

THE HEAT IS ON
CLIMATE CHANGE
AND THE MEDIA

INTERNATIONAL CONFERENCE
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www.dw-gmf.de



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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

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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