and increase global security.”

YVO DE BOER

Yvo de Boer appealed to journalists to devote the time and energy required to understand and report both the human dimension and the economic aspects of climate change, looking at both the risks and opportunities.

“I know how hard it is for journalists to find space in their newspapers to publish reports on climate change. But please keep fighting for what you know is one of the key issues of our time, if not the greatest challenge facing humanity,” he said. “Please keep carrying a big stick in this process.” When reporting climate change, journalists needed to clearly communicate the risks of inaction.

“One major aspect of the climate change story that is perhaps under-reported is that of the green growth opportunities. Many, perhaps all, countries fear in one way or another that climate change action will constrain their economic growth. For policy makers in the industrialized world, the prime concern is whether jobs and a stable society will still be there in the future. For policy makers in the developing world, the primary concerns are economic growth and poverty alleviation.”

Over the next years the lion’s share of the growth in global emissions would come from developing countries, as they sought to expand their economies to reduce poverty, needing enormous growth of energy. Depending on how energy was produced, emissions would either increase by half by 2050 or halve, which science says is needed. Developing countries will account for 93% of the increase in global energy demand by 2030, driven mainly by China and India.

It was the media that put climate change to the front of political leaders’ minds, onto the agendas of corporate boardrooms, and stirred the hopes and fears of billions of people, said de Boer, then still Executive Secretary of the United Nations Framework Convention on Climate Change; he resigned after four years in the job. While Copenhagen did not ring in the green economic revolution many had hoped it might, he said, it was an important milestone on the road to green growth. Many of the 120 attending government chiefs had pledged emission cuts and money; negotiations on the essential infrastructure needed for well-functioning, global climate change cooperation were advanced; under the Copenhagen Accord 39 developing countries, representing well over 80 percent of global energy emissions, communicated information on their mitigation plans. But to meet the 2-degree target, let alone the 1.5-degree one, nations must keep the promises, de Boer said.

The next UN Climate Change Conference in Cancún, Mexico, at the end of this year has the potential to complete what remained incomplete in Copenhagen, he said.

BERTRAND PICCARD

Bertrand Piccard, who made a pioneering, round-the-world flight in a balloon and now plans to do the same in a plane with no fuel, spoke of the paradoxes behind climate change and the way society understands and views problems. He explained the mechanisms behind

pioneering spirit. “New ideas are easy to come up with,” he said. “The difficult part is getting from vision to implementation. We need to get rid of habits, uncertainties, common assumptions that keep us prisoners of old ways of thinking.” Pioneering spirit can develop when we allow ourselves “to study and explore all the ways to think, all the ways to behave, all the different visions of the world until we find the one that takes us in the direction we wish.”

Piccard listed examples in history of pioneering events that proved common wisdom at the time to be wrong, such as man’s ability to fly and walk on the moon. He described how a senior scientist once explained to him the mechanisms that inevitably prevented human beings from being able to fly using muscle power. The scientist focused on the physical limitations of the human arm relative to birds. But then someone flew a muscle-powered plane across the English Channel using his legs. The example, Piccard said, shows “that each time we have a certainty, we have to change the angle and find new solutions.”

He used balloon flight as a metaphor. “If you want to change direction, you have to change your altitude.” To do this, a balloonist must shed ballast. In this sense, if we as human beings want to be pioneers for a better world, we must throw overboard our certainties and convictions “in order to reach other levels of understanding“. For that we need supporters – in the balloonist’s case, weathermen as well. Piccard related a story that led to a weatherman asking him the life-changing question: “Do you want to go very fast in the wrong direction, or slowly in the good direction?” We need ‘weathermen’ in “our governments, the media, education, the head of every corporation, especially given the speed with which the world is moving now” where “one million tons of oil are burned every hour – not including gas and coal – a world that changes the climate, destroys biodiversity, pollutes and leaves incredible deficit for next generation, who will never be able to pay it back.”

He illustrated the irony and futility that civilization has “based everything for a hundred years on fossil energy with a price that could only go up because of the limited quantity when at same time there were so many renewable resources with unlimited availability and a price that can only go down.” He addressed the media’s role to present this challenging issue as “the most interesting, enthusiastic adventure that we could possibly have in the 21st century”, to stir passion and inspire people.

A core misunderstanding has led to a wrong approach of discussing the “problem of climate change”. We shouldn’t speak of the symptom, he said, but rather “the origin of the problem, which is the dependency on fossil energy”. Not only are there many solutions to that; they are profitable, boost the economy, open new markets and create jobs. “Instead of talking about problems and costs, we should be talking about solutions and profit.”

Another paradox of climate change is that poverty is one of its direct consequences although it is an opportunity for making money. As a case in point he mentioned the quick payback time for Deutsche Bank from insulating two buildings in Frankfurt. He implied that such an investment is more lucrative than investing in the stock exchange.

Referring to his mission to fly around the world using only solar power, Piccard said, “We deeply believe that all the technologies of today already allow the world to save at least 50%

of the fossil energy we're wasting every day. And at least half of the rest can be produced with renewables. The technology is here." The project, Solar Impulse, will prove that "If a solar-powered airplane can fly around the world now, with the technologies of today, without a drop of fuel, then nobody will be able to claim anymore that it's impossible to do the same for cars, heating systems and air conditioners." Solar planes of the past had shown the limits of solar flight, not the possibilities. "The challenge is flying through the night, achieving the next sunrise, before the batteries run out. That's where the world is today." This requires not only having enough energy, he said, but also the careful interplay of no-waste efficiency and optimized technology. He called the project symbolic, saying, "What we want to show is that fighting our dependency on fossil energy is something sexy, something interesting." Calling it a "clean" project that can contribute to changing people's behavior, Piccard said his intention is to inspire people to do more in their daily lives what the solar pilot is doing in the air: saving energy, and switching to cleaner technologies.

The media's conventional role to inform is no longer enough, he said. They must also motivate. Balanced debates gave the wrong impression. The media should single out those who lack vision and are hence dangerous. "It is a question of protecting ourselves against the biggest threat that we have ever faced in humankind."

HERMANN SCHEER

Hermann Scheer plainly said the media should not remain neutral in the case of climate change. "There's a difference between someone trying to save the world and civilization, and someone who is reckless against it." In this sense he claimed media should have a bias. Their role is to enlighten the public and expose those responsible. That requires differentiating between fact and fiction, right and wrong, words and action.

"There are too many discussions about the problems," Sheer said, and even through vehicles like Al Gore's movie *An Inconvenient Truth*, in which everything Gore shows is right, there is too little perspective. "We must not leave people alone with this gigantic danger. We must show perspectives." Otherwise lethargy would ensue, along with apathy and less commitment instead of more compassion and practical engagement. "With perspective people can take action themselves without waiting for central decisions by the political and economic elites."

Scheer also criticized what he described as a media and political focus on global activities instead of regional and local action. "It is the local activities that give inspiration," he said, "much more than global climate conferences." He said that climate conferences had failed because "far more hopes were created" beforehand than "decisions that could be made". Meanwhile, homegrown activities were given too little attention. As an example he cited Germany's Renewable Energy Sources Act, a legislative initiative to introduce renewables into the electricity supply. In the course of ten years, the law created investments of 100 billion euros in Germany alone, he said, and this had nothing to do with any emission trading system or any climate conference. He said the German law accelerated the substitution of conventional energy with renewably produced electricity and has become an important blueprint for others. Around 40 – 50 countries have adopted laws modeled on Germany's, he said. "This energy initiative of one state led to more success, more practical movement, than

all the world climate conferences up to now.” Scheer said that the slogan popularized by the Earth Summit in Rio in 1992, “Think globally, act locally”, has over time been replaced by an unwritten credo to “talk globally and postpone nationally and locally”. This cannot be the way forward.

Local solutions can work very quickly and effectively. Scheer cited the example of *Grameen Shakti Bank* in Bangladesh, which had within a space of six years financed 1.5 million solar devices. No international bank, big global player or company, could succeed to such a degree, he said. They work too slowly, whereas local solutions are more likely to come up with the right approach, inspiration and financing models.

Scheer said the real solution must be in the widespread replacement of nuclear and fossil energy by renewables. This had been mistakenly perceived as an economic burden which launched “the big bazaar on burden-sharing” and endless climate change negotiations. Instead “it is a broad, new economic chance”. Scheer insisted that “If we take an accurate economic and socio-economic look to the solutions – the new energy basis – then we can identify a lot of macroeconomic benefits. We’d save a lot of environmental costs, a lot of primary energy costs.” He calculated that over the course of just nine months in 2007 and 2008, developing countries had incurred additional energy import costs of 100 billion dollars due to rising oil prices. He compared that to the total development aid of all industrial countries to the developing world: 70 billion dollars. Scheer said that with the money spent by developing countries over the last ten years on additional payments caused by the rising oil price, it would have been possible to finance an entire energy transition in the developing world.

“We need a macro, social, ecological, economic view,” he said, in order to “see through different eyes, have different ideas” and stimulate real action. Finally, Scheer warned the media to look behind corporate methods of green washing, naming oil company BP as an example, and who were recently responsible for a “tremendous”, incalculable disaster. “People don’t want green washing,” he said, “people want green solutions.”

FELIX FINKBEINER

“For most adults, the future means 20, 30 or 40 years,” 12-year-old Felix Finkbeiner began, “but for us children, in 2050 we will be about 50.” Some of them will live to see the turn of the new century. Felix described how he was inspired by Wangari Maathai of Kenya, a Nobel Peace Prize winner, when he was nine and in fourth grade. She and many other women in her country had planted 30 million trees over 30 years. That inspired him to cooperate with other children to plant a million trees in each country of the world. Teachers sent him to other classes, the school council. From there he visited other schools. His first report might have been called “Saving the Polar Bear”, but this is about saving our future, he said.

Finkbeiner talked about the thoughts and fears of children around the world and said that kids are more active than one might think. His now worldwide network of student activists, Plant for the Planet, arranged a meeting last year, prior to COP 15 in Copenhagen, convening children from 100 countries at 16 locations. Their conference delivered two outcomes: “leaders need to talk less and act more” and that the best thing children could do was to plant

trees. After Copenhagen, the children conferred again, asking themselves what they would do if they were the world's leaders. They came up with a three-point plan. First, rid the world of carbon emissions by 2050. Second, share equally among everyone the remaining limited amount of carbon emissions we may exhaust that scientists say will keep the global temperature from increasing more than 2°C. That comes to 1.5 tons per person per year. "We had long talks about whether we would follow the scientists and do something, or follow the skeptics." The answer was simple: "If we follow the scientists and in 40 years we find out they were wrong, then we didn't make a mistake. But if we follow the skeptics to find out they were wrong, then it's too late for our future." Thirdly, tree-planting on a massive scale. Finkbeiner said that 500 billion trees – the same number that have been chopped down and not replaced over the last 40 years – would absorb so much carbon that we'd be left with a small "time joker". In 2009 the Chinese planted 2.5 billion trees. Continuing at that pace, they'll have planted 100 billion by 2050. Another illustration: if everyone planted as many trees as they are old, we'd achieve the 500 billion mark. Finkbeiner and his young supporters are forming their three points – banning carbon to museums, advocating climate justice and ambitious tree-planting – in letters to heads of governments and asking them how they are planning to solve the crisis. Plant for the Planet youngsters have also written a book. They welcome support to empower children to give presentations and organize planting activities by helping them organize day-long academies where children educate their peers about how they can act on behalf of the future. Finkbeiner showed pictures of children who spoke at the United Nations General Assembly and at other high-level events. He then demonstrated the gesture that has come to symbolize Plant for the Planet's "stop talking, start planting" campaign by inviting the next conference speaker, Frank Appel [CEO of Deutsche Post], on stage and holding his hand over Appel's mouth. Finkbeiner showed images of other high-profile personalities who had posed for the campaign, such as Brazilian model Gisele Bündchen, Chinese singer Wei Wei, Prince Albert II from Monaco, the Queen of Dubai, UNEP executive director Achim Steiner, prime ministers and many more.

PROMOTING DEVELOPMENT, SAVING THE PLANET – CAN NORTH AND SOUTH AGREE ON HOW TO PROTECT THE CLIMATE?

PANEL

Frank Appel, Chairman of the Board of Management, Deutsche Post DHL, Germany

Friedrich Barth, Senior Advisor Environment, Climate and Energy, UN/UNDP Office, Belgium

Laurie Goering, Climate Change Editor, Thomson-Reuters AlertNet, Great Britain

Adil Najam, Professor of Global Public Policy, Boston University, USA

Renate Schubert, Institute for Environmental Decisions (IED), ETH Zurich, Switzerland

MODERATION

Ranga Yogeshwar, Science Editor, WDR TV Germany

For an issue as all-encompassing as climate change, political decision-making, hands-on action and perceptions are colored by many factors, actors and interests. There is a divide not only between North and South in terms of development and the felt consequences of climate change. There are also differences across fields of expertise on what is most urgently needed to achieve consensus and concerted action to prevent the worst.

Climate change affects us all. In some regions its effects are already severe. In others it's only a matter of time. Where do the steps toward accelerated mitigation and adaptation begin? With governments and national or multilateral policy? With green economic transformation? With more widespread media exposure?

Representatives from various disciplines engaged in lively discourse to explore the contrasting roles and responsibilities they perceive to be essential for the world to take charge of climate change before it is too late. By posing at times provocative questions, moderator Ranga Yogeshwar stirred lively debate among the panelists on topics ranging from the viability of capitalist economic structures to public disinterest and the opportunities climate change creates for development.

Adil Najam began by saying that the Copenhagen climate conference in December 2009 was generally perceived as a failure because the negotiators had failed to expand the problem beyond a carbon-counting mechanism and hence were arguing the wrong treaty. "We are trying to negotiate a carbon treaty for a people problem," he said. "The right treaty will be a development treaty." Moreover, water has replaced carbon as the core problem of climate change in the form of droughts, rising sea levels, glaciers melting, floods, extreme rainfall. Because we are so late in dealing with mitigation, adaptation is upon us now and that translates to water policy. Agriculture and human disease are directly impacted. Najam cited what he called one of the single most important climate negotiations now going on: an immigration treaty between Bangladesh and India as a direct result of fishermen abandoning the rising Sunderbans. This was the human face of climate change. Najam argued for a change in discourse, problem definition and a redefinition of development. He also noted the

conflicting understandings of “long-term” among politicians, businessmen, journalists and climate scientists, calling this a “structural impediment” to getting the real story across.

Journalist Laurie Goering described the difficulties of gaining the lasting attention in the North to the real problems facing people in the South. She likened her experience reporting climate change to years of covering disease in South Africa. Readers’ sense of hopelessness and time constraints often prevented meaningful action. She cited the need to “erase the notion of North and South as quickly as possible” because the advancing consequences of climate change were neither distant nor remote. “Even if you don’t care about some people starving to death in some parts of the world, the reality is that climate change, if we don’t do something about it, is going to be in your own backyard. It may just take a little bit longer.” In response to climate change skepticism, Goering said, “it’s quite hard to argue with the reality on the ground presented every day. We’re not arguing the science. We’re actually giving testament to what’s happening.” She noted positive action in many smaller developing countries, such as Kenya, where a long drought followed by flooding finally stirred government authorities, unleashing a flurry of low-carbon development projects and programs. “We need to find ways to elevate this issue to the importance that it really deserves,” Goering said. “At some point it eclipses – or more likely encompasses – all other issues.”

Renate Schubert focused predominantly on the importance of framing climate change solutions in a positive light as opportunities for growth and development. With improved energy efficiency, for instance, quality of life picks up. This was the only chance in her opinion to stimulate change, by tackling development issues with technology and finances that simultaneously promote climate-neutral progress. “You have to fight for overcoming energy poverty,” Schubert remarked, “and you have to choose the right way to do that. That is our responsibility.” Development cooperation should also provide assistance to decision-makers in the South coping with acute, high-priority problems so that their responses also incorporate long-term solutions to the climate challenge. “Often there is a contrast between either being environmentally friendly or pursuing economic revenue, but this is a contrast which no longer makes sense.” There are many opportunities to benefit both aims, she said, such as demonstrating best practice examples.

Friedrich Bart agreed that climate change is a key development challenge and that there was a general need “to get the stories right” now. Within the three main problems of water, energy and food, he said it would be a “double challenge” to provide access to electricity to the three billion people without it. But by pursuing the right path this could be transformed into a “double dividend” by simultaneously tackling poverty eradication and environmental problems. Addressing journalists and others still unconvinced whether climate change is a fact, he said “we have to act anyway, whether you believe in it or not”. Continuing conventional paths of development was not an option due to the depletion of natural resources, such as gas, oil and metals. “We have to change our economies to become greener economies,” he remarked, “regardless of whether climate change is happening or not.” Barth also defended the need for government regulation. Without it, industry would not change. But he also insisted that governments live up to their own words, for instance with “different procurement rules for government and industry” which could make a serious difference in

the economy. The reality now still reflects motivations to buy cheaper rather than greener products, he said.

In that context, Frank Appel's statements illustrated how a traditionally carbon-emitting industry can on its own initiative reduce carbon footprint and contribute to local welfare without damaging economic strength. "Instead of finger-pointing to politicians or others, we all should take our own responsibility for what we can influence," he said. Logistics company DHL has self-set targets to reduce its footprint by 10% by 2012 and by 30% by 2020, perhaps a small reduction in the global context, he admitted, but "if a thousand or a hundred thousand companies of our scale do that, then change will happen" regardless of any agreement on regulations. Appel drew attention to the commercial benefits proactive steps could have for companies, highlighting DHL's GoGreen product to offset carbon emissions caused by its shipment activities. It was the company's fastest growing product, he said, going from 145 million pieces in 2008 to 700 million in 2009. "There's a demand by customers," he said, "and we gain a competitive advantage while at the same time making global trading more efficient. We're not better humans, there's simply a significant edge if you move fast." Competitive pressure usually induced others within an industry to quickly follow suit. Appel said it would be wrong to rethink capitalism per se as a result of the global financial crisis. "Globally, we are still living in a better world than a hundred years ago and capitalism has solved not all, but many problems. To now throw out the baby with the bathwater would be the wrong answer to the problem." On the political side, regulations for carbon emissions were needed, he agreed, but private consumers and companies, who were ultimately the main cause of emissions, didn't have to wait to make significant contributions.

In closing the session, Yogeshwar asked the panelists to sum up specific suggestions for positive change and action. Najam's positive news was that "India and China will save the world – not because they're interested in climate but because they're interested in development". Barth reiterated that climate change provides huge potential for development and therefore "a double dividend". Journalists must broadcast the positive stories. Goering said that the promising activity in Kenya and many other countries leads her to believe that the developing world might "end up dragging the rest of us down the road we need to go, which I think is really encouraging". Appel also urged people to "see the upside and turn risks into business opportunities". Schubert suggested a "great transformation" of our societies, our ways of producing, investing and consuming. "What we can do now is to take the opportunity to try to solve the economic crisis by choosing ways which also provide solutions to the climate problem." In closing, Najam mentioned the announcement six years ago of the world's first green billionaire, a man from China who earned his fortune with rooftop solar installations for water. "He figured out what the problem was. That's the spirit. When you change the problem, the solutions will change themselves."

SEX, CATASTROPHE, CLIMATE CHANGE? ATTRACTING THE INTEREST OF A MEDIA- SATATED PUBLIC

HOSTED BY DEUTSCHE WELLE

PANEL:

Keith Cunningham, filmmaker, screenwriter and consultant, Munich, Germany

Lissa McMillan, executive producer of the radio newsroom at Australia's Special Broadcasting Service (SBS)

Margarete Pauls, head of communications at the Alfred Wegener Institute for Polar and Marine Research, Bremerhaven, Germany

Heiner Wember, radio feature producer and journalism lecturer, Cologne, Germany

Mathis Wackernagel, co-creator of the Ecological Footprint and President of Global Footprint Network, USA

MODERATION:

Irene Quaile, Deutsche Welle. Bonn, Germany

UN-Secretary General Ban Ki Moon has warned of impending disaster especially for low-lying coastal areas if global warming is not slowed down. The disappointing outcome of the Copenhagen conference and the discovery of errors in some of the IPCC reports have reduced public interest and to some extent even belief in climate change. What role do the media play in communicating these issues? How do we reach a society inundated by info- and entertainment? Attention-grabbing headlines, catastrophe scenarios, sexy pictures, short and snappy sound-bites – can they do justice to a serious issue like climate change? The aim of the discussion between scientists, communication experts and journalists was to present and discuss different views and perspectives on the role of the media, their potential and limitations, in dealing with the subject of climate change for different target groups.

INTRODUCTION FROM THE CHAIR

The chair opened the event with the question whether the title and presence of the word “sex” could have been partly responsible for the large turnout to the workshop, then provided some background to the topic in the form of anecdotes relating to recent trips to the Arctic reporting on climate change research and impacts:

1. A joint venture between scientists from IFM Geomar and Greenpeace on ocean acidification in the Arctic revealed **tensions between scientists and NGOs**. Scientists feel under pressure with regard to climate change topics. They are wary of being accused of taking sides. NGOs want scientists to provide conclusions that show the need for urgent action.
2. **Some scientists could be described as “media skeptics”**, especially following what has become known as “climate-gate” and the uproar following the mistake in the IPCC

report relating to the Himalayan glaciers. The chair referred to an interview she conducted for DW with IPCC author, Adil Najam (who was in the audience) earlier in the year, when he suggested that without the media there would have been no “climate-gate”. Scientists interviewed in Spitsbergen objected to the media pushing politicians to urgent action, while science is a longer-term process. They accuse the media of “just going for the sensational”.

3. The **title of the session** was inspired by an encounter with another journalist – from a tabloid newspaper – during an expedition to Arctic Alaska, which made the chairperson painfully aware of the constraints imposed on some journalist colleagues. The tabloid journalist had problems “selling” stories about scientific research in the Arctic to his editor at home. The event he was waiting for was a young lady appearing in her bikini amongst melting ice floes. Her intention was to draw attention to climate change. His was to appeal to his editor and readers with a “sexy” picture. **“Sex sells”**. His headline was “N-ice maiden's naked plight”. The chair posed the question whether this raises awareness of climate change issues amongst the readers or online users of a mass publication.

THE PANEL DISCUSSION

To what extent are the media under pressure to “sex up” stories, to have an element of sensation to get stories aired and listened to/read/watched?

Heiner Wember said he did not have to “sex up” his stories, but sometimes does. In his view, listeners want a picture of a future with a “nice, sexy life, maybe better than today”. He stresses the importance of NOT saying the apocalypse is approaching, but indicating how we can avoid it.

In a series of radio features he made ahead of Copenhagen, he tried to show “how to escape climate collapse” and present an optimistic view of how life could be in 2050. Every story needs positive thinking.

Lissa McMillan expressed surprise at a view she had heard frequently in the Global Media Forum of the journalist as a campaigner or evangelist. She sees her role as bringing arguments to the table, facts on both sides of the debate. Climate change is just one of many issues concerning the public in Australia, she says, like refugee intake or population growth, and should not be treated differently. If journalists act like evangelists, they risk losing the trust of the community and their reputation. Journalists should help people make informed decisions.

She feels no need to make stories “sexy”, but argues strongly for personalizing stories, “getting inside people’s life”, showing how climate change is or will affect people – e.g. flood water getting into people’s houses in the Torres Strait.

Margarete Pauls said scientists were often unhappy with media coverage. She suggested science and media were two separate worlds with different ways of working. AWI scientists carry out fundamental work to understand complex issues and do not work with the “N’ice maiden” type of communication. However, she stressed the importance of making science interesting to people. She mentioned the use of the “polar bear” as an icon. Although she is not always happy with the way media use that icon, she admitted scientists also used it at

times and that it was easier to interest people in bears than the elements of the food chain, for instance.

Mathis Wackernagel stressed the importance of finding terms and images like the successful “Global Footprint “, which the public can identify with and which are not controversial. He also stressed the need to make things visual. Messages have to resonate with people. Publications attract more interest if they have attractive pictures.

People object to “Sunday school preaching”. He argued for careful “framing” of topics. It is important that people think something is really threatening them”.

He also advocated the idea of “betting” on people’s self-interest. People will take action or vote for politicians who do, if it is in their own interest, e.g. because they will secure them food, heating etc. for the future. For that, people have to truly believe there is a need for action and a threat to be tackled.

Keith Cunningham picked up the “bikini” in the Arctic story. The bikini has no absolute value – it depends on context. What reaction is the bikini supposed to arouse? If people laugh at it, the goal has been missed. If they take it as something that makes them think, something has been achieved. He suggested it would be grasping at straws if the girl in the bikini could make the difference between “whether our world survives or not”.

He described the view of the “bikini journalist” as symptomatic of the state of our public communication, with attention spans trained to be ever shorter. We have been conditioned to respond to bikinis, not beautiful landscapes. The media should ask themselves how to reverse this process, which, he argued, has been going on since the advent of TV.

With regard to climate change, we know where we are and where we have to be, he said. The media should differentiate between legitimate skeptics and those paid by organizations such as the oil and coal lobbies. He referred to the “age of disinformation” and brought in the question of the resources and PR training at the disposal e.g. of the oil industry.

The IPCC, he says, have found CO₂ reductions individuals can make would account for only 10%. The rest must come from industry or public utilities, that means changing the large-scale ways we behave, in Keith Cunningham’s view. The media could point this out – while not negating the value of small contributions, which show “solidarity with the future”. But the media should not be propagandist.

Do we need different methods for different media and different target groups? Do we need to reach everybody, including the tabloid reader, or, as one scientist said recently, “just the elite”?

Lissa McMillan expressed the view that we have to reach people directly and quickly, we need language like “global footprint”. She described that as “great shorthand for us”, it helps to cut through great complexity. We need practical examples that will stop people as they wash dishes and make them think “this is serious”.

Margarete Pauls: “We need to reach more than the elite”. Some scientists see that differently. We work with all media and cannot target specific groups. We distribute press

releases – and also respond to special requests. She said her organization also trains scientists specially to be able to talk to commercial stations like RTL. “That’s our only chance to reach everybody.”

Heiner Wember stressed the need for material to suit audiences of the different program channels, from long features to three–minute stories. You can tell a story in short form, he’s convinced.

Keith Cunningham stressed that every program has a target audience you have to reach, or cease to exist. He traces this back to the late 60s and the “miracle of market segmentation”. In his view, this has fragmented society, so media should have two goals: 1) reach your segment, 2) create a sense of community and solidarity.

Mathis Wackernagel argued FOR segmentation and elitism. He suggested the most “under–served demographic segment is misinformed administrators over 45”. Segmenting demographics can help by framing the issue for a particular group. He attacked the “absurd positions” of some and their failure not to comprehend the need to “get out of fossil fuels”. He sees a discrepancy between the EU or G20 leaders calling for a 2–degree limit but not taking the action this would require. The media should get “out of Sunday–school mode”, tell the stories that reach the segment and frame the message in order to shift the debate.

Keith Cunningham recalled the point in American movies where nobody smoked any more, and stressed the influence of movie actors. The media have to create iconic images of what we would like to see. TV has a tremendous power to create a model for the public, a kind of virtual consensus. We have to show “where we’d like to end up” on TV.

SELECTED POINTS MADE FROM THE FLOOR

Martin Visbeck, IFM Geomar, introduced the problem of how to communicate the message that action is necessary on climate change, while at the same time local developments which appeared to be “sexy” news stories illustrating climate change may turn out to be attributable to other factors (e.g. sea level around Tuvalu has risen at 5 times the global rate, but scientists now know this is probably because of winds, not climate change. Sea level there is likely to drop in future).

He suggested climate change reporting of the future will be like health reporting in the media – e.g. conflicting views on the health benefits of a glass of wine from one study to the next. He wondered if it would be a question of “sexing up” the message, then de–sexing it to suit real–life developments.

Adil Najam, scientist and IPCC author, said he wished journalists would take climate less seriously. They should report but not be “crusaders” (which he says also applies to some scientists). He said the Himalayan glacier controversy started with a press interview. “If I read a mistake on p. 18 of the New York Times I don’t stop believing the headline on p.1.” He agreed with Visbeck’s forecast for future reporting on climate change.

Other points from the floor included how to avoid becoming “trapped in balanced reporting” (the need to give the same air time or coverage to both sides of a story), the difficulty to distinguish between “reliable” scientists and the trend in the media to publish “good quotes” or sound-bites which contain half-truths.

PANEL RESPONSES AND CONCLUDING REMARKS

Keith Cunningham suggested the more you over-simplify a statement, the more you create room for misunderstanding and ambiguity. Media have to provide simple, high-impact statements without being inaccurate. They should not lead the audience to believe simplified statements are reality, but keep the contexts transparent.

He emphasized the crucial nature of climate change reporting in the media and the need to be able to distinguish between rhetoric and principles. Scientists aim at objectivity, politicians want to win votes.

He suggested climate deniers only have to create doubt and that would be enough to make legislators hesitate. He talked of a battle of two world views, one based on science, one on e.g. politics.

Politicized media rhetoric takes certain conclusions and packages it in an “emotionally volatile statement”. Scientists have to realize this and translate their thinking into something that competes. In his view, this still has to be addressed “by those of us working for sustainable future”. Scientists, he feels, need help in playing on the field of public opinion.

Margrete Pauls stressed the need to communicate to people that science is a process, not just results.

She also picked up the “doubt” idea and said scientists work a lot with doubt. Most don’t claim to have the truth. She does not think scientists need more help with communication. On personalization she said scientists who not only tell their story (of their work, expeditions) but give good examples from their daily lives are those who convince people.

Mathis Wackernagel referred again to the idea of putting a story in the right frame. The Tuvalu story could be an example where an exception makes the rule more interesting. People have a good “bullshit detector”, he says, you need to be honest.

Lissa McMillan stressed the need for journalists to be given the time and resources to do their research on a complex topic like climate change properly. They must be in a position to see that different arguments are not of equal value, and are not worth the same five minutes each.

She stressed the “self-interest” of media organizations in presenting an accurate view, not “dumbed down” to the extent where they lose credibility and trust.

Heiner Wember referred to a “new idea of journalism” adhered to by himself and the German WDR broadcaster. Instead of distinguishing strictly between news and opinion, listeners should know the journalists are specialists and have commentary in their reports. The

journalist can say “there are some skeptics, but we don’t think they’re serious”. He sees the role of media as helping the listeners along, not just giving two sets of arguments and leaving them to sort it out.

Mathis Wackernagel provided some final food for thought by saying doubt could be positive in keeping minds alert. But it can go in two directions. If it creates confusion, it will be destructive. Managed well, it leads to inquiry. That, he concluded, is the role of the media – to generate inquiry into the important issue of how we will live in the future. Answers, he said, kill inquiry. We should “tickle people” into participating in inquiry – “how will we make it in year 2050?”

COMMUNICATIONS CONTRIBUTING TO ETHIOPIAN WILD COFFEE FOREST CONSERVATION

HOSTED BY THE NATURE AND BIODIVERSITY CONSERVATION UNION (NABU), GERMANY

PANEL:

Argaw Ashine, Ethiopia Environment Journalist Association, Ethiopia

Sisay Nune, project coordinator, NABU, Ethiopia

Daniela Tunger, project officer, NABU, Germany

Ludger Schadomsky, manager Amharic service, Deutsche Welle

MODERATION:

Carsten Wachholz, energy and climate change policies, NABU, Germany

Carsten Wachholz introduced the audience to the workshop's objective by raising questions about the role of communication in Ethiopia around forests and climate change. He wanted to explore how communication works in practice in Ethiopia, the kind of public interest/relevance these issues have in developed countries like Germany and how NABU can expand its communication strategy to ensure the successful implementation of a project in Ethiopia.

Daniela Tunger introduced the work of NABU and its recent activities in Ethiopia. The focus was on the NABU project, "Climate Protection and Preservation of Primary Forests – A Management Model using the Wild

Coffee Forest in Ethiopia as an Example", which is funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) within the framework of the International Climate Initiative. With its afro-montane rainforests, the project is located in the recently announced Kafa Biosphere Reserve, accepted into the UNESCO world network of biosphere reserves on 3 June 2010. These forests are of significant importance for the country's contribution to climate protection and to secure the regional population's natural and economic basis of existence. NABU aims to preserve these forests, avoid additional green house gas emissions, maintain the ecosystem services and promote regional sustainable development.

After showing how the project plans to reach its goals, for example through reforestation, participatory forest management and ecotourism development, the question was raised how to further create awareness for the significance and uniqueness of the forests as well as for the integrative project approach which has the potential to serve as a model for other areas.

Wachholz opened the discussion by asking each of the speakers for a short statement from their own perspectives with regards to media and climate change. At first it was important to

get an understanding from Mr Argaw Ashine, the Director of Ethiopia Environment Journalists Association in Addis Ababa, on how public communication works in

Ethiopia, whether a public debate on climate change and forests exists and who participates in it. We learned that Ethiopia has approximately 28 newspapers on the market, of which the majority is based in Addis Ababa, the biggest one with a circulation of 22,000 per day, which is considered extremely low compared to countries in Europe, for example. Ashine made clear that in the media reporting climate change and forests should not be seen as an environmental topic only but also includes many other aspects such as human rights and gender. To him it's an issue about governance at local and international levels. He said it is difficult in Ethiopia to report on certain issues. Journalists face government attempts to obstruct press freedom.

On 31 August 2009 the Ethiopian prime minister, Meles Zenawi, was appointed Chair of the African Heads of State and Government on Climate Change, and since then has been regarded as a protagonist for climate change in Africa, which hopefully widens the scope to raise critical issues.

Wachholz asked Mr. Sisay Nune, the NABU project coordinator in Ethiopia, how public participation of local communities works in practice in the field of natural resources and forest management. Nune stressed the importance of participation and consultation of local communities, especially on environmental issues. In his opinion the top down approach often used in the past does not work at all. During the process of the establishment of the Kafa Biosphere Reserve, the strategy of public participation can be considered a key factor for the success of the initiative.

In Ethiopia public participation takes place in a different form due to a high number of illiterate people and the lack of access to TV and radio. In the project area it mostly happens through information sessions, training, workshops and capacity building.

Ludger Schadomsky, manager of Deutsche Welle's Amharic service, shared his view on the media's circumstances in Ethiopia. Being able to look back on 45 years of broadcasting to Ethiopia and constituting the single most important foreign source of information in the country, he considers the media environment in Ethiopia as increasingly difficult and repressive and describes environmental issues as a mine field for correspondents. He would wish for the media to be considered part of the solution rather than a problem, but so far this has been a slow process.

The panelists agreed that one way of changing the situation of environmental reporting is to invest in the training of local journalists, who can afterwards better report on those issues and push these topics in a professional manner into the media headlines. A point of concern was that journalists mostly report on negative issues, which can be an explanation for the reaction of the government. Selling a story often depends on attacking someone or something, which needs to be overcome. Positive news should be reported more often.

The NABU project aims to create positive examples, which need to be communicated and the information spread. Again the question of how best to reach the target audience came up. The experts responded with practical and hands-on suggestions.

Since Africa can be considered as the last radio continent – in Ethiopia Deutsche Welle reaches 3.5 million people every day – target groups such as communities who will ultimately carry a project like this are reached. Schadomsky recommended giving stories a name, face, age and gender, moving away from the meta-level as it used to be and starting to tell stories involving real people. Olivier Nyirubugara, senior coach at Voices of Africa Media Foundation, who sat in the audience, added to this point the method of citizen journalism, where the people themselves engage in journalism and report their own stories. This approach could offer a different but more authentic and local perspective on these issues.

We concluded that communication goes beyond printing reports and that media should be engaged as a partner and not treated as only a messenger. As an implementing organization one should follow a more pro-active approach, for example by providing journalists with information on the project on a regular basis as well as trying to organize field trips and sending groups of environmental journalists to the project region. The NABU project coordinators were happy to receive such valuable input and will try to expand and operate their communication strategy accordingly.

FROM COPENHAGEN TO CANCUN – A ROADMAP

HOSTED BY WUPPERTAL INSTITUTE FOR CLIMATE, ENVIRONMENT AND ENERGY

PANEL:

James Fahn, Executive Director, Internews' Earth Journalism Network (EJN), USA

Jürgen Maier, Director, Forum on Environment & Development, Germany

Imme Scholz, German Development Institute (DIE), Germany

MODERATION:

Christoph Bals, Political Director, GermanWatch, Germany

Skepticism ruled as the three panelists looked for possible new dynamics en route to the climate negotiations in Cancun and South Africa. Prospects of a treaty coming out of Cancun look dim, said Fahn. Copenhagen clearly showed the key players driven mainly by their geopolitical interest and only secondarily by the climate interest, said Bals. “Realistically the expectations for the Cancun conference are rather low. Since Copenhagen, UN climate negotiations are associated with failure in the media, in public debate. We’ve moved from unrealistic expectations to bashing the whole thing. We have to change the global energy paradigm, the fossil energy paradigm, and this is simply not on the table in Cancun,” argued Maier. Placing herself “more on the skeptical side”, Scholz said, “we need realism in the sense that we look at these global negotiations without expecting too much in the sense of miraculous progress where there are not many signs for such things to actually happen. Cancun, I think, will be complicated.”

So, what role for the media? “Even if we don’t get a legally binding treaty in Cancun, it’s still a good opportunity for journalists to go there, and if you do have that chance, I heartily encourage you to do it,” said Fahn in his presentation. And immediately put his money where his mouth is, inviting any journalist from a developing country to apply to his organization to send them along with 40 others they’re already sponsoring.

“These sessions have become information marts,” Fahn, a journalist who worked in Asia, and now heads an organization helping journalists to get a grip on the climate story, went on. “So any aspect of climate change, you find out about it there. It’s a great opportunity to meet people and immerse yourself in the issues.” With frustration at global level, there was a lot happening at regional and local levels. “This could be the biggest story of the 21st century. Negotiations is not the whole story of climate change, far from it. It’s not just an environment story, it’s a political story, it’s a business story, it’s a legal story, it’s an international relations story, it’s an economic story, it’s a cultural story – I can go on and on. If you harp on just one angle, like the political angle, it gets very boring for your audience.”

Scholz noted that politicians don’t suddenly do something at a conference they haven’t been willing to do before. A global regime was needed, especially from the perspective of fairness and justice. Agreement needed to be reached on how to distribute the remaining carbon

space in the atmosphere. “Positions at the global level are determined by what is possible on the national level and that has been the leg on which politicians have been limping, especially from the US, of course, while I think the BASIC countries have not been limping so much because they have actually shown a very speedy process of adopting national climate change policies, even if these policies are not enough if we really think about how ambitious reduction targets should be until 2020.”

Alliances are shifting. After Copenhagen, the BASIC countries, including China, met regularly and issued joint statements. “These countries see themselves as competing for the higher positions.” It was a task for journalists to analyze what would be the advantages of a global regime which faces the issue of how to distribute the remaining carbon space.

The moderator referred to climate cooperation developing between Europe and China, breaking a pre-Copenhagen taboo on even speaking about these things.

Exploring where the most dynamism could come from, Maier, who has participated in many frustrating international negotiating processes, stressed an urgent need to shift from the perception that it’s all about concessions, to a focus on opportunities. “The perception of these negotiations is at the moment so stuck in not a win-win, but actually a lose-lose perception and we have to really change that.”

He cited figures by the International Energy Agency and the European Union that up to 65% of global energy investments are going into renewables, a clear sign where the future would be. “Those people did not need an international agreement to make their investments in wind, in biomass, in solar, in whatever they were investing, those people have a realistic expectation where money can be earned in the future. Almost every measure that is necessary for climate protection also would make sense if climate change didn’t happen at all. China is aggressively exporting renewable energy technologies at cut prices and nobody waits for all nations to do the same. It’s a race who will make the profits first, who will first control the markets of the future, and governments negotiating in Copenhagen haven’t realized that.”

The media and NGO’s should emphasize much more these opportunities that can be seen, implemented, realized.

“It’s not a story of concessions, it’s a story of opportunities, and in a way the international negotiations at some point will follow that. When national action becomes profitable and is no longer seen as a concession but rather as something you have to do otherwise your markets will be conquered by other companies from abroad, then it’s much more easy for the climate negotiations also to move ahead.”

Noting that 160 nations are energy importers, he said it’s very likely that we’ll see a lot happening in most of them.

“When the critical mass for an agreement has been reached, the lesson should be that an agreement can be concluded with those nations that want it. There is no need to wait until the last Republican Senator in the United States has also realized what the rest of the world has already realized. America will be the loser of this whole race.

“The change of perception from concession to opportunity is something that we should try to speed up and I think it’s one of the most promising ideas to more international cooperation ahead, not on the level that everybody has to agree, because then nobody will agree, but on the level that you need critical masses to move something,” Maier said.

A media woman from the floor said she did not share the pessimism about Cancun and saw a lot of movement in the right direction, in which the media had an important role. An audience member asked from the floor whether climate change should be addressed top-down or bottom-up, citing the liberation of communist East Germany as a bottom-up example.

Scholz sees a strong bottom-up element in moving to renewable energy because it’s part of the ideology of sustainably reconstructing the economy and society by decentralizing. “I like to hear positive thinking about bottom up initiatives but I’m still not convinced that this way may lead us really to prevent dangerous climate change.” Nor was she sure, she said, whether the changes in the natural system we’ll see in 20 years will really be linked with climate change “because the issue of assuming responsibility is not decided yet”.

“It’s not bottom-up, top- down, not either-or, it’s both,” said Maier, who is active in efforts to move Germany to a low-carbon society. “Without local actions you can forget the ambitious global agreement. Energy markets are heavily regulated all over the world and as long as they’re completely biased towards centralized fossil energy generation, you can have as much bottom-up as you want but at some point you have to change these regulations. The bottom-up approach is also a little bit difficult because the economies all over the world are in a phase of rapid globalization, centralization, consolidation, but in the energy markets the structural change towards renewables means moving into the opposite direction. The big energy players in Germany are absent in the 16% renewable energy share. We are driving energy giants out of business. What started in electricity will spread to heat and transport, which is why the bottom-up approach is such an enormous task, but it takes place despite these enormous obstacles. But at some point we also need top-down regulation in order to make all that possible, otherwise it will simply come to its natural limit. It’s both, and not either-or.”

Turning the global issue into a local story was an ongoing challenge for the media, said Fahn. One way to resolve it was “to turn it on its head and say ok, we can’t say that this tremendous storm or landslide was necessarily caused by climate change, but we can say that the scientists tell us, in the future there are likely to be more such events because of climate change”.

Whereas not enough attention was given to adaptation, especially in the developed world, in developing countries that might be the major focus of climate change issues. “There is a very worrisome chance,” said Fahn, “that the least developed countries will be left behind again, and that’s another reason why the media is so important, because there’s a lot of things that people and communities can do on their own to adapt to climate change”.

The panelists were asked to put their top priority for the next two years in a nutshell:

Fahn: Keeping close watch on what the two key players, the US and China, are doing, because what happens there will either drive towards an agreement or away from it. “I think it’s going to take a global crisis that can be linked directly to climate change before we get a global agreement.”

Scholz: “I would appeal to European policymakers to really invest in pioneering partnerships for low carbon development and adaptation with a variety of developing countries to show that action is possible without waiting for a global regime.”

Maier: “My dream would be that the 160 nations importing fossil fuels form a cartel of energy importers and make a deal to progressively reduce their energy imports over the coming ten years – that is a dream; the realistic expectation would be that more and more countries pursue ambitious domestic policies to develop their own renewable energy industry and go with these policies to the next climate conferences and say ‘we are not talking about concessions, we’ve already done it’. It’s crucially important that other developed and emerging economies understand that the U.S. is blocked by the political system that they have there and that they have to move forward without the U.S. or we will not see any movement in the next couple of years.”

Earlier in the session, Fahn explained how Internews’ Earth Journalism Network (EJN) promotes journalistic climate reporting in developing countries. Fahn, who has attended several climate conferences and worked as a journalist in Asia for a decade, said he understood the many time, money and knowledge pressures journalists faced there. So EJN tries to assist in those areas. Internews does media development, such as building radio stations in Afghanistan, “anything we can do to support a free and open press”. It provides a lot of training. “We don’t tell journalists what they should be reporting, we very much value the independence of the press.... We support better and more environmental coverage.” They do that with a variety of methodologies.

EJN works with local networks of environmental journalists. For example, in Thailand Fahn helped set up the Thai Society of Environmental Journalists. In it more senior journalists can teach the younger ones. And as a group you have more clout. A single journalist trying to report an environmental scandal to a minister could easily be ignored, but a group representing the country’s major media, couldn’t be so easily ignored. EJN has helped to set up networks of environmental journalists in Indonesia, Mexico, Philippines and many other countries. “We support these local networks where they already exist and we help launch them where they don’t. We do a lot of training, we develop online materials, we give out small grants, give out fellowships to individual journalists and to groups, we support journalists going to climate summits.”

The EJN project offers an online climate change course. With an email list it stays in touch with more than a thousand journalists interested in environmental issues. EJN also works on biodiversity, water, ocean and environmental health issues. “Our journalists have helped uncover scandals, done investigative reports.” Chinese journalists reported dozens of polluting factories after attending an EJN workshop. A supported Vietnamese journalist exposed a wildlife smuggling ring, a group of Vietnamese journalists blew the lid on a golf course development in a national park that was then stopped.

“Imagine you’re a young journalist in Vietnam, you don’t have much say in the direction your country is going in, but you write this one story and you really have real impact. That’s very empowering and that’s the kind of thing we try and support.” At summits they carry out training programs where the trainees can sit down with major players from the delegations. “Since 2006 coverage of climate issues has doubled in Vietnam every year. Quality is still lacking sometimes but improving. Generally speaking coverage in developing countries is improving.”

REGAINING LEADERSHIP? – THE EU’S ROLE IN INTERNATIONAL CLIMATE POLITICS

HOSTED BY THE GERMAN COUNCIL ON FOREIGN RELATIONS (DGAP)

PANEL:

Jörg Haas, European Climate Foundation, The Netherlands

Bernice Lee, Chatham House, United Kingdom

Miranda Schreurs, Freie Universität Berlin, Germany

Marcel Viëtor, DGAP, Germany

MODERATION:

Almut Möller, DGAP, Germany

Jörg Haas started with highlighting the public debate on Copenhagen in which the EU is portrayed as big loser. He saw the main reason for the negative outcome in the EU's choosing a negotiating strategy not suitable for a grouping of diverse countries. Internal differences were papered over to make all members of the Union happy, rendering the EU unable to act in a united way. "The EU does not play the ace in its sleeve." Climate change is only viewed as a burden-sharing issue and not as an opportunity-sharing issue. With Eastern Europe the EU includes a part of the developing countries, but Eastern Europe does not feel comfortable with the dual division of the world as stipulated in the Kyoto Protocol. This pushes the EU into confrontation with the G 77 countries. The EU can only maintain its leadership and win international negotiations by forging alliances with the developing countries, which is impossible with the recent strategy. After the Treaty of Lisbon the EU does not have a clear decision-making structure, which will obviously hamper Europe's effectiveness. There is a move towards putting the portfolio to the new High Representative for Foreign Affairs; tension inside the Commission can be observed on the sharing of responsibilities and additional jealousy between the member states exists. Haas hopes that the EU will move forward to a greater degree of centralization, because only then will Europe be a really effective player. Furthermore, Haas mentioned that the Obama factor should be overcome if the EU wants to move forward. The Union should look for leadership coalitions in the developing world, e.g. with Columbia and Indonesia.

