



United Nations
Educational, Scientific and
Cultural Organization



Broadcast Media & **CLIMATE CHANGE:**

**INTERNATIONAL
CONFERENCE**

A PUBLIC SERVICE REMIT

4-5 September 2009

Room II, UNESCO Headquarters, Paris

Conference Programme



The United Nations Educational, Scientific and Cultural Organization (UNESCO) has long been concerned with the implications of our changing environment, its scientific causes and the importance of communicating accurate information about it to the public. The Conference on Broadcast Media & Climate Change will examine the crucial role and potential of the broadcast media in raising public awareness on climate change and the importance of strategic partnerships to achieve this goal.

Coming just three months ahead of the United Nations Climate Change Conference hosted in Copenhagen, Denmark, the outcomes of this international conference on broadcast media and climate change will contribute to the high level discussions in December.

I look forward to joining forces with you in developing a unified approach to tackling climate change through the media.

Koïchiro Matsuura,
Director-General, United Nations Educational,
Scientific and Cultural Organization

The United Nations Environment Programme (UNEP) has more than twenty years of experience working on Climate Change. Communication and outreach, not just in terms of the science but also the opportunities for action is a key focus of this work.

Climate change today is no longer a hypothesis, but an ever more sobering reality for billions of people. The broadcast media along with radio, print and the Internet are essential channels for not only awareness-raising but for mobilization of the public towards transformational change.

We are delighted to be partnering with UNESCO in this, the first conference of its kind, and look forward to together realizing a low carbon, Green Economy for the 21st century.

Achim Steiner,
United Nations Under-Secretary General and Executive Director
of the United Nations Environment Programme

Climate change is the defining challenge of our times. Its impact threatens the very existence of life on earth, and every aspect of social and economic development faces upheaval, affecting the lives of countless millions worldwide.

Broadcast networks have brought this stark reality into our homes. Painting a dismal picture in its true colours, they have brought attention to the growing dangers of climate change and the factors that have contributed to its global impact. In no small measure, this global awareness of the perils of climate change has positively influenced the debate taking place in the corridors of government and industry.

I wish you all success in using the powerful medium of broadcast technologies to spread awareness of the urgent issues that confront us and the next steps required to fight climate change.

Hamadoun Touré,
Secretary-General, International Telecommunication Union

08:00 REGISTRATION

09:00 OPENING SESSION

Chair: Jean Réveillon, Director-General, European Broadcasting Union (EBU)

Opening address:

Koïchiro Matsuura,
Director-General, UNESCO

Introduced by **Abdul Waheed Khan**,
UNESCO Assistant Director-General for
Communication and Information

Messages:

- **Ban Ki-moon**, Secretary-General of the United Nations
- **Hamadoun Touré**, Director-General, International Telecommunication Union (ITU)

Introductory Remarks:

- **Margareta Wahlström**, Special Representative of the United Nations Secretary-General for Disaster Risk Reduction
- **Satinder Bindra**, Director, Division of Communications and Public Information, United Nations Environment Programme (UNEP)

Keynote speech:

Rajendra K. Pachauri, Chair,
Intergovernmental Panel on Climate Change (IPCC)

Introduced by **Walter Erdelen**, UNESCO Assistant Director-General for Natural Sciences, with follow up remarks from **Jean-Pascal van Ypersele**, Vice-chair, IPCC

09:45 SESSION ONE

WHAT BROADCASTERS ARE DOING AND WHAT THEY CAN DO

Chair: **Arlindo Lopes**, Secretary-General, Southern African Broadcasting Association (SABA)

Moderator: **Satinder Bindra**, Director, Division of Communications and Public Information, United Nations Environment Programme (UNEP)

THEME ONE

Climate Change and the Role of the Public Service Broadcaster

The role of broadcast media in educating audiences and setting the agenda in order to raise public awareness on climate change, stimulate the public debate and shape national policies.

- **Alex Kirby**, Freelance Journalist and Former BBC Correspondent

THEME TWO

Global Coverage of Climate Change Today

A general assessment of the current levels of programming and reporting on climate change issues in different regions of the world, and existing perceptions and capacities.

