

THE HEAT IS ON

CLIMATE CHANGE AND THE MEDIA

PROGRAM

INTERNATIONAL CONFERENCE
21-23 JUNE 2010
WORLD CONFERENCE CENTER BONN



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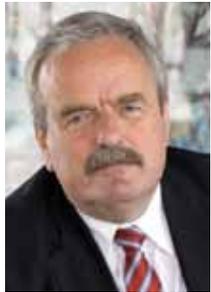
Climate Protection with DHL



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MESSAGE FROM THE HOST



Nothing is currently being debated more than climate change. It has truly captured the world's attention. Do we still have enough time to avoid the irreversible damage being inflicted on our planet – or is

there really no danger at all? Which researchers and statistics can normal, everyday people believe? These are the questions that are facing us today. When reporting on climate change, the media as a whole should produce and publish all of the details and many facets so that viewers, listeners and readers can form their own opinions. The media can't influence the environment directly. But media professionals can package the facts in a logical manner and motivate individuals – citizens, politicians and business people – to take action. Thorough research, proper weighting of sources and precise analyses will become more important than headlines and emotions. Media professionals must go beyond fear-mongering and trivialization and stand up for quality journalism. They can't allow themselves to be taken in by someone selling a sensational, albeit questionable catastrophe scenario, nor by someone who is prematurely stating that the coast is clear. In this, our third edition of the Deutsche Welle Global Media Forum, we have once again teamed up with many different organizations and institutions. We have brought

together more than 50 partners, sponsors, media representatives, NGOs, government and inter-government institutions. 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 and the KSB Group.

I hope that this year, like in the years past, we will have successful and meaningful discussions – in the panels and workshops as well as in-between time and during the many side events. Let's work together to develop a new vision and plan of action for the media – and I don't want to divide this into traditional and new – so that the media can fulfill its responsibility.

Erik Bettermann

Director General of Deutsche Welle

MESSAGE FROM THE FEDERAL MINISTER FOR FOREIGN AFFAIRS



Extreme weather, crop failure, famine – the potentially catastrophic consequences that climate change will have for millions of people throughout the world are already apparent today. This

applies equally to countries of the North and the South. But nations in Asia, Africa, Latin America and the small island states will be hit hardest by climate change. Interaction between politics, research, business, the media and the public at large is the only way to find answers to this global challenge. So I am especially glad that Deutsche Welle, in cooperation with the Federal Foreign Office of Germany, has devoted this year's Global Media Forum to climate change.

As the seat of the UN Climate Change Secretariat, Bonn is the ideal place to bring various experts to the table. Convening under the banner "The Heat is On – Climate Change and the Media", they will discuss the particular role played by the media in communicating global warming issues. Not only do media outlets have the opportunity to inform wide sections of the public about developments and problems; they can also acquaint people with concrete proposals and directly influence human behavior.

With its manifold commitment, Germany has demonstrated that it is willing to accept responsibility for climate protection at an international level. Our nation is known for its clean technology and ideas, and for championing sustainable economic structures that pursue both economic and ecological aims. In doing so, Germany plays a leading role in the world. We promote renewable energy – with legal guarantees – and nature conservation is a national objective anchored in the German constitution. The German government has committed to reduce greenhouse gas emissions by 40% by 2020 compared with 1990 levels. That target sends a signal around the world. With its unique approach, 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. Only through the coming together of representatives of politics, science, business and the media, as here at Deutsche Welle, can responses be formulated and perpetuated. As in years past, the Federal Foreign Office gladly lends its support to this conference. I hope you will have many interesting encounters and intense discussions during your stay here in my beautiful hometown of Bonn.

Sincerely,

Dr. Guido Westerwelle

Federal Minister for Foreign Affairs

MESSAGE FROM THE MINISTER OF INTERGENERATIONAL AFFAIRS, FAMILY, WOMEN AND INTEGRATION OF THE STATE OF NORTH RHINE-WESTPHALIA



The media crucially contribute to making the public aware of the consequences of climate change such as the melting of the glaciers or the rise of the sea level. It is the media that draw necessary public at-

tention to international climate negotiations as happened recently in Copenhagen. It is also the media that show us what negative effects climate change already has on the people's life in the countries of the South, and how our energy intensive lifestyle contributes to that.

A committed media coverage is not only restricted to the presentation of facts and phenomena, but also indicates prospects of solutions and motivates to be active against climate change. This is especially important, as we are not helpless in the face of climate change, but can take countermeasures, for example by means of economical handling with energy and less emissions. This all helps to protect the environment in our regions as well as in the countries of the South, as their sensitive ecosystems need to be protected in particular.

This year's Global Media Forum discusses the interaction of climate change and media with top-class experts of several fields. It is impor-

tant to focus particularly on this interaction, therefore, the state government supports the Global Media Forum as well.

As a federal state that is especially interested in the North-South Dialogue, North Rhine-Westphalia maintains a close relationship with the countries of the South, in particular with Ghana and the region Mpumalanga in South Africa. Furthermore, we emphatically support the international function of Bonn – the location of 19 UN institutions and numerous policy development organisations. We are convinced that these countries also can make an important contribution to the North-South Dialogue with their involvement in developmental and political issues.

I wish the participants of this year's Global Media Forum in Bonn exciting discussions and many new insights.

Armin Laschet

Minister of Intergenerational Affairs,
Family, Women and Integration
of the State of North Rhine-Westphalia

MESSAGE FROM THE MAYOR OF BONN



Welcome to Bonn, Germany's United Nations City and platform for the international dialogue on sustainability! Here in Bonn, 19 UN organizations are working to-

wards sustainable development worldwide, trying to cope with major challenges that pose a threat to all of mankind. When it comes to climate change, experts present us with new alarming news every other week – and the calls for action that have been raised for years may no longer be ignored. Still there is an enormous gap between need and outcome. In Copenhagen, the parties to the Climate Convention were not able to reach an agreement for after 2012. On the other hand, all of us have gotten so used to the climate warnings that we act as if climate change had nothing to do with our own everyday life.

The media do actually play a crucial role in this process – addressing public opinion, mobilizing initiative, facilitating dialogues and monitoring change. If there is any instrument to break walls and to open doors for a necessary new thinking, it is the media. Therefore I would like to extend my gratitude to Deutsche Welle and their partners, who have created the Global Media Forum as a platform for dia-

logue on the role of media in different processes – and I would like to stress my appreciation for this year's focus on Climate Change. In my capacity as Vice Chair of the World Mayors Council on Climate Change I strongly advocate the need for action. We must realize that even the most elaborated resilience concept is worth nothing if mitigation is neglected!

Thank you for being here in Bonn, for being ambitious in your ideas and controversial in your discussions! Hopefully the signals from Bonn will reach out to Cancun and to the national governments who will have to agree on a post-Kyoto agreement there!

Jürgen Nimptsch
Mayor of Bonn

MESSAGE FROM THE CO-HOST



There are problems that span the globe – and which can only be solved if everyone on our planet co-operates. The issue of climate change, which is “global” in the truest sense of the word, is perhaps the

most pressing problem of all. The discussion of causes, effects and approaches to minimizing climate change must also be pursued at the global level. It is a matter of concern – not only for the political and business communities and specific interest groups, but for every individual on earth as well. Global decisions in this context impact on what happens outside our own front doors.

Yet effective and responsible action in response to the issues involved in climate change requires a worldwide information and communication network – a global dialogue. And it is here that the media play an instrumental role. Their mission is not confined to bringing news about famines, storms and floods, about climate conferences, new avenues of research or underwater cabinet meetings into our living rooms. They are also tasked with weaving the web of information so tightly that every individual has the opportunity to learn about the causes and effects of climate change, to evaluate various points of view and interests, and to make an informed judgement.

We are pleased that the Global Media Forum 2010 has chosen to devote itself to an issue of such great importance to all generations and the world as a whole, and that impulses will be sent out from Bonn in every direction. Sparkasse KölnBonn supports initiatives and projects which benefit not only the Cologne-Bonn region, but the world beyond its boundaries as well. One such initiative is the Foundation for International Dialogue of the Savings Bank in Bonn. For only those who support and promote a global view of our present world are truly prepared to meet the challenges of the future at the regional level.

In the Federal City of Bonn, the Global Media Forum offers you a program of events, forums and networks designed to foster discussion on regional topics of global significance as well as global topics with regional impact.

On behalf of the Foundation for International Dialogue of the Savings Bank in Bonn, I wish you all stimulating discussions, new ideas as well as new perspectives which you can take home with you for further consideration.

Artur Grzesiek

Chairman of the Board
of the Foundation for International Dialogue
of the Savings Bank in Bonn



It's time to cool down

Deutsche Welle's new series **GLOBAL IDEAS** highlights the importance of sustainability for our global environment

www.ideasforacoolerworld.org



Where Dialogue happens ...

In Germany's United Nations City, 19 UN organisations are working towards sustainable development worldwide. UNFCCC is combating climate change from Bonn – and the other Bonn-based agencies are dealing with global environmental change in one way or another as well. Their commitment is shared by numerous scientific and academic institutions, development services, businesses, the media and NGOs. Bonn stands for fruitful dialogue, cooperation, commitment and synergies, the City being an active partner in many processes.

317,000 citizens from 170 nations live in Bonn. "Bonners" are well educated and often multilingual. The renowned Bonn University and other research institutes are a hub for innovation, for example in environmental research. Deutsche Telekom and Deutsche Post DHL are managing their global business activities from Bonn. The City provides excellent facilities and support for major international conferences. The conference sector is steadily improving its sustainable qualities with programmes like Sustainable Bonn or Hotel Energy Solutions, a new UNWTO initiative.

Bonn's Museum Mile with its top-class exhibitions, the annual Beethoven Festival, renowned concerts, theatre and cabaret performances all contribute to a rich cultural scene. Visitors and residents alike enjoy the high quality of life as well as the leisure opportunities available in a city surrounded by the uniquely scenic landscape of the Rhine valley.

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OUR PARTNERS



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PROTECTING THE ENVIRONMENT MEASURES WE HAVE TAKEN TO REDUCE CO₂ EMISSIONS

Around 1,300 participants from around the world are expected to attend the Deutsche Welle Global Media Forum. The organization of international conferences is inevitably associated with CO₂ emissions and the consumption of natural resources.

However, Deutsche Welle is doing all it can to keep aligned with the focus of this year's conference: the environment and climate change. We will work to conserve resources and build upon sustainability, thereby ensuring that the environmental footprint of the Deutsche Welle Global Media Forum remains as small as possible. In addition, the conference organizers are asking all participants to make use of efficient forms of transportation to get to Bonn and while in the area.

We have put together a list highlighting our commitment to reducing CO₂ emissions and designing the conference with the environment in mind:



» The **World Conference Center Bonn (WCCB)**, where the Deutsche Welle Global Media Forum will be taking place, was chosen as a **partner for "Sustainable Bonn"** in 2007. The project was developed to establish Bonn as a sustainable location for conferences. The WCCB pays close attention to environmental and sustainability criteria when dealing with energy, water, waste management, mobility management and procurement issues. The organization and management of the conference will keep in line with the **WCCB's established green guidelines**.



» Many of the **hotels selected for the conference** operate in a **very sustainable and environmentally-friendly** way. The new Kameha Grand hotel has a geothermal energy unit – unique to Europe – that produces 70 percent of the hotel's needed heating and cooling. Other hotels don't use pens, offer regional water and juices as well as local, organic specialties. Some of the hotels in Bonn also buy emission permits to offset the emissions that can't be avoided.



United Nations University (UNU)

UNU is the think-tank for the United Nations System. With research and capacity-building, UNU contributes to resolve most burning global problems. The University comprises UNU headquarters in Tokyo, Japan (since 1975) and a worldwide network of more than a dozen Research and Training Centres and Programmes.

UNU in Bonn has four entities:

Vice Rectorate in Europe (UNU-VIE)

Outside the headquarters of UNU in Tokyo, the first Vice Rectorate strengthens the presence of UNU in Europe. It also concentrates on questions related to 'Science and Technology to Ensure Human Security'.

Institute for Environment and Human Security (UNU-EHS)

The Institute aims at advancing human security through knowledge-based approaches to reducing vulnerability and environmental risks.

Secretariat of the International Human Dimensions Programme on Global Environmental Change (UNU-IHDP)

The Programme is framing worldwide research on the human dimensions of global environmental change.

UN-Water Decade Programme on Capacity Development (UNW-DPC)

UNW-DPC is adding value in water-related capacity development.



UNITED NATIONS
UNIVERSITY

IN BONN

PROTECTING THE ENVIRONMENT MEASURES WE HAVE TAKEN TO REDUCE CO2 EMISSIONS



» All conference participants will have free access to **public transportation** during the conference and organizers will also offer **bicycles** for use.



» **Nametags** will be made of **FSC-certified paper** and **laminated with corn starch**.

» **Lanyards** from the previous year will be reused. Any lanyards that need to be produced will be **made of bamboo** – one of the most renewable natural resources.



» **Conference bags** will be made from **PET waste material** (plastic bottles).

» **Advertising banners** for the Deutsche Welle Global Media Forum are made from materials that were tested for harmful substances in line with the **Öko-Tex Standard 100**. Environmentally-friendly, water-based ink was used for printing.



» The **USB sticks** distributed to media representatives are made from 100 percent **biodegradable PLA** (Polylactic Acid) plastic. The biodegradable cap and shell can be separated from the electronic circuit of the USB and recycled. There will be no paper press kits – all of the information for the media will be available digitally on the USBs and on the Internet.



PROTECTING THE ENVIRONMENT MEASURES WE HAVE TAKEN TO REDUCE CO2 EMISSIONS



» In preparation for the conference, nearly all of the announcements and documents were sent electronically to reduce the amount of paper used. During the conference, the only paper used is that which is made of **100 percent recycled materials**. This applies to the **conference notepads** as well.



» The **display boards** with program information are made of **wood**. The paper for the boards will be printed with **water-based paint**.

» **Catering services** for conference participants will focus on **food and drinks from regional producers**. The meals will reflect **regional and seasonal influences** to improve the ecological balance. Fair-trade coffee from ecological cultivation will be offered exclusively during the conference.



» The **biodegradable pencils** provided to the conference participants by Faber-Castell are made out of wood from **FSC-certified tree farms** (pine) that are regularly reforested. Pens will not be provided.

» Despite all of the measures we have taken to reduce CO₂ emissions, it's impossible to completely prevent an increase in emissions when organizing an event of this size. To balance this out, the organizers of the Global Media Forum will make a donation to **“Plant for the Planet”**. The youth organization was established to take on environmental issues around the globe. The founder of the initiative, 12-year-old student Felix Finkbeiner, will be taking part in the Global Media Forum.



» The planning and organization of the conference will follow the **“Guidelines for environmentally-friendly organizations and events”** established by the German Federal Ministry of the Environment.



ABOUT THE SYNOVATE & DEUTSCHE WELLE GLOBAL STUDY ON CLIMATE CHANGE 2010



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The Synovate & Deutsche Welle Global Study on Climate Change 2010 examines the attitudes and critical issues as seen by the world's inhabitants toward climate change. The study also addresses the responsibilities and roles of media in combating this global concern.

The study was conducted using Synovate Global Omnibus survey interviewing 13,000 respondents across 18 countries from February 23 to April 30, 2010 by telephone, face to face and online methodologies. The countries surveyed include Australia, Brazil, Canada, China, Colombia, Ecuador, France, Germany, Hong Kong, Japan, Kenya, Netherlands, Peru, Russia, Serbia, South Africa, Turkey, UAE, UK and the USA.

This is the third global climate change survey conducted by Synovate.

Preliminary findings from this year's study show that overall concern towards climate change remains high across the globe, with extreme weather conditions identified as the main danger of climate change to the world.

Full results of the Synovate & Deutsche Welle Global Study on Climate Change 2010 will be released during the conference.



Martin Grubinger

Paavo Järvi

Sächsische Staats-

kapelle Dresden

Hélène Grimaud

Sol Gabetta

Orchestre National

de France

Peter Ruzicka

Daniel Hope

Kent Nagano

among others



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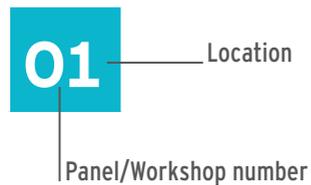
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PROGRAM OVERVIEW

MONDAY, 21 JUNE 2010



Plenary Chamber
Room A/B
Room C
Room F/G
Annex
Room Aeltestenrat
Room Suessmuth
Room Trincomalee/Antigua (DW)
Room Sines (DW)

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8:30 a.m.	Registration	
10:00 a.m.	Opening ceremony Erik Bettermann (Director General Deutsche Welle) Jürgen Nimptsch (Mayor of Bonn)	33
10:30 a.m.	Keynotes Yvo de Boer (UNFCCC) Bertrand Piccard (Initiator of the Solar Impulse Project) Hermann Scheer (Eurosolar) Felix Finkbeiner (Plant for the Planet)	33
11:30 a.m.	01 Plenary session Promoting development, saving the planet - Can North and South agree on a common path for climate protection?	34
1:00 p.m.	Lunch	

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		03 Nature and Biodiversity Conservation Union (NABU) Communication contributing to Ethiopian wild coffee forest conservation in times of climate change	39
		04 Wuppertal Institute From Copenhagen to Cancun - A roadmap	42
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		07 Deutsche Welle Dynamics of journalism facing a global crisis - Media climate: A transnational research project	50
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		18 German NGO Forum on Environment & Development/Academy of the German Armed Forces for Information and Communication (AIK) Climate change and security policy - Does energy autonomy increase security?	75
		19 UNEP/Wuppertal Institute Collaborating Center on Sustainable Consumption and Production (CSCP) Climate change: A problem of our lifestyles?!	77
	5:30 p.m. Boat trip and dinner hosted by DHL (Admission: 5:45 p.m., Departure: 6:30 p.m., Return: 10:00 p.m., End: 11:30 p.m.)		

PROGRAM OVERVIEW

TUESDAY, 22 JUNE 2010

01

Location

Panel/Workshop number

Plenary Chamber
Room A/B
Room C
Room F/G
Annex
Room Aeltestenrat
Room Suessmuth
Room Trincomalee/Antigua (DW)
Room Sines (DW)

8:30 a.m.		Registration	page
9:30 a.m.	20	Plenary session Who will fuel our future? A fundamental debate between rivaling energy sources	82
11:00 a.m.		Coffee break	
11:30 a.m.	21	German Development Institute (GDE/DIE) Moving towards COP 16 in Cancun – A “Climate Pioneer Group” is necessary	84
	22	Committee to Protect Journalists (CPJ) Hidden dangers? The risks and challenges of environmental reporting	87
	23	Deutsche Welle Climate change – A hot topic for media training	90
	24	Deutsche Investitions- und Entwicklungsgesellschaft (DEG) Climate protection pays off – The first private geothermal power plant in Kenya proves that renewable energy is also profitable	93
	25	realeyz Seeing is believing – Audiovisual motivation for change	95
	26	University of Augsburg/PECOJON Picturing climate change – Is there a conflict-sensitive approach?	97
	27	European Commission European Research Area Fueling the future – Replacing oil with renewables	99
	28	Federal Agency for Nature Conservation (BfN) Working with nature to tackle climate change	102
29	German Technical Cooperation (GTZ) Beyond clean congestion? – Pathways for sustainable mobility	104	
1:00 p.m.		Lunch	

2:00 p.m.	30	Deutsche Welle Climate change – New global issues need a new kind of networked journalism	106
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	32	PECOJON Conflict sensitive reporting in the Philippines: Covering civil war and natural disasters	111
	33	Center for Development Research (ZEF) Covering climate change in West Africa: An exchange between journalists and scientists	113
	34	Konrad Adenauer Stiftung (KAS) Overcoming climate change – Traditional politics at the crossroads	116
	35	Global Partnership for the Prevention of Armed Conflict (GPPAC) Climate change and armed conflict – Possibilities to make a difference	118
	36	Deutsche Welle Religion, climate change and the media	121
37	United Nations Convention to Combat Desertification (UNCCD) Land use and land use change in the climate change debate and negotiations	123	
3:30 p.m.		Coffee break	
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	39	Faber-Castell Wolf, puma, ocelot – Biodiversity as a side effect of the “pencil forests”. How environmental protection can become profitable	130
	40	Research Center Jülich (Forschungszentrum Jülich) Coverage vs. advocacy. Does the media guide or reflect cultural shift?	132
	41	BMBF/DLR/KLIMZUG Regional aspects of climate change adaptation	134
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43	Deutsche Welle Reaching out for the people – Climate change in social media	140	
5:30 p.m.		BOBs award ceremony	165
6:30 p.m.		Reception at Deutsche Welle (3 min. walk) (Opening: 6:30 p.m., End: 10:30 p.m.)	

PROGRAM OVERVIEW

WEDNESDAY, 23 JUNE 2010

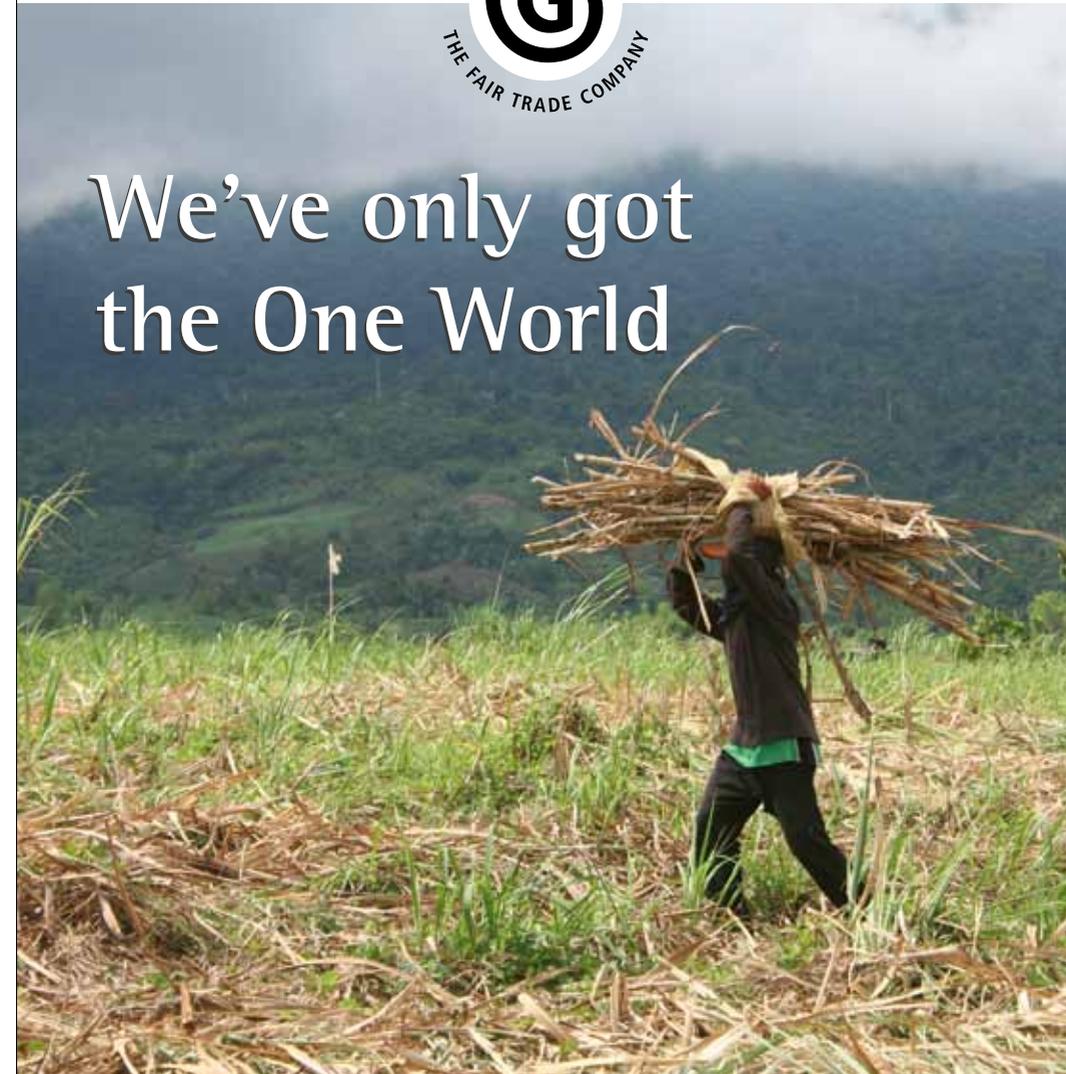
01 Location
Panel/Workshop number

Plenary Chamber
Room A/B
Room C
Room F/G
Annex
Room Aeltestenrat
Room Suessmuth
Room Trincomalee/Antigua (DW)
Room Sines (DW)

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8:30 a.m.		Registration	
9:30 a.m.	44	Plenary session Adaptation und poverty reduction – Combined forces or a fight against the current?	144
11:00 a.m.		Coffee break	
Panels/Workshops 1	45	Kiel Institute for the World Economy (IfW) Establishing and financing an international climate regime	146
	46	DART Center Europe Witnessing the human cost of environmental change	148
	47	Research Center Jülich Global warming from a regional perspective	151
	48	World Wide Fund For Nature (WWF) Blueprint Germany – A way out of the greenhouse by 2050!	153
	49	Gender CC – Women for Climate Justice Gender and mitigation	154
	50	Deutsche Welle/BMU/UN-University Tokyo “Ideas For A Cooler World” – Covering climate protection and possible solutions	156
	51	Wuppertal Institute Ways to a low-carbon society	159
1:00 p.m.		Closing ceremony The challenge of climate change and the responsibility of the media Ingrid Deltenre (European Broadcasting Union EBU), Wijayananda Jayaweera (UNESCO), Dr. Georg Schütte (Federal Ministry of Education and Research) Erik Bettermann (Deutsche Welle)	160
1:30 p.m.		Lunch reception hosted by the City of Bonn Art and Exhibition Hall of the Federal Republic of Germany, Bonn (Opening: approx. 1:30 p.m., End: approx. 3:00 p.m.)	