Marcel Viëtor commented that Germany had pursued a very active climate policy and leadership role in recent years. The political approach fitted well to the economy. After the 2008/09 financial crisis, however, this changed rapidly. Ambitious policies of climate protection were revoked, because securing jobs became more important at the time. A process of "declimatization" began with the crisis and has continued so far, so that for instance funding to help developing countries adapt to climate change is being opposed. Comparing the economic stimulus packages of different countries Germany spends a marginal amount on green programs. Viëtor concluded that after being the leading power or "motor" in climate policy, Germany has downgraded its commitment on this important issue and by this is setting back the EU. Other countries have taken the lead and determined the outcomes of the

international climate negotiations far more than the EU was able to do. Viëtor accentuated that the EU has to focus on basic tasks, rebuilding its credibility and focusing on the domestic agenda first. If the EU is serious and wants to play a leading role again, it needs a consistent and committed climate policy to rebuild its credibility. Climate policy can only be a credible international model if it is built on a domestic climate policy, which is foremost energy policy. The EU should focus on the development of an electricity super grid, storage technologies and carbon capture and storage. Only if Europe is successful at this, the Union can urge others in the world to adopt such policies.

Miranda Schreurs commented that with Obama there have been remarkable changes in the climate debate compared to the Bush administration. Large investments in renewable energies have been made and a positive discussion on climate change is taking place, even though priorities are different than those in Europe. Obama is making efforts to win the necessary Senate votes to pass an energy bill, in order to sign an international agreement. Europe did lead in many ways but did not lead the political negotiations. To say the EU was a non-player would be too strong, but it wasn't listened to because nobody wanted to listen to Europe. The US is only interested in what China is doing and China is only interested in what the US is doing. The question is if the US can be moved domestically. Miranda Schreurs regards the areas of technology transfer and financial agreements, as well as forestry questions, as the moving areas to possible agreement. Not all negotiations have to be made in as large an arrangement as the UN. It would be useful to break things up into agencies or regional initiatives where you can reach agreement in a smaller framework. Too much hope is put into big institutions and we need to rethink our structures.

Bernice Lee started by defending the EU, saying that without the nagging of the Union the US wouldn't have done as much as it did. Then she explained what has changed in China's position, by pointing out that we now see the fallout of the bad negotiations in Copenhagen. China's leadership has understood the negative impact of climate change and proposals have been adopted, but China does not want the world to know about its internal deciding procedures. China is committed to a low emission carbon economy, but through the Copenhagen negotiations its position took a hit. Inside China's very influential lobbies are attempting to continue urbanization. Concerning European negotiators' understanding of China, Lee said that a lot of understanding does exist, but Europe cannot punch at its own weight because it doesn't speak with one voice. Furthermore, she emphasized the regional differences that both China and Europe have internally. Bernice Lee exemplified a plan: Her perception is that it is very important for the EU to demonstrate action. If you want to persuade China you need to work with the US, and the Union has to act together. No trade talks should be used, rather investment into markets made. Furthermore, the EU has to work together with China's "team mates", i.e. South Africa and India, and additionally foster technology cooperation.

DISCUSSION

In the discussion, Jörg Haas emphasized that no coalition with the developing world was built and the Kyoto tasks were defended. In his view the EU has partly not been doing badly on

internal redistribution, but there is still a task to be done to unite Europe. Stressing that networks are needed to channel communications and to share experiences, Miranda Schreurs pointed out that cities and regional governments have to find ways to monitor progress, and make sure that the set targets are actually met. The concepts of adaptation and mitigation have not been understood, and no adequate measures have been developed. It is necessary to figure out a creative tension between the needs of the developing countries and the priorities of climate conservation so that win-win-situations can be created, for instance climate-friendly housing. Haas found it important to realize that the Clean Development Mechanism will not be the answer and we need to look beyond the carbon market for climate finance. Climate finance should not be put out in a non-strategic way like the EU is doing at the moment and should better be used as a tool to build alliances with progressive countries and help these to develop adaptation and mitigation plans. Bernice Lee highlighted the danger of nationalist visions of opportunities in spite of the financial crisis and pointed out that markets have to be kept open if climate goals are to be accomplished. Marcel Viëtor emphasized that unification of the Union on a mere compromise is not the main problem, but to convince those member states with weak ambitions, i.e. Poland, to move closer to the more ambitious. Schreurs accentuated that the EU has not really been able to lead Copenhagen, while the big decisions were and are going to be made by the US and China. Haas finally recommended creating partnerships with progressive developing countries. Climate protection is more effective when you share technologies and finances.

TOO DRY, TOO TECHNICAL, NOT PRESTIGIOUS – HOW TO INSPIRE EXCELLENCE IN CLIMATE CHANGE COVERAGE

HOSTED BY INWENT

PANEL:

Chandra Bhushan, Assoc. Director, Center for Science and Environment, India

Aimable Twahirwa, Science & Online reporter, Rwanda News Agency, Rwanda

Hervé Gogoua, Journalist, Ghana Broadcasting Corporation, Ghana

Foster Dongozi, Secretary General, Zimbabwe Union of Journalists, Zimbabwe

Sergio Federovisky, Biologist, Argentina

MODERATION:

Astrid Kohl, International Institute for Journalism (IJJ), Inwent, Germany

Astrid Kohl, the head of the International Institute of Journalism (IJJ), began by describing what the IJJ does. It is a non-profit organization commissioned by the German government to assist with the implementation of the Millennium Development Goals. Once a year, IJJ provides an eight-week course on environmental reporting to journalists from Asia, Sub-Saharan Africa and the Middle East.

Describing the workshop she asked, “What means do we have to inspire excellence in climate change coverage? What is needed to raise the media’s awareness about its own role in making people aware, not only about climate change and its consequences, but also about the impact of climate change on our everyday lives and the various ways to adapt to it?”

She added, “We offer the training course because we are convinced that journalists and the news media play a crucial role in raising and creating awareness of threats to the environment and their daily effect on the material conditions of our lives.” Kohl went on to say that this seemed to be a real challenge for most media houses and not least for those in developing countries and emerging economies and, “as we all know, these are the countries most affected by climate change”.

Chandra Bhushan began by noting, “how confusing it was for a journalist who doesn’t know the intricacies of climate change”. He said that the morning started with Yvo de Boer, head of UNFCCC, saying Copenhagen was successful and another person saying it was rubbish. Another speaker said that the world could be completely converted to renewable energy by 2050 and others talked about carbon not being a problem and that we should be negotiating development. In other words, there was a lot of *jargon* specific to climate change. So as a journalist, what do you write about? Bhushan noted that, “climate change is not just about science”. He said a journalist had to not only know science; he had to know technology as

well as politics if he or she is to write about climate change. “Of course climate change is the biggest challenge humanity has,” he said. “But the biggest thing we are worried about is not that our planet is in peril, but that our biggest challenge is to change ourselves. If we want to solve climate change, it is not about technology, it is about us changing.” He added that climate change is important not because it is an environmental issue but because it is an economic issue, and that is why the climate change negotiations are failing – because they are not environmental negotiations, but economic negotiations. Bhushan went on to describe the media scene in India, a country with 26 official languages. “The national media only reports what happens at the negotiations. It is a broad overview of climate change for middle class India whose focus is the politics of climate change. But the most vibrant media in India, in terms of reportage on climate change – that looks at local impact – is the regional media which covers the small things that happen on the ground.” He said the regional media covers things like the failure of the monsoon and how it affects cotton crops, or the impact it had on animal husbandry. He also noted that records of temperatures in India have been kept since 1857 and that scientists are now finding subtle changes in peak temperature levels; during summers, nights and even in winter. So what is the challenge? Like all media the challenge is to have serious reportage. But a lot of reporters in India aren’t being given the time to do serious climate change journalism. And media is becoming very urban. Coverage of villages has disappeared from mainstream media. Grassroots reportage on impact and adaptation to climate change is missing from mainstream media. On the positive side, the demand for science and environmental reporting is on the rise. There are good salaries for reporters, and there are more schools and courses for reporters to learn about doing investigative journalism.

Question from audience member: How important is it to include case studies and actually make it relevant? You seem to be saying that context of a story is becoming as important as content. Chandra replied that context which captures the imagination of people is far more important.

Aimable Twahirwa from Rwanda focused on challenges media in Africa face in covering climate change. He shared an anecdote about a reporter assigned to cover a story related to climate change coming back to the newsroom to say he couldn’t because he didn’t know enough about the subject matter. Another problem was, even if scientists talked to reporters about the issues, reporters weren’t well-versed enough with them to understand what the scientists were telling them. Twahirwa said that this was not only an Africa-wide issue but a countrywide issue in Rwanda as well. So training reporters must be a priority. He also noted that Rwanda was one of 25 African nations facing water scarcity so that was a major climate issue for them. An increase in malaria as a result of climate change is another. Overall, the challenge for reporters in Rwanda and other African countries was how to raise public awareness of these issues. Finally he said that, “climate change was also an economic issue and the challenge for reporters was to explain to their audience how climate change had a direct impact on their communities”.

Hervé Gogoua focused on Ghana. Specifically, “Is climate change an issue in the media in Ghana? Is climate change impacting Ghana? Yes.” In the north of Ghana climate change has resulted in severe droughts, leading to homelessness and a loss of agricultural products and so is contributing to a migration of people from the north to the south. In coastal areas, climate change is impacting fishing due to the rise in sea levels. Lower water levels have impeded

hydropower production, which in turn affects electric power availability, forcing people to buy generators. “Is the media helping to raise public awareness in Ghana? I can say yes. But climate change is not sexy. What you see is sporadic coverage.” Gogoua believes that the media has been good at educating people on how to save energy. Rural radio has been good at teaching people how to prevent bush fires. The media have also been good at educating people about not releasing chemicals into the ground when people do small-scale mining. He believes that Ghanaian media have been taking the initiative in affecting change in policies about climate change at the state level. He echoed Twahirwa’s position regarding the challenges the media faced, also noting that reporters need training to cover environmental issues. He said, “You don’t need to be a scientist to report on climate change – but you do need basic knowledge about the issues.” Another challenge is resources. Most of his colleagues are poorly paid, he said. It is also a question of priorities in the newsroom. They would rather cover political rallies than climate change. The way forward is for media practitioners to change their attitude toward covering the issue and much closer cooperation between scientists and journalists.

Question: Is there a course in environmental journalism at the university in Ghana? Gogoua said he was not aware of one and that he did not go to that school but he believed that everyone goes through mainstream journalism training and then journalists develop an interest in certain areas. Someone commented from the audience that there is a school for environmental journalism and that there is a group called the Environmental Journalists Association in the country.

Foster Dongozi of Zimbabwe among his many titles is also the vice president of the Federation of African Journalists. He is also an alumnus of the IJF and plans to set up an organization that works with community media to bring climate change as an issue on the ground to communities and everyday people.

“Climate change has manifested itself in Zimbabwe through the change of rainfall patterns. In the past we knew that from early to mid-October, you needed to start preparing your land and planting, but now the rains are falling from early to mid-December and that has a very serious bearing on food security,” he said, “because our farmers are still adapting to the change in climate, because they are used to planting in October. But by the end of October there is no rain so they plant again in November but there is no rain in November and by December they have run out of seeds.” The late rains contributed to an increase in malaria, he noted. As for environmental reporting, he observed that young reporters would rather cover sports or politics because rivalry and conflict make those topics more exciting. But, he said, “climate change has the potential to create food shortages caused by drought and floods, and that creates internal conflicts and agitation and these are very fertile environments for war”. He also noted that conflict between countries for dwindling freshwater sources and grazing could lead to war. He observed that people have said that in the future, countries will go to war not over oil but rather for freshwater rights. He went on to tell a story that media houses will report on climate change as a course of covering the government’s actions and pronouncements on their climate change policy. “For three months I tried to contact the head of climate change department in Zimbabwe to try and establish if Zimbabwe had a climate change policy. I was never able to get a hold of him.” He asked the office to supply

him with information but they told him he could only get the information from the head of the department. He observed that if governments didn't take climate change seriously, then the media bosses wouldn't either and climate change stories would be given little prominence or disregarded altogether. He then ran through a few local innovations they were working on in Zimbabwe. He is setting up an organization to start looking at what rights of women and children are being violated by climate change. When policies are being implemented, the rights of women and children must be taken into consideration.

An audience member said that in rural Africa it was important to use "non-traditional media" to communicate messages because many people are illiterate, so vehicles like drama worked best to spread messages.

MEDIA CLIMATE: CLIMATE SUMMIT COVERAGE AROUND THE WORLD

HOSTED BY DEUTSCHE WELLE/BITS ISERLOHN

PANEL:

Oliver Hahn, Professor of Journalism, Germany

Ibrahim Saleh, Faculty Member, University of Cape Town, South Africa

Mofizur Rhaman, University of Dhaka, Bangladesh

Elisabeth Eide, Journalist and Author, Norway

MODERATION:

Christopher Springate, Journalist, Germany

The global climate crisis and degradation of the environment have been raised to the level of major concern during the last years. However, we know less about how media cover this crisis, and especially the professional dilemmas involved in various corners of the world. Based on research done by a global network with partners from 19 countries¹, we are able to give some indications of how the two climate summits – Bali 2007 and in Copenhagen 2009 – were covered in important newspapers from the participant countries.

As the crisis is global, one of the potential conflicts inherent in the climate crisis is articulated (not least in the media) as existing between the “North” and “South” – particularly when it comes to responsibility for the crisis and its solutions and a special relevance of this project lies in its ability to cut across this divide and compare media representations of global events in countries both in the “North” and in the “South”.

SHIFT OF BLAME

Among our most important findings are that the Copenhagen summit attracted more media attention than the summit in Bali, perhaps due to the expectations being raised to a higher level in 2009 as the end of the Kyoto protocol (2012) agreements is drawing closer. Besides, the elite newspapers tended to cover the climate crisis in general as well as the summits, to a larger extent than typically “popular press” newspapers. We also see a shift in the way in which the “world order” is presented. In Bali 2007, much blame for the crisis was still directed at the US in particular as well as the old industrialized nations in general. As for Copenhagen, the blame for present emissions as well as the responsibility for the future was increasingly shifted to the “emerging nations”, especially China and India, as they were seen as being the main future polluters. The coverage reflects much of the “political game”; but we also observe how an influential consortium of the two large emerging nations together

¹ Currently the following nations are represented in the network: Australia, Bangladesh, Brazil, Canada, Chile, China, Denmark, Egypt, El Salvador, Finland, Germany, Indonesia, Israel, Norway, Pakistan, Russia, South Africa, Sweden and USA.

with Brazil, South Africa and partly Russia, made their way into the centre of negotiations, whereby the EU with its initiatives, was sidelined.

The media had different priorities when it comes to summit coverage. Australia, Bangladesh, Canada, Denmark, Finland and Norway had in their respective (2) papers more than 200 stories from the Copenhagen summit, while the “low priority” countries were mainly from the global South (8 countries with less than 100 stories). This may be due to developing countries having less media resources to spare for covering large international summits. We also observe a large proportion of news agency stories (Egypt, El Salvador, Pakistan and South Africa); but it may also imply that the national political debate centres around other issues, not least poverty, development and epidemics, as in Egypt’s case. Bangladesh differs, having almost become a metaphor for the looming catastrophes of climate change.

FEW FEMALE VOICES

All in all, one fourth of the stories were referred to on the front pages of the newspapers, which indicate a rather high priority, but there are huge national differences. 42 per cent of the voices quoted belonged to national politicians; while 23 per cent were from civil society (NGOs or grass roots) and 15 per cent of the voices were scientists. While this was to be expected – summits are forums where politicians come to the centre stage – two of our findings were more surprising: Only four per cent of all voices were from the business community². This raises the question whether business actors prefer to work without too much media exposure within the field of climate changes.

Still more surprising, only 12 per cent of the voices quoted were women; this in spite of the fact that women across the world often bear the brunt of climate changes consequences. Again there is a great variety. While the Nordic countries, El Salvador and South Africa have 19 per cent or more women, some of the other countries hardly quote a single female voice. The same variety is found with civil society: while Sweden’s two newspapers have 46 percent such voices; Pakistan hardly has any. Most country reports also reveal that climate sceptics or deniers were given more space around the Copenhagen event, due to the so-called Climategate, where e-mail exchanges leaked from climate scientists at Cardiff University.

GLOOMY PERSPECTIVES

In our sample, with an almost equal representation of countries from the so-called South and North, only one quarter of the voices are situated in the “global South”, and app. 60 per cent in the North (the rest are hard to determine).

A preliminary study of the editorials from newspapers in the participant countries reveals that most of them are critical and unhappy with the poor results of the conference and thus communicate gloomy perspectives about the future.

² Stories included are not only from summits, *all* climate change stories in the days before, under and after.

Finally some key characteristics about the coverage in the four countries participating in the DW conference:

Bangladesh: The news reporting on Climate Change was much defined by foreign sources, and thus a “foreignization” of the coverage was one of the results. Climate change was a high priority, and 317 stories were published. The discourse were often focused on blaming the rich world and on expectations of compensation for damages already felt in Bangladesh.

Egypt: The same is true for the Egyptian coverage, as they envisage needs for the future. On the other hand, contrary to Bangladesh, the enthusiasm for engaging in environmental issues is very low as shown by the coverage. And although there were more articles in the press than under the Bali conference, independent expertise and civil society voices were few.

Germany: Germany was presented as a country with climate change issues high on its agenda, as a country destined to lead EU on this issue, with Angela Merkel as a strong front figure, while some hopes were also placed on president Obama. In the coverage, there was a strong focus on the role of US and China, and India to a lesser extent.

Norway: Journalists covering Norway’s role, observe the ambiguity between a country with large CO2 emissions due to its oil exploration – and its global environmental leadership ambitions, most manifest through the rainforest initiative launched in Bali. The Copenhagen coverage was less domesticated than Bali, and the civil society voices were substantial.

IT'S ABOUT ATTITUDES: UNDERSTANDING AND REPORTING THE PSYCHOLOGY OF CLIMATE CHANGE

HOSTED BY DEUTSCHE WELLE

PANEL:

Andreas Ernst, Center for Environmental Systems Research (CESR), University of Kassel, Germany

Mary-Jayne Rust, Lecturer and Author, Great Britain

MODERATION:

Mark Brayne, Founder, European Dart Centre for Journalism and Trauma, Great Britain

Competing against another workshop with the clever inclusion of the word sex in the title, it was clear that a meeting about attitudes would attract smaller numbers.

This turned out both to *be* the case (45 or so attended, compared with over 100 for Irene Quayle's exploration of "Sex, catastrophe and climate change"), but also to *prove* the case set out by workshop chair, Mark Brayne (psychotherapist, ex-journalist and founding Director of the Dart Centre for Journalism and Trauma in Europe).

His argument? Human beings are programmed by evolution to pay attention to foods and activities immediately central to their survival – like sex, sugar, fat and salt – rather than to longer-term, intangible and distant threats. Which is why it is so hard to engage the media and audiences with the complexities of climate change.

The attitudes workshop opened with participants asked to complete a climate change attitudes questionnaire (see attachment) to tease out deeper assumptions about whether the human race in its present numbers and current civilisation can survive the coming century. Most were ambivalent, with scores around five out of 10, but there were notably few who were determinedly optimistic.

Brayne – whose grim predictions of unavoidable catastrophe figured prominently in Deutsche Welle's pre-conference publicity – introduced the discussion by quoting Daniel Goleman (author of Emotional Intelligence) on what might be called the "limbic news" model that currently dominates most journalistic reporting, with attention paid to a rapidly changing succession of immediate but distant threats which are paradoxically soothing to the savage brain.

As several workshop discussants later agreed, what Brayne termed "McNews" is not capable of portraying the complexities of climate and environmental change in ways that might encourage the changes in human behaviour that would be necessary to head off the worst consequences of what we are doing to the planet.

Andreas Ernst, Director of the Centre for Environmental Systems Research (CESR) at Germany's Kassel University, noted how hard it was for journalists with little understanding of the essential science to understand and report the non-linear, complex, multicausal phenomenon of climate change to audiences with their own very limited attention spans.

Public attitudes to climate change were, he said, akin to the psychology of smokers who know that their habit will damage them in the long run but who cannot change in the present. We are all, he said, trapped in the structures of our lives and habits, "carbon junkies addicted to wealth, wellbeing and every hedonistic drive and pleasure".

Ernst, a cognitive and environmental psychologist, called for reporting of positive examples of how people are changing, and warned against what he termed learned helplessness as one of the worst illnesses one can catch.

Excessive optimism, he added, is a useful attribute from an evolutionary point of view, but not so helpful in the face of what could be a brutal and sudden environmental tipping point around the middle of the present century. The problem was one of uncertainty and risk perception, and Ernst was, he said, not positive that change in attitudes would be either rapid or easy.

Mary-Jayne Rust, London-based Jungian analyst and one of the UK's best-known speakers on the psychology of climate change, explained our responses in the context of mankind's self-understanding as the mythical hero, journeying from a primitive, dark world of cave-dwelling ignorance to a brighter world of ever-increasing knowledge, freedom and wellbeing.

Rust recalled that traditional psychotherapy has been as much part of the problem as of the solution, with its roots in Freud's definition of the "principle task of civilisation, its actual *raison d'être*, [being] to defend us against nature".

She called on journalists (who are, after all, in the same narrative-exploring business as therapists) to create what she termed a new story, which is not just about reducing carbon emissions but about changing the way we think about ourselves as humans in relation to the earth.

What we need, said Rust, is a different kind of hero – "one who can live with uncertainty, freely admit to failure and vulnerability, knowing that the dark past is not a womb in which we might get trapped, but a source of wisdom".

As this was a workshop about feelings as well as ideas, participants were encouraged to share with each other in pairs and threes their immediate *felt* responses to the presentations from Ernst, Rust and Brayne. What then emerged in discussion was awareness of how different cultures are dealing, or not dealing, with the threat of climate change.

A journalist from Tanzania noted how coercion – *requiring* people to do the right thing – can work better in collectivist societies than it does in individualistic and liberal western nations, while a contributor from Japan picked up Rust's theme of story-telling, noting how his country's media were able to explore complex outcomes without the happy end required of Hollywood films in the West.

A Romanian journalist agreed that people won't actually do anything until they're faced with disaster, recalling not just the attitude of smokers but also of the inhabitants of the Indonesian island of Krakatoa in 1883, who declined to take refuge away from the island even though convincingly and correctly warned that it was about to explode catastrophically and kill anyone still in its vicinity.

A Brazilian colleague noted the failure of her country's media to connect massive and lethal rainfall in 2009 with climate change – an illustration in Ernst's view of how journalists cannot differentiate between weather and climate – while a speaker from Germany wondered whether there was now space, with a new and different global media culture emerging, to convey messages on climate change in a more neutral, future-oriented sense.

Norwegian journalism trainer, Kaare Melhus, in response, acknowledged the pervasive influence of "objectivity"-based Western media models, but was not sure global media could do much more now than just report what they see.

Brayne ended the workshop by emphasising his personal view that, like the alcoholic, humans will not change their behaviour around climate change and carbon consumption until they know that literally their personal survival and that of their children and grandchildren is in danger.

As the French writer Marcel Proust commented in *A La Recherche du Temps Perdu* (In Search of Lost Times):

"Illness is the most heeded of doctors. To goodness and wisdom we only make promises. We obey pain."

ATTACHMENT: CLIMATE CHANGE ATTITUDES QUESTIONNAIRE

On the following scales, please circle the number most closely reflecting your position between the statements on the left and the right, in the context of your present understanding of climate change.

| | | | | | | | | | | | |
|--|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| <i>Human civilisation in largely its present form will survive the 21st century</i> | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | <i>Human civilisation in its present form will not survive the 21st century</i> |
| <i>Average global temperature rise can definitely be held at or</i> | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | <i>There will definitely be significantly more than 2^oC of warming</i> |

| | | | | | | | | | | | |
|---|-------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| <i>below 2⁰C this century</i> | | | | | | | | | | | <i>this century</i> |
| <i>Runaway climate change this century can definitely be prevented</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | <i>Runaway climate change this century can no longer be avoided</i> |
| <i>Catastrophic extinction of non-human species this century will definitely be prevented</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | <i>Catastrophic species extinction this century is now inevitable</i> |
| <i>Ways will be found to support and feed existing and future human populations</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | <i>There will be catastrophic loss of human life this century, in the billions</i> |
| Total Score Part 1 | | | | | | | | | | | |
| | Agree < -----> Disagree | | | | | | | | | | |
| <i>I am honest and open in how I talk about these things...</i> | | | | | | | | | | | |
| - <i>in private</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| - <i>at work</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| - <i>in public</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| <i>I believe I can make a difference</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| <i>I am hopeful for the future of children now being born</i> | 10 0 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | |
| Total Score Part 2 | | | | | | | | | | | |

PUBLIC, SCIENTIFIC AND MEDIA UNDERSTANDING OF CLIMATE CHANGE – HOW CAN MEDIA PROFESSIONALS COMMUNICATE CLIMATE CHANGE?

HOSTED BY THE DW AKADEMIE - INTERNATIONAL MASTER IMS

PANEL:

John Hay, Media Relations Officer, United Nations Framework Convention on Climate Change (UNFCCC), Bonn, Germany

Jürgen Kropp, Head North-South Project, Climate Media Factory (CMF), Potsdam Institute for Climate Impact Research, Berlin, Germany

Hans Peter Peters, senior researcher at the German research center "Forschungszentrum Jülich" and adjunct professor at the Free University of Berlin, Germany

Ulrike Wolpers, science journalist, Deutsche Welle, Germany

Saskia-Valeska Bruckner, lecturer international media studies, DW-AKADEMIE, Germany

MODERATION:

Patrick H. Leusch, Head of Media Development, DWA, Germany

The panel's "hot" topic was introduced by moderator Patrick Leusch, head of project development of Deutsche Welle Akademie, by highlighting the contradiction that climate is a complex issue, but journalists are called to make it easy for their audiences to understand. "So complexity makes journalists nervous," he concluded.

Hosted by the new master program, "International Media Studies" of Bonn-Rhine-Sieg University of Applied Sciences, the University of Bonn and the Deutsche Welle Akademie, the panel primarily addressed young media professionals from all over the world. The panel aimed to shed light on the challenges of reporting the global issue climate change and focused on the pivotal questions: How can media professionals in their vocational education learn to communicate the complexity and ambiguity of climate change? How can they deal with hidden agendas and hype?

John Hay, media relations officer at the United Nations Framework Convention on Climate Change (UNFCCC), drew attention to the stakeholders in the climate change community. Starting with politics, he explained that negotiations are moving slowly. He argued that Copenhagen was seen as a failure, because it did not result in a legally binding treaty. The impact that many actions were undertaken at different levels to reduce greenhouse gases and also for humanity to be able to adequately respond to the inevitable changes of climate change should be considered much more relevant. So journalists should focus more on what their respective governments were doing about adaptation and mitigation. For the science community Hay mentioned the series of recent scandals and the demand for winning back integrity e.g. by improving the communication capacity in scientific institutions.

From the viewpoint of a science journalist, Ulrike Wolpers, marine ecologist and science journalist at Deutsche Welle, complained that climate change often is covered too irrationally, emotionally and somehow hysterically. She criticized that the catastrophe is portrayed in order to motivate and involve the audience. People were getting distracted from the real issue, because many stakeholders were pushing an agenda for personal interest.

Professor Hans-Peter Peters, Research Center Jülich, outlined that in German media the majority of quotes and information given on climate change was from natural sciences, partly from economic science. He diagnosed that apart from the coverage there is a lack of effect. “People do not respond in the way we expect them to respond. But it is a very problematic assumption to make journalists responsible for the lack of effect.” He warned that the lack of effect might not have much to do with an inadequate explanation of climate change, but with people’s fear to change their lifestyle if they acknowledge climate change is happening.

Considering the regional perspective, Sergio Federovisky, President Environmental Agency La Plata, characterized the climate issue in Argentina as rather different from Europe. The penetration of the issues in coverage in South America is not as big as in Europe and climate change is not really a topic in the media. Audience interest was quite low, as climate change is not perceived as needing political solutions.

Dr. Jürgen Kropp, head of the North-South Research Group, Potsdam Institute for Climate Impact Research, commented as climate scientist on “the real message”: “How climate will evolve depends on our decisions now. So we have it in our hands and we should not discuss so much about the scenarios, we should figure out the options.” Kropp argued that everyone has to keep to his expert field – science for scientists, policy making for stakeholders as politicians, and journalism for journalists, but of course all have to broaden their understanding by mutual learning.

Dr. Saskia-Valeska Bruckner, media scholar and lecturer of international media studies, agreed to first reflect the differences of media logic and science, but actively face the challenge of a global dialogue of understanding. Scandals, but particularly the “uncertainty of science”, dominate the media agenda in the climate debate today, creating doubts and frustration in the audience. One first step should be to regain trust and openness by clear statements and solution-oriented debate.

In a short interim discussion the floor was opened to the audience. The economic and ecological perspectives should be more considered and regional consequences of climate change should gain more awareness.

A worldwide shortage of skilled journalists to report on climate change was seen as a threat for particularly developing countries. In response to what impact media education can have, one student of the master program “International Media Studies”, Xenia Polska, presented the project works of the class by reporting on climate change: We started very small, everyone chose a topic from everyday life. We covered the biofood industry, we were interviewing experts and some of us even went to Copenhagen to ask the people how they feel about it. “All together we just created a puzzle, everyone took a small piece.”

The panelists finally were asked to comment on the chances and challenges for media education and climate change.

Hay responded that journalists could go beyond the “usual suspects”, not just talk to the UN, Greenpeace or the WWF, but also listen to trade unions, the military, religious leaders, who have their financial and ethical concerns. He called for climate change to be looked at more holistically to understand it better.

Kropp argued that the best way to communicate climate issues would be to combine complex climate issues with the solutions, with the impacts, with the problem solving capacities in a region – and combine all that in a way that people can understand.

Bruckner commented on the experience of the first year of the master program and underlined the theoretical and practical learning approach. “Students can learn the rules of the communication system and first understand the broader picture, but then face the practical experience when reporting on real life, on the actors, the regional projects and the positive and negative consequences we can achieve in our environmental behavior.”

Wolpers called for more best practice media coverage projects, for example implementing a project from an economical perspective that helps to save money with fossil fuels and avoids cutting down trees in your country. Journalists should switch the whole process around and show how attractive it is to think and act in a sustainable way, so a good message would be: “To make a story sexy, to be clever and do the right thing and even save the climate.”

HOW TO MAKE AN OSCAR-WINNING MOVIE ON CLIMATE CHANGE

HOSTED BY DW-TV

PANEL:

Werner Boote, director and filmmaker, Austria

Carl A. Fechner, journalist, filmmaker and producer, Germany

Michael Greif, head of the Hamburg office of ECOMOVE International, Germany

Bertram Verhaag, director, DENKmal-Film GmbH, Germany

David Österberg, filmmaker, Sweden

MODERATOR:

Scott Roxborough, producer, Deutsche Welle, Germany

Our panel didn't produce a blueprint on how to follow Al Gore's "An Inconvenient Truth" or Louie Psihoyos' "The Cove" and win an Academy Award with a documentary on climate change. Instead, our group – four filmmakers and one NGO with experience promoting eco-documentaries – focused on the challenges of making movies with ecological themes and proposed strategies for reaching audiences and moving them to take action.

Despite the recent box office successes of many environmental films, it is still a struggle to find money to make an eco-documentary. Bertram Verhaag spent five years cobbling together funding for his powerful film on genetic engineering, "Life Running Out of Control".

"It's terrible that we still have to spend so much time running around getting these films financed," he said. Though Verhaag admitted television networks – still the main source of funding for environmental documentaries – are more open to the subject of climate change than they were.

Carl A. Fechner, a documentary veteran of 20 years, took a different approach to financing his movie "The Fourth Revolution: Energy." Instead of going to TV, Fechner raised private donations from more than 150 investors. These included Matthias Willenbacher, head of one of Germany's largest solar energy companies. Willenbacher also appears as a protagonist in "The Fourth Revolution", raising questions of editorial independence. But Fechner said none of his investors tried to influence the content of his film and, in fact, he felt more independent than he ever had when working for public broadcasters.

"If you work with television you are not totally independent. You always have the channel head and the commissioning editor looking over your shoulder," Fechner said.

The panel disagreed on the best ways to grab an audience's attention and get an environmental message across. Despite making a very positive film, Fechner argued that

scaremongering documentaries are the most commercially successful, citing films such as “We Feed The World” and “Plastic Planet.”

“The shocking films are more successful,” he said. “A headshot is more attractive than a solar panel.”

But Swedish filmmaker, David Österberg, argued that while previous documentaries had to scare audiences into awareness, the time has come for a more optimistic message. His 2006 documentary “The Planet” presented climate change as a doomsday scenario. In his new film, “The Plan”, the focus is on people trying to find solutions.

“We all know the disaster scenarios,” Österberg said. “Now we need to do something. You need to deliver optimism and inspiration. They are creative forces. It drives the process forces. We can’t solve these problems if we don’t believe it is possible to solve them.”

Michael Greif, head of the Hamburg office of ECOMove International, an NGO that supports the distribution of eco-documentaries, said the best combine fear with hope.

“Climate change is shocking by nature. It’s difficult to make a documentary on this subject without shocking people,” he said. “What I think is we have to find a combination of presenting the problem and of solutions, of best practice examples of people who are making a difference. Fear, as we know, is not a very good way to make people change their habits. Fear paralyzes. I have a feeling that now there is a tendency of filmmakers to highlight solutions, new green technologies. We already know about the problem. We need ideas of what to do, what directions to go.”

There was consensus on our panel, however, of the importance of using emotion to move an audience.

Werner Boote, the Austrian director of “Plastic Planet” which was a local box office hit, suggested emotion and personal involvement were essential. “If the subject grabs you, emotionally, you can transport the (environmental) message in a very easy, direct way,” he said.

In “Plastic Planet”, Boote uses a Michael Moore-style approach, making himself the main protagonist and his search to find the truth about the dangers of plastics the emotional core of the film. While some of our panelists said the style was not for them, they concurred that, as Carl Fechner put it, “if you want to move people to action you have to touch their heart.”

All panel members said inspiring real world change was close to their own hearts. Boote spoke of an Austrian family inspired by his film to live entirely “plastics-free. Bertram Verhaag said communities across Germany, Austria and Switzerland have banned genetically modified foods as a direct result of watching “Life Out of Control”.

But Michael Greif of ECOMove warned that “we shouldn’t overestimate the impact these documentaries have on people. You can’t change the world just with documentaries.” Greif suggested these films have to be part of a “combined strategy using all other media of communicating sustainability and an environmental lifestyle”.

Österberg added that environmental filmmakers have to think beyond the big screen if they hope to reach the younger generation.

“My kids don’t even watch the cinema or TV anymore but they watch moving pictures all the time,” he said. “That’s why when we did ‘The Planet’ we also made an extensive Internet site, particularly targeting young people, school-age kids, as an educational tool. We have to look at the generation that will be living in the world we want to change.”

Fechner argued that the medium isn’t as important as the message. He said his target audience for “The Fourth Revolution” was “the deciders, the audience between 45–65 years old”, but that young people responded to the film’s radically positive message of a world running entirely on renewable energy.

“What young people like is this radical idea of a solution,” Fechner said.

The one question that stumped our panel is how an eco-documentary can convince so-called climate change deniers. “There will always be people who refuse to watch these documentaries because they don’t want to be confronted by this information,” Greif said.

“I don’t know how to reach the deniers,” Österberg admitted. “I really have no answer to that. But that is the big question.”

FRAGILE ENVIRONMENTS IN THE HIMALAYAS – THE RESPONSIBILITY OF THE LOCAL MEDIA

HOSTED BY DEUTSCHE WELLE

PANEL:

Hye Young Kim, Senior Information and Communication Coordinator, Asian Disaster Preparedness Center (ADPC), Thailand

Volker Mosbrugger, Director General, Senckenberg Research Institute, Germany

MODERATOR

Rajendra Sharma, Deputy Executive Director, Radio Nepal

Hye Young Kim said it is unequivocal fact that the climate is changing, but do we really understand what's going on? For many ordinary people, the topic of climate change is science, difficult to digest. Also, people often perceive the language of climate change as too abstract. Others think it's only about politics and policy dealt with in high-level discussions in Kyoto, Bali, Copenhagen or here in Bonn. Kim said, "What people really need to know is the impact of climate change on their livelihoods". She cited agriculture, fishery, water management, etc. Drought-affected areas will likely spread. Heavier precipitation events are very likely to become more frequent, leading to high flood risk. Floods mean the loss of people's livelihoods and livestock. Environmental degradation means loss of crops and sources of income.

To correct a common misperception that hazard and disaster are one and the same, Kim provided definitions from a disaster risk reduction practitioner's perspective: Hazard, she said, means potential damaging physical events and phenomena, such as floods and cyclones. She explained the concept of vulnerability as the conditions determined by physical, social, economic and environmental factors which increase the susceptibility of a community to the hazard. Risk is the probability of harmful consequences or expected losses resulting from interaction between natural or human-induced hazard and vulnerable conditions. The formula, therefore, is risk = hazard multiplied by vulnerability. For the sake of argument she hypothesized the same hazard in Japan and the Philippines. The consequences would not be the same because vulnerability and preparedness vary from country to country, Kim said. Climate change increases the risk of disaster in two ways, she said. Firstly, through the likely increase in weather and climate hazard (increasing frequency and intensity of extreme events like cyclones) and secondly, through the increase of vulnerability of communities to natural hazards.

Kim said that people in the Himalayas associated climate change with floods, landslides, rising temperature and land degradation, drying water sources, food shortages, melting snow, shrinking glaciers. These had the most disastrous impact on their livelihoods. Using Bhutan as an example, Kim also addressed the impact of climate change on human well-being in the region. Most of Bhutan's income, she said, was generated by the sale of hydroelectric power

to places like India. The impact on power plants due to the effects of climate change could reduce quality of life, productivity, revenue from power exports, etc.

In the wider region, “the consequences of biodiversity lost due to climate change are likely to be the greatest for the poor and marginalized people who depend almost exclusively on natural resources”. Poverty, poor infrastructure, reliance on subsistence farming and forest products for livelihoods, along with other indicators of underdevelopment, “make the eastern Himalayas especially more vulnerable to climate change as the capacity to adapt is inadequate”.

Kim illustrated the cycle and mechanisms behind disaster risk reduction (DRR) and the media’s role at different stages. In the pre-disaster phase, she said the media can highlight the potential sources of risk and vulnerability. They can provide early warning because they can interpret scientific forecasts into easily understandable language. They can also influence decision-makers to prioritize disaster reduction in terms of planning relevant national and local policy. Disaster risk reduction is closely linked to sustainable development, she said. During disaster, the media can inform the public with timely and factual information – what is happening and why, the number of people dead and injured, etc. They can also provide emergency communication between affected populations and between governments, the people and other stakeholders, such as NGO’s and donors. Importantly, the media can be a voice for survivors, indicating their needs to recover their livelihoods. In the post-disaster phase the media can engage affected people into the recovery plans and advocate sustainable development through integrating DRR into reconstruction plans.

Kim ended her presentation with a question to journalists: “Coming from the DRR field, I ask you how can we come together with the media more effectively?”

Scientist Volker Mosbrugger explained the significance of the Tibetan Plateau, saying it is “a key area for the climatic system on the globe”. Many people call it the “Third Pole”, he said, because it is a major component of the climatic system following the North and South Poles respectively. The Tibetan Plateau is the motor of the monsoon system, he explained, which affects the lives of some two billion people. “We scientists understand the basics of the monsoonal system, but not the details. We don’t know what’s going to happen with the monsoonal system if the climate changes. We know it’s going to change, but we don’t know how.” Remarking on the area’s sensitivity, he showed a diagram of the predicted comparative temperature increases per decade at altitudes of 1,000, 3,000 and 5,000 meters. His example concluded that over a span of ten years, the temperature increase at an altitude of 5,000 metres (0.34 – 0.4°Celsius) will be seven times more than the temperature increase in valleys at 500 meters (0.25°C). “This clearly shows how sensitive the high plateau is,” he said. Scientists predict a 4°C increase in temperature in the Lhasa Basin by 2070, “much more than we expect for all the other areas at this latitude”. Mosbrugger also discussed the region’s complexity. “We all like a simple, straightforward story, but climate change is not such a story. It is a very complex story and maybe particularly when you go to the Tibetan Plateau.”

He displayed an image of an area located around 4,800 m up to demonstrate the area’s semi-desert quality, commenting that for a long time many people thought this was due to the harsh climate. It is, in fact, man-made, the land degradation there a result of human activity.

“It’s not just climate change at work here, it’s also the human beings that cause a lot of problems.”

Mosbrugger explained the importance of vegetation in a climate system. The process of transpiration in plants accounts largely for rainfall. “If you remove plants, it will get drier. This is what happened here.” In the 1950’s, there were herds numbering about ten million sheep, yak and goats. “Now there are 25 million. So the amount of animals grazing here has more than doubled.” The Tibetan Plateau, he said, is particularly sensitive to climate change, “but it is also particularly sensitive to human activities and to overgrazing.”

The media, Mosbrugger urged, can inform village and city leaders about what must be done, that the processes are complex and that efforts require local understanding and action. “People often think it has to do with the big oil companies, the big nations, but the direct impact human activity has on nature is frequently more severe than the global impact of climate change.”

Mosbrugger said hoped the media would also transport the issue of scientific uncertainty, meaning that the predictions might be wrong – not because scientists misunderstood, but rather because they were based on different premises. “For instance if I argue in this case that Tibet would be fine off if we reduce CO₂ production, it still might have problems from overgrazing.” In essence, journalists ought to convey the message that “despite the fact that we don’t know everything and there is no absolute, reliable information about what’s going to happen, you have to act.”

Rajendra Sharma, who also moderated this session, gave an overview of climate change-related headlines from Nepali newspapers – “Nepal’s farmers on the front line of climate change – Himalayan communities face catastrophic floods as weather patterns alter”, “Melting glaciers cause flooding and destruction”. He also painted in broad strokes aspects of the country’s ecology and described some of the consequences – observed and anticipated – of climate change in the region. With its large number of glaciers and glacial lakes, there are huge reservoirs of fresh water in frozen form. They maintain the perennial flow of rivers like the Ganges in India. “Changes in hydrology due to deglaciation could have regional consequences for nearly 400 million people” all the way to North India and Bangladesh. “Activities up in the mountains have consequences that impact people living far downstream.” Nepal itself relies on agriculture and tourism, making the economy sensitive to climate change. “Over 80% practice agriculture using 20% of the area,” Sharma said, and there is heavy reliance on monsoon rains.

The impact of climate change alters the hydrological characteristics of rivers, causes rapid growth of glacial lakes – with fears of what outbursts would mean for agriculture, biodiversity and human health. “It is very far-reaching impact,” Sharma said. Citing the Department of Hydrology and Meteorology, he said: “The Tsho Rolpa glacial lake had an area of 0.23 square kilometers in 1950; it has since swollen to 1.7 square kilometers. If it bursts it would affect life and property as far away as 100 kilometers.”

Other observed changes in the region include hazy winters, hotter summer and frequent landslides. Warming is consistent and continuous, and as Mosbrugger said, more pronounced

in the higher altitudes. Warming in winter is more pronounced. As population and food demand increase, so will pressure on Nepal's predominantly agrarian economy. The renowned biodiversity of the Himalayan region could be seriously threatened, in turn affecting wildlife, increasing risk of diseases like kala-azar and malaria. The number of people dying in floods and landslides is also increasing, said Sharma. Erratic weather patterns are affecting harvests.

The media can create awareness. "This is as much a development issue as it is an environment issue. So prepare for change and adapt." The media can encourage building dykes, the establishment of early warning systems. "It's also a political issue," Sharma noted, "but it has deep and lasting impact on the lives of the people".

Sharma then recited a statement by a school teacher from Khetbari: "During the night there was slight rain but when we woke, its intensity increased. In an hour or so the rain became so heavy that we could not see more than a foot or two in front of us. It was like a wall of water. And it sounded like a hundred lorries. It went on like that until midday. Then all the land started moving like a river." Sharma concluded his presentation: "Mountains, rivers, people. If you're sleeping, it's time to wake up."

DISCUSSION

In response to a comment from the floor addressing the blended integration of indigenous knowledge and modern technology in the sustainable human-nature relationship in the region, [question inaudible! Am guessing that this is what the participant actually said] Mosbrugger said it often takes 30 to 40 years for people to realize they're in trouble. "Only now are people in Tibet starting to worry about erosion and soil degradation to a large extent." They had been happy to become more affluent, have better food, live longer, receive better medical care over the course of recent decades. Then they realized nature's degradation and now are taking better care of nature. But "it takes a long time before this will really make a difference". Another problem is that a lot of indigenous knowledge is gone by then.

A participant asked Kim whether DRR practitioners cooperate with science, to which she gave the example of Climate Field Schools in various countries of the Asia-Pacific region. In this context, scientists provide training to local leaders, who in turn disseminate knowledge and training a level further down until eventually the effects reach ground level, i.e. farmers in Bangladesh and other citizens so they "can adapt the knowledge and information and prepare for future hazards and disasters".

A journalist added to Mosbrugger's comment that journalists should primarily behave as consultants to governments and policy-makers, saying they also inform citizens. She argued that a mission of the media should be not only to explain the urgency for action, but also to provide best-practice examples. Mosbrugger agreed that best-practice examples are the best way to indicate to people what they can do. On the other hand, "people have to understand what the problem is in their region. Even eastern and western Tibet are completely different. They have different problems and have to develop their own best-practice examples."

Another participant commented on other forms of environmental degradation observed in the Himalayas: garbage due to modernization, pollution from industrial and infrastructure activities. Sharma commented that it is the duty of a reporter to report what you see and raise the issues.

A participant associated with the DART Centre Europe (a resource interface for journalism and trauma), remarked on the difficult demands on journalists covering issues of disaster and risk in the region. “The journalists working in local communities are also affected,” he said, and “we as media trainers have the responsibility to prepare journalists for that role”. He also said that radio can play an important role in the public management of crisis.

Responding to a question about collaboration with Chinese scientists, Mosbrugger described very close cooperation, for example with the Institute of Tibetan Plateau Research, established several years ago by the Chinese Academy of Sciences. All adjacent nations were now also involved in what is known as Third Pole Environment. The next workshop would be in October in Kathmandu. UNESCO would also be involved.

A participant asked Mosbrugger to what extent scientific research was finding ways to blend the progress model with a more traditional, steady-state model, which might be possible in an environment like the Himalayas because many people there still lived in a semi-traditional way, whereas factors that might bring short-term progress might also bring disaster 20 – 40 years down the line. This raises the question of different applicability, especially in fragile environments which by definition have less flexibility incorporated in them. To this Mosbrugger noted that “there is no steady-state on this globe. It’s permanently changing...as is the ecology”. This also meant that people have to find solutions they like, take for example a temperate zone. “Europe is completely anthropogenic, there’s nothing natural in it. But we like it. If we like it we can maintain it. Or we can go back to 2,000 years ago like when it was natural.”