- **Mike Shanahan**, Press Officer, International Institute for Environment and Development (IIED)
- **Rod Harbinson**, Head of Environment Programme, Panos London

DISCUSSION

11:30 COFFEE

11:50 SESSION TWO

PERSPECTIVES ON CLIMATE CHANGE: WHAT THE MEDIA NEED TO KNOW

Chair: **Slaheddine Maaoui**, Director-General, Arab States Broadcasting Union (ASBU)

Moderator: **Joyeeta Gupta**, Professor of Climate Change Law & Policy, Vrije Universiteit

What elements are required to make climate change understood by audiences? This session aims to break down the main elements of climate change, outlining what journalists need to know regarding its origin, impacts and mitigation options.

THEME ONE

Dealing with Scientific Content and the Climate Science Debate

- **Grace Akumu**, Executive Director, Climate Network Africa

THEME TWO

The United Nations Framework Convention on Climate Change and the Kyoto Protocol: Key Programming and Reporting Elements

- **Eric Hall**, Manager, Communications and Media, United Nations Framework Convention on Climate Change (UNFCCC)

DISCUSSION

1:00 LUNCH, UNESCO FONTENOY 7th FLOOR

p.m.

2:30

SESSION THREE

p.m.

GLOBAL ISSUES, LOCAL VOICES

Chair: Gary Allen, Board of Directors, Caribbean Broadcasting Union (CBU)

Moderator: Jonathan Renouf, Series Producer, BBC Television Science Department

Climate change poses challenges at many levels, enabling coverage on the subject from several different angles. This session examines the social impacts of climate change and the importance of raising public awareness of local adaptation practices.

The Social Dimensions of Climate Change

- **Walter Fust**, Chief Executive Officer, Global Humanitarian Forum Geneva, and Chairman of the UNESCO International Programme for the Development of Communication (IPDC)
- Screening of *'The Climate Game and the Poor'* (produced by Dansk AV Produktion & UNESCO). Presented by **Jesper Heldgaard**, Television Journalist and Author, Dansk AV Produktion

Communicating Adaptation Responses at the Grassroots Level

- **Mihir Bhatt**, Founder and Managing Trustee, All India Disaster Mitigation Institute
- **Steve Buckley**, President, World Association of Community Radio Broadcasters (AMARC)
- Screening of *'Sisters on the Planet'* (Oxfam production). Presented by **Luc Lamprière**, Executive Director, Oxfam France -Agir Ici

DISCUSSION

4:30

COFFEE

p.m.

4:45

SESSION FOUR

p.m.

THE CHALLENGES OF REPORTING ON CLIMATE CHANGE

Chair: Julien Pierre Akpaki, President, African Union of Broadcasting (AUB)

This session consists of several presentations that will examine the challenges faced by broadcasters when reporting on climate change issues. Lessons and trends will be discussed, focusing in particular on Least Developed Countries.

The Challenges for African Public Service Broadcasters

- **Claudie Tsheya likela**, General Manager, Namibian Broadcasting Corporation
- **Diran Onifade**, Science Correspondent, Nigerian Television Authority & President of the African Federation of Science Journalists
- Screening of *'Climate Wars'* (BBC production). Presented by **Iain Stewart**, Geologist and Broadcaster

The Case of Small Island Developing States

- **Eunice Akiwo**, Director, Bureau of Domestic Affairs, Ministry of State, Republic of Palau
- **Gary Allen**, Board of Directors, Caribbean Broadcasting Union (CBU)

Film Screening

- *'Earth Report'* (UNESCO MAB/tve/BBC production) Presented by **Nick Rance**, Manager, Environment, Television Trust for the Environment (tve)
- *'Public Enemy Number 1: Carbon'* (EBU production) Presented by **David Lewis**, Assistant Director-General, European Broadcasting Union (EBU)

7:00

RECEPTION (UNESCO FONTENOY, 7TH FLOOR)

p.m.

