



United Nations
Educational, Scientific and
Cultural Organization



United Nations Environment Programme

UNESCO
Headquarters
Paris



4-5 September 2009

Broadcast Media &

CLIMATE CHANGE:

UNESCO
International Conference

A PUBLIC SERVICE REMIT

«Change will come about only if people understand the scientific realities of why we need to fight climate change. If you don't get that message clearly, then obviously you are not going to see any change whatsoever.»

**Dr R.K. Pachauri, Chairman,
Intergovernmental Panel on Climate Change (IPCC)**

Climate change is upon us. Its effects are being felt worldwide and pose an enormous threat to human security causing economic instability, food and water shortages, rising sea levels and mass migration. Many scientists affirm that climate change is occurring much faster than was expected ten years ago. Raising awareness about climate change, its causes, impacts and possible strategies to address the challenges is therefore crucial if we are to limit its effects worldwide.

Television and radio are amongst the most effective media in delivering knowledge on climate change mitigation opportunities and adaptation processes. National broadcasters can contribute to raise public awareness through the dissemination of comprehensible scientific data and options for action that can be understood by lay people. In this regard, broadcasting unions and associations are well positioned to facilitate international cooperation for the capacity building of national broadcasters in developing countries.



ABOUT the Conference

UNESCO, in partnership with the United Nations Environment Programme (UNEP), will bring national broadcasters from both developing and developed countries together with regional broadcasting unions, international broadcasting associations, scientific organizations and climate-related agencies to discuss major perspectives on climate change and the ways in which the public debate on climate change mitigation and adaptation can be facilitated.

The conference will provide a platform for regional and international collaboration, and offer solutions to existing challenges faced by broadcasters in developing countries. Participants will discuss modalities for making information, programme resources and training programmes available to broadcasters.

Conference THEMES

► **Raising Awareness on Climate Change: A Key Public Service Remit**

- Climate change and the role of the public service broadcaster
- Current coverage of climate change issues by the media in different parts of the world
- Conveying the sense of urgency and effective audience engagement

► **Making Climate Change Comprehensible to the General Public: Key Programming and Reporting Elements**

- The greenhouse effect and global warming: what are the causes of climate change?
- Explaining the impacts and mitigation options: what the media need to know
- Understanding the United Nations Framework Convention on Climate Change (UNFCCC)
- The social impacts of climate change

► **Enabling the Public Service Remit: Building Media Capacities**

- The challenges of reporting on climate change
- Making climate knowledge accessible
- Raising skills to further quality programming
- Audiovisual material and content exchange
- The role of broadcasting unions and associations in coordinating partnership and exchange



Conference

OBJECTIVES



► To position national broadcasters from both developing and developed countries and regional broadcasting unions as key partners in investigating climate change issues through the recognition of their unique public service remit to inform, educate and effectively facilitate the public debate.



► To strengthen regional and international collaboration to empower national broadcasters to fulfill their role in making climate change processes and related mitigation and adaptation options better understood by audiences.

IN PARTNERSHIP WITH:

African Union of Broadcasting (AUB)
Asia-Pacific Broadcasting Union (ABU)
Arab States Broadcasting Union (ASBU)
Caribbean Broadcasting Union (CBU)
European Broadcasting Union (EBU)
Organización de las Telecomunicaciones Iberoamericanas (OTI)
Asia-Pacific Institute for Broadcasting Development (AIBD)
Commonwealth Broadcasting Association (CBA)
Conférence Permanente de l'Audiovisuel Méditerranéen (COPEAM)
Southern African Broadcasting Association (SABA)
l'Université radiophonique et télévisuelle internationale (URTI)
World Association for Community Radio Broadcasters (AMARC)
Canal France International (CFI)



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Conference website:

<http://www.unesco.org/webworld/en/media-climate-change>



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