A remark from the floor addressed the workshop’s failure so far to address its subtitle: The responsibility of the local media. From the panelists’ presentations she had the impression that they were somewhat at a loss in dealing with the media. She urged closer cooperation between media and communication experts with people from research and local social action.

Mosbrugger concluded that scientists need to better learn how media people actually work and that also the reverse is true. “We live it as different worlds: The scientist’s world and the media world. We hope that you may pick up something and make something out of it and you expect that we produce a nice story. And this isn’t how it works.” Climate change is so very important to our globe, he said, that these two worlds should be brought together “so that you see where the story is and we produce the facts”. Kim concluded by urging journalists to keep informing people even after acute disasters have subsided to contribute to preparedness. Journalists can stay involved in other parts of the cycle, i.e. in pre- and post-disaster scenarios as well. Sharma concluded that the workshop had explored various factors which he termed “the five P’s – population, poverty, pollutants, policy and punishment”.

People are not aware of how serious the problem is, he said, and the media can help raise awareness.

CLIMATE CHANGE – THE DEBATE HAS BEGUN

HOSTED BY DEUTSCHE WELLE

PANEL:

Sandeep Sisodiya , WEBDUNIA, website manager and journalist, India

H.E Ambassador Mosud Mannan, Bangladesh

Mike Shanahan, International Institute for Environment and Development

Joachim Brüss, Research Director, Intermedia, New York

Syeda Gulshan Ferdous Jana, well-known blogger, SOMEWHEREINBLOG.NET Bangladesh

MODERATION:

Grahame Lucas; South Asia Department, Deutsche Welle

The UN conference on climate change in Copenhagen represented a setback for the advocates of a concerted international effort to combat global warming. The differences in opinion between the West and the developing world were simply too great. While people living in Europe had become very familiar with the topic of climate change prior to Copenhagen, public opinion in developing countries was now showing more interest in the topic in the post-conference period. The question was: What were the consequences for media reporting on global warming in the West and in developing countries?

The workshop discussed research findings into media coverage on global warming from a non-Western perspective. People all over the world over got most of the information they had about global warming from the media. Journalists presented stories and created interest. In some cases this even led to more environmentally friendly behavior. But journalists' interest in environmental issues appeared to be very diffuse: Journalists wrote about air and water pollution; reported on studies about successful waste management techniques or the depletion of natural resources. The BP oil spill in the Gulf of Mexico was a good example for the way in which journalists created interest in an environmental story. Overall, there was more interest in environmental protection in European Countries than in developing countries or poorer countries because people first had to take their economic circumstances into account and secure their own livelihoods.

Part of the explanation for this was that climate change as a global phenomenon was difficult for people to grasp unless they were affected directly i.e. locally. There also appeared to be a link between the overall level of a country's development, its media system and public interest in environmental issues and global warming. For instance, the data showed that news about the environment attracted increasing interest in China (77 percent) and India (52 percent). The same was true of Kosovo, Montenegro and other Balkan countries as well as Indonesia and Nigeria. But levels of interest in environmental issues in Pakistan were lower. In Bangladesh interest levels were particular low despite the fact that it is one of the countries most threatened by climate change.

In Bangladesh the government was very active and had introduced a raft of measures including reforestation, disaster management, carbon sink technology and the strengthening of river banks and coastal flood barriers. It had also built 14,000 flood shelters with the help of foreign aid. And rightly, the top priority was to inform the public of the threat of climate change and to encourage the media to pass on the message.

These efforts to increase awareness had already had an impact. Amongst bloggers interest in climate change in Bangladesh had been zero before Copenhagen. The conventional media had however not done enough to take up the issues pushed by the government. Bloggers were debating the issue with great intensity.

India, Bangladesh's neighbour, had a higher level of economic development. On average Indians were now receiving a higher level of education than was the case a few years ago. Awareness of global warming was higher in India than in Bangladesh but still remained relative low compared to China. One of the problems was that the media in India used so many different regional languages. Moreover, those suffering the consequences of global warming most were the very poor, who had little access to the media and especially to the internet. Bloggers, like in Bangladesh, were also now becoming a force in India on the climate change issue.

The lessons the media could learn from this were manifold: The media needed to focus on interesting stories about the people affected, especially on the poorest sections of society and also pay more attention to women and their role in society. In this regard journalists needed more training to show them how to make interesting stories and how to avoid the technical jargon about climate change. It was also important to avoid the stereotype reporting on disasters caused by global warming characterised by clichés. It was vital that the media provide stories that offered hope, offered solutions to the problem of reducing the emissions of greenhouse gases.

On the other hand, Western journalists writing about climate change faced the problem that their audiences were unwilling to accept that they were causing climate change. This was because they did not actually see the impacts in developing countries with their own eyes. This meant that journalists had a really tough job on their hands convincing people that they had to change their behaviour. The answer to this lay in commissioning journalists in developing countries to report on the impacts of climate change. The Western media also relied too heavily on news agencies, with the consequence that many media outlets ran the same stories rather than sending correspondents out to get the stories from the "front line".

Governments and their agencies also needed to rethink their press work. Many of them thought that they had done their job well if they sent press statements to journalists because they would simply reprint them. From this perspective governments also needed to provide stimulating information to the media that would trigger interesting stories.

MEDIATING CHANGE: SHIFTING SOCIETAL AWARENESS FROM CLIMATE CHANGE TO GLOBAL CHANGE

HOSTED BY UNI-IHDP/ESSP/WCRP/IGBP/DIVERSITAS

PANEL:

Martin Visbeck, an oceanographer from the World Climate Research Programme

Wolfgang Cremer from the Potsdam Institute for Climate Impact Research

Rik Leemans from Wageningen University

Owen Gaffney, director of communications at the International Geosphere-Biosphere Programme

Ken Calderia from the Carnegie Institution

Gernot Klepper from the Kiel Institute for the World Economy

MODERATION:

Conny Czymoch, journalist and television anchor

The Earth System Science Partnership and its parent global environmental change research programmes (DIVERSITAS, IGBP, IHDP, WCRP) convened the Global Media Forum Panel on “Mediating Change: shifting societal awareness from climate change to global change”. The panel consisted of leading scientists from the research community, moderated by Ms. Conny Czymoch, journalist and television anchor.

Panellists presented their experiences with the media as researchers. For example, since the Deepwater Horizon catastrophe in the Gulf of Mexico, Martin Visbeck, an oceanographer from the World Climate Research Programme, has spent three hours each day responding to media requests. He knows how to deal with the media. And he knows the importance of effective communication. On the panel, Martin said climate research has had a rough ride recently but on the whole it has been a communication success story. This is evident in the global coverage of the Copenhagen climate negotiations in December 2009. And the fact that the conference attracted world leaders. But the IPCC “summary for policymakers” is a misleading title. What we need is a summary for lay people. Martin then discussed the new climate services initiative to give more people access to high-quality climate-related information at a national and regional level. This is an essential service the science community must provide. But he stressed some of the research defies reduction to a soundbite.

Wolfgang Cremer from the Potsdam Institute for Climate Impact Research and DIVERSITAS Scientific Committee member related how the media pounced on a Great White sighting in the English Channel. A journalist asked if he could attribute the sighting to climate change. When Wolfgang refused, the journalist lost interest. Wolfgang raised the concern that communication of the threat from biodiversity loss is running into the same problems that we now face communicating climate.

Rik Leemans from Wageningen University and Chair of the Earth System Science Partnership commented that it is important to present not only global but local issues as well. For example, there is a Dutch programme called “Nature Calendar” that is a phone-in radio show that brings climate change issues to the back yards of the people. The radio show that has attracted 200,000 viewers explains different trends in people’s gardens, such as the early blossoming of flowers and arrival of birds. This show has proved to be an effective way to convey climate issues to the general public in fun and informative ways.

Owen Gaffney, director of communications at the International Geosphere-Biosphere Programme argued that if something is very complex you spend more time working out how to condense it. As Churchill said of his diaries, “If I had more time, they would have been shorter.” Owen mentioned the recent *Nature* article on Planetary Boundaries, a safe operating space for humanity. While the work needs considerable refinement it is a very useful communications tool that puts climate change into a much larger context. Humans are a territorial species: we respond to boundaries. The concept links climate change to biodiversity loss, nitrogen pollution, ocean acidification, ozone loss, water use and others. Also, Nobel-prize winner for economics, Elinor Ostrom, has argued that managing common resources is made easier if people are aware of the boundaries.

Ken Calderia from the Carnegie Institution and member of Global Carbon Project Scientific Steering Committee told the audience of journalists and communicators that by the middle of the century there may be no sustainable coral reefs left in the world. He went on to add that scientists are trained to deal in facts. “But we are human, with families and friends.” The implications of what global-change researchers are uncovering are profound. But it is often incremental, minimising its news potential.

“It is rare to get a block buster scientific discovery. But the media revels in sensational issues.” But Ken offered advice to journalists. If you want to interview a scientist – email ahead. This gives scientists time to think of the main points they’d like to make and give them an opportunity to think about how to explain it simply.

Gernot Klepper from the Kiel Institute for the World Economy and Scientific Committee member of the International Human Dimensions Programme on Global Environmental Change Research (IHDP) emphasized that research from the social sciences and humanities investigates value laden issues, such as how people should respond to climate change and its ethical implications. These are not easy, yet, important issues to communicate to the media and government.

A question and answer session followed the panel’s presentations. Journalists from many countries debated issues ranging from communicating uncertainty to geoengineering. The same point came up again and again. Scientists must put more effort into making their research more relevant to a wider world – make it people orientated. How does their research affect people’s lives? And, researchers must spend more time thinking of ways to get the research across to a wide audience. It needs to be shorter and snappier. In the wrap-up

session, the panellists were relatively upbeat about communications and society's ability to respond and adapt to the threats the research community are unearthing.

HOW TO DEAL PROFESSIONALLY WITH CLIMATE SKEPTICISM

HOSTED BY WUPPERTAL INSTITUTE

PANEL:

Naomi Oreskes, professor of history and science, University of California, San Diego

Bob Ward, Grantham Research Institute on Climate Change and the Environment (London School of Economics), member of the Association of British Science Writers

Alex Kirby, long-time environment correspondent with the BBC, now training journalists from the developing world in reporting climate change

MODERATION:

Bernhard Pötter, writer on environment issues for “die tageszeitung”, DIE ZEIT, etc., Paris

The panel was to explore the dangers and pitfalls for journalists reporting on climate change and to deliver ideas on dealing with the challenge of reporting “climate skepticism”. It’s an area in which journalists face a dilemma – they are trained to present a neutral or balanced position by reporting both sides of an issue. But given the near-unanimity in the scientific community on the reality, causes and effects of climate change, these journalistic dogmas distort the truth. Presenting “both sides” has given some of the general public the wrong impression that scientific debate rages on, which is delaying political action. Since that is precisely what the “skeptics” want, journalists have unwittingly assisted their strategy to conceal facts, distort science and discredit scientists.

Naomi Oreskes briefly summed up the main points of her new book, “Merchants of Doubt”. The skeptics, or rather “contrarians”, as Oreskes calls them, have a long tradition of fighting established science. A small group of scientists defended the tobacco industry’s interests against health regulation in the US in the sixties. After tobacco they fought regulation on a variety of issues such as acid rain, the ozone hole or SDI/”Star Wars”, until finally targeting climate change. To Oreskes, who did five years of research for her book along with writer, Erik M. Conway, the “contrarians” have not joined in the scientific debate and very seldom exposed their writing to the “peer review process” usual among scientists. This has been a small, but vociferous group of cold war scientists holding that any kind of regulation is detrimental to the Western model of democracy and freedom. To them, as Oreskes put it, environmentalism was the next threat after communism had vanished from the agendas in the early 90s.

Bob Ward talked about the success story of the skeptics. He sees them exploiting the fairness doctrine in journalism that demands balanced or “impartial” representation of issues, but at the expense of accuracy. Many editors and general reporters (in contrast to science or environment correspondents) usually have limited background knowledge about the science of climate change, and have little understanding of standard practices among researchers, including the role of peer review. Ward criticized the IPCC for not responding more quickly and constructively to the allegations about errors and mistakes in its latest Assessment Report. In an article in the “New Scientist” he proposed ways in which climate scientists can help to

repair the damage caused to their reputations by recent controversies around the IPCC and the University of East Anglia. He argues that climate scientists should understand that they need to be more proactive in communicating outside of the research community, and to recognize that they have to establish trust in both their science and their integrity. To win public confidence, scientists must be more open and transparent, not just to their allies but also to their critics.

Alex Kirby started by saying he was a skeptic himself – as any journalist has to be skeptical about anything they gather from their sources. But he also stressed the importance of knowing the facts and standing up to editors who might feel tempted to print or broadcast “skeptical” topics because they sound controversial. Kirby urged his colleagues to differentiate between climate skeptics with a cause and valid questions about facts and processes of climate science and those distorting the debate and attacking scientists for economic or personal reasons.

The discussion with the audience of about 80 people centered on how to protect journalists and scientists from being targeted by the skeptics, how to deal with “skeptical” editors and how to be critical of the IPCC’s findings at the same time. Responding to a question from the floor on how they had tried to convince a skeptic, every panelist had a story about how they had failed to do that because they had generally found the skeptics unwilling to engage in fair and open debate. Panelists emphasized that the “skeptics” debate must be seen mostly as a political and PR-debate rather than scientific discussion. Bob Ward exhorted the journalists to “educate” their editors about climate change and the activities of skeptics, Naomi Oreskes stressed how small a minority the skeptics were. Ward closed by comparing the debate which had no skeptics on the podium or in the audience to a conference on biodiversity: “You would not invite a creationist to debate Darwin’s theories.”

Finally, the panel discussed a practical question for journalists: What to do if you’re working to a deadline and you receive a story that runs counter to established scientific consensus on global warming? Use it or ignore it?

Naomi Oreskes’ advice: Look up the relevant chapter in the IPCC report, look for a lead author and call for a second opinion. Bob Ward: Journalists should be more skeptical of self-proclaimed ‘skeptics’ and make more efforts to investigate both the accuracy of their claims and the integrity of their motives. Alex Kirby: If in doubt, journalists might publish the findings but add a sentence that this position contradicts the findings of the scientific community.

CLIMATE CHANGE AND SECURITY POLICY – DOES ENERGY AUTONOMY INCREASE SECURITY?

HOSTED BY GERMAN NGO FORUM ON ENVIRONMENT & DEVELOPMENT/ACADEMY OF THE GERMAN ARMED FORCES FOR INFORMATION AND COMMUNICATION (AIK)

INTRODUCTORY REMARKS

Jürgen Maier, Forum on Environment & Development and **Andreas Berns**, AIK

PANEL:

Jason Anderson, WWF Brussels, Belgium

Thomas Hirsch, Brot für die Welt, a charity of German Protestant churches

Oliver Geden, German Institute for International and Security Affairs

Sönke Bohm, German Advisory Council on the Environment

MODERATION:

Jürgen Maier, Forum on Environment & Development, Germany

Discussions about climate change revolve around “reductions”, “cutbacks”, curbing growth and the like. So although nations aspire to protect the climate, they are less inclined to make concessions during climate negotiations, ultimately leading to deadlock. In an age of rising prices for coal, oil and gas, energy security and autonomy are focal points of public interest. Energy suppliers, however, are often perceived as being unreliable, primarily politically motivated or as contributing to the escalation of conflict. Measures to increase energy security and ensure free access to resources are high on the agenda. They not only make economic sense, but also conform to climate protection and are essential to foreign and security policy. The significance of energy autonomy and security for international stability and their potential impact on German and EU security are not fully understood by the media and public at large. If the volatile interplay of these matters – and thus the energy issue – were to be seen from a security perspective, it would strengthen energy-importing countries in terms of climate protection and contribute to the containment of climate change. It would ensure both climate stability and security, underscoring what was conveyed years ago by NATO as the nexus of environment and security.

Energy security risks falling into three categories: price uncertainty, physical delivery risks and geopolitical instability. Fossil fuel prices are on a rising but highly variable trend. Physical links to gas and oil are potentially vulnerable. Global competition for resources globally leads to a ‘Great Game’ mentality and therefore potential military conflict (with climate change itself an additional stressor). Sustainable indigenous sources reduce exposure to political instability, but need to prove themselves in terms of price and delivery. Recent research shows that they exhibit reduced steadier costs compared to fossil fuels. There are technical solutions to ensure

their secure delivery. Most importantly, there has been a shift in mentality toward sustainable energy and a rise in ambition to develop it.

Developing countries poor in resources gain in political security and increase prospects for economic growth by switching to a low-carbon path which builds on an autonomous, diversified, de-centralized and efficient renewable energy structure. Ethiopia, for instance, is one of the biggest states in Africa with a population of 80 million that is growing at a rate of 3.2% per year (7th in the world). It is a land-locked, regional power in the Horn of Africa; political relations are often tense with most of its surrounding neighbors (history of armed conflicts with Sudan, Somalia, Eritrea). It has strong ambitions for economic growth (10% p.a.) and is poor in resources. Agriculture dominates the economy. Ethiopia is very vulnerable to climate change (prone to drought, desertification). A lack of access to energy is a crucial barrier to development (e.g. electrification rate is merely 15% (2000-2006, WB 2010). A boost in the energy sector is crucial to overcome poverty. Building on imported fossil fuels would further increase economic costs, political dependence and internal tension. Massive expansion of large hydropower generation is increasingly limited by climate change (droughts were driving forces of power cuts from 2006-08) and political tension with Nile River basin states, such as Sudan and Egypt. The potential of other autonomous types of renewable energy needs to be exploited: small-scale hydro, geothermal energy, biofuels (incl. bagasse co-generation), wind and solar energy.

Vulnerability can be reduced by developing a new, long-term energy policy concept built on the cornerstones of renewable energy, diversification, decentralization, efficiency and autonomy. Does this mean a change of the development paradigm? The old paradigm aimed for wealth based on fossil fuels. The new paradigm must target wealth without emissions. Low-carbon development is a viable option not only for industrialized countries, but also for poor and vulnerable countries. Low-carbon development remains an issue. It is time to act!

In the European Union there are official assessments and projections regarding the ways and extent to which climate policy might help enhance energy security, but these have largely been ignored by the East European member states and the energy industry. What might be beneficial in the long run (2050) and for Europe as a whole is not necessarily more secure in the short run or for every single member state. For example, in the context of an ambitious climate policy, coal will immediately be replaced by natural gas, which raises energy security concerns, particularly in countries with coal-based power sectors like Poland. Perhaps such obstacles will disappear in the long-term process, but even in a low-carbon economy, energy imports will be needed, for example solar power from North Africa and biofuels from Brazil. Pointing out these obstacles does not mean we shouldn't make every effort to decarbonize our energy system – but it won't be an easy task.

Energy policy has three main goals: environmental sustainability, economic efficiency and security of supply. Environmental sustainability not only encompasses the reduction of local pollutants, but also and especially reduction targets for greenhouse gas (GHG) emissions. Economic efficiency means not only cost-effectiveness, but also the affordability of energy. And finally, security of supply implies the ability to meet demand at any time. Often these goals are referred to as a triangle whereas the goal of environmental sustainability is intended

to be the one that sets the framework for the others. However, all three goals need to be considered essential in energy policy. It makes no sense, for instance, to have affordable energy but low security of supply. Nor does it make sense to have very high security of supply which only the rich can afford.

In this example the focus is to be set on electricity in Germany. That is for three reasons: Firstly, the German Advisory Council on the Environment (SRU) released a paper on that topic just recently. Secondly, the German electricity sector is responsible for about 40% of all German GHG emissions. So it makes sense to take a closer look at that sector when it comes to reducing GHG emissions. And thirdly, large amounts of power plant capacity will expire within the next few years as the power stations reach the end of their lifespan. That capacity needs to be somehow replaced in order to maintain security of supply at today's level. Any investment decision in that context will have an impact on GHG emissions in the decades to come as conventional thermal power plants usually have a lifetime of thirty to fifty years.

From the goals of energy policy one can conclude that by 2050 one hundred percent renewable electricity will be necessary in Germany. Although GHG emission reduction targets are not set at 100%, the electricity sector certainly will have to reach that value as other sectors, such as transport, will probably not be able to reach such ambitious GHG reduction targets.

For a rough idea of the German energy system, here are some numbers. Germany's primary energy demand today is about 14,000 petajoules (PJ) per year. Seventy percent of that is net imported (e.g. crude oil, hard coal). Germany's electricity demand is around 540 terawatt hours (TWh) per year. Furthermore, there is a law that sets the framework for phasing out nuclear energy, which probably will be finished by the early 2020's.

The SRU looked at a 100% renewable electricity system in detail and presents different scenarios that demonstrate its viability. Eight scenarios were calculated in all, differing in the electricity demand that needs to be met and the structure of how strongly Germany might be integrated into international electricity systems. For all scenarios – with the main calculations conducted by DLR (German Space Agency) – the first step was to identify the potentials for renewable energy. It was shown that the renewable potential in Europe and parts of North Africa is more than 30 times as high as actual electricity demand. Because renewable energy technologies differ in cost and the model applied optimizes the system in the most economic way, some renewables will be used rather than others although their technical potential might be larger.

Let's take a closer look at SRU scenario "2.1.a" as an example. Here a cluster has been modeled comprising the states of Norway, Denmark, and Germany at relatively low electricity demand. Each country produces 100% of its annual demand but the model allows an exchange of electricity between the countries up to a maximum of 15% of the annual production. That means, for instance, that in heavy wind times Germany might export electricity – mainly from wind turbines – to Norway, and at low wind times it might re-import electricity to meet demand. The results reveal that at any given hour, demand can be met by renewables. Norwegian pumped hydro storage plays a particularly key role in the future system.

In summary one can say that long-term security of supply is only possible with renewable energy. Research scenarios by the SRU show that a 100% renewable electricity system in Germany is possible, and security of supply can be safeguarded even during high load times. Electricity cost can be around 7 cents/kWh (scenario 2.1.a). That might seem high compared to today's electricity generation costs, but by 2050 fossil-based electricity generation will definitely cost a lot more than it does now. There are, however, some prerequisites to developing such a system: storage capacity, transport capacity and appropriate targets need to be set (stepping stones), and an appropriate legal framework is crucial. In order to reach that goal it is necessary to start now, and a master plan to go renewable is indispensable.

DISCUSSION AND SUMMARY

Energy autonomy can enhance security. This can be seen in the case of a crisis zone in Africa in the Sudan-bordering region of Ethiopia. By increasing its use of alternative forms of energy (an energy mix of solar, wind power, etc.), the country could reduce its reliance on fossil fuel imports, such as coal and oil, in turn lessening its vulnerability to external political and economic factors. The pursuit of energy autonomy can in turn, however, be at odds with sustainable climate protection, particularly within Europe and the EU, due to differing, security-related national interests among the member states (e.g. the strategic significance of coal in Poland against the backdrop of energy supplies from Russia, such as natural gas, and Moscow's energy and economic policy). Sustainable climate policy is based on reducing or shifting away from fossil fuels not only on ethical and moral grounds, but is increasingly also driven by economic motives (efficiency, increasing profit, job creation), so it can in fact find itself contradicting a harmonized European climate protection policy.

CLIMATE CHANGE: A PROBLEM OF OUR LIFESTYLES?

HOSTED BY WUPPERTAL INSTITUTE COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION (CSCP)

PANEL:

Michael Kuhndt, Director, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)

Pema Choden, Managing Director, Bhutan Broadcasting Service

MODERATION:

Nadine Pratt, Project Manager, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP)

Media can be key to influencing consumer behavior and fostering more climate-friendly lifestyles. The approach of “edutainment”, i.e. using emotional, affective media strategies, is evolving as an important tool for reaching mainstream consumers – like addressing climate change in a daily soap or in reality-TV shows with stars who try to shift towards a sustainable lifestyle. The workshop brought together experts from media, science and NGOs to discuss how aspects of climate change can be involved in different mainstream media formats.

Our life-styles are based on global consumption patterns, as Michael Kuhndt, director of the UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production (CSCP), showed in his presentation, using the example of a Western-style breakfast: bread from Germany, orange juice from Brazil and coffee from Colombia. The material intensity, i.e. the amount of material needed to cover these consumption patterns, is significantly higher in industrialized countries than in developing countries and emerging markets. For example, it is 70 tonnes per capita and year in Germany, whereas in Bhutan it is only 0.4 tonnes. As many of the goods consumed in industrialized countries are imported from developing countries and emerging markets, our Western consumption patterns have a global impact on climate change in various respects. First it is a matter of *what* we consume, second *how* we consume, third from *where* we consume and last but not least, where and how the *consequences* of our consumption display. As for the first aspect, food, housing and mobility have the highest impact. Interestingly these are also the fastest growing areas in developing countries and emerging markets. Therefore addressing what is called the global consumer class, i.e. people worldwide living on US\$ 20-50 a day, is key to addressing climate change. This group is growing rapidly, China and India leading the way. As for the second aspect of how we consume, it needs to be noticed that some goods, like cars, have their highest impact on climate change not in the production phase but in the consumption phase. Therefore it is important for companies (especially retailers), NGOs/civil society organizations and policies to promote more sustainable lifestyles. Also the amount of products consumed and the role of the products (e.g. image, status) is augmenting respectively changing as was shown in the presentation through the example of electronic kitchen appliances. The third and fourth

aspects relating to consumption and climate change are interrelated: As consumption patterns are global, the impacts of North-Western consumption very often show in developing countries, which are more vulnerable to climate change (see Bhutan case discussed below).

The points addressed above show the importance of changing consumption patterns and lifestyles at broad level. Media can play a key role in reaching and influencing, especially mainstream consumers. For reaching consumers already conscious about climate change, like LOHAS (Lifestyles of Health and Sustainability), interactive media formats like web 2.0, social networks or carrot mobs are effective instruments. From the reasons discussed above, however, it becomes clear that it is even more important to use innovative media to reach mainstream consumers not too receptive and knowledgeable about sustainability. A promising approach is evolving: entertainment education (edutainment), i.e. communicating climate change information in affective, emotional media formats, like daily soaps or reality TV. Thereby mainstream consumers can best be reached through formats they already know and trust, like a daily show. Further information on different instruments and best practice examples of how to reach – especially mainstream consumers – via different media formats, can be retrieved from the study conducted by the CSCP “Integrating Sustainability Themes into Media” (www.scp-centre.org).

In developing and emerging countries the role of media regarding sustainability to some extent is far more concrete, as the impulse speech of Pema Choden, managing director of the Media Broadcasting Service of Bhutan, showed. In Bhutan, radio and TV are used to warn about natural disasters related to climate change, like flooding. Bhutan is a country of around 600,000 inhabitants located between India and China. With its high mountain regions, Bhutan is very vulnerable to consequences of climate change, like flooding, landslides, spreading of diseases in high altitudes. Due to this vulnerability, Bhutan – driven by the vision of its fourth king – developed an innovative and holistic environmental protection policy, which could partly also serve as a role model for North-Western societies. The Bhutan case example is especially interesting since Bhutan regularly scores very high in the global happiness index.

Instead of gross domestic product (GDP), Bhutan uses what it calls a gross national happiness index (GNH), which incorporates indicators like “trust in your neighbors”. Policies based on the GNH relate to four pillars: Protection of the environment, socio-economic development, protection of culture, and good governance.

Despite its efforts, Bhutan remains vulnerable to climate change because it is a global phenomenon, in which consumption and production in industrialized and emerging countries have global consequences. The consequences of climate change for Bhutan are very concrete and severe: Glaciers are melting, leading to flooding; diseases like malaria and dengue fever are spreading even in higher altitudes. There are also more crop diseases, reducing agricultural yields and hence worsening the risk of income loss and poverty. Regional eco-systems are changing, requiring agricultural adaptation processes, like e.g. oranges not growing well in lower areas and rice only growing at higher altitudes. Bhutan needs to develop sophisticated strategies to adapt to climate change. This is especially important with respect to the

phenomenon of the global consumer class, which is also slowly emerging in urban areas of Bhutan.

The two short presentations discussed above were followed by interactive group work, where participants discussed barriers as well as success factors for integrating climate change topics in mainstream media (TV, print, radio) using the world café technique. The following table provides an overview of the main outcomes:

Barriers and success factors for integrating climate change topics in mainstream media

| Barriers | Success factors |
|---|---|
| Climate change not yet on priority list of media owners and editors | Give climate change a “human face” |
| Lack of knowledge and training of media experts on climate change | “Translate” climate change to everyday life topics |
| Believe: climate change economically not interesting for media companies | Use social networks (e.g. facebook, twitter, my space) to intensify the climate change topic |
| Complexity of the topic makes it hard to communicate | Focus on “selfishness” of audience: How does climate change affect you? |
| No interest of mainstream audience, as climate change is considered too far away from everyday life | Communicate trends in sustainable lifestyles (e.g. in mainstream media like soaps) |
| | Communicate “success stories”, positive, practical examples |
| | Train media people in sustainability, so that well trained professionals present good content |
| | Put climate change into the focus of media organizations (lobby work) |

The study “Integrating Sustainability Themes into Media” can be downloaded at the CSCP website. For further information, please visit our website: www.scp-centre.org.

WHO WILL FUEL OUR FUTURE? A FUNDAMENTAL DEBATE BETWEEN RIVAL ENERGY SOURCES

HOSTED BY DEUTSCHE WELLE

PANEL:

Rainer Aringhoff, Chief Operating Officer (COO), Desertec Industrial Initiative Dii GmbH, Germany

Ignacio Campino, Vice President, Representative of the Board of Management for Sustainability and Climate Change, Deutsche Telekom, Germany

Manfred Fishedick, Vice President, Wuppertal Institute, Germany

Ernst Rauch, Head of Corporate Climate Change, Munich Re, Germany

MODERATION:

Alex Kirby, Consultant to the Climate Change Media Partnership, UK

When it comes to energy, emissions and climate change, business as usual is no longer an option. Or if it is, people should at least be aware of the huge price they'll pay. Introducing the panelists, journalist Alex Kirby noted that "Energy is wealth. Owning it makes you rich. Being without energy almost inevitably condemns you to poverty." The fossil fuel age is ending. What will that mean for the future? Though disparate in their presentations, the four speakers representing very different sectors shared a determined sense of urgency. Be it renewable energy development, telecommunications, risk insurance or sustainability research, the need to think big is upon us. And substantial commitments to climate protection are already underway. They also discussed ways of getting the messages across to the media.

Rainer Aringhoff described the reasoning and practicality behind Desertec, an ambitious initiative of 34 companies to install concentrating solar power plants in the Sahara Desert along with a super-grid of high voltage transmission lines to supply electricity to countries in Europe and Africa. The idea is to "bring the technology to the resource", Aringhoff said. Desertec aims to supply 15% of Europe's total energy demand by 2050. Consumption in the Middle East and North Africa is projected to double by then, he added, "but the available renewable resource is more than a hundred times bigger in the Saharan Desert alone". Aringhoff pointed out that the costs of the technology would soon reach a break-even point. Reference projects would soon be underway to demonstrate viability.

Ignacio Campino, of telecommunications company Deutsche Telekom, said that although there's dialogue between politicians, scientists and financial markets, the discourse between the corporate and scientific communities – along with the communication from companies to their customers – was entirely inadequate. "We need a new paradigm," he said. "Companies must have closer contact to scientists" to understand the challenges ahead and transform these into strategies and targets so as to more effectively impact policy. Too much information is being lost in political decision-making. Given that legislation inevitably affects companies and consumers, and that as a company "it is our responsibility to offer sustainable products at

affordable prices”, communicating with the public on a broad scale is “the most important challenge”. Campino also remarked that the information and communication technology industry faces the specific challenge of reducing its own carbon footprint while its total energy consumption is projected to rise, but that Deutsche Telekom’s commitment to sustainability demonstrated that it was “part of the solution, not part of the problem”. Citing an independent study that showed it would be possible to reduce global CO₂ emissions by 15% by 2020, Campino called for “new business models” that allow for this.

Manfred Fishedick of the Wuppertal Institute made the case for sweeping change. Climate protection is a central concern, but fueling the future entails the equally weighty considerations of reliability, security of supply, environmental compatibility, affordability, employment and flexible frame conditions. Resolving the energy question is a huge task, he said. “Its complexity is our vulnerability.” Addressing it requires “a cross-sectoral and integrated perspective and not partial options”. Achieving the target agreed at Copenhagen to limit global warming to 2°C will require reducing greenhouse gas emissions by two-thirds within the next four decades. For all practical purposes, a zero-emission energy system would have to be in place by the end of the century. Advocating a multi-tiered approach, Fishedick said, “There is no one key strategy, no silver bullet. We have to combine very different strategy elements to have the chance to become climate-friendly on the city level, as well as on the national and global level.” He provided examples of how this could be done, explaining that the main strategy elements in all cases would involve substantial increases in energy efficiency and renewably produced energy. Germany, for instance, would have to decrease its primary energy demand by 40% while boosting its proportion of renewables by 50% by 2010 to adequately contribute to overall global climate protection. Urban centers play a key role, he said. “More than 50% of global population lives in cities nowadays. They account for 70% of energy consumption and 80% of greenhouse gas emissions.” Despite the enormity of his warnings, Fishedick’s arguments for a “system solution” contained a note of hope. “The transformation to a sustainable, climate-friendly energy system is possible, but not a self-dynamic process,” he said. “It requires complex decision-making that addresses not only politicians, but also the private sector and consumers.”

Private reinsurance company Munich Re has been analyzing the consequences of climate change for 35 years. According to the company’s extensive database, the number of atmospheric natural disasters caused by climate change has doubled in the last two decades, producing \$1,600 billion in losses since 1980. So Munich Re takes climate change very seriously, Ernst Rauch noted in his presentation, not only because it impacts its core business. “We believe we have the responsibility to contribute to solutions, which is why we engage so heavily in the energy sector as well.” The company invested \$120 million in renewable energy projects in 2008 and \$30 million more in R&D. The company will boost investments over the next couple of years. Its overall climate change strategy includes asset management and risk assessment, to gauge not only threats, but also new business opportunities. Also, all the company’s activities are climate neutral, he said. It was also a co-initiator of the Desertec consortium. There are many innovative insurance products to support sustainable energy technologies. “The investment into such projects can be a perfect combination of the investment returns a private sector company wants for its shareholders and a contribution to a more sustainable future.”

DISCUSSION

Given the fact that companies like Munich Re are investing heavily and taking action on behalf of people as a whole, a journalist from Australia wanted to know from Fishedick whether there'd be any money left for measures like the ones he presented. Fishedick said he's convinced money is available, even in times of financial crisis. But suitable policies are also needed for the long-term. "We must combine private sector activity with policy," he said.

Another audience member inquired about the framing of the debate in the media, mentioning a trend in the UK to focus on the costs of alternative energy sources. This was determined largely by energy companies with vested interest in the status-quo. Did the panelists have any advice for journalists on ways to highlight the process as investments into the future rather than costs people must bear now? Campino suggested new alliances between the private sector and the media, cautioning, however, against the range of messages, and their clarity, being communicated by companies. We are heading into huge challenges he said, and companies with a big carbon footprint know that. Rauch said that in-depth media coverage of the internalization of external costs would help people understand the true economics of various energy sources. It would create full transparency and shed light on the overall economics of climate change. "Solutions won't be easy," he said. "There will be costs and burdens for individuals, companies and society as a whole. But we need to prepare people about what it means if we don't act." Future generations will then bear the burden. Fishedick agreed, saying it's important to make clear that the costs of non-action might be significantly higher later. Also, there are now many very economic opportunities and options that combine climate protection and profit. Full economic transparency would also demonstrate other benefits, such as the positive impact on employment.

Aringhoff was asked how much water Desertec would need. He said the project requires comparatively little water: about 500 m³ a day for a 250 MW power plant with annual output of 500 million kWh. That's not much water for such a big power plant, he said – about 10% of what wet-cooled plants use. Fielding another question about security during times of conflict, Aringhoff expects that the project's positive impact on local industry, job creation and wealth will act as an equalizer, creating more economic interdependency through collaborative and joint interests. Fewer people would want to sabotage that.

The German ambassador to UNESCO in Paris remarked from the audience on the importance of education in regard to these issues and advocated stronger penetration of climate protection and energy efficiency in school curricula. Responding to Campino's remark about reaching out to the public, she also proposed a similar round table to take place in cooperation with UNESCO, which can plug into a global scientific, education and communications community. She asked the panelists whether enough consideration is being given to the energy needs of the Global South, who are poor in fossil resources and have an interest in renewables for their development. Aringhoff agreed, saying that the Sahara project is an example of this.

A final question from the floor noted that there is much media coverage of the external costs without using economic terms and that such language might strike the general audience as odd. Rauch noted the wide debate in Germany, but not everywhere. He also suggested a mixture of expert level terminology brought to layman level. “The missing piece is to put a price tag on these risks,” he said. By naming this missing link, an open, public discussion can ensue.

MOVING TOWARDS COP 16 IN CANCUN – CALL FOR A CLIMATE PIONEER GROUP

HOSTED BY THE GERMAN DEVELOPMENT INSTITUTE / DEUTSCHES INSTITUT FÜR
ENTWICKLUNGSPOLITIK (DIE)

PANEL:

Everton Vieira Vargas, Brazilian ambassador in Germany, Berlin, Germany

Halldor Thorgeisson, Director of the Bali Road Map at the Climate Change Secretariat (UNFCCC), Bonn, Germany

Winfried Häser, Vice President at Deutsche Post DHL, Bonn, Germany

MODERATION:

Dirk Messner, *DIE-Director*

Since the Copenhagen climate summit in December 2009 failed to adopt a new legal framework for protecting the climate, a “climate pioneer group” is needed to provide new leadership on the climate issue.

The German Advisory Council on Global Change (*Wissenschaftlicher Beirat der Bundesregierung Globale Umweltveränderungen* – WBGU) recently submitted to the German government a policy paper on climate policy post-Copenhagen, which postulates a three-level strategy for success. Prof. Messner, the vice-chairman of the WBGU, outlined the key recommendations of the paper, which calls for a pioneer group comprising like-minded countries, companies, regions and cities to work parallel to the UNFCCC process in order to overcome the present deadlock. This demand is driven by three barriers that Messner identified as having caused the failure of Copenhagen:

First, there is a huge contradiction between the promises formulated in the Copenhagen Accord and the belief to fulfill them, namely between the two-degree goal and doubts in politics and business about reaching it.

Second, there is a governance problem. Apparently, the established routine with 192 countries negotiating within the United Nations Framework Convention on Climate Change (UNFCCC) until there is a consensus is not working, especially with regard to the time pressure the world faces on climate change. Also, due to the multipolar rather than unipolar world order, no state is willing and able to take a lead.

Third and last, there is the matter of fairness or so-called climate justice. Historically, climate change is caused mainly by the developed world; but it is the developing countries that will feel the consequences most. How to share the burden globally is a crucial question and one of the most discussed in Copenhagen.

The bottom-up approach of climate pioneer groups should make multilateral negotiations more effective. Taking the lead on protecting the climate, in particular by moving towards a low-carbon economy, the pioneer group will positively influence the rest of the world.

Mr. Thorgeisson of the Climate Change Secretariat emphasized that bottom-up and top-down approaches can and should coexist within the UNFCCC process. But it would be a substantial mistake to give up the negotiation process completely, since there is no alternative to reaching an agreement on the United Nations level. Also, he does not see Copenhagen as a complete failure since progress was achieved on certain topics. The rules of the game will not change in the near future, and the principle of consensus is also necessary to ensure that by the end of the day, every single country is fighting climate change. Of course, there can be coalitions which progress in certain key areas. This already happens, for instance, in forest policy and certainly does not mean that the process within the UNFCCC is threatened.

Representing the business sector, Dr. Häser of Deutsche Post presented a similar point of view. While Deutsche Post as a logistics firm is a key carbon emitter, the company has already implemented its own reduction targets. Häser emphasized the importance of global standards and a global agreement with binding targets, which would provide a more consistent framework and would be the perfect solution to avoid the distortion of competition. Also, an international contract would support the endeavors to develop new technologies. On the two-degree target set in Copenhagen, Häser embraced the fact that there is a target at all. Setting a goal is the first step to taking real action, but options need to be identified before targeting.

According to Ambassador Everton, the UNFCCC is not an environmental regime but a development regime in which the environment is an important factor. This is why actions by the developed countries are required. Compared to emerging states like Brazil, which has an energy mix including 46% renewables, the developed countries did not keep their promises. Everton also appeals to industry to offer new and innovative solutions that make a change in energy policy affordable, since states will only change their policies if they are not threatened in their existence. A new paradigm in international cooperation would help to speed up these efforts, as demonstrated by such co-operations as between China and Brazil or Brazil and Germany. Still, these endeavors cannot replace a binding agreement within the UNFCCC process in the long run.

The discussion has again shown the deep deadlock in climate protection debate. The panelists agreed that there is no alternative to the UNFCCC process. Positions between developed and developing countries, especially with respect to “climate justice”, continue to be controversial, whereas the business sector, represented by Deutsche Post, surprised with its clear demand for a global agreement and binding targets. In the end, we are all reminded that every single person can help to fight climate change by rethinking one’s behavior and realizing one’s personal responsibility.

HIDDEN DANGERS? THE RISKS AND CHALLENGES OF ENVIRONMENTAL REPORTING

HOSTED BY THE COMMITTEE TO PROTECT JOURNALISTS

PANEL:

Liu Jiangang, environmental journalist and editor, *ChinaDialogue.net*

Rina Saeed Khan, “Earthly Matters” columnist for Pakistani daily, *Dawn*

Roosevelt Jean-Francois, journalist and leader of CECOSIDA

Tamer Mabrouk, independent blogger in Egypt

Jean François Julliard, Secretary-General, Reporters Without Borders

MODERATION:

Frank Smyth, representative, Committee to Protect Journalists

He’s young, unemployed and carries himself with the innocence of a man who hasn’t spent much time outside his own village. But Egyptian blogger, Tamer Mabrouk, is the real deal. Mabrouk’s description to the Global Forum of chemical dumping into a brackish lagoon on the northern Nile Delta near the Mediterranean Sea was punctuated by photos of unmistakable filth. He won over the audience when, in response to a question on how one travels with sensitive material, Tamer deftly removed a memory card secreted in an electronic device and held it in the air. That, he said, is where he had carried documents for this trip.

The lines between journalism and blogging have never been blurrier, but the risks and challenges of reporting environmental issues are clear. BP workers and U.S. Coast Guard personnel have denied access to photographers and camera crews trying to document the oil spill in the Gulf of Mexico. In many other nations, extreme and sometimes violent reprisals have been reported in the wake of stories on environmental degradation.

Besides the journalists who made it to the Global Media Forum, there were a few others who were unable to travel. Few journalists have done more to document illegal logging and other encroachments on the Brazilian Amazon than Lúcio Flávio Pinto. But, in response to his stories, private companies, government officials, and other actors have filed more than 30 lawsuits against him in courts whose integrity is challenged. The point of the suits is to harass, if not drive him into bankruptcy, says Pinto, who turned down the invitation to join the panel in Germany. If he were to leave Brazil for even a few days, he explained, he might fail to respond to a judge’s unexpected ruling and thereby lose a case seeking damages.

Another potential panelist just couldn’t physically travel. Mikhael Beketov was a Russian reporter who criticized local government plans to deforest an area in order to build a highway between Moscow and St. Petersburg. He was later found in a coma lying in the garden of his home, at least a day and a half after assailants broke his skull, smashed his fingers, broke his legs, and left him in the freezing cold. One leg and several fingers were later amputated.

Elsewhere, environmental journalists in Guinea and Bulgaria have been threatened; journalist Joey Estriber was abducted by unidentified men in the Philippines, never to be seen again.

But one thing that all the panelists in Bonn made clear is that subtle forms of pressure can also silence environmental reporters. Liu Jianguang is one of China's few journalists whose stories have led authorities to suspend if not stop dams and other construction projects with potential environmental consequences. He explained that the unwritten rules about what is and is not permitted in China may change without warning, and that pressure often comes from hidden sources to communicate "don't do that again".

Elsewhere in Asia, however, the environment is still seen as a minor concern. Rina Saeed Khan writes the weekly "Earthly Matters" column for *Dawn*, Pakistan's largest English-language daily. She told a packed Forum room that terrorist bombings still make the front page in Pakistani papers, and that climate change or other environmental stories make page two at best - even though, she added, there is sometimes a connection between them. There is a nexus between militants and what Khan called the "timber mafia" in the nation's northwest tribal areas. She also warned that in South Asia, like on several other continents, stories about competition over dwindling water supplies are looming.

In Haiti, it's not the water but plastic water bottles that are adding to the country's growing waste in the wake of the January earthquake, according to relief agency sources. Roosevelt Jean-Francois is the leader of a community-minded journalist organization called CECOSIDA that promotes leadership development and training on reporting health, environmental and other matters. He noted that one yet untold effect of the relief efforts is the corruption, especially among local officials, over controlling distribution of foreign aid. Francois also noted that Haitian journalists covering any sensitive matter operate in an environment where reporters enjoy little protection against threats and violent reprisals.

Environmental reporters are more often silenced quietly through economic pressure, noted Jean François Julliard, secretary-general of Reporters Without Borders. The pressure may be so great on traditional journalists, noted Julliard, that bloggers may emerge as the chroniclers doing the best reporting. By then the audience already knew that RSF, the Paris-based press freedom watchdog, had issued a report on the myriad risks of environmental reporting worldwide.

The case of the young Egyptian blogger, Tamer Mabrouk, illustrated the point. He not only got fined for his online exposés, including documents and photographs of dumping by Trust Chemicals Company into Manzala Lake. He lost his job at the factory, too.

PUBLIC, SCIENTIFIC AND MEDIA UNDERSTANDING OF CLIMATE CHANGE – HOW CAN MEDIA PROFESSIONALS COMMUNICATE CLIMATE CHANGE?

HOSTED BY THE DW AKADEMIE - INTERNATIONAL MASTER IMS

PANEL:

John Hay, Media Relations Officer, United Nations Framework Convention on Climate Change (UNFCCC), Bonn, Germany

Jürgen Kropp, Head North-South Project, Climate Media Factory (CMF), Potsdam Institute for Climate Impact Research, Berlin, Germany

Hans Peter Peters, senior researcher at the German research center "Forschungszentrum Jülich" and adjunct professor at the Free University of Berlin, Germany

Ulrike Wolpers, science journalist, Deutsche Welle, Germany

Saskia-Valeska Bruckner, lecturer international media studies, DW-AKADEMIE, Germany

MODERATION:

Patrick H. Leusch, Head of Media Development, DWA, Germany

The panel's "hot" topic was introduced by moderator Patrick Leusch, head of project development of Deutsche Welle Akademie, by highlighting the contradiction that climate is a complex issue, but journalists are called to make it easy for their audiences to understand. "So complexity makes journalists nervous," he concluded.

Hosted by the new master program, "International Media Studies" of Bonn-Rhine-Sieg University of Applied Sciences, the University of Bonn and the Deutsche Welle Akademie, the panel primarily addressed young media professionals from all over the world. The panel aimed to shed light on the challenges of reporting the global issue climate change and focused on the pivotal questions: How can media professionals in their vocational education learn to communicate the complexity and ambiguity of climate change? How can they deal with hidden agendas and hype?