9:00

SESSION FIVE

RAISING SKILLS TO FURTHER QUALITY PROGRAMMING: KNOW-HOW AND TRAINING OPPORTUNITIES FOR JOURNALISTS

Chair: Elizabeth Smith, Secretary-General, Commonwealth Broadcasting Association (CBA)

Moderator: James Fahn, Executive Director of Internews' Earth Journalism Network

This panel session will discuss the options available to help media professionals in less developed regions to access information and learning resources, to guide them in reporting on climate change issues. Access to data and public domain content will be explored as well as existing networks, training opportunities, and educational guides.

Panelists:

- **James Deane**, Head of Policy, BBC World Service Trust
- **Patrick Luganda**, Chairman, Network of Climate Journalists in the Greater Horn of Africa
- **Etienne Fiatte**, Managing Director, Canal France International (CFI)
- **Adelheid Feilcke**, Director of International Relations, Deutsche Welle
- **Javad Mottaghi**, Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

DISCUSSION

10:30

COFFEE

11:00

SESSION SIX

MAKING CLIMATE KNOWLEDGE ACCESSIBLE: NETWORKS AND AVAILABLE RESOURCES

Chair: Alfonso Ruiz de Assin, Vice-President, Asociación Internacional de Radiodifusión (AIR)

Moderator: James Deane, Head of Policy, BBC World Service Trust

This session will provide broadcasters with an opportunity to relay their capacities to report on climate change, and to develop the scope for partnership and exchange. Participants will communicate their experience in this area and outline the possibility of sharing relevant contacts, knowledge, and rights free content on climate change.

Special announcements:

- Official announcement regarding the transmission of the premiere of the musical inspired by the film *'Here To Stay'*: His Excellency **Mr. Chérif Rahmani**, Minister of the Environment, Algeria
- Announcement of BBC's rights-free audiovisual package on climate change

Outcomes of the World Climate Broadcasts Forum (Geneva, 2 September 2009):

- **Gerald Fleming**, Head of Forecasting, Met Éireann, Ireland, Rapporteur for the World Climate Broadcasts Forum

Panelists:

- **Pierre Benoit**, Deputy Director of News, TV5 Monde
- **Paul Cutler**, Director of News & Current Affairs, Special Broadcasting Service Corporation, Australia
- **Kyoko Gendatsu**, Senior Producer, Special Content Development Centre, Japan Broadcasting Corporation (NHK)
- **Alain Massé**, Director-General, International Radio and Television Union (URTI)
- **Alessandra Paradisi**, Secretary-General, Conférence Permanente de l'Audiovisuel Méditerranéen (COPEAM)

DISCUSSION

1:00

LUNCH

p.m.

2:00

SESSION SEVEN

p.m.

TOWARDS A GLOBAL PARTNERSHIP FOR CLIMATE CHANGE CONTENT EXCHANGE

Chair: David Astley, Secretary-General, Asia-Pacific Broadcasting Union (ABU)

This panel session will focus on the role of the regional broadcasting unions and international broadcasting associations in facilitating North-South and South-South cooperation for the exchange of audio-visual items relating to climate change. Representatives of the broadcasting unions and associations will provide perspectives on how their organizations can help to address the challenge of accessing essential content needed to effectively raise awareness on climate change issues.

Special announcement:

- **Nathalie Bobineau**, Director of International Sales, France Télévisions Distribution

Panelists:

- **Lawrence Atiase**, Chief Executive Officer, African Union of Broadcasting (AUB)
- **Gary Allen**, Board of Directors, Caribbean Broadcasting Union (CBU)
- **Arlindo Lopes**, Secretary-General, Southern African Broadcasting Association (SABA)
- **Slaheddine Maaoui**, Director-General, Arab States Broadcasting Union (ASBU)
- **Jean Réveillon**, Director-General, European Broadcasting Union (EBU)
- **Alfonso Ruiz de Assin**, Vice-President, Asociación Internacional de Radiodifusión (AIR)
- **Elizabeth Smith**, Secretary-General, Commonwealth Broadcasting Association (CBA)
- **Guila Thiam**, Secretary-General, Conseil International des Radios-télévisions d'Expression Française (CIRTEF)

DISCUSSION

4:00

CLOSING SESSION:

p.m.