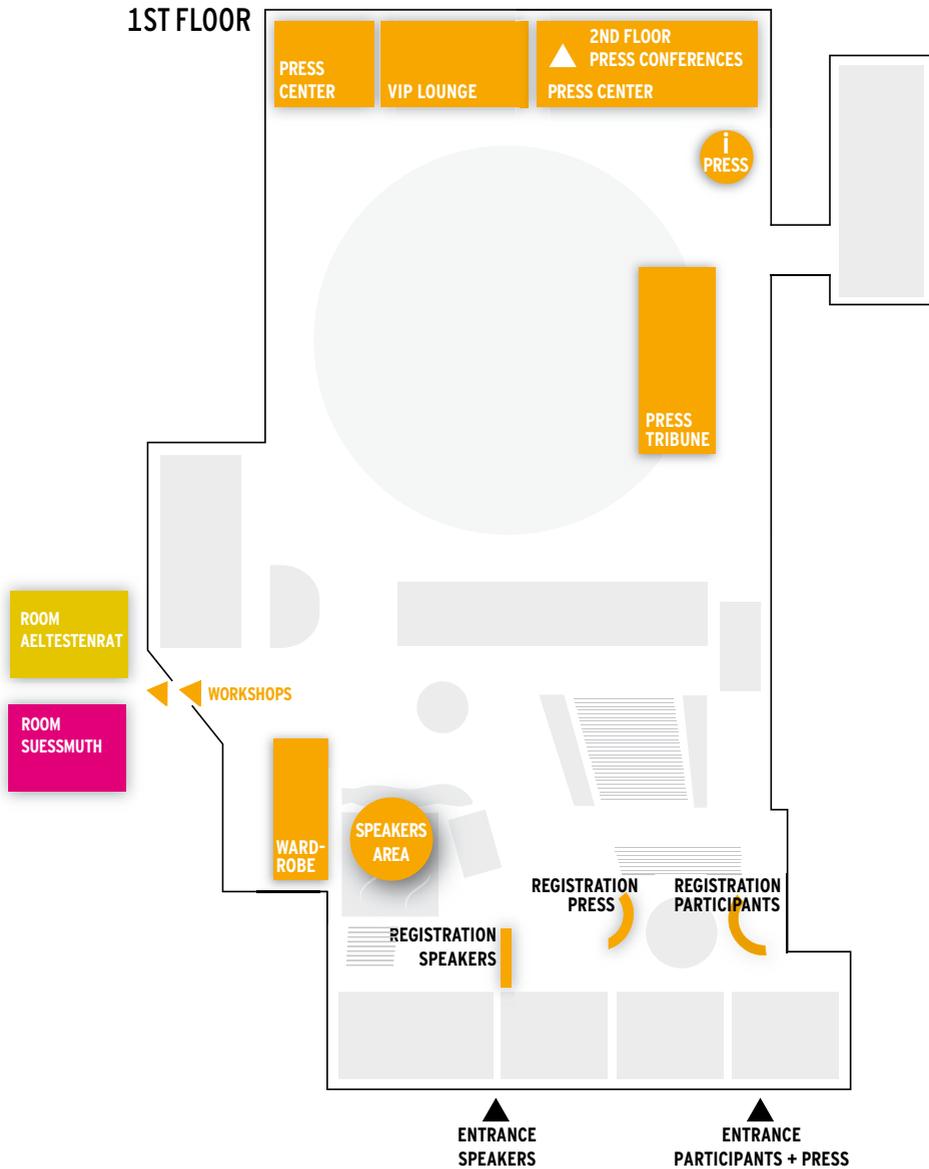


We've only got the One World

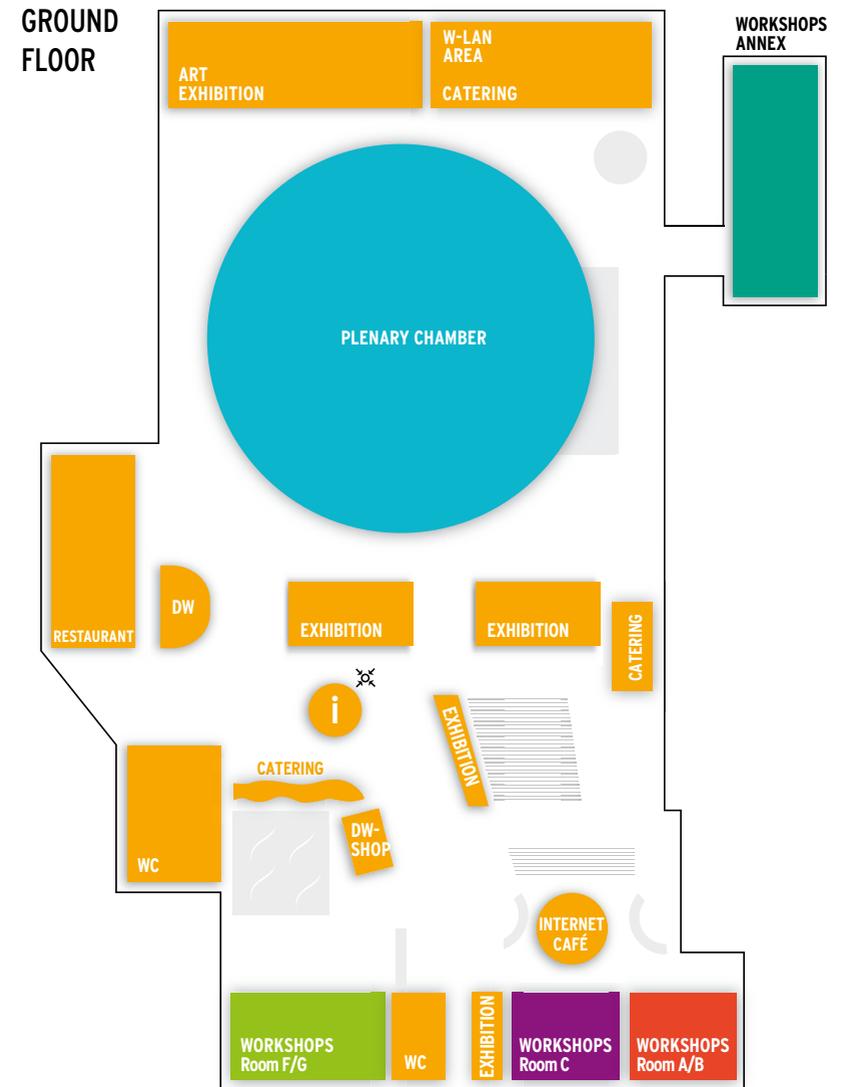


One of the farmers who works with our partner Alter Trade in the Philippines, harvesting cane sugar. Global warming is affecting their lives and their crops.

SITE PLAN



SITE PLAN



European research

Making biofuels sustainable!



Fuelling the future

replacing oil with renewables

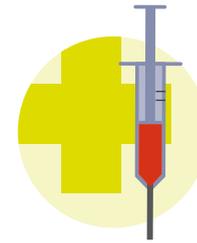
On a planet constrained by limited land resources – resources which have to support other necessities such as food production for an increasing population – are biofuels a sustainable option? How can research contribute to the challenge? Is society fully informed of the advantages and of the drawbacks of biofuel production? Can an informed debate take place in society, or is it inevitable that discussion will fall prey to polarized opinion?

Visit our workshop on the biofuel challenge, Tuesday, 22 of June 2010 11:30

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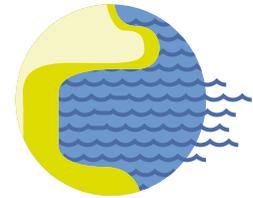
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10:00 a.m. Opening ceremony

Plenary Chamber



Erik Bettermann
Director General,
Deutsche Welle



Jürgen Nimptsch
Mayor of Bonn

10:30 a.m. Keynotes

Plenary Chamber



Yvo de Boer
Executive Secretary,
UNFCCC



Bertrand Piccard
Initiator of the Solar
Impulse project:
"Pioneering spirit for
inventing the future"



Hermann Scheer
President of EUROSOLAR,
General Chairman of the
Worlds Council for Renew-
able Energy (WCRE)



Felix Finkbeiner
Ambassador of
Climate Justice,
Plant for the Planet

11:30 a.m. - 1:00 p.m.

01 Plenary session: Promoting development, saving the planet - Can North and South agree on a common path for climate protection?

Hosted by
Deutsche Welle/Wuppertal Institute (DW/WI)

Plenary Chamber

Climate change is the effect greenhouse gases have on the planet, especially from the emissions produced by burning fossil fuel. The responsibility for human-caused climate change therefore lies clearly and predominantly with the industrialized countries. According to the polluter pays principle they stand for, the industrialized nations assured the developing countries in 1992 – in the founding code of multilateral climate policy – that they would reduce greenhouse gases and advance the cause of post-carbon society. Article 3.1 of the United Nations Framework Convention on Climate Change states: “the developed country parties should take the lead in combating climate change and the adverse effects thereof”. That was the point of the Kyoto Protocol. But the industrialized nations haven’t even remotely kept their promise. By now, though, the world community is knee deep in the dangers of climate change. So it’s of little use for the South to insist on its legitimate rights – the developing countries would only be harming themselves. The central question is: Does a true solution really require an international agreement? Or is multilateral climate policy just the sum of various domestic policy vying against one another?

Moderator



Ranga Yogeshwar
Science Editor, WDR TV

Ranga Yogeshwar has been the science editor at WDR TV in Germany since 1987. Between 1995 and 2001, he was acting chief and between 2001 and 2005 the chief of the science programming. Yogeshwar has more than 1,000 TV shows and many radio presentations to his credit.

He is also author/co-author of several newspaper and magazine columns and articles. He is involved in many national and international projects and is a member of boards and committees of institutions in the fields of science, education and knowledge

transfer. Over the years, he has received many awards and honors for his work in the field of scientific communication and founded his own company, xplainy, in 2008.

Speakers



Frank Appel

Chairman of the Board of Management, Deutsche Post DHL

Frank Appel has been chairman of the board of management at Deutsche Post DHL since 2008 and a member of the board since 2002. Prior to that, he was managing director of corporate development at Deutsche Post. Appel began his career working for McKinsey & Co. in Frankfurt. He has a master’s degree in chemistry from the University of Munich and a PhD in neurobiology from the Swiss Federal Institute of Technology (ETH) in Zurich.



Renate Schubert

Institute for Environmental Decisions IED, ETH Zurich

Renate Schubert is a professor for national economy and head of the Institute for Environmental Decisions at the Swiss Federal Institute of Technology in Zurich. She previously served as president of WBGU, which consulted the German government on international climate politics and she is still a member of the board. Schubert specializes in decision-making and works in the financial and environmental sectors. With her research she also examines questions about the environment, energy and development.



Adil Najam

Professor of Global Public Policy, Boston University

Adil Najam is the Frederick S. Pardee professor of Global Public Policy at Boston University. He also serves as the director of the Pardee Center for the Study of the Longer-Range Future and a professor of international relations and of geography and environment. He served as a lead author for the Intergovernmental Panel on Climate Change (IPCC), for which the IPCC was awarded the 2007 Nobel Peace Prize along with Al Gore. Najam’s research focused on issues of global public policy, especially those related to South Asia, Muslim countries, environment and development, and human well-being. Najam is an expert in international diplomacy and development. His research interests include sustainable development, Muslim and South Asian politics, environmental politics in developing

countries, and philanthropy among immigrant communities in the US. Much of his work has focused on longer-term global policy problems, especially those related to human well-being and sustainable development.

Laurie Goering

Climate Change Editor, Thomson-Reuters AlertNet

Laurie Goering is AlertNet's climate change editor. Prior to joining AlertNet in 2009, she was a Chicago Tribune correspondent based for 15 years in New Delhi, Johannesburg, Mexico City, Havana, Rio de Janeiro and London, covering a wide range of issues but with a special focus on climate change.

Friedrich Barth

Senior Advisor for Environment, Climate and Energy, UN/UNDP Office/Brussels

2:00 p.m. - 3:30 p.m.

02 "Sex, catastrophe, climate change"? How to get the attention of a media-sated public

Hosted by
Deutsche Welle (DW)

Plenary Chamber

UN Secretary General Ban Ki Moon has warned of impending disaster if the world does not succeed in slowing global warming – something that will especially affect low-lying coastal areas. The disappointing outcome of the Copenhagen Conference and the discovery of errors in some of the IPCC reports have reduced public interest in and to some extent even belief in climate change. What role does the media play in communicating these issues? How do we reach a society inundated by information and entertainment? Attention-grabbing headlines, catastrophe scenarios, sexy pictures, short and snappy sound-bites – can they do justice to a serious issue like global warming and climate change? Discussion between scientists, communication experts and journalists.

Moderator



Irene Quaile

Journalist, Deutsche Welle

Irene Quaile-Kersken was born in Barrhead, Scotland. She was awarded a first-class honors degree in German language and literature from St. Andrews University in 1981 and a PhD from the same university in 1989. She worked as a freelance radio journalist, translator for the EU and university lecturer before joining Deutschlandfunk radio in 1992, and later Deutsche Welle. She has also worked with the BBC and ABC Radio National, Australia. Her specialist areas are the environment and climate change. She has received several international radio awards, including a New York International Radio Festivals gold award and a United Nations award for outstanding radio. She has travelled widely to countries including Mongolia, Laos, Tanzania and, most recently, to the Arctic regions of Norway, Alaska and Greenland, producing features on scientific research and climate change.

Speakers



Keith Cunningham

Filmmaker, Screenwriter and Consultant

Keith Cunningham is a filmmaker, screenwriter and consultant based in Chicago and Munich. With his new institution, The Story Arks Institute, he aims to facilitate the proactive engagement of the media in climate change and related global issues. Cunningham was born and raised in the United States and graduated with a degree in film from Northwestern University. He cultivated a freelance film career as a professional cameraman and gaffer. He later developed an interest in bringing his creative work together with the psychology of creativity and earned a master's degree in psychology in 1981, also at Northwestern University.



Lissa McMillan

Executive Producer, Special Broadcasting Service (SBS)

Lissa McMillan is the executive producer of the radio newsroom at Australia's Special Broadcasting Service (SBS). Her team produces news stories and current affairs features for translation by the 68 language groups that make up SBS Radio. The newsroom also broadcasts current affairs programs and news in English on air and on the web. McMil-

Ian has more than 25 years experience in the industry. She worked in commercial radio and newspapers before joining the ABC where she managed radio newsrooms and a radio network NewsRadio. She has been with SBS for three years.



Margarete Pauls

Head of Communications, Helmholtz Association

Margarete Pauls is head of the communications department at the Alfred Wegener Institute for Polar and Marine Research at the Helmholtz Association. She has a diploma in mechanical engineering/marine technology from the Rheinisch-Westfälische Technische Hochschule (RWTH) University in Aachen and also worked as a research associate at the

Center for Research and Development in Higher Education at RWTH University Aachen. She has also worked as a consultant in professional communication and as a freelance science journalist.



Heiner Wember

Radio Features Producer

Heiner Wember produces radio features about historical, political or social topics and lectures on journalism. On the occasion of the recent summit on climate change he produced a series of feature programs for WDR, NDR, Deutschlandfunk and Deutsche Welle.



Mathis Wackernagel

President, Global Footprint Network

Mathis Wackernagel, PhD, is co-creator of the Ecological Footprint and President of Global Footprint Network, an international sustainability think-tank dedicated to bringing about a sustainable human economy in which all can live well within the means of one planet. By promoting the use of the Ecological Footprint, which measures how much nature we use, how much nature we have, and who uses what, Global Footprint Network is working to make ecological limits central to decision-making everywhere. Wackernagel has worked on sustainability issues on six continents and lectured at more than a hundred universities. Beginning in 2011, he will be the Frank H. T. Rhodes Class of 1956 Visiting Professor at Cornell University. His awards include an honorary doctorate from the University of Bern,

a 2007 Skoll Award for Social Entrepreneurship, a 2006 WWF Award for Conservation Merit, and the 2005 Herman Daly Award of US Society for Ecological Economics

2:00 p.m. - 3:30 p.m.

03 Communication contributing to Ethiopian wild coffee forest conservation in times of climate change

Hosted by

The Nature and Biodiversity Conservation Union (NABU)

Room A/B

Tropical deforestation is one of the main sources of human-origin greenhouse gas emissions worldwide. Only 2.7% of the approximately 40% of forest-covered land remains in Ethiopia – and that could be entirely deforested by 2020. The Kafa Zone in southwest Ethiopia boasts large areas of afro-montane cloud forest and is origin and still home to wild Arabica coffee. These wild coffee forests therefore, as an important carbon store, are of significant importance for the country's contribution to climate protection and for securing the natural and economic bases of existence for the regional population. Experts estimate that around 43% of the forest area in the Kafa Zone was lost between 1988 and 2008.

Are Ethiopia's public and the international community aware of the significance of the forests as unique gene pool and for buffering climate change? A four-year project funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) within the framework of the International Climate Protection Initiative supports the reforestation of degraded forest areas, aims to protect the remaining forests by implementing a UNESCO biosphere reserve and by supporting regional development. The project gives emphasis to the involvement of the civil society, participatory education programs and information sharing in general. What role can communication and media play in buffering the impact of climate change and conserve the unique forests?

Moderator**Carsten Wachholz**

Deputy Head of Department Energy and Climate Change Policies, NABU

Carsten Wachholz is responsible for NABU's policy and project work in the field of energy efficiency, renewable energies and climate change mitigation - which involves among other things engaging municipalities, companies and local initiatives, advocating at federal and EU level as well as networking around the UNFCCC. He receives his diploma in environmental studies at the University of Lüneburg in Germany focusing on communication and participatory strategies for implementing sustainability in urban development and public transport.

Speakers**Argaw Ashine**

Director, Ethiopia Environment Journalists Association

Argaw Ashine is one of the founders and currently director of the Ethiopia Environment Journalists Association (EEJA). He is a regional news correspondent to the Nairobi based Nation Media Group specialized on regional security and development, particularly on environmental issues. Argaw is an accredited reporter at the African Union (AU) and a member of the East African International Correspondents Association. In 2007 he won the Africa Best Initiative Media Award. He studied journalism at Addis Ababa University (1998) and holds a degree in development studies from the University of South Africa (2005).

**Sisay Nune**

National Project Coordinator, NABU

Sisay Nune Hailemariam is NABU's Ethiopian national coordinator for the project "Climate Protection and Preservation of Primary Forests: A Management Model Using the Wild Coffee Forests in Ethiopia as an Example", which is implemented in the Kafa Zone in Ethiopia. Nune is experienced in natural resource and participatory forest management, establishment of biosphere reserves and closely follows the process of climate change management in Ethiopia. He holds a dual diploma in forestry (Wondo Genet, Ethiopia) and natural resources management (International Institute for Geo-information Science and Earth Observation, Enschede, The Netherlands).

**Daniela Tunger**

Project Officer Climate/Forest Ethiopia, NABU

Daniela Tunger is working for NABU as the German national coordinator for the project "Climate Protection and Preservation of Primary Forests - A Management Model using the Wild Coffee Forests in Ethiopia as an Example", which aims for protection of the remaining cloud forests, for the reduction of CO2 emissions and supporting regional sustainable development in the Kafa Biosphere Reserve in Ethiopia. She studied Landscape Ecology in Greifswald, Germany and spent several years working in South Africa in the field of natural resource management and conflict resolution within the framework of development cooperation.

**Ludger Schadomsky**

Head of Amharic Service, Deutsche Welle

Ludger Schadomsky studied political science and African languages at the Universities of Cologne/Germany and Cape Town/South Africa. He was print correspondent in South Africa, covering the country's political transition from apartheid to multi-party, multi-racial democracy. He joined DW in 1998 and went back to freelancing as Africa correspondent after a stint at DW's Africa desk in 2000. He has been head of DW's Amharic/Ethiopian Language Service since 2006. His Africa book for young learners will be published to coincide with the World Cup in South Africa in 2010.

2:00 p.m. - 3:30 p.m.

04 From Copenhagen to Cancun - A roadmap

Hosted by
Wuppertal Institute/Germanwatch

Room C

The results of the Copenhagen Climate Summit are ambiguous. Government leaders promised to limit global warming to under 2 degrees but the emission pledges and action plans will lead to a global warming of 3-4 degrees. The big question now is: Where can new dynamics for the climate negotiations be generated on the way to Cancun and South Africa? This panel aims to examine what journalists must know about international climate negotiations on the way to Cancun. Participants will look at how to integrate the Copenhagen Accord in the climate negotiation process? What are the realistic expectations for Cancun? What are necessary milestones?

Moderator



Christoph Bals
Political Director, Germanwatch

Christoph Bals is the Political Director at the environmental and development organization Germanwatch. In 1991 he was a founding member of this NGO and has been engaged since then in the politics of climate and development. He is also a member of the board of the "Stiftung Zukunftsfaehigkeit" (Foundation for Sustainability) as well as of the Munich Climate Insurance Initiative, which is pushing for insurance for the people of developing countries against climate risks. Bals has long taken part as an active observer at the UN climate summits. He has co-initiated many political initiatives in the area of climate and development as well as climate and economics – e.g. the European Business Council for Sustainable Energy, e-mission 55 and atmosfair.

Speaker



Grace Akumu
Executive Director, Climate Network Africa

A graduate of Fribourg and Webster Universities in Switzerland, Akumu is an accomplished environmentalist with 18 years work experience not only as a policy analyst in climate change and its Kyoto Protocol, but also in campaigns, advocacy and lobbying for environmental causes at national, regional and international levels. She has been a lead author of the Third and Fourth Assessment Reports of the Intergovernmental Panel on Climate Change 2001 and 2007 respectively and is currently the executive director of Climate Network Africa, advisor to the Kenya Government on Climate Change and member of the Kenya Meteorological Society.



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

James Fahn is the executive director of Internews' Earth Journalism Network (EJN), a non-profit project which aims to improve the quantity and quality of environmental coverage in the media. James previously worked for nearly a decade as the environment editor of The Nation, a Bangkok-based, English-language daily newspaper. He has also written articles for The Economist, Jakarta Post, San Francisco Chronicle and Newsweek, published a book entitled, A Land on Fire: The Environmental Consequences of the Southeast Asian Boom, hosted an environmental feature program on Thai TV, and served as a program associate with the Ford Foundation. James is a recipient of the UN Environment Program's Global 500 award and was pinned by Her Royal Highness Princess Maha Chakri Sirindhorn for service to the Kingdom of Thailand.



Feng Gao
Director of Legal Affairs, Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC)

Feng Gao has been working for the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) since 2005. As the director of legal affairs, he provides policy guidance on legal advice to the UNFCCC secretariat, the parties and other relevant stakeholders. Before joining UNFCCC, he had been working for the Ministry of Foreign Affairs

of China, and his last post was the deputy director general, department of treaty and law. In this capacity, he mainly focused on public international law, including treaty law, sustainable development, the law of the sea, all the legal issues relating to the diplomatic/consular relations, the United Nations, and combat against terrorism. He also contributed to the formulation of the national policies and legislations concerning the promotion of renewable energy and sustainable development.



Farhana Yamin
Senior Advisor for the Maldives Government

Farhana Yamin is an international environmental lawyer with nearly two decades of experience in international negotiations, multi-disciplinary research, legal advice and consultancy work for governments, international organisations and NGOs. She works as a senior advisor for the government of the Maldives as well as an advisor for the AOSIS and LDC countries for the climate change negotiations. She has been a lead author for the IPCC since 1994 and has written numerous books and articles covering climate change, development and carbon markets. Her research interests are international negotiations, including post 2012 frameworks, intellectual property and governance and international justice.

2:00 p.m. - 3:30 p.m.

05 Regaining leadership? The EU's role in international climate politics

Hosted by
German Council on Foreign Relations (DGAP)

Room F/G

For years the European Union and its member states have been driving forces of international climate politics. But as the climate summit in Copenhagen last December showed all too well, other powers have come to determine the international negotiations, especially the emerging economies of China, India, and Brazil, as well as the U.S. It proved highly problematic for the EU that it was not able to push through its agenda. What internal and external reasons led to the EU having little to say in Copenhagen? Can the EU regain its influence in international climate politics – and how?

Moderator



Almut Möller
Head of the Alfred von Oppenheim Center for European Policy Studies, German Council on Foreign Relations (DGAP)

Almut Möller has been the head of the Alfred von Oppenheim Center for European Policy Studies at the German Council on Foreign Relations (DGAP) since 2010. Prior to that, she worked as a freelance analyst in London and as a researcher at the Center for Applied Policy Research (CAP) in Munich. Möller was a guest researcher at Renmin University of China in Beijing, Al Ahram Center for Political and Strategic Studies in Cairo and at the American Institute for Contemporary German Studies (AICGS) at Johns Hopkins University in Washington D.C. She is the editor of the berlinbrief, a newsletter on German foreign policy for an English speaking readership. Möller holds a master's degree in political science from Ludwig-Maximilians-Universität in Munich, Germany.

Speakers



Jörg Haas
Program Director for Climate Diplomacy, European Climate Foundation (ECF)

Jörg Haas is program director for climate diplomacy at the European Climate Foundation (ECF). Before joining ECF, he headed the department of ecology and sustainable development at the Heinrich Boell Foundation, a political foundation with offices in 26 countries. Haas coordinated the foundation's measures on environment and sustainable development and was in charge of its activities prior to and at the Johannesburg World Summit on Sustainable Development as well as at numerous other climate and WTO conferences. Haas is a widely respected analyst of international climate and energy issues and has been attending climate negotiations since 1999. He studied geography at the University of Trier in Germany, and rural development at the Center for Advanced Training in Rural Development in Berlin. He began his career in Ecuador working for the German Development Cooperation in rainforest conservation. He is co-founder of CURES, an NGO network for renewable energies.



Bernice Lee

Research Director, Energy, Environment and Resource Governance, Chatham House

Bernice Lee is research director for energy, environment and resource governance at Chatham House, Royal Institute of International Affairs. She was head of the energy, environment and development program and team leader for the EU-China Interdependencies on Energy and Climate Security project; policy and strategy advisor of the International Center for Trade and Sustainable Development; Warren Weaver Fellow (International Security) at the Rockefeller Foundation; and research associate at the International Institute for Strategic Studies. She also worked at the Strategic Planning Unit of the United Nations Secretary-General's office. A Hong Kong national, Lee holds a master's degree in international relations from the London School of Economics and a bachelor's degree in politics and economics from Oxford University.



Miranda Schreurs

Director of the Environmental Policy Research Center and Professor of Comparative Politics, Free University of Berlin

Miranda Schreurs is the director of the Environmental Policy Research Center and professor of comparative politics at the Free University of Berlin. She is one of only a handful of Americans working as professors in the German academic system. Prior to this she was associate professor in the department of government and politics at the University of Maryland. Her work focuses on comparative environmental politics and policy and social movements in Europe, the United States and East Asia. She was born and raised in the United States and has also lived for extended periods in Japan and Germany and briefly in the Netherlands.



Marcel Vietor

Resident Fellow, German Council on Foreign Relations (DGAP)

Marcel Vietor has been a resident fellow at the German Council on Foreign Relations (DGAP) and responsible for energy and climate issues since 2009. He has also headed the Foreign Energy Policy program and since January 2010 he has been working on energy and climate politics at the Alfred von Oppenheim-Center for European Studies. Before joining the DGAP, he worked in the energy section of the European Commission's delegation

to Moscow. During his studies he interned at inter alia, an international energy company in Moscow, the German Embassy in Uzbekistan, the Hamburg senate office and the German Parliament. He is co-author of Climate Politics: The Motor Sputters – Germany's Foreign Policy Needs a New Major Project.

2:00 p.m. - 3:30 p.m.

06 Too dry, too technical, not prestigious - How to inspire excellence in climate change coverage

Annex

**Hosted by
Inwent**

Journalists and the news media play a decisive role in creating awareness of threats to the environment and its effects on the material conditions of life. They can help change people's attitudes and thus counteract global warming or desertification. They have an equally important role to play in the combat to preserve the world's rain forests as in the battle against the irresponsible dumping of toxic waste.

Developing countries are most affected by climate change and the local media faces the challenge not only to report on it but to present the most common and urgent environmental issues to their audience in an understandable and interesting way.

The workshop will give insights into the media coverage in developing countries, exploring ways to find local hooks and angles in order to draw a colorful picture of the ongoing climate debate which comprises the broad facet of voices.

Moderator



Astrid Kohl

Head of the International Institute for Journalism (IJJ), Inwent

Astrid Kohl has been the head of the Berlin-based International Institute for Journalism (IJJ), a division of Inwent – Capacity Building International since 2006. Before that, she worked as an international media advisor in Kiev, Ukraine, and reported as a permanent correspondent on Eastern European affairs for the Swiss daily Neue Zürcher Zeitung. She holds a master's degree in Slavic and English studies from Hamburg University and

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was trained as an editor at the German School of Journalism in Munich. The International Institute for Journalism offers training courses and dialogue programs that focus on environmental reporting and climate change and addresses journalists from sub-Saharan Africa, Asia and the Middle East.

Speaker



Mahfuz Anam

Editor and Publisher, The Daily Star

Mahfuz Anam is the editor and publisher of The Daily Star, the highest selling English newspaper in Bangladesh. Anam pursues a vigorous editorial policy of strengthening the freedom of expression and his occasional column "Commentary" has gained tremendous popularity among readers. Before launching The Daily Star in 1991, Anam worked 14 years with UNESCO in various public affairs and media capacities in Paris, New York and Bangkok. His last position with UNESCO was in Thailand as a regional media and public affairs representative for the Asian Pacific region. Anam holds a master's degree in economics from Dhaka University. He started his journalistic career in 1972 and was awarded the Jefferson Fellowship in journalism in 1976 by the Honolulu-based East-West Center.



Chandra Bhushan

Associate Director, Center for Science and Environment

Chandra Bhushan is the associate director of the Center for Science and Environment, which is one of India's premier public interest research institutions working in the field of environment and development. Bhushan is an expert in the field of natural resource management, environmental geo-politics and industrial pollution. He has researched and written about issues ranging from industrial pollution to energy and climate change and from water crisis in Indian sub-continent to political economy of natural resource extraction. He is also the consulting editor of Down To Earth - India's largest selling science and environment fortnightly. His academic qualifications include a bachelor's degree in civil engineering and masters in environmental planning and technology. Bhushan has been an ardent advocate of environmentally sound development for achieving sustainable economic growth in the country.

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Foster Dongozi

Journalist

Foster Dongozi is a senior journalist from Zimbabwe who currently works as a correspondent for the Integrated Regional Information Networks (IRIN). Before that Dongozi worked with The Standard, the only independent newspaper in Zimbabwe. Dongozi is also secretary general of the Zimbabwe Union of Journalists and the president of the Southern Africa Journalists Association. On the international stage he is the vice president of the Federation of African Journalists and an executive committee member of the International Federation of Journalists. Dongozi holds a diploma in mass communication. He is an alumnus of the International Institute for Journalism of Inwent - Capacity Building International in Germany, having successfully participated in an advanced training course on environmental reporting in 2004. He plans to set up an organization to inform communities on climate change, its effects and mitigation strategies.



Sergio Federovisky

President, Environmental Agency La Plata

Sergio Federovisky is a journalist with more than 20 years of experience, specialized in the environment and science. He is an environmental advisor, consultant and researcher and has published more than 20 academic papers. He is also the author of two books, a contributor to three books, a teacher and award-winning journalist for promoting environmental issues. He currently works as a consultant and specialist in institutional and political communication and is president of Agencia Ambiental de la Municipalidad de La Plata, Argentina (Environmental Agency La Plata).



Hervé Gogoua

Journalist, GBC Monitoring Office of Ghana Broadcasting Corporation

Hervé Gogoua has a vast amount of experience in broadcasting and journalism. He currently works as a broadcast/monitoring journalist for the GBC monitoring office of Ghana Broadcasting Corporation's radio division.