John Hay, media relations officer at the United Nations Framework Convention on Climate Change (UNFCCC), drew attention to the stakeholders in the climate change community. Starting with politics, he explained that negotiations are moving slowly. He argued that Copenhagen was seen as a failure, because it did not result in a legally binding treaty. The impact that many actions were undertaken at different levels to reduce greenhouse gases and also for humanity to be able to adequately respond to the inevitable changes of climate change should be considered much more relevant. So journalists should focus more on what their respective governments were doing about adaptation and mitigation. For the science community Hay mentioned the series of recent scandals and the demand for winning back integrity e.g. by improving the communication capacity in scientific institutions.

From the viewpoint of a science journalist, Ulrike Wolpers, marine ecologist and science journalist at Deutsche Welle, complained that climate change often is covered too irrationally, emotionally and somehow hysterically. She criticized that the catastrophe is portrayed in order to motivate and involve the audience. People were getting distracted from the real issue, because many stakeholders were pushing an agenda for personal interest.

Professor Hans-Peter Peters, Research Center Jülich, outlined that in German media the majority of quotes and information given on climate change was from natural sciences, partly from economic science. He diagnosed that apart from the coverage there is a lack of effect. “People do not respond in the way we expect them to respond. But it is a very problematic assumption to make journalists responsible for the lack of effect.” He warned that the lack of effect might not have much to do with an inadequate explanation of climate change, but with people’s fear to change their lifestyle if they acknowledge climate change is happening.

Considering the regional perspective, Sergio Federovisky, President Environmental Agency La Plata, characterized the climate issue in Argentina as rather different from Europe. The penetration of the issues in coverage in South America is not as big as in Europe and climate change is not really a topic in the media. Audience interest was quite low, as climate change is not perceived as needing political solutions.

Dr. Jürgen Kropp, head of the North-South Research Group, Potsdam Institute for Climate Impact Research, commented as climate scientist on “the real message”: “How climate will evolve depends on our decisions now. So we have it in our hands and we should not discuss so much about the scenarios, we should figure out the options.” Kropp argued that everyone has to keep to his expert field – science for scientists, policy making for stakeholders as politicians, and journalism for journalists, but of course all have to broaden their understanding by mutual learning.

Dr. Saskia-Valeska Bruckner, media scholar and lecturer of international media studies, agreed to first reflect the differences of media logic and science, but actively face the challenge of a global dialogue of understanding. Scandals, but particularly the “uncertainty of science”, dominate the media agenda in the climate debate today, creating doubts and frustration in the audience. One first step should be to regain trust and openness by clear statements and solution-oriented debate.

In a short interim discussion the floor was opened to the audience. The economic and ecological perspectives should be more considered and regional consequences of climate change should gain more awareness.

A worldwide shortage of skilled journalists to report on climate change was seen as a threat for particularly developing countries. In response to what impact media education can have, one student of the master program “International Media Studies”, Xenia Polska, presented the project works of the class by reporting on climate change: We started very small, everyone chose a topic from everyday life. We covered the biofood industry, we were interviewing experts and some of us even went to Copenhagen to ask the people how they feel about it. “All together we just created a puzzle, everyone took a small piece.”

The panelists finally were asked to comment on the chances and challenges for media education and climate change.

Hay responded that journalists could go beyond the “usual suspects”, not just talk to the UN, Greenpeace or the WWF, but also listen to trade unions, the military, religious leaders, who have their financial and ethical concerns. He called for climate change to be looked at more holistically to understand it better.

Kropp argued that the best way to communicate climate issues would be to combine complex climate issues with the solutions, with the impacts, with the problem solving capacities in a region – and combine all that in a way that people can understand.

Bruckner commented on the experience of the first year of the master program and underlined the theoretical and practical learning approach. “Students can learn the rules of the communication system and first understand the broader picture, but then face the practical experience when reporting on real life, on the actors, the regional projects and the positive and negative consequences we can achieve in our environmental behavior.”

Wolpers called for more best practice media coverage projects, for example implementing a project from an economical perspective that helps to save money with fossil fuels and avoids cutting down trees in your country. Journalists should switch the whole process around and show how attractive it is to think and act in a sustainable way, so a good message would be: “To make a story sexy, to be clever and do the right thing and even save the climate.”

CLIMATE PROTECTION PAYS

HOSTED BY DEUTSCHE INVESTITIONS- UND ENTWICKLUNGSGESELLSCHAFT (DEG)

PANEL:

Bruno Wenn, Chairman of the Management Board of DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH, Bonn, Germany

Beryl Omonya, mobile reporter of "Voices of Africa" in Kenya

Peter Seidel of the Cologne daily, Kölner Stadt-Anzeiger, Cologne, Germany

Ernest S. Mabwa, plant manager of the Olkaria III power station, Kenya

Salim Amin, Chairman of Camerapix, Kenya

MODERATION:

Olivier Nyirubugara, Voices of Africa Media Foundation, The Netherlands

At the beginning of the workshop, the participants were introduced by Olivier Nyirubugara from Rwanda, who is currently doing his doctor's degree in Amsterdam and is a member of the media foundation, "Voices of Africa".

Bruno Wenn, Chairman of the Management Board of DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH, and Ernest S. Mabwa, plant manager of the Kenyan geothermal power station Olkaria III, reported on a successful cooperation in Kenya. Beryl Omonya, mobile reporter of "Voices of Africa" in Kenya, presented two documentations; afterwards, African journalist Salim Amin presented his view of the media perception of climate change, followed by his German colleague Peter Seidel of the Cologne daily, Kölner Stadt-Anzeiger.

Mr Wenn spoke of the DEG's role as a promoter of private-sector development in developing and transition countries. He pointed out that renewable energy in Africa not only plays a major role in climate protection, but also in the economic development of countries.

The DEG Chairman emphasised East Africa's high potential for alternative energies. He cited geothermal capacity of 10 gigawatts, almost as promising as solar energy. Kenya already produces more than 15% of its electricity by geothermal energy, among others, thanks to the Olkaria stations. Olkaria III, a project of Orpower 4 Inc, a subsidiary of Ormat Technologies Inc, is the first privately financed geothermal power station in Africa. It is co-financed by DEG – together with KfW Entwicklungsbank – with 40 million US dollars. DEG also arranged the total debt financing of USD 105 million.

Mr Wenn described the cooperation between DEG and KfW Entwicklungsbank (Development bank of the Federal Republic and federal states) as exemplary. While the Entwicklungsbank supported the public operator during the initial phase in performing exploration drillings, DEG arranged the private financing for the extension of the power station and the cooperation with Orpower 4 Inc. Mr Wenn pointed out that the private sector is indispensable to successfully fighting climate change. The private sector had to be integrated into the climate protection discussion with the aim of saving CO2 emissions to a

significant degree on the one hand, and to support developing countries in the adjustment to the consequences of climate change on the other, he said.

Ernest S. Mabwa, plant manager of the Olkaria III power station, explained that at present 70% of Kenya's energy requirement is covered by hydropower. Water, however, would become a scarce resource. Hence geothermal power stations play a significant role in securing energy.

Finally, Mr Mabwa described geothermal energy generation to the audience. He described how steam and hot water arrive at the power station and how their heat is extracted. This process involves both high cost and high risks. Each well costs five to six million US dollars to build, irrespective of whether it can be economically utilised. The figure results from research cost and expenses related to the building and operation.

The Olkaria project has so far been highly successful. The operator has additionally financed schools with particular support of girls. Moreover, Olkaria has established positions for safety and health officers.

Mr Mabwa hopes that ultimately 50% of the Kenyan power supply will come from geothermal energy.

The next lecturer was Beryl Ogunya, who holds a scholarship of the media foundation "Voices of Africa". She presented two mobile phone videos from Kenya. One was on the Olkaria power station, the other on the youth project "Kiblights" in Nairobi, where groups of young people distribute solar lamps in the slums to replace kerosene lamps.

Salim Amin, Chairman of Camerapix, one of the big African media companies, commented on the videos and African journalism. He seized the opportunity to point out the problems of the African media. He perceived it as especially problematic that African journalists reported on topics of all fields while they needed more specialised training. To reach and to sensitise people for climate protection calls for more exciting presentation of environmental topics, he said.

Peter Seidel from the Cologne daily newspaper, *Kölner Stadt-Anzeiger*, shares the problems as his Kenyan colleague: he mentioned that financial cutbacks killed jobs for environmental experts and German journalists frequently had to cover a wide range of subjects as well. In general, he emphasised, climate change sold well as a media topic in Germany.

Mr Seidel had been to Kenya and visited the Olkaria power station and other DEG-backed projects. He incorporated the report on alternative energy into an article on fair-trade Kenyan roses to have it published. The journalist explained this with the "distance" between the German reader and a Kenyan power station – while flowers are an everyday part of German, a geothermal power station is not. He summarised that to create awareness for environmental and climate-related topics, it was indispensable to link the reality of a distant country with one at home.

Mr Nyirubugara summarised the speakers' statements: private investments in developing countries had to be enhanced and reports on climate change had to be presented in a more attractive manner, both in Africa and Germany.

A discussion followed. Topics important to journalists sometimes differ from those readers are – supposedly – interested in. Could readers' expectations be influenced or not? Mr Amin felt that too many stories were neglected because it was assumed that audiences had different interests. He asserted that journalists who do a good job would always find an audience.

The next answer to a question had immediate positive effects: Beryl Ogunya reported that the Kiblight project, in which groups of young people distribute solar lamps in slum areas, received no support from the Kenyan government. The water resource manager of Kenya, who was coincidentally present, spontaneously announced he would personally advocate support for the project.

Finally, power station manager Mbabwa responded to the comments made on Olkaria. As challenges he mentioned the capital intensity and the risk of the geothermal potential not sufficing for power generation.

He mentioned the local population's lack of identification concerning the subject of renewable energy as another difficulty. However, he said, some success had already been achieved in the community around the Olkaria station: one of the first students from the school programme run by Orpower Inc was now studying at university.

Mr Nyirubugara thanked him and the other participants for the interesting discussion. He summarised that private sector investments were a major tool in the fight against climate change. However, this had to be taken to the people – both in Africa and Germany.

SEEING IS BELIEVING – AUDIOVISUAL MOTIVATION FOR CHANGE

HOSTED BY EYZ MEDIA

PANEL:

Johannes Küstner, Brot für die Welt ("Bread for the World", an aid programme of the German protestant churches), Germany

Natalie Gravenor, EYZ Media, Berlin

MODERATION:

Julia Tiernan, EYZ Media, Berlin

Dramatic changes in affordability, access and use of audiovisual technology in recent years and the advance of the Internet have enabled socially-minded documentaries to be produced quickly to find their audiences directly on the net. Also in recent years there has been an explosion in the use of worldwide social communities to create and maintain stable international networks which translate global issues into local activity.

This workshop presented a Video on Demand (VOD) platform that is a unique combination of online cinema, film magazine and community. Using a recent documentary film dealing with climate change, explained by the filmmaker and an NGO working on the issue, the workshop illustrated how a VOD film can be used as a popular communication tool to impact perception of climate change by offering information and possibilities for action as well as facilitating the creation of networks.

The 15-minute 'No Impact Man' documents Colin Beavan, who decided to completely eliminate his personal impact on the environment for a year. It meant eating vegetarian, buying only local food and turning off the refrigerator. It also means no elevators, no television, no cars, buses, or airplanes, no toxic cleaning products, no electricity, no material consumption, and no garbage.

No problem – at least for Colin – but he and his family live in Manhattan. So when his espresso-guzzling, retail-worshipping wife Michelle and their two-year-old daughter are dragged into the fray, the No Impact Project has an unforeseen impact of its own.

Laura Gabbert and Justin Schein's film provides an intriguing insight into an experiment that became a national fascination and media sensation, while examining the familial strains and strengthened bonds that resulted from Colin and Michelle's struggle with their radical lifestyle change.

NO IMPACT MAN - PRESENTED BY REALEYZ.TV

The screenshot displays the Realez.TV website interface. At the top, there is a navigation bar with 'FILM', 'BLOG', and 'COMMUNITY' tabs, and a search bar. Below the navigation bar, a breadcrumb trail indicates the current page: 'You are here: Home > Films > No Impact Man'. The main content area is titled 'Film Details' and features a large poster for the film 'No Impact Man'. The poster shows a man and a woman walking in a city. To the right of the poster, the film title 'No Impact Man' is displayed with a 5-star rating. Below the title, there is a synopsis of the film, which describes Colin Beavan's experiment to eliminate his personal impact on the environment. A 'Credits' section is also visible. On the right side of the page, there are three promotional widgets: 'Watch for Free' (invite a member to watch for free on the Virtual Couch), 'Not yet a member? Register here' (a link to register), and 'Most Wanted' (a list of 8 recommended films).

After the film was shown, Johannes Küstner presented the project **Zukunftsfähiges Deutschland** (Germany fit for the future). He also showed how organizations can utilize their film partnership at realez.tv to spread informative content into new networks, which in turn promotes the growth of new cooperative efforts.

Natalie Gravenor did an online presentation of the REALEYZ video on demand platform and its three main sections: Film | Blog | Community. Film partnerships were her main focus, and special emphasis was placed on discussing questions such as, how are the film partners presented on the platform? What are the benefits of a partnership at realez.tv? What extra benefit do the social media tools at realez.tv offer?

FILM PARTNER PRESENTATION AT REALEYZ.TV

The screenshot shows the realezz website interface. At the top, there is a navigation bar with 'FILM', 'BLOG', and 'COMMUNITY' tabs, and a search bar. Below the navigation, a breadcrumb trail reads 'You are here: Home > Films > Choropampa - The Price of Gold'. The main content area is titled 'Film Details' and features a 'Film Partner' section for 'Choropampa - The Price of Gold'. The film is rated with five stars. The text describes the film's plot: 'On June 2, 2000, a truck from the Yanacocha gold mine spilled 151 kg of liquid elemental mercury along a 40 km stretch of highway passing through Choropampa and two neighboring towns. Villagers were not told the mercury was toxic. Assuming it was azogue, an ancient cure-all, they collected mercury in bottles and jars using their hands, sticks and brooms. Children were especially fascinated with the alluring silvery balls; they played with it, spilling mercury on dirt floors and beds, near gardens and animals and inside the local school. At least 900 people are poisoned; they do not receive adequate medical care and their health is deteriorating. But hope is not lost. The town elects a new mayor, Lot Saavedra, a dashing 22-year-old who promises to win health care and fair compensation for the spill victims. This simple farmer's son takes on corrupt politicians, slick company officials and shady medical experts. Months of tense and frustrated talks culminate in a dramatic highway blockade of mine vehicles. Using techniques of cinema verité and shooting on location, the film captures the...'. To the right of the film details, there are sections for 'Watch for Free' (with an invitation to register) and 'Most Wanted' (a list of 10 other films).

This screenshot shows the 'FDCL' film partner profile on the realezz website. The navigation bar is the same as in the previous screenshot. The breadcrumb trail reads 'You are here: Home > Blog'. The main content area is titled 'FDCL' and features a 'Film Partner' section for 'Center for Research and Documentation Chile-Latin America e.V. (FDCL)'. The text describes the organization: 'The Center for Research and Documentation Chile-Latin America e.V. (FDCL) is film partner for the documentaries "Tambogrande - Mangos, Mining, Murder" and "Choropampa - The Price of Gold" (both directed by Stephanie Boyd and Ernesto Cabellos). The FDCL is an information and communication center for people and groups who wish to learn more about Latin America or get involved with Latin America related issues. It has been in existence since 1974 and is well-known far beyond the borders of Berlin. Advocacy for political, economic, social and cultural human rights has always been at the heart of FDCL's work. For the past thirty years, the FDCL has concentrated its efforts on promoting solidarity with Latin America through development-related educational, awareness-raising, and lobbying campaigns in Germany. The organization also does public relations work, seminars, and policy development and advocacy. Various Latin American-oriented projects, political initiatives, international committees, migrant groups...'. To the right, there is a 'Partners' list including '2010sdfrika', 'AVA Berlin', 'Cagintua', 'FDCL', 'GrbV', 'INKOTA', and 'LAGS', and a 'Tag Cloud' with various film-related terms.

Participants in the audience showed considerable interest in video on demand and employing film as a public relations and outreach measure. The big questions, “How is the video on demand platform financed?” and “Who deals with the film rights?” were the main topics of discussion.

Presenting our video on demand platform and its social media tools at the climate change conference brought us many benefits. Guests from highly diverse fields offered qualified

comments and raised important questions which are food for thought as we continue to develop our platform concept. Deutsche Welle's climate change conference was attended by well-networked and influential guests who are important new contacts for our existing networks. We very much look forward to participating in the conference again next year.

PICTURING CLIMATE CHANGE – IS THERE A CONFLICT SENSITIVE APPROACH?

HOSTED BY UNIVERSITY OF AUGSBURG/PECOJON

PANEL:

Christoph Bangert, Photojournalist, Germany

Peter Bitzer, CEO of laif Agency, Germany

Elke Grittmann, Visiting Professor of Communication Studies, University of Augsburg, Germany

Marco Siebertz, Freelance Journalist, Communication Designer, Deutsche Welle

MODERATION:

Felix Koltermann, Photojournalist, Peace and Conflict Researcher, PECOJON, Germany

Photos raise emotions. And if in this context a picture is worth a 1000 words, so the University of Augsburg and Pecojon (Peace and Conflict Journalism Network) has excellent contributed in its workshop, "Picturing Climate Change" to conflict-sensitive approaches in photography. In particular, the panel mix of photojournalists, experiences from photo agencies and the academic reflections enabled the audience to look how conflict-photo approaches on climate change can work.

Felix Koltermann, member of Pecojon, initially presented to the public a series of photos about climate change. Following the principle that one cannot talk about pictures without seeing them people were asked to choose a photo of their own choice for the Global Media Forum 2010. The 50 participants selected their own visual approach to go then still deeper into areas of conflict-picture work.

Christoph Bangert, photojournalist and member of laif, analyzed various levels of relationships between climate and conflict. It was clear from the beginning that emotional reactions to a picture entirely can lead to concrete action and he presented the audience a special conflict analysis. Following his approach there are two main types of conflicts: human – human, i.e. human beings killing human beings and nature human, i.e. human beings killed by disasters. Concerning the visual coverage of climate change most scientific factors are known. In consequence it is necessary to find new ways for producing pictures which are more emotional and on better intellectual level. There is a need for strong images which affect people. Mr. Bangert explained his motivation to photograph conflicts and catastrophes. For him it's very important to document these kind of events.

The "iconography" of climate change addressed in this connection in German news coverage was presented by Elke Grittmann from the University of Augsburg. Photo work is very demanding, because the actual cause – the greenhouse effect – in itself is not visible. Photography is seen as evidence, they connect ideas and images. The important question how to visualize climate change is very challenging. Photojournalists select and emphasize certain aspects. Mrs. Grittmann observed six different visual frames: polluters and causes, consequences for nature, animals, wildlife and mankind and people affected, victims as well as

endangered nature. There can be observed an obvious north-south difference in covering climate change.

Marco Siebertz, the designer of this year's GMF corporate identity, stated that his approach was to find a picture with a story behind. The emotional picture he has chosen is picturing a farmer from the province Gansu in North East China, a region received less rain than usual, due to abnormal atmospheric cycles.

Peter Bitzer, CEO of laif Agency, mentioned a growing need for information on climate change. *Laif* offers about two million pictures online. Especially before and after the Copenhagen summit in December 2009 there was a strong interest in pictures covering climate change. On his company's web-site there is a special button to the topic climate change, so clients can get immediate access to the issue-related photos. As CEO of one of the leading photo agencies which is also representing about 40 international photo agencies in Germany he stated that a key problem is to select pictures which are really connected to the issue. Mr. Bitzer is constantly in conversation with photojournalists covering environment and climate protection. He concluded that photo agencies have to give more emphasis on distributing conflict sensitive pictures and his agency will take this into account during the next Photokina-convention in Cologne, Germany.

During the discussion it became clear that photojournalism always is focussed on the "here and now". Covering climate change visually is a challenge. Firstly, it needs a good research design on the basic frames. Secondly journalists should analyse the consequences of global warming for energy and food production. But there is no rule without exception: recently British newspapers reported that for example wine producers in England have benefits from global warming. Another key problem is the decline of (long-term) assignments for photojournalists to cover the issue.

Pictures of endangered nature, but also images of landscape and nature's beauty may influence people's conflict behaviour and can stimulate conflict solution. Good examples in that style like pictures in atmospheric settings or other artificial manners offer solutions. This can influence the actors in politics, science and ecology and help them in their public discourse on climate change. Visual coverage very often follows attribution of causes for climate change by scientist and NGO's. Standardized iconography and motifs therefore can play a crucial role. The opposite focus is reduced on consequences of disasters, flooding, droughts, melting glaciers and individual destinies, foremost in developing countries. This creates mitigation, but rarely adoption.

Another interesting subject was the question on the influence of pictures in framing a topic or a headline. The answer from the audience was, that there is a strong connection between pictures and headlines. But a new quality needs a new form of conflict photography as well. New questions arise on how photographers deal with the subject. Climate change and global warming create new challenges on pictures. But the Main cause for the increase of greenhouse gas emissions and its main consequence (global warming) remains mostly not visible.

Concerning the matter of government aligned photographers it was said that photos heavily rely on the sources. Coverage should also use sources from NGO's. They can cover more independently. In this sense, for journalists who work conflict oriented one rule is not to believe too much what government people tell to become not too much embedded and to be able to make a tight selection of images. One should not only take pictures, but also write the caption. This is an additional added - value. The "south is a victim" dilemma therefore should be taken into consideration and be avoided. Conflict sensitive reporting should become a major criterion for reporting on climate change. Also motion pictures will become more and more eye catchers. There are many new ways for photographers. Media will call for action this is the best role for good media.

FUELLING THE FUTURE - REPLACING OIL WITH RENEWABLES

HOSTED BY EUROPEAN COMMISSION EUROPEAN RESEARCH AREA

PANEL:

Bruno Schmitz, Head of the Unit New and Renewable Energy Sources in the Directorate General for Research, European Commission, Belgium

Alfredo Aguilar-Romanillos, Head of Unit for Biotechnologies at the European Commission, Directorate General Research, European Commission, Belgium

Heinz Ossenbrink, Head of the Renewable Energies Unit from European Commissions' Joint Research Centre (JRC), Italy

MODERATION:

Oliver Loeffken, Senior Editor, Wissenschaft aktuell, Germany

The replacement of fossil fuels by biofuels is one of the hottest debated energy topics. The driving factor behind it is the reduction of greenhouse gas emissions in the transport sector. Biofuels are supposed to be neutral to the climate. When burned they release the same amount of carbon picked up during growth.

Sustainability is of central importance for the production of biofuels and research is needed to develop new routes. Speakers in the workshop "Fuelling the future - replacing oil with renewables" exposed the political line of the European Commission for the use of biofuels and its implications for research and development.

Bruno Schmitz, Head of the Unit New and Renewable Energy Sources in the Directorate General for Research, also points to sustainability. Not every production of biofuels really does reduce greenhouse gas emissions. "If you do not use the right crop and conversion method you will end up producing more greenhouse gases than you save." Therefore the European Commission has set a minimum requirement and promotes only biofuels with secured greenhouse gas savings. Biofuels must deliver savings of at least 35% compared to fossil fuels, rising to 50% in 2017 and to 60%, for biofuels from new plants, in 2018.

RESEARCH FOR MORE EFFICIENT BIOFUEL PRODUCTION

Overall the share of renewable energy in the European Energy mix is going to reach 20 % by 2020. Two thirds have to come from increases in biomass use, including biofuels. Efficiency is a point of major importance. Most of the so called first generation biofuels are actually produced from sugar cane and other foodcrops and are not very efficient, points out Heinz Ossenbrink, Head of the Renewable Energies Unit from European Commissions' Joint Research Centre (JRC) in Ispra, Italy. Following JRC studies biofuels made out of the yield of one hectare of land a year produces enough energy to run a car for 20 000 kilometres. In

comparison, photovoltaic cells are much more efficient producing on 15 square meters the same amount of energy.

Therefore researchers were looking out for other feedstock for biofuels production. Alfredo Aguilar, Head of Unit for Biotechnologies at the European Commission, Directorate General Research, underlines that "up to now most research has been done on how to obtain biofuels neglecting the fact how to get enough biomass for producing it." In fact the limiting factor in Europe for the production of the biofuels needed is the accessibility of biomass. Beside the increased land use – including land where so far crops couldn't be raised – the use of residues and waste can be very interesting for the production of cellulosic ethanol, the so called second generation of biofuels.

Aguilar stresses that the production of energy from the so called lignocellulose – of which plants are made – still faces a lot of technical problems. The cost of production is high and second generation biofuel is much more expensive than petrol. But the use of waste could change the picture. Following studies 10% of agricultural residues in Europe can theoretically produce biofuels that could amount to 5 % of what the whole transport sector would need by 2020.

ALGAE AS INTERESTING OPTION

In the medium and long term the use of algae will be a better option. Aguilar explains that the energy concentration in microalgae is between 10 to 100 times higher compared to terrestrial plants. "Scientists still have to solve how algae can best get access to the energy of the sun." Current cost of the oil produced by algae is far from being competitive. Work is ongoing on how to manipulate algae to produce oils in new biofuels photobioreactors, to become the third generation biofuels.

Aguilar regards biofuels as just one part of the huge possibilities to make use of biomass in biorefinery. This includes production of lubricants, feed for animals, and plastics amongst others. This year in Europe several projects started working on interdisciplinary concepts for biorefinery supported by European Commission funding of 50 million. And as Aguilar points out, the future has just started. In the future synthetic biology will most probably create organisms for the production of energy.

TECHNOLOGY DEVELOPMENT FOR THE SUSTAINABILITY OF BIOFUELS

Ossenbrink stresses the economic importance of the production of biofuels in the future. The production of biofuels to reach the European 10% target in transport would be worth 15-25 billion. This is a lot compared to the actual European agriculture subsidies of up to 45 billion a year. Measures have to be taken to ensure that biofuel production avoids adverse side effects. "Because if farmers see that they can sell biocrops at a better price than milk they will simply do it", says Ossenbrink. Food production might move elsewhere with negative effects such as accelerated destruction of native rain forests. But he provides assurances that "the data from our satellites does not indicate any deforestation for biofuel production."

NOBODY CAN DO IT ALONE - GET ALL PARTNERS ON BOARD

Since the start of the Seventh Framework Programme for Research of the European Commission in 2007 nearly 180 million have been invested in research on biofuels. Nevertheless Schmitz stresses the relative importance of the figures. In Europe the great bulk of research and development investment is undertaken by industry, accounting for 77% of the whole budget, with 19% coming from national authorities and just 4% from European Commission funds. "Our European investment has merely had an important catalytic effect." Therefore it is more important to coordinate the independent efforts.

The initiatives have been merged in the Strategic Energy Technology (SET)-Plan of the Commission. The European Industrial Initiative on Biofuels is going to secure smooth development in this area, organizing different partnerships between public administrations and private enterprise. The energy transition will not happen alone, Schmitz stresses. Society must be fully informed of the advantages and of the drawbacks of biofuel production. "We must move from the concept of public acceptance to public support if we are going to succeed."

BEYOND CLEAN CONGESTION? PATHWAYS FOR SUSTAINABLE MOBILITY

HOSTED BY GERMAN TECHNICAL COOPERATION (GTZ)

PANEL:

Heather Allen, senior manager on Sustainable Development for The International Association of Public Transport (UITP)

Anvita Arora, urban planner and transport expert, Indian Institute of Technology, Delhi, India

Carlos Pardo, Country Director for Colombia, Institute for Transportation and Development Policy (ITDP)

Armin Wagner, Transport and Traffic Engineer, GTZ, Germany

MODERATION:

Daniel Bongard, Political Scientist, GTZ, Germany

In this workshop, organized by GTZ and collaborators, the moderator Daniel Bongardt, called for a focus on transport and climate change and to discuss transport from different cultural perspectives. “Transport really matters in terms of climate change because it is one of the big emitting sectors. While other sectors have been able to reduce their emissions transport has been growing”

Regarding the title of the session, Mr. Bongardt explained that in most cases the issue is not really climate change but congestion. Although it is possible to reduce emissions with the use of technology, for example with electric cars, traffic congestion will remain. Congestion is something that can be more easily perceived by people than climate change.

The presentation starts with a picture of a street in Bogotá, Colombia, in which is shown how transport infrastructure can be made for people instead for cars. While vehicles are driving on the mud, people can make use of a high quality infrastructure to satisfy their mobility needs.



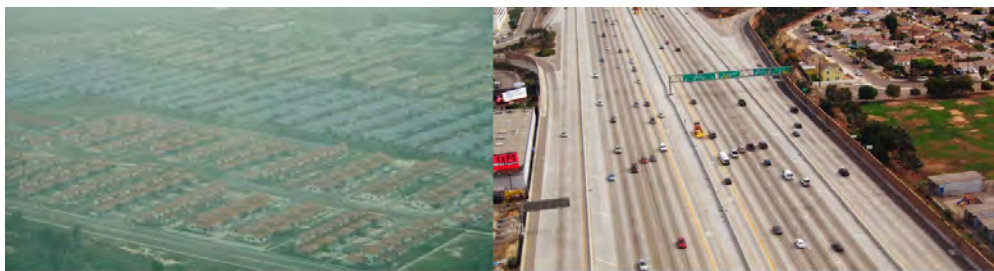
Now is the turn of Heather Allen, a senior manager on Sustainable Development for UITP who has focused on how to reframe the discussion at the climate negotiations and how to emphasize the role of public transport. “Transport infrastructure is a long term investment”, she tell us that the decisions we make today about transport infrastructure will influence greatly the people’s decisions of how they move in the future.

Allen explains that there is a need to change the paradigm about how we consider transport. She presents two pictures of the same street showing the contrast between different modes of transport and makes clear how public transport is more efficient in the use of urban space, but also in terms of energy.



“If are going to live in a world of 9 billion people we can’t keep on using car as a major form of transport, we need to think about our mobility habits and what will be affordable in the future from the energy, wealth and quality of life perspectives” explains Allen.

At this point, Mr. Pardo, a transport expert from Colombia, close collaborator of GTZ, continues by pointing the question: how much urban space do we want to use for transport? And then he shows some pictures to makes us aware that in many urban areas there is a lot of space dedicated for road transportation. He points that planners should not give more distance to people but more access which can be in turn an element for a better quality of life.



**30 to 60% of urban areas are taken by road transportation infrastructure
a lot of space for cars but...**



His main message: “There is a strong interaction between land policies and transport policies. The decisions we make now on how to use urban space are important because these interactions will have an impact on the distance you are going to travel, the energy you will use and the emissions that will be produced”.

Now, Anvita Arora, from the Indian Institute of Technology in Delhi, an urban planner and transport expert, working mainly with urban transport, walking and cycling, comes to the discussion. She share with us some pictures from streets in India and emphasizes how these are not designed for all modes of transport. The diversity is extremely high but the system does not address this diversity. Infrastructure is purely designed for cars leading to a conflict with other users (pedestrians, cyclists) and poor road safety. She makes clear that for those people who have to get on the road everyday for a meal; climate change is not a topic, but the access to livelihood, safety and equity. From their perspective, the co-benefits of sustainable transport are more important. Arora asks the audience, mainly composed by journalists, how to communicate this message? How to say things to different audiences?

Mr. Bongardt concludes the discussion by pointing the need to include transport in climate negotiations. “Although emissions from transport are increasing, the transport sector has been forgotten and nobody is discussing on how to reduce emissions in the global context. He also asks the audience how transport is represented in the media and what is the role of the media regarding sustainable transport? How can we work with the media to inform the people what is going on, what the politicians are doing, what is their role in changing things.

Arora suggests to start thinking more globally, get the message across and insists that the media could play an important role. As an example she talks about the campaign against smoking, how people is told that their decision to smoke not only affects them but others as well. In the same way media could make aware people how their mobility decisions e.g. the excessive use of cars affects others. To conclude, she considers important to give value to the traditional transport and land use systems that are already extremely sustainable, for example the rickshaws as a mean of transport and the mixed land use in Indian cities.

Among other participations, it was remarkable the perception about transport of a young journalist from Indonesia. She thinks that the city of Jakarta made the wrong decision when it tried to adapt the BRT system from Bogotá. From her perspective, the Transjakarta BRT system did not solve the problem of the traffic jams but instead has made it worst because the exclusive bus lane reduces the space for cars. She asks for a concrete solution. Here intervenes Carlos Pardo, who is an expert on BRT systems and tries to explain that the BRT does not make traffic worst, and how that lane that apparently looks empty and steals space for cars is indeed much more efficient than the other two lanes dedicated for cars. He tries to emphasize that those people using the BRT are those who are not using a car.

Finally, Anvita Arora demands that media should be more pro-active instead of reactive. The media is a powerful tool that should be used carefully for the right purposes.

THE HEAT IS ON – CLIMATE CHANGE, SOCIAL ADVERTISING & CAMPAIGNING

HOSTED BY EYES & EARS

PANEL:

Wout Nierhoff, CEO Eyes & Ears of Europe, Cologne

Lars Wagner, Head of Marketing & General Manager Disney Channels Germany, Switzerland & Austria, Ismaning

Manuela Kasper-Claridge, Head of Economics DW-TV, Berlin

Magdalena Metker, Deputy Head of Promotion & Design/Network Operations DW-TV, Berlin

Thorsten Pütsch, Head of Marketing ProSieben, Unterföhring

Wout Nierhoff, CEO of Eyes & Ears of Europe, opened the session with his presentation ‘Promoting the Good for the Better?’. In the context of design, promotion and marketing of audiovisual media, he presented recent social spots and campaigns. These illustrate how themes like the environment, climate change and health can be brought to the center of public awareness. In particular, he focused on how quality-oriented design, promotion and marketing is indispensable within the framework of global development into a digital economy. Before Nierhoff presented the audiovisual examples, he defined the term ‘social and ecological market economy’ as conceptual framework of reference: 1. It is an open concept of economic order which favours sustainable economic, social, and ecological development. 2. It allows the private sector to participate in a public-private dialogue to achieve a balance of interests for all stakeholders. 3. It creates a social and economic order that reflects the values and cultural characteristics of a society. 4. ‘Social and ecological market economy’ assigns to government a corrective and regulative role in the economy and fosters institutions of checks and balances. 5. It is a fertile alternative between the extremes of an exclusively centrally planned economic system and laissez-faire. Only with the corresponding awareness in regard to this subject could those responsible design and produce quality social spots and campaigns. “This means one should always consider the aim of the current project. What ultimately makes a spot or campaign convincing is its ability to appeal to the target audience, to inform and ideally lead to a motivated change in behavior,” explained Nierhoff. Excellent creativity alone would not be sufficient for a good, effective spot. The content research aspect would be at least as important because elemental in avoiding a false, obvious and trivial communication of the subject. At this point, the kind of storytelling would always depend decisively upon the respective subject. “Perfect design has no effect if it does not fit the subject. The realization of social spots and campaigns requires a holistic understanding,” continued Nierhoff. He then presented social spots and campaigns created by media professionals on the topics of environment, health and climate change. The audiovisual productions illustrate the subject-dependant approaches and show a multitude of equally strategic-expedient plus creative possibilities.

Lars Wagner, Head of Marketing and General Manager Disney Channels Germany, Switzerland and Austria, presented the survey entitled ‘Disney: Generation XD’. In the

framework of a research project, the study interviewed more than 3,000 8-14 year-olds in Italy, France, Spain, UK, Poland and Germany. Disney refers to these children as ‘Generation XD – the digitally aware children of Generation X’: They are first to grow up in a world of social networks, mobile communication and digital entertainment and have never known a world without the Internet. “At the beginning of a new decade, our European survey detects an incredibly digitally informed generation. Our survey showed that even the youngest members of Generation XD already dispose of a heightened understanding of socio-economic questions: They show behavior patterns which have great influence on our future. The children are not just aware of ecological problems, but proactively take part in improving our planet. And they influence peers to participate as well.” Lars Wagner stated that Disney is realizing different green and thus ecological initiatives. The objective would always be to inform, to offer a space in which decisions can be taken and to call for personal involvement. This would be especially important for Disney because the target group is very young. “In future, kids are those who will be responsible for our planet,” continued Wagner. In this context, he presented two characteristic examples of Disney projects: the activity ‘Friends For Change – Project Green’ and the campaign to the series ‘Meister Mannys Werkzeugkiste’ (Master Manny’s Toolbox). On the Internet platform to ‘Friends For Change – Project Green’, kids can interact by giving hints on how to contribute actively to protecting the environment. The website also presents different ecologically related projects: kids can vote for an action they think should be supported. The second project is a campaign for ‘Meister Mannys Werkzeugkiste’, a series of TV channel Playhouse Disney for preschoolers aged between 3 and 5. The Handy Manny figure shows children and also parents the importance of the respectful treatment of nature. Furthermore, Handy Manny playfully shows concrete ways in which children can take care of our planet. The actions presented would always have one decisive aspect: the target-group oriented communication. “If I want to get through to somebody, I must identify the right way of appealing to this target-group and communicate it exactly,” said Wagner.

Manuela Kasper-Claridge, Head of Economics DW-TV, and Magdalena Metker, Deputy Head of Promotion and Design/Network Operations DW-TV, mutually presented a new format called ‘Global Ideas’ being shown on Germany’s international channel: 52 reports, five continents, the subject of climate change – reducing global warming gases, preserving biodiversity and using natural energies: from Laos to Senegal to Brazil. The informative multimedia project is Deutsche Welle’s way of supporting the fight against climate change. The series presents outstanding projects and people who, through their clever ideas, are working towards a better climate. An international team of journalists reports on excellent climate protection projects worldwide for the magazine ‘Global 3000’ on DW-TV. Featuring an elaborate graphic concept, the series is presented on DW-TV and at the DW-WORLD.de website. Trailers shown on DW-TV echo this graphic concept. They provide information on the series and refer to the ‘Global Ideas’ web page at DW-WORLD.de. Here, Internet users find extensive background on the reports and can watch the broadcasts as web videos. Furthermore, a graphic world map indicates the climate protection project locations by colored markings. With a few clicks, the user gets an overview and further information about the individual projects. “Our intention was to find positive examples and not to show the usual ‘catastrophe images’,” explained Kasper-Claridge. This is reflected in the way the

broadcast's opener and trailer show both sides of the same coin: a specific climate problem and possible solutions or ways of improving the situation. This is intended to touch the viewer emotionally and foster a positive attitude to the respective issue. "Opener and trailer are created to transport the message of the entire format. With the help of this design, we want to arouse the users' awareness of ecological and climatic issues," said Metker. An audience member asked about a radio version of the format – as there still would be countries with just an exclusive minority having access to TV and the World Wide Web. Kasper-Claridge is planning a corresponding radio version for next year. To accomplish this, however, the complex visual concept of the TV format must be transposed into an audio version.

Thorsten Pütsch, Head of Marketing ProSieben, presented ProSieben's GreenSeven Day. To contribute to ecological awareness, ProSieben declared 26 March 2010 as GreenSeven Day. After 1 p.m. all formats focused on the themes of nature conservation and environmental protection. True to the motto "Create your own green day!," the aim was to sustainably sensitize viewers' awareness of the topic. It was shown how easily daily life can be made more ecological – without having to give up a comfortable lifestyle. This leads to the question as to why the creation or propagation of ecological awareness is especially important to a commercial channel like ProSieben. ProSieben would generally stand for entertainment and would be less associated with social and ecological engagement, said Pütsch. But reasons for the channel's social and ecological commitment result clearly from the brand: "A good brand is composed of love and respect on both sides – between the broadcaster and the viewers. This connection is comparable with an intact relationship: ideally, the viewer respects and trusts his brand," said Pütsch. As a consequence, social and ecological responsibility also plays an important role for a brand like ProSieben. "We do not only want our viewers to love us, but also respect us for our social commitment. This way, the relationship can be strengthened and deepened," continued Pütsch. GreenSeven Day received consistently positive feedback. Therefore, expanding it in the future is quite imaginable: first to an entire day, but later to one week or even an entire month. An audience member asked what effects on the viewers ProSieben was looking to achieve. Pütsch explained that GreenSeven Day is not about direct changes in action patterns, because these are hardly or not at all verifiable in an empirical way. This is why the broadcaster would have no data about it. Moreover, the answer to these questions would not be in the TV channel's interest. If there was a lasting effect on the viewer, it would certainly be positive. But in principle, it would be all about informing, arousing and sharpening the viewer's awareness of the subject.

Nierhoff summarized that social spots and campaigns could only be one part of the complex communication mix needed to inform about social and ecological problems, to sharpen awareness in regard to individual behavior patterns and to offer solutions and encourage involvement. "Good social spots and campaigns, like those seen today, are excellently researched, realized and created. They can address the broad audience more emotionally. Today's presentations also underlined that those responsible for the design, promotion, marketing of audiovisual media and editorial content rely on serious scientific knowledge. Only when these conditions apply can we avoid the risk of empirically unfounded, populist propaganda."

CONFLICT SENSITIVE REPORTING IN THE PHILIPPINES – COVERING CIVIL WAR AND NATURAL DISASTERS

HOSTED BY THE PEACE AND CONFLICT JOURNALISM NETWORK (PECOJON), PHILIPPINES

PANEL:

Michael Brzoska, Scientific Director, Institute for Peace Research and Security Policy (IFSH), Hamburg, Germany

Charlie Saceda, photo journalist, PECOJON, the Philippines

Bernhard Lichte, foreign correspondent, German Television ZDF, Mainz, Germany

Antonia Koop, media trainer, PECOJON, Berlin, Germany

MODERATION:

Felix Koltermann, PECOJON – photo journalist, peace and conflict researcher, Bonn, Germany

It became apparent during the PECOJON workshop that climate change threatens crisis-ridden societies in a special way. People working in the field and conflict researchers discussed questions of conflict sensitive reporting looking at the example of the Philippines. A conflict sensitive approach is especially important since changes in the environment can have a variety of consequences in society, explained Antonia Koop from PECOJON's International Secretariat in Cebu, Philippines. This requires journalists to develop a new culture of collaboration and exchange despite the competition for stories and pictures.

Photo journalist Charlie Saceda, who came from The Philippines to the conference, elaborated the consequences of humans conflicting with their environment. Given the miserable working conditions and personal threats and dangers confronting journalists in the Philippines, conflict sensitive journalism is hard work, yet the journalists have taken it on with dedication. Hence they need help from institutions and international media cooperation. Saceda mentioned several events in his country which need conflict sensitive approaches: 700.000 refugees in Mindanao and the election rivalry ambush in Mindanao with 57 deaths.

Michael Brzoska, professor at the Institute for Peace Research and Security Policy at the University of Hamburg (IFSH), stressed the role of climate conflicts as multipliers for resulting conflicts with long term impact. Not only climate change but also other extreme events involving nature, such as droughts and earthquakes, need to be looked at with regard to their impact and relevance for conflict reporting. Especially in such situations journalists need to show options and potential solutions. He emphasized the role of climate change as a threat multiplier and pointed out that poor countries are more vulnerable to it. Half of The the Philippines' territories are at risk.

Bernhard Lichte, journalist from the German TV broadcaster, ZDF, pointed out that his station gives high relevance to environment reporting. The Philippines is currently covered from the ZDF office in Beijing. However, the ZDF plans to give more emphasis to conflict

sensitive reporting and strengthen local perspectives in those stories. **He** pointed out the high journalistic standards in environmental issues of his company regarding the oil spill in the Gulf of Mexico. To him, the connection between climate change and policy is an important media focus. Many ZDF programs had covered Copenhagen. Programs focused on parts of the world that showed audiences the impacts of climate change.

Antonia Koop from PECOJON mentioned similar dynamics in many levels of society when climate change demands reactions from society. At the same time, conflicts related to climate change involve new stakeholders. Therefore conflict sensitive reporting is crucial to providing accurate information. Reporting on climate change is incredibly difficult and demands global interdisciplinarity. Important to reaching the goals of conflict sensitive journalism is to open minds and to not have predefined limits. Conflict sensitive journalism therefore is a new concept with tough requirements. It was developed by journalists covering conflicts, has refined definitions of quality and created an improved understanding of what is good. It aims at reinforcing the traditional values of journalism as well as its independence. It is an evolution of journalism whose tools are still a work in progress.

Discussion made clear that conflict sensitive journalism is an important channel for the stories of people directly affected by violence to reach the audience. For photo journalists it is also important to select best pictures to safeguard quality in reporting of crisis and war as well as on humans in conflict with the environment. The oilspill in the Gulf of Mexico was mentioned as an example of daily journalism that lacked a solution orientation. The example of kidnapped people in Jolo was discussed as example of an “event based reporting”. A conflict situation can only change when all actors are involved. And especially ordinary people should have a say on this. Conflict journalism in this sense is still developing as a new layer of understanding conflicts. For climate conflicts, science based research is very important. Climate change and conflict related information can be obtained from many sources, including peace research institutes and science programs. The strong need for collaboration between editors and publishers to carry along the public and get closer to the target group was emphasized by Antonia Koop. In the case of natural disasters the question is also, “Would this have happened if the right actions had been taken?”

Summing up, Felix Koltermann asked the panelists for a wish for better journalism. Prof. Michael Brzoska was impressed by the engagement of journalists in The Philippines on local conflict structures. This would encourage people to develop things, even for climate change. Charlie Saceda again mentioned the difficulties of reporting conflict in The Philippines for journalists but also for their families. Antonia Koop expressed hope for more collaboration between media practitioners. She argued for less competition and more collaboration.

COVERING CLIMATE CHANGE IN WEST AFRICA: AN EXCHANGE BETWEEN JOURNALISTS AND SCIENTISTS

HOSTED BY CENTER FOR DEVELOPMENT RESEARCH (ZEF), UNIVERSITY OF BONN

PANEL:

Edward Kwame Aklade, mobile reporter, Voices of Africa, Ghana

Wilson Agyare, senior lecturer, Kwame Nkrumah University, Kumasi, Ghana

Ben Ampomah, executive secretary, Water Resources Commission, Accra, Ghana

Anna Godfrey, senior research operations manager, BBC World Service Trust, UK

Benjamin Kofi Nyarko, lecturer, University of Cape Coast, Accra, Ghana

Boadi Dankwa-Boakye, Ghana News Agency, Accra, Ghana

MODERATION:

Dirk Asendorpf, freelance journalist, Die ZEIT, Germany

Mr. Aklade, a mobile reporter from Ghana, started by stating that the Ghanaian media haven't covered the issue of climate change in Ghana sufficiently yet. He sees a need to gather information not only from the urban areas but also from the peripheral regions. He sees an onus on the media to involve those who have no opportunity to tell their problems with a changing environment.

Mr. Nyarko emphasized the need for a dialogue between scientists doing research on climate change aspects and the public. The scientists in Ghana generate qualitative knowledge on the impact of climate change in West Africa. In his opinion the media are key mediators between scientists and the public to spread information about research findings, but don't do this well enough yet. The media misinform the public by "over-sensationalizing" information. Moreover, media don't draw sufficiently on the expertise of scientists.