ADOPTION OF DECLARATION

Chair: Javad Mottaghi, Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

Closing Remarks:

- **Walter Erdelen**, UNESCO
Assistant Director-General for Natural Sciences
- **Abdul Waheed Khan**, UNESCO
Assistant Director-General for Communication and Information



Julien Pierre Akpaki

Director-General, Office de Radiodiffusion et Télévision du Bénin (ORTB)

President of the African Union of Broadcasting (AUB) since 2008, Mr. Akpaki has over twenty-six years of experience in broadcasting. Having held several posts at ORTB Benin between 1982 and 1994, he became Secretary-General in 2002 and then Director-General in 2007. He has represented his region in numerous international communication and information events, notably the World summit on the Information society (WSIS) in Tunisian 2005, and the Regional Consultation on Communication and Information for Education in Africa, organized by the World Bank and the Association for the Development of Education in Africa (ADEA). Mr. Akpaki was actively involved in the committee meetings that decided the transformation of URTNA into the AUB. He has also held various ministerial posts including that of Minister for Youth and Sports, Minister of Education and Scientific Research, and Minister for Primary and Secondary Education. He was awarded the title of Chevalier de l'Ordre National by the government of Benin in 2007.



Eunice Akiwo

Director, Bureau of Domestic Affairs, Ministry of State, Republic of Palau

Ms. Akiwo served in the Administration of the Bureau of Domestic Affairs for nine years where her role included the support and representation of broadcasting services. At her current position as Director, she serves as a principal liaison between the Executive and Legislative branches, and amongst other duties, oversees public information dissemination, media support for the State Government and the membership of the National Emergency Committee. Ms. Akiwo has been a member of the Communication and Information Committee for the UNESCO National Commission of the Republic of Palau for the past four years.



Grace Akumu

Executive Director, Climate Network Africa

An accomplished environmentalist with eighteen years' work experience as a policy analyst in climate change and the Kyoto Protocol, Grace Akumu has been involved in campaigns, advocacy and lobbying for environmental causes at national, regional and international levels. Ms. Akumu was one of the lead authors of the Third and Fourth *Assessment Reports of the IPCC*, with the latter winning the 2007 Nobel Peace Laureate jointly with the former U.S. Vice President, Al Gore. Ms. Akumu is a Director of the Kenya Commercial Bank Foundation; patron for Action for a Global Climate Community (U.K.); member of the Steering Committee of the Kenya Meteorological Society; and on the Executive and Advisory Board of the Global Urban Development's Climate Prosperity Initiative (USA).



Gary Allen

Board of Directors, Caribbean Broadcasting Union (CBU)

Gary Allen is a career media worker and is currently Managing Director of the RJR Communications Group, which comprises three radio stations, a free to air television station, three cable stations and a new media company in Jamaica. A journalist by training, he has also worked at the regional level, as Programmes Operations Manager for the CBU and as Chief Operating Officer for the Caribbean Media Corporation. Mr. Allen has journalistic and management experience dealing with the economic, physical and personal effects of climate change in the Caribbean. He tutors in media at the University of the West Indies in Kingston, and is also the Chairman of the Media Association of Jamaica.



David Astley

Secretary-General, Asia-Pacific Broadcasting Union (ABU)

Secretary-General of the ABU since 2002, David Astley began his media career in print journalism working for a daily newspaper the UK, and then in feature writing for magazines, and editing for a trade newspaper. In 1980, David moved to broadcast media where he held senior management positions in commercial radio and television in Australia, and cable and satellite television in Asia for more than twenty years. Prior to his move to Malaysia in 1997, he was Managing Director of two publicly listed regional television networks in Australia. Mr. Astley was Director of Business Development for ASTRO, the Malaysian satellite pay-TV operator, before joining the ABU.



Lawrence Atiase

Chief Executive Officer, African Union of Broadcasting (AUB)

Mr Atiase has over two decades of broadcasting experience. He served as URTNA's (the former African Broadcasting Union) Programme Coordinator, before becoming Executive Director from 2002- 2005, and then Acting Secretary-General. Mr Atiase oversaw the transition of URTNA to the AUB, and was appointed Acting Chief Executive Officer of the AUB in 2006 when the transition was formally adopted. He was confirmed as Chief Executive Officer at the 1st AUB General Assembly session held in Nairobi, Kenya in September 2007.