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Aimable Twahirwa

Science and Online Reporter, Rwanda News Agency (RNA) and Grands Lacs Hebdo

Aimable Twahirwa has been working since 2001 as a science and online reporter at the Rwanda News Agency (RNA) and Grands Lacs Hebdo, a weekly newspaper covering the great lakes region and published in Rwanda. He also works as an international science correspondent for Agence France Presse, Inter Press Services and the UNESCO Magazine. Twahirwa obtained a diploma in science journalism in 2008 after participating in a two-year long mentoring program of the World Federation of Science Journalists. He is the president of Rwanda Association of Science Journalists and the focal point of the African Network for Environmental Journalists (ANEJ) in Rwanda.

2:00 p.m. - 3:30 p.m.

07 Dynamics of journalism facing a global crisis - MediaClimate: A transnational research project

Hosted by
Deutsche Welle/BITS Iserlohn

Room Aeltestenrat

The global climate crisis and environmental degradation have become a major concern during the last several years. However, we know relatively little about how media cover this crisis, especially the professional dilemmas involved in various corners of the world.

Research on media coverage of climate change and journalistic norms has mostly dealt with the relations between journalists and climate scientists. Research on the political translation of climate science has so far been scant, and so has a more general approach to media coverage of this issue and the journalistic dilemmas it entails.

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

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Moderator



Christopher Springate

Project Manager and Broadcast Journalism Trainer, DW-AKADEMIE

Christopher Springate is a project manager and broadcast journalism trainer for Deutsche Welle's media development and training organization, DW-AKADEMIE, and a host and reporter for DW-TV. He has been hosting DW-TV's weekly politics program, “People and Politics”, since 1999, and also worked as a political correspondent at the station for nine years. Previously, he worked for the BBC World Service, New Statesman and Society (a London weekly), local Berlin radio and several national newspapers in the UK. Born in Hong Kong, Springate spent much of his childhood abroad. He studied languages and journalism in Cambridge, London and Paris.

Speakers



Oliver Hahn

Professor of Journalism, BiTS Iserlohn

Oliver Hahn holds a PhD and is a professor of journalism and a vice-dean in the department of media and communication studies at BiTS – Business and Information Technology School, University of Applied Sciences in Iserlohn, Germany. He is also a research fellow at the Center for Advanced Study in International Journalism (Erich Brost Institute for Journalism in Europe) and in the department of journalism at Dortmund University of Technology. Hahn provides scientific consultancy in matters of media to the Institute for Foreign Cultural Relations (ifa) in Stuttgart and to the German Federal Foreign Office in Berlin. Previously he worked as a journalist in Germany and France.



Ibrahim Saleh

Faculty Member, University of Cape Town

Ibrahim Saleh holds a PhD and is a full-time faculty member and convener of political communication at the Center for Film and Media Studies at the University of Cape Town in South Africa. He is also a Fulbright scholar and a senior expert in the “Media Sustainability Index (MSI)” in the Middle East and North Africa (MENA). Saleh chairs the Journalism Research and Education Section in the International Association for Media and Communication Research (IAMCR). He is also involved in the Global Partner Organiza-

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tion of the UN Alliance of Civilizations (AoC) Media Literacy Education Clearinghouse and serves as the liaison officer of the Academic Council on the United Nations System (ACUNS). Saleh is a winner of the Elizabeth H. Nelson Prize for best research paper awarded by the World Association for Public Opinion Research (WAPOR).



Mofizur Rhaman
Associate Professor, University of Dhaka

Mofizur Rhaman is currently working as an associate professor in the department of mass communication and journalism at the University of Dhaka in Bangladesh. His research interests include media and development, journalism education and practice, communication policy and democracy. He has been working on the Bangladesh chapter of the Media Climate Project and presented his findings at workshops in Istanbul and Tampere. He is the author of some 15 publications and co-edited a book entitled *Media and Society*. He also works as a consultant to the media industry and NGOs in Bangladesh.



Elisabeth Eide
Journalist and Author

Elisabeth Eide has worked in journalism research for the past 20 years and is co-chair of “MediaClimate”, a transnational network of researchers from 18 countries monitoring the media coverage of the summits in Bali and Copenhagen. She has extensive journalistic experience and has published a number of non-fiction books and articles, as well as five novels.

2:00 p.m. - 3:30 p.m.

08 It's about attitudes: Understanding and reporting the psychology of climate change

Hosted by
Deutsche Welle/ecopsychology

Room Suessmuth

If the catastrophic potential of climate change is increasingly obvious, why aren't human beings doing what's needed to ensure their survival as a species? Whether it be gentle

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persuasion that a greener life is a better life nor grim warnings of the looming apocalypse – nothing seems to be working. However, there is an explanation, and that's how we are as a species psychologically hard-wired for survival. This workshop, chaired by former BBC foreign correspondent turned psychotherapist Mark Brayne, is a space to explore, personally and in a group, what journalists urgently need to know about the psychology of the crisis to come.

Moderator



Mark Brayne
Founder, European Dart Center for Journalism and Trauma

Mark Brayne is a former foreign news correspondent with Reuters and the BBC who, after postings throughout the communist world in the 1970s and 80s, retrained as a psychotherapist in the 90s. Concluding 30 years in journalism as European editor with the BBC World Service, Brayne has been working full-time as therapist and trauma trainer since 2003. He founded the European Dart Center for Journalism and Trauma, and is one of Europe's leading specialists in the field of journalism and trauma. Brayne writes and occasionally blogs on climate change and the psychology of denial.

Speaker



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

Professor Andreas Ernst is director of the Center for Environmental Systems Research (CESR) at the University of Kassel and head of the Socio-Environmental Systems Analysis and Modeling (SESAM) working group. He serves as head of the Graduate Center for Environmental Studies (gradZ) of the University of Kassel and as head of the graduate program “Man-Environment-Systems” (ProMUS). He is a member of the management committee of the European Social Simulation Association (ESSA), and co-editor of the book series “Social Science Simulations” of the Metropolis-Verlag. He is trained as a cognitive and environmental psychologist.



Mary-Jayne Rust
Lecturer and Author

Mary-Jayne Rust lectures and writes about ecopsychology in a wide range of settings. Ecopsychology uses psychology to understand our difficulties in communicating, and relating to, climate change and our global crisis. She teaches the first postgraduate ecopsychology module at Strathclyde University and she runs courses in remote areas of the UK in order to inspire a deeper understanding of what it means to live sustainably. She works part time as a Jungian analyst in London.

2:00 p.m. - 3:30 p.m.

09

Public, scientific and media understanding of climate change - How can media professionals communicate climate change?

Hosted by
Deutsche Welle (DW)

Room Trincomalee/Antigua (Deutsche Welle)

Action on climate is justified, not because the science is certain, but precisely because it is not. When addressing this challenge of uncertainty, media professionals often face a dilemma when reporting on climate change: How can they communicate complexity and ambiguity in science? How can they deal with hidden agendas and hype? It is often stated that politicians and journalists tend to simplify and exaggerate the phenomenon of climate change. However, the seriousness of the problem makes a dialogue of understanding in the global public sphere imperative.

The aim of this panel is to shed light on the challenges of reporting climate change. Leading PR experts, scientists, journalists and media professionals will discuss how communicators can encourage public debate about climate change rather than simply reporting on the subject. This session will target the understanding of climate change among the public, the media and the scientific community. Finally the question will be: How can media education assist the public in understanding science? Students from Deutsche Welle's International Media Studies Master's Program will present their know-how and educational experience.

Moderator



Patrick Leusch
Head of Project Development, DW-AKADEMIE

Patrick Leusch is the head of project development at DW-AKADEMIE, where he develops and conducts training courses in journalism for international non-profit organizations, as well as training and consulting projects in public and press relations. For many years he worked as an editor and reporter for several TV and radio stations in Germany. He also served as the deputy West Africa correspondent for German public broadcaster ARD. He has been coaching journalists and broadcasting executives from TV and radio stations in Africa, the Arab world and Asia since 1998.

Speaker



Saskia-Valeska Bruckner
Media Scientist and Lecturer, DW-AKADEMIE

Saskia-Valeska Bruckner is a media scientist in international communications. She has been a lecturer for the International Media Studies Master's Program from DW-AKADEMIE since July 2009. She previously worked as a research fellow and lecturer at several universities, including the University of Bonn, UC Santa Barbara, Universidad Autónoma de Barcelona and the University of Pretoria. She has multi-faceted professional experience in the field of global communications. She worked as spokesperson and was responsible for media projects in international affairs, for example with the EU, and conducted field studies for the Center for the Study of HIV (CSA) in South Africa.



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

John Hay is Media Relations Officer at the United Nations Framework Convention on Climate Change (UNFCCC). He joined the UNFCCC in 2005 as a media relations officer and spokesperson for the UN Climate Change Secretariat. Prior to that he worked as a senior features reporter for Deutsche Welle and was editor of the environmental program "Living Planet" and the international politics program "Insight". Hay has also worked as a reporter for the English service of Radio France International, covering national and international events in Paris and producing radio features and reports for African and Eastern European audiences.



Jürgen Kropp

Head of the North-South Research Group, Potsdam Institute for Climate Impact Research

Jürgen Kropp is head of the North-South Research Group at the Potsdam Institute for Climate Impact Research, comprising 30 scientists from different disciplines. He worked as a consultant for the German Technical Cooperation and as a policy advisor for several national and international bodies, including the Council of Europe. From 2001 to 2003 he was a staff member for the German Advisory Council on Global Change to the Federal Government. His research and development focuses on risk and vulnerability analysis and characterization and definition of sustainable transition pathways with regard to climate change. He is a lecturer at Humboldt University Berlin and a visiting professor at Mahidol University in Bangkok.



Ulrike Wolpers

Marine Ecologist and Editor/Journalist, Deutsche Welle

Ulrike Wolpers is a marine ecologist and Deutsche Welle editor/journalist who enjoys turning scientific texts into an energetic read. Her professional work includes freelance science news reporting, sourcing, interviewing, writing and editing for Deutsche Welle's science department (radio/online) as well as producing international media projects. Fields of special interest include the role of the oceans and climate to our life on earth.

2:00 p.m. - 3:30 p.m.

10 Millennium Development Goals, climate change and the role of the media

**Hosted by
UN-Millennium Campaign**

Room Sines (Deutsche Welle)

At the turn of the millennium, world leaders came together to make a historic commitment to halve global poverty by 2015. We are now five years away from 2015, the target date for achieving the millennium development goals. The international community is preparing

for the United Nations MDG Summit in September 2010, where a Global Development Action Plan to deliver the MDGs by 2015 will be negotiated. Great strides have been made in achieving the MDGs, but the world is changing fast and there is much more to do.

Until recently, climate change campaigners and international development activists have been slow to acknowledge the stark fact that strategies to achieve the Millennium Development Goals (MDGs) are being seriously compromised by climate change and the timid global response to it.

Climate change presents significant threats to the achievement of the MDGs, especially those related to eliminating poverty and hunger, containing diseases and promoting environmental sustainability. An increasing body of evidence points to the disproportionate negative impact that climate change will have on the poorest countries that, ironically, have contributed the least to the problem.

The workshop will clarify and emphasize the threat that climate change and any inadequate or unfair global response to it pose to the achievement of the MDGs. It will highlight what needs to be done by whom. Lastly it will encourage participants to explore concrete actions that can take to influence the ongoing global and national efforts to address climate change and poverty together.

Moderator



Charles Abugre Akelyira

Deputy Director, UN Millennium Campaign

Charles Abugre has been active in international development for over two decades in a variety of roles, from hands-on grassroots work to global campaigning, as well as in academia. Before joining the UN Millennium Campaign team he was head of the global policy and advocacy division at Christian Aid, based in the UK. Abugre is an active member of many African and global civil society networks and coalitions, including the Global Call to Action Against Poverty and gender activist groups. He was a lecturer at the University of Wales, Swansea, and is co-founder of several development organizations around the world, including the Third World Network, the African Women's Economic Policy Network (AWEPON), Uganda, Focus on the Global South (Bangkok), ISODEC, Ghana, the Center for Public Interest Law in Ghana (CEPIL) and Cedi Finance Foundation (CFF). He holds a master's degree in development economics from the Institute of Social Studies in The Hague, Netherlands, a bachelor's degree in economics and geography from the University of Ghana in Accra and is a doctoral candidate at the University of Wales, Swansea, UK.

4:00 p.m. - 5:30 p.m.

11

How to make Oscar winning movies on climate change

Hosted by
Deutsche Welle (DW)

Plenary Chamber

Another eco-thriller has sailed to the top. When *The Cove*, a U.S. film about dolphin hunting practices in Japan, won the Academy Award for Best Documentary, not only producers celebrated; environmental and animal activists cheered as well.

There's been a boom in documentaries that shed light on ecological issues – at the very latest since Al Gore's *An Inconvenient Truth*. One international environmental film festival follows on the heels of the next. Yet whether it be an animal and nature documentary like *Arctic Tale*, an environmental policy appeal like *Plastic Planet*, or a meticulously researched educational film like *We Feed the World*, the subject matter is no guarantee for success. In general, no one likes going to the cinema to be taught a lesson. Must films therefore rely on scaremongering and worst-case scenarios to score success? Or should documentaries only portray nature's beautiful sides, like *Earth*? Many films are downright euphemistic, portraying rugged nature and humanized protagonists, to communicate to viewers through a back door the value of environmental protection.

Apart from the discussion about which method leads to box-office success, there are fundamental questions: To what extent may documentaries function to serve good deeds? May the wind industry, for instance, co-finance a film about alternative energy? How much political appeal can a documentary tolerate and at what point does "staging the scene" cancel out the ambition of an objective examination of reality?

Moderator



Scott Roxborough
Producer, Deutsche Welle

Scott Roxborough is the German bureau chief of the leading film trade magazine from the United States, *The Hollywood Reporter*, and the producer of Deutsche Welle's monthly German cinema magazine *KINO*. Canadian by birth, Cologne-based by choice, he has reported on the international film industry for more than a decade.

Speakers



Werner Boote
Director and Filmmaker

Since 1993 Werner Boote has been writing and directing films, which focus primarily on music and the arts. Some examples include: the music video *Anouk – Sacrifice* (1999) for which he received the TMF Award, *Andrea Bocelli – Tuscany Skies* (Universal Music, 2000); *Kurt Rydl – The Gladiator* (ORF/EPO-Film, 2003) which received the Austrian Emmy Awards Nomination in 2003. In 1996, he made the political documentary *Suedtirol – Alto Adige* (ORF/ZDF). Boote has won numerous awards, including Best Tourismfilm in the World (C.i.f.f.t.), *Delphin in France* (twice) and the World Bronze Medal at the New York Filmfestival. After 10 years of researching and producing his film *Plastic Planet* premiered autumn 2009. In April 2010 *Plastic Planet* won the ROMY - Award for Best Documentary Feature.



Carl A. Fechner
Journalist, Filmmaker and Producer

Carl-A. Fechner is a journalist, filmmaker and producer. Since 1989, he has been the managing director of fechnerMEDIA GmbH. He studied media education and received his diploma in 1980 for a research assignment on behalf of Deutsche Welle about media service in developing countries. Afterwards he became managing director of the Berliner Compagnie theater and worked for the ARD as a foreign correspondent. As head of the editorial department, he is responsible for the content and artistic realization for fechnerMEDIA films as well as its media campaigns.



Michael Greif
Head of the Hamburg Office, ECOMOVE International

Michael Greif heads the Hamburg office of ECOMOVE International. He studied political science and sociology focusing on the areas of sustainable development, international politics, environment communication and education. He has worked for various organizations like the UN Division for Sustainable Development, EURES Institute for Regional Studies in Europe, SvarcFilm and the Ökomedia Institute for Environmental Media. Greif has been working with ECOMOVE International since 2001. It is a non-governmental

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organization active both at a German and international level, which supports and promotes audio-visual media dealing with sustainable development. ECOMOVE organizes film events, carries out educational projects and provides supporting services.



Bertram Verhaag
Director, DENKmal-Film GmbH

Bertram Verhaag is a freelance director and founder of DENKmal-Film GmbH. His company has produced more than 60 documentaries and feature films for theatres and television. His latest film is "Leben außer Kontrolle - Von Genfood und Designerbabys" (Life out of control - From genetically-modified food to designer babies).

David Österberg Filmmaker

David Österberg is a Swedish filmmaker who together with Michael Stenberg created the documentary The Planet and is currently working on another film, The Plan. In The Planet, the two Swedes filmed striking images to document the consequences of humankind's exploitation of Earth. Over the course of more than two years they captured the poetry of nature and ecological reality at odds with one another.

4:00 p.m. - 5:30 p.m.

12 Fragile environments in the Himalayas - The responsibility of local media

Hosted by
Deutsche Welle (DW)

Room A/B

Scientific evidence shows that the effects of globalization and climate change are being felt in even the most remote Himalayan environments. According to Andreas Schild, director general of the International Center for Integrated Mountain Development, "the changes taking place are alarming, and the time to act is now".

"While climate change is mostly caused by the highly industrialized parts of the world, the effects are taking their toll in the sensitive mountain areas," Schild recently said, remark-

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ing on the precarious state of this vulnerable region. "The signs are visible, but there is very little in-depth knowledge and data available from the Himalayan region. Global measures of scientific co-operation and regional collaboration are needed to reduce this information gap. What happens in this remote mountain region is a serious concern for the whole world." This workshop will examine the state of climate change effects now and in the near future and will analyze the role the local media can play in educating people about the environment and the behavioral changes necessary as a result of global warming.

Moderator Rajendra Sharma

Deputy Executive Director of Radio Nepal

Rajendra Sharma is the deputy executive director of Radio Nepal, the national public radio station of Nepal. He is in charge of the news and administration divisions, managing a station with more than 600 employees. He is a well-known radio broadcaster with more than 26 years experience in news production and presentation, program production, training of broadcasters in Nepal and the region, and management. He was a Humphrey Fellow in broadcast journalism and management at the University of Maryland in 2004 and 2005.

Speakers



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

Hye Young Kim has built up her firm interest as well as necessary skills in communication and information dissemination throughout her career trajectory. Currently, she is working with the Asian Disaster Preparedness Center (ADPC) as the senior information and communication coordinator. Serving as a knowledge facilitator, she organizes all internal and external information and communication with regard to disaster management activities in the Asia and Pacific region. Holding a master's degree in international affairs with focus on conflict resolution and international development, she has a wide range of international work experiences. Before coming to ADPC in Bangkok, she worked at United Nations Research Institute for Social Development (UNRISD) in Geneva, supporting its publications and dissemination unit. Also, she worked at Africa Humanitarian Action (AHA) based in Ethiopia as the outreach and communications officer. While serving at AHA, she was involved in a number of projects including publications, information management and external outreach.



Pema Choden

Managing Director, Bhutan Broadcasting Service (BBS)

Pema Choden has been the managing director of Bhutan Broadcasting Service (BBS), the national public broadcaster (radio and television) of the Kingdom of Bhutan since mid-August 2007. Under her stewardship, BBS played an important role in educating the Bhutanese people and preparing them for Bhutan's transition to parliamentary democracy in 2008 and BBS continues to be the one of most important public platforms for democratic debate in Bhutan. Choden previously worked as a diplomat for 18 years, serving in various capacities both at home and abroad, last serving as head of the policy planning division.



Volker Mosbrugger

Director General, the Senckenberg Research Institute

With five institutes and further departments in six federal states, Senckenberg conducts environmental research all over the world. Since 2008 the institute has been acting as scientific coordinator for the Biodiversity and Climate Research Center (BiK-F). BiK-F has been established within the framework of the Hessian initiative for scientific and economic excellence, with a mission to carry out internationally outstanding research on the interactions of organismal biodiversity and climate.



Ugyen Penjor

Journalist, Kuensel Corporation

Ugyen Penjor has been a journalist with the Kuensel Corporation in Bhutan since 2001. He has worked as a reporter, senior reporter, deputy editor and, since 2009, as managing editor. In 2004 he was awarded a Minnesota fellowship by the World Press Institute. Penjor is a member of the PCS media committee (RCSC) and the Thimphu City Corporation's Local Area Plan committee.

4:00 p.m. - 5:30 p.m.

13

Rain forests, indigenous people and climate change - The case of Peru

Room C

**Hosted by
Deutsche Welle (DW)**

Peru is one of the most biodiverse countries on earth. It has the second largest share of the Amazon region and the fifth largest amount of continuous forest area in the world. More than a million hectares of tropical forest have been destroyed over the last 10 years alone. Deforestation accounts for half of the country's greenhouse gas emissions. The loss of Peru's forest landscapes poses not only a danger for nature, but also for the indigenous communities that live in close harmony with their natural environments. The pressure to resettle, constant exploration and exploitation of new resource deposits, plus the negative consequences for agriculture due to climate change, present new challenges to the indigenous peoples in the highlands and Amazon basin.

This workshop will focus primarily on the opportunities to sensitize a wide section of the Peruvian public to these issues, whereby the media - particularly radio and television - will be given special attention.

Moderator



Clara Omland

Visiting Professor, Climate Change and Biodiversity Universidad Nacional

Clara Omland is involved at Peru's most illustrious universities and in the bar association for environmental law. She coordinates projects to increase the efficiency of environmental protection and raise environmental awareness in Peru. She is also a delegate for Peru at the international negotiations on biodiversity and for a climate protection treaty.

Omland studied law and political science in Peru, Germany and Spain. She earned her doctorate with a dissertation on "International Cooperation for Climate Change and Biodiversity Protection". Before relocating to Germany she was head of the department for social affairs in the Peruvian Ministry of Women and Social Development (MIMDES).

Speaker



Marco Arana

Catholic Priest and Environmentalist

Marco Antonio Arana Zegarra is a Peruvian citizen and a catholic priest in Cajamarca, Peru. He studied theology at the Pontificia Universidad Gregoriana in Rome and received his master's degree in sociology from the Pontificia Universidad Católica in Peru. He is a lecturer at the Universidad Nacional de Cajamarca and was awarded the Peruvian national prize for human rights in 2004. He is the founder and former head of the NGO GRU-FIDES. TIME Magazine nominated Marco as "Environmental Hero of 2009". He is also chairman of the political party "Tierra y Libertad".



Jaime Sperberg

Public Relations Specialist, Press and Information Office of the Federal Government of Germany

Jaime Sperberg works as a public relations specialist for the Latin America division in the Press and Information Office of the Federal Government of Germany. He also is a specialist advisor for external affairs (speech-writer for the spokesperson of the Federal Government). Moreover, he consults on environmental issues and climate change and has specialised in the area of national adaptation strategy and biodiversity.

4:00 p.m. - 5:30 p.m.

14

Water for Life: Where is water in the climate change debate?

Room F/G

**Hosted by
UN-Water**

International debate on climate change has largely neglected the focus on water, but experts say it is central to adaptation. In its key message on water and climate change to the Copenhagen Summit in December 2009, UN Water stated that "water is the primary medium through which climate change influences the Earth's ecosystems and therefore people's livelihoods and well-being. Already, water-related climate change impacts are being experienced in the form of more severe and more frequent droughts and floods. Higher average temperatures and changes in precipitation and temperature extremes are projected to affect the availability of water resources through changes in rainfall distribution, soil moisture, glacier and ice/snow melt, and river and groundwater flows; these factors are expected to lead to further deterioration of water quality as well. The poor, who are the most vulnerable, are also likely to be affected the most."

What is adaptation to climate change? More specifically, what is water adaptation to climate change? What is water's status in international negotiations – from Copenhagen to Mexico? Is it an issue worth reporting about? And what messages can be delivered to COP16?

This session will bring together experts from the United Nations, international organizations and other stakeholder institutions to discuss these questions with media representatives.

Moderator



Josefina Maestu

Director, UN-Water Decade Program of Advocacy and Communication

Josefina Maestu is the director of the Saragossa (Spain) based UN-Water Decade Program of Advocacy and Communication (UNW-DPAC). She served prior to her appointment in 2009 as senior advisor to the Ministry of Environment, Rural and Marine Affairs. Her professional career in the field of water, international relations, national civil servant positions and international advisor consultancies include coordination of the economic analysis of water issues of the Water Framework Directive, and guiding negotiations on international

water agreements, including for river basin management. For several years, she was secretary-general of the Mediterranean Water Network, represented Spain in the UN Environmental Committee of the Economic Commission for Europe (UNECE), the Mediterranean Commission on Sustainable Development, and backstopped the Spanish EU Presidency. She has been technical advisor to several UN agencies and programs including the World Bank.

4:00 p.m. - 5:30 p.m.

15 Climate change - The debate has started

Annex

Hosted by
Deutsche Welle (DW)

The differences in opinion between the West and the developing world were simply too great for the December 2009 climate conference in Copenhagen to lead to a breakthrough. The conference, however, did have one result that had not been anticipated: It sparked intense debate about climate change in the media in many of the countries most affected. The media across Asia, Latin America and Africa are now paying far more attention to the issue than ever before. Prior to Copenhagen, media coverage had tended to be government-driven with the countries in the South announcing their official standpoints for climate negotiations and demanding compensation payments from the rich North, arguing that the North had helped create the problem by wasting resources. Now debate has broadened with the media focusing increasingly on the consequences of climate change for ordinary people. Was Copenhagen the trigger for a worldwide discussion about climate change in the media, and if so, why? This workshop will explore this and other questions pertaining to the sudden media interest and growing public awareness about climate change in the South: Why did the media in the developing world keep quiet about the growing dangers of climate change ahead of Copenhagen? How much is public opinion in the affected countries exercising political pressure on governments? Is the increase in reporting defined by national and economic interests? And how can journalists contribute to the debate?

Moderator



Grahame Lucas

Head of the South Asia Department, Deutsche Welle

Grahame Lucas is the head of the South Asia Department at Deutsche Welle and is responsible for radio and Internet content in Bengali, Hindi, Urdu and English for Asia. He completed degrees at the universities of London and Bonn before becoming a freelance journalist. Lucas joined Deutsche Welle in 1983 before moving to Bonn as a correspondent for radio and television. He subsequently served as a Europe correspondent for DW-TV in Brussels before becoming head of news and current affairs at the English Service in 2001. During this time Lucas was also responsible for coordinating and developing online content. He is an expert on South Asian affairs and has taken a particular interest in the impact of climate change on the region.

Speakers



Syeda Gulshan Ferdous Jana

Co-Founder, Somewhere in...

Syeda Gulshan Ferdous Jana is the co-founder of Somewhere in..., the pioneering social media company in Bangladesh. Jana actively manages the Somewhere in... blog community of more than 50,000 bloggers writing in Bengali and sets the agenda for local social media development with the bloggers and her development team. Jana has 12 years experience in the ICT sector of Bangladesh and is in charge of servicing customers and business partners of Somewhere in... She also played an active role in establishing the customer service division and info centers of Grameenphone, the largest mobile operator in Bangladesh.



Joachim Bruess

Research Director, InterMedia

Joachim Bruess has been research director at InterMedia since the end of 2008 where he is responsible for quality assurance processes, research designs and analysis. As a member of InterMedia's executive team, Bruess helps define the company's international research agenda and that has also included new research initiative such as, more recently, AudienceScapes. Before Bruess joined InterMedia, he directed the analysis department of NCQA, a US company that monitors and analyzes the performance of health plans to make their

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performance more transparent for consumers and employers. Bruess received both his master's and doctorate degree from the University of Bielefeld. He wrote his master thesis on waste management in the computer industry and analyzed attempts to design computer production in a more environmentally friendly way. He also helped design and carry out a longitudinal study on interethnic relations among adolescents in Germany and his PhD is based on this research.



Isaac Santoso
Journalist

Isaac Santoso began his journalistic career producing a bulletin called Suara Rarahan for farmers in Cimacan who had been evicted from their land to make way for a golf course. He then did stints with KNI news agency, Bisnis Indonesia, and Forum Keadilan. He is a founder of the Alliance of Independent Journalists and was the first secretary general of that organization. For his work, he received the Rob Bakker Award from the International Federation of Journalists. After the fall of Soeharto, Santoso helped set up the National Mandate Party, and was its deputy secretary general for the first term. He then established the radio news agency KBR68H and has been managing director since 2000. KBR68H grew from a small organization into a national network that sends news feeds to more than 435 stations in Indonesia, and to radio stations in other countries in Southeast Asia.



Mike Shanahan
Press Officer, International Institute for Environment and Development (IIED)

Mike Shanahan is the press officer at the International Institute for Environment and Development (IIED) and co-founder of the Climate Change Media Partnership, which supports journalists from developing countries to attend and report on the UN climate change negotiations. Shanahan has written extensively on climate change and how to communicate about it, and he has trained climate-change reporters from more than 40 non-industrialized countries. In 2009, he served as a judge for the 2009 Earth Journalism Awards on climate change. He is the former news editor of the SciDev.Net news agency and has a doctorate in rainforest biology.

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Sandeep Singh Sisodiya
Manager, Webdunia.com

Sandeep Sisodiya works as manager for the world's first online Hindi portal and one of the largest multilingual portals in India with nine regional languages. Sisodiya has 10 years of experience in Internet journalism and online media and currently heads the content teams for the Hindi portal Webdunia.com and MSN YUVA for MSN INDIA. Sisodiya has written many articles on economic recession, environmental issues, wildlife and current affairs which have also been published in various newspapers, blogs and websites.