Mr. Agyare criticized Ghanaian media over passive coverage of climate change aspects. He suggests that journalists lack motivation and initiative. He referred to journalists who publish only if they are invited to a press conference attended by a minister. He says it is their duty to inform and educate the public about the possible impact of global warming and mitigation strategies.

Mr. Dankwa-Boakye responded to this criticism leveled at him and his colleagues. He agreed partly and saw a need for change. He confirmed that journalists often misrepresent the information provided by scientists. He cited the example of a journalist in Ghana who published an article on a looming drought with all the negative effects (famine, water shortage etc.). But scientists had told him only that there was a negative anomaly in the rainfall pattern.

Ms Godfrey reported on the BBC World Service Trust's survey about the perception of climate change in several African countries. It reports what people know about climate

change and how they think it will affect their lives. Generally, people do observe a lot of changes in “the weather conditions”, but don’t attribute these to the phenomenon of climate change. In many local languages, there isn’t even a proper word for “climate change”. Moreover, a lot of people tend to believe that God is changing the climate. All these factors make it difficult for the media to inform the public. In her opinion it is quite important to facilitate discourse between the public and the scientific community.

DISCUSSION

Opening the discussion among the panelists, Agyare repeated his opinion of the one-sided coverage of the media. He sees reporters putting too much focus on the effects of climate change instead of also informing about possible technical mitigation strategies. He also pointed out that some journalists only publish on issues such as climate change when scientists provide striking and sensational information. The two groups should find an appropriate way to communicate climate change problems.

Nyarko questioned journalists’ capability to comprehend the scientific and technical data and information provided by the scientists. In his view, reporters often misuse the information on climate change. Aklade disagreed on that point. He finds it difficult for journalists to translate often technical scientific terms into comprehensible words. Dankwa-Boakye agreed partly with the criticism that journalists misrepresent scientific information. He puts this down to their lack of scientific knowledge. He sees a journalist responsible for cross-checking the information they get from scientists. Ampomah agreed with Agyare on one-sided coverage by the media. He complained that either the scientific information isn’t reported in an appropriate way or it isn’t published at all. He called into question the selective coverage of some journalists. He also reacted to the question how far the Water Resource Commission needs the media to inform people about the potential impact of climate change on water supply. In his opinion the media should have an impact on changing people’s attitudes concerning water and its use.

After involving the audience, a Nigerian journalist recommended regular meetings between journalists and scientists to bridge the gap between them. He reported on the successful concept of “Science Cafés”, which are also being organized in Nigeria. Here, journalists and scientists can meet and discuss hot topics on an informal basis. A Ghanaian journalist disagreed with some statements made by Agyare. She does not see reporters responsible for incomplete or one-sided coverage of climate change. She holds that scientists cause a communication problem because they are not able to communicate their research outcomes in an understandable way. This opinion was shared by several participants. Further remarks referred to the difficulties in the translation of scientific terms to everyday speech.

Agyare criticized journalists’ behavior at press conferences. They focused only on headlines, often ignoring scientific information. Ampomah recommended the facilitation of complex scientific analysis and models. Journalists and scientists have to cooperate to reach this aim instead of working against each other. Godfrey suggested a more systematic approach in cooperation between them.

Finally, Asendorpf returned to the Nigerian “Science Café” idea for creating places for journalists and scientists to meet and exchange on a regular and informal basis.

OVERCOMING CLIMATE CHANGE - TRADITIONAL POLITICS AT THE CROSSROADS

HOSTED BY KONRAD-ADENAUER-STIFTUNG

PANEL:

Romy Chevallier, SAIIA, South Africa

Ursula Heinen-Esser, parliamentary state secretary, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Marcelo Leite, science journalist and columnist, "Folha de São Paulo" newspaper, Brazil

Annapurna Vancheswaran, director, Sustainable Development Outreach - The Energy and Resources Institute, India

MODERATION:

Priya Esselborn, team leader, Deutsche Welle Hindi Service

In this workshop experts from Brazil, South Africa, India and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety discussed climate change perspectives post-Copenhagen and focused on the emerging countries' visions of successful new policies. Already in 2006, when addressing the UNFCCC in Nairobi, Former UN Secretary-General Kofi Annan said: "The impact of climate change will fall disproportionately on the world's poorest countries (...). Poor people already live on the front lines of pollution, disaster and the degradation of resources and land. For them, adaptation is a matter of sheer survival." The panelists hence focused on "climate justice" and the role of emerging powers in drafting new and sustainable policies.

Frank Spengler, deputy head of the department of international cooperation at the Konrad Adenauer Stiftung (KAS), emphasized the importance of profound news coverage on climate change: "When discussing climate change and the media, one can see that various aspects of climate change have been discussed more widely by media representatives during the past months and years than ever before. The call for new comprehensive and sustainable climate policies is growing louder – yet the complexity of the topic is often underestimated." The KAS supports independent, responsible and ethical reporting as well as legal framework conditions with regard to the freedom of the media and professional political communication through its global media program.

The chair, Priya Esselborn, opened the workshop by asking Parliamentary State Secretary, Ursula Heinen-Esser, to present some of the German government's perspectives on the topic with special regard to possible new initiatives aimed at tackling the problem. Heinen-Esser opened her statement by underlining that historically speaking, developed countries bear most responsibility for climate change, so they must lead on climate protection. But, Heinen-Esser said, bearing in mind that countries like China and India are becoming major emitters, all climate negotiations needed to implement the principle of "common but differentiated responsibilities". Heinen-Esser referred to the Intergovernmental Panel on climate change (IPCC) which recommends that all developed countries reduce their emissions by 25-40% by

2020 compared to 1990. “The German government accepts this challenge: we remain fully committed to our pioneering role in climate protection and to our aim of reducing greenhouse gas emissions,” the parliamentary state secretary said. Climate protection in her view not only brings economic benefit to Germany, but also generates jobs. However, in order to limit global warming to below 2°C, climate protection measures would also be needed in developing and newly industrializing countries.

Romy Chevallier, researcher and project coordinator at the South African Institute of International Affairs, welcomed Heinen-Esser’s statement but emphasized that in South Africa issues such as poverty and unemployment were the first and foremost concern of the people and the government. “The debate on climate change has hence only begun very recently,” Chevallier said. It was only since 2006 that the South African government had taken responsibility and started tackling the problem. Being dependent on coal production, little effort had been made in alternative energies. South Africa is importing technology at a high cost instead of exploring its own possibilities to produce solar energy, for instance. Chevallier then put special emphasis on South Africa always representing the entire Africa group in international negotiations. Politically, South Africa holds the developing world as key to the discussions, being driven by the question of climate justice for the entire region. “For all our countries in this group, adaptation to climate change is more important than mitigation of greenhouse gases,” Chevallier said.

Marcelo Leite, freelance science journalist and columnist for the Brazilian newspaper, “Folha de São Paulo”, took up the Brazilian perspective and focused his presentation on Brazil’s unique position. “The country shares with India, China or South Africa the need and responsibility to free millions from poverty. But it detaches itself from the lot in that it has plenty of unused natural resources: arable land for both food and biofuel crops, water for irrigation and hydropower plants, a huge rainforest, and big enough reserves of natural gas and oil to meet its energy demand in the foreseeable future”, Leite explained. Brazil also stands out as the major emerging economy which went to Copenhagen with ambitious reduction targets of up to 39% in 2020, which translate as a 20 to 25% cut in comparison to present emissions. Leite emphasized Brazil’s efforts to reduce deforestation in the Amazon Basin. He cited the Amazon Fund and the widespread use of biofuels. “The use of sugar cane ethanol in Brazil has reduced the country’s greenhouse gas emissions by some 600 million tons of CO₂ since 1975.” However, Leite agreed that not all policies and conditions in Brazil are fine-tuned to the need of overcoming climate change. According to him, adaptation studies are in their very early infancy, the forestry code, which requires land owners in the Amazon to keep 80% of the properties with forest cover, is not only poorly enforced but also faces the risk of being overturned in Congress, and the recently mapped huge reserves of oil in the so-called pre-salt layer under the Atlantic Ocean promise to turn the country into a net exporter of fossil fuels.

Annapurna Vancheswaran, director of the Sustainable Development Outreach Division at the Energy and Resources Institute (TERI) in Delhi, explained that the Indian efforts to overcome climate change have been ambivalent. “India is one of the first countries which came out with a national action plan to combat climate change. As against other countries, our homework internally is being done diligently. But when it comes to the international

level, India tends to be critical and a bit slow.” Vancheswaran also referred to the colonial legacy of India and the fact that, even though India is a young democracy, the element of nature has always been of great concern in the Indian culture – even though the first energy ministry has only been institutionalized recently. With regards to her employer TERI, a partner of the Konrad Adenauer Foundation in Delhi, Vancheswaran presented a short video entitled “Lighting a billion lives”. The video showed TERI’s projects to help the 1.6 billion people around the world who live without electricity. The campaign aims to bring light into the lives of rural people by replacing kerosene and paraffin lanterns with solar lighting devices. This initiative holds not only environmental but also socio-economic benefits, as it facilitates education of children, ensures a clean and kerosene-smoke-free indoor environment, and provides entrepreneurial opportunities at individual and village levels.

A fruitful and lively discussion among the panelists ensued around the topics of climate justice, financial aid and the transfer of technologies. There is similarity between Brazil and South Africa, for instance, in the perception and priorities on the ground. “If there was a choice between jobs and the Amazon forest, the people would happily give up the forest for jobs,” Leite said. Chevallier agreed, saying that South African people and government would see the eradication of poverty as the top priority. “It’s development and economic growth first.” Heinen-Esser expressed her understanding for these priorities but also encouraged developing countries to use available funds to assist climate-friendly projects. She referred to the REDD+ (Reducing Emissions from Deforestation and Degradation) conferences and Germany’s commitment to assist in various initiatives. “Germany gives 350 Million Euros for REDD+ projects as part of our fast start financing,” she said. According to her, there is a lot of money available from western countries who want to support the emerging economies but some of the emerging countries’ governments were often hesitant in cooperating within the REDD+ initiative. The panelists agreed, however, that all future initiatives and negotiations would have to involve developed and emerging nations equally, with both taking responsibility for coming up with binding international climate protection treaties.

CLIMATE CHANGE AND ARMED CONFLICT – POSSIBILITIES TO MAKE A DIFFERENCE

HOSTED BY THE GLOBAL PARTNERSHIP FOR THE PREVENTION OF ARMED CONFLICT (GPPAC)

PANEL:

Tupou Vere, Director for the Pacific Concerns Resource Centre, Suva, Fiji

Walther Lotze, Visiting Researcher, Norwegian Institute of International Affairs, Oslo, Norway

MODERATION:

Marte Hellema, GPPAC, Amsterdam, The Netherlands

INTRODUCTION

The Global Partnership for the Prevention of Armed Conflict (GPPAC) is an international network of organizations working on conflict prevention and peacebuilding. As Marte Hellema explained during her introduction to the panel, amongst its membership it becomes clearer by the day that there seems to be an undeniable link between climate change – and in particular its consequences – and armed conflict. Yet this link is not a linear cause and effect relation. Some of the negative consequences of climate change combined with other political and socio-economic causes can further heighten the likelihood of conflict. Key in such sequencing is the response to the consequences – real or projected – of climate change.

It goes without saying that adding negative consequences of climate change – e.g. related to human security – to already volatile situations of armed conflict risks greatly intensifying human suffering. Moreover, conflicts often directly damage the environment and stand in the way of effective implementation of climate change policies.

Examining the link between climate change and armed conflict delivers new insights and possibilities. In respect of climate change, the overwhelming majority of global initiatives and policies call for mitigation. A choice which is especially fitting in countries where the consequences of climate change will be damaging, but controllable. Yet it is especially in countries already vulnerable to social unrest that these consequences could have much bigger effects.

AN AFRICAN PERSPECTIVE

Walter Lotze explained that a direct causality between climate change and armed or violent conflict cannot be established. So the focus must be on investigating how changes to the natural environment impact on complex social systems, and on livelihoods. In many countries, in particular in the developing world, the fate of most citizens is inextricably linked to the state of the natural environment, access to and the availability of natural resources. Sustainable management of those natural resources is critical to the livelihoods of the majority of people. An important distinction therefore is the role that natural resources (defined as

non-renewable extractable resources) and environmental factors or endowments (defined as renewable sources of livelihood) play in social systems, and the potential these have to worsen or ameliorate conflict within a given society. Importantly, analysis must focus on the role these factors play in a society, and how these societies respond to stress being placed on natural resources and environmental factors.

To enhance understanding of climate change, the natural environment and conflict systems, importance should be placed on linking both the mitigation and the adaptation dimensions of climate change. In Burundi, the Democratic Republic of the Congo and Sudan, for example, climate change cannot be said to ‘cause’ conflict. However, climate change and changes to the natural environment escalate conflict if not properly managed.

In Burundi land is a critical resource for the vast majority of the population, and access to land provides access to a means of livelihood. Land shortages do not cause conflict, but if not properly managed can place additional stress on an already stressed society, and can heighten tensions which can contribute to violent conflict. However, mitigation strategies to deal with soil erosion, agricultural productivity and drought or flooding will not suffice on their own. Rather, adaptation strategies are crucial to ensure that society in Burundi can manage the additional stresses.

Similarly, in the Democratic Republic of the Congo extractable natural resources do not cause conflict, but they do contribute to and fuel conflict dynamics in an already stressed society. Large population movements place additional pressure on the natural environment through increased rates of deforestation, water usage and soil degradation. Coupled with climate change, the potential for conflict is heightened if these tensions are not managed by society. Similarly, in South Sudan, access to and management of water resources is becoming a critical factor in conflict systems.

Yet the media often appears to focus on consequences, rarely on the causes, and almost never on the solutions to conflict systems. Without an approach to understanding and reporting on both mitigation and adaptation strategies, this challenge will likely not be overcome. The media is also faced with a profound challenge: how to convey an enhanced understanding of the linkages between climate change, the natural environment and conflict systems without risking over-simplification in the short time allotted to conveying the message.

When reporting on climate change, the natural environment and conflicts, there is an inherent danger of disempowering those most affected by climate change and conflict as “victims”. This process of victimization disempowers communities, detracts from a focus on the adaptation strategies utilized, and from the inherent resilience of communities affected by climate change and conflicts.

An area not yet investigated by the media, but which may become important in future thinking on the matter, is the notion of ‘climate justice’. The challenge of co-existing in the midst of scarcity will only be overcome through the deepening of new opportunities and the creation of viable, sustainable alternatives.

LOOKING AT THE PACIFIC

Following the focus on Africa, Tupou Vere talked about the relation between climate change and armed conflict in the Pacific. In the Pacific the three main natural phenomena threatening to cause population displacement and potential mass migration are resource scarcity, rising sea level and natural disasters. Yet there is a great lack of clarity about responses to climate change; the nature and structure of agreements are unclear, and there is much doubt on how much funding developed countries are prepared to commit to assist vulnerable countries.

Clearly, though, there are already negative impacts on peace and (internal) security, including disappearance of fauna and culture, land disputes, stealing from neighbors' gardens, squabbling over produce and subsistence, fresh water scarcity, and threatened economic basis and livelihoods. An example is the Carteret Islands of Papua New Guinea, where whole communities have fled their homes to relocate on different islands, with all the complex consequences that can be imagined.

In the Pacific islands, with their relatively small populations, there is a fear that there will be a lack of political will of rich countries to assist. Especially given that the increasing scarcity of natural and economic resources and the competition for these is already increasing ethnic tensions, solidification of identities, mistrust between countries, victimization of women and children and a lack of basic social, economic and cultural rights, like access to education, proper medical facilities and clean water, causing increases in dengue and malaria.

All these factors have potentially significant political, civil, cultural and legal implications. What defines a country if it no longer has land? Will people become stateless when they have no physical territory? And what does this mean for their rights? The current legal instruments related to human rights, such as the Geneva Convention or the Universal Declaration of Human Rights, do not cover such instances. And who will be responsible when possible law suits related to the shares in greenhouse gas emissions and their consequences come up? All these can cause increasing political instability and non-democratic systems and might even lead to armed conflict, especially in some of the Melanesian countries. Yet, there seems to be a lack of political will to collectively discuss and examine them at national, regional and multilateral levels.

To be able to start responding to these processes, the media will have to raise awareness on the plight of these tiny island states, including the challenges with climate-induced migration and the potential for conflict stemming from it. Civil society organizations need to assess national, regional and global human security implications related to climate change and conduct advocacy and engagement strategies related to formulated indicators. And efforts are needed to target countries already facing potential conflicts caused by consequences of climate change and to work on these with governments through regional and global perspectives.

RELIGION, CLIMATE CHANGE AND THE MEDIA

HOSTED BY DEUTSCHE WELLE

PANEL:

Thomas Schirmacher, Professor, Martin Bucer Seminary and the State University of Timisoara, Germany

Ken Gnanakan, President, ACTS Group of Institutions, India

MODERATION:

Alvito De Souza, Secretary General, SIGNIS, Belgium

Religion plays a pivotal role in many people's lives. What is the role of religion in the climate change debate? How can religious belief and the use of media impact on environment? These were some of the questions that Thomas Schirmacher, Professor at the Martin Bucer Seminary and Ken Gnanakan, President of the ACTS Group of Institutions, have been trying to answer during this conference on "Religion, climate change and the media" at the Deutsche Welle Global Media Forum 2010. The session was moderated by Alvito De Souza of the World Catholic Association for Communication, SIGNIS.

ARROGANT ATTITUDE VS SPIRITUAL ATTITUDE

In his essay "Historical Roots of the Ecologic Crisis", Lynn Townsend White Jr blamed the Western Christian doctrine of creation for the ecologic crisis. For White, this doctrine based itself on the Biblical story of creation where Adam and Eve were given "Dominion" over the Earth. The earth was created to be ruled by human beings; therefore they could use it as they pleased. This arrogant and anthropocentric attitude towards creation led not only to the climate crisis but also to individualism, capitalism, colonialism. According to White Jr, the Western colonizers corrupted the spirituality of the East where there were a lot of spiritualities developed around nature (Buddhism, Hinduism) in which humans and creation belong together. But today, Hinduist or Buddhist societies are also converting to capitalism and exploitation of nature. On the other hand, the Bible itself does advocate for nature and asks us to care for the earth.

"No religion has an edge over another as far as their attitude towards nature is concerned," according to Ken Gnanakan. "We need to differentiate religion as a doctrine, a hierarchy, and spirituality, which is an inner attitude and motivation at the heart of the human beings. It is at the individual and spiritual level that things must evolve."

For the Indian environmentalist, there is need for a global religion that would have environment as its centre – a spiritual attitude towards nature, creation and resources which are believed to be God given needs to develop. Religions must work together on the concept of "stewardship": managing and protecting creation.

THE ROLE OF RELIGIOUS LEADERS

In a world where the vast majority of people are religious, the religious dimension must be taken into account when one wants to approach climate change at a personal level. But the influence of religion is difficult to assess, because it can't be analyzed by logical and scientific means only. It comes down to the deep inner motivation, the spirituality of individuals. In this framework, the role of religious leaders is pivotal, according to Prof. Thomas Schirmacher. "Theology can be a powerful tool to influence the mindset of believers. Of course we can not rely entirely on religious leaders to change everything. But in a world where most people are believers, they have influence. That is why we must build bridges between religious beliefs and the fact that we are responsible for the earth and we have to protect it, and therefore get more people to help. You can not achieve the environmental goals against religious people, but only by making them your allies."

There are numerous examples in history where religious beliefs and leaders have influenced the course of things: the development of democracy after the Vatican II council, or the fight for the abolition of slavery led by Christians groups. But there can also be a contradiction between the errors of religions throughout history (which brought about arrogant attitude towards creation) and reliance on the influence of religious leaders to protect environment. For Prof. Schirmacher, "the easiest way to overcome this and make up for historical errors is for religious leaders to recognize them and appeal for change."

Another question is the real interest for the protection of the environment among religious leaders. Everybody is speaking a new "ecolanguage" but is there is a real commitment? For Thomas Schirmacher, a new encyclical on environment is long overdue in the Catholic world. This encyclical should take into account not only the religious and educational aspects of the subject, but also the educational aspect to put environment in the curriculum of Catholic schools.

"MEDIATIZING" SPIRITUALITY AND ENVIRONMENT

Environmental consciousness is a question of spirituality, defined as the deep motivation that drives individuals, and can be heavily influenced by religious doctrines and leaders. But in a society where journalists are afraid to talk about religion because it is not 'fashionable', how do we translate this into the media? How can spirituality be 'mediatized'? And how can media help to raise environmental awareness among believers?

First of all, journalists have to "take into account that the vast majority of people are motivated by spirituality and religion and view world matters through this perspective," according to Thomas Schirmacher. The media should look at human beings also as spiritual beings. To achieve this, the media must be sensitized both to the spiritual and environmental dimensions. This sensitizing can happen "gradually", thinks Ken Gnanakan: "Each one of us can do a small part. The little things we do have an impact on other people, that is how a movement develops and grows."

But there are obstacles on the way. The media is about facts, spirituality about inner feelings. Neutrality and objectivity are the rules for journalists who feel they can not take sides. But this neutrality is fictitious, says Alvito De Souza: "It's not the job of a journalist to educate people, but I don't think it's possible to write a completely neutral report. There's nothing we write that is without a bias." For Ken Gnanakan, "journalism, in the name of objectivity, has taken away one human dimension. The media is only reporting what is already happening and is not sensitizing, educating."

But should the media educate people and how? "Mediatizing religion and climate change can be using values in the media work you do," answers Alvito De Souza. "Education can be done in a classroom, but also through symbols or stories". Ken Gnanakan agrees: "There are many ways to educate and the media should play a role in its own way, because we are now in a media society."

GET BACK TO THE ROOTS

The ecologic crisis is an urgent matter and should be treated as such by the political and economical powers. We are running out of time. So how can religion contribute? Like the media, religion has the power to influence the mindset of millions of people around the world. This is a slow process, but a necessary one. Climate change is not only a political, an economical or even a religious problem, but also an individual problem. It affects the small decisions that we make everyday. It goes down to the people's inner motivations, their spirituality. "That is why," concluded Ken Gnanakan, "we have to get back to the roots of spirituality to change things."

CHANGING LAND USE IN THE CLIMATE CHANGE DEBATE AND NEGOTIATIONS

HOSTED BY UNITED NATIONS CONVENTION TO COMBAT DESERTIFICATION (UNCCD)

PANEL:

Ralph Ashton, head of International Advocacy, The Terrestrial Carbon Group, Australia

Luc Gnacadja, executive secretary, United Nations Convention to Combat Desertification, Bonn, Germany

Maxwell Boykoff, environmental studies faculty member, University of Colorado, USA

Johan Schaar, director, Commission on Climate Change and Development, Sweden

MODERATION:

Ramesh Jaura, executive president, Global Cooperation Council (North-South Forum), Berlin, Germany

The workshop sought to raise awareness on the links between climate change and land degradation and the potential in sustainable land management for mitigation and adaptation.

Luc Gnacadj, Executive Secretary of the United Nations Convention to Combat Desertification (UNCCD), began by stating that 12 million hectares of land are lost to land degradation every year. This is an area the size of Benin. He speculated that little is known about this loss because desertification and drought creep up on us, silently, invisible. He suggested that another factor is prevailing misperceptions about the issue, and noted that the media perpetuates some of these misperceptions. He then took apart three of them: that desertification is a very distant problem that does not affect everyone; land degradation is less urgent than climate change; and drylands are marginal and unproductive.

Gnacadj noted that the media also have difficulties reporting the good news associated with the drylands. For example, he pointed to the significant potential in land improvement, 16% of which occurred in the drylands between 1981 and 2003, which has not been picked up by the media. He urged the media to ensure desertification is given due attention as funding gets increasingly influenced by interest in the climate change issue.

POLITICS OF AGRICULTURE, LAND, AND CLIMATE CHANGE

Ralph Ashton, Terrestrial Carbon Group, started his presentation on this topic by asking participants whether they believed the current arable land could feed the world's population in 2050. He noted a lack of consensus on the question. He presented climate change simply as the buildup of green house gases in the atmosphere (emissions). These gases, he said, only have two other places they can go to, the oceans or terrestrial systems. He said that soils emit up to up 30% of these gases, however by 2030, terrestrial systems, which include, plants, forests and the soil, will still represent 50% of the potential mitigation potential.

Ashton then emphasized the very dynamic relations of land uses. There is a strong connection between what we do in agriculture and the drylands and what we do in forests. Therefore, it is dangerous to treat land use issues as separate.

On the politics of climate change and forests and land use, he said in many of the countries affected by climate change, smallholder agriculture is the mainstay. It provides employment, social cohesion, and economic growth. Therefore, asking people to change their livelihoods by doing business differently presents a risk for farmers. He concluded by asking the media to highlight:

- The context of needed policy change, which includes population growth, land and water degradation and climate change
- The competing demands over land for fuel, carbon storage, environmental services, food, and
- The limited nature of these resources.

MEDIA COVERAGE OF CLIMATE ISSUES

Maxwell Boykoff, Assistant Professor, University of Colorado-Denver, discussed the trends in media reporting of agriculture and climate change in 50 newspapers in 20 countries. His focus, he said, is how mass media connect climate policy, science and decision-making to people's everyday lives. Power and inequalities were central to this question, he said, because they produce the ways in which we talk about or do not talk about vested interests in climate change, such as sustainable land management. This in turn shapes institutional decision-making, practices and the everyday practices.

Boykoff said over time, mass media coverage of climate change has increased; there is no linear progression in it, but a complex web of interactions instead.

The issues found their way into the media due to contextual factors, political economic drivers, journalistic norms and the nature of the problem itself. Examining what made front page news in North America, however, Boykoff noted a trend towards highly personalized and dramatic stories rather than the slow and silent issues.

SOCIO-ECONOMIC DIMENSIONS OF CLIMATE ISSUES

In his presentation on socio-economic dimensions of climate issues, Dr Johan Schaar underlined the importance of turning this global story into a local one. He highlighted the forces driving the new value of land. New investments in land have emerged with the entry of forests to the center stage of global attention. Land is providing new important ecosystem services through soil carbon sequestration. Biofuels have become important fuel sources as oil prices peak. And food has become a major issue. Yet land is finite. This context, he said, creates opportunities and risks.

Among the opportunities is a revolution which values ecosystems as their costs and benefits are assessed. This approach is creating new markets and presenting new opportunities. Schaar noted that the extent to which these developments will lead to positive outcomes depends on who controls the land.

Land use is about food, climate, environment, and how to get the balance right. There are trade-offs such as maximizing production. If forests are viewed as sinks that do not provide livelihoods for the local people, problems are likely. So the challenge is to balance all these issues, Schaar concluded.

DISCUSSION

Ramesh Jaura, chief executive of the Global Cooperation Council and moderator of the session, then invited questions from the participants, which predominantly focused on the security of tenure and land policies.

Responding, Schaar stated that government policies on land are not black-and-white. The policies being developed need to ensure that villagers who give up their land for carbon sequestration can reap continuous benefits from this new land use. He also said security of tenure needs to be a global issue. Given the strong interest for land to sequester carbon, people that use the land but lack tenure face considerable risks. But individuals with security of tenure are willing to take risks.

In closing the workshop, Luc Gnacadja expressed the hope that the media would amplify these messages. He urged journalists to be aware that they, too, carry the misperceptions, so they need to know the issues and be part of the solution.

WOLF, PUMA, OCELOT: BIODIVERSITY AS A SIDE EFFECT OF THE “PENCIL FORESTS” - HOW ENVIRONMENT PROTECTION CAN TURN A PROFIT

HOSTED BY FABER-CASTELL

PANEL:

Jairo G. Cantarelli, wood division manager, Faber-Castell Brazil

Carola Lichtenberg, TV journalist and producer, Greenhouse Productions, Germany

Johannes Zahnen, WWF Wood Group, Germany

MODERATION:

Sandra Suppa, head of corporate communications, Faber-Castell, Germany

It is estimated that about 20,000 million black-lead and color pencils for all kinds of writing and drawing requirements are produced worldwide every year from various kinds of wood, about half of them in China. European manufacturers produce about 2,000 million a year. To be independent of timber suppliers and to keep up with continually growing demand, Faber-Castell initiated a pioneering plantation project more than two decades ago on former grassland with poor sandy soil; it proved to be a forestry project of unique character in the industry, located in the middle of the Brazilian savannah near Prata (Minas Gerais state), more than 2,500 kilometres away from the Amazon rainforest. It currently covers 100 square kilometres.

The tree used for the woodlands is a tropical pine called *Pinus caribaea*, which grows quickly, can flourish even in poor conditions, and is easy to replant. Using modern plantation technology and taking full account of the existing soil, water, flora and fauna, the forestry project represents an ecologically perfect closed cycle, regenerating about 20 m³ of timber per hour.

Since 1999 the Faber-Castell plantations have also been certified by the FSC (Forest Stewardship Council), a demanding international standard for “environmentally compatible, socially equitable, and sustainable forestry”. Faber-Castell Brazil, the Group’s major subsidiary located in São Carlos (São Paulo state), uses the resources to produce 6.5 million pencils each day, making it the world’s largest pencil manufacturer.

BIODIVERSITY PRESERVATION IS PART OF THE “BRAND ESSENTIALS”

Planting alone is not enough for Faber-Castell. It is also vital to preserve and enrich the native species of the Brazilian savannah trails and forest. To put into practice its commitment to the environment, Faber-Castell Brazil developed a series of environment protection programs to prevent fire, flood, and epidemics, to conserve the soil, and to educate the communities. The objectives of the *Arboris* project are to preserve and value the regional native flora, allowing its natural regeneration. In areas where natural treatment is not possible, native trees relevant to the local fauna are planted. The *Animalis* project pays tribute to the fact that the Faber-Castell woodlands provide a habitat for 232 species of bird, 55 different mammals and 55 kinds of reptile and amphibians, several of them of great scientific interest because they are threatened with extinction, for example the extremely shy maned wolf. Continuous monitoring by biologists assures studies to preserve and increase the diversity of wild species living in small pockets of natural vegetation. Within the past 18 years an increase of more than 130% in mammal species and 60% in bird species has been achieved.

The *ECOMmunity* project for the employees and the community in Prata aims at encouraging people to preserve natural resources. With its superior form of forest management, ecological conservation, and community education, Faber-Castell highlights once more its tradition as a responsible family business spanning several generations.

ROLE OF THE FSC SYMBOL

In a confusing market of competing environmental labels, the FSC (Forest Stewardship Council) is the only internationally accepted organization to certify sustainable forestry. Mr Zahnen (WWF Wood Group) has reported a remarkable increase in brand awareness for the FSC, thanks to a broader communication from various brands who commit to it. Besides the furniture industry, particularly the paper and pencil industry has shown a major commitment compared to other wood-related industries, displaying the logo on products and packaging. For those industries, the use and communication of the FSC seal has started to pay off through acceptance by eco-sensitive end consumers.

MEDIA AND PUBLIC RESPONSE

Environmental and social responsibility are part of the “brand essentials” of the company along with core values such as competence and tradition, outstanding quality, innovation and creativity. Although not communicated on a large scale in the past, the environmental commitment of Faber-Castell receives a lot of media attention through recommendations from environmental organizations. As a result of the company’s long-term forestry project, many cooperative ventures with NGOs and GOs have been established. The WWF as well as GTZ, B.A.U.M., and the German/Brazilian Chamber of Commerce have acknowledged the company’s efforts, confirming Faber-Castell’s leading role in the industry with numerous awards for its environmental and sustainable approach. Impressed by the long-term commitment of the family-owned company, journalists such as the renowned eco TV producer, Carola Lichtenberg, have followed the company’s global eco path for years. However, the role of the media is criticized not only by companies who complain about

journalists' lack of know-how and overcommitted skepticism, but also by the journalists themselves, who either pre-finance their researches on a large scale or are forced to limit their actions due to restricted budgets for background researches and media trips. Furthermore, media reports on best practice in industry are seen in a critical light and often considered to be "corporate advertising" if the documentary is mainly positive. Lichtenberg's approach is therefore to unfold documentaries through local or international personalities "to give the story a face". Apart from Count von Faber-Castell, she accompanied for instance Al Gore during several months to film his ecological commitment. Not only does this approach generate major attention, it is also an entertaining and easy way to transmit environmental information to a broader audience.

ECOLOGICAL COMMITMENT PAYS

Besides a strong environmental awareness, the need for reliable wood quality and efforts to reduce dependence on suppliers were the main driving forces in initiating the company-owned forestry project in Prata. After 20 years of sustainable forestry, the company is self-sufficient in wood supply, profiting from a stable timber price, constant quality and the sale of leftovers such as sawdust. Thanks to several global efforts, Faber-Castell has also halved its CO₂ emissions to 20,600 tonnes by using regenerative forms of energy over the past three years. The company's forests absorb several times this amount – 100,000 tons. It is one of just a handful of carbon-neutral companies – a shining example in a world dominated by the climate debate.

COVERAGE VS. ADVOCACY – DOES THE MEDIA GUIDE OR REFLECT CULTURAL SHIFT?

HOSTED BY JÜLICH RESEARCH CENTER

PANEL:

Maxwell Boykoff, faculty member, environmental studies, University of Colorado, U.S.

Alex Kirby, former BBC journalist for environment topics, now consultant to the Climate Change Media Partnership, U.K.

Irene Quaile-Kersken, journalist, Deutsche Welle, Germany

MODERATION:

Hans-Peter Peters, senior researcher, Jülich Research Center, Germany

Prof. Hans-Peter Peters objected to the notion of a linear, causal relationship with the media posed as either agents of “causal effect” or as those affected by what is happening in society. The issue of advocacy vs. coverage in environmental reporting is more complex than that, he said, because journalists get their information from science and politics; the media has an audience and it is crucial to “sell” their products; and journalism as mediator has its own professional rules, routines and self-concepts. “The thesis is that the public image of climate change thus is produced not by journalism alone,” Peters said, “but by the complex interactions of sources from science, politics and their communication strategies.” Media are part of a system and have the potential to produce social change, but “it is not so simple that you can turn a button of journalism and reach some desired social change.”

Peters referred to studies conducted by his institute, noting, for example, that the analysis of public communication on climate change in Germany has led to the conclusion – contrary to the perception of some scientists – that “scientific communication has been quite successful in proliferating the dominant scientific construct of climate change to the media and the media audience.” If there is not much pressure from the public, it is not from lack of knowledge or concern, he said, but the perception that required policy measures will hurt strong values of the population. “The people don’t want to accept the consequences required to address the situation, such as foregoing cheap airfares, autos for commuting or having to pay higher gas prices,” Peters said. When higher prices were proposed, even the former German president faced almost complete opposition, even from the Greens Party. Politicians as well as journalists are not really prepared to irritate their audience or constituents by claiming such changes are necessary. “The problem is not a cognitive one of understanding climate change. The problem is the readiness to take the consequences in policy and individual behavior.” In the experimental study, test readers were not influenced by scientific skeptics, but were influenced when the stories were about lifestyle changes. So according to Peters, the potential for the media is to support innovation if it is economical.

Summarizing the results of a survey of journalists’ self-image, Peters concluded that “they are sympathetic to the scientific community but insist on their autonomy and reject giving

control to the scientific community”. He commented on journalists’ other functions – not only the dissemination of information, but to mark something as socially relevant. “They can only do that if they have a connection to the audience. Journalists should also be “knowledge producers”, not only distribute information but integrate and transform information from different sources.

Dr. Maxwell Boykoff largely agreed with Peters, saying “if it were only the media providing information for the public and for policy makers to make the right choices, we’d live in a much simpler, clean, straightforward world”. It is in fact more complex, he said, summarizing for instance academic work done by Jacqueline Burgess of the U.K. and Anabela Corvalho of Portugal, who mapped out three “moments” in the overall process: the production of mass media into the public space, the uptake collectively as it competes for public attention amongst other issues such as war, putting food on the table, or quality education for children. It then moves into the private space of how an individual may resist or take up this information.

Focusing on production, Boykoff argued that there is a role for advocates. Citing a colleague he referred to “honest brokers of information” on the one hand, those striving for objectivity who help expand the spectrum of possibility for informed action, mitigation, adaptation action, whereas advocates, as Boykoff sees it, just very crudely reduce this and guide this in particular ways. “It is inappropriate to assume scientific information brought in by issue advocates is any less valid than those brought in by honest brokers. To dismiss out of hand what might well be valid information...can become a double edged sword in that legitimate critiques of climate science, climate policy, politics can be dismissed as well, whether it be brought in by advocacy, opinion journalism or objective journalism.” This double-edged sword can lead to finger pointing at advocate journalists and that is part of the problem, he said.

Boykoff also addressed “institutional features that make communication of information, interpretations, dissemination of issues very difficult in this high profile, highly contentious, heavily politicized climate change arena”. This could be seen in the United States with advocacy journalism by Fox News staking out its position and increasing audience share while another broadcast channel, MSNBC, has also gained audience share staking its position at the other end of the spectrum and CNN, positioned in the center, has lost about 40% of audience share since 2009. “This is not to say that the information is necessarily bad coming from the ideological left or right, but evidence that such a form of journalism is gaining traction in the cultural context of the U.S.”

Speaking from the experience of a journalist, Dr. Irene Quaille gave her definition of advocacy as “something public relations and marketing people do, as do lobby groups and NGO’s”. Journalists on the other hand perform reporting and coverage and must be clear in their role in a particular situation at a particular time. “The job is to report without distorting the facts or issues in any way without giving undue attention to one particular side of an argument.” Furthermore, there are different types of media and different forms of journalism and so one of the basic rules that most journalists have learned is “to distinguish between

reporting, analysis and comment”. From this point of view there are times when it is OK to comment when asked to do so on a particular issue or event and one declares it as such, or if one writes a blog, then different conditions apply. A blog is personal, subjective writing and is not the same or to be compared with reporting on climate negotiations or other issues. Another thing to consider is the medium one is working for. An environmental publication requires the journalist to have a different attitude and role than someone working in a news medium reporting the news or one who works for an entertainment publication. “We often hear that journalists should be objective,” Quaile pointed out, but she “personally would doubt whether objectivity as such is actually possible. We aim to be fair, we aim to be impartial. We want to inform the public about what’s happening.” That is not as simple as it sounds, Quaile noted. “For climate change debate in particular, giving the same amount of coverage to both sides can distort the picture.” If, for example, 95% of the scientific community claims climate change is happening and 5% disagrees, but a journalist gives equal coverage to each side, then the audience will hear climate change skeptics, who really represent only 5% of the climate change debate, 50% of the time and a distorted perception by the audience can ensue. It can suggest to people that half of scientists do not agree that climate change is occurring or caused by human activity. “Yet technically, this reporting is not advocacy; it is still involved in fair and balanced reporting.”

Quaile also addressed losing credibility and one’s audience by being perceived as one-sided. In the example Boykoff provided about people choosing Fox News, which engages in what can be called biased reporting, over public broadcasters that aim for objectivity, it was because they had made their decision to hear what they already believe. “The question is: how do we reach those people?” It is also essential, Quaile said, to keep an open mind. In a previous workshop she noted that Kirby had called himself a climate skeptic and some skepticism on climate change is healthy. Most scientists would say the same. “They have to question things, be open to new developments, new information, as with the IPCC mistake when the Himalayan glaciers issue came up and did not fit their data on climate change, it would have been unethical to not investigate and address it.” Science is changing all the time, so a bit of healthy journalistic skepticism is helpful. Quaile believes that depending on the sort of media one is working for, they do both, guide and reflect cultural shift. There is huge power and responsibility in the media, she said, and “we can’t do anything alone but without the media, cultural shift would not be possible”.

Alex Kirby said “the media reflect shifts far more than we cause them” and that realistically, journalists should accept that they “are small cogs in a very large machine”. He objected to Bertrand Piccard’s idea that to inform is not enough anymore. “I think he is profoundly wrong. In a democracy, to inform is to do everything. By all means criticize us for not informing people properly, thoroughly, fully, independently, but please do not criticize us for refusing to take sides.” Kirby reasoned that the audience trusts journalists to give them the facts. “Telling people they must act on climate change is no longer informing them. They would be right to say that I as a journalist am no longer informing, but preaching.” In addition, if climate change enjoys a special protective status, if it has us “going on air or in print saying it is something they must act on, then it will slip into a ghetto just as religion has

done”. It was important for journalists to remain skeptical. “If I tell people that I am convinced climate change is true and the argument is over, I have surrendered my skepticism.”

Kirby then proceeded to “smartly demolish his own arguments” because environment journalists in fact do much more than inform. “They persistently try to get the story of climate change covered.” For the last 20 or so years, Kirby kept trying to get it on the air and lost count of how often he walked into a newsroom and was greeted with ‘Oh, hello Alex, it is a very quiet news day. We might have time for some of your climate rubbish’. By fighting against that down the years, he said, he and his colleagues in other media have done much more than inform by insisting that “climate change matters and you need to know about it”.

DISCUSSION

Members of the audience drew attention to other key facets of the debate and illustrated the circumstances in other countries. One journalist described the different standards in the UK for national broadcasters under regulation and self-regulated newspapers, leading ultimately to the politicization of climate change, which is an inherently apolitical issue. Peters responded that it is framed differently in Germany, where “there is hardly any controversy about the existence of climate change, but rather about how to deal with it”. Boykoff added that “there is a big difference between skepticism derived from ideology and skepticism from evidence”. There was also a great tendency to conflate many distinct issues under the banner of climate change into one large debate in the U.S. A journalist asked Kirby about his view of journalists/environmental advocates such as George Monbiot. Besides agreeing with much of what Monbiot says, Kirby said Monbiot and others are seen as opinion writers and commentators, not as hard news or current affairs men. “It’s a distinction we need to preserve.”

Another audience member criticized journalists for not doing a good job covering the very dire nature of climate change, which was not a question of objectivity because there is real evidence. Kirby said that in his experience environmental journalists have done their best to tell the story in the best way they can “to give it the most coverage and reach the most people. If we told them what they were to understand by that coverage, I don’t think we would have lasted long in that job.”

Another participant noted there was also evidence of distorted reporting of the climate change debate in Germany. Peters responded by saying the broad view in the media in Germany takes the majority stand and every report dealing with climate change reconfirms the view that climate change is real and must be immediately addressed politically. Skeptics have been marginalized, he said. Another onlooker spoke of the marginalization of environmental journalism itself, and that climate change “has not yet become the single overriding narrative because that’s what it’s going to be. It is the biggest story”. Kirby pointed out that science has poor standing in news rooms and among senior editors, reiterating the need for environmental journalists to try to educate others in the media.

An audience member from Norway addressed the conflict between clean, straight reporting and journalism as a watchdog on behalf of ordinary people. But, she asked, “Who is taking the side of future generations – those not yet born?” Quaile recapped the problematic difference between public and commercial media and the relative freedoms journalists have depending on whether there is pressure to get viewers. Boykoff added to that the increasing economic pressures confronting journalism at large. Another workshop participant wondered what the impact might be even if there were consensus about the ideal model of coverage. Peters sees this as crucial to media research and although there is no simple answer to the effects of mass media, he hypothesized that mass coverage of climate change has, for instance, contributed to establishing climate policy as a legitimate field of legislation.

A participant who used to work as a journalist and is now with an NGO suggested that writers might be waiting to tell the climate change story because they consider themselves reporters. He also asked whether stories generated by a lobby organization would require “dilution” for the sake of objective reporting. Kirby disagreed, saying journalists had covered the story as well as they could with the (declining) resources available. He also pointed out that NGO’s are players recognized by the UNFCCC and the media. So doing a story from an NGO requires only that one signals where the story is from as one would do with any source. If it came from the government, one had to make clear that was the source so that people could test it any way they thought necessary. “NGO’s are perfectly proper sources as long as they are identified.” Another audience member and campaigner asked, if journalists insisted on staying neutral and impartial, didn’t that harm climate change coverage? Quaile commented that media impartiality, the basis for audience trust, ultimately benefits NGO’s. Greenpeace regularly welcomes external journalists, even though many good journalists and camera people work at that organization. “People trust the media to be giving them a fair picture.” Quaile noted that most media organizations have strict guidelines regarding travel invitations, free hotel stays, etc for journalists to avoid attempts to influence the media in a particular direction.

In response to a comment from the floor about journalists caught between the political left and right, Kirby said it is important to provide context so people will understand the whole story. The final comment from a participant addressed the impacts of wholesale budget cuts on traditional media and climate change coverage. Quaile acknowledged this as a huge challenge, but one that doesn’t affect the basic nature of the journalist’s work. Kirby said new media and citizen media will be important resources to easily send words, audio and video to places where journalists can use them. Boykoff noted that capacity building in impacted countries requires little investment yet makes a tremendous difference.

REGIONAL ASPECTS OF CLIMATE CHANGE ADAPTATION

HOSTED BY DLR (GERMAN AEROSPACE CENTER)

PANEL:

Arne von Maydell, Director of Corporate Communications at TuTech Innovation, Hamburg, Germany

Björn Vasel, journalist, “Stader Tageblatt” daily newspaper, Germany

Christian Henschke, scientist, Kassel University, Germany

Wolfgang Zündel, journalist, freelance television author, Germany

Florrie de Pater, network manager “Climate changes Spatial Planning”, manager knowledge transfer “Knowledge for Climate”, Netherlands

Marco van Steekelenburg, project leader Xplorelab, Province of Zuid-Holland, Netherlands

Wilfried Kraus, deputy director general of directorate 72 "Cultural, Earth System and Environmental Research" at the Federal Ministry of Education and Research, Germany

MODERATION:

Christina Sartori, journalist, public broadcaster WDR, Germany

The session started from the concept that successful adaptation to climate change crucially depends on the players involved and their willingness to take action. Regions form units where forces of all kinds can be joined to reach this goal. The Federal Ministry of Education and Research in Germany set up the research funding program KLIMZUG to investigate and implement this approach in selected regions of Germany. By developing and establishing networks involving the regional players from society, industry and administration, regions are to prepare for living and acting under climate change conditions.

The “glue” for the linkage of regional actors are without doubt the local media. Media are crucial to acceptance and willingness of stakeholders to actually join forces and adapt to climate change. However, the actual approach is rather critical due to the complexity of the problems climate change and climate change adaptation. Therefore, to make adaptation happen is very much dependant on how the topic is communicated and implemented.

The aim of the session was to highlight the role of local media in regions’ networking. It was meant to address and discuss best practice and pitfalls in the utilization of local media, gluing together a region for joint adaptation efforts.

The session started with presentations of examples from two KLIMZUG regions. These approaches were contrasted with examples from the Netherlands which at the same time served as a starting point for an international outreach in this context. The presentations were followed by a panel discussion led by Christina Sartori, a journalist with the WDR public broadcaster based in Cologne.

The German examples contributed to rather classical ways of addressing the public in regions, illustrated by region-specific examples. For instance, in the area close to Hamburg fruit growing is a major economic activity. Among various problems climate change is causing this sector are pests. The local press has communicated this to the public. An example from another region addressed the occurrence of ticks and mosquitoes under climate change conditions. From communicating this topic three general statements were derived for good practice: Firstly, it was noted that an awareness of climate adaptation does not necessarily initiate action in climate adaptation. Secondly, it was stated that not the topic of adaptation to climate change itself should be communicated but rather the concrete problem connected with it. And thirdly it was concluded that concern may be one of the main drivers to successfully communicate the topic of climate change adaptation with successful subsequent action.