Pierre Benoit

Deputy Director of Information, Tv5 Monde

Trained in radio and television, Pierre Benoit began his career as a reporter for the French newspaper, *Liberation*, reporting stories on the Middle East, Central and Latin America. He later joined Radio France International in 1983 where he was Editor of the World Service before joining TV5 Monde as Deputy Director of Information in 1998. In addition to his duties as Director, he is Chief Editor of *Ecran Vert*, a television series covering issues of sustainable development.



Mihir Bhatt

Founder and Managing Trustee, All India Disaster Mitigation Institute

Mihir Bhatt initiated the All India Disaster Mitigation Institute (AIDMI) with a team of three in 1989, focusing on both direct action and community learning for disaster risk mitigation. He is author of the IPCC's special report on extreme events, and has carried out disaster-related evaluations for numerous organizations including the Disaster Emergency Committee (UK); the Tsunami Evaluation Coalition (UK), Oxfam International, UNDP, and President Clinton's tsunami recovery office. He recently reviewed the Asian Development Bank's work on Disaster Risk Reduction (DRR). He is Senior Advisor to UNDP's first ever evaluation of DRR programmes since 2002, and a Senior Fellow of Humanitarian Initiatives at Harvard University.



Satinder Bindra

Director, Division of Communications and Public Information, United Nations Environment Programme (UNEP)

Satinder Bindra has over twenty-two years of experience in international communications. Prior to his UN appointment, Satinder was a Special Correspondent for CBS San Francisco. He has produced investigative films focusing on sustainability issues, and has also worked with media think tank, the Paley Center for the Media, where he guided the Center on issues shaping journalism. From 1999 to 2007, Satinder was a Senior International Correspondent and South Asia Bureau Chief for CNN New Delhi. An accomplished journalist, he was awarded the DuPont Award as CNN's lead correspondent during the 2004 Tsunami. He has also been awarded the South Asian Journalist Association Award for news coverage five times. Bindra is author of the book, *'Tsunami – Seven hours that shook the World'*.



Steve Buckley

President, World Association of Community Radio Broadcasters (AMARC)

A communications policy expert and media development advisor, Steve Buckley has been President of AMARC since 2003 and a member of the AMARC International Board since 1992. He is joint Managing Director of the media enterprise support agency, Community Media Solutions and has been a policy advisor to the UK Department for International Development, UNESCO, the World Bank, the Government of Ghana and the Association for Progressive Communications, among others. He is a former member of the International Council of IFEX, the International Freedom of Expression Exchange. He was a founder of the UK Community Media Association (CMA) in 1983 and, as Chief Executive from 1991 to 2004 he played an instrumental role in achieving UK legislative provision for community radio. He is co-author of *'Broadcasting, Voice and Accountability'*, a public interest approach to policy, law and regulation.



Nathalie Bobineau

Director of International Sales, France Télévisions Distribution

Nathalie Bobineau began her career as Chief of Sales at Daro Film Distribution, an exporter of television programmes based in Monaco. In 1995, she joined the audiovisual group, Arathos where she created and developed the international distribution department focusing on Central and Eastern Europe. She joined France Télévisions Distribution in 2000 as Chief of Sales for the French-speaking territories before she was nominated to lead the team marketing French programmes both in France and internationally. She has been Director of International Sales at France Télévisions Distribution since 2007.



Paul Cutler

Director News & Current Affairs, SBS TV & Radio, Australia

Paul Cutler joined SBS Australia in 2005. He has worked in both print and broadcast journalism, developing a career which spans nearly forty years, working in five continents. Paul was a print journalist in New Zealand before travelling to South Africa, where he worked for the *Pretoria News*. In London, Paul worked for Reuters as a writer/sub editor, moving on to the BBC in 1978 as a news producer. Paul was Managing Editor of News and Current Affairs at Television New Zealand (TVNZ) for over five years. Working at CNN's head office in Atlanta, he played a leading role in the coverage of the September 11 attacks in 2001 and the Iraq War in 2003. He was Managing Editor at CNN Asia Pacific (based in Hong Kong) where he oversaw the coverage of the 2004 tsunami.