Liu Jianqiang
Environmental Journalist, Editor, ChinaDialogue.net

Liu Jianqiang is a leading environmental journalist in China and is the Beijing editor of www.chinadialogue.net, a bilingual website focusing on environment and climate change. Liu was formerly a senior investigative reporter at Southern Weekend, China's most influential investigative newspaper, where he provided front-line and in-depth coverage of China's burgeoning environmental movement. He is also a visiting scholar at the University of California, Berkeley. Liu is the author of *The Tibetan Beads – The Legend of Tibetans*, published in Hong Kong and mainland China in 2009.

4:00 p.m. - 5:30 p.m.

16

Media-ting change - Shifting societal awareness from climate change to global change

Hosted by
UNU-IHDP/ESSP/WCRP/IGBP/DIVERSITAS

Room Aeltestenrat

Accelerating global change, its scale, its sweeping social repercussions and the need for action at all levels is a major concern for scientists researching global change. Following years of what many climate-change scientists see as ineffective communication with the media, scientists now want to know what they can do to get an undistorted message across to a wide audience.

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The media plays a central role in informing the public about complex environmental problems, such as climate change. It exerts much influence, shaping public opinion and attacking government inaction. But the media must strike a difficult balance: it must simplify complex matters without distorting meaning and stories must catch the public's attention but not succumb to overt sensationalization. At the same time, highly important issues must be given their due coverage while not deafening the public with their frequency.

In response to the significance of the media as a key player in affecting how society and governments view global environmental changes and the challenges that come with them, this session aims to discuss what we can learn from how climate change was communicated. Accordingly, scientists and the media can work together to communicate specialist knowledge on global environmental change (including climate change) to the public and policy-makers. This session will, therefore, address questions such as: What lessons can be learned from media coverage of climate change so far? What does the scientific community want/expect from the media? Are their expectations realistic? How can scientists help the media provide information that is effective in influencing the public's perception of global environmental change? How can environmental communication improve connections among science, society and governments?

Speakers



Ken Caldeira

Senior Scientist, Carnegie Institution Department of Global Ecology

Ken Caldeira is a senior scientist at the the Carnegie Institution Department of Global Ecology and a professor (by courtesy) in the Department of Environmental Earth System Sciences at Stanford University. He has a PhD in atmospheric sciences from New York University. His research interests include ocean acidification; climate/carbon-cycle interactions; numerical simulation of climate and biogeochemistry; marine biogeochemical cycles; global carbon cycle; long-term evolution of climate and geochemical cycles; intentional intervention in the climate system; energy technology and policy. Caldeira also serves on the US National Academy of Sciences, UK Royal Society geoengineering report panel member (2009) and the Global Carbon Project, steering committee member (2009).

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Wolfgang Cramer

Co-Chair, Earth System Analysis Research Domain, Potsdam Institute for Climate Impact Research

Wolfgang Cramer holds a PhD in vegetation science and a diploma in geography from universities in Sweden and Germany. He is co-chair of the Earth System Analysis research domain at the Potsdam Institute for Climate Impact Research and chair of global ecology at the University of Potsdam's Institute of Geoecology. He has been directing a large European ecosystem service assessment, ATEAM (EU FP5), and its companion outreach activity, AVEC. Together, these projects have resulted in the first ever region-specific ecosystem service assessment across Europe, communicated through high-level publications, an intensive stakeholder dialogue, and two summer schools for young experts in the field. He is a contributor to the IPCC and the Millennium Ecosystem Assessment, as well as chief editor of the journal *Regional Environmental Change*.



Owen Gaffney

Director of Communications, International Geosphere-Biosphere Program (IGBP)

Owen Gaffney is director of communications at the International Geosphere-Biosphere Program based at the Swedish Royal Academy of Science. The program has been helping set the international agenda in global-change research for the past 20 years. It involves scientists from more than 70 countries and has 23 international project offices throughout the world. Gaffney is a journalist and science writer and has worked for the UK's Natural Environment Research Council, the BBC, ITV, the Film Council, Science and The Irish Examiner. He has a degree in astronautic engineering and now lives in Stockholm.



Gernot Klepper

Coordinator, Research Program on Economic Policies for Sustainable Development, Kiel Institute for the World Economy

Gernot Klepper is an economist with modeling expertise. His main research interests are environmental and resource allocation problems with a special focus on policy instruments and interdisciplinary model development. He was previously head of the environmental and resource economics research department at the Kiel Institute for the World Economy. Klepper is now coordinator of the Kiel Institute's research program on economic policies for sustainable development,

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speaker of the Kiel Earth Institute, chair of the German National Committee on Global Change Research and a member of the high-level network of leading economists to the director of the environmental directorate of the EU and the European Environment Agency.



Rik Leemans

Head of the Environment Systems Analysis Group, Wageningen University

Prof. Dr. Rik Leemans (1957) heads the Environmental Systems Analysis group (www.esa.wur.nl) of Wageningen University, directs the WIMEK graduate school and chairs the Earth System Science Partnership (www.essp.org). He further contributes to several (inter)national committees concerned with various aspects of global change. He currently leads

several multidisciplinary projects to develop integrated assessment models for global biodiversity and local/regional ecosystem vulnerability. He was involved in the assessments of the Intergovernmental Panel on Climate Change (IPCC) and co-chaired the Response Option Working group of the Millennium Ecosystem Assessment.



Martin Visbeck

Associate Professor, Columbia University

Martin Visbeck holds a PhD in physical oceanography. During a post-doctoral fellowship at MIT his research interest focused on the interaction between ocean eddies and deep convection regions and their respective heat and density transports. As a research scientist at LDEO and associate professor at Columbia University in New York, his interest

shifted to more general aspects of the ocean's role in the climate system including work on the North Atlantic Oscillation and Deep Water formation off Antarctica. Since October 2004 he has held the chair in physical oceanography at Kiel University's Leibniz Institute of Marine Sciences. His current research is concerned with ocean and climate variability and change. He has served on several national and international committees and is speaker of the Kiel Cluster of Excellence The Future Ocean.

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4:00 p.m. - 5:30 p.m.

17

How to professionally deal with climate skepticism

Hosted by
Wuppertal Institute

Room Suessmuth

Even to the well informed journalist, reporting on the reasoning behind climate change policy can be tricky. Climate policy hurts vested interests and there are many voices in the media that challenge almost each scientific datum aiming to deliver the message: There is no justified reason to change course. For journalists, it is impossible to verify each statement and it seems the reputation of the IPCC has been successfully questioned over the past months. Climate skeptics, old and new, seem to be on the rise and have achieved in once again becoming an honorable part of the societal debate. Their mantra plays well with the training journalists have gone through: Don't believe what you cannot prove, let both sides make their point and let the audience sort out what is true. But with climate change, things are not so easy. Falling back on a "neutral" journalistic position can mean playing into the hands of the skeptics at the expense of the basis of life.

This workshop aims to point out what journalists must know about climate change policy, whom to trust and when to question their own professional procedures.

Moderator



Bernhard Pötter Journalist

Bernhard Pötter worked as an editor covering business and the environment for die tageszeitung, a Berlin-based daily newspaper from 1993-2005. Since 2006 he has been working from Paris as a freelance writer for German and international media, mostly on topics related to climate change and international environment policies. In 2008 he published a book entitled Climate Change Crime Scene.

Speakers**Naomi Oreskes****Professor of History and Science, University of California**

Naomi Oreskes is one of the world's leading historians of science. Having started her career as an exploration geologist working in the Australian outback, she is now professor of history and science at the University of California in San Diego, adjunct professor of geosciences at the Scripps Institution of Oceanography and the provost of Sixth College at UC San Diego. She has received grants for her work from the United States National Science Foundation, National Endowment for the Humanities and the American Philosophical Society. She has also won numerous prizes and awards, including, most recently, the Francis Bacon Award in the History and Philosophy of Science and Technology and the UC San Diego Chancellors Associates Faculty Excellence Award for Community Service.

**Bob Ward****Grantham Research Institute on Climate Change and the Environment**

Bob Ward joined the Grantham Research Institute on Climate Change and the Environment in November 2008 from Risk Management Solutions, where he was director of public policy. He worked at the Royal Society, the UK national academy of science, for eight years until October 2006. He has also worked as a freelance science writer and journalist, and has a degree in geology. Ward is a member of the executive committees of the Association of British Science Writers and the Science, Technology, Engineering and Medicine Public Relations Association, and is a member of the board of the UK's Science Media Center.

4:00 p.m. - 5:30 p.m.

**18 Climate change and security policy -
Does energy autonomy increase security?****Room Trincomalee/Antigua (Deutsche Welle)****Hosted by****German NGO Forum on Environment & Development/Academy of the German Armed Forces for Information and Communication (AIK)**

Discussions about climate change revolve around terms like “reductions”, “cutbacks” and “curbing growth”. So although nations aspire to protect the environment, they are less inclined to make concessions during climate negotiations, ultimately leading to a 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. Not only do they 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.

Moderator**Jürgen Maier****Director, Forum on Environment & Development**

Jürgen Maier has been the director of the German NGO Forum on Environment & Development since 1996. He studied political science in Tübingen and Bonn, and was a member of the German Green Party's executive committee from 1987-1991. He also worked with the German Asia Foundation, was a board member for the Climate Action Network Europe, a member of the Steering Committee of the German Climate Alliance and has worked in various other functions in the field of sustainable development.

Speakers



Thomas Hirsch
Brot für die Welt

Thomas Hirsch is a policy advisor in the area of climate change and food security for Brot für die Welt, a program designed to help end hunger, instigated by the protestant churches in Germany. Among his main duties are advocacy on adaptation and mitigation at national and international level (including the UN), capacity building programs in Africa, Asia and Pacific and Latin America with a strong focus on community-based adaptation and climate impact assessments and the coordination of adaptation projects.



Sönke Bohm
Research Assistant, German Advisory Council on the Environment

Sönke Bohm studied energy and environmental management and export engineering at the University of Flensburg, Flensburg University of Applied Sciences, the University of Southern Denmark, Sonderborg, and the National College of Ireland, Dublin. Subsequently, he became project engineer in a solar energy company. He has researched, lectured and completed a dissertation at the International Institute for Management at the University of Flensburg. Since 2008, he has been working as research assistant of the German Advisory Council on the Environment (SRU) with a special focus on energy systems.



Oliver Geden
Research Fellow, German Institute for International and Security Affairs

Oliver Geden has been a research fellow at the German Institute for International and Security Affairs (SWP) since 2006. As a member of the research division for EU Integration, his studies focus on the European Union's energy and climate policy, particularly on topics like energy security, the development of the internal energy market and Europe's role in international climate negotiations. He received his PhD from Humboldt University Berlin in 2006 and has been a visiting scholar at the University of California at Berkeley.

Jason Anderson

Head of European Climate and Energy Policy, WWF

4:00 p.m. - 5:30 p.m.

19 Climate change: A problem of our lifestyles?!

Room Sines (Deutsche Welle)

Hosted by
UNEP/Wuppertal Institute Collaborating Center on Sustainable Consumption and Production (CSCP)

Media can play a key role in influencing consumer behavior and fostering more climate-friendly lifestyles. The approach of “edutainment”, i.e. using emotional, effective media strategies is crystallizing 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 brings together experts from media, science and NGOs to discuss how aspects of climate change can be involved in different media formats using “edutainment”. The workshop will present good practice examples as well as a study conducted on the topic. Subsequently workshop participants will work in small groups in order to discuss further examples of good practice and to identify barriers as well as success factors for involving climate change topics in media formats. At the end, the results will be discussed in the plenary. The media formats discussed will be radio, TV, print and Web 2.0.

Moderator



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

Michael Kuhndt is head of the UNEP/Wuppertal Institute Collaborating Center on Sustainable Consumption and Production (CSCP). The CSCP is a non-profit, think-and-do tank founded as a collaboration between the UN Environment Program (UNEP) and the Wuppertal Institute for Climate, Environment and Energy. The Center is focused on sustainable patterns of consumption and production. Kuhndt's expertise lies in sustainable lifestyles/sustainable consumption, climate change, biodiversity and sustainability in the media.

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Speakers



Pema Choden

Managing Director, Bhutan Broadcasting Service (BBS)

Pema Choden has been the managing director of Bhutan Broadcasting Service (BBS), the national public broadcaster (radio and television) of the Kingdom of Bhutan since mid-August 2007. Under her stewardship, BBS played an important role in educating the Bhutanese people and preparing them for Bhutan's transition to parliamentary democracy in 2008 and BBS continues to be the one of most important public platforms for democratic debate in Bhutan. Choden previously worked as a diplomat for 18 years, serving in various capacities both at home and abroad, last serving as head of the policy planning division.



Nadine Pratt

Project Manager, Wuppertal Institute Collaborating Center on Sustainable Consumption and Production CSCP

Nadine Pratt is project manager at the UNEP/Wuppertal Institute Collaborating Center on Sustainable Consumption and Production (CSCP). The CSCP is a not-for-profit think-and-do tank founded as a collaboration between the UN Environment Programme (UNEP) and the Wuppertal Institute for Climate, Environment and Energy. The Center is focused on sustainable patterns of consumption and production. Pratt's expertise lies in sustainable lifestyles/sustainable consumption, climate change and sustainability in the media, especially entertainment education.

PECOJON

Peace & Conflict Journalism Network

Initiative zur Förderung des
konfliktsensitiven Journalismus



PECOJON is an international network of print, radio and broadcast journalists, filmmakers and journalism teachers who focus on promoting responsible and high quality reporting of conflict, crisis and war. To secure and improve the quality of local, national and international conflict and war coverage, PECOJON offers practical tools and support for journalists, facilitates discussions about media ethics and offers trainings especially in the field of conflict analysis and conflict sensitive journalism.

PECOJON was founded in 2004 as a Philippine-German partnership project and has quickly grown into an international network with members from Asia, Australia, Africa and Europe.

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The German Development Institute / Deutsches Institut für Entwicklungspolitik (DIE) is one of the leading Think Tanks for development policy worldwide. Since its founding in 1964, DIE has based its work on the interplay between Research, Consulting and Training. These three areas complement each other and are responsible for the Institute's distinctive profile. DIE draws on development research from around the world, dedicating its work to key issues facing the future of development policy.

German Development Institute /
Deutsches Institut für Entwicklungspolitik (DIE)

www.die-gdi.de

9:30 a.m. - 11:00 a.m.

20 Plenary session: Who will fuel our future? A fundamental debate between rivaling energy sources

Hosted by
Deutsche Welle/Wuppertal Institute (DW/WI)

Plenary Chamber

At last count, 75 countries had proposed national climate action targets to comply with the Copenhagen Accord to keep the global temperature from increasing more than 2° C. Renowned climate economist, Lord Stern, analyzed their plans, determining that they don't go far enough. With more ambition, he says, the 2° target could be achieved not only sooner, but also less expensively. That leads to the question of why the competition between nations produces such a collectively uneconomical result. It therefore makes sense to compare the conflicting interests vying for dominance in the race to the future and engage them in debate: Those in possession of fossil resources and technologies facing demise on the one hand, and the advocates of sustainable renewable energy on the other – who are likewise caught up in fundamental competition among themselves.

Moderator



Alexander Kirby
Consultant to the Climate Change Media Partnership

Alex Kirby is a former BBC News environment correspondent for radio, TV and online. He now works with developing world journalists to enhance their knowledge of climate change and other aspects of the environmental crisis. He is a consultant to the Climate Change Media Partnership and a founding member of Science and Faith Unite on

Biodiversity.

Speakers



Rainer Aringhoff
Chief Operating Officer, Desertec Industrial Initiative Dii GmbH

Rainer Aringhoff is Chief Operating Officer (COO) of the International Industry Initiative Dii GmbH, which was founded 2009 as 'Desertec Industrial Initiative'. He lived 4 years in the SF Bay Area and led Solar Millenniums' US CSP project development as President of Solar Millennium LLC. Aringhoff headed development of AndaSol projects in Spain – 3 x 50 MWe (2001–2006), Europe's first commercial parabolic trough plants, featuring the largest solar fields ever built, worldwide. Aringhoff was also Secretary General of the European Solar Thermal Power Industry Association – ESTIA (1998–2006) and is: California's Solar Industry Representative in the Cal. Energy Commission's RETI (Renewable Energy Transmission Initiative) – since Sep 2007.



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

Ignacio Campino studied agricultural science at the Catholic University with a focus on ecology. After obtaining his doctorate at the Justus Liebig University in Giessen, he joined the private sector. Following several positions involving activities within Germany and abroad, he became head of the Central Environmental Affairs Office of Deutsche Telekom AG in 1995. Today, Campino is the representative of the board of management for sustainability and climate change at Deutsche Telekom. Campino is member of the Information Society Technologies Advisory Group of the European Union, the WWF Deutschland Board of Trustees and of the UNESCO Commission's German National Committee for the World Decade "Education for Sustainable Development".



Manfred Fishedick
Vice President, Wuppertal Institute

Manfred Fishedick studied chemical engineering at the Technical University of Dortmund, Germany, with an emphasis on energy and environmental technologies and earned his PhD at the University of Stuttgart. He is director of one of the four research groups of the Wuppertal Institute (Future Energy and Mobility Structures). Fishedick has

more than 15 years of experience in energy system analysis, is the author of various books and articles, is a member of several scientific boards and lectures in the field of energy and environmental science, for example at the Universities of Wuppertal and Kassel.



Ernst Rauch

Head of Corporate Climate Center, Munich Re

Ernst Rauch joined the staff of Munich Re's geo risks research department in 1988. His work initially focused on earthquake risk analysis and the development of an earthquake simulation model. He was appointed head of the meteorological and climate risks department at Munich Re in 2004. In 2007 Rauch took on the responsibility of coordinating all

climate change related activities in the Munich Re Group, along with heading the department of natural catastrophes research and development projects. Rauch now heads the newly founded Munich Re corporate climate center. He is a member of the German Engineering Society (WTG), the Australian Earthquake Engineering Society and the American Association for Wind Engineering.

11:30 a.m. - 1:00 p.m.

21 Moving towards COP 16 in Cancun - A "Climate Pioneer Group" is necessary

Plenary Chamber

Hosted by
German Development Institute (DIE)

Since the Copenhagen Climate Summit in December 2009 failed to adopt a new legal framework for protecting the environment, a "Climate Pioneer Group" is necessary to provide new leadership for climate change. The European Commission stepped forward in March 2010 to become the first post-Copenhagen pioneer by setting out a strategy to help maintain the momentum of global efforts to tackle climate change and by announcing its plan to make Europe the most climate-friendly region of the world. By swiftly implementing its commitment to provide 2.4 billion annually in "fast start" financial assistance to developing countries, the EU will demonstrate credibility and enhance recipient countries' capacities to address the climate crisis.

For many years, Europe has played a leading role in climate negotiations. Who will join them as fellow climate pioneers? The United States, the world's largest economy? What about China, the world's largest emitter of greenhouse gases? Brazil, the world's largest producer of biofuels? India, the developing country leader in advanced wind power technology? Europe must step forward and continue to press for a robust and legally-binding global agreement that involves all countries in real climate action. The formation of a "Climate Pioneer Group" will depend on EU leadership. How this can be done and which countries should join this "Pioneer Group" will be addressed by this panel of high-level experts from developed and developing countries.

Moderator



Dirk Messner

Director, German Development Institute

Messner is a political scientist and development economist. In 2003 he became director of the German Development Institute. He has been a member of the German Advisory Council on Global Change (WBGU) since 2004 and was elected vice chair in 2009. In 2010 he was also elected chair of the Scientific Advisory Board of the Potsdam Institute for Climate Impact Research (PIK).

Speakers



Yvo de Boer

Executive Secretary, UNFCCC

Yvo de Boer was appointed by UN Secretary-General Kofi Annan as the new executive secretary of the UNFCCC in 2006. The appointment had been endorsed by the Bureau of the Convention. He will leave the United Nations on 1 July 2010 to join international consulting group KPMG as global advisor on climate and sustainability. Before joining the UNFCCC, de Boer was director for international affairs of the Ministry of Housing, Spatial Planning and Environment of the Netherlands, responsible for international policy, both in the context of the European Union, as well as broader international cooperation. He has also served as deputy director-general for Environmental Protection in the same Ministry, as Head of the Climate Change Department and has worked in the fields of housing and public information. De Boer has been involved in climate change policies since 1994. He has helped to prepare the position of the European Union in the lead-up to the negotiations

on the Kyoto Protocol, assisted in the design of the internal burden sharing of the European Union and has since led delegations to the UNFCCC negotiations.



Rainer Wend
Executive Vice President (EVP) Corporate Public Policy and Responsibility,
Deutsche Post DHL

Wend studied law at the universities of Marburg and Münster. From 1994–2003 he was Mayor of the city of Bielefeld and in 1998, Rainer Wend was elected directly to the German Parliament where he was chairman of the Committee on Labor and Social Affairs from 2002–2008. In 2009, he joined Deutsche Post as EVP Corporate Public Policy and Responsibility. He is responsible for political coordination, environmental strategy und sustainability as well as the group's worldwide social engagement.



Gudrun Kopp (tbc)
Parliamentary State Secretary, Federal Minister for Economic Cooperation and
Development

Gudrun Kopp has been a member of the German Parliament since 1998 where she was a member of the Parliamentary Committee on Business and Technology (1998–2009) and the spokesperson for the FDP parliamentary group on energy and consumer issues (2002–2009). In October 2009 she became Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development.



Everton Vieira Vargas
Ambassador, Federative Republic of Brazil

Ambassador Vieira Vargas studied law and international relations and holds a PhD in sociology. Postings abroad have taken him to Brazil's Permanent Mission to the UN in New York and the Brazilian Embassies in Bonn and Tokyo. At the Foreign Ministry in Brasilia, he served as director of the Environmental Department and as chief negotiator at international forums, including the 2002 Earth Summit in Johannesburg. Since 2009 he has been serving as the Brazilian Ambassador in Germany.



Connie Hedegaard (tbc)
European Commissioner for Climate Action

Connie Hedegaard was a member of the Danish Parliament from 1984–1990 and 2005–2009. From 1990–2004 she pursued a career in journalism. Going back into politics she became the Danish minister for environment (2004–2007) and minister of climate and energy (2007–2009) before joining the European Commission as commissioner for climate action in 2010.

11:30 a.m. - 1:00 p.m.

22 Hidden dangers? The risks and challenges of environmental reporting

Room A/B

Hosted by
Committee to Protect Journalists (CPJ)

Bringing together leading environmental journalists and journalist protection advocates, the panel will explore the challenges that frontline reporters and bloggers face every day. The risks run from threats or actions involving physical violence, to more subtle forms of pressure from advertisers, private firms and government officials. Liu Jianqiang is one of China's top environmental reporters and editors with ChinaDialogue.net. Tamer Mabrouk is one of Egypt's most well-known environmental bloggers known for his exposés about chemical dumping. Grégory Ngbwa Mintsu is a world-renown blogger on environmental and anti-corruption issues in Gabon. Luiz Prado is a popular environmental columnist and radio talk show host in Brazil. The panel's discussant is Jean Francois Julliard, secretary-general of Reporters Without Borders, the Paris-based group which has, among other things, documented attacks against environmental reporters around the world. The panel will be moderated by Frank Smyth of the New York-based Committee to Protect Journalists.

Moderator**Frank Smyth****Representative and Journalist Security Coordinator, Committee to Protect Journalists**

Frank Smyth is the journalist security coordinator of the Committee to Protect Journalists. He has covered conflicts in Latin America, sub-Saharan Africa and the Middle East. Working for Human Rights Watch, he documented the arming of Rwanda before its genocide, and the role of U.S. agencies in covert intelligence networks in Colombia. He has testified before the U.S. congress, the Organization of American States and the International Commission of Jurists. Smyth has written for The New York Times, The Wall Street Journal and Foreign Affairs and is co-author of Dialogue and Armed Conflict and a contributor to Crimes of War.

Speakers**Liu Jianqiang****Environmental Journalist, Editor, ChinaDialogue.net**

Liu Jianqiang is a leading environmental journalist in China and is the Beijing editor of www.chinadialogue.net, a bilingual website focusing on environment and climate change. Liu was formerly a senior investigative reporter at Southern Weekend, China's most influential investigative newspaper, where he provided front-line and in-depth coverage of China's burgeoning environmental movement. He is also a visiting scholar at the University of California, Berkeley. Liu is the author of "The Tibetan Beads – The Legend of Tibetans", published in Hong Kong and mainland China in 2009.

**Jean François Julliard****Secretary General, Reporters Without Borders**

Jean-François Julliard has been serving as secretary general of Reporters Without Borders since 2008. He joined Reporters Without Borders as a member of the Asia desk in 1998 and was head of the Africa desk for several years before being appointed head of research in 2004 and deputy secretary general in the spring of 2008. He played an active role in the campaign for a boycott of the opening ceremony of the 2008 Beijing Olympic Games, participating in the protest at the Olympic torch-lighting ceremony in Olympia, Greece. Born in Bordeaux, Julliard studied cinema, broadcasting and journalism in Paris and has a higher

specialized studies diploma in journalism techniques from the French Press Institute of the University of Paris 2.

**Tamer Mabrouk Soliman Mabrouk****Blogger**

Tamer Mabrouk is a well-known blogger who covers environmental issues in Egypt. He has also worked as a newspaper reporter, in addition to being a former factory worker in the chemical industry. Mabrouk covers environmental and health issues. In the late 2000s he began blogging about dumping of industrial waste by Trust Chemicals Company into Manzala Lake connected to the Suez Canal. After Egyptian authorities took no action, Mabrouk posted photographs of the chemical effluence. The chemical firm sued him in Egypt where a court eventually ordered him to pay steep fines. He also lost his factory job and was forced to move out of Port Said near the lake. Despite the hardships, Mabrouk has continued to cover environmental issues in Egypt and his blogs have attracted a wide following.

**Grégory Ngbwa Mintsa****Blogger and Environmental Activist**

Grégory Ngbwa Mintsa is a blogger as well as an environmental and anti-corruption activist in Gabon. Mintsa has been at the center of a case investigating how the leaders of three oil-rich, west and central African nations managed to each accumulate massive personal assets, and whether their new-found wealth was amassed through the illegal sales of public resources. The sold resources included alleged commercial rights on national parks in Gabon and other nations. Mintsa, who is also a civil servant in Gabon, became a joint plaintiff in a civil suit filed jointly with the international watchdog groups including Transparency International in Paris in December 2008 calling for the investigation of the three African heads of state. Gabonese authorities detained Mintsa and three other environmental activists for two weeks, holding them in poor conditions. Three months later, in May, a French court accepted the admissibility of the suit filed by Transparency International, but the same court dismissed the complaint lodged by Mintsa. Nonetheless, Mintsa continues to blog about the case and other matters involving corruption and the environment.



Rina Saeed Khan
Journalist

Rina Saeed Khan is a Lahore based freelance journalist by profession, with a master's degree in environment and development from the London School of Oriental and African Studies. She began her career in journalism in 1992 when she joined The Friday Times, Pakistan's first independent English weekly newspaper. She served as features editor until 1998 and still contributes features on environment and development issues. From 1998 onwards she began working as a consultant in communications with the United Nations Development Program in Pakistan and WWF-Pakistan, writing reports and scripts for documentaries. She is currently writing a weekly column on the environment called Earthly Matters for DAWN, Pakistan's largest circulation English-language national daily.

11:30 a.m. - 1:00 p.m.

23 Climate change - A hot topic for media training?

Hosted by
Deutsche Welle (DW)

Room C

Journalists around the globe generally lack many of the skills and qualifications needed to fulfill their job of translating today's fast changing world to their audiences. And the question of a clear journalistic self conception doesn't make things easier: Advocacy or neutrality? Too often journalists are misused as mere tools in scientific conflicts or for PR reasons. In this workshop, climate change will be tackled as a current example of the ambivalence in reporting science and training its journalists. It will examine initiatives like PUSH (public understanding of science), the interesting economic factors of eco-reporting and the realistic prospects of increasing its journalistic quality and quantity.

Moderator



Jochen Walter
Project Manager, DW-AKADEMIE

As a media management consultant and trainer, Jochen Walter focuses on comprehensive systemic and professional consulting of public and private broadcasters and has held dozens of consultancies and seminars in Germany, Africa, Asia and Eastern Europe. From 1988 until 1993 he worked for a Media & Health GTZ/World Bank Project in Zimbabwe – IEC Family Health. In 1982 he was part of the founding team of ZAMCOM – Zambia Institute of Mass Communication. He holds a degree in media didactics.

Speakers



Markus Lehmkuhl
Science Journalist, Senior Researcher, Free University Berlin

Markus Lehmkuhl is a science journalist and senior researcher at Free University Berlin, division science journalism. Currently he is coordinator of the research project „Audio Visual Science Audiences, which is funded by the European Commission. Additionally, he is the chief editor of the Internet journal wpk-quarterly, which aims to bridge the gap between theory and practice in science journalism. He is a member of the United Nations Expert Roster located in Thailand and has developed and run workshops on teaching science journalism in the developing world. He also has experience as a TV and radio editor for two of the biggest public broadcast companies in Germany (WDR and DLF).