In contrast, the Dutch activities start out from projects. They are related and designed for the target groups. High attention is attracted by this action-oriented, collaborative approach and communication between science and target groups takes place rather directly via the projects themselves and to lesser degree via the media. For example the theme of urban heat island is directly in the interest of the municipalities. As a result there is a direct interaction between the scientists in the projects and the target group "municipalities". A climate atlas to be developed attracts – apart from the scientists – people from the respective regions. It serves as a tool for the communication of climate change including uncertainties in the knowledge of climate development. However, the information has to be translated to be useful for target groups.

Bridging the gap between knowledge and action was identified as one of the main problems in communicating climate change in general. Actors on the science side have to provide manageable knowledge about climate change – including uncertainties. Stakeholders from various sectors and fields have to process climate information and act according to their interests and boundaries. The main bridge to overcome the gap and to actually make climate change adaptation happen is probably “experience”. The process may also be supported by a suitable “communicator” in both directions.

To successfully implement the concept of adaptation to climate change people have to be convinced. This involves on the one hand a clear focus on target groups affected. On the other hand, the emotional aspect is crucial to approaching these groups. Emotions and personal interests have to be touched as well as dangers, risks – and pride. Stories from average people should be told to achieve a certain awareness. This way, perspectives for successfully bridging the gap between knowledge and finally letting adaptation happen may be opened. To communicate “experience” as the key to raising consciousness in climate matters is challenging. Media provide the main arena for discussion in this context. However, the development of an appropriate communication strategy seems to be essential. “Social media” may play an important role in this, supported by adequate press campaigns and the like.

ENVIRONMENTAL MIGRATION AND CONFLICT

HOSTED BY THE BONN INTERNATIONAL CENTER FOR CONVERSION (BICC)

PANEL:

Fabrice Renaud, United Nations University, Bonn, Germany

Dennis Tänzler, Adelphi Research, Berlin, Germany

Astrid Ziebarth, German Marshall Fund, Berlin, Germany

Jerry Sommer, journalist, Düsseldorf, Germany

MODERATION:

Andrea Warnecke, BICC, Bonn, Germany

Andrea Warnecke opened the floor by outlining the two guiding themes for the workshop contributions: How do contextual factors influence conflict propensity in receiving areas, and what is the scope of action for external actors?

The presentation by Dr. Fabrice Renaud revolved mainly around gaps in knowledge and governance on environmental migration. Major environmental assessments, such as the Millennium Ecosystem Assessment and reports by the IPCC, all diagnosed severe degradation of ecosystems and hence of people's livelihoods. Climate change will *inter alia* raise the sea level and increase the risk of natural hazards while concurrent urbanization and population growth will increase the vulnerability of people when faced with such hazards. He stated that there is no universally accepted or binding definition of environmental migration. Different uses of the term, however, have contributed to the very disparate estimates of the numbers of current and future environmental migrants. These inconsistencies in turn make it all the more difficult for policymakers to respond, despite the increasing recognition of the problem and a growing body of knowledge about the most affected regions, such as Tuvalu (islands in the Pacific Ocean, midway between Hawaii and Australia) or the Mekong Delta. Research findings also indicate that the overwhelming majority of the movements will take place within states; if, however, environmental migrants cross borders, they are not protected by the 1951 refugee convention. This highlights a governance gap on which policy advice is urgently needed. A definition developed by the United Nations University Institute for Environment and Human Security (UNU-EHS), distinguishes between environmental emergency migrants, environmentally forced migrants, and environmentally motivated migrants. A governance framework on environmental migration should pay attention to these distinctions and prepare for emergency situations as well as pre-emption, especially in the case of slow-onset changes, which includes plans to resettle populations in advance. Concluding, Renaud outlined two challenges, namely a) the need to reframe migration as something positive, i.e. an adaptation strategy and b) to conduct more research, especially on the questions of who migrates, when do people migrate, what tipping points are involved, and how are push and pull factors related.

Denis Tänzler dedicated his presentation to the main consequences of environmental migration on receiving communities. Knowledge on this is still inconclusive, though, he

emphasized. Conflict hotspots identified by an expert panel in Germany (German Advisory Council on Global Change) represent overall conflict constellations, and so far there is little empirical evidence for conflicts resulting only from environmental migration. Instead, the mechanisms potentially linking migrant inflows with conflict onset, such as resource competition or the recruitment of refugees by conflicting parties, are usually coupled with other mechanisms, such as the relationship between the areas of origin and residence. Among the contextual factors influencing the conflict propensity in receiving areas are the swiftness of the environmental change triggering migration (slow vs. rapid onset events), the forced or voluntary nature of migration, the governance capacity of the state and its authorities as well as the state of the resource base. A much broader approach, accounting for these contextual factors and refraining from automatic explanations, needs to be developed. Turning to lessons, which can be drawn from the past, Tänzler emphasized that converging developments, depending on climatic as well as non-climatic factors, and the absence of linear trends, limit the ability to forecast. According to him, the most important challenges ahead are a) finding ways and strengthening capacities of peaceful conflict settlement and b) setting up a global adaptation regime while strengthening adaptation efforts on national and regional scales.

Astrid Ziebarth elaborated on the rationale for the German Marshall Fund (GMF) to get involved in a topic as fuzzy and complex as environmental migration and even fund a transatlantic study team on this. Partly because the field of environmental migration relates to very different research disciplines and policy fields, it is characterized by disagreement and inconclusive knowledge. For example, migration experts charge the climate change ‘community’ with overestimating numbers of environmentally displaced people in order to draw attention to the topic of climate change. For the GMF, she said, these are good reasons to get started with a topic. As a neutral convener, the GMF is in a good position to bring different stakeholders together. This is why a transatlantic study team on climate-induced migration, consisting of 18 members, was set up in June 2009. Although it is still too early for clear policy advice, the involvement of policymakers in the study team’s activities was considered very useful. The involvement of the media, although equally important, proved far more difficult. For the invited journalists, contributing to the study team would have been too time-consuming; in their opinion, the topic does not lend itself easily for a good story since it is too abstract and technical.

Jerry Sommer drew from his personal experience as a journalist, when he illustrated the necessity as well as the difficulty of overcoming the predominantly negative and threatening images migration is associated with in many different parts of society. He emphasized the role the media plays in forming and maintaining the negative prejudice held by many people in Germany vis-à-vis migration. According to him, even high quality print media are partly responsible for these negative perceptions as even they sometimes use racist terminology, exaggerations or threat-implying expressions. “Threats” caused by environmental migration are also very popular in the context of international climate negotiations. Sommer assumes there might be different reasons for that: while some people who are very committed to reaching an agreement on cutting carbon dioxide emissions use this as an argument to further their cause, others might try to focus on such secondary risks in order to cover their own inaction. He ended with a plea, mostly targeted at other journalists, to be aware of these

prejudices, conduct independent research instead of copying press releases and to swim against the tide.

The ensuing discussion was lively and wide-ranging. Responding to the question as to whether it is possible and/or desirable to find an isolated definition for environmental migration, Fabrice Renaud pointed out that as there is resistance against reopening the 1951 convention, an additional, parallel convention focusing on the needs of environmental migrants will most likely be the only option. He admitted that despite the need for clarity on this, a consensus on the definition will not be reached easily. Other participants mentioned the fuzziness of boundaries between environmentally and climate-induced migration and the tendency to apply the term(s) too broadly, e.g. on migration predominantly motivated by economic factors, as contributing to the confusion about terminology. One participant criticized that the analysis is currently too static, ignoring many factors, especially the effects of globalization. According to him, globalization and humanitarian assistance both have a bigger impact on people's livelihoods than climate change. Renaud agreed that deciphering the push and pull factors is one of the biggest challenges. He argued, however, that there are some clear-cut cases, such as soil erosion or sea-level rise resulting in land loss.

On migration as an adaptation strategy, Fabrice Renaud cautioned that research on this aspect continues; however, results from the Environmental Change and Forced Migration Scenarios (EACH-FOR) project have shown that one or two family members of many families use labor migration to diversify their income sources, as most people don't want to move. In the view of Mr. Tänzler, increasing the efforts on adaptation and mitigation is much more important than focusing on the potential conflict relevance of climate change. This holds especially true for developing countries, where the rapidly growing cities need to become both low-carbon *and* resilient. Responding to the remark that environmental migration is typically internal migration, Sommer pointed out that for many people the very term migration itself is associated with large "flows" of people and growing problems. Ziebarth explained that even scientific debate is greatly influenced by the media and called for more intellectual honesty. One participant pointed out that in Africa yet a new dimension of climate change causes a lot of forced migration: the climate of fear. Lastly, another participant called for greater conflict sensitivity in dealing with the issue.

REACHING OUT FOR THE PEOPLE – CLIMATE CHANGE IN SOCIAL MEDIA

HOSTED BY DEUTSCHE WELLE

PANEL:

Nina Heinze, researcher and social media expert, Germany

<http://www.iwm-kmrc.de/www/mitarbeiter/ma.html?uid=nheinze>

Georg Hoffmann, academic and blogger, Germany

<http://www.scienceblogs.de/primaklima/>

Bruno Rezende, Brazilian blogger and jury winner of the Deutsche Welle BOB award in the category “Special Topic Award – Climate Change”

<http://www.colunazero.com.br/>

MODERATION:

Matthias Spielkamp, science blogger and social media expert, Germany

<http://immateriblog.de/>

The panel discussed to what extent social media can report and spread knowledge about climate change. A major aspect was whether and how Web 2.0 technologies and blogs can be used as channels for feedback from users to bloggers.

Scientific or other blogs are strong on opinion. Especially in fields like climate change that are debated publicly and impact everyone, lively discussion often develops on blogs. Georg Hoffmann and Bruno Rezende recounted how many comments they find under a blog posting on average, how they handle controversial responses, how interaction with their users stimulates them and not least how much time they spend on dealing with the comments. Both feel that ongoing communication with all participants in the very often controversial discussions is very valuable and regularly stimulates their work.

Use of blogs and social media by German scholars to publish their research or engage in debates is still relatively rare. Nina Heinze explained that academics do communicate in their own circles but seldom address the general public – sometimes out of fear of being confronted by arguments that are not easily refuted. Technical obstacles, the time that needs to be invested and the fact that half the bloggers are under the age of 30 are further hindrances. Yet debate and the challenging of ideas on blogs could support scientific exchange.

ADAPTATION AND POVERTY REDUCTION: COMBINED FORCES OR A FIGHT AGAINST THE CURRENT?

HOSTED BY DEUTSCHE WELLE

PANEL:

Marco Arana, Catholic priest and environmentalist, Peru

Ernst Rauch, Head of Corporate Climate Center, Munich Re, Germany

Ursula Schäfer-Preuss, Vice President, Asian Development Bank (ADB), The Philippines

Mannava Sivakumar, Director, Climate Prediction and Adaptation, World Meteorological Organization, Switzerland

John Rao Nyaoro, Director of Water Resources, Ministry of Water and Irrigation, Kenya

MODERATION:

Sylke Tempel, Editor-in-Chief of *Internationale Politik*, German Council of Foreign Affairs, Germany

We have to learn to live with less so that everyone else can live. Weather-driven natural catastrophes have increased from about 400 per year to around 900 a year over the past 30 years, 85% of fatalities have been from the poorest groups, only two percent of the poorest benefited from insurance payouts. Women have a central role in adaptation and poverty reduction. These are some of the core statements made by the panelists.

Introducing Ernst Rauch of Munich Re, one of the biggest insurance companies, moderator Sylke Tempel said, “If a big insurance company makes assessments about the damages of climate change, you can be sure that there is a thing like that out there.”

Rauch, a natural catastrophes and geo-risks expert, said data gathered since the 1970’s show that natural catastrophes have increased from about 400 per year to presently around 900 a year. While earthquakes and volcanic eruptions have remained relatively constant, there has been a strong increase in weather-related perils. “To us this is a strong argument – not a scientific proof – that weather patterns have changed over the last decades. We have seen more extreme weather events which turned into natural catastrophes.” Using World Bank definitions of income groups, Rauch said 85% of fatalities were from the lowest. Only two percent of the poorest benefited from insurance payouts, the rest went to the wealthiest. “In Africa not a single event has had insured losses. All the economic losses were carried by the people themselves.” Asia was similar. Basically only North America and Europe have some form of risk transfer about natural catastrophes. Activities driven by the insurance industry, the World Bank and scientific organizations aim to improve the situation.

Marco Arana said climate change has contributed to social and domestic problems in Peru. Only 3% of the water in Peru is fresh water, most of it in the Amazon region where the fewest people are. Despite 20 years of great growth in Peru, levels of sustainable development and education are low. Only 3% of GDP is spent on education, 10% on health. Half the

natural disasters, such as flooding, are blamed on mining. “There is no structured plan to organize and regulate the industry. Mines can be opened wherever developers like.” Climate change has brought with it high potential for social conflict. “There were eight social conflicts in 1990, 282 open conflicts now.” They are more in danger of becoming violent. “The government isn’t really doing anything – neglecting agriculture, neglecting sound water management. We think adaptation is possible if we have long-term vision for actions and policy that adequately address social justice, which we don’t have now.”

Noting that more than 70% of the world’s people depend on agriculture, Mannava Sivakumar said food production is falling behind consumption. More than a billion people suffer from hunger, a child starves to death every six seconds. In Africa and South Asia, 75% of people are poor. Most of the climate mitigation action would have to be in agriculture. Data collection and availability to those who need them has to be improved in developing countries. “The days of luxury are over. We as human beings on this planet have to learn to live with less – less energy, less food consumption, more conservation. We have to learn to live with less so that everyone else can live.”

John Rao Nyaoro said climate change is increasing floods and droughts in Kenya. Years of destruction has occurred in catchment areas so they can no longer absorb enough water. Kenya is having to move from rain-fed to irrigated agriculture, which will require massive investments in dams. Floods are spreading mosquito borne human and livestock diseases to areas that haven’t had them before and are the most densely inhabited. Water scarcity is causing tensions in the country and with other countries, for example Sudan and Egypt over Nile water. River-run electricity production is no longer viable and will also need dams instead. “So if we look at all these kinds of scenarios, we have to come with very clear policy and this is where the media can play a very good role by sensitizing the people that things have changed. So we must come up with a new policy for adaptation to all this, be it drought, floods, disease and food security.”

Women have a central role in both adaptation and poverty reduction programs that need to be highlighted and resourced, said Ursula Schäfer-Preuss. Investment in poverty reduction is increasingly considered to be a necessary and effective form of adaptation. The Asia-Pacific region is the most vulnerable to the impacts of climate change. More than 60% of the region’s economically active population and their dependents are involved in the agriculture sector and thus directly exposed to climate change. Climate change is expected to increase the intensity and frequency of natural disasters such as tropical storms and severe droughts and floods. Decades of progress in poverty reduction could be reversed. Income inequality is expected to increase as a result of climate change. “Investments that strengthen education, health and general equity for the poor will strengthen resilience of poor people,” she said.

On the way forward, Sivakumar said there has to be integrated assistance from the developed countries. “You look at ways and means by which you can help the governments, the regional institutions and finally the communities,” he said. It had to be a bottom-up approach that involved the communities right from the beginning. “Without that I don’t think we can solve the problem of adaptation, I don’t think we can solve the problem of helping communities cope with climate change.”

DISCUSSION

Addressing Sivakumar's remark that the days of luxury are over and we have to learn to live with less, an audience member asked how long he thought it might take to develop political and economic systems that will make us choose less. Sivakumar said that in terms of energy, a new paradigm was needed as to how we can stop wasting energy and use renewable energy more efficiently, also in terms of infrastructure, insulation, etc. He noted that in Indian villages there are houses that were built a hundred years ago, before electricity, that make exemplary use of natural air circulation and lighting. We could learn from those villages. Those living on the planet now are spoiled, he said. After years of 'unlimited resources' we suddenly have to learn to use the few remaining resources as sustainably as possible. More importantly, how can we teach our children and grandchildren to learn to live with less? "That can't happen unless we start doing it as an example ourselves." Rauch agreed with the sentiment for industrialized countries, but said it's difficult to apply to people in developing countries, who already have little. Another audience member asked Sivakumar what role he perceived for small community radio stations in the bottom-up approach described in his presentation. Sivakumar gave the example of RANET, a project developed ten years ago that has been implemented in several countries in West Africa. Communities were encouraged to double up, use satellite links, and so be able to download information from around the world that they could disperse. Strikingly, at the community level it is women who are running the local stations. RANET is a very good example of what can be done, even where there is poor infrastructure. The Internet could be used as a pragmatic tool to involve communities. That's happening in Indian village assistance centers equipped with computers for villagers. The farming community, for example, now gets information about commodity prices, which eliminates middlemen and ensures market rates for farmers.

A member of the audience asked Nyaoro to what extent has dialogue with Kenyan communities begun to address all the action he said was needed on the ground. Nyaoro said that a Water Resources Research Association was being established where communities were being sensitized and trained on water management and efficiency. Similar forestry associations were encouraging farmers to use 10% of their land to plant trees. Similar work was being done for irrigation. Kenya has also developed a climate change response strategy that involves and informs communities. Another comment from the floor confirmed Sivakumar's remarks about "making do with less". The speaker, a journalist from India, said that lifestyle emissions in his country were caused by a very small percentage of people. Most do not consume. Only about 2% of Indians represent an enormous added volume of carbon emissions, placing the country perhaps in the top five of absolute emitters, if not per capita. So Sivakumar's message is very valid and well-directed to such people as well, he said.

ESTABLISHING AND FINANCING AN INTERNATIONAL CLIMATE CHANGE REGIME

HOSTED BY THE KIEL INSTITUTE FOR THE WORLD ECONOMY (IFW)

PANEL:

Gernot Klepper, Kiel Institute for the World Economy, Germany

Joyeeta Gupta, Vrije Universiteit Amsterdam, The Netherlands

Ursula Schäfer-Preuss, Asia Developing Bank, Vice President, The Philippines

MODERATION:

Fiona Harvey, Financial Times, UK

The moderator Fiona Harvey set the framework of the discussion by noting that pointing out that the media branded the Copenhagen of the negotiations a failure, although there have been significant achievements: For the first time developed and developing countries agreed to curb their emissions, including the US, China and Brazil. But the Copenhagen Accord has not resolved issues of financing. Although developed countries agreed that 100 billion dollars a year should flow to developing countries by 2020, there was no discussion of how this is to happen.

Prof. Joyeeta Gupta started the debate with five comments. Firstly, she remarked that foreign direct investment (FDI) is four times as high as official development assistance but there has been no effort to green FDI flows. Secondly, developed countries used to have the leadership paradigm, an agreement that they lead the way by curbing their emissions and by providing additional money to assist developing countries, but this has been downgraded lately. Thirdly, the media blames both the US and China for their lack of commitment but Gupta pointed out a major difference between them – China's obligations are towards the future, the obligations of the US go back 20 years. Fourthly, more money than expected is needed for mitigation and adaptation, but it is often cheaper to use the financial flows without the big development banks. She went on that less money is needed than developed countries spent on their banks and insurances during the financial crisis – which shows that the money is available if there is a political will to spend it. Gupta's fifth point was that in the last few months there was outrage over the BP oil leak in the gulf of Mexico, but that outrage should be reconciled with the US lack of responsibility towards developing countries.

Fiona Harvey asked whether the financial crisis makes it more difficult to generate finance for climate issues because large amounts of money have now been spent.

Gupta agreed that the recession makes the financing issue more difficult but on the positive side it also reduces consumption and emissions of greenhouse gases – and could provide an opportunity for considering the greening of FDI.

Further, Fiona Harvey picked up on the BP oil spill to claim that there is a mismatch between how we regard environmental catastrophes in the developed world compared to similar

catastrophes in the developing world, such as the Bhopal accident in India. Developed countries have more power to influence multinationals to compensate and to hold them responsible, a power which developing countries seem to lack – it is up to the media to make this duality public.

Ursula Schaefer-Preuss suggested that the fight over climate change will be lost or won in Asia and the Pacific, because the region is a major contributor to emissions and most vulnerable to climate change impacts. And though a lot of money is available for climate change projects (the Asian Development Bank has invested 1.5 billion US dollars in mitigation activities), much more has to be done. Her view is that “climate making” countries should finance the adaptation of “climate taking” countries. However, Schaefer-Preuss had two requests for that matter: firstly, we need to help developing countries to use the money well – by making sure that climate change is a core development issue and not sidelined as an environment issue, i.e. it should be included in national economic policies. And secondly we need to foster a country’s capacity to use the finances that are made available by strengthening governance capacity, policy and planning capacity, and technical capacity. Partnerships between donors, NGOs and recipients are necessary. She agreed that large investments through development banks use a lot of resources, e.g. due to “climate proofing” of investment plans, which makes investments more expensive.

Prof. Gernot Klepper argued for an international climate regime – which is disputed among economists: Firstly, if we want to achieve the 2-degree goal there are two big challenges for that. The long-term challenge is that within the next 50-60 years, we need to change our energy system by becoming almost entirely independent of fossil fuels, and the short-term challenge is that if we don’t start curbing emissions very soon, we will have to meet the long-term challenge even faster. If we wait 10 years, we will have to go to zero emissions by 2050 or by 2060. Secondly, there should be an international cap and trade system for the whole world. Emission rights should be allocated to countries, maybe on per capita basis – then with an international emissions trading regime roughly 200 billion US dollars could be generated, mostly for India, Africa, and partly for China. That would be an efficient and fair solution, but it is politically unrealistic, which Klepper blamed on so-called climate skeptics, who with the help of the media shape public perception and influence government policies, and mainly in the US.

The debated the considerable power of climate skeptics despite the 99% academic consensus amongst scientists. It was traced back to several factors, such as the efficient and professional approach of climate skeptics with the media and their focus on getting media attention, in contrast to most academics’ lack of interest in media representation. Further, the undesirable consequences of climate change, including our necessary life style, changes lead to a willingness to listen to views that deny it, especially when we do not see the effects of climate change directly or cannot with certainty trace changes in nature down to climate change. Finally, it is difficult to convey a message that has inherent uncertainties – albeit any prediction about the future bears elements of uncertainty.

Hence Klepper concluded that governments must lead the way. A social consensus must be created by top down regulations. Gupta added that maybe some changes and regulations are

more difficult to push through on a national level, but could be enforced or regulated on a local level, e.g. transport and greening of infrastructure and the promotion of a low-carbon life style. Her point was that we need both, top down regulation but also a mass movement at the local level.

Klepper argued that the concessions made in Copenhagen are minimal and voluntary – to achieve the two-degree target we need a top down international constraint on emissions that raises the price for carbon and leads to fossil-free energy systems. In his view such an agreement would be possible if the US made similar commitments to the Europeans. Then other important players like China, India and Brazil could join the effort. Gupta disagreed by claiming that the transatlantic fixation is not the answer – instead, Europe should cooperate with Asia, then the US would follow.

QUESTIONS FROM THE FLOOR

The first question from the floor concerned financing the climate regime and whether the private sector could be more active. Fiona Harvey answered that currently, most companies and investors don't see themselves as having a role to play in raising this finance, which is due to the fact that the Copenhagen Accord lacks any mechanism that would allow for a return for investments, which the Kyoto Protocol had done successfully through carbon trading. Gupta added that there are other ways of raising money for climate change, such as a carbon tax or a Tobin tax. Schaefer-Preuss argued that the business community is interested, corporate social responsibility is available, but they need to get involved better. Klepper added to this that the private sector is ready for a price on carbon – but they ask for an international level playing field because otherwise they fear for their competitiveness.

The next question concerned overrepresentation of climate skeptics in the media. Harvey replied that journalists want stories, narratives and news. And climate change is no longer “news”, there is a broad scientific consensus. But “climategate”, hacked emails and flaws in the IPCC – that entailed “news” and gave permission to be a skeptic in public again. Also, skeptics have “sexier” arguments because they are on the fringes attacking an established idea and that is always more interesting than the established idea.

WITNESSING THE HUMAN COST OF CLIMATE CHANGE

HOSTED BY DART CENTER EUROPE

PANEL:

John Pope, *The Times-Picayune, New Orleans/USA*

Roosevelt Jean-Francois, *Radio Journalist, Haiti*

Argaw Ashine Sahle, *Director of Ethiopia Environment Journalists Association, Addis Ababa, Ethiopia*

MODERATOR:

Gavin Rees, *Director of Dart Center Europe, United Kingdom*

The water temperatures this year in the Atlantic basin, where hurricanes have their genesis, have reached the highest levels on record. Whether that is the result of an uncommonly hot year or more proof of a rising trend in global temperatures is something we'll only know for certain years from now. By then, the human cost of climate change, be it measured in the numbers of people washed out of their homes in the Caribbean and Gulf of Mexico or by widespread famines in Africa, will also be more readily quantifiable.

How can journalists continue to report effectively and with insight when they and their own families and communities are battered by an environmental catastrophe? Three seasoned environmental and health reporters from Ethiopia, Haiti and the United States explain the challenge of witnessing the human cost of climate change.

'COVERING KATRINA FELT LIKE COVERING A WAR'

"We publish — come hell and high water" was the logo on the t-shirts worn by The New Orleans Times-Picayune staff, when Hurricane Katrina swept through the city in 2005 and forced the newspaper to relocate to nearby Baton Rouge after the flood waters surrounded their offices.

The Times-Picayune reporter John Pope described covering events in the storm-swept city as like being in a war zone.

Major media in the U.S. and beyond covered the unfolding catastrophe as if it were a foreign-reporting assignment. But the problem for Pope and his colleagues was that unlike journalists who had come there on assignment, they couldn't rotate back to base for rest and recovery. It was their homes and their lives that were under water.

Their determination to pull together and carry on reporting, regardless of their own personal losses, was what kept them together as individuals: "We were there for each other and that is the main thing," he said. "Getting into a routine was a psychological good thing and kept us focused on our job rather than on the chaos around us."

Roosevelt Jean-Francois, the director of CECOSIDA, a grass-roots community organisation for journalists in Haiti, a country prone to catastrophic mudslides and flooding, described how after the January 2010 earthquake, he and his colleagues went into auto-pilot and kept on reporting. Only later did they have time to process what had happened to them personally.

After the immediate worst had stabilised, both Pope and Jean-Francois were involved with Dart Centre workshops that were held in New Orleans and Port-au-Prince, respectively, with the intention of fostering local peer support.

"You cannot cope with [such] a terrible situation yourself," said Jean-Francois. Weeks after the earthquake, he described watching colleagues running outside after sensing phantom aftershocks.

The experience of just sitting together and listening to other journalists' personal accounts of what they had gone through helped tremendously.

"Some of them said that [talking to other journalists] was the first time they felt normal after four weeks. That means you know that what happened to me, what I feel, is the same feeling that you have."

SEEING OTHERS CLEARLY

And yet Jean-Francois cautioned against journalists projecting their own experiences on to the survivors they are interviewing.

"Our job as a reporter is to focus on that human being and put oneself into their position," he said. "If someone is in a difficult situation, get the context first and see where that person stands."

All three panelists emphasized that the ability to stand at the centre of a mass-casualty crisis and report in a clear-sighted way, when one may oneself be experiencing loss, fear, or grief, is far from straightforward.

Argaw Ashine, director of the Ethiopian Environment Journalists Association, noted that every two or three years, famine affects some community in his country.

He explained that the sadness one feels when covering these stories does not diminish with experience and time. When arriving in a house where a mother is tending a dying child, one's first thought should not be to ready the microphone.

"It is the first thing for me as an Ethiopian to bring food and some water to my people — to help and not to report first," Ashine explained.

But helping effectively is often beyond an individual journalist's capacity, and the best one can do is to expose the underlying reasons for why a particular drought has killed.

Those with regular access to food tend to think of hunger as a temporary condition, but in the semi-arid desertification-prone areas absolute hunger, barely without cessation, is a daily reality for many.

Ashine, who has worked across East Africa, likened interviewing in those conditions to speaking to somebody “with a bullet in the brain.”

All three reporters suggested that understanding the personal toll this work could take was an important component in developing the stamina and insight necessary to persevere in the long run, especially for anyone hoping to effectively critique the political and economic response to environmental degradation.

FAMILIARITY AND DISTANCE

When journalists experience a disaster at home, might they sometimes be too close to traumatic events to see them clearly? Are journalists who come in from outside more detached and thus more able to accurately report events?

Despite the personal toll of Katrina, Pope was sure that the participation of journalists bearing witness to the tragedy who were also part of the community affected by the hurricane strengthened The Times-Picayune's reporting: “Because we were covering a catastrophe that had devastated our community, we asked tougher questions, and we were more persistent because these were answers that we needed, too.”

The other panelists also agreed that being local can be more of an advantage than a hindrance, especially in identifying significant story angles.

Pope described the personal assault of seeing New Orleans, his home city, disappear under water after Hurricane Katrina struck. Nevertheless, he felt that involvement improved his work: “I think it made us better reporters, ” he said. “This was our home, and we wanted to make sure that we were doing what we could to make things right.”

Pope eschewed the word “objectivity”, preferring to say instead: “In what my colleagues and I did, I think we were, unfailingly, fair.”

Indeed, the difficulties these reporters experienced locating their own medical records and processing insurance claims for their damaged homes, for example, led them straight to vital stories, the kinds of stories that are usually only picked up much later.

Gavin Rees, director of Dart Centre Europe, noted that even journalists working in comfortable studios far away from an event can respond to trauma in ways that might blunt their judgment.

During the crises in Haiti and New Orleans, the world's news networks were circulating often unverified rumors that “people had descended into some feral state of madness,” he said. Babies, it was alleged, were being raped in New Orleans, and Haiti, in the days following the quake, was said to be overrun with mobs of looters.

For Pope, one of the great achievements of New Orleans journalists was their determination to set out and see if they could substantiate any of these rumors. Their reporting, which showed many claims to be grossly inflated, brought down city and state officials and won The Times-Picayune publication numerous journalism prizes.

“We reporters had an obligation to pull ourselves together and go out and try to explain what we see,” he said. “This is, after all, what we do.”

IN THE REPORTERS' OWN WORDS

Part of the discussion focused on how these reporters can leverage their own local knowledge and empathy to correct unsubstantiated rumor and misreporting. Here is an edited transcript of that section.

John Pope: "After Katrina, rumors were running wild and our brave colleagues who stayed in New Orleans had to make sense of it. Our police chief was repeating anything that was told him. And there were stories of babies being bayoneted, of people being killed every night. So our team looked into all of those allegations, which was not easy given the difficulty of communication. Yet, we published a front-page story saying in essence, 'Hey, these didn't happen.' The next day he was gone.

“There was a lot of interest in New Orleans among the people who were far away. And so we were reporting to let people know who have evacuated, part of our diaspora, what is going on. And what was really cool was what came out on our website. People were setting themselves up on our website, like I am in this part of New Orleans, if you are reading this on NOLA.com let me know where your house is, and I will go and check on it. And so we became some sort of message board and trying to make sense of what was going on. And also, people who were coming in out of town were repeating whatever they were told without having sources to check with, and that was part of our job.”

Question from audience: “Going along the lines that you just mentioned about being a member of the community and also being a journalist, did you ever find yourself caught in a situation where you had to compromise your professional responsibility as a journalist with the moral obligation of being caught in the catastrophe?”

John Pope: “Never, and I am not being self-righteous here. I felt that the two were identical. This was not an example of boosterism, just mindless chauvinism. We were trying to get to the truth of what had happened, we were trying to understand what had gone on to make some sort of sense of it. That means that we were part of the community, sure, but we were also reporters and those roles actually worked together very well.”

Gavin Rees: “In traumatic situations, everybody’s reaction is different, but there are certain patterns of responses that individuals have. In the middle of a disaster somebody might be hyper-alert or very wired. They might get a tunnel vision when they can only see certain things and miss other things that are happening around them. They may have intrusive images, images of the threat of the car crash, of the gun, constantly re-appearing in their mind.

“And these are natural adjustments that a human being may really need to function in a conflict situation or a traumatic situation – it doesn’t mean that they are going to be impaired by them.

“Just as somebody on the ground can have a trauma reaction, so can national media have a trauma reaction. One of the paradoxes of these situations is that very often the most accurate reporters were the reporters on the ground trying to cover the story. They were using their sense that their job really mattered to overcome those personal tunneling reactions.

“However, the rest of the world’s media was also having a trauma reaction, and so this is maybe why in Katrina, you have this ridiculous, over-inflated reporting, these rumors that were circulating around that small babies were being raped in the Superdome and that there was looting on every single street corner. The idea that people had descended into some feral state of madness was the same in Haiti.

“And so who is objective? A lot of the media, who were working outside in nice, comfortable studios were also going through some kind of trauma process. We all saw this on 9/11 and the Twin Towers: how the first reaction was to imagine that the fatality rates must be absolutely enormous and then over a few days they all came down, and that is a natural, or at least a frequent response.”

Nathan Witkop, DW environment correspondent: “I was wondering if you could give some concrete examples about how you went about confirming that something didn’t happen in such an extreme environment. Presumably people have fled, or they are not answering their phones, or they are in a remote community, so whom do you actually speak to confirm things?”

John Pope: “Well, I had built up a network of sources. I had been writing about medicine for about 20 years before Katrina struck and I had a network of sources and their cell phone numbers. If they had evacuated, I was able to get to them and I was able to run-down rumors that I had been hearing. I had been hearing stories about diphtheria, typhoid, stuff that just was not true.

“The state epidemiologist, a wonderful man named Dr. Raoult Ratard, he looks like Santa Claus and sounds like Hercule Poirot and was just wonderful about this, because he was as eager to get the message out also.

“That’s what I did. For two months I felt like the man who sweeps up after the elephants at the circus [i.e. the national and international reporters coming in from outside.] I was saying in essence, just calm down.

“A crisis is no time to be making new friends. You need to establish your sources as you go along and get their cell phone numbers and that is how you get to them.”

Roosevelt Jean-Francois: “For a short time in Haiti, it was impossible for 24, 48 hours to confirm information. With Facebook, Twitter, MySpace, with the social media, this was the only way, because all the cell phones went down and the main telephone company was not working. But the internet was working in some places.

“But to use MySpace or Facebook, you must have a network, and so the network is the most important thing.

“The second thing is that you have to go with the local journalists. And I do agree with Gavin; for you don’t discover a place in crisis; you discover a place before. You should have someone who knows people, who knows where to go, who knows what to do to help you. Even if you are from Haiti, to go in a lot of places is not easy.

“And the third thing is to have relationships with local authorities, because you have to attribute the information. There was a lot of disinformation and misunderstanding during the very first day.

“One question: how many people have been killed? When we are reporting a number, to whom to attribute 200,000 people killed? Who said that? We challenged the Prime Minister, who said that number: 'How do you know about this?' After three weeks you will have more information than you had before. It is a continuing and very difficult process.”

AFTER KATRINA: THE GULF CARRIES ON

During his presentation, John Pope, a staff writer for The New Orleans Times-Picayune, reflected on Katrina five years on and the impact of another disaster, the Deepwater Horizon oil spill, on life along the Gulf Coast. Here is his presentation in full.

In the nearly five years since Hurricane Katrina struck, I’ve often thought that covering that storm must be like covering a war because Katrina tore our world apart.

But there’s a big difference. People who go off to cover wars might have nice homes to return to. Our war came to us. The wind and rain blew through New Orleans. The levees broke, 80 percent of the city was under water, and almost 1,500 people lost their lives.

Our newspaper building, where we had ridden out the storm, became an island. We had to evacuate the next morning in delivery trucks that drove as water lapped at the headlights. Most of us went to Baton Rouge, where for six weeks we worked in folding chairs at long tables with laptops and our cell phones. A brave band of 10 or so colleagues stayed behind in New Orleans to try to make sense of the insanity.

We felt like everyone else who had been in Katrina’s path: anxious, furious, and most of all, betrayed. Government at every level – city, state and federal – had let us down. We were on our own. It called to mind when Jesse Jackson said that no one was going to help us but us.

As reporters, we didn’t have the luxury of being able to fall apart. We had an obligation to pull ourselves together and go out to chronicle the devastation and try to explain what went wrong.

This is, after all, what we do. But after the storm, there was more to it than that. I quickly realized something that mental-health specialists have known for years: Getting into a familiar routine was psychologically healthy because it kept us focused and gave us something important to do.

People were paying attention. Our website, NOLA.com, was getting as many as 30 million – yes, 30 million – hits a day from all over the world. In addition to keeping up with the news, people used the site as a virtual meeting spot to find out about friends' whereabouts and how their houses had fared.

That didn't rebuild my colleagues' houses or expedite their insurance claims, but it provided a necessary shot of purpose and self-esteem.

The spouses and children of many of my fellow reporters had fled the state, and many of my fellow journalists had homes that sustained serious damage or were obliterated. When my colleagues weren't working on stories, they were calling contractors or insurance agents. I saw many of them hang up the phone angry or in tears when something went wrong, as it often did.

Life was tough, to say the least. When we first arrived in Baton Rouge, we were put in student housing at Louisiana State University. I was in an unfurnished apartment with 11 other men and one bathroom. We slept, fitfully, on mattresses lined up along the floor.

One night, a colleague three mattresses away – a man whose family had evacuated to Mississippi and whose in-laws had lost their homes on the Gulf Coast – woke up in the middle of the night with chest pains. Some of my roommates rushed him to the field hospital where medics were treating evacuees.

We feared he was having a heart attack. He wasn't, but it was an extreme example of the stress and anxiety we all felt.

At moments like that, and on the late nights after deadline, when we passed around bottles of cheap wine and shared our troubles, we were grateful for each other. We were all in it together.

This must be the way soldiers feel in combat. There's a strong bond, an us-against-the-world camaraderie that lingers among us Katrina veterans, nearly five years after the nightmare.

And how did all of this pressure affect our work? I think it made us better reporters.

Because we were covering a catastrophe that had devastated our community, we asked tougher questions, and we were more persistent because these were answers that we needed, too. This was our home, and we wanted to make sure that we were doing what we could to make things right.

In the work that my colleagues and I did, I think we were unfailingly fair. Forget objectivity. It doesn't exist until you're dead. Strive for fairness.

This experience added another attribute to our reporting: empathy.

One of my colleagues lived in a government-supplied trailer for nearly two years with his wife and daughter while they were rebuilding their home. He told me that the experience gave him a valuable insight into what people he was interviewing were going through.

In interviewing people whose lives had been ruined, we had to walk an emotional tightrope. While we certainly couldn't let ourselves fall apart and weep with them, we also couldn't remain so emotionally distant that we would come across as icy and unfeeling.

I wish there were a happy ending. Rebuilding has been tough. Getting back to normal has been frustrating. And what does normal mean, anyway?

When our Times-Picayune team won two Pulitzer Prizes for our Katrina work, a member of the team turned to my wife and said, "Does this mean I get my house back?"

Nearly a year after the storm, one of my colleagues, whose home had been wrecked and who was having trouble with medical-insurance claims, snapped. He led police on a wild ride through Uptown New Orleans, backed over an officer who tried to stop him and begged police officers to shoot him. If the police hadn't known him, I think they probably would have obliged.

He got the help he needed, he's back at work, and he rebuilt his house. He seems OK, but he's a reminder of the fragility of post-Katrina life.

While our colleague's experience was extreme, none of us walked away from that storm without some psychological scarring. A Katrina colleague who moved to Nashville collapsed, weeping and trembling, when a tornado blew through that city.

I'm sure some degree of post-traumatic stress disorder is common at the newspaper, and many of us started taking anti-anxiety medication.

I'm one of many reporters who won't plan trips during August and September, the peak of hurricane season, because something might happen that would keep my wife and me from getting back to secure our home.

Even today, I must confess to worrying when I hear thunder and see lightning. I have to take a moment and remind myself that most of the time it's nothing more than rain.

Despite the slow pace of recovery, things started to get better. The Super Bowl victory in February of this year, coming a day after we elected a new mayor, put us on a euphoric high.

But, of course, that couldn't last. We faced another calamity when the Deepwater Horizon offshore oil rig exploded April 20 of this year, killing 11 men and triggering the worst ecological disaster in United States history. As you know, it's still unfolding.

This isn't like a hurricane because there's no wind, no torrential rain. Nevertheless, our coast and marshes are under attack, hundreds of fishers have lost their livelihoods, and what is normally a vibrant tourist season along the Gulf of Mexico is virtually kaput. The economic impact is devastating and far-reaching.

There is, however, one aspect about this catastrophe that is like a hurricane: The pit-of-the-stomach dread.

As the oil spill has moved through the Gulf of Mexico, we can't help feeling the anxiety that takes over when a storm stalls off the coast, as if it were taunting us with its power while deciding where to strike and how hard.

Nevertheless, we Katrina-toughened scribes are back at it, using pointers we picked up in writing about the storm. We're working as hard as we can to tell as much of this colossal story as we can.

I think we're doing a good job, but I had to agree with my wife when she said to me recently, "I'm tired of being so damned resilient."

We journalists don't have that option. We have to be resilient because something like Katrina or the oil spill can happen anywhere.

REGIONAL RESEARCH, GLOBAL APPLICATIONS

HOSTED BY RESEARCH CENTER JÜLICH

PANEL:

Harry Vereecken, Director of the Institute of Chemistry and Dynamics of the Geosphere, Agrosphere (ICG-4), Forschungszentrum Jülich, Germany

Stefan Klotz, Head of the Department of Community Ecology, Helmholtz Centre for Environmental Research (UFZ), Halle, Germany

Clemens Simmer, Chair of General and Experimental Meteorology, University of Bonn, Germany

Stefan Emeis, Senior Scientist in the Institute for Meteorology and Climate Research - Atmospheric Environmental Research (IMK-IFU), Karlsruhe Institute of Technology (KIT), Garmisch-Partenkirchen, Germany

MODERATION:

Claudia Ruby, freelance environmental and science journalist for TV, radio and print media

Scientists are relatively good at predicting global climate change. But when it comes to regional changes things get more difficult. There is a lack of models and knowledge about the local effects, which can be markedly different from region to region. This is the focus of the large-scale TERENO project, which is run by six Helmholtz Association Centres and cooperates with numerous universities and other institutions. Participating scientists presented their measures, aims and future directions during the workshop, which was moderated by science journalist, Claudia Ruby.

“We need data covering a longer time-span, which we can analyze to develop the necessary models,” explained TERENO coordinator, Professor Harry Vereecken, from the Forschungszentrum Jülich (FZJ). That is why TERENO is scheduled to run for 15 years – setting it apart from other projects. “We are not just looking at climate change from the perspective of one particular field, but are bringing together different disciplines,” Vereecken stressed.

To this end, TERENO is setting up four observatories, which provide a representative cross-section of German landscape types. Here too, climate changes are already foreseeable. “The snowline in the Alps and pre-Alps is taking a hike north. Instead of snow we can expect more frequent rain, making dangerously high water levels and flooding more likely,” said Professor Stefan Emeis from the Institute for Meteorology and Climate Research at the Karlsruhe Institute of Technology (KIT), one of the six TERENO partners.

Flora and fauna are also changing – there are winners and losers. “The copper beech will suffer from worsening growth conditions in northeast and southwest Germany and will probably be cut back, whereas the walnut tree will spread,” explained Dr. Stefan Klotz from the Helmholtz Centre for Environmental Research (UFZ). In addition, flora and fauna

influence each other reciprocally: fewer bees and bumblebees will mean a reduced level of pollination, which in turn will reduce the amount of fruits and seeds of many plants.

Climate change will also alter the parameters for agriculture. The loss of fertile soil, the decline in water accessibility, and the resulting necessity to increase productivity make it abundantly clear: ecological consequences also have considerable economic consequences. "Because climate changes are steadily progressing we have to speed up our learning," asserted Clemens Simmer, a professor at the University of Bonn who works closely with TERENO. That is why researchers are not concentrating solely on climate change. They carry out simulations and physical experiments to find out how an ecosystem might look a few years down the line.

The audience were especially keen to hear how the general public and other countries would be able to benefit from the insights gained by the project. And they learned that TERENO has a lot to offer. Scientists at the four observatories work closely together with local authorities. TERENO data are also meant to help the German Meteorological Service to improve weather forecasts and flood warnings. There are close collaborations with scientists from other countries, for example with the Hydrological Observatory (HOBE) in Denmark. "These collaborations help us to evaluate our data," stressed Emeis. Contacts are not restricted to Europe. TERENO supports plans for a similar network of observatories to be set up in the Mediterranean area, including North Africa. "We are very happy to receive scientists from Africa and other parts of the world. The important thing is that they apply their newly acquired knowledge back at home," emphasized Simmer. Then TERENO scientists will in turn be able to benefit from their findings.

In response to the question whether after 15 years of this large-scale project all essential questions will be laid to rest, all four TERENO scientists answered with a resounding "No". "Society keeps on developing, and so does science. New questions will arise. It might be the case that our findings generate even more questions than we have today," surmises Emeis. Klotz focused attention on the long time spans over which developments take place within an ecosystem: "A field can be newly tilled every year. Regenerating productive, species-rich grassland takes at least five to ten years, and forests need centuries. That's why long-term data are so important. And no matter which questions will be put in 15 years or more, science and society will definitely benefit from the findings of TERENO."

UNDER THE HEAT BUT NOT ON THE RADAR: WHY CLIMATE JUSTICE BEARS A WOMAN'S FACE

HOSTED BY GENDERCC - WOMEN FOR CLIMATE JUSTICE

PANEL:

Nina Somera, policy researcher, NGO-Forum on ADB / member of GenderCC, The Philippines

Tahura Titi Gabi, news director, PNGFM radio, Papua New Guinea

MODERATION:

Marion Rolle, coordinator, GenderCC - Women for Climate Justice

As the world gets warmer, resources become scarcer and disasters more frequent. What we hardly realize, especially in the global North, is that women are getting the coldest comfort. Indeed, the camera lenses need to be further zoomed in to capture the finer nuances of struggling with the rising sea levels, more frequent crop failures and graver disasters. But more questions have to be sharpened and asked: what brought us to this point, why do women suffer the most, the solutions they can offer and therefore why women must be asked and heard.

STORIES BEYOND SCENES AND SURVEYS

Tahura Titi Gabi, news director from PNGFM radio, Papua New Guinea, recalled the years when as a child she peered through the wooden slats on her grandfather's veranda and came close to the Pacific's gems: "We lay flat on our stomachs and talked excitedly about the sea creatures below of every description: Turtles, sting rays, schools of fish, jelly fish, crabs, seaweeds and more." Today the same sea absorbs household wastes of all sorts.

Such memories are actually a yardstick to realize how much has changed in the environment and in turn, motivate us to reclaim what has been lost. Gabi, together with members of her community, has embarked on a mangrove planting, in a bid to nurture more aquatic species and build buffers against typhoons. Unfortunately the thousands of saplings they planted failed to take root. They were shocked to learn from scientists that the failure was due to climate change.

In another part of the island, whose coastlines are increasingly eroded by the rising sea, subsistence farmers' crops are damaged by new kinds of pests, rendering produce almost inedible, much less marketable. As in many other places in the world, farmers have been pushed to the wall.