James Deane

Head of Policy BBC World Service Trust

James Deane currently manages a five-year Policy and Research Programme on the role of Media and Communication in Development. Before joining the BBC World Service Trust in 2007, he was Managing Director of the Communication for Social Change Consortium. He is also a founding member and former Executive Director of the Panos Institute London. In that capacity, he was heavily involved in establishing independent, regional Panos Institutes in Southern Africa, Eastern Africa and South Asia and supporting similar institutes in West Africa, and in the Caribbean. He has been a visiting fellow at the London School of Economics and has a Masters degree in International Communication and Development.



Walter Erdelen

Assistant Director-General for Natural Sciences, United Nations Educational Scientific and Cultural Organization (UNESCO)

Walter Erdelen has been Assistant Director-General for Natural Sciences at UNESCO since 2001. He holds a Ph.D. in Ecology and Zoology from the University of Munich, and a habilitation (post-doctoral degree) in Biogeography from the University of the Saarland. Following positions at the University of Munich, the Zoological Museum in Munich, and Saarland University, in 1995 he became Professor of Ecology and Biogeography at the Institute for Animal Ecology and Tropical Biology and Director of the Ecological Field Station, University of Würzburg. In 1997 he became visiting Professor at the Department of Biology, Institute of Technology, Bandung, Indonesia. He is author of scientific books and over seventy scientific papers and reviews.



James Fahn

Executive Director, Internews' Earth Journalism Network

The Internews' Earth Journalism Network aims to improve the quantity and quality of environmental coverage around the world. James Fahn 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*, and *Newsweek*, and has published a book entitled, *'A Land on Fire: The Environmental Consequences of the Southeast Asian Boom'*. Mr. Fahn hosted an environmental feature programme on Thai television, and was a programme associate with the Ford Foundation. He is a recipient of the UN Environment Programme's Global 500 award and was decorated by Her Royal Highness Princess Maha Chakri Sirindhorn for service to the Kingdom of Thailand.



Adelheid Feilcke

Director of International Relations, Deutsche Welle

Adelheid Feilcke started her journalistic career as a print editor in 1981. She went on to work as a journalist for regional and national radio stations such as WDR and Deutschlandradio. In 1992, Ms. Feilcke joined Deutsche Welle and became the founding head of the Albanian Service. She is an experienced reporter and editor on crisis and peace journalism, and has also worked as a trainer for the Deutsche Welle Akademie since 1995. Ms. Feilcke studied Cultural Anthropology, obtaining her Master's degree in Ethnomusicology in 1990 and a second degree in Cultural Management in 1993.



Etienne Fiatte

Managing Director, Canal France International (CFI)

Etienne Fiatte began his career in the Communications Department of the French Ministry of Foreign Affairs. After serving for four years as Principal Private Secretary to Georges Fillioud, the Chairman of the French audiovisual institute (INA), he joined the audiovisual production company, SIIS Interimage as Managing Director. Mr. Fiatte worked at the French Ministry of Foreign Affairs in the Audiovisual Department, first as Deputy Director for Audiovisual and Press Operators, and then as Deputy Director for Television and Radio. Etienne Fiatte was nominated Director-General of CFI in 2008.



Gerald Fleming

Head of Forecasting, Met Éireann, Ireland

Gerald Fleming has worked as a weather forecaster for Met Éireann, the Irish Meteorological Service, for most of his career. He has over twenty-five years of experience in weather broadcasting through the long association between Met Éireann and Radio Telefís Éireann, the Irish national public service broadcast organisation, and is one of the best known faces of weather in Ireland. Very active in international matters concerned with weather broadcasting, he is a founder member and past Chairman of the International Association of Broadcast Meteorology (IABM), and he is currently Chair of the Public Weather Services Group of the World Meteorological Organisation (WMO). He also serves on the Core Group of the Climate Broadcasters Network for Europe. He has lectured extensively on matters connected with weather broadcasting.