Jan Lublinski
Journalist, Trainer and Consultant

Jan Lublinski is a freelance science journalist, trainer and consultant based in Bonn. Since 2006 he has been working for the mentoring program SjCOOP which supports science journalists in Africa and the Middle East. At Deutsche Welle he trains journalists from all over the world and was host of the Mensch, Umwelt, Technik TV Show from 2000 to 2005. Lublinski also teaches a course in media ethics in the International Media Studies master's program. As a journalist he reports for ARD Radio and GEO magazine. He studied physics and communication science and completed a doctorate in journalism studies.



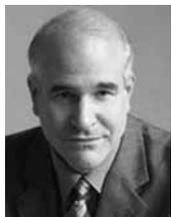
Helmut Osang
Head of the Asia Division, DW-AKADEMIE

Helmut Osang is head of the Asia division at DW-AKADEMIE. As a journalism trainer and media consultant, he has held dozens of workshops in Germany, Africa, Middle East, South-East Europe and Asia, in particular South-East Asia. He previously taught at Ngee Ann Polytechnic in Singapore and has been a radio journalist with Deutsche Welle since 1984. He has also worked as writer and editor for various magazines, daily newspapers and news agencies, specializing in development topics. He holds a doctorate in media and communication studies and sociology. In 2006, Osang co-founded the German Forum Media and Development FoME, which networks scholars, practitioners and policy makers from the North and the South to discuss issues of international media development.



Mike Shanahan
Press Officer, International Institute for Environment and Development (IIED)

Mike Shanahan is the press officer at the International Institute for Environment and Development (IIED) and co-founder of the Climate Change Media Partnership, which supports journalists from developing countries to attend and report on the UN climate change negotiations. Shanahan has written extensively on climate change and how to communicate about it, and he has trained climate-change reporters from more than 40 non-industrialized countries. In 2009, he served as a judge for the 2009 Earth Journalism Awards on climate change. He is the former news editor of the SciDev.Net news agency and has a doctorate in rainforest biology.



Steve Zwick
Managing Editor, Ecosystem Marketplace

Steve Zwick is managing editor of Ecosystem Marketplace (EM), a global news service focusing on payments for ecosystem services. EM is a project of Forest Trends, co-winner of the 2010 Skoll Award for Social Entrepreneurship. He also writes for Time, Fortune, The Wall Street Journal and AOLNews. Zwick has twice been short-listed for the World Leadership Forum's "Business Journalist of the Year" Award.

11:30 a.m. - 1:00 p.m.

24 Climate protection pays off: The first private geothermal power plant in Kenya proves that renewable energy is also profitable

Room F/G

Hosted by
Deutsche Investitions- und Entwicklungsgesellschaft (DEG)

People in developing countries and emerging economies are the most vulnerable to the impacts of climate change, for instance by disasters like droughts and floods. At the same time, there is immense potential in these countries to reduce greenhouse gas emissions. To make use of that potential, the Intergovernmental Panel on Climate Change estimates that \$100-200 billion will be required annually by 2020. Such sums cannot be achieved with public funds alone.

How can private investment be applied for the benefit of climate protection? What role can development finance institutions play in this context – for instance, by financing climate-friendly investments? How important are independent power providers? What examples are there in terms of utilizing renewable energy and developing power projects? And are such projects profitable or are ecology and economy a contradiction in terms? These questions will be addressed by looking at the first privately-funded geothermal power plant in Kenya. The local manager of the Olkaria III power station will present the project, the financing background will be outlined, and finally, the media's perception of the project will be described and discussed.

Moderator
Beatrice Marshall
News Anchor, Kenya Television Network

Speakers



Peter Seidel

Journalist, Kölner Stadt-Anzeiger

Peter Seidel is a political journalist for the Kölner Stadt-Anzeiger, a daily newspaper in Cologne, Germany. He covers various fields such as climate change policy, relations between the African continent and Germany and the EU, Italian politics and transatlantic relations. Prior to joining the politics department in 2002, Seidel worked at local offices of the Stadtanzeiger in Bonn and Leverkusen. He studied Italian, English and history at the Universities of Kiel, Milan and Bonn.



Ernest S. Mabwa

Plant Manager, Orpower 4, Inc.

Ernest Mabwa is a plant manager for Orpower 4, Inc. in Kenya. He joined Orpower in 2000 at the operational start of the power plant and has been working there throughout the development of the geothermal field. Orpower 4, Inc. was established in 1998 as a subsidiary of Ormat International to develop geothermal resources for power generation at Olkaria III. The power plant currently generates a net total of 48 MW of clean, renewable energy. Mabwa is an electrical engineering graduate from the University of Nairobi, and holds a post-graduate diploma in power systems from the University of Trondheim. From 1981 to 1992 he worked for Kenya Power & Lighting Co. Ltd and for a soda ash manufacturing company from 1993 to 1999.



Bruno Wenn

Chairman of the Board of Management, DEG

Bruno Wenn has been chairman of the Board of Management of DEG since October 2009. Based in Cologne and a member of the KfW banking group, DEG is one of Europe's largest development finance institutions. It finances investments of private companies in developing and transition countries in order to contribute to sustainable economic growth and improved living conditions. After studying economics at Rheinische Friedrich-Wilhelms University in Bonn, and subsequently completing his postgraduate studies at the German Development Institute, Wenn joined KfW in 1982. From 2006 onwards he headed the division for financial cooperation with sub-Saharan Africa at KfW.



Salim Amin

Chairman, Camerapix

Salim Amin is chairman of Camerapix, home to four million images of Africa, Asia and the Middle East, and more than 8,000 hours of unique and historic video footage, making it the largest visual resource of its kind in Africa. He is also founder and chairman of the Mohamed Amin Foundation, launched in 1998 to provide aspiring African journalists with the tools and knowledge to tell local stories to an international audience. In 2004, graduate Pete Murimi of Kenya won the prestigious CNN African Journalist of the Year Award, a shining example of the quality of training provided at the foundation. Amin is a driving force behind A24 Media, Africa's first online agency for video and stills content, launched in 2008 and a precursor to the first 24-hour pan-African news and current affairs channel. Amin notably produced a documentary chronicling his father's life, MO & ME, which has won nine awards for best documentary in the U.S., Canada, India and in Africa, including the Grand Jury Award at the New York International Film Festival. In 2007 he was named a Young Global Leader by the World Economic Forum in Davos. He is a fellow of the African Leadership Initiative and a member of the Aspen Global Leadership Network.

Beryl Atieno Omonya

Mobile Reporter, Voices of Africa Media Foundation

11:30 a.m. - 1:00 p.m.

25

Seeing is believing - Audiovisual motivation for change

**Hosted by
realeyz**

Annex

Climate change is a hot-button issue that has inspired the imagination and commitment of filmmakers working in various genres (dramatic feature, documentary), thus harnessing the potential of the popular medium of film to give the issue a face and voice. Dramatic changes in affordability, access and use of audiovisual technology in recent years, as well

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as the advent of the Internet, have enabled socially minded documentaries to be produced quickly and find their online audiences directly. There has also been an explosion in the use of worldwide social communities to create and maintain stable international networks, translating global issues into local activity.

This workshop will present a video on demand (VOD) platform that is a unique combination of online cinema, film magazine and community. It will illustrate how a film in the context of VOD can be used as a popular communication tool to impact perception of climate change by offering information and possibilities for action as well as by facilitating the creation of networks. The workshop will use a recent documentary film dealing with climate change as a case study, with commentary from the filmmaker and an NGO working on the issue of climate change.

Moderator



Andreas Wildfang

Executive Director and Co-owner, EYZ Media GbR and Realeyz GmbH

Andreas Wildfang is the executive director and co-owner of companies EYZ Media GbR and Realeyz GmbH. EYZ Media is the interface between socio-cultural and political initiatives and organizations and current media productions. The company facilitates the use of audiovisual media in educational work and campaigns by releasing films theatrically and digitally in cooperation with welfare organizations, institutions, NGOs and unions. Its trademark is nationwide touring theme-oriented film festivals. Wildfang draws experience from 30 years of work within the media sector operating movie theaters and producing films. He lives and works in Berlin.

Speakers



Kristin Gebhardt

Journalist, Radio Trainer, INKOTA

Kristin Gebhardt works as a journalist, radio trainer and consultant for INKOTA, a development policy network based in Berlin. She organizes educational seminars pertaining to global justice and sustainable development in the context of the study "Sustainable Germany in a Globalized World". Previously she was a field practitioner in Mexico for

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the Church Development Service, an association of the Protestant Churches in Germany. There, she established and coordinated a network of Latin American journalists who produce radio programming for non-commercial and public broadcasters in German-speaking regions.



Johannes Küstner

Education Consultant, Brot für die Welt

Johannes Küstner is an education consultant at Brot für die Welt, a program designed to help end hunger, instigated by the protestant churches in Germany. He studied education and psychology in Erfurt and Lima and conducted social and media-related educational work in Berlin.

Küstner has carried out youth work in the form of regional and inter-regional educational projects and congresses since 1999. At Brot für die Welt he is in charge of public relations and educational matters concerning the research and communications project "Sustainable Germany in a Globalized World", in which the development of sustainable lifestyles play an important role.

11:30 a.m. - 1:00 p.m.

26

Picturing climate change - Is there a conflict sensitive approach?

**Hosted by
University of Augsburg/PECOJON**

Room Aeltestenrat

Global warming is one of the major issues in international news reporting. While pictures play a crucial role in coverage, picturing the topic is difficult, as the impact and the consequences of climate change are not always directly visible. Instead, we see certain aspects like emotional photos of polar bears on ice shells and receding glaciers or horrifying pictures from famine and natural disasters as well as apocalyptic scenarios which become facts. Furthermore, most of the observed consequences take place in the South. Will there be a new form of war and conflict photography? Or is there a conflict sensitive way of visualizing the topic? The workshop will discuss these issues with scholars from mass communication studies as well as photographers and picture editors.

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Moderator



Felix Koltermann

Photojournalist, Peace and Conflict Researcher

Felix Koltermann is a photojournalist and peace and conflict researcher and member of the Peace and Conflict Journalism Network (PECO-JON) in Germany. He is currently working at the University of Erfurt on a PhD project about war photographers and their role in the Israeli-Palestinian conflict. He holds a degree in photography and completed his studies with a master's degree in peace and security studies. Koltermann works as trainer for human rights workers and photographers in the field of peacebuilding and conflict resolution.

Speakers



Christoph Bangert

Photographer, laif

Christoph Bangert is a German photographer and member of the photo agency laif. He studied photography at the Fachhochschule Dortmund and at the International Center of Photography (ICP) in New York. He has worked in Palestine, Japan, Chad/Darfur, Afghanistan, Indonesia, Pakistan, the United States, Lebanon, Nigeria and Zimbabwe. He was also on assignment for the New York Times in Iraq, where he spent about nine months in 2005 and 2006. His work from that period is collected in IRAQ: The Space Between. His pictures have been published in magazines and newspapers like Stern, Time, Newsweek, The New York Times Magazine, GEO, Der Spiegel and Vice. Currently he is working on a long-term photo project on climate change.



Peter Bitzer

Director of Marketing, laif and Bilderberg

Peter Bitzer studied German and political science in Marburg, Germany. He graduated in 1986, worked as a general manager for a leading publishing company and as director of marketing for laif and Bilderberg. In 1992 he returned to laif as the managing partner. Under his direction the agency developed into one of Germany's top suppliers of magazine and travel photography and photojournalism. Bitzer works with more than 250 photographers and 30 international picture desks.

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Elke Grittmann

Visiting Professor of Communication Studies, University of Augsburg

Elke Grittmann is currently visiting professor of communication studies at the University of Augsburg. She studied art history, journalism, mass communication and political science in Hamburg and Rome and has worked as a researcher and lecturer at the University of Hamburg and the Leuphana University of Lueneburg. Her research and teaching fields are photojournalism, political communication, journalism and public sphere, collective memory and gender studies. She has also published a book on photojournalism called Global, lokal, digital – Fotojournalismus heute.



Marco Siebertz

Freelance Journalist, Communication Designer, Deutsche Welle

Marco Siebertz designs and directs several Deutsche Welle publications such as the customer magazine "weltzeit". He created the key visual for the Deutsche Welle Global Media Forum and holds a degree in design with a focus on design research. He is author of essays about aesthetics in public space and runs the social design blog "roger-live.com".

11:30 a.m. - 1:00 p.m.

27

Fueling the future - Replacing oil with renewables

Hosted by
European Commission European Research Area

Room Suessmuth

Biofuels as replacements for oil-based fuels are, on the face of it, a renewable way of converting the power of the sun into useful energy compatible with our present transport infrastructures. Major economies such as Brazil already use biofuels as an important substitute for petroleum-based fuels or, such as Europe, have defined targets for significantly increasing their use. However, on a planet constrained by limited land resources – resources which have to support other necessities such as food production for an increasing population – are

biofuels a sustainable option? How can research contribute to the challenge? Is society fully informed of the advantages and drawbacks of biofuel production? Can an informed debate take place in society, or is it inevitable that discussion will fall prey to polarized opinion?

Moderator



Jan Oliver Loefken
Senior Editor, *Wissenschaft aktuell*

Jan Oliver Loefken is founder and senior editor of the wire service *Wissenschaft aktuell*, the first German news agency for science and technology. He began his career in 1999 as a science editor at the German daily newspaper *Die Welt* before joining the R&D desk at *Financial Times Deutschland*. Today he writes about energy, geosciences and climate for a wide range of newspapers and magazines and is a columnist for the German edition of *Technology Review*. In 2009 he was presented with the "Climate Change and Energy Award" at the COP15 conference in Copenhagen. Loefken has served as vice-president of the German Association of Science Writers (TELI) since 2004. He holds a degree in physics and geophysics from the University of Hamburg.

Speakers



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

Alfredo Aguilar has been with the European Commission, Directorate General Research, since 1986. At present he heads the unit for biotechnologies, where his main task is to promote the Knowledge-Based Bio-economy in Europe (KBBE) program. Aguilar has a PhD in chemistry (biochemistry) and is associate professor of microbiology at the University Complutense of Madrid and prior to this at the University of León. He has carried out research at postdoctoral level for several years at the John Innes Center in Norwich, UK, and at the Eidgenössische Technische Hochschule in Zürich, Switzerland. He holds three Japanese patents and has published more than 100 articles on science management and policy in Europe and around 85 scientific articles in international publications on experimental research.



Heinz Ossenbrink
Head of Unit Renewable Energies, European Commission, Joint Research Center

Heinz Ossenbrink started studying physics and economics at the Free University of Berlin in 1969. He was awarded a PhD in experimental nuclear physics from the Hahn-Meitner Institute in Berlin specialized in heavy ion physics. He joined the European Commission's Joint Research Center in northern Italy's Ispra in 1982. He has been head of the renewable energies unit since 1994. Ossenbrink has authored or co-authored more than 100 publications and holds three patents. He worked as a consultant to the United Nations Development Program (UNDP) from 1987-1989. Besides being a member of numerous scientific boards, he has served as program chair of the European Photovoltaic Solar Energy Conference since 1995 and is chairman-elect of the technical committee on photovoltaic solar energy in the International Electrotechnical Commission (IEC).



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

Bruno Schmitz has been responsible for the new and renewable energy sources unit since 2006. It aims at promoting and supporting research on a mix of renewable energy technologies to address the pressing challenges of security of supply and climate change, whilst increasing the competitiveness of Europe's industries. Schmitz holds a master's degree in bioengineering from the Free University of Brussels and started his career as researcher in the Belgian national program on energy. He joined the European Commission in 1984 and was responsible for the development of natural resources - a sub-program of FAST (forecasting and assessment in the field of science and technology) program. In 1989, he created the SAST (strategic analysis in science and technology) unit and then held various positions in DG Research. Prior to his current appointment he was head of the research training networks unit.

11:30 a.m. - 1:00 p.m.

28 Working with nature to tackle climate change**Hosted by**
Federal Agency for Nature Conservation (BfN)

Room Sines (Deutsche Welle)

Around the world, terrestrial and marine ecosystems play a crucial role in the cycling of greenhouse gases. While the uptake of carbon dioxide through photosynthesis has in the past helped to at least soften the rise of atmospheric greenhouse gas concentrations, the destruction and degradation of ecosystems, especially tropical forests and peatlands, is estimated to be responsible for about one fifth of all annual anthropogenic greenhouse gas emissions. Ecosystems are also essential for human adaptation to the consequences of climate change, for example by buffering the effects of floods and droughts.

What should be the role of nature-based solutions in our efforts to address the climate change problem? Is their potential adequately reflected in current political frameworks? What further steps could be taken? Are there already good examples of projects addressing climate change and its consequences through the use of ecosystem services?

These and other questions will be explored during the session with speakers who are involved with the political as well as the practical side of finding joint solutions to some of today's most pressing environmental issues: climate change, the depletion of natural resources and the loss of biological diversity.

Moderator
Detlef Repen (tbc)
Science journalist, WDR**Speaker****Horst Korn**

Scientific Director and Head of Biodiversity Unit, German Federal Agency for Nature Conservation

Horst Korn was trained as an ecologist and has industry experience. He now works for the German Federal Agency for Nature Conservation as scientific director and head of the biodiversity unit. He also chairs the interdisciplinary working group on biodiversity and climate change, which provides the German environment ministry with scientific advice on all biodiversity-related issues with a priority on biodiversity and climate change. The working group also supports the ministry's international work and runs scientific and capacity-building workshops. Additionally it coordinates 25 climate change-related research projects. The group's present emphasis relates to the relationship between the Convention on Biological Diversity and the UNFCCC, identifying conflicts and possible synergies between the two Rio Conventions.

**Jairo Cantarelli**

General Manager, Faber-Castell Costa Rica

Jairo Cantarelli is an industrial mechanical engineer, who graduated from Fundação Universidade do Rio Grande in Brazil. He also has a specialization in enterprises implementation from Fundação Getúlio Vargas in Brazil. Cantarelli is general manager of Faber-Castell Costa Rica, manager of the wood division of Faber-Castell Brazil and a member of the socio-environmental committee of Faber-Castell Brazil. He started his professional career in the Amazon in 1981. This had a strong impact on his skills and behaviors, making him care deeply about environmental issues and socio-environmental aspects in daily business. At Faber-Castell Brazil, Cantarelli has initiated various projects that have received awards and other public recognition. In 2004, he was awarded the Medal of Ecologic Merit for his commitment to the environment.

11:30 a.m. - 1:00 p.m.

29 Beyond clean congestion? - Pathways for sustainable mobility**Hosted by**
German Technical Cooperation (GTZ)

Room Trincomalee/Antigua (Deutsche Welle)

Time is running out. Transport causes about 23 percent of energy-related carbon emissions and the share is rising. Motorization in developing countries and the failure of industrial countries to cut transport-related emissions endanger the pathway to a low-carbon society. Despite some government initiatives to introduce alternative engines, we will not overcome the oil dependency of the sector in the next 20 years and “clean congestion” is not a sustainable solution either. More and more cities are congested and each year more than one million people die in accidents and even more because of air pollution. Considering the rapid economic growth and urbanization in developing countries, building energy-efficient, safe and livable transport systems is the key for sustainable development.

Smart urban planning and investments in low-carbon modes offer a high potential to reduce greenhouse gas emissions. At the same time, these solutions foster economic development and improve access to jobs for the poor. To illustrate this, the workshop will introduce hands-on examples from the transport sector. Experts and practitioners will discuss approaches to achieve low-carbon mobility in Asia, Africa and Latin America.

Moderator**Daniel Bongardt****Political Scientist, German Technical Cooperation (GTZ)**

Daniel Bongardt is a political scientist, currently working at German Technical Cooperation (GTZ) as a transport policy advisor on sustainable transport and climate change policies. He coordinates the initiative Bridging the Gap – Pathways for Transport in a Post 2012 Process. His experience covers transport policy and planning, international climate policy, impact assessment, energy-efficiency policies and public transport organization. Previously he worked at the Wuppertal Institute for Climate, Environment and Energy, where he coordinated several EU Projects funded by the Europe Aid Cooperation Office.

Speakers**Anvita Arora****Urban Transport Planner, Indian Institute of Technology (IIT)**

Anvita Arora is an urban transport planner with a PhD from the Indian Institute of Technology (IIT) in Delhi. She has a bachelor's degree in architecture and a master's degree in transport planning. She is currently the CEO of Innovative Transport Solutions (iTrans) Pvt. Ltd. from the Indian Institute of Technology and the resident representative of Interface for Cycling Expertise (I-CE) in the Netherlands for their bicycle partnership program in India. She has been working on the social dimensions of urban transport for more than 10 years, specifically on poverty and gender issues. She works to incorporate the needs of marginal road users like pedestrians, bicyclists, rickshaw pullers, hawkers and the disabled in the mainstream of urban transport design and is a certified trainer on non-motorized transport. She is currently working with several cities in India on these issues.

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

Carlos Pardo is currently the Institute for Transportation and Development Policy (ITDP) Country Director for Colombia. He is a psychologist with a master's degree in contemporary urbanism from the London School of Economics. Carlos has worked on transportation issues from the organizational, advocacy and policy perspectives. He worked with a foundation in Bogotá as mobility coordinator and coordinated the GTZ Sustainable Urban Transport Project in Asia and Latin America.

**Armin Wagner****Transport and Traffic Engineer, German Technical Cooperation (GTZ)**

Armin Wagner is a transport and traffic engineer and currently works for the German Technical Cooperation (GTZ). He has more than eight years of experience in designing, implementing and evaluating projects in the field of sustainable transport. His areas of specialization are urban mobility, transport policy and strategies and international fuel prices. Beyond that he has a broad overview on recent developments in many other areas such as

road safety, road management and energy-related issues and has gained firsthand experience by working in rapidly advancing countries such as Saudi Arabia and Syria.



Heather Allen

Senior Manager, International Association of Public Transport (UITP) Commission on Sustainable Development

Heather Allen is senior manager for the International Association of Public Transport (UITP) Commission on Sustainable Development. She is responsible for the UITP Charter and UITP international advocacy and outreach on climate change and is the main contact for UITP work with international agencies such as the United Nations.

2:00 p.m. - 3:30 p.m.

30 Climate change - New global issues need a new kind of networked journalism

Hosted by
Deutsche Welle (DW)

Plenary Chamber

Over the last 15 years, drastic changes have led the media to rethink their role in mediating information for the benefit of their audiences. The Internet and digital media are gaining stature for a growing percentage of the world's population to retrieve all kinds of news, while traditional forms of media are losing their unique position as information providers. As new media channels create opportunities for more connectivity between experts, journalists and the public, they also allow audiences to participate in all stages of news production and distribution.

Journalists must reconsider their role. They are no longer gatekeepers, but instead networkers who have to partake in the progress in order to be heard. One solution could be a new kind of networked journalism that allows journalists to be facilitators of constructive exchange about particular issues – such as climate change – and trusted guides in an environment of information overload.

The challenge that a major issue like climate change imposes on journalists today is to protect traditional journalistic values, such as securing the “right to know”, and engaging global audiences in the debate by using and being a part of new developments. This panel seeks to promote the idea of networked journalism and its possible benefits for global issues like climate change.

Moderator



Cristiana Falcone

Senior Advisor to the Executive Chairman, World Economic Forum (WEF) Geneva

Cristiana Falcone has been working for the World Economic Forum in Geneva and New York for the past six years. Previously, she gained her experience in global advocacy at the International Labor Organization, in corporate strategy at Shell and in media at RAI (Italian Radio and Television). She is an active advisor to the board of RayTV and the VINNOVA Research Center of Innovation Journalism at Stanford University. She is a member of the journalists' guild of Italy. Falcone studied political science at the University of Rome La Sapienza and earned her master's in humanitarian assistance from the Fletcher School of Law and Diplomacy. She also holds a master's degree in diplomatic studies from the Italian Society for International Organization and the Italian Ministry for Foreign Affairs and several post-graduate certificates in leadership, corporate strategy and management.

Speaker



David Nordfors

Executive Director, Stanford Innovation Journalism Center

David Nordfors is co-founder and executive director of the Stanford Innovation Journalism Center and is a senior research scholar at Stanford University's H-Star Institute. He coined the concepts of innovation journalism, attention work and innovation communication systems and started the first innovation journalism initiatives in Sweden (2003) and at Stanford (2005). Nordfors is a member of the World Economic Forum Global Agenda Council on the Future of Journalism, as well as the World Economic Forum Global Re-design Initiative. He is a visiting professor at the Monterrey Institute of Technology and Higher Education (Tech Monterrey) in Mexico, an adjunct professor at IDC Herzliya, and a visiting professor and senior media advisor in Innovation Journalism at DW-AKADEMIE.

Nordfors has a PhD in molecular quantum physics from the Uppsala University, where he was recruited as a PhD student by Prof. Kai Siegbahn, who received the Nobel Prize in Physics in 1982. He was a post-doctoral researcher in theoretical chemistry at the University of Heidelberg.



Naveen Naqvi
Journalist

Naveen Naqvi is a broadcast, online and print journalist. Until January 2010, she was a senior anchor at Pakistan's first English language channel, DawnNews. During her stint there, she presented the morning news program, Breakfast at Dawn, where she covered environmental issues extensively, often traveling outside the city to make mini-documentaries. Naveen's efforts toward networked journalism are well known in Pakistan. She devised the format of Breakfast at Dawn to include networking sites Facebook and Twitter, making her the first news anchor to tweet live on air in her country. They continue to use the format.



Turi Munthe
CEO, Demotix

Demotix was founded with two principles at its heart – the freedom of speech and the freedom to know. Its objective is nothing if not ambitious – to rescue journalism by connecting independent journalists with the traditional media. Turi Munthe is English-French-Swedish and was brought up in London. He's been a publisher, editor, policy analyst, lecturer, journalist and talking head for CNN, BBC, NBC, al-Jazeera, Asahi, Reuters and Sky and he has written for The Economist, Slate.com, the FT, the Telegraph, the Nation and many others.



Ulrik Haagerup
Head of News, Morgenavisen Jyllands-Posten and NORDJYSKE Media

Ulrik Haagerup is head of news and former editor-in-chief at Morgenavisen Jyllands-Posten and NORDJYSKE Media. He is a John S. Knight Fellow at Stanford University and a member of the World Economic Forum Global Agenda Council.



Robert McFarland
Chief Creative Officer, CitizenGlobal

Robert McFarland is the chief creative officer at CitizenGlobal, where he fuels the creative push to alter and democratize the global media frontier. His work as a filmmaker, photographer and storyteller include everything from documenting the destruction of orangutan habitat in Borneo to creating narratives around climate change solutions.

2:00 p.m. - 3:30 p.m.

31a The heat is on - Climate change, social advertising and campaigning

Room A/B

Hosted by
Eyes & Ears of Europe (EEOFE)

Promoting the good for the better?

By presenting recent examples, Wout Nierhoff shows how, in the context of design, promotion and marketing of audiovisual media, themes like environment, climate change and health can be brought to the center of the public conscience. In particular, he will expand upon how quality-oriented design, promotion and marketing can be “conditio sine qua non” within the framework of global development into a digital economy.

Speaker



Wout Nierhoff
CEO, Eyes & Ears of Europe

Wout Nierhoff has been the CEO of Eyes and Ears of Europe, the association for the design, promotion and marketing of audiovisual media since 2001. Since 2007 he has been working as the secretary general of the Arts and Science Council of Eyes & Ears of Europe. Since 2004 Nierhoff has also been serving as the secretary general of the European Council for the Design, Promotion and Marketing of Audiovisual Media. Nierhoff is a guest lecturer, visiting lecturer and visiting professor for media, marketing, communications and design management at various universities and has been doing so for more than 10 years now. He

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studied art history, philosophy, with a master's degree in English and business administration and has worked as a journalist and publicist, exhibition and event manager. From 1994 to 1997, Nierhoff was a research assistant at the International Television and Film Festival Cologne Conference/Adolf-Grimme-Institut and consultant with HMR International.

Disney: Generation XD

A recent European survey from Disney showed just how digitally-informed Generation XD is. The survey showed that even the youngest of Generation XD already dispose of an elevated comprehension concerning socio-economic questions, which can influence our future – they are not just aware of ecological problems, but proactively taking part in improving our planet and influencing peers to participate as well.

Speaker



Lars Wagner

Vice President and General Manager, Disney Channels Germany, Switzerland & Austria

Lars Wagner is the vice president and general manager at the Disney Channels in Munich, responsible for Germany, Austria and Switzerland. He previously worked as channel director at Discovery Networks Germany, where he was responsible for programming, on-air promotion, marketing and public relations for the Discovery Channel, Animal Planet, Discovery Geschichte and Discovery HD in Germany, Austria and Switzerland. Wagner studied media technology in Stuttgart, after which he started producing trailers and image spots for MTV Europe and VH-1 UK in London. From 1995 to 1997 he was the head of on-air promotion for VH-1 Germany, before moving on to do on-air promotion and design for ProSieben Television. In 2000 he became creative director for the Universal channels 13th Street and Studio Universal in Munich and would later work for BDA in Munich.