Meanwhile in the Philippines and other parts of Southeast Asia communities still clearly recall their experience with typhoons Ketsana and Parma, which dumped unusually heavy rainfall in hours. "We often see scenes like this whenever there is flooding anywhere but we never

know what happens inside the homes,” Nina Somera of GenderCC and the NGO Forum on the ADB, Philippines, said as she described an aerial photo taken at the height of typhoon Ketsana that flooded at least 80 per cent of Metro Manila.

However, almost a year since the typhoons caused massive destruction and high death tolls, it remains unknown just how many men, women, children and elderly died. Yet the gut feel of many, learning from the 2004 Asian tsunami, was that it was mostly women and girls who suffered. The aftermath of the tsunami that hit Indian Ocean countries saw a very disproportionate ratio of women and men killed by the floods in Aceh Basar (four times more women than men!), forced marriages in India and increased incidents of trafficking in the region.

A HISTORY OF PATRIARCHY, TOO

The unsuccessful mangrove project, the pest-ridden coconuts, the surprising natural disasters are just some of the manifestations of climate change. Yet there is much more beyond the drastic increase in temperature or the alarming rise of sea levels. And it is this aspect that needs to be explored and engaged. “Everyone is affected by climate change but not affected the same. Not everyone is getting the same attention from the media,” asserted Marion Rolle of Gender CC-Women for Climate Justice**.

“We won’t succeed in reversing climate change if we don’t implement women’s human rights. Climate change and gender injustice resemble each other. They are both a result of a flawed and failing economic system,” she added. Despite the 1997 Kyoto Protocol, which aimed to reduce greenhouse gas emissions (GHG), industrialized countries have actually increased their GHG by 14.5 per cent.

Rolle emphasized that there is a dearth of gender-disaggregated data in the context of climate change, including the data on the cost of climate change on women. While it is widely known that women, especially from the South, are among those with the least carbon footprint, there is little on how capable women are in contributing towards the recuperation of the environment. One Swedish study shows that women are more willing to defer from meat and energy, including transportation consumption, compared with men. Moreover, men and women differ in their attitudes towards energy production, especially towards nuclear energy use worldwide: The strong rejection of nuclear energy by women is based on their higher risk perception.

But in governance processes, these findings have yet to be surfaced, discussed and explored. Up to now, it is the more technological but expensive and potentially unsustainable solutions which are lobbied in the corridors of power. Among them are geoengineering and population control. Rich countries, which have been the worst polluters, are promoting the carbon market while international financial institutions like the World Bank and the Asian Development Bank have set up their own Climate Investment Funds, outside the United Nations. “Instead of allocating public money in the context of reparations, they saw climate change as an opportunity for financial profit,” Somera pointed out.

MORE LENS AND MICROPHONE FOR WOMEN

There are positive developments nonetheless in the processes of the United Nations Framework Convention on Climate Change (UNFCCC), where Gender CC has been playing an active role. Rolle shared that ever more women have been participating in the processes. Women and girls have been acknowledged as one of the most vulnerable groups. Women and gender issues have been considered, except in equally critical areas of deliberation: mitigation and financing.

But much more needs to be desired. In this context media are urged to walk the extra mile to research climate change, sharpen their framework towards climate justice and let ever more women tell their stories.

Gabi urged dialogue between media and scientists, observing: “Journalists lack the basic understanding of climate change and where that story might be. Climate change does not get the attention it deserves – unlike corruption or a rape story for example.” Raw observation on the environment, communities and people have to be articulated in ways that would allow people to understand climate change, recognize social disparities and power relationships and finally, spur them into action.

More importantly, more lenses need to be zoomed in on and more microphones placed before women and girls. They have so much to lose in the climate crisis and disasters but they have so much to offer.

(GenderCC – Women for Climate Justice is a global network of women and gender activists and experts working for gender and climate justice. Their website is www.gendercc.net)

WAYS TO A LOW-CARBON SOCIETY

HOSTED BY WUPPERTAL INSTITUTE FOR CLIMATE, ENVIRONMENT AND ENERGY

PANEL:

Sönke Brodersen, Senior Vice President Research, KSB AG, Germany

Klaus Huhn, Vice President of Consulting, Frost & Sullivan, Germany

MODERATION:

Sylke Tempel, Editor-in-Chief of *Internationale Politik*, German Council of Foreign Affairs, Germany

Sönke Brodersen, whose company is one of the world's leading pump manufacturers, explained the pervasiveness of pumping systems and their potential to improve energy efficiency and reduce CO₂ output. "Fluid transport dominates our lives without us being aware of it," he said. Tap water in homes, industrial processes, desalination, wastewater treatment, water recovery systems are just some of the uses of pumps. Besides water, there are a vast range of applications that involve fluid transport, such as mining, the chemical and oil and gas industries. In solar thermal energy stations oil has to be pumped to be heated in the panels. A large amount of water is used for energy production as a whole, he said, either for cooling or internal processes. A little-known fact: pumping systems account for 11% of electricity consumption in Germany. Moreover, "the savings potential is rather high", around 30% in Germany, Brodersen said, and 40% in Europe as a whole. Globally, he remarked, "if the simple measures of energy efficiency are not taken, the developing nations with their increasing infrastructure will mean higher consumption of electrical energy. The same goes for water."

He noted the attendance of Chinese officials at meetings for a European framework directive on energy efficiency, of which pumping systems are an important component. "They show up to learn what measures can be applied to lower energy usage," he said, "and it makes sense. China will increase their industrial development so they have to take precautions to use – relatively speaking – less electricity for supporting systems like fluid transport. Increased activities in Brazil, India, Korea will also make it necessary to implement energy efficiency."

Brodersen said that pump efficiency has always been an issue for the pump industry because it lowers production costs. Among the methods to increase efficiency were automation and speed control using existing technologies so that pumps more frequently operate in line with actual demand. He also said it was becoming easier to use the argument to push for reducing energy consumption throughout many sectors, including power generation. There were always three factors to consider: affordability; risk and reliability; environmental protection. "The economic efficiency and risk focus perfectly combine for lowering carbon emissions for environmental protection worldwide," Brodersen said.

Society's low-carbon future is hard to pin down, Brodersen said. "There are several futures and they take place in different countries in different ways." To shape our future, we can look at the different ways we can exert influence. Concerning the power supply, Brodersen

advocated many small solutions, including hybrids, adapted to local needs and conditions in different areas of the world. For example, in a part of Indonesia where water was needed for agriculture but the soil was porous and drained quickly, small dams were built in a natural underground channel to guide water through a pump that worked as a turbine and drove another pump to lift the water 100 m to the surface. “This was an inexpensive solution without using electricity that now supplies forty thousand people with water,” Brodersen said.

Pumping systems and their influence on low-carbon processes contribute significantly to increasing efficiency during power generation, not least in renewables systems. For example, pumps helped to raise production efficiency and reduce electricity consumption – by 10% each – in the making of biogas. That ultimately lowers the cost of production. Lessening internal power consumption in solar energy production would reduce the number of panels needed. The systems become cheaper. Brodersen also referred to pumps used as river turbines, an alternative to hydropower dams which require ladders for fish to swim upstream. These are mini-power plants placed on the beds of rivers, the first prototypes were placed in the Rhine River just 100 km upstream from Bonn this year.

Pumping systems can contribute significantly to carbon reduction, Brodersen summed up. The energy savings potential is huge. They contribute largely to making renewably produced energy more efficient and less costly. And their ability to produce energy is high. “The most interesting story is that the ecological requirements meet exactly the economic interest of companies and industries.”

Klaus Huhn spoke about the contribution of energy-efficient buildings to a low-carbon future. He pointed to the enormity of the challenge. To stabilize carbon content globally, world energy demand may not increase by more than 20% by 2030. At the same time, we must reduce carbon emissions by 10%. He called this “a super-ambitious objective” given the projected industrial and economic growth, particularly in China, the rest of Asia, and other countries. Carbon emissions abatement is set to comprise renewables (23%) and energy efficiency improvement (57%), so “efficiency is really key”.

In buildings, the most impact can be achieved at the point of energy use. “If you look at the current power system, there is a lot of loss in transmission, distribution and in power generation as such. If you save one kilowatt-hour at the point of end use, the impact is phenomenal because you need to produce 3 kilowatt-hours less at the point of generation.” Huhn estimated that 30% – 40% of total energy consumption and carbon dioxide emissions come from buildings. “The good news is efficiency improvements at the building site can be fixed much quicker; making a building more efficient is easier and cheaper than, for example, a huge increase in nuclear power plants with all their approval and political problems.” The technology is available, or will be soon. “Everything we need is basically there, it just needs to be improved.”

Huhn focused mainly on commercial buildings, but said there was huge potential to drive down costs and carbon footprint in residential buildings as well. Moreover, new buildings weren't the only option. “Neglecting the energy efficiency measures within the existing buildings stock would mean to give up on the huge potential energy saving.” He also

mentioned the positive impact of energy-saving buildings on people's health and well-being, along with their lower economic costs, not only in developed countries but also in poorer regions of the world.

Changes in buildings, Huhn strongly believes, “will not come from multilateral Kyoto-like agreements, but from corporations seeking to enhance production and reduce costs through technological improvements in energy efficiency. It is in their overall best economic interests.” He finds it very encouraging that many big corporations have fundamentally changed their business models to benefit from the new products and technologies required to come into efficient building solutions. They have done so not necessarily out of altruism, but because it makes economic sense.

Smart metering, fully-automated buildings and micro-cogeneration were some of the elements that would shape the buildings of the future. Buildings integrated within the energy system – utilities, power generation companies, grids and infrastructure – will form “smart cities”. Altogether this would deliver the energy savings most conducive to achieving carbon targets. Smart grids can make transmission losses negligible.

Huhn also pointed to some of the “stumbling blocks” ahead, such as the failure of the multilateral climate agreements, relatively high upfront investment, lack of a universal technology transfer and resistance by more conservative branches of industry to accept and integrate change. But, he said, “a process needs to be triggered: We need to show that the economics work; that the return on investment is higher. We need rules, national and multinational codes that clearly define the limits of energy consumption in a building and we need informal or formal standards by the industry, particularly from those companies that benefit from the development. And we need education, education, education!” Though upfront costs will be slightly higher, Huhn said, it will change behavior and “in the long run we will be better off economically and environmentally”.

Huhn concluded by saying that, “We often try to fathom how much of global warming is due to human activity and how much to nature. I say we shouldn't care; from the economic side, it is worth it to save 30% energy and reinvest those savings in more profitable, higher-return investments.”

DISCUSSION

A man from the audience remarked that during the oil crises of the 1970's, public administrations had forged plans to reduce energy consumption which have long since been forgotten. A remedy to foreign dependency and reliance on big energy corporations and large, centralized grids would be small and smart grids. He urged revisiting plans started in decades past. Another audience member noted that without pressure from governments or an oil crisis, people are slow to change because they are not forced to. “I hope prices will go up and up and up,” she said, “until people are forced to act.”

A discussion ensued about incentives on the one hand and technology transfer on the other, and market vs. political drivers determining both. On technology transfer, Huhn said “we

have the problem that those who have the advanced technology are afraid of losing proprietary rights to the technology by going into China. We have that problem in many areas and that puts a constraint on widespread implementation of the technology. On the other hand, 80% of the technologies are not high-tech and they will be built by local companies even if some patents may be stolen but this will not be a huge barrier in respect of availability.” Brodersen said demand increases automatically because customers are concerned with productivity, which means lower energy costs and higher reliability. If, in one area in a country, not the costs but the environmental aspects have greater weight, then local competition will increase, as will exports to countries where the same technology is costlier. Huhn noted that often “investors and developers don’t give a damn on the costs twenty years down the line, they want a cheap building and have no economic interest on the energy savings ten years later.” Or they come around too slowly. That’s where incentives could kick in. “At some point we cannot leave everything to the market simply because markets will not always recognize their own benefits....I think a combination of the supply side plus an intelligent political framework could help mitigate or even overcome those barriers.”

An audience member suggested closer cooperation between commercial engineering expertise and NGO’s, who in many cases drove market breakthroughs of innovative technologies, such as catalytic converters in cars, which industry had initially resisted. Huhn described his experience working with a start-up that developed a small-scale hybrid wind-photovoltaic application for residential or small commercial use. Initially, purely commercial avenues into the market didn’t exist. Together with an NGO it became a very useful application for the developing world, where it helped improve living conditions in Africa and Asia by providing electricity to small hospitals and the like. Huhn agreed that going through NGO’s is frequently better than going directly to the government.

A participant asked the panelists about their thoughts on an international workforce approach to big CO₂ reduction targets. Huhn said cooperation between countries should include the industry. “The Copenhagen-like sessions will not come up with the results we need. If you get the committed industries working together with the government to come up with economically reasonable, but effective codes and self-restraints, that may work.”

Moderator Tempel concluded the session by saying that after Copenhagen, she thought global problems don’t necessarily need global solutions. “Bottom-up pressure from NGO’s and from local and regional markets has been underestimated and seen as the producers of climate change and not as a change factor.” Economy and ecology will continue to merge, lifestyle will continue to change, there is no single ‘holy-grail technology’ emerging. “It will be a patchwork effort,” she said.

CLOSING CEREMONY:

THE CHALLENGE OF CLIMATE CHANGE AND THE RESPONSIBILITY OF THE MEDIA

SPEAKERS:

Ingrid Deltenre, Director General, European Broadcasting Union EBU, Switzerland

Wijayananda Jayaweera, Director Communication Development, UNESCO, France

Georg Schütte, State Secretary, Federal Ministry of Education and Research, Germany

Christoph Lanz, Director TV, Deutsche Welle, Germany

PRESENTER:

Conny Czymoch, journalist and television anchor, Germany

Prior to introducing the speakers, presenter Conny Czymoch announced the three winners of the conference's Hot Shots photo competition, in which participants were invited to submit original photographs depicting their "perspective" on the effects of climate change as seen in their home regions or during their travels. The 120 entries and three prize-winning submissions are posted on an interactive world map. Czymoch then introduced Ingrid Deltenre, referring to the EBU's annual showcase event, the Eurovision Song Contest, televised to 145 million people around the world. Imagine the impact it would have, Czymoch remarked, to stage a similar televised event focused on climate change.

Deltenre summed up the role and responsibility of journalists in issues of climate change, for which there is "mounting evidence" that it is changing "faster than expected because of human intervention". Not enough action was being taken by industry, politicians and societies in general to address the problem. Continuing the same old ways is not an option, she said. "It is an established fact that human activities produce more carbon than can be removed by natural processes." Reporting of scientific research has focused on issues where there is no consensus, leading to confusion in the public mind. Unfortunately there is no common index and no way to determine an understandable way to measure what nature is doing. But that is no excuse for inaction, she said. "The media's role is to bring clarity to the confusion, help identify actions and solutions, overcome the challenge of climate change." The media has three responsibilities, according to Deltenre. First: to invest in journalist training and tools to do the job. Only well-trained journalists can get the science message right, translate and report the message correctly. Well-trained journalists in the scientific discipline can interpret and communicate what is relevant to an audience to keep their interest. Politicians must be held responsible and accountable to their commitments toward dealing with climate change. The EBU, which reaches an audience of 650 million through 86 broadcasters in 56 countries in Europe and Africa, is committed to training and getting the facts out. But funding, she said, is being curtailed in many places, putting the broadcasters at risk. The media's second responsibility was to reach peak audiences, for example by investing in co-productions, which spreads costs and simultaneously ensures large distribution to great

numbers of people. She mentioned three examples of films, including an animated one directed at the young, that point out that we all are part of the problem, can all be a part of the solution, and must all shoulder this responsibility. Deltenre thirdly called for the media to constantly improve their activities and innovate. Last September the EBU and other broadcasting unions adopted a declaration of broadcast media and climate change at a UNESCO conference in Paris. The EBU restated its five commitments: increased public understanding of urgency of climate change is essential; access to relevant information on climate change is vital; in combating the effects of climate change there are significant social, economic and environmental benefits; information provided by media plays a critical role; and dedicated collaboration among broadcasters encourages individuals and policy makers to undertake timely action.

She went on to say that public service media are doing a lot, but more could be done. The EBU can promote and develop broadcasting industry standards and environmental management to urge its members to set targets to reduce their own carbon footprints. The organization is looking into how this could be done and evaluating the different steps. Deltenre ended with a quote from Thomas Friedman's book *Hot, Flat, & Crowded*: "The stone age didn't end because we ran out of stones." Likewise the climate-destroying fossil fuel age will end only if we invent our way out of it.

Wijayananda Jayaweera, who heads an international program for development of communication at UNESCO, emphasized the need for quality journalism education in developing countries. In 2007 a survey they did in Africa found 96 "so-called journalism training institutions", only very few of which had some form of degree or diploma education. "Others were just waiting for some donors to come and offer a short-term training. We need to ensure that journalism education is a public obligation; unless you have educated journalists you don't expect media people to ask all the questions that you want them to ask."

After the survey, Jayaweera said, UNESCO identified 21 institutions in Africa, mostly universities and polytechnics, for which they have set the criteria for excellence of their comprehensive curricula, which include science communication and climate change issues. The curriculum has been adopted by 53 institutions in 45 countries. There should be more of this kind of investment in capacity building of institutions in developing countries to offer good journalism education, Jayaweera said. "Short-term intervention is not a substitute to that. We need to have a long-term capacity building commitment." The kind of two-week fly-in, fly-out trainings many organizations in developed countries offered "are useful, but they are not going to address the main issue of journalism in the developing countries".

It is very important, Jayaweera said, to build in these countries a strata of academically qualified, intellectually capable journalism educators able to assess how their own media are functioning in terms of quality and content "rather than trying to send people from here all the time."

Journalists need to be taught to spot and shun climate-skeptical "pseudoscience", often driven by vested interests, and to publish only what has recognizably been "really tested in a peer review process". Some disagreements with the majority of the science community's stance that climate change is real have not really been peer-reviewed and hence "are not validated

by the scientific community”. He said, “There is nothing called ‘balanced reporting’. You don’t give equal space to unequal argument. If we are convinced it [climate change] is really a threat, we have an obligation to be part of the solution.”

Jayaweera recalled how last year 250 broadcasting organizations from around the world signed up to a UNESCO-sponsored “Paris Declaration” calling for quantifiable commitment to increasing exchange of programming on climate change and to promote its dissemination at local, national and international levels. He concluded: “The outcomes of this forum together with the Paris Declaration can become a powerful voice on behalf of all those who aspire to mitigate the risks associated with climate change. We will continue to seek out opportunities to work together with all of you in this defining cause.”

Georg Schütte began by quoting his young daughter, saying once in a while a child can state a complex issue in simple terms: “Turn off the light otherwise you are going to kill the polar bears.” He went on to say that the past few days were spent exploring a complex relationship, discussing climate change issues from the perspectives of science, media, politics and the general public. On the scientific side, he said skepticism has become the rule of the day. The greenhouse effect has only been recognized a short while now. Professor Paul J. Crutzen was awarded the Nobel Prize only a few years ago for this achievement. The data is new in terms of climate change and it is a long-term process. How much do we know from the scientists when they tell us that sea levels may rise about two meters – given the fact that gravity contributes to sea level altitude differences of 100 meters – how can we be sure that two meters is precise? Do we know enough to extrapolate from scientific data? Looking at the media, he referred again to the example of his daughter and her picture of a polar bear floating on an ice floe in a blue ocean. The picture is a fabrication, and yet it exemplifies some of the requirements that journalists face within the media. How can climate change, a long-term process, be visualized? The pictures we see show the effect of climate change but not the process. The pictures that reach our hearts are the emotional ones. Climate change is a global issue, Schütte said, and it is perceived in different ways globally. It’s put in a different context globally in very different ways. If we look at the media itself, he continued, global change is not a prestigious topic. There are also structural challenges, such as the availability of footage. From the political perspective, climate change is a long term process whereas politicians are in office for a limited time. It is not a day-to-day focus, even a number of years aren’t enough to perceive and tackle the problem in appropriate ways. Also, politics are different in different countries as are the answers and values. “Climate change requires new mechanisms of political coordination,” Schütte said. There are new actors in place, new procedures that have to be followed, new arbitration models that have to be implemented. “This comes at a time of a global power shift,” he added. “So we have to deal with the consequences of complexity which are quite profound.”

Schütte went on to discuss the concept of sustainable journalism, saying one has to take into account sustainability at the local, regional, national and international levels. “We have to look to the intersection of science, media and society. We have to go beyond the dichotomies of good and bad, yes or no, black and white.

“If we are really ambitious one might also consider whether we could come up with a new economic model in terms of information dissemination. What does it cost to disseminate the right information and what is the long-term effect, also monetary-wise, of not sufficient, of inappropriate, of wrong information?” Schütte suggested the need to think about new models, how to conceptualize information dissemination in a way that sustainable journalism contributes to information which can be used on a global scale and in an inter-generational manner.

The government, Schütte said, can provide through the Ministry of Research and Education the basis for scientific research that focuses on these issues and it can disseminate scientific information by training and educating scientific experts in climate change. In Germany it can support on the national level regional initiatives that develop models on how to deal with the consequences of climate change on the local level. It can try to build international scientific bridges, he said. “You are the ones who are to build international media bridges.”

Like Schütte, DW-TV Director, Christoph Lanz, also began his closing remarks with a quote by his son, who daily reminds him in the morning, “Daddy, turn off the water, we need it later.” Children are teaching us what we have to understand and incorporate in our lives in order that we prevent living our lives in a world we do not want to live in the future, he said.

Lanz said this was not a closing, but a beginning, that the discussion must continue. The climate topic is so complex that journalists must set very high standards. They must be able to validate the varied sources of information reported on this complicated issue, not only reporting people’s opinions, but investigating problems and solutions so as to bring this to the audiences in clear and understandable ways. This, he said, requires a “climate change” in the minds of journalists.

The conference was on journalist improvement in reporting quality. There were many plenary sessions, panels and events, and this meeting between people from all over the world was a positive step. Talking with one another, making new contacts, sharing ideas and learning about valuable new sources of information will be of great help going forward. Not only journalists, but having representatives from science, industry, politics, and Internet organizations made this a very successful conference. He said there is a clear message that will go out from here to the world, citing Mannava Sivakumar from the World Meteorological Organization, who spoke earlier in the day: “We have to learn to live with less so others can live.”

PRESS CLIPPINGS

THE HEAT IS ON
CLIMATE CHANGE
AND THE MEDIA

INTERNATIONAL CONFERENCE
BONN, 21-23 JUNE 2010
www.dw-gmf.de



THE HEAT IS ON

More than 1500 delegates from 95 countries took part in this year's **Deutsche Welle Global Media Forum** in Bonn on "Climate Change and the Media". Representatives from the media, science, politics and business, among them Yvo de Boer, the Executive Secretary of UNFCCC, Adil Najam, a leading author for the IPCC and Ingrid Deltenre, DG of the EBU, discussed the media's role and responsibility in raising awareness for the challenges of climate change

www.dw-world.de

Deutsche Welle Director General Erik Bettermann pointed out the role of media as chroniclers and interpreters of the fight against climate change: "I am convinced we need a climate change in the heads of journalists as well. Reporting needs to be about more than just the day's news. It needs to drive people to action, while showing problems, solutions and different perspectives – and to provide hope." Internet, blogs and Twitter are the new platforms for exchange of ideas and opinions.

As the 'climate generation' is growing, Bettermann said that the media "can also highlight the potential of moving towards green technology and ecologically friendly consumption and production. They can showcase creativity and innovation, new models of working

and new fields of work – as well as a new quality of life."

GLOBAL CONCERN

Research institute Synovate and Deutsche Welle presented the complete results of a worldwide study on climate change – the third survey that Synovate has completed on this subject. People all over the world continue to see climate change as a threat. The majority expect the media to not only inform the public about climate change, but also educate them about the consequences. At the same time, the number of people who aren't concerned at all has risen in the last two years as well: from 4% in 2008 to 9% now. Synovate surveyed more than 13,000 people from 18 different countries about the potential threats, the effects and the possibilities that exist to counteract climate change.

"CLIMATE CHANGE IS A PROVEN FACT"

American scientist Naomi Oreskes took part in a panel discussion at DW GMF, with Bob Ward from the Grantham Research Institute on Climate Change and the Environment and ex-BBC journalist Alexander Kirby. Oreskes said that the media treated the topic like a pure scientific debate, although it was grounded ideologically: "Global warming is no longer a debate – it's a proven fact." She went on to say that the so-called climate skeptics are nothing but "contrarians" and can't be taken seriously because their critique isn't scientifically based. According to Oreskes, these are the same people who didn't want to believe that the consumption of tobacco had negative effects.



"NO GREENWASHING BUT GREEN SOLUTIONS"

In his keynote speech, Hermann Scheer, President of EUROSOLAR and Member of the German Bundestag, said that "people don't want greenwashing methods, they want green solutions". There are too many stories about the problems associated with climate change and not enough about possible solutions – and the media needs to combat the "no-future" attitude. Scheer said the focus should be more on successful, local measures. German initiatives have become the model for many other countries.



HOT SHOTS – YOUR VIEW ON CLIMATE CHANGE

Suditpo is the winner of DW's global photography competition "Hot Shots – your view on climate change". The winning picture shows two boys diving into the river Ganges from a submerged temple in the Indian city Varanasi. Suditpo writes: "According to the Inter-governmental Panel on Climate Change (IPCC), sea levels will rise by at least 40cm by 2100, inundating vast areas of coastline, including some of the most densely populated cities whose populations will be forced to migrate inland."



THE BOBS - THE WINNERS

Ushahidi.com, which was chosen as the best blog at Deutsche Welle's international weblog awards The-BOBs, collects and shows reports from users who have the Ushahidi application built into their own websites via mobile phones, email and social networks.

It then visualizes information from conflict and disaster regions on an interactive map. "One of our goals with Ushahidi has always been to help save lives and speed recovery", said Erik Hersman from Kenya, one of the co-founders of ushahidi.com who attended the awards ceremony on June 22 in Bonn. The "Special Topic Award Climate Change" was given to Bruno Rezende from Brazil for his blog "Coluna Zero" which is about "minimizing excessive consumption". The Blog "We are Journalists" of Iranian journalist and women's rights activist Zhila Bani Jaghob won the Reporters without Borders prize – restricted from working as a journalist and sentenced to one year in prison, she was unable to attend the awards ceremony. The full list of this year's winners is at www.thebobs.com.



FEEDBACK: PROFESSOR ADIL NAJAM (USA)

"Thanks for inviting me to your conference - you put on a great event. It must obviously have taken a tremendous effort but the results were well worth it."



FEEDBACK: HYE YOUNG (HAILEY) KIM (KOREA)

"Being a part of the 2010 GMF was a great opportunity and experience for Asian Disaster Preparedness Center (ADPC) as an organization working for climate change affected populations through disaster risk reduction, and I am glad that we could add our thoughts and experiences to the lively discussions with like-minded people. The forum brought different stakeholders together and provided a valuable opportunity to exchange ideas and connect with each other. At an individual level, I really enjoyed the forum and staying in Bonn."



FEEDBACK: PROFESSOR KEN GNANAKAN (INDIA)

"I had a very good workshop and made new friends from all over the world. The delegation you had was very impressive."



"Deutsche Welle's Global Media Forum is forging a new path in order to communicate the urgency of the climate problem and to call for solutions"
Guido Westerwelle
 German Federal Minister for Foreign Affairs

35 rue Cauchy
75 015 Paris

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le journal

l'Oeil De l'EXilé

« Arrêter de parler, commencer à planter ! »

Forum de Bonn sur le changement climatique et les média.

Du 21 au 23 juin, l'ancien Bundestag allemand a abrité à Bonn des assises qui ont permis à plus de 1.500 personnes, dont de journalistes, des décideurs politiques, des managers d'entreprises, et des militants associatifs, venus de quatre coins de la planète, de réfléchir sur le nouveau langage et la nouvelle façon d'aborder la question du réchauffement climatique.



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Felix Finkbeiner, ambassadeur de Climate Justice, appelle les participants au reboisement urgent de la planète .

Après Kyoto et Copenhague, les grands messes de réflexion et de décision sur le changement climatique devront désormais compter avec les médias. Bonn marque un tournant décisif dans le rôle que peuvent jouer les journalistes. Appelés à devenir des acteurs majeurs dans cette lutte, les médias ne devraient plus se contenter d'informer. Ils doivent davantage mobiliser les gens pour une réelle prise de conscience sur le réchauffement climatique. Une étude menée par Synovate avec la Deutsche Welle renseigne qu'à travers le monde, la majorité des gens considèrent le changement climatique comme une menace. En même temps, ils attendent des médias non seulement qu'ils informent mais aussi qu'ils éduquent sur les attitudes à adopter face à ce changement climatique. 13.000 personnes ont été interrogées sur les potentielles menaces, mais aussi les solutions qui existent pour limiter les effets du changement climatique.

Sortir de la peur

Il ressort enfin de cette étude que le nombre de personnes qui ne se sentent pas du tout concernées par cette question a augmenté en passant de 4% en 2008 à 9% en 2010. Voilà pourquoi, il y a le feu « Heat is on », comme l'indique le thème de cette conférence. L'urgence consiste aujourd'hui à façonner un nouveau langage dans le traitement de cette question sensible. Il faut sortir de la peur pour redonner confiance aux gens. Car, dit Bertrand Picaard, « les solutions existent ».

L'initiateur du projet Solar Impulse qui milite pour l'usage croissant de l'énergie solaire déplore que des « gens soient prisonniers de leurs problèmes ». Nous devons changer notre attitude pour changer notre vision. Les gens sont fatigués d'entendre des plaintes concernant les énergies fossiles. Aujourd'hui, les médias devraient se pencher davantage sur les solutions alternatives. Et elles existent » affirme-t-il. Les médias sont capables de rassurer les gens sur la question du réchauffement. De réduire sensiblement le nombre de gens sceptiques en leur parlant davantage des opportunités que peut offrir le réchauffement climatique.

Il s'agit là d'un rôle crucial d'anticipation. Il donne l'exemple de la faillite de la firme automobile américaine GM (General Motor) en 2009. « Cette faillite a été présentée dans les médias comme une conséquence de la crise financière. Il n'en est rien, martèle Picaard. « GM été victime de mauvais choix faits il ya plusieurs années de produire de voitures qui consomment beaucoup trop de carburant. Aujourd'hui, ces voitures trouvent difficilement preneurs. Si à l'époque les médias étaient avertis, ils auraient pu aider les dirigeants de cette firme à prendre de bonnes décisions ». C'est cela, le nouveau challenge de médias dans la lutte contre le réchauffement climatique : Informer et anticiper pour prévenir les décideurs économiques et politiques sur les bons choix à faire.

Toutes les technologies actuelles ont été conçues pour aller très vite, sans tenir compte de conséquences sur la nature. La question qu'on devrait se poser désormais est de savoir « s'il faut continuer à aller rapidement vers la mauvaise direction ou lentement et sûrement vers ce qui garantit l'avenir ».

La vision du futur, une affaire de tous les peuples

Selon Bertrand, ceci implique un changement radical de notre vision du futur. Celle-ci ne devrait plus être l'apanage de seuls pays du Nord. Elle doit être l'affaire de tous les peuples du monde.

Voilà pourquoi, Deutsch Welle a invité à ce forum un grand nombre de journalistes venus de pays du Sud, notamment d'Afrique, à la fois continent qui souffre le plus du réchauffement climatique, mais qui constitue aussi un espoir dans la lutte contre ce réchauffement grâce aux forêts du bassin du Congo, deuxième poumon de la planète après la forêt amazonienne. Les deux massifs forestiers sont menacés par l'activité

humaine, principalement par l'exploitation industrielle du bois et l'usage croissant du bois de chauffe par les populations riveraines. Une chose est de tirer la sonnette d'alarme sur cette situation, l'autre est de permettre à ces populations d'utiliser des énergies alternatives.

Pour Herman Scheer, président d'Eurosolar, secrétaire général du conseil mondial des énergies renouvelables (WCRE), « l'électricité est un énorme challenge de développement pour les pays du sud. On peut les aider à se développer, mais en même temps, il faut arrêter de leur donner ce que nous avons de superflu sous prétexte d'aide au développement ».

De son côté, Frank Appel, responsable du management chez DHL a voulu atténuer les attaques contre le capitalisme par rapport au changement climatique. " Il faut pas être aussi négatif à propos du capitalisme, a-t-il dit, car, il a sauvé des dizaines de millions de vies. Il faut plutôt repenser les technologies qui ont permis l'essor du capitalisme et en même temps limiter de façon drastique les effets sur l'environnement. C'est le plus grand défi à relever."

Un des moments forts de la conférence de Bonn restera sans doute l'appel lancé par Felix Finkbeiner. A peine âgé de 12 ans, ambassadeur de Climate Justice, un vaste mouvement engagé dans le reboisement de la planète Terre, Felix appelle tous les participants à s'engager résolument dans l'action. Son mot d'ordre? : "Stop Talking, start planting (ndlr : arrêtez de parler, commencer à planter)."

Léon Kharamon

Information légales . © Radio France Multimédia 2004

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Africa News, Nairobi, Kenya

http://www.africanews.com/site/Media_must_act_against_climate_change/list_messages/31901

Media must act against climate change

Posted on [Tuesday 11 May 2010 - 12:30](#)

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Climate change is perhaps the greatest challenge facing the world today. In Africa, a continent which is and still remains vulnerable to the impacts of climate change, the effects cannot be over-emphasized.



The dire consequences of this catastrophe are already being felt by citizens across the continent, yet too often their voices are absent from national and international climate debate. When policies are being drafted by the developed countries, rarely do they consider that poor farmer languishing in the highlands of Ethiopia. When rich countries fail to agree on the reduction of carbon emissions, rarely do they remember that they are risking the lives of the poor in Africa.

The impact of the media vis-à-vis reporting on climate change should not be underestimated. Media messages do not simply 'report' facts. They also have a direct bearing and influence on the way that people think and act. Noting that climate change is a national disaster in many African countries, journalists continue to play a pivotal role in bridging the information gap by educating the public on the cross cutting issues like global warming. And given the illiteracy levels of many poor people who cannot understand the words 'climate change', the media comes in handy to break the jargon.

The disappointing outcome of the Copenhagen conference that continues to irk many Africans has necessitated an overwhelming media approach on climate change issues. Journalists continue to question what went wrong and why Africa got a raw deal from the talks. Be it the print media, broadcast journalists, online publications and even bloggers, the forth estate in Africa continue to demand answers of why Africa remains at the receiving end of failed global talks.

Germany's international broadcaster, Deutsche Welle is hosting its third Global Media Forum which will focus on the role of the media in mitigating the effects of climate change. As is the norm, the conference will bring together a unique mix of participants which include scientists, politicians, media users and producers, energy industry experts, policy makers as well as representatives from international, grassroots and non-governmental organizations to discuss how to harmonize individual and collective action in order to steer the world away from a foreboding future and instead toward genuine sustainability.

Key issues will include minimizing the effects of unusual and extreme weather events such as heat waves, wind storms, floods and droughts. The forum will also address issues on reducing the causes of climate change and global warming (designing energy policy, advancing renewable energies, eliminating the use of fossil fuels) in a bid to transform the world into a post-fossil fuel, sustainable, low carbon society.

The forum 2010 will address and assess the pivotal issues that have consigned the world to such a precarious state and seek a viable way out by looking at the role of the media on an international, national and local level.

The media must act

Combating global warming and its potential dangers is no longer a choice but a prerequisite and thus requires various forms of action. Besides informing the public, the media **MUST** seek to address a fundamental change in attitude, behavior and lifestyle of all those involved, be it in the economic and political realms . The media needs to help in shaping the consciousness and awareness of individuals in their understanding of climate change issues. Many people, including the elite, do not understand the meaning of global warming, carbon

emissions, green house gases among other environmental jargon and this is where the media must play a critical role in educating the public.

According to Prof. Manfred Fischedick, Vice President, Wuppertal Institute for Climate, Environment and Energy, the media must play a crucial role by raising awareness and addressing 'what must and can be done.'

"The gap between what we know and what we do must be closed - this is by no means an interesting social experiment; it is an urgent need," notes the Professor.

Case example: Ethiopia

A recent report released by Oxfam International shows that small-scale farmers and pastoralists in Ethiopia are likely to bear the brunt of the negative impacts of climate change in the region, which will include increased poverty, water scarcity, and food insecurity. Farmers, who form the majority of the Ethiopian population, continue to cry foul over inconsistent weather. While Ethiopia has always suffered from great climatic variability, including droughts that have contributed to hunger and even famine in the past, the report details how climate change is set to make the lives of the poorest even harder.

During the recent Earth Day celebrations, journalists came face to face with disgruntled farmers who decried the negligence of the international community in mitigating the effects of climate change. Many Ethiopian publications and notably weblogs have highlighted grim stories of disillusioned farmers whose lives are at stake, as a result of global warming. Farmers and pastoralists around the country have shared with journalists the toll that climate change is having on their communities, from ruined crops to dying cattle.

In an interview with Africa News, Hailu Tedesse, a farmer from the Oroma region said that he is torn between a rock and a hard place. "I have been forced to sell livestock in order to educate my children or worse still, remove children from school." This, he said is not the solution but a survival mechanism to cope with the increasing effects of climate change. He can no longer keep livestock because there is no grass to feed them.

The Oxfam report also quotes another farmer, Sefya Funge saying, "The rain doesn't come on time anymore. After we plant, the rain stops just as our crops start to grow. And it begins to rain after the crops have already been ruined. Because of a lack of feed and water, most of my cattle have died. The few that survived had to be sold so that we could buy food to live on. As I no longer have the means to support my family, only three of my eight kids are still with me. Losing our assets was bad, but the fact that our family is separated is devastating."

These two cases represent the many more that continue to be highlighted by the media. Ethiopian journalists believe that rich countries have the answer to the climate change problem.

And according to Oxfam, developed countries have the responsibility to not only reduce emissions that cause climate change, but also help Ethiopia adapt to climate change impacts that will still affect the poorest, no matter how fast we reduce emissions.

Climate change is impacting the poorest first, despite the fact that they didn't contribute to the crisis. As global climate change negotiations continue, world leaders must not forget the fact that poor people are dealing with the negative impacts of a changing climate every day.



Participant at the Deutsche Welle Global Media Forum 2010. © DWK. Banetzi

Chroniclers and interpreters for the ACP

Climate change and the media

With rising sea levels, drought and flooding throughout African, Caribbean and Pacific (ACP) countries, it may seem surprising that the number of people unconcerned about climate change has risen in the last two years from 4 to 9 per cent globally*. The media's role in raising awareness of this global phenomenon, particularly in developing countries, is therefore more crucial now more than ever. This was the view of speakers at the Deutsche Welle Global Media Forum 'The Heat is On – Climate Change and the Media', June 21-23 in Bonn, Germany.

Okechukwu Umelo

Supported in part by the European Regional Development Fund, the forum gathered 1,500 participants from 95 countries representing the media, civil society, private sector and research and government institutions. The results of a global study conducted by market research company *Synovate* and international German media company *Deutsche Welle* were presented, highlighting that the media is expected not only to inform the public about climate change in a manner that is easy to understand, but to also educate about its consequences.

Television, newspapers and websites were revealed as good sources of climate change information in the ACP, while web 2.0** was deemed as crucial for educating the younger generation in developing countries through social media sites and blogs like Kenyan-based 'Ushahidi.com', which interactively compiles online or SMS information from 'citizen journalists'.

Mobilising action in the developing world

"Journalists need to tackle difficult issues with well-researched stories and show every individual that they can do something to help", said *Deutsche Welle* Director General Erik Bettermann. "The media must create a forum for the exchange of ideas and opinions – and shouldn't automatically buy in to those who offer

sensational reports from questionable disasters or those who prematurely state that all is clear", he continued.

Pointing out the media's role as "chroniclers and interpreters" mobilising action, providing hope and offering different perspectives for developing countries, Betterman noted that the media can highlight the benefits of moving towards green technology and ecologically friendly consumption and production, while showcasing "creativity and innovation, new models of working and new fields of work – as well as a new quality of life".

Betterman underlined an increased need for awareness raising in the developing world, where climate change is more greatly experienced than in Europe. He was also critical of the negative perception by media in the industrialised world that developing countries are not making use of climate change measures, in light of economic disadvantages, adding that the substantial efforts made by people in developing countries to combat climate change often go unnoticed by the media. "It appears to me that these countries are ready to pass us," said Bettermann. "They aren't wasting time lamenting the risks of climate-friendly production and lifestyles, but rather realising the opportunities that exist."

* Synovate and Deutsche Welle Global Study on Climate Change 2010 (18 countries).

** Web applications that facilitate interactive information sharing, interoperability, user-centered design and collaboration online.



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Nuus

Vroue op platteland 'belangriker as ooit'

Vroue-organisasies in die landbou was nog nooit so toepaslik soos nou nie, sê mnr. Johannes Möller, voorsitter van Agri SA.

- Groenskrif by Kabinet
- Agra-omskakeling verdrag
- Overberg-melkboere se krisis bekyk
- Namibië vry ook na SA boere
- Boerdery 'n 'balanseertoertjie'
- Wyn: Werkswinkel verbreed kennis
- Onwettige invoer kos SA miljoene

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Hoop vir debat oor klimaat in Cancun

Deur ALANI JANEKE

Ná **klimaatonderhandelinge in Kopenhagen** verlede jaar nie soos verwag verloop het nie, meen kenners alle hoop om bindende ooreenkomste te bereik is nog nie verlore nie.

Mnr. Halldor Thorgeirsson, verteenwoordiger van die Verenigde Nasies (VN) se Konvensie vir Klimaatverandering en die direkteur van die vroeëre sogenaamde Bali Road Map, sê die besluitnemingsproses is nog nie totaal gebreek nie en **konsensus** tussen partye is steeds moontlik.

Thorgeirsson was 'n lid van die paneel wat die tema, "Is 'n fokusgroep vir **klimaatverandering** nodig?" by die Global Media Forum wat die Deutsche Welle in Bonn in Duitsland aangebied het, bespreek het.

Tekort aan optimisme

Thorgeirsson sê baie onderhandelinge moet nog plaasvind voordat 'n mate van 'n ooreenkoms by die VN se kongres vir **klimaatverandering**, wat vanjaar in Cancun in



Dr. Everton Vieira Vargas. Foto: ALANI JANEKE

Daaglikse nuusbrieff

E-pos: *

- Sluit aan
- Kanselleer

Stuur

Weeklikse nuusbrieff

E-pos: *

- Sluit aan
- Kanselleer

Stuur

Teken In

Naam: *

Lekkerlees

- Reën ver wag oor suidelike dele
- Stel jou stoetery bekend
- Senwes en Treacle: Die argumente

My Weer

Voorspelling **Vandag** My ligging

Kaapstad

Dinsdag



Gedeeltelik bewolk
Hoog: 17 C
Laag: 6 C

Woensdag



Gedeeltelik bewolk
Hoog: 22 C
Laag: 7 C

Donderdag



Kans op reën
Hoog: 16 C
Laag: 7 C

Sonsopkoms: 7:14

Mexiko plaasvind, bereik kan word. "Dis nog te vroeg om te sê wat gaan gebeur. Die nodige optimisme wat nodig is, bestaan tans nie, maar daar is steeds ruimte vir onderhandelinge."

Volgens Thorgeirsson is dit baie belangrik dat die beloftes wat tydens verlede jaar se kongres ter tafel gelê is, as beleide geformuleer moet word "want ons kan vir nog 10 jaar net debatteer, maar dit gaan niks help nie".

Ontwikkelde lande moet leiding neem

Dr. Everton Vieira Vargas, die Brasiliaanse ambassadeur in Duitsland, het op sy beurt gesê dat die leiers en besluitnemers in ontwikkelde lande leiding moet neem in dié proses. Hulle moet **ontwikkelende lande** – wat 'n kleiner aandeel in klimaatverandering het en nie die nodige finansiële ondersteuning kry nie – in ag neem.

Vieira Vargas sê hulle is trots op die vordering wat hulle tot dusver rakende beperkings op kweekhuis-gasvrystellings gemaak het.

" 'n Mens moet in ag neem dat in 'n wêreld wat nie perfek is nie, elkeen van die 192 lidlande hulle eie behoeftes en uitdagings het, en dat besluite met 'n redelike mate van regverdigheid geneem moet word," sê hy.

Beide Vieira Vargas en Thorgeirsson het saamgestem dat die lidlande moet beseef nie net een lidland of een afdeling van lidlande het al die antwoorde vir die verskynsel nie, en dat **wedersydse samewerking** baie belangrik is om die wêreld teen erge klimaatsverandering te beskerm.

25 Junie 2010

Gemiddeld:



Jou gradering:



174 keer gelees



Wagwoord: *

Teken in

Registreer as gebruiker

Wagwoord vergeet?

landbou.mobi

Geborgde skakels



Skaap ensoötiese aborsie



Helikopter-dienste



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GPS-nekbande



Alternatiewe energie

Tveice ir klāt!

21. jūnijs (2010) | Rūta Bierande, LV.LV

NOTIKUMI

Runājot par klimata izmaiņām pasaulē, prevalē divi galvenie viedokļi. Pirmais – cilvēks ar savu neglīto rīcību ir novedis zemeslodi līdz tam, ka sākas globālā sasilšana. Otrs – zemeslode kā dzīvs organisms „elpo”, šādi radot sasilšanas un atdzišanas periodus. Abi šie viedokļi lieliski sadzīvo, jo – ko gan citu darīt, ja lielos zemeslodes procesus nav cilvēka spēkos krasi izmainīt.

Vērtējums ★★★★★ [4]

-A +A

Atslēgvārdi: ārvalstis, drošība, ekonomika, enerģētika, sabiedrība, vide

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Iespējams, ka patiesība ir abu viedokļu miksējums. Un "neapzinīgais cilvēks" tiešām var mēģināt darīt visu iespējamo, lai mazinātu siltumnīcas efektu un vismaz nepaātrinātu zemeslodes sasilšanas ciklu.

Kā veicas ar gribēšanu darīt šo labo un mūsu planētai kopīgo starptautisko un akūti nepieciešamo lietu, mēs gan labi zinām. Kioto protokolu joprojām nav parakstījusi daža ļoti ietekmīga pasaules valsts, kas savu rūpniecību joprojām stingri dzen ar fosilo enerģiju. Bet daža "labā", ietekmīgā valsts, lai ierāmētos pašas parakstītā protokola uzzīmētajos rāmjos un pildītu savas starptautiskās apņemšanās, bet tajā pašā laikā nezaudētu ekonomikas rādītājus, uzstāda jaunas un nūdien labas tehnoloģijas, bet vecās - prom uz trešās pasaules valstīm, kur tās darbojas uz nebēdu. Protams, ir arī "apzinīgie elementi" jeb valstis, kas ar tīru sirdsapziņu pilda savas apņemšanās,

Saistītās publikācijas

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- ▶ ES ziņojumos vides akcenti
- ▶ Eiropas politīķi taustās pēc izejas no krīzes strupceļa
- ▶ Zaļās enerģētikas attīstības virzienu meklējumos
- ▶ Kopenhāgenas vilšanās
- ▶ Eiropas lauska spēriens globālo nesaskaņu priekšstatiem
- ▶ Daba izaicina Kioto protokola revidentus

[VAIRĀK ▶](#)

ko uzliek Kioto protokola parakstīšana. Bet kopumā varam skumji teikt: jā, cilvēks ir viena neapzinīga un sevi iznīcinoša būtne. Citas tādas uz šīs planētas nav.