Walter Fust

Chief Executive Officer, Global Humanitarian Forum Geneva

Mr. Fust worked in banking and public administration before entering the Swiss Diplomatic service in 1975. He later served as Secretary-General of the Ministry for the Interior with national responsibility for science and research, environment, culture, social affairs and public health, among other portfolios, before serving fifteen years as the Director-General of the Swiss Agency for Development Cooperation. Mr. Fust is Chairman of UNESCO's International Programme for Development of Communication (IPDC) and President of Globalethics.net. He serves as member of the International Forum of Federations (Ottawa), and is a member of the Board of Trustees of the Bibliotheca Alexandrina, the new library of Alexandria, Egypt. He is also a member of the Board of the International Risk Governance Council and serves as a board member on different philanthropic foundations.



Kyoko Gendatsu

Senior Producer, Special Content Development Center, Japan Broadcasting Corporation (NHK)

Kyoko Gendatsu joined NHK in 1988 as a director. She has made many large-scale documentaries; *The Lost Time – Sarajevo, Children in the War Fires* (1994), *Family Portraits: Bosnia – Escaping from Massacre Village and Rabin – A Legacy of Hope* (1997&1998, an award-winning NHK Special series), *Silk Road 2005* (NHK Special series, international co-production). Ms. Gendatsu now heads the NHK Eco 2009 awareness campaign which appeals to the public to achieve a low-carbon society. This features a special programme entitled, *'Save the Future'* and *'The Proposals for the Future'* which includes in-depth interviews with key international figures such as Dr. Rajendra K. Pachauri, Dr. James Hansen, Lord Nicholas Stern, and Lester Brown of the Earth Policy Institute.



Joyeeta Gupta

Professor of Climate Change Law and Policy, Vrije Universiteit Amsterdam

Joyeeta Gupta has published extensively on climate change and is also Professor of Water Law and Policy at the UNESCO-IHE Institute for Water Education. She is Editor-in-Chief of *International Environmental Agreements: Politics, Law and Economics*, and is on the editorial board of journals such as the *Carbon and Law Review*, the *International Journal on Sustainable Development*, *Environmental Science and Policy*, and the *International Community Law Review*. She was one of the lead authors of the 2007, Nobel Peace Prize-winning IPCC report, and of the Millennium Ecosystem Assessment which won the Zayed Second Prize. Ms. Gupta is on the scientific steering committees of various international programmes and is the author of several publications on climate change including *The Climate Change Convention and Developing Countries - From Conflict to Consensus?* (1997), and *Our Simmering Planet: What To Do About Global Warming* (2001).



Eric Hall

Manager, Communications and Media, United Nations Framework Convention on Climate Change (UNFCCC)

Eric Hall has been the Communications and Media Manager of the UNFCCC, the Bonn-based climate change secretariat, since September 2008. Prior to that, he had worked since 1980 for Reuters, the international news agency, mainly in Asia and the Middle East as a political, financial, and war correspondent. In his last four postings with Reuters, Eric was Deputy Financial News Editor for Europe, the Middle East and Africa. He was Managing Editor, launching Reuters' first broadcast financial television service in Asia; News Editor Asia; and finally Editor, Northeast Asia. His specialities include future political, economic and financial risk, particularly in major emerging economies.



Rod Harbinson

Head of Environment Programme, Panos London

Rod Harbinson is author of the 2006 Panos report, *Whatever the Weather – Media Attitudes to Reporting Climate Change*. He has been involved in the United Nations climate change process since its first Conference of the Parties in 1995, organising events, contributing articles and writing policy papers to help bring these issues to the wider world. In 2007, he founded the Climate Change Media Partnership with partner organizations, which runs a training programme for developing country journalists. Rod has worked on communications, environment and development issues with NGOs, has held editorial positions with magazines and journals, and is an experienced investigative journalist and photographer.



Jesper Heldgaard

Television Journalist and Author, Danish AV Production

Jesper Heldgaard holds a diploma in Journalism specialising in globalization. He has worked as a journalism specialist and editor for DANIDA, within the Danish Ministry of Foreign Affairs. Author and co-author of numerous books