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2:00 p.m. - 3:30 p.m.

32

Conflict sensitive reporting in the Philippines - Covering civil war and natural disasters

Room C

Hosted by
PECOJON

In many parts of Europe climate change is a widely discussed topic, but its impact is not yet experienced in everyday life. In other regions of the world, such as Southeast Asia, people are already suffering from the consequences. Covering climate change and natural disasters in most cases implicates the reporting on conflict. This workshop will explore the connection between climate change and conflict using the Philippines as an example. The panel will discuss the challenges faced by regional and foreign media when reporting on the issue and will look into the question: How can the latest strategies for conflict reporting be applied to improve the reporting on climate change?

Moderator



Felix Koltermann

Photojournalist, Peace and Conflict Researcher

Felix Koltermann is a photojournalist and peace and conflict researcher and member of the Peace and Conflict Journalism Network (PECOJON) in Germany. He is currently working at the University of Erfurt on a PhD project about war photographers and their role in the Israeli-Palestinian conflict. He holds a degree in photography and completed his studies with a master's degree in peace and security studies. Koltermann works as trainer for human rights workers and photographers in the field of peacebuilding and conflict resolution.

Speakers**Michael Brzoska****Scientific Director, Institute for Peace Research and Security Policy (IFSH)**

Michael Brzoska studied economics and political science in Germany and Switzerland. He has been scientific director of the Institute for Peace Research and Security Policy and a professor of political science at the University of Hamburg since February 2006. Prior to that he was co-director of the Arms Trade and Arms Production Team at the Stockholm

International Peace Research Institute in Solna, Sweden, and director of research at the Bonn International Center for Conversion (BICC) in Bonn. He has published widely on economic and political issues related to war and peace.

**Charlie Saceda****Photojournalist**

Charlie Saceda has been a photojournalist in the southern Philippines for more than 12 years now. His major coverage experience include following the plight of thousands of internal refugees, embedding in military jungle warfare, being hostage with fellow journalists by mili-

tants, covering foreign kidnapped European tourists and climate change issues wherein which his photo won at an EU Climate Change Photo Contest. At 17, he has already seen space in international wire agencies and news magazines. He finished his photojournalism studies, top of his class, at the Asian Center for Journalism. He is currently working with The Peace and Conflict Journalism Network (PECOJON), facilitating in trainings to journalists in conflict sensitive reporting as well as working to promote solidarity among the media in Southeast Asia.

**Yvette Gerner****Duty Editor for Foreign Policy, ZDF**

Gerner is a senior editor in the foreign news department at ZDF (German television). She is in charge of the special news editions that are broadcast in the event of any breaking news or important events abroad.

**Antonia Koop****PECOJON International**

Antonia Koop has directed in theatres in Brunswick and Heidelberg and worked for road movies, sat.1, and German Parliament TV. She has also produced documentaries in the Middle East and the Philippines and founded and coordinates the international secretariat of the Peace and Conflict Journalism Network (PECOJON).

2:00 p.m. - 3:30 p.m.

33**Covering climate change in West Africa:
An exchange between journalists and scientists****Room F/G****Hosted by****Center for Development Research (ZEF)**

The impact of global climate change on West Africa is already noticeable. Although projections differ in detail, they concur in their general assessment of increasing weather extremes (longer droughts, shorter but heavier rainfall periods) and a delay of the rainy season's onset.

Do West African media outlets report on climate change and its regional impact? If they do, how, to what degree, and which sources are being used? Is reporting on climate change making use of Africa-based and located science, or is referring to the IPCC more en vogue?

How do West African scientists see their work being covered by their own local media? Are their opinions and contributions appreciated? Is there interaction between domestic media and scientists?

This workshop will address these questions and identify potential gaps and challenges occurring between the world of West African media representatives and their colleagues in the world of science. It will also examine ways to bridge the gaps and tackle the challenges. The focus will be on Ghana.

Moderators**Dirk Asendorpf**
Freelance Journalist

Dirk Asendorpf is a freelance journalist based in Bremen, Germany. He covers science, technology and developmental issues with a special focus on ecology, energy and climate change for DIE ZEIT and other German and Swiss print media and public radio stations. Asendorpf regularly reports from Africa, South America and Asia. From 1985 to 1996 he was an editor with die tageszeitung. From 1996 to 1999 he reported from South Africa and wrote his thesis for a PhD in African studies.

Boadi Boakye-Dankwa
Chief Supervisor Editor, Ghana News Agency**Speakers****Edward Kwame Aklade**
Mobile Reporter, Voices of Africa, Media Foundation

Edward Kwame Aklade is a Voices of Africa mobile reporter based in Accra. His goal is to become an international journalist reporting on the crucial issues from rural communities in Afrika and how these issues can affect their lives. He is currently studying at the University of Cape-Coast.

**Grace Davies**
New Media Editor, BBC World Service Trust

Grace Davies was managing editor of the international online magazine openDemocracy.net and worked as a broadcast journalist with the BBC World Service. She is now the communications manager for the BBC World Service Trust's Africa Talks climate project, overseeing production and dissemination of the research at regional and international level, including several broadcast partnerships with BBC television and radio and work with the Kenyan Prime Minister Raila Odinga and Nobel laureate Wangari Maathai. Davies studied at the University of Nottingham, UK and McGill University, Canada and holds a BA in English and American Studies.

**Wilson Agyare**
Senior Lecturer, Kwame Nkrumah University of Science and Technology

Wilson Agyei Agyare is a senior lecturer at Kwame Nkrumah University of Science and Technology in Kumasi, Ghana. His expertise comprises soil and water engineering and conservation, integrated water resources management (IWRM), soil and crop modeling, catchment erosion and sedimentation/nutrient export into small reservoirs, inland valley management and extension of sustainable agricultural intensification technologies. He has authored over 45 publications including 10 peer-reviewed journal papers. He has been cooperating with a high number of water and soil-related organizations in Ghana and is a member of the Ghana Institution of Engineers (GhIE) as well as of the Soil Science Society of Ghana (SSSG).

**Ben Ampomah**
Executive Secretary, Water Resources Commission

Ben Ampomah is the acting executive secretary of the Water Resources Commission in Ghana. The commission is in charge of the regulation and management of water resources as well as the coordination of water-related policies in Ghana. Amponah holds postgraduate degrees in economics and development studies and has been an active practitioner in the water sector for more than 20 years. He has been involved in development policy, water governance, institutional, as well as trans-boundary water resources management in his home country Ghana. He is currently engaged in climate change adaptation programs, which aim at reducing livelihood vulnerability in northern Ghana through adaptive and coping strategies for water resources use and management.

**Anna Godfrey**
Senior Research Operations Manager, BBC World Service Trust

Anna Godfrey manages a global research team of 50 researchers in London and 14 country offices in Africa, Asia and the Middle East. She joined the Trust in 2005 and has led projects delivering research to support media development and development communications on a range of issues including governance and human rights, health and climate change. Godfrey was formerly working in central government where she specialized in

international research. She has conducted qualitative and quantitative research in a range of post-conflict societies including Afghanistan, Sierra Leone and Iraq. Godfrey studies mathematics at the University of Sheffield and holds a post-graduate qualification in Applied Statistics. With a team of researchers across sub-Saharan Africa, she led the BBC World Service Trust's research for Africa Talks Climate.



Benjamin Kofi Nyarko
Lecturer, University of Cape Coast

Benjamin Kofi Nyarko earned a PhD from the Center for Development Research at the University of Bonn in Germany, and is currently a lecturer at the department of geography and regional planning at the University of Cape Coast in Ghana. He teaches and researches climate change and wetland hydrodynamics, environmental system services, physical environment and educational achievements. He has published articles on urban hydrology, wetland hydrology and contributed an article to the Encyclopedia of Geography. He is part of the climate change and environmental systems research group at the University of Cape Coast. As a training coordinator for the UNU-INRA (Accra, Ghana) and GLOWA-Volta Project (ZEF, Bonn, Germany), he has organized a number of training programs in Ghana and Burkina Faso on climate change, the onset of the rainy season and agent-based modeling.

2:00 p.m. - 3:30 p.m.

34 Overcoming climate change - Traditional politics at the crossroads

Hosted by
Konrad Adenauer Stiftung (KAS)

Annex

With regards to the Copenhagen Summit that took place in December 2009, the Konrad-Adenauer-Stiftung is calling attention to the pressing issues in the field of climate policy. Experts from Brazil, South Africa, India and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety will discuss perspectives on climate change in the aftermath of the Copenhagen Summit and focus 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 frontlines of pollution, disaster and the degradation of resources and land. For them, adaptation is a matter of sheer survival." The panel "Overcoming climate change - Traditional politics at the crossroads" will focus on the impacts of climate change on those countries and the role of emerging powers in drafting new and sustainable policies.

Moderator



Priya Esselborn
Teamleader for the Hindi Service, Deutsche Welle

Priya Esselborn has been the teamleader of Deutsche Welle's Hindi Service in Bonn since 2007. She studied science of theatre, film and media, political science and indology in Munich. After working for different media houses, she joined Deutsche Welle in 2003. She has done extensive reporting for many language programs at Deutsche Welle and ARD with a focus on Asia.

Speakers



Annapurna Vancheswaran
Director, Delhi Sustainable Development Summit

Annapurna Vancheswaran has been coordinating the Delhi Sustainable Development Summit since its origin in 2001 and it is now recognized as the sole forum on global issues related to sustainable development. The Summit series has attracted participation from a host of dignitaries, comprising heads of governments, Nobel laureates, corporate leaders, and ministerial-level representation from many countries. Vancheswaran began her professional career in communication and outreach with TERI in 1990. Her prime focus is in the area of developing communication strategies on environment and development involving international and Indian business organizations, government departments and NGOs. As the coordinator of the TERI-BCSD India, the regional network of the World Business Council for Sustainable Development, she is involved in developing social programs for the corporate sector and in providing a platform for debate and discussion for the socially-conscious corporate community.



Romy Chevallier

SAIIA

Romy Chevallier holds a bachelor's degree in political science from the University of Stellenbosch and a master's degree in international relations from the University of Witwatersrand. Chevallier joined SAIIA in 2004 as a research intern and is currently working with the Emerging Powers, Global Challenges program. Chevallier investigates the EU's strategic engagement with Africa and South Africa on a broad range of issues and in a changing geopolitical landscape.



Marcelo Leite

Journalist and Columnist, Folha de São Paulo

Marcelo Leite is an experienced freelance journalist and science columnist for the newspaper Folha de S.Paulo for which he also worked as correspondent in Berlin. He graduated in journalism from the School of Communication and Arts of the University of São Paulo (USP) in 1979 and specialized in science journalism as a fellow of the Krupp Foundation in Germany from 1989-90. In 2005 he received the José Reis Award of Scientific Journalism from Brazil's National Council of Scientific and Technological Development (CNPq). He was a Nieman Fellow at Harvard University from 1997-98. His doctoral thesis in social sciences at the State University of Campinas (UNICAMP) was published in March 2007 titled Genome's Promises. During the last years he wrote several books published in Portuguese, amongst others The Amazon Forest, Environment and Society and Darwin.

2:00 p.m. - 3:30 p.m.

35

Climate change and armed conflict - Possibilities to make a difference

Hosted by

Global Partnership for the Prevention of Armed Conflict (GPPAC)

Room Aeltestenrat

There is an undeniable link between climate change – and in particular its consequences – and armed conflict. From conflicts related to the loss of land in the Pacific, to the predicted

wars over water, it is only to be expected that this will increase in the future. Both often provoke a feeling of hopelessness. The challenges that need to be overcome are so enormous that it seems like a lost cause and by focusing on these obstacles the media only adds fuel to the fire.

Yet there are many civil society organizations all over the world that are working to battle both armed conflict and climate change. Looking at the interrelatedness of both not only gives way to new insights, it even opens the door for new possibilities to make a difference. Such processes are challenging and need all the support they can get.

This panel will have a look at the broader issues related to the challenges and opportunities when it comes to the link between climate change and armed conflicts. It will also examine specific examples from very different parts of the world.

Moderator



Marte Hellema

Program Manager for Awareness Raising, European Center for Conflict Prevention

Marte Hellema works at the European Center for Conflict Prevention (ECCP), the global secretariat of the Global Partnership for the Prevention of Armed Conflict (GPPAC), as the program manager for awareness raising on GPPAC's media strategy and public campaigning. She is also the regional coordinator for Asia Pacific. She was previously an editor of People Building Peace II: Successful Stories of Civil Society. Her background is in political science and international relations with a focus on conflict studies and disarmament. She has also worked on security and defense issues and with youth and diaspora groups on conflict prevention and peacebuilding.

Speakers



Armando Fernández Soriano

Historian, Sociologist, Environmental Expert

Cuban historian, sociologist, environmental expert from the Latin American Faculty for Social Sciences (FLACSO). He has published numerous articles about problems in the Caribbean societies. At the moment he does research on climate change and environmental related conflicts in Latin America and the Caribbean. He is responsible editor of ILÉ, Annual Report on Environmental Protection, Culture and Society. He is also co-ordinator

for the Caribbean island states within the Regional Coordination Group for Economic and Social Research and for the Forum for Ecological Policy.



Walter Lotze

Visiting Researcher, Norwegian Institute of International Affairs (NUPI)

Walter Lotze is a visiting researcher in the department of security and conflict management at the Norwegian Institute of International Affairs (NUPI), where he works on conflict management, peacekeeping, peacebuilding, civilian crisis management and related issues. Prior to joining NUPI, Lotze worked in the peace and security department of the African Center for the Constructive Resolution of Disputes (ACCORD), before heading the peacebuilding unit at ACCORD. As such, he was responsible for the management of the organization's post-conflict programs in Angola, Burundi, the Democratic Republic of the Congo, Liberia and Sudan. Lotze is a PhD candidate at the School of International Relations at the University of St Andrews in Scotland.



Tupou Vere

Director, Pacific Concerns Resource Center (PCRC)

Over the past 24 years Tupou Vere has gained knowledge and experience in areas such as women and gender development, human rights, advocacy and policy engagement on issues of decolonization, nuclear test-ban and non-proliferation, small arms control including strengthening NGO platforms and networks. The knowledge had been largely gained through membership and professional association in the Fiji Young Women's Christian Association, the National Council of Women of Fiji, Pacific Y.W.C.A. Regional Office and the Department for Women in the Fiji government. She is presently the director of the Pacific Concerns Resource Center (PCRC), an advocacy NGO that acts as the secretariat for the Nuclear Free and Independent Pacific (NFIP) movement.

2:00 p.m. - 3:30 p.m.

36 Religion, climate change and the media

Hosted by
Deutsche Welle

Room Suessmuth

Religion plays a pivotal role in many people's lives. Nature and our relations with our environment are lived and experienced through religious, cultural and spiritual perceptions. What impact does religious reflection have on the climate change debate? What is the role of religious and spiritual leaders? What moral questions do they highlight? How can they mobilize their followers in the light of climate change? How can religious belief and the use of media impact on environment? Can the climate change debate be taken from the halls of experts and politicians to grassroots movements, reflecting the realities of those who will most directly experience its consequences?

Two perspectives on these questions will be presented, one a western perspective and the other from the Global South.

Moderator



Alvito de Souza

Secretary General, SIGNIS

Alvito de Souza has been with SIGNIS since 2000 and became the secretary general in 2008. He has field experience in development cooperation, humanitarian and emergency relief work in the Democratic Republic of the Congo, Kenya, Rwanda, Tanzania and Zambia. An accredited action research/organization development consultant, de Souza holds a master's degree in cultures and development studies with a focus on inclusive learning processes and organization behavior and social organization.

Speakers**Thomas Schirrmacher**

Professor, Martin Bucer Seminary and the State University of Timisoara

Thomas Schirrmacher earned a doctorate in ecumenical theology, in cultural anthropology and in sociology of religions and received honorary doctorates in theology and international development. He is professor of ethics at Martin Bucer Seminary (Zurich, Prague, Istanbul, Bonn), a distinguished professor of international development in Megalayah, India, and professor of the sociology of religion at the State University of Timisoara in Romania. He is a board member of the International Society for Human Rights and spokesman for human rights of the World Evangelical Alliance. In this capacity he studies the relation of climate change to human rights issues and advocates better cooperation between religious organizations and the media.

**Ken Gnanakan**

President, ACTS Group of Institutions

Ken Gnanakan is a prominent educator, environmentalist and theologian from India. He holds undergraduate degrees from Osmania University in India and the Council of National Academic Awards in the UK and a PhD from King's College at London University. He is currently president of the ACTS Group of Institutions, which includes primary and secondary schools, colleges and a private university. He is also chairman of the PEAS program for environmental awareness in Indian schools and president and vice-chancellor of the International Council for Higher Education in Switzerland. Gnanakan is on management boards of several national and international organizations. He is the author of several books on philosophy and theology. His book *Trees – Poems on the Environment* is used in various schools. He is also the editor of PEAS Magazine, India's first environmental magazine for schools.

2:00 p.m. - 3:30 p.m.

37 Land use and land use change in the climate change debate and negotiations

Hosted by

United Nations Convention to Combat Desertification (UNCCD)

Room Trincomalee/Antigua (Deutsche Welle)

Land and climate are two sides of the sustainable development coin. Up to 31% of carbon emissions are from land use change, of which 17.4% result from deforestation and 13.5% from agriculture. Land systems, on the other hand, can store three times as much carbon as the atmosphere. Thus, land use and land use change affect climate change, while climate change affects land use and land use change.

The Kyoto Protocol and negotiators of the post-2012 climate change deal emphasize the importance of both sustainable forest management practices and sustainable forms of agriculture, but the media has paid greater attention to deforestation over agriculture. Why? This workshop will explore the politics of agricultural greenhouse gas emissions in the post-2012 negotiations; the significance of sustainable land use practices and management – particularly in the drylands – for climate change mitigation and adaptation to climate change; the long-term socio-economic dimensions of agriculture in the climate change debate; and the media's approach and influence in the coverage of climate change issues.

Moderator

**Ramesh Jaura**

Executive President, Global Cooperation Council (North-South Forum)

Ramesh Jaura is a veteran journalist and global affairs observer combining professional pursuits with creating public awareness about the global dimensions of local, national and regional concerns and challenges confronting humankind. He is co-founder and executive president of the Global Cooperation Council (North-South Forum), established in Germany in 1983 to foster international understanding through genuine cooperation. He was awarded Germany's Federal Cross of Merit on Ribbon in 1996 for promoting international understanding.

Speakers

**Ralph Ashton****Head of International Advocacy, The Terrestrial Carbon Group**

Ralph Ashton works on climate change solutions with the governments of developing and developed countries. He convenes the Terrestrial Carbon Group, which develops and promotes policy recommendations to unlock the potential of terrestrial carbon (including trees, soil, and peat) in the climate change solution. Ashton leads the group's international advocacy and directs its secretariat. He is senior policy fellow at The Heinz Center, and a visiting scholar at Columbia University in New York. Ashton grew up in Papua New Guinea, studied in Australia and Germany, and lives in New York. In 2009, the Australian Prime Minister named him one of Australia's "Next Ten" leaders and Australia's leading young environmentalist.

**Luc Gnacadja****Executive Secretary, United Nations Convention to Combat Desertification**

Luc Gnacadja is assistant secretary general of the United Nations and Executive Secretary of the United Nations Convention to Combat Desertification. An architect by profession, Gnacadja has served as Minister of Environment, Housing and Urban Development of Benin, and headed Benin's delegations to the Conferences of the Parties of the three sister Rio Conventions on climate change, biological diversity and desertification.

**Maxwell Boykoff****Environmental Studies Faculty Member, University of Colorado**

Maxwell Boykoff is an environmental studies faculty member at the Center for Science and Technology Policy Research at the University of Colorado. Prior to that, he was research fellow in the Environmental Change Institute (ECI) as well as a department lecturer in the School of Geography at the Oxford University Center for the Environment, where he was involved in both the Climate Change Research Cluster and the Environmental Governance and Climate Policy groups. He continues to track media coverage of the climate change debate and has published widely on the subject.

**Johan Schaar****Director, Commission on Climate Change and Development**

Johan Schaar is the director of the Commission on Climate Change and Development, launched by the Swedish government in 2007 and chaired by the Minister for International Development Cooperation. Prior to that, Schaar led the tsunami recovery operation of the International Federation of Red Cross and Red Crescent Societies. Between 2000 and 2005 he was head of the division for humanitarian assistance at the Swedish International Development Cooperation Agency (Sida). He has a background in the Red Cross Red Crescent Movement and holds a doctorate from the Swedish University of Agricultural Sciences.

4:00 p.m. - 5:30 p.m.

38**Greenwashing or corporate social responsibility?**

Plenary Chamber

Hosted by
Wuppertal Institute (WI)

Everybody wants to save the environment these days. Even coal companies and oil giants suddenly claim to cling to the principle of sustainability, to promote green energy and to offset their carbon footprint. What in all this climate hype is real commitment and what is just greenwash? Where do we draw the line between a company's interest to inform the public about their progress in environmental affairs – and its sheer desire for "green" PR?

Journalists need guidelines to make educated choices. We will hear from companies about their communication strategies, from the academic field about how serious business is about fighting climate change and from watchdog groups and their opinion on "green" PR.

Moderator**Burcu Tunçer**

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

Her areas of focus are corporate social responsibility (CSR) in global product chains and global and a local government sustainable consumption and production agendas, corporate governance and sustainable consumption. She lectures in capacity building and conducted training programs

for the intermediary cleaner production institutions of developing countries on tools for environmental management including reporting. She has also conducted seminars on environmental management in various universities and business schools. Burcu Tunçer holds a master's degree in environmental management and policy from the International Institute for Industrial Environmental Economics.

Speakers**Patrick Kammerer**

Head of Corporate Communications and Public Relations, Global Retail, Shell

Patrick Kammerer is currently the head of corporate communications and public relations of Shell's global retail business and a member of the global Downstream Communications Leadership Team of Shell. He has occupied this position since 2009. After five years as a speechwriter, communications and policy planning advisor in politics, Kammerer has

been directly involved in corporate communications for almost one and a half decades. He started in 1997 as head of international industry policy and later head of brand PR for reemtsma in Hamburg. After that, he worked for Nike's German division and later for its Europe, Middle East and Africa Division to undertake the tasks of director of corporate communications. In addition to his corporate roles, Kammerer has been consulting companies and research institutions in communications and negotiation strategies for more than a decade. He has published several articles on topics like political campaigning, corporate communications, consumer power and CSR.

**Craig Bennett**

Deputy Director, University of Cambridge Programme for Sustainable Leadership (CPSL)

Craig Bennett is a Deputy Director at the University of Cambridge Program for Sustainable Leadership (CPSL), and, in this role, is also co-director of The Prince of Wales's Corporate Leaders Group on Climate Change (CLG).

**Ulrich Müller**

Executive Director, LobbyControl

Ulrich Mueller is the executive director and co-founder of the German lobby watchdog organization LobbyControl. LobbyControl is a registered non-profit organization founded in 2005 for transparency and a vivid democracy. Before that he worked as a campaigner for the German section of the Food First Information and Action Network (FIAN) and as a researcher for the Max Planck Institute for Social Studies. He holds a master's degree in political science from the University of Cologne. He has (co-)published several papers on lobbying and PR including a study on greenwashing in the context of the climate change debate.

**Inge Wallage**

Communications Director, Greenpeace International

Inge Wallage joined Greenpeace International as communications director last year, where she is responsible for campaigning and organizational communications. Prior to Greenpeace, Wallage held the position of VP international communications for Statoil, Norway's energy company. She was director of global corporate communications for the container shipping company P&O Nedlloyd and led the Dutch branch of international PR consultancy Burson-Marsteller.

4:00 p.m. - 5:30 p.m.

31b The heat is on - Climate change, social advertising and campaigning**Hosted by**
Eyes & Ears of Europe (EEOFE)

Room A/B

DW-TV – Global Ideas

50 reports, five continents, one subject: reduce global warming gases, preserve biodiversity and use natural energies – from Laos to Senegal to Brazil. Deutsche Welle is accompanying the fight against climate change with an informative multimedia project entitled Global Ideas. The series presents outstanding projects and people who, with their clever ideas, are working toward a better climate. An international team of journalists reports on excellent climate protection projects worldwide for the magazine Global 3000. Featuring an elaborate graphic concept, the series is presented on DW-TV and at DW-WORLD.DE. Trailers shown on DW-TV take up 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 information about the different reports and have the possibility to watch the broadcasts as web videos. Furthermore, a graphic world map indicates project locations by coloured markings. With a few clicks, the user gets an overview and further information about the individual projects.

Speakers

Manuela Kasper-Claridge
Head of Business Department, DW-TV

Manuela Kasper-Claridge is the head of DW-TV's business department. DW-TV is Germany's international broadcaster and can be seen by a potential 112 million viewers around the world. DW-TV's business department produces business news for the hourly Journal news program as well as the weekly business magazine Made in Germany. Manuela

Kasper-Claridge is also in charge of DW-TV's science department which produces the weekly magazine Tomorrow Today.

**Magdalena Metker**

Deputy Head of Promotion and Design/Network Operations, DW-TV

Magdalena Metker studied Italian, history and journalism in Munster and Padua, Italy. She worked as a freelance author on ZDF's Europamagazin in Mainz and in UNICEF's television department in New York. She came to Berlin for on-the-job training at RIAS, and then worked as a senior producer and reporter, mainly for DW-TV's news broadcast Journal. As personal assistant to the editor-in-chief and later the director-general, she gained insight into the organization and development of a television station. After that, she moved to Brussels studio, where she was responsible for the program European Journal. She is now back in Berlin as deputy head of promotion and design/network operations.

ProSieben – GreenSeven Day

With the aim of contributing to an increase in ecological awareness, the German channel Pro Sieben declared March 26, 2010 as GreenSeven Day. After 1 p.m. all of the channel's programming focused on the protection of natural resources and environment. True to the motto "Create your own green day", the goal was to increase the ecological awareness of viewers. In the context of GreenSeven Day, it was shown how easily daily life can be made more ecological – without having to give up a comfortable lifestyle. In his speech, Thorsten Pütsch will elaborate on the ecological commitment of ProSieben.

Speaker**Thorsten Pütsch**

Head of Marketing, ProSieben

Thorsten Pütsch has been the head of marketing for ProSieben in Munich since 2009. He studied political science and has worked for ProSiebenSat.1 Media AG in the corporate office and as press relations officer. Pütsch was also head of marketing at N24 in Berlin.

The presentations will be followed by a discussion between Lars Wagner, vice president and general manager Disney Channels Germany, Switzerland & Austria, Manuela Kasper-Claridge, head of economics DW-TV, Magdalena Metker, deputy head of promotion & design/network operations DW-TV, Thorsten Pütsch, head of marketing ProSieben, Wout Nierhoff, CEO of Eyes & Ears of Europe and the audience.

4:00 p.m. - 5:30 p.m.

39 Wolf, puma, ocelot – Biodiversity as a side effect of the “pencil forests”. How environmental protection can become profitable.

Hosted by
Faber-Castell (FC)

Room C

Faber-Castell has been running a company-owned timber-supply project in the south-east of Brazil since the 1980's. Today it comprises 100 square kilometers of pine trees and supplies the group with FSC-certified timber for more than 80 percent of the annual production of two billion pencils – a pioneer effort that shows that environmental protection and profitability are not mutually exclusive. For Faber-Castell, this commitment means independence and quality control of raw materials. For the environment, it guarantees a gentle handling of natural resources and a retreat for rare, native flora and fauna. Due to this unique forest project the world's largest pencil manufacturer is triple carbon neutral.

Moderator



Sandra Suppa
Head of Corporate Communications, Faber-Castell

Sandra Suppa has been heading the corporate communications department at Faber-Castell since 1999, coordinating all PR activities for the global Faber-Castell group. Previously she worked as a journalist for Condé Nast, as communications director for Bulgari GmbH Germany and as group PR manager of the Munich-based PR agency Meister PR, responsible for international lifestyle accounts. She speaks six languages fluently and is co-founder of the international PR taskforce aPRi, a workshop team of leading PR specialists from German-based global brands.

Speakers



Johannes Zahnen
WWF WOOD GROUP

Johannes Zahnen is in charge of the WWF Wood Group. The members of this group, companies like OBI and Hornbach, try to eliminate illegal woods and tropical woods from their range of products under the guidance of WWF and increase the amount of FSC-certified wood products. He is also in charge of woodland projects in northwest Russia to establish sustainable forestry and identify forests with high conservation values.



Jairo Cantarelli
General Manager, Faber-Castell Costa Rica

Jairo Cantarelli is an industrial mechanical engineer, who graduated from Fundação Universidade do Rio Grande in Brazil. He also has a specialization in enterprises implementation from Fundação Getúlio Vargas in Brazil. Cantarelli is general manager of Faber-Castell Costa Rica, manager of the wood division of Faber-Castell Brazil and a member of the socio-environmental committee of Faber-Castell Brazil. He started his professional career in the Amazon in 1981. This had a strong impact on his skills and behaviors, making him care deeply about environmental issues and socio-environmental aspects in daily business. At Faber-Castell Brazil, Cantarelli has initiated various projects that have received awards and other public recognition. In 2004, he was awarded the Medal of Ecologic Merit for his commitment to the environment.



Carola Lichtenberg
Greenhouse Productions

Carola Lichtenberg studied at the University of Television and Film Munich (HFF), graduating in production and media business. She also holds a degree in TV journalism from the professorship of Gerd Ruge (HFF Munich). In 1994, Lichtenberg founded greenhouse productions, a film and TV production company active in all segments, from corporate videos, image films, commercials and music videos, to TV and cinema productions. More than 50 programs have been produced so far, ranging from initial development to postproduction, distribution and marketing, both in Europe and the United States. In addition to running her company, Lichtenberg has continuously worked as an author, director and pro-

ducer for German public television. Her two areas of focus are celebrity portraits, such as Al Gore, Count Faber-Castell, Prince Albert II of Monaco and environmental topics, covered in a TV series called “VIPs Go Green”.

4:00 p.m. - 5:30 p.m.

40 Coverage vs. advocacy. Does the media guide or reflect cultural shift?

Hosted by
Research Center Jülich (Forschungszentrum Jülich)

Room F/G

“Media advocacy isn’t about a mass audience. It’s not about reaching everybody. It’s about targeting the two or three per hundred who’ll get involved and make a difference. It’s about starting a chain reaction. And reaching critical mass.” This definition of media advocacy by the Public Media Center in San Francisco clearly shows that media advocacy aims at political change. Journalists are not just reporting the “facts” – they are taking sides in the field of climate change and global warming. If climate change is – as was claimed in a recent publication – “the mother of all environmental changes”, then communicating the seriousness of this issue to the public and to politicians may be the “mother of all communication challenges”.

Contrary to that school of thought is the “classical” approach to journalism which is based on objective information and factual reporting. Wikipedia summarizes the debate as follows: “There exists a minor rift in the community of environmental journalists. Some, including those in the Society of Environmental Journalists, believe in objectively reporting environmental news, while others, like Michael Frome, a prominent figure in the field, believe that journalists should only enter the environmental side of the field if saving the planet is a personal passion, and that environmental journalists should not shy away from environmental advocacy, though not at the expense of clearly relating facts and opinions on all sides of an issue.” This workshop tries to find some answers to this hot debate.

Speakers



Maxwell Boykoff

Environmental Studies Faculty Member, University of Colorado

Maxwell Boykoff is an environmental studies faculty member at the Center for Science and Technology Policy Research at the University of Colorado. Prior to that, he was research fellow in the Environmental Change Institute (ECI) as well as a department lecturer in the School of Geography at the Oxford University Center for the Environment, where he was involved in both the Climate Change Research Cluster and the Environmental Governance and Climate Policy groups. He continues to track media coverage of the climate change debate and has published widely on the subject.



Alexander Kirby

Consultant to the Climate Change Media Partnership

Alex Kirby is a former BBC News environment correspondent for radio, TV and online. He now works with developing world journalists to enhance their knowledge of climate change and other aspects of the environmental crisis. He is a consultant to the Climate Change Media Partnership and a founding member of Science and Faith Unite on Biodiversity.



Hans Peter Peters

Institute of Neurosciences and Medicine, Research Center Jülich

Hans Peter Peters is a senior researcher at the Institute of Neurosciences and Medicine, section ethics in the neurosciences, of Research Center Jülich, the Helmholtz Association in Germany, and adjunct professor of science journalism at the Free University of Berlin. His research deals with the formation of public opinion on science, technology, biomedicine and the environment under the conditions of a media society. In particular, he focuses on the interdependencies of science and journalism, and on the impact of scientific knowledge on public meaning construction of biomedical & technical innovations and science-related public issues.



Irene Quaile
Journalist, Deutsche Welle

Irene Quaile-Kersken was born in Barrhead, Scotland. She was awarded a first-class honors degree in German language and literature from St. Andrews University in 1981 and a PhD from the same university in 1989. She worked as a freelance radio journalist, translator for the EU and university lecturer before joining Deutschlandfunk radio in 1992, and later Deutsche Welle. She has also worked with the BBC and ABC Radio National, Australia. Her specialist areas are the environment and climate change. She has received several international radio awards, including a New York International Radio Festivals gold award and a United Nations award for outstanding radio. She has travelled widely to countries including Mongolia, Laos, Tanzania and, most recently, to the Arctic regions of Norway, Alaska and Greenland, producing features on scientific research and climate change.

4:00 p.m. - 5:30 p.m.

41 Regional aspects of climate change adaptation

Annex

Hosted by
BMBF/DLR/KLIMZUG

Successful adaptation to climate change is dependant on the players involved and their willingness to take action. These players can join forces within regional units and reach this goal. The Federal Ministry of Education and Research in Germany set up the KLIMZUG funding program to investigate and initiate this approach in selected regions of Germany. By developing and establishing networks of regional players from society, industry and administration, these regional units can prepare for living and acting under climate change conditions.

The “glue” for the linking players within each region is the local media. The media plays a crucial role in terms of acceptance and willingness of players to actually join forces and adapt to climate change. However, the actual approach is rather critical due to the complexity of the problems posed by climate change and adaptation. This session highlights the role of the local media in regional networking. It will provide a forum to address and discuss

best practice and pitfalls of utilizing the local media as a bond for a region's joint efforts in climate change adaptation. Examples from KLIMZUG regions will be given as starting point for the panel discussion. These approaches will be contrasted with examples from the Netherlands, which will also serve as a starting point for international outreach.

Moderator



Christina Sartori
Editor, WDR

Christina Sartori joined WDR's radio science unit as an editor in 2002 and now works on the science magazine Leonardo. She previously worked as a freelance journalist for the “Berliner Tagesspiegel”, a daily newspaper, and for “DeutschlandRadio”. Sartori studied biology and cell biology at the Free University of Berlin, Duke University in North Carolina, and at the University of Rennes. She received her diploma in biology in 1996. She also studied journalism of science at the Free University of Berlin.

Speakers



Björn Vasel
Editor, Stader Tageblatt

Björn Vasel is a local news editor. He has been working for the Stader/Altländer/Buxtehuder Tageblatt – a daily newspaper situated near Hamburg – since 1998. He is responsible for local politics, archaeology, shipping and fruit growing. He is also one of two police reporters. Vasel studied international politics, literature and history at the University of Braunschweig.



Marco van Steekelenburg
Xplorelab

Marco van Steekelenburg studied urban planning at Delft University. He works for the Xplorelab, concentrating on design research, advice and proposals with regard to climate change in deltas. Within the program Climate Changes Spatial Planning he focussed on the area of the Zuidplaspolder in the Netherlands. Previously he was with the Alterra Research Institute at Wageningen University.



Wolfgang Zündel
Freelance Television Author

Wolfgang Zündel studied theory of drama and performance at Giessen University. Since 2001 he has been working as a freelance TV author and since 2004 as a TV journalist. Zündel works mostly for Hessen TV, ARD and Arte and his contributions usually cover culture and science. Zündel has planned to work with KLIMZUG-North-Hesse on several contributions to various projects in 2010.



Christian Henschke
Project Coordinator, KLIMZUG-North-Hesse

Christian Henschke studied sociology and European studies at the universities of Bamberg, Exeter and Poznan and organic agricultural sciences at the University of Kassel. During his employment at the University of Kassel, his research and teaching was focused on ecologic, social and institutional aspects of the European Agricultural Policy. Since 2009 he has been a member of the project coordination of KLIMZUG-North-Hesse and inter alia responsible for public relations.



Florrie de Pater
Institute for Environmental Studies, VU University Amsterdam

After her study in land and water management at Wageningen University Florrie de Pater started working in development cooperation in Mozambique. Subsequently, she held positions as project officer, program coordinator in Zimbabwe and, back in the Netherlands, as senior consultant.

After 12 years of work for developing countries, she followed a master's degree course in environmental studies and started working for the province of Noord-Holland. Her main task was to lead teams to produce strategic policy plans and to implement projects on water management. Subsequently she managed a team in the province of Utrecht involved in strategic planning. In 2005 she started working in Climate changes Spatial Planning, a research program on climate change. Her main task was to involve local and regional authorities and the business community in the program by awareness raising about climate change and by setting up projects with those groups. Presently, she manages a team of five people engaged in communication activities in two research programs.



Wilfried Kraus
Deputy Director General of Directorate 72, Federal Ministry of Education and Research

Wilfried Kraus has been deputy director general of Directorate 72 "Cultural, Earth System and Environmental Research" at the Federal Ministry of Education and Research (BMBF) since 2009. He studied law in Cologne and started his career in 1988 at the Federal Ministry of Research and Technology (BMFT). From November 2006 until August 2009 he was head of the education and research division of the Permanent Representation of the Federal Republic of Germany to the EU.



Arne von Maydell
Director of Corporate Communications, TuTech Innovation GmbH

Arne von Maydell is the director of corporate communications at Tu-Tech Innovation GmbH in Hamburg. He has also been in charge of public relations for KLIMZUG NORD, a multi-agency project, since April 2009. He studied agricultural science in Bonn before completing a traineeship at Deutsche Welle and going on to work for Norddeutscher Rundfunk as a television reporter. He then became spokesman for the economic development directorate at the Hamburg state government.

4:00 p.m. - 5:30 p.m.

42 Environmental migration and conflict

Hosted by
Bonn International Center for Conversion (BICC)

Room Aeltestenrat

In long-term scenarios on potential security risks emanating from climate change, large-scale population movements figure prominently among the assumed threats. According to recent studies, environmental migration is likely to be most prevalent in areas that are at the same time affected by severe environmental problems and are highly dependent on the environment for livelihood, such as in developing countries in Asia, Africa and Latin America.

Based on existing studies, it can be assumed that large-scale forced or distress migration related to environmental and climate change to date tends to be internal, regional and short-term or temporary. By contrast, international migration as a result of (sudden) natural disasters appears to be less prevalent.

A key challenge for researchers and practitioners alike still lies in the identification of receiving communities with large numbers of immigrants who migrated solely due to environmental push factors as opposed to other motivations or a combination thereof. In addition, there are several contextual factors that might mitigate or exacerbate the propensity for violence in receiving areas, such as the types and determinants of environmental migration, responses and capacities as well as host and migrant relations in receiving areas.

Against this backdrop, this workshop seeks to disaggregate the nexus between climate change-induced migration and the scope for conflict in receiving areas by identifying and assessing the impact of these mitigating factors. Following a review of previous research and conceptualizations, the debate will especially focus on the role and scope of action by relevant stakeholders – governments, NGOs, and the media – in receiving areas.

Moderator



Andrea Warnecke

Senior Researcher, Bonn International Center for Conversion (BICC)

Andrea Warnecke is a senior researcher at Bonn International Center for Conversion (BICC). She holds a master's degree in history from Bochum University. In her present work, she focuses on the repercussions of international migration on development and conflict management in sub-Saharan African states, and on the formation of transnational Diaspora networks. In addition, she has recently concluded a research project on the contribution of development actors to UN peacebuilding operations.

Speakers



Fabrice Renault

Head of Environmental Vulnerability and Energy Security Section, UNU-EHS

Fabrice Renaud is originally from France and holds a PhD in agronomy (soil physics) from the University of Arkansas, USA and a master's degree in agricultural engineering (soil conservation) from Cranfield Institute of Technology, UK. He has broad expertise in the fields of agronomy, soil science, and pesticide fate modelling. He has worked on rural develop-

ment projects in Namibia where he mainly carried out farming system surveys and in Thailand where he worked on soil conservation projects. More recently, Fabrice was a lecturer at Cranfield University in the UK and was involved in pesticide fate research including pesticide fate modeling. Renault has been with UNU-EHS since September 2004. He heads the environmental vulnerability and energy security section and serves since November 2008 as the associate director of the institute.



Dennis Tänzler

Senior Project Manager, Adelphi Research

Dennis Tänzler is senior project manager at Adelphi Research. His research focuses on climate and energy policies as well as on peace and conflict studies. In 2007 and 2008 he served the policy planning unit of the German Foreign Office as an expert on climate and energy policies. During this time he contributed to the preparation of foreign policies initiatives in the area of climate and energy security. Tänzler has 10 years of experience in international environmental policy, European environmental policy and policy integration, climate change and institutional aspects of environment, conflict and cooperation. In the course of more than 50 projects, he has undertaken research on climate protection and energy policies in the European Union, the United States and a number of developing and transition countries. Furthermore he provided in-depth analysis on the security implications of climate change and contributed to interdisciplinary research on new methodologies for vulnerability assessments. Dennis Tänzler has published widely on international affairs and environmental policy.



Astrid Ziebarth

Program Officer, GMF

Astrid Ziebarth is a program officer based in GMF's Berlin office working on the immigration and integration program. She is the main project lead for the Transatlantic Forum on Migration and Integration (TFMI), and currently coordinates GMF's grantmaking initiative, the Transatlantic Study Team on Climate Induced Migration. Prior to joining GMF in September 2005, Ziebarth worked with the Smithsonian Center for Folklife and Cultural Heritage and the Goethe Institut in Washington, DC. She holds a master's degree in American studies, sociology and anthropology from the Free University of Berlin with study visits at the Universiteit van Amsterdam and Emory University in Atlanta.

PROGRAM

TUESDAY, 22 JUNE 2010

4:00 p.m. - 5:30 p.m.

43

Reaching out for the people - Climate change in social media

Hosted by
Deutsche Welle (DW)

Room Suessmuth

It doesn't seem like academic research and blogs are all that compatible. Sound, orderly scientific publishing clashes with the fast-paced and seemingly chaotic discussions on the Internet. But the number of researchers making use of social platforms is growing continuously. Renowned scientists and laymen alike are using blogs, microblogs and social networks to get their messages to the public. They are thereby eliminating the middleman and making topics like climate change available to a broader audience. But does this make scientific findings more transparent? What does science gain from direct contact with the general public and is it a positive experience? What are the benefits for everyday Internet users?



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Framework Programme Research for Sustainable Development

The main goals of the new Framework Programme, announced 2 February 2010, include:

To understand and deal with climate change

- the **Climate Service Center** provides expert knowledge on climate change for decision makers
- build upon the computing power of the **German High Performance Computing Center for Climate and Earth System Research**
- encourage and implement climate change adaptation in regions (**KLIMZUG**)
- update the German **research fleet**, to provide researchers with the most modern facilities.

To strengthen cooperation efforts with developing countries

- **Regional Science Service Centers** for climate change and adaptive land management as applied scientific and research facilities in different regions of Africa.

To develop research partnerships with emerging economies in the field of climate protection

- enable emerging economies to utilize mutually developed knowledge and enhance the implementation of measures to mitigate climate change.

For further information: www.fona.de

9:30 a.m. - 11:00 a.m.

44 Plenary session: Adaptation and poverty reduction: Combined forces or a fight against the current?

Hosted by
Deutsche Welle (DW)

Plenary Chamber

Anthropogenic climate change has a very dysfunctional characteristic for democratic forms of government: Atmospheric temperature change (and its consequences) happens only decades after climate change itself. So we are already headed towards an increase of about 2°, but only a third of it has manifested in the last 30 to 40 years. The natural environment is programmed to become much different than the one we have traditionally become accustomed to over thousands of years. Those most impacted by this unstoppable process are the people and communities with strong ties to nature – those who live more traditionally – and who happen to be the world's poorest. This makes conventional poverty reduction even more imperative. It must compensate for the environmental stability and means of livelihood the poor are seeing pulled out from under them as a consequence of human-caused climate change.

Moderator



Sylke Tempel

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

Sylke Tempel is the editor-in-chief of *Internationale Politik*, published by the German Council of Foreign Affairs. She also teaches international relations at the Stanford Study Center in Berlin and at Stanford University and she recently taught a class on environmental policy. She was a Middle East correspondent for numerous German magazines and one of her recent publications takes an in-depth look at Israel.

Speakers



Marco Arana

Catholic Priest and Environmentalist

Marco Antonio Arana Zegarra is a Peruvian citizen and a catholic priest in Cajamarca, Peru. He studied theology at the Pontificia Universidad Gregoriana in Rome and received his master's degree in sociology from the Pontificia Universidad Católica in Peru. He is a lecturer at the Universidad Nacional de Cajamarca and was awarded the Peruvian national prize for human rights in 2004. He is the founder and former head of the NGO GRU-FIDES. TIME Magazine nominated Marco as "Environmental Hero of 2009". He is also chairman of the political party "Tierra y Libertad".



Ernst Rauch

Head of Corporate Climate Center, Munich Re

Ernst Rauch joined the staff of Munich Re's geo risks research department in 1988. His work initially focused on earthquake risk analysis and the development of an earthquake simulation model. He was appointed head of the meteorological and climate risks department at Munich Re in 2004. In 2007 Rauch took on the responsibility of coordinating all climate change related activities in the Munich Re Group, along with heading the department of natural catastrophes research and development projects. Rauch now heads the newly founded Munich Re corporate climate center. He is a member of the German Engineering Society (WTG), the Australian Earthquake Engineering Society and the American Association for Wind Engineering.



Ursula Schäfer-Preuss

Vice President, Asian Development Bank (ADB)

Ursula Schäfer-Preuss has been vice president of the Asian Development Bank (ADB) for Knowledge Management and Sustainable Development since November 2006. Prior to joining ADB, she was the director general of the Federal Ministry for Economic Cooperation and Development in Bonn/Berlin, Germany. Schaefer-Preuss is an economist and has been engaged in the field of development policy for more than 30 years.

11:30 a.m. - 1:00 p.m.

45 Establishing and financing an international climate regime

Hosted by
Kiel Institute for the World Economy (IfW)

Plenary Chamber

A global climate regime based on international cooperation is needed to prevent some of the disastrous consequences of climate change. It must include the commitment of developed countries and emerging economies alike to combine the aim of climate change mitigation with global climate justice and equal rights, based on different levels of historic liability and different regional impact of the environmental consequences of climate change.

An equitable global cost-sharing of the large sums needed for mitigation and adaptation to climate change is one of the greatest challenges of our time. Funding clearly plays a decisive role in achieving a global climate agreement. Developing countries claim with some justification that on the bases of historic liability, equal per-capita-emission rights and wealth, industrialized nations should bear the major financial burden to finance emission reductions and adaptation in developing countries.

Initial estimates reveal that around €0–100 billion will be needed annually to reduce emissions in developing countries, plus another €0 billion for adaptation. How can incentives and costs of global policy collaboration be distributed among developing and developed countries? What is the road after the Copenhagen meeting in December 2009? Are the existing funds from the World Bank on adaptation and technology transfer a move in the right direction or are other means necessary? How can money for climate change be raised, how much is needed and justifiable in the form of transfers and how can those transfers be organized?

Moderator



Fiona Harvey
Environment Correspondent, Financial Times

Fiona Harvey is the Financial Times environment correspondent, appointed in 2004. She covers all environmental issues, including climate change, emissions trading, renewable energy, water, waste, agriculture, fisheries, pollution and environmental regulation. Reporting from as far afield as the Arctic and the Amazon rainforest, Harvey covers the politics, economics and business aspects of environmental issues, as well as their human impact. Her interviewees have included Ban Ki-moon, Tony Blair and Al Gore, as well as a host of prominent chief executives. She has twice won the Foreign Press Association award for best environment story of the year, in 2005 and 2007, and was named Environment Journalist of the Year at the British Environment and Media Awards in 2007. She was named one of the 1,000 most influential people in London by the Evening Standard in 2007.

Speakers



Joyeeta Gupta
Professor, Vrije Universiteit Amsterdam

Joyeeta Gupta is professor of climate change law and policy at the Vrije Universiteit Amsterdam and of water law and policy at the UNESCO-IHE Institute for Water Education in Delft. Her expertise is in the area of environmental law and politics. She is editor-in-chief of *International Environmental Agreements: Politics, Law and Economics* and is on the editorial board of journals like *Carbon and Law Review*, *International Journal on Sustainable Development*, *Environmental Science and Policy*, and *International Community Law Review*. She was lead author in the Intergovernmental Panel on Climate Change which recently shared the 2007 Nobel Peace Prize with Al Gore and of the Millennium Ecosystem Assessment which won the Zayed Second Prize. She has published extensively on climate change. She is on the scientific steering committees of many different international programs including the Global Water Systems Project.



Dennis Snower
President, Kiel Institute for the World Economy

Dennis Snower is president of the Kiel Institute for the World Economy and professor of economics at the Christian-Albrechts University in Kiel. He has advised the European commission and various OECD countries on employment policy and welfare state policy. He has consulted for the IMF, World Bank, OECD, SNS and the UN and has been a visiting professor at many universities around the world, including Columbia, Princeton, Dartmouth, Harvard, the European University Institute, Stockholm University and the Vienna Institute of Advanced Studies. Snower's work has been published in the American Economic Review, Economic Journal, Journal of Economic Perspectives, European Economic Review and the Journal of Labor Economics.

Jan Kowalzik
Oxfam Deutschland

11:30 a.m. - 1:00 p.m.

46 Witnessing the human cost of environmental change

Hosted by
DART Center Europe

Room A/B

Good environmental reporting is not just about the science. Alongside the technical analysis lies the human impact. Telling the stories of vulnerable people who have often been adversely affected by environmental damage in profound and dramatic ways requires research, knowledge and sensitivity – and in some cases genuine personal courage. The human factor and the challenges of reporting it effectively are not always given our full attention. What does it take for journalists to capture the experience of people caught up in environmental crisis, be it the slow grind of ever-increasing resource loss or the sudden calamity of a catastrophic flood? And how do reporters remain resilient in situations where their own families have been caught up in those very events?

This panel convened by the Dart Center will offer journalists suggestions for innovative ways to navigate the human terrain of climate change.

Moderator



Gavin Rees
Director, Dart Center Europe

Gavin Rees is the director of Dart Center Europe, a media not-for-profit that is dedicated to supporting informed, innovative and ethical news reporting on violence, conflict and tragedy. It operates as part of a global, interdisciplinary network of news professionals, mental health experts, educators and researchers who work in such areas as crime, family violence, natural disaster, war and human rights. Over the last 15 years Rees has worked in a variety of broadcast media, producing business and political news for international networks, as well as working on drama and documentary films for the BBC, Channel 4 and other broadcasters. During this work he has developed a specialist interest in understanding how journalists might best approach interviewing vulnerable people who have been affected by violence and structural poverty. He was a leading member of the production team for the BBC documentary drama, Hiroshima, which won an International Emmy in 2006.

Speakers



John Pope
Staff Writer, The Times-Picayune

John Pope is a staff writer for The Times-Picayune, New Orleans's leading newspaper. On August 29, 2005, Hurricane Katrina ravaged New Orleans and forced The Times-Picayune into a six-week exile in Baton Rouge. Pope was part of the newspaper's team that won a George Polk Award, a National Headliner Award, the Medill Award for Courage in Journalism and two Pulitzer Prizes for coverage of the storm and its aftermath. He has spent most of his 16 years on the paper, as its medical/health reporter. He has held fellowships in public health at the Knight Center for Specialized Journalism at the University of Maryland and at the Centers for Disease Control and Prevention. In April 2005, he was a Hearst Foundation visiting fellow at the University of Texas.

PROGRAM
WEDNESDAY, 23 JUNE 2010



Argaw Ashine

Director, Ethiopia Environment Journalists Association

Argaw Ashine is one of the founders and currently director of the Ethiopia Environment Journalists Association (EEJA). He is a regional news correspondent to the Nairobi, based Nation Media Group specialized on regional security and development, particularly on environmental issues. Argaw is an accredited reporter at the African Union (AU) and a member of the East African International Correspondents Association. In 2007 he won the Africa Best Initiative Media Award. He studied journalism at Addis Ababa University (1998) and holds a degree in development studies from the University of South Africa (2005).



Roosevelt Jean-Francois

Radio Journalist

Roosevelt Jean-Francois is an award-winning radio journalist and the leader of CECOSIDA, a grassroots community organization for Haitian journalists that promotes training and leadership development. Founded in 1999 as an association of journalists committed to improving health responses in Haiti, CECOSIDA has trained hundreds of journalists in how to effectively and sensitively report on people affected by such health issues as HIV/AIDS as well as other social, environmental and humanitarian issues. He is also a frequent commentator on Haitian affairs for major news outlets such as National Public Radio (NPR) in the US, and is a correspondent for the Haitian Times newspaper as well as an adjunct instructor at Florida Atlantic University.

PROGRAM
WEDNESDAY, 23 JUNE 2010

11:30 a.m. - 1:00 p.m.

47 Global warming from a regional perspective

Room C

Hosted by
Research Center Jülich

How does global warming impact ecosystems, land use and ecosystem services at the regional level? Long-term studies in an Earth Observation network across Germany intend to give the answers. The studies are part of the comprehensive large-scale project TERENO (TERrestrial ENvironmental Observatories), which merges data collected from the North German lowlands to the Bavarian Alps. It provides a scientific basis for strategies to encounter global changes. TERENO is run by six research centers from the Helmholtz Association in collaboration with universities. Representatives from different parts of Germany will present the country-wide research network and discuss the necessity of cross-linked regional observations to meet the challenges of the 21st century.

Moderator



Claudia Ruby

Environment and Science Journalist

Claudia Ruby is a freelance environmental and science journalist for TV, radio and print media. Her main focuses are environment and development, climatology, evolution and biodiversity. In 2009 she wrote a book on animal cognition. She is currently working on a documentary about the oceans to be aired on German public TV channel ZDF later in 2010. Ruby studied biology in Cologne and Bonn, after which she underwent practical training at German public broadcaster WDR in Cologne. She has worked as a freelance journalist since 1999 and is second deputy of the chairman of the board of the "Wissenschaftspresekonferenz", the professional association of German science journalists.

Speakers**Stefan Emeis****Senior Scientist, Institute for Meteorology and Climate Research**

Stefan Emeis is senior scientist in the Institute for Meteorology and Climate Research – Atmospheric Environmental Research (IMK-IFU), which is part of the Karlsruhe Institute of Technology, and located in Garmisch-Partenkirchen. Emeis studied meteorology at the University of Bonn and finished his PhD studies in 1985. Emeis is member of CT Atmosphere of TERENO. He is especially interested in turbulent trace gas fluxes away from the surface into the atmosphere and how the varying depth of the planetary boundary layer influences these fluxes.

**Stefan Klotz****Head of Community Ecology, Helmholtz Center for Environmental Research**

Stefan Klotz heads the department of community ecology at the Helmholtz Center for Environmental Research (UFZ) in Halle, Germany. His focus lies on analyzing and assessing the influences of natural or anthropogenic changes as global warming on biological communities. His main fields of research are plant ecology, macro-ecology, biogeography and biological invasions. Klotz received his PhD from the Martin-Luther-University of Halle and continued working there as a research assistant. He has been a senior scientist at UFZ since 1992. In 2004 he was appointed spokesman of the division of biodiversity and terrestrial ecosystems. He teaches at the universities of Halle, Leipzig and Tuebingen.

**Clemens Simmer****Chair of General and Experimental Meteorology, University of Bonn**

Clemens Simmer holds the chair of general and experimental meteorology at the University of Bonn. His research deals with remote sensing of the atmosphere and climate change over the past century and is based on direct observations, remote sensing, and model data. An important goal of his research is to validate regional climate and weather prediction models. Simmer received his PhD from Cologne University. After a two-year sojourn at the Los Alamos National Laboratory in New Mexico, US, he worked at the Institute for Marine Sciences in Kiel, where he did post-doctorate work in 1993. Simmer is director of the Geoverbund ABC/J, a network of the geosciences of the universities of Aachen, Bonn and

Cologne and the Research Center Jülich. He also coordinates the Transregional Collaborative Research Center 32 funded by the German Science Foundation (DFG), which connects the Tereno project to environmental research at the universities.

**Harry Vereecken****Director, Agrosphere Division, Research Center Jülich**

Harry Vereecken is director of the agrosphere division of the Research Center Jülich Institute of Chemistry and Dynamics of the Geosphere (ICG-4). His research activities focus on the fate of natural and anthropogenic substances in soils and surface near groundwater systems, the development of terrestrial models and non-invasive methods and aim at providing contributions to the sustainable use of soil and water in terrestrial systems with a specific emphasis on agro ecosystems. Vereecken earned his PhD at the Katholieke Universiteit in Leuven, Belgium, and his post-doctorate at the University of Bonn. He has been a full professor in the faculty of agriculture at the University of Bonn since 2000. He coordinates the long-term project Tereno (TERrestrial ENvironmental Observatories).

11:30 a.m. - 1:00 p.m.

48 **Blueprint Germany: A way out of the greenhouse by 2050!**

Room F/G

Hosted by
World Wide Fund For Nature (WWF)

There is a consensus among climate experts that global warming must be reduced to less than 2° C. This reduction can divert the worst effects of climate change. In order to divert these consequences, industrial nations must reduce their greenhouse gases by 95 % by 2050.

“Blueprint Germany” prepared by Prognos, the Institute for Applied Ecology and Dr. Ziesing on behalf of the World Wide Fund for Nature (WWF) shows that the transformation from a high-carbon to a low-carbon economy is possible and affordable. It has also identified one way to reach this ambitious target on a sustainable basis for the future.

The workshop will examine the way towards a non-carbon future. What will our climate-neutral life look like in 2050? How much meat will be on our plates and will electric cars be coasting along German motorways?

Moderator



Regine Günther

Head of Climate Protection and Energy Politics, WWF Germany

Regine Günther has been the head of climate protection and energy politics at WWF Germany since September 1999. She is a member of the board at the Forum on Environment and Development, in charge of energy and climate. She studied political science and history in Heidelberg, Madrid and Berlin. After finishing her studies, Günther was managing director of the Association of Ethical Shareholders for Bayer and worked as project manager for the Berliner Energieagentur GmbH and as a consultant for GTZ.

11:30 a.m. - 1:00 p.m.

49 Gender and mitigation

Annex

Hosted by

GenderCC - Women for Climate Justice

Although climate change will affect all countries, its impacts will be differently distributed among different regions, generations, age and income groups, occupations and genders. Issues of water, food security, migration, health, along with many others will affect women and men differently. Women living in poverty are the most threatened by the dangers that stem from climate change, as their livelihoods depend so much on natural resources. But women are also powerful agents of change by playing a key role in energy consumption, deforestation, burning of vegetation, population growth and economic growth. Women's active participation and leadership in dealing with climate change will be crucially important.

GenderCC is the global network of women and gender activists, and gender experts from all world regions working for gender and climate justice. Organized by GenderCC – Women for Climate Justice, this session will provide an overview of critical issues relating to gender and climate change with examples and stories from around the world.

Moderator



Minu Hemmati

Clinical Psychologist, Organizational and Environmental Psychology

Minu Hemmati is a clinical psychologist with a doctorate in organizational and environmental psychology. Since 1998, she has been working as an independent advisor with international organizations, government organizations, non-government organizations, corporations, women's networks and research institutions. Hemmati works on multi-stakeholder change processes, including designing and facilitating dialogues and cross-sector partnerships, social inclusion and conflict resolution, leadership development and training. She also does research and advocacy on gender and sustainable development, recently focusing on climate change. She is co-founder of GenderCC – Women for Climate Justice. Hemmati has a wide range of experience with international policy making as well as implementation and evaluation in the field.

Speakers



Marion Rolle

Coordinator, GenderCC - Women for Climate Justice

Marion Rolle has been coordinator of GenderCC - Women for Climate Justice since October 2009. GenderCC is a global network of women and gender activists and experts from all over the world working for gender and climate justice. The network's main goal is integrating gender justice in climate change policy at local, national and international levels. Rolle is a social worker and political scientist and has been involved in educational and political work on development issues and human rights for 15 years. Previously she worked for a German Developmental NGO (Verband Entwicklungspolitik Niedersachsen) with a focus on women and climate change.



Nina Somera

Member, GenderCC – Women for Climate Justice

Nina Somera is a member of GenderCC – Women for Climate Justice. She also works as a policy analyst at the NGO Forum on the Asian Development Bank (ADB), a Manila-based international organization that engages the ADB on its policies and projects that seriously compromise southern communities and their surrounding environment. She was previously involved in other issues such as labor migration, media and information communication technologies (ICTs), the urban poor and their links to women and gender. Somera is currently pursuing her post-graduate studies in comparative literature at the University of the Philippines, focusing on immigrant novels by Filipino women.



Tahura Titi Gabi

News Director, PNGFM

Tahura Titi currently holds a bachelor's degree in journalism from the University of Papua New Guinea. She has been working for PNGFM, a radio station that broadcasts in English and Tok Pisin for six years. She is the news director and is in charge of 13 reporters including four provincial stringers. She worked as editor, anchor and talk show host with the local television station for 10 years before coming to radio. She now covers politics, security, health and education and environment and is passionate about issues related to the environment and HIV and Aids.

11:30 a.m. - 1:00 p.m.

50 “Ideas For A Cooler World” - Covering climate protection and possible solutions

Hosted by
Deutsche Welle/BMU/UN-University Tokyo

Room Aeltestenrat

Melting ice caps, catastrophic hurricanes, floods and drought plunging entire regions into crisis: the drastic images usually conveyed by the media. What we hardly hear is what is actually being done to halt global warming. In this workshop we will explore the challenge

facing the media in covering climate protection. We will take a look behind the scenes of the new climate series GLOBAL IDEAS, a cooperation of DW-TV and the International Climate Initiative. The aim of this project is to present potential solutions rather than pointing a finger at the problems. Manuela Kasper-Claridge, head of the business department and responsible for the special coverage of climate issues at DW-TV, will discuss the challenges facing the multi-media project.

Why does current media coverage focus merely on the negative impacts of climate change rather than on ways to deal with it? Is it difficult to report on climate change in a pro-active manner? What role should the media play in the future? To which degree can this influence public opinion and motivate people to become involved? How can a global network be built to promote collaboration on the climate front?

Moderator



Manuela Kasper-Claridge

Head of Business Department, DW-TV

Manuela Kasper-Claridge is the head of DW-TV's business department. DW-TV is Germany's international broadcaster and can be seen by a potential 112 million viewers around the world. DW-TV's business department produces business news for the hourly Journal news programme as well as the weekly business magazine Made in Germany. Manuela Kasper-Claridge is also in charge of DW-TV's Science Department which produces the weekly magazine Tomorrow Today.

Speakers



Stephan Schmidt

Participant, Asia-Pacific Program for Future German Executives

Stephan Schmidt worked for one of Europe's Digital Agency Networks as a project manager before coming to Japan. Currently he is participating in the Asia-Pacific program for future German executives run by Inwent/Heinz Nixdorf Stiftung. He is interested in digital culture and delighted to gain and contribute knowledge about social media by publishing articles and provide his expertise in online marketing and web development for the UNU Media Studio. He holds a diploma in media design from the Bauhaus University in Weimar, Germany.



Brendan Barrett
Project Coordinator, UNU

Brendan Barrett has been employed in the United Nations since 1995 at UNEP and UNU. While at the UNU, first began to utilize the Internet for environmental education from 1997 through the Iwate Environment Network in collaboration with Nippon Telegraph and Telecommunications. In 2002, established the UNU Media Studio and launched the Global Virtual University. Coordinated the UNU's contribution to the World Summit on the Information Society, including the organizing of the May 2005 Ubiquitous Network Society Conference in Tokyo, Japan. Member of the IUCN Commission on Education and Communication promoting the use of social media in the area of biological conservation. Currently leads a creative team at the Media Studio the responsible for development of online educational materials and video documentaries on social and environmental topics, including the Our World 2.0 webzine. Barrett holds a PhD in environmental planning and a BSc in urban planning.



Norbert Gorißen
Head of Strategic Aspects of International Cooperation, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

Norbert Gorißen (50) heads the division strategic aspects of international cooperation in the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. This capacity includes international climate finance, the new international climate initiative of BMU and the coordination of G8 in the field of environment. In previous positions in BMU he was responsible for the preparation and organization of the International Conference for Renewable Energies in Bonn in June 2004 and the coordination of the German EU-presidency 2007. He joined the Ministry in 1999 and was appointed as head of division 2003. Between 1986 and 1999 he held different positions in the Federal Environmental Agency of Germany and worked on various aspects of transport and environment, in both a national and international context. He has a master's degree in mechanical engineering from the Rheinisch-Westfälische Technical University in Aachen.

11:30 a.m. - 1:00 p.m.

51 Ways to a low-carbon society

Hosted by
Wuppertal Institute (WI)

Room Suessmuth

The term “low-carbon society” sounds less rigid than how it is intended. A low-carbon society is one that conforms to the global target to keep the average temperature from rising more than 2°C. “Carbon” in this context stands for all six greenhouse gases. A “low-carbon society” is therefore a benchmark – hinting at the vision of a post-carbon society. Such a vision can only be accomplished with the broad involvement of stakeholders. This workshop will focus on localized areas as a paradigm, highlighting the vision of low-carbon cities.

Speakers



Dieter-H. Hellmann
Director, KSB AG

Dieter-H. Hellmann has held many leading positions over the years at KSB AG, including project engineer, director of hydraulic design and testing department and director of design department for pumps of water supply. Since 2007 he has been a member of the board for KSB, responsible for technology. Up until 2006 he was also professor and head of the institute for turbo machines and fluid mechanics at the Faculty of Mechanical and Process Engineering at the Technical University of Kaiserslautern in Germany.

Klaus Huhn
VP Consulting, Environment and Building Technologies, Frost & Sullivan

PROGRAM
WEDNESDAY, 23 JUNE 2010

1:00 p.m. Closing ceremony

The challenge of climate change
and the responsibility of the media

Plenary Chamber



Ingrid Deltene
Director General,
European Broadcasting
Union EBU



Dr. Georg Schütte
State Secretary,
Federal Ministry of
Education and Research

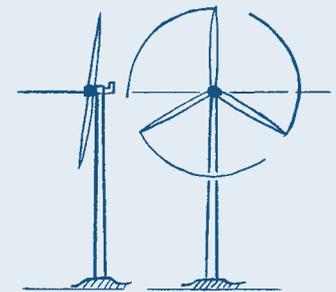
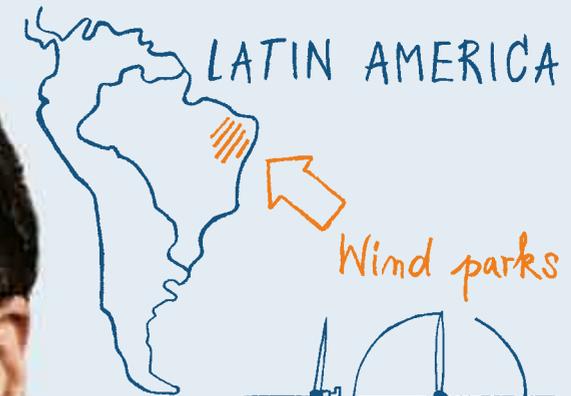
Wijayananda Jayaweera
Director Communication Division, UNESCO



Erik Bettermann
Director General,
Deutsche Welle

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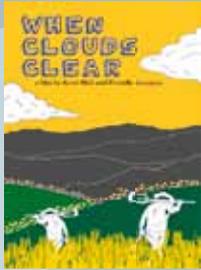


SEEING IS BELIEVING – AUDIOVISUAL MOTIVATION FOR CHANGE

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When clouds clear



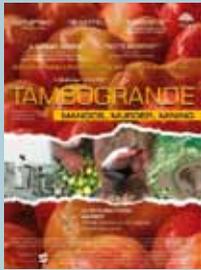
When mining companies arrive, bulldozers come with them. They wipe out whatever blocks the way. But in the rainforests of Junin, residents fight back to stop the devastation of their environment and their way of life.

About water



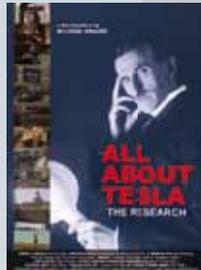
Should water be classified as a consumer good like any other, or should access to water be considered a basic human right? Director Udo Maurer travels around the world in a search to understand the importance of earth's most precious substance

Tambogrande



The brave men and women of Tambogrande in Peru take on corrupt politicians and the global mining industry in an epic tale of ordinary people rising to heroic deeds to save their land and livelihood.

All about Tesla



Nikola Tesla's vision of free energy is a concept that is relevant in the 21st century. Director Michael Krause visits significant stations of the life and work of this unsung hero of modern technology, who saw the 'ambient medium' as the energy source of the future.

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Zentrum für Entwicklungsforschung
Center for Development Research

University of Bonn



The Center for Development Research (ZEF) is an international scientific research institute at the University of Bonn.

ZEF's overall goal is to contribute with its research to sustainable development. Via the Center's international graduate program, ZEF aims at educating future decision-makers from developing as well as industrial countries for international careers in a development related setting.

ZEF's trans-disciplinary research approach involves natural and social scientists, economists, as well as local partners and stakeholders. Currently, ZEF carries out projects in West Africa, Uzbekistan, Afghanistan, Ethiopia, Vietnam, India and South Africa.

www.zef.de

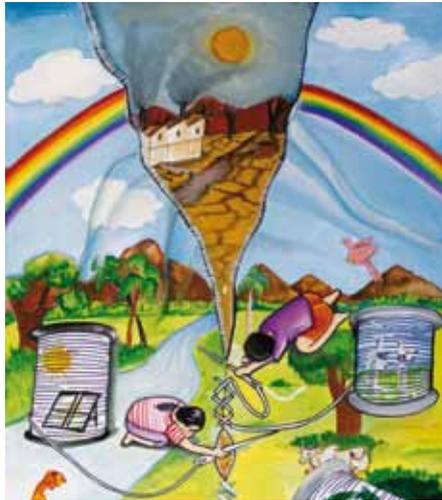
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Walter-Flex-Str. 3 · 53113 Bonn · Germany
Phone: # 49 (0) 228 / 73-1865
Fax: # 49 (0) 228 / 73-1889
E-Mail: zef@uni-bonn.de

ART EXHIBITION

CHILDREN'S PICTURES CHALLENGE CLIMATE CHANGE

How do children in different parts of the world perceive climate change? What ideas do they have on environmental protection? What are their hopes and fears?

We are presenting a selection of pictures from the International Children's Painting Competition on the Environment from the years



2005 - 2009. The children's pictures illustrate how firmly anchored the subjects of climate change and environmental destruction are in the minds of children all over the world. The pictures all share one clear message that the children are keen to pass on to those viewing

their pictures: "Take care of our planet – it's the only one we have!"

The International Children's Painting competition is a project that forms part of the collaboration between Bayer AG and the United Nations Environment Program (UNEP). Together, the partners organize around a dozen environmental projects for children and young people around the world every year. The aim of these is to support young people in their commitment to environmental protection and bring their concerns to the attention of the public.

The special exhibition comprising 40 high-quality prints of the best motifs from the past years will be opened by Erik Bettermann, Director General of Deutsche Welle, and Dr. Wolfgang Plischke, member of the Board of Management of Bayer AG, at 1:30 p.m. on Monday, June 21. The exhibition is open to the public until June 23.

Further information can be found at: www.unep.bayer.com



CEREMONY

THE BOBS 2010 AWARD CEREMONY

Developed in 2004, The BOBs is now the world's largest international competition for blogs, podcasts and videoblogs in 11 languages. In this year's edition more than 8,400 blogs were nominated by users from all over the world. The 17 winners chosen by the international jury will be awarded their prizes at the Deutsche Welle Global Media Forum.

The Deutsche Welle Blog Awards – The BOBs – are given in 17 categories both by online voting and by an international blogger jury. The jury met in April in Berlin to decide on the winners in 11 different languages, including Arabic, Bengali, Chinese, English, French, German, Indonesian, Persian, Portuguese, Russian and Spanish. This year, The BOBs also offered an award for the best blog on climate change.

Deutsche Welle's goal in hosting the awards is to reach out to talented bloggers, podcasters and videobloggers to promote free speech on the Internet, highlight the diversity of the global blogosphere and encourage a multilingual dialogue.

For more information visit www.thebobs.com



 Opening: 21 June, 1:30 p.m. (The exhibition is open during the conference period.)

 WCCB, Ground Floor

 22 June, 5:30 p.m.

 Plenary Chamber, WCCB

OPTIONAL PROGRAM

DHL INNOVATION CENTER

Sustainable Solutions - Logistics for the future

DHL Solutions & Innovations would like to welcome you to a unique location!

The DHL Innovation Center opens its doors for Global Media Forum delegates.

How will things be transported in the future? Deutsche Post DHL, global leader in logistics, continually works on innovative solutions for faster, more flexible and more ecologically sound logistics. These visions and solutions can be experienced interactively in the Innovation Center, a combined showroom and international meeting platform for customers, partners and scientists from various disciplines.



To register for this free tour please contact the information desk or approach the Deutsche Post DHL booth at the conference.

Departure will be at **3:00 pm** from the location of the final reception and you will be back approx. at **5:30 pm**. The DHL Innovation Center is located right outside the City of Bonn.

 23 June, 3:00 p.m. - 5:30 p.m.

 Art and Exhibition Hall of the Federal Republic of Germany

OPTIONAL PROGRAM

DEUTSCHE WELLE

Welcome to Europe's most modern broadcasting center!

Your guided tour through Deutsche Welle's headquarters in Bonn will begin with an introduction to the work and mission statement of Deutsche Welle. A short film will provide you with information about Germany's international broadcaster and its media pillars. We will also gladly introduce you to our Internet site DW-WORLD.DE, as well as to its multimedia and mobile information services. Along the tour through the building and its broadcasting facilities you will see how reports are produced using a digital audio work station and attend a live show in one of our modern broadcasting studios. In our master control room you can observe how our engineers operate and ensure the worldwide distribution of our signals. Our guides will also explain the architecture and history of the building. The exact schedule will comply with the current broadcasting and production activities. If our daily journalistic work allows it we will be pleased to let you meet the editorial staff for your respective native language.



If you are interested in participating in our guided tour please register at the information desk with your name and country of origin. Meeting point for the tour is the main entrance at Deutsche Welle at **3:30 p.m.**

 23 June, 3:30 p.m. - 5:00 p.m.

 Main Entrance, Deutsche Welle

ART AND EXHIBITION HALL

All participants of the Deutsche Welle Global Media Forum 2010 may visit free of charge the exhibitions in the “**Art and Exhibition Hall of the Federal Republic of Germany**” after the reception on 23 June 2010 upon presentation of their accreditation badge.

LIAM GILLICK

One long walk...

Two short piers...*

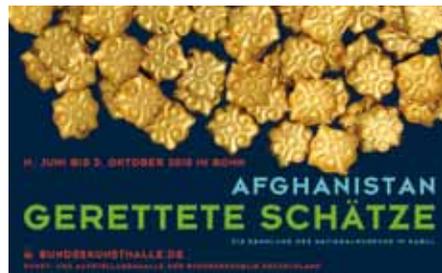
1 April - 8 August 2010



Born 1964 in England, Liam Gillick – who emerged in the early 1990s – is one of the most prominent representatives of the development of conceptual art and one of the most influential artists of our time. In

2009 he was selected for the German Pavilion at the 53rd Venice Biennale. For the first time in Germany, The Art and Exhibition Hall in Bonn will present a comprehensive survey exhibition of Gillick's work. The exhibition will reveal the evolution of his practice through the presentation of key themes, works and installations. Over 60 works from nearly two decades will be presented.

Afghanistan. Recovered Treasures The Collection of the National Museum of Afghanistan in Kabul 11 June - 3 October 2010



For the first time in Germany, the Art and Exhibition Hall presents Afghanistan's legendary national treasure which almost miraculously survived years of civil war and destruction.

The spectacular gold, silver and ivory objects bear witness to the significance of the kingdom of Bactria in ancient Afghanistan, a thriving crossroads on the Silk Road that became a melting pot of a wide range of cultural influences from both East and West. In the wake of Alexander the Great's military campaign of around 330 BC, more and more Greeks and Macedonians were drawn to settle in the area, where they helped establish the Bactrian civilisation.

ART EXHIBITION

EXHIBITION “THE AQUA GLOBALIS PROJECT”

“aqua globalis” is the title of a globe-encompassing project being pursued by the well-known artist and photographer Sven Hoffmann since the early 1990s.

Water: no one escapes its fascination. It draws people under its spell almost magnetically. And it is the eye that pursues the pleasure of exploring the medium of water, its tonal varieties, movement, reflections, and depth. Water evokes emotions and desires. For the Greek philosopher Thales of Miletus, water was the material that produced the world. Water is the symbol of a universal language whose alphabet can be reduced to a single drop. In his water compositions, Sven Hoffmann succeeds in poetically capturing surfaces that immediately invite viewers to project their individual dreams into the familiar. The fact that this dream can undergo real, political, philosophical, biological, literary, historical, existential, economic, or ecological interpretation is part of what Sven Hoffmann's art has to offer.

Sven Hoffmann: The art photographer Sven Hoffmann (b. 1965) is familiar with the content and hence all the more so with the visual aspect of water as a medium: “For me it is the same, I'm sure, as for many other people. Everywhere I am, I look for a river,

a lake, the waves of the sea.” Structures, reflections, tensions, or the interpretability of blurry areas have influenced the works by this former master student at the Hochschule der Künste in Berlin from the outset. His theoretical and practical investigation of artistic creation, his individual position within the “art world” (with exhibitions since 1987), his physical affinity to surfing, and perhaps his time as a guest lecturer in photography at the Konstskola Nykarleby in Finland inevitably made water the orientation for Sven Hoffmann's photography.

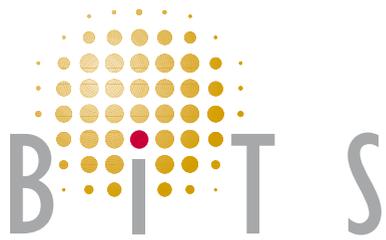
aqua globalis: “Traveling, with stays in Egypt, Stockholm, Thailand, Dubai, New York, Israel, Rio de Janeiro, and Berlin itself with its countless lakes, has resulted in a plural network of image surfaces and hence color surfaces. My artistic task as a photographer is to capture, choose, and present them,” as Sven Hoffmann puts it. The series Aqua Globalis is intended to make it possible for every individual to develop an individual relationship to the world by means of photographs capturing the impressions of water in selected places in the world. The individual visual perception of the familiar becomes a global perception. It is as if the Greek sea god Poseidon had decided to set out on a voyage.

Art and Exhibition Hall of the Federal Republic of Germany
Museum Mile Bonn, Friedrich-Ebert-Allee 4, D-53113 Bonn
www.bundeskunsthalle.de



Deutsche Welle

The exhibition is open to the public daily from 9:00 a.m. to 6:00 p.m.



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STUDIENBERATUNG

+49(0)2371/776- Sabrina Ramlow -534 Melody Faust -306 Anika Meier -319
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As an independent non-profit association, the German Council on Foreign Relations, the DGAP, has been helping to form foreign policy opinions in Germany since 1955.



At the German Council on Foreign Relations you will encounter decision makers from politics, economics, science, and the media. You can join discussions with these experts on key foreign policy questions and topical issues at the more than 250 events we host annually, including panel discussions and open forums, conferences, and exclusive fireside chats. Events are held either at our headquarters in Berlin or in our regional forums nationwide.

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GENERAL INFORMATION

Welcome to the Deutsche Welle Global Media Forum in Bonn!

We hope you will have a pleasant stay. For all questions and services please contact the on-site Information Desk in the main lobby in front of the main plenary hall.

Accreditation & Press Services

Access to the World Conference Center Bonn (WCCB) will be restricted to those with a valid accreditation badge. Badges will be distributed at the accreditation desk at the entrance of the WCCB.

Accreditation badges must be worn visibly during the entire program. Please note that accreditation badges are strictly for personal use and that participants and media representatives may be requested to produce a proof of identity (national passport or ID card) at any time.

A press center has been set up in the WCCB building. Members of the press must all possess and carry accreditation issued by the conference organizers.

Additional information concerning the press center can be found in the press kit prepared for the members of the press. The times of all press conferences will be communicated by the messaging service/"info point" of the

press center (located at the entrance to the press center, room 1.10 – please follow the signs "press center"), Photocopying and other facilities will be available for journalists in the press center.

The press center will be open from 9:00 a.m. to 6:00 p.m.

Press Office Secretariat: +49 (0) 228/9267 430

Bank services

The currency in Germany is the Euro. Cash machines are located in the city center and at airports. Credit cards are widely accepted by department stores, taxis and restaurants. Currency exchange facilities are available at Cologne-Bonn Airport, Terminal 1, Departure level, opposite Germanwings (Reisebank, open daily from 7:00 a.m. – 8:00 p.m.) and at Bonn Central Station opposite Ticket Sales (Reisebank, open Monday to Friday 9:00 a.m. – 7:00 p.m., Saturday 9:00 a.m. – 3:00 p.m.) www.reisebank.de.

There is an ATM ("Sparda Bank") in the vicinity of the WCCB. It accepts all major credit and bank cards.

Logistics & Transport

The nearest airport is the **Cologne-Bonn Airport (CGN)**. Distance: 35 km. Airport shuttle bus line SB 60 (tickets available in bus) runs between the airport and Bonn

central station every 20-30 minutes on weekdays, and at half-hourly or hourly intervals on weekends. Journey time: approx. 30 minutes. Departure: Terminal 2/ground level/D. Price: about 6.50 EUR

Düsseldorf Airport (DUS). Distance: 85 km. The Sky Train takes passengers from all terminals to the airport railway station. From there trains run to Bonn central station. Price: about 11.80 EUR (NRW-Tarif)

Frankfurt Airport (FRA) Distance: 170 km. The railway station is located at the Air-rail Terminal, right next to Terminal 1. The station is also linked to Terminal 2 via buses and the Sky Line. From there, trains run to Bonn central station or Bonn-Siegburg. From Bonn-Siegburg take line 66 to Bonn central station. Price: about 62.00 EUR

The WCCB can be reached by bus and metro. Arriving at Bonn central station, take tram/underground lines 16, 63, 66 in direction "Bad Godesberg" or "Ramersdorf/Bad Honnef". Exit at the Heussallee/Museumsmeile stop or take a bus line 610 or 611 and exit at the "Deutsche Welle" stop and follow the signs to the WCCB. For further details, please have a look on the map provided in this guide.

GENERAL INFORMATION

Please note: Your accreditation badge is your ticket for the entire public transport system in Bonn and surrounding area which is valid for the whole period of your stay. However, for the bus transfer (Bus No. SB 60) from the Konrad Adenauer International Airport Cologne/Bonn to Bonn center you have to buy a ticket.

Only a few parking lots can be found within the residential area surrounding the conference facility and in the Deutsche Welle underground car park. Please use public transport.

Taxis are available at airports, central railway stations and in front of the conference center. Taxis can be called at +49 (0) 228/55 55 55. **It is not recommended to take taxis from Frankfurt and Düsseldorf Airport to Bonn. Price: about 2.20 EUR per km.**

Meeting point

You can find the meeting point on-site at the Information Desk.

Proof of identity documents

All participants and media representatives must carry a valid proof of identity at all times and must be prepared to present it upon request.

GENERAL INFORMATION

Safety & Medical Services

Please contact the Information Desk in case of emergency.

Any emergency (fire, other hazard, break-in, illness, accident) should be reported to the Security Service by one of the following means: phone 112; break the glass of a red fire alarm box.

The organizers are not liable for personal accidents or for loss or damage to the personal property of participants or media. Participants and media should make their own arrangements with respect to personal insurance.

Luggage and coats can be left on-site at the wardrobe near the entrance of the WCCB.

The loss of a badge should be reported immediately to the Information Desk.

Lost objects will be gathered at the Information Desk in the foyer of the WCCB. The organizers of the Deutsche Welle Global Media Forum accept no liability for any loss of objects belonging to participants during the conference.



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International Institute for Journalism

The International Institute for Journalism (IJ) of InWEnt – Capacity Building International, Germany, has been offering advanced training for print and news agency journalists from developing and transitional countries since 1964. In recent times, special courses for online journalists have been added to the training scheme.

The aim of the courses is to strengthen the press freedom in the partner countries of the German development cooperation and thus improve the conditions for democratisation and social and economic development. In this capacity, the IJ represents a key pillar in the media development work of the Federal Ministry for Economic Cooperation and Development (BMZ).

The IJ currently offers up to forty training courses per year in Germany and abroad for 400 to 500 media representatives. A high proportion of these participants now hold senior positions in the media industry throughout the world.

InWEnt – Capacity Building International, Germany, is a non-profit organisation with worldwide operations dedicated to human resource development, advanced training, and dialogue. Our capacity building programmes are directed at experts and executives from politics, administration, the business community, and civil society. We are commissioned by the German federal government to assist with the implementation of the Millennium Development Goals of the United Nations. In addition, we provide the German business sector with support for public private partnership projects. Through exchange programmes, InWEnt also offers young people from Germany the opportunity to gain professional experience abroad.

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und Entwicklung gGmbH
Capacity Building International, Germany
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www.inwent.org



Capacity Building International
Germany



Forschungszentrum Jülich pursue cutting-edge interdisciplinary research. We work on the most pressing issues facing society today and simultaneously develop key technologies for tomorrow. Our research focuses on the areas of health, energy and environment, and information technology.

With a staff of about 4,400, Jülich – a member of the Helmholtz A society – is one of the largest research centres in Europe.

The Jülich weather radar station is part of the collaborative German project Tereno, which is coordinated by Forschungszentrum Jülich. Tereno investigates the long-term ecological, social and economic consequences of global climate change. The project aims to recognize risks and implement appropriate measures.

ALPHABETICAL LIST OF PARTICIPANTS

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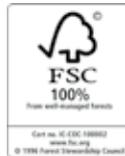


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