Arī 2009. gada decembrī klimata pārmaiņām veltītajā starptautiskajā konferencē parakstīto Kopenhāģenas vienošanos, kas gan paredz noturēt globālo sasilšanu XXI gadsimtā divu grādu robežās, daudzi zinātnieki vērtē kā nepietiekamu ierobežojumu ziņā.

Mediji, kam nenoliedzami ir liela vara pār sabiedrības prātu, protams, seko un ziņo arī par klimata pārmaiņām. Šodien, 21. jūnijā, Bonnā, Vācijā, sākas starptautiskā mediju koncerna "Deutsche Welle" šā gada pasaules mediju forums "The Heat is On - Climate Change and the Media" ("Tveice ir klāt - klimata pārmaiņas un mediji", www.dw-qmf.de).

"Vai pasaule spēs vienoties? - galvenais un līdz šim neatrisinātais jautājums. "

Šādas klimata pārmaiņu konferences, uz kurām sabrauc un pie apaļā galda diskutē žurnālisti, augsta līmeņa eksperti, politiķi, mākslinieki, uzņēmēji un zinātnieki no visas pasaules, koncerns rīko kopš 2008. gada. Labi apzinoties, ka par klimata pārmaiņu jautājumiem ir intensīvi jāraksta un jārunā, lai sabiedrību ne vien informētu, bet galvenokārt - izglītotu.

Šā gada konferences laikā notiks trīs plenārsēdes: "Pielāgošanās un nabadzības samazināšana: spēku apvienošana vai cīņa pret realitāti?", "Attīstības veicināšana, saudzējot planētu - vai Ziemeļi un Dienvidi nostāsies uz kopīga ceļa klimata saudzēšanai?" un "Kas būs mūsu nākotnes degviela? Fundamentāla diskusija starp konkurējošiem enerģijas avotiem".

Kopskaitā 1300 foruma dalībniekiem darbs norisināsies arī 50 darba grupās, aptverot visdažādākos ekonomiskos un politiskos klimatu ietekmējošos aspektus un meklējot ceļus, kā veicināt labklājību pasaulē un stimulēt ekonomiku,

Rohepesu – võimas, kuid võidetav

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Iga ostetud säästupirniga kogud lennukilomeetreid meie partnerfirmas – niisugune reklaam seisib hiljaks aegu ühe Ühendkuningriigi poeketi ostukeskustes.

Ehk küll vähem küünilisemal kujul, aga samalaadseid reklaamlauseid on kardetavasti kohanud iga Rohelise Värava lugeja. Need laused on osa rohepesust – nähtusest, mis kõigile ausaile keskkonnateadlikele ärimeestele maailmas suurt peavalu valmistab.

Rohepesu all mõistetakse kõiki nähtusi, mille puhul ärimees üritab oma kaupa müüa keskkonnahoidlikkuse argumentidega, mis sisuliselt vett ei pea.

Halvemal juhul on tema pakutav roheline kaup või teenus tavalisest hullemgi – nagu eeltoodud näites, kus lennureisile minnek mitte ainult ei nulli säästupirnide kasutamist saadud keskkonnakasu, vaid tekitab hoopis suuremat kahju, kui tavapirnid pruukimine seda iial teha võiks.

Suudame seda läbi näha

«Ärimehe» asemel võib eelnevas lugeda ka «poliitiku» ja «kauba» asemel «ideed», mõte jääb ikka samaks. Seepärast võib pisut pida rohepesuks sedagi, kui eksperdid ja muud targad üle maailma lennukitega kokku sõidavad, et konditsioneeritud õhuga konverentsaalides keskkonna kurva saatuse üle arutada.

Ometi ilma selliste kohtumisteta praegusel ajal veel ei saa ning üks selline toimus jaanipäeva paiku Bonnis. Saksamaa avalik-õigusliku meediakompanii Deutsche Welle korraldataval iga-aastasel kliimakonverentsil oli ühe keskse kõneainena arutluse all ka rohepesu.

Euroopa Taastuvenergia Assotsiatsiooni EUROSOLAR president Hermann Scheer arvas kohtumisel, et rohepesu kõige hullem tagajärg on inimestes loo-



Orangutanile ei tähenda kosmeetika, olgu see siis loodus-säästlik või mitte, suurt midagi. *Internet*

«Kõige paremini aitab rohepesu vastu kohalike kaupade ja teenuste eelistamine!»

tusetuse ja meeleheite tekitamine. Scheer on kindel, et enamik tarbijaist pole nii lollid, et rohepesu mitte läbi näha. Küll aga võib neis tekkida tunne, et keskkonnasäästlik tootmine, turundus ja tarbimine polegi päriselt võimalik, et rohepestud Potjomkini külade ehitamine jääbki maksimaalseks saavutuseks. Järgneb käegalöömine ning ta-

vapärasel viisil edasi tarbimine.

Eestimaise eelistamisega rohepesu vastu

Scheeri meelest aitab rohepesu vastu kõige paremini kohalike kaupade ja teenuste eelistamine välismaistele või üleilmsete kontsernide pakutule. Scheer ütleb kohe ära, et see ei saa olla absoluutne lahendus – loomulikult on nii kaup, teenuseid kui ka terveid valdkondi, kus me ilma välisriikide või isegi hajamaiste ettevõtete hakkama ei saa või kus on nende eelistamine tegelikult keskkonnasäästlikum.

Kohaliku eelistamine seal, kus see vähegi mõistlik on, aitab aga rohepesu vastu seepärast, et kohalike ettevõtete tegevust on alati kergem läbi näha, see paistab

tarbijale paremini kätte. Pidevalt kõigi võimalike tarbijate silme all tegutsev firma ei või loota, et tal kundesid hõlmava ära petta õnnestub. Nõnda püüab ta kas tegetseada päriselt keskkonnahoidlikult või siis ei hakka end rohelise sildi võtmisega vaevamagi. Tarbijale on mõlemad rohepesust kindlamad ja ausamad variandid.

Tähelepanu hajutamiseks

Cambridge'i ülikooli säästva juhtimise programmi asedirektori Craig Benneti meelest ei ole rohepesu läbinägemine alati siiski nii lihtne. «Näiteks on paljud hajamaised suurfirmad, eriti kütusefirmad, asutanud endale kõigi keskkonnasäästlikkuse reeglite järgi tegutsevad harusid,» selgitab Bennet. «Enamasti tegelevadki need harud kas loodussäästlike kütuste väljatöötamisega või mõne muu keskkonnahoiule suunatud tegevusega. Eesmärk on siinkohal juhtida keskkonnasõprade tähelepanu kõrvale firma ülejäänud, keskkonnavaenulike tegevuselt.»

Greenpeace Internationali kommunikatsioonidirektor Inge Wallage näeb aga rohtu sellistegi nõksude vastu. «Oleme Greenpeace'is avastanud, et rohepesu vastu aitab kõige paremini vastupesu,» tutvustab Wallage maailma tuntuima keskkonnaorganisatsiooni strateegiat. «See aitab ka eraldada küünilised rohepesijad neist firmadest, kes siiralt tahaksid loodust hoida, kuid on teadmatusest või mingil muul põhjusel valesti käitunud.»

Näiteks toob Wallage kosmeetikafirma Dove, kes kasutas oma loodussäästlikena reklaamitud tooteis Indoneesia palmiõli. Greenpeace reageeris sellele reklaamikampaaniaga interneti videokeskkonnas Youtube, riputas sinna reklaamiloike, mis näitasid, kuidas Dove'i tegevus hävitab orangutanide elupaiku ning rikub Indoneesia laste tuleviku-väljavaateid. Veidi aja pärast Dove vabandas keskkonnakaitsjate ees ning lõpetas Indoneesia palmiõli pruukimise.

Brutuse blogi: Vaga vesi, sügav põhi

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Kass ei saa aru, milleks juua pudelivett, kui kraanist (ja vahel ka taevast) tuleb kuulinal.

Ma armastan neid juuli- ja augustihommikuid, eriti seda hetke, kui kaste on juba läinud ja kõnniteepaadid hakkavad esimeste päikesekiirte käes vaikselt soojenema. Istuda sellisel plaadil päikeselaigus ja vaadata, kuidas inimeste maailm tasapisi ärkab... Täiuslik.

Postimees lippab ajalehekotiga, kõrvaltänava pika blondi tukaga tüdruk lippab Ipodiga, esimesed koerad tiritakse rihma otsas uudiseid nuusutama – neist hetkedest ei väsi kunagi. Lihtne, ilus ja hingekosutav. Inimesed paraku lihtsat ja ilusat ei märka ning kosutavad hinge asjadega, mis ei kannata lähemalt uurimist. Nagu näiteks pudelivesi ja muud ve-



delikupudelid.

Ma mõtlesin varem, et need plastpudelid on umbes nagu aiapäkipud, mida kummalise ilumeeliga rahvas põõsa alla kaunistuseks paneb. Aga tuleb välja, et esmane eesmärk on siiski sama, mis kõigil pudelisse pandud kraamil: tegu on vabatahtlike vedelate piinadega. Valik on suur ning igaüks leiab sealt oma: Jaanusel on

«Võin ütelda, et pudelivee ja kahenädalase loigu maitse on suht sarnane.»

selleks poolik viskipudel köögikapis, kust ta endale aeg-ajalt klaasikese kallab, kui elu pole veel piisavalt kole. On juhtunud, et paar tundi hiljem kallistab poiss kempuspotti.

Jaanuse pruudil on aga parfüümpudel, millest lastud sorts tapab haistmise ning lülitab terveks päevaks ära kogu võluva lõhnademaailma.

Jaanuse tädil on aga veepudel,

joomiseks. «Itaalia vesi, kõrgmäestikust». Kord kallas ta mulle seda sortsukese tassi.

Vaadake sellest ma sootumaks aru ei saa, miks ta seda timmib.

Vahetult peale vihma on õues värskelt sadanud vett – hea joodav kraam. Aga korra juhtus nii, et asjaolude kokkusattumise tulemusel pidin veetma kaks nädalat ilma Jaanuse ja ilma värskes veeta. Paraku oli ka üsna kuiv periood – maja taga leidus paar loiku. Võin ütelda, et pudelivee ja kahenädalase loigu maitse on suht sarnane. Soe ja seisnud.

No kujutage ise ette: Itaalia on ju kaugel lõunas sooja päikese all. Kenad soojad veokid kulutavad ligi nädala, enne kui vesi sealt meie poodidesse jõuab. Kui järele mõelda, on paarinädalase porilombi vesi sellega võrreldes täitsa OK.

Jaanus on õnnelik mõistlik inimene, nii et meie joomes enamasti kraanivett. Ja piima joomes me ka, nurr!

UUDISED

10 kilomeetrit uusi rattateid

Eesti Päevaleht (6.07.2010): Tallinn rajab tänava kergliiklusteid 29,4 miljoni krooni eest. Viiest tööloigust neli peaksid valmima juba sel suvel. Rattateede kogupikkus pealinnas on pisut üle 167 kilomeetri.

Marika Altoja: Tosin aastat tagasi, lapse- ja reisisin palju Soomes ja Rootsis. Just sealsed jalgrattateed, mis liuglesid nii linnade, põldude kui ka külade ja saarte vahel, meenutasid mulle, Eestist tulnud tüdrukule, üht tõelist paradüüsi.

Meil puudus sel ajal jalgrattakultuur – ei olnud ratturitele mõeldud teid, parklaid, jalakäijate ülekäike, tunnelid ja sildu. Olgugi, et on möödunud tosin aastat, ei anna meie jalgrattakultuuri ikka veel võrrelda põhjanaabrite omaga. Kuid seegi hea, et liigume vähemalt väikeste sammudega eesmärgi poole.

Eesti kaerahelveste otsingul

Tarbija 24 (8.07.2010): Poes kuivainete leti ees kaerahelveste uurides selgus, et need polegi Eesti tooted.

Marika Altoja: Oleme üritanud tarbijat teadlikumaks muuta, et ta paneks tähele, mis kaup ostukorvi läheb. Kuidas saame edasi teha kampaaniat «Eelista eestimaist», kui lihtne pudrumaterjalgi on sisse toodud?

Segadus lihaletis

Ekspress.ee (15.07.2010): Eesti ei hakka eraldi märgistama toiduaineid, mille saamiseks on loomi söödud geneetiliselt muundatud organismidega (GMO).

Marika Altoja: Ausalt öeldes mina tahaks küll väga teada, kuidas on saadud sink, mille ma külmkappi panen. Ostjal peab ikkagi jääma õigus ise valida, millist liha ta soovib endale soetada, seepärast oleks GMO märgistus igati vajalik!

Kookospähkel – hea pakend

Bioneer (23.07.2010): Kookospähkli koor on parim looduse disainitud pakend kiiresti riknevale toidukaubale. Veekindel ning äärmiselt tugev kookoskonteiner on vastupidav tugevatele löökidele, soolale ja kuumusele ning suudab hoida oma sisemuses oleva elektrolüüdirikka vee värskena ja viljalihaga kaitsuna. See pakend on pealegi täielikult biolagunev ning toodetud tasuta päikeseenergia, vee ja pinnases leiduvate toitainete abil.

Marika Altoja: Hea näide, kuidas pakendiprobleeme lahendada. Kindlasti saaks ka pähklikoortest midagi meisterdada ja sugugi mitte vaid küünlaaluseid, vaid ikka praktilisi esemeid. Selleks oleks vaja lihtsalt loovat mõttelendu ja head pealehakkamist!

Merd puhastab mollusk

Postimees (30.07.2010): Torbjörn Engman rajas Ahvenamaale molluskikasvatuse, soovides nende limustega puhastada Läänemerd. Üks merekarp võib tunni jooksul filtreerida kolm liitrit maailma ühe saastatuma veekogu – Läänemere vett.

Marika Altoja: Kui palju merekarpe oleks vaja, et Läänemeri puhtastuks? Soome keskkonnaamet ei usu, et ettevõtte võiks Läänemere päasta, siiski on idee uurimist väärt.



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Global Concern About Climate Change: The Media Must Inform And Educate

People all over the world continue to see climate change as a threat. The majority expect the media to not only inform the public about climate change, but also educate them about its consequences. At the same time, the number of people who aren't concerned at all has risen in the last two years as well: from 4 percent in 2008 to 9 percent now.

Those are just some of the results of a global study from the market research company Synovate in cooperation with Deutsche Welle. Synovate surveyed more than 13,000 people from 18 different countries about the potential threats, the effects and the possibilities that exist to counteract climate change. The complete results were presented at this year's Deutsche Welle Global Media Forum. This year's conference, entitled "The Heat is On - Climate Change and the Media", is taking place from June 21-23 in Bonn.

The "Synovate and Deutsche Welle Global Study on Climate Change 2010" is the third survey that Synovate has completed on this subject. Researchers relied on respondents from around the world - including Germany, France, Brazil, USA, China and South Africa. In Germany, the UK and Turkey, more than 60 percent of respondents are concerned about climate change. In the Netherlands (38 percent), Russia (42) and the USA (54) it is noticeably lower.

When asked about what they consider a "good or excellent source" of climate change information, 50 percent of respondents stated television, followed by websites (48 percent) and newspapers (44). Television was rated especially high in the United Arab Emirates (UAE, 87 percent), China (85) and Japan (78). For websites, China (81), the UK (71) and the UAE (64) were on top and for newspapers it was Japan and China (78), UAE (76) and Brazil (59). In Russia and South Africa, a noticeably lower number of respondents believe that these forms of media were a useful source of information. Thirty-two percent of the respondents surveyed think social media sites and blogs are a good source for climate change information. "We see the potential to grow with the proliferation of this media especially among the younger generation. It is important that the younger generation understands the impact of climate change issues, since they are the future owners of this planet," said Steve Garton, Executive Director of Media at Synovate when presenting the results in Bonn.

Erik Bettermann, Deutsche Welle Director General believes that the media has a large responsibility to bear. "The main focus for the media in the future should be objective reporting and breaking down complex topics. At the same time, it is important for journalists to present well-researched stories that foster individuals to take action. The media must create a forum for the exchange of ideas and opinions - and shouldn't automatically buy in to those who offer sensational reports from questionable disasters or those who prematurely state that all is clear."

The "Synovate Climate Change Study 2010" also shows that 88 percent of respondents believe that industry should be responsible for the fight against climate change. More than 70 percent stated that they have done or are willing to do something to reduce climate change. Nearly half of all respondents are willing to buy more environmentally-friendly products.

Source: Research institute Synovate and Deutsche Welle worldwide study on climate change.

The Climate Generation Offers A Better Way Of Thinking

- Erik Bettermann, DW Director General

By Elias Ntungwe Ngalame in Bonn-Germany

At the opening ceremony of the Deutsche Welle Global Media Forum recently in Bonn, Germany, Deutsche Welle's Director General, Erik Bettermann, pointed out the media's role as "chroniclers and interpreters of the fight against climate change".

"I am convinced we need a climate change in the heads of journalists as well. Reporting needs to be about more than just the day's news. It needs to drive people to action, while showing deficits, solutions and different perspectives. And provide hope," Bettermann said, adding that what is needed are "media producers with imagination".

The theme of the three-day, international conference in Bonn was "The Heat is On - Climate Change and the Media". Representatives from science, politics, business and the media discussed what the media can do to create awareness for one of the major challenges of our time.

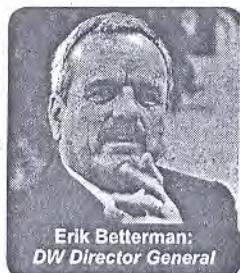
"Journalists need to tackle difficult issues with well-researched sto-

ries and show every individual that they can do something to help," said Bettermann. He went on to say that the Internet, blogs and Twitter are the new platforms for the exchange of ideas and opinions - and more and more people are getting involved in the conversation. "The 'climate generation' is growing," said Bettermann. "They think differently, go in new directions and are committed to implementing global projects on location." He said the media must jump in and contribute as well.

"They can create awareness for the unforeseeable consequences of climate change - for human beings and the environment. But they can also highlight the potential of moving towards green technology and ecologically friendly consumption and production. They can showcase creativity and innovation, new models of working and new fields of work - as well as a new quality of life."

Bettermann said that in industrialized countries, the media - and thereby the general public - often

don't perceive developing countries as those making use of climate protection measures. "But these countries also need to catch up in terms



Erik Bettermann
DW Director General

of economic growth and prosperity - something that we often take for granted." He said that in many areas there is already a change occurring with regards to the environment and climate protection. "People there are experiencing climate change more directly than we do here in Europe," said Bettermann. He went on to say that is the reason why they

are doing so much to protect their future - often unnoticed by the local media. "It appears to me that these countries are ready to pass us," said Bettermann. "They aren't wasting time lamenting the risks of climate-friendly production and lifestyles, but rather realizing the opportunities that exist. Nevertheless, there has to be an increased public awareness in these countries and the people need more know-how and skills." And that is just another task for the media.

Approximately 1,500 people from 95 countries will be participating in this the third Deutsche Welle Global Media Forum.

Co-host of the Deutsche Welle Global Media Forum is the Foundation for International Dialogue of the Sparkasse in Bonn. The convention is also supported by Germany's Federal Foreign Office, the Family, Women and Integration Ministry of the German state of North Rhine-Westphalia, European Funds for Regional Development, the city of Bonn, DHL, the KSB Group and Faber-Castell.

People Need Green Solutions, Not Green-Washing Methods

- Hermann Scheer, EUROSOLAR President

During his speech at the Deutsche Welle Global Media Forum, Werner Hoyer, Minister of State from the German Federal Foreign Office thanked the UNFCCC Executive Secretary Yvo de Boer for the "footprint" he has left during his four years in office. "We have to look beyond our borders," Hoyer said, noting that environmental politics today is about foreign policy and international security. This year's conference, entitled "The Heat is On - Climate Change and the Media", is taking place from June 21-23 in Bonn. Hoyer said that the Environment Ministers Meeting at the Petersberg in Bonn at the beginning of May lead to concrete measures in several countries. He stated that "a stable climate is essential for the economy." The Minister of State also called to journalists to report more about the risks and opportunities associated with climate change and said that in this regard independent media sources are essential. For this purpose, he said, intensive training for journalists will be offered more and more important - like that which is offered by DW-AKADEMIE to Deutsche Welle partners in many countries. "Cancun has the potential to complete what was started in

Copenhagen," said Yvo de Boer in his keynote about the upcoming Climate Conference in Mexico. To the media, he said "please keep fighting".

Hermann Scheer, President of EUROSOLAR, followed this up in his keynote by saying "people don't want green-washing methods, they want green solutions." He said that there were too many stories about the problems associated with climate change and not enough about possible solutions - and the media needs to combat the "no-future" attitude. Scheer said the focus should be more on successful, local measures. Germany has to be a leader in the future as well, because German initiatives have become the model for 40 or 50 other countries.

Bertrand Piccard, the Swiss adventurer, presented his Solar Impulse project. Piccard plans to circle the world in a solar-powered airplane. He said that the "pioneer experience" is missing in the climate debate. "We have to speak about solutions and profits instead of problems and costs." Piccard noted that today's technology makes it possible save 50 percent of the fossil fuels that we waste daily.

He also said that the media should not only inform - but also encourage and take part in an attitudinal shift.

The 12-year-old climate ambassador Felix Finkbeiner, who initiated the project "Plant for the Planet", called for children and young adults to get involved in the climate debate. "It's not just about saving the polar bears - it's about saving our future," said Finkbeiner. He also announced that he has plans to present a three-point plan to Chancellor Angela Merkel: "First: Carbon into museums. Second: Climate justice. Third: Plant trees."

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25.06.2010

Posadźmy milion drzew

EKOLOGIA. Prawie tysiąc dziennikarzy i ekspertów wzięło udział w zakończonym w Bonn Deutsche Welle Media Forum. Tematem tegorocznej konferencji była walka z globalnym ociepleniem.

To już trzecia konferencja, organizowana przez Deutsche Welle, największą niemiecką rozgłośnię radiowo-telewizyjną. Poprzednio tematem dyskusji było zapobieganie konfliktom i wojnom na świecie.

Tym razem tematem przewodnim stało się ocieplenie globalne. I choć nie ma miesiąca, żeby w jakimś kraju nie odbywała się konferencja poświęcona tej tematyce, forum w Bonn było wyjątkowe. Choćby ze względu na imponującą liczbę uczestników, ponad tysiąc. I fakt, że byli to głównie dziennikarze. Choć nie tylko. Najciekawszym, a na pewno najmłodszym gościem, był 12-letni uczeń, Felix Finkbeiner, autor ekologicznej akcji, która trafiła na podatny grunt już w 72 krajach. Felix zaproponował, by w każdym kraju dzieci posadziły milion drzew.

Najciekawsze było jednak skonfrontowanie różnych punktów widzenia. Podczas, kiedy w większości mainstreamowych mediów europejskich panuje moda, o ile nie dyktat, proekologicznych poglądów, w niektórych krajach azjatyckich i afrykańskich jest zupełnie odwrotnie. Poglądy, które w Europie uchodzą za obskurantki, w Rosji są powszechnie akceptowane - np. negacja wpływu czynnika ludzkiego na globalne ocieplenie.

To, co zasługuje na pochwałę, to prozaiczne szczegóły. Często szczyty klimatyczne, których głównym przesłaniem jest walka o ochronę środowiska, same przyczyniają się do jeszcze większej jego dewastacji. Tu organizatorzy starali się uniknąć takiej pułapki za pomocą drobnych gestów, chociażby tego, że uczestników zachęcano do korzystania z komunikacji miejskiej i rowerów, a nie taksówek. To niby drobiazgi, ale takie drobne gesty są ważniejsze i bardziej ekologiczne niż odgórne decyzje krajów, za którymi stoi potężne lobby. Jedną z takich decyzji było jednoczesne wycofanie ze sprzedaży w całej UE termometrów z rtęcią i nakaz korzystania z żarówek halogenowych, do których produkcji zużywa się kilkukrotnie więcej rtęci niż jest w termometrach.

Dominika Ćosić, Bonn

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Journalists and Scientists to discuss climate change at Global Media Forum

Accra, June 20, GNA - Journalists and Scientist will discuss at the 2010 Global Media Forum, "Covering Climate Change in West Africa" and find ways of collaborating to educate the people to appreciate the need to stem the looming danger.

The impact of global climate change on West Africa is already noticeable and although projections differ in detail, they agree in their general assessment of increasing weather extremes -longer droughts, shorter but heavier rainfall periods- and delay of the onset of the rains. The Panellists would among other things find out whether West African media outlets report on climate change and its regional impact and if they do, whether the reports make use of Africa-based located science. They would also examine how West African Scientists see their work being covered by their own local media and whether or not they think their opinions and contributions are appreciated.

The Panelists would include Boakye-Dankwa Boadi, Supervising Chief Editor of Ghana News Agency; Grace Davies, News Media Editor and Ms Anna Godfrey, Senior Research Operations Manager, both of the BBC World Service Trust, and Edward Klame Aklade, Mobile Reporter, Voices of Africa. The Scientists would be made up of Wilson Agyei Agyare, Senior Lecturer, Kwame Nkrumah University of Science Technology, Kumasi; Benjamin Kofi Nyarko, Lecturer, Department of Geography and Regional Planning, University of Cape Coast and Ben Ampomah, Executive Secretary of Water Resources Commission.

The Deutsche Welle Global Media Forum 2010 to be held in Bonn Germany from June 21 - 23 under the theme "Climate Change; The Heat Is On", will address and assess the pivotal issues that have consigned the world to such a precarious state and seek a viable way out by looking at the role of the media at the international, national and local levels. The Conference will bring together media users and producers; scientists; peace keeping and conflict prevention specialists; energy industry experts; policy makers as well as representatives from international, grassroots and non-governmental organizations. They would discuss how to harmonize individual and collective action in order to steer the world away from a foreboding future and instead toward genuine sustainability. 20 June

QuQu

Journalists and Scientists to discuss climate change at Global Media Forum

Peace FM Online - 17 hours ago

The **Deutsche Welle** Global Media Forum 2010 to be held in Bonn Germany from June 21 - 23 under the theme "Climate Change; The Heat Is On", will address and ...

Environmental politics today is about foreign policy and international security

Bonn (Germany), June 21, GNA - Environmental politics today is about foreign policy and international security, Mr Werner Hoyer, Minister of State from the German Federal Foreign Office, said at the opening of the 2010 Global Media Forum under the theme: "The Heat is On - Climate Change and the Media" currently taking place in Bonn, Germany from June 21-23.

Hoyer said an Environment Ministers Meeting at the Petersberg in Bonn at the beginning of May 2010 led to the institution of concrete measures in many countries, and observed that "a stable climate is essential for the economy".

He called on journalists to report more about the risks and opportunities associated with climate change and said that in this regard independent media sources were essential.

For this purpose, he said, intensive training for journalists will become more and more important - like that which is offered by DW-AKADEMIE to Deutsche Welle partners in many countries.

Mr Yvo de Boer, Former Executive Secretary of the United Nations Framework Convention on Climate Change, in his keynote address said: "Cancun has the potential to complete what was started in Copenhagen," referring to the upcoming Climate Conference in Mexico and urged the media, to "please keep fighting".

Hermann Scheer, President of EUROSOLAR, a European Commission programme, which aims to reduce poverty by giving isolated rural communities with no access to electricity a renewable source of electrical energy, said: "people don't want green-washing methods, they want green solutions."

He said that there were too many stories about the problems associated with climate change and not enough about possible solutions - and the media needs to combat the "no-future" attitude.

Scheer said the focus should be more on successful, local measures. Germany has to be a leader in the future as well, because German initiatives have become the model for 40 or 50 other countries.

Bertrand Piccard, the Swiss adventurer, presented his Solar Impulse project. Piccard plans to circle the world in a solar-powered airplane. He said that the "pioneer experience" is missing in the climate debate.

Fortsetzung nächste Seite

"We have to speak about solutions and profits instead of problems and costs." Piccard noted that today's technology makes it possible to save 50 per cent of the fossil fuels that we waste daily. He also said that the media should not only inform - but also encourage and take part in an attitudinal shift.

The 12-year-old Climate Ambassador Felix Finkbeiner, who initiated the project "Plant for the Planet", called for children and young adults to get involved in the climate debate. "It's not just about saving the polar bears - it's about saving our future," said Finkbeiner.

He also announced that he had plans to present a three-point plan to Chancellor Angela Merkel: "First: Carbon into museums. Second: Climate justice. Third: Plant trees."

Approximately 1,500 people from 95 countries will be participating in the third Deutsche Welle Global Media Forum. Co-host of the Deutsche Welle Global Media Forum is the Foundation for International Dialogue of the Sparkasse in Bonn.

The convention is also supported by Germany's Federal Foreign Office, the Family, Women and Integration Ministry of the German state of North Rhine-Westphalia, European Funds for Regional Development, the city of Bonn, DHL, the KSB Group and Faber-Castell.

***From Boakye-Dankwa Boadi, GNA Special Correspondent,
Bonn, Germany***

Sobre o que a imprensa está falando

Enviado a Bonn (Alemanha)

ALEXANDRE ELMI

O fracasso de Copenhague não sai da cabeça da imprensa mundial. Desiludidos com os resultados alcançados na conferência climática promovida em dezembro, na Dinamarca, 1,5 mil profissionais de comunicação de 95 países reuniram-se em Bonn, na Alemanha,

entre os dias 21 e 23 de junho, e chegaram à conclusão desanimadora de que os jornais têm se atrapalhado na hora de informar sobre os desequilíbrios no clima planetário.

Erik Bettermann, diretor-geral da Deutsche Welle, cobrou a necessidade de transparência nas informações como a melhor arma para derrubar as paredes que as chamadas teses céticas ergueram diante do problema. Bettermann entende que é preciso recuperar a confiança do público e só há um caminho: apostar em informação de qualidade.

– Mais do que ser sensacionalistas, os repórteres devem ajudar a conduzir as pessoas a ações contra as mudanças climáticas – disse Bettermann.

Na ponderação que fizeram sobre o fracasso de Copenhague, os jornalistas reunidos em Bonn admitiram que as diferenças de prioridade entre os países têm sido o principal obstáculo para que

se chegue a um acordo sobre a redução das emissões de CO₂. Uma pergunta que ficou no ar foi como é possível chamar a atenção de um habitante do Rio de Janeiro sobre o aumento da temperatura do planeta se a sua inquietação diária está na criminalidade. O mesmo vale para um africano que se preocupa com o que vai comer no final do dia.

Outro ponto analisado foi a necessidade de conciliar aspectos morais e econômicos na elaboração das reportagens. O claro recado do alemão Markus Lehkuhl, especialista em jornalismo científico, alimentou um debate sobre objetividade e imparcialidade na profissão:

– O tema é urgente demais. Por isso, o jornalista deve se envolver, não se preocupar apenas com os efeitos econômicos.

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RUÍDOS NA COMUNICAÇÃO

O que dificulta o trabalho da imprensa na cobertura sobre as mudanças climáticas:

> O aumento no número de desastres é evidente, mas as catástrofes não ampliam o volume de informações sobre o **aquecimento global**.

> As diferenças entre os países **desnívelam** o grau de preocupação das populações com o desdobramento do aquecimento global.

> O professor da Boston University Adil Najam foi taxativo: os jornalistas **não sabem** o que está acontecendo com o clima global.

> A queda de braço entre os países desperta uma **guerra de versões** sobre o que está acontecendo.

> As chamadas teses céticas se somaram às tropelias do IPCC para lançar uma **sombra de dúvida** sobre o que está realmente acontecendo.

> Jornalistas tentam **traduzir problemas complexos** em palavras simples, o que nem sempre ajuda na relação normalmente conturbada com os cientistas.

> Mais do que informar, é necessário **mudar comportamentos** diante do problema ambiental.

> Falar sobre o futuro do planeta alimenta uma reflexão ética sobre o papel do jornalista, e nem sempre o profissional consegue lidar com os **novos limites** e necessidades da cobertura sobre as mudanças climáticas.



RICARDO DUARTE, BD, - 14/6/2005

Plástico verde agora na tampinha

Enviado Especial, São Paulo

LUIZ ANTÔNIO ARAÚJO

Centenas de tampas de plástico verdes exibidas em tubos transparentes no Centro de Convenções do Anhembi, em São Paulo, durante a 26ª Feira Internacional de Embalagens, Processos e Logística (Fispal), encerrada no dia 11 de junho, são o símbolo de uma preocupação disseminada na indústria petroquímica: o desenvolvimento de tecnologias limpas.

As peças, que serão acopladas a embalagens de leite, iogurte, cítricos e outras bebidas, não têm diferença aparente em relação às que existem no mercado. A peculiaridade se encontra no início da cadeia produtiva: o álcool utilizado em sua fabricação foi obtido a partir da cana-de-açúcar. A grande força propulsora do uso dessa matéria-prima na indústria de plásticos está no fato de que é 100% renovável. As tampas, apresentadas no Anhembi pela Tetra Pak, são apenas um dos tipos de

peças que serão fabricadas com eteno verde a ser produzido pela unidade da Braskem no Polo Petroquímico de Triunfo (RS). A planta, que começará a funcionar em agosto, tem a totalidade de sua produção vendida.

Segundo o engenheiro da Braskem Giancarlo Roxo, atualmente a obtenção de eteno a partir da cana é cerca de 30% mais cara do que a do similar a partir do petróleo. Ele acredita, porém, que essa barreira será superada em breve:

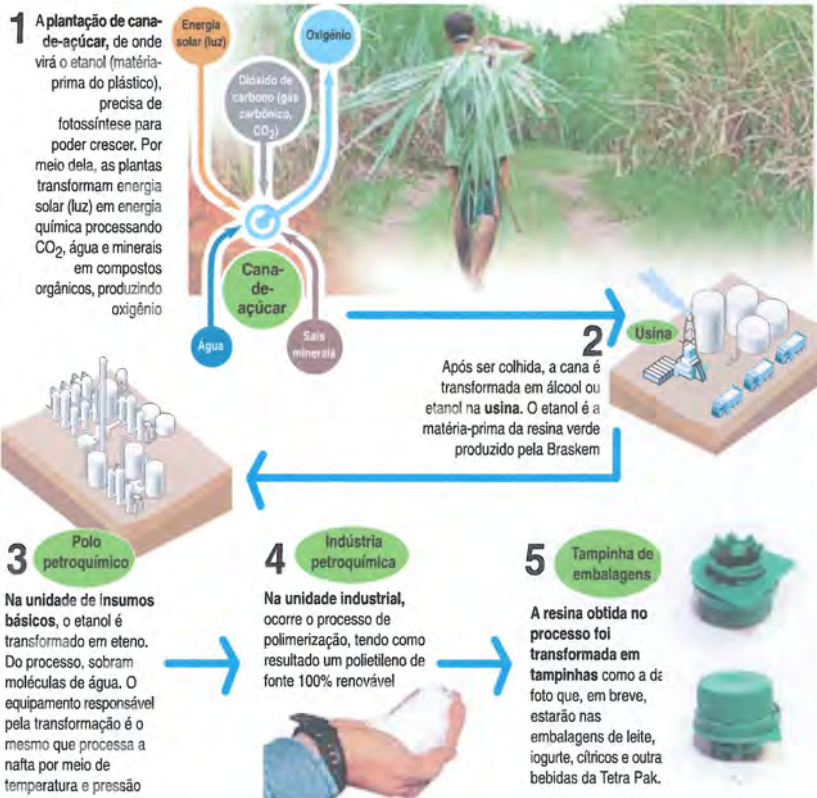
– Há uma demanda crescente por produtos verdes no mercado.

O vice-presidente da Tetra Pak, Eduardo Eisler, lembra que o acordo com a Braskem foi fechado em 2009.

– Forneceremos a tampa verde não apenas para o Brasil, mas também para nossas sedes europeias – revela.

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*Luiz Antônio Araújo viajou a convite da Tetra Pak





Radio Vaticana

la voce del Papa e della Chiesa in dialogo con il mondo



24 settembre 2010

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Deutsche Welle Global Media Forum 2010 sui cambiamenti climatici

“La sfida maggiore del nostro mondo è costituita senza dubbio dal cambiamento climatico. La frattura tra quel che sappiamo e quanto dobbiamo fare, dev’essere colmata e questo è un bisogno urgente. In questo contesto, i mezzi di comunicazione hanno un ruolo cruciale nello sviluppare una certa consapevolezza della situazione e soprattutto nel promuovere quanto può e dev’essere fatto”. Per questa ragione, il Deutsche Welle Global Media Forum 2010, ossia la stampa tedesca, ha portato in giro per tre giorni nella città di Bonn oltre 1300 tra giornalisti, scienziati, specialisti delle forze di pace in zone di conflitti e guerre, esperti dell’industria energetica, uomini politici e rappresentanti internazionali, esponenti di organizzazioni governative per discutere come organizzare azioni individuali o collettive intese a guidare il mondo lontano da un futuro catastrofico, e quindi verso una genuina sostenibilità. Tra le varie forme promosse per combattere il riscaldamento globale, verranno esaminati durante i tre giorni del convegno mondiale, il riadattamento a nuove condizioni atmosferiche, la mitigazione degli effetti del cambiamento climatico, la trasformazione di una società troppo dipendente da risorse del sottosuolo verso nuove fonti di energia, l’educazione della gente alle sfide che i cambiamenti climatici comportano. Tutto questo richiede un cambiamento radicale di atteggiamenti e stili di vita, sia a livello individuale, sia a livello politico e sociale; richiede anche conoscenza e consapevolezza di questi fatti, profondamente plasmati dai mezzi di comunicazione. **(Da Bonn, Enzo Farinella)**

Cultura e Società

22/06/2010 14.44.02

In Niger è allarme siccità: a rischio 380 mila bambini

21/06/2010 16.29.38

Presentato oggi in Vicariato il VII Simposio internazionale dei docenti universitari

21/06/2010 13.11.37

Slovacchia: per i vescovi il crocifisso "non ha valore di esclusione per nessuno"

21/06/2010 12.58.40

Vescovi ungheresi: il crocifisso è "simbolo di salvezza e libertà per tutti"

21/06/2010 12.32.26

I vescovi polacchi sul crocifisso: "La croce ci ricorda chi siamo"

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Divulgação

CHARLES ABUGRE
Enquanto empresas foram salvas, a África sofreu corte de recursos dos países ricos



Divulgação

YVO DE BOER A COP-16, em Cancún, pode completar o acordo climático que não foi fechado em Copenhague



Divulgação

FÉLIX FINKBEINER
Se agirmos para frear mudanças climáticas, no mínimo teremos um mundo melhor

Clima depende de cooperação

Seminário em Bonn, na Alemanha, discute responsabilidade de países ricos e emergentes para frear mudanças climáticas

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Enviada especial a Bonn, Alemanha

Se os líderes mundiais não reunirem esforços para acelerar progressos em seus países, ninguém cumprirá as oito Metas de Desenvolvimento do Milênio (MDMs) até 2015, prazo estabelecido pelos 191 estados membros das Nações Unidas em 2000. Durante o fórum “A Mídia e as Mudanças Climáticas”, realizado entre os dias 21 e 23 de junho, em Bonn, na Alemanha, o delegado africano da campanha, Charles Abugre, deu o alerta e classificou como irresponsável a atitude dos países desenvolvidos de priorizarem socorros a empresas durante a crise econômica, em detrimento dos financiamentos prometidos a nações em desenvolvimento. Segundo ele, é quase impossível cumprir as metas dentro do pouco tempo que resta, e esse fracasso evidencia as prioridades das negociações mundiais:

— Estamos atrasados. Salvaram empresas depois da crise econômica, mas a África, por exemplo, enfrentou muitas

dificuldades pela redução dos recursos enviados. Quando assinaram as MDMs, os países desenvolvidos prometeram destinar 0,56% de seus Produtos Internos Brutos (PIBs) às nações em desenvolvimento para ajudar no cumprimento das metas, como redução da pobreza e da fome e ampliação no acesso à educação, mas falharam nessa promessa. Já os países em desenvolvimento falharam na captação de recursos internos para o mesmo objetivo. Teremos imensos problemas, pois as mudanças climáticas só tendem a agravar o quadro. Não há como resolver os problemas ambientais, sem levar as questões sociais em conta, e vice-versa — disse Abugre, um dos principais participantes do fórum, que foi realizado pela estatal de comunicação alemã Deutsche Welle em parceria com a ONU.

Abugre deu ainda exemplos práticos de como as alterações no clima mundial já têm dificultado o cumprimento das metas. No caso de moradias frágeis, ele aponta algo que os brasileiros têm visto bastante: os desabamentos e inundações. Na área da

educação, a preocupação maior é com os refugiados do clima e em relação à fome o maior agravante pode ser o aumento da disputa pela produção de alimentos, apenas para citar alguns casos. Por outro lado, o delegado africano das MDMs apontou o Brasil como exemplo de redução da pobreza e ampliação no acesso à educação, embora ainda tenha grandes dificuldades de cumprir as metas até 2015.

A conferência realizada em Bonn teve como eixo das discussões a dificuldade de se orquestrar uma ação conjunta entre países desenvolvidos e em desenvolvimento para frear as alterações no clima e criar um mundo mais sustentável. Após a COP-15, realizada em dezembro passado e comumente mencionada como “o fracasso de Copenhague”, os líderes apostam na próxima Conferência das Partes, que será realizada em Cancún, no México, em novembro. Segundo o ex-secretário executivo das Nações Unidas Yvo de Boer, que se despediu do cargo no dia 1º de julho, é necessário que se inicie uma era de cooperação externa, o que ele espera que aconteça a

partir de Cancún:

— Cancún tem o potencial de completar o acordo que a COP-15 não fechou. E acredito que a resposta sobre um novo modelo de crescimento tem que vir dos países em desenvolvimento, cujos índices de expansão econômica são altos. Sabemos que os países ricos são responsáveis por 80% dos gases que estão presentes na atmosfera, e eles têm essa responsabilidade histórica, mas o comportamento dos emergentes será essencial, porque não podemos ter ritmos de crescimento desmedidos — disse De Boer durante o Fórum, acrescentando um conselho: — Mesmo que a COP-15 não tenha trazido todas as respostas, e a COP de Cancún também não traga, é importante direcionar políticas locais para o combate às mudanças climáticas.

Durante os três dias de evento, o Brasil foi citado mais de 30 vezes, por especialistas e delegados do clima de diferentes países. Nossos índices elevados de desmatamento e a preocupação mundial com a Amazônia foram exemplos. Um conferencista alemão que assistia a uma das palestras chegou a afirmar que talvez fosse melhor manter todos os brasileiros concentrados nas cidades grandes, longe da Amazônia, que, por ele, seria integralmente conservada de pé a partir de agora, deixando de lado inclusive projetos de desenvolvimento sustentável. Foi aplaudido. Além disso, houve críticas à exploração do petróleo na camada do pré-sal, que será iniciada pela Petrobras na Bacia de Santos. Mas a resposta veio de forma muito contundente, no momento da fala do embaixador brasileiro na Alemanha, Everton Vieira Vargas, um dos primeiros negociadores do clima no país:

— Em países como o Brasil, a Índia e a África do Sul, por exemplo, considerados chave, como podemos frear, se ainda temos altos índices de pobreza, analfabetismo e mortalidade por doenças? Se, pa-



Divulgação

DURANTE três dias, especialistas e delegados do clima se reuniram no Fórum “A mídia e as mudanças climáticas”

ra vocês, é uma infelicidade termos encontrado o pré-sal, para nós foi algo muito bom. Claro que agora temos que cobrar da Petrobras e do governo altos investimentos em desenvolvimento social e na transição para uma economia de baixo carbono e nunca negamos nossa responsabilidade. Mas não existe possibilidade de deixarmos o petróleo lá, e todos sabem disso. A própria Alemanha, por exemplo, vai exportar tecnologia para a exploração do pré-sal. Devemos fechar um acordo global, mas respeitando as necessidades locais. A pequena margem de negociação dos delegados é o que mais tem dificultado um acordo entre as nações — rebateu.

De fato, é mais fácil falar de freio no desenvolvimento para os países do

hemisfério norte, até porque muitos já estão mesmo apresentando taxas reduzidas de crescimento devido à crise econômica. Além disso, por lá o desenvolvimento já chegou faz tempo e a própria cidade de Bonn é exemplo disso. Todos os jornalistas e outros participantes vindos de países do hemisfério sul — como Chile, Colômbia, Tanzânia, Gana, Egito, África do Sul, entre outros — ficaram surpresos com a organização e a infraestrutura de transportes da cidade. Ônibus, bicicletas e trens estão por todos os lados e fazem o uso de carros quase desnecessário. Soma-se a isso a elevada qualidade de vida em uma cidade onde o acesso à educação chega a todos e não há pobreza extrema, ou sequer pobreza que

se possa registrar a olho nu.

No entanto, independentemente da responsabilidade de cada um, o planeta é um só, como lembrou o empresário especializado em sustentabilidade Ignacio Campino, que participou de uma mesa sobre a cobertura da mídia das mudanças climáticas e da responsabilidade social. Campino afirmou que é preciso definir a responsabilidade de cada um no âmbito global, mas disse que isso não pode se tornar um obstáculo no desenvolvimento de projetos, tanto por governos, como pelo setor privado:

— Nós não saímos da crise e as empresas que não pensarem na sua pegada ecológica e na social vão chegar ao fundo do poço. A COP-15 não deu os

parâmetros que as empresas esperavam, mas estão errados aqueles que suspenderam ou reduziram novos projetos por conta disso. O setor privado precisa liderar o processo de transição, disso não tenho dúvida. Não vamos abandonar o petróleo de um dia para o outro, mas a inovação é imprescindível. Precisamos ter um novo modelo de cálculos na hora de iniciar projetos. Além do custo econômico, o custo ambiental precisa entrar como uma variável nas planilhas de todas as empresas, de forma transparente. E o papel da mídia para difundir essas ideias é fundamental. Não adianta só falar de catástrofes, é preciso dar saídas plausíveis.

Apesar de tudo, os investimentos em sustentabilidade, no mínimo, nos levarão a um mundo melhor. Essa foi, talvez, a conclusão mais simples e esclarecedora da conferência, e foi com ela que seu autor, Félix Finkbeiner, um menino de apenas 9 anos, calou o plenário com mais de 500 pessoas por cerca de 20 minutos. Assim como a canadense Severn Suzuki durante a Rio 92, realizada no Rio, ele fez um apelo bastante contundente aos líderes presentes:

— Se seguirmos os cientistas que nos apontam os riscos das mudanças climáticas, o pior que pode acontecer é criarmos um mundo muito melhor e mais justo. Mas se seguirmos aqueles que vocês chamam de céticos e descobriremos que eles estavam errados, não haverá mais tempo. O mundo de que vocês estão falando é o mundo no qual eu vou viver quase toda a minha vida. Com uma centena de crianças, plantei mais de mil árvores. E vocês, o que fizeram até agora? — provocou o menino, criador do programa “Plante uma árvore”, que já conta com centenas de crianças ao redor do mundo (www.plant-for-the-planet.org).

Continua na página 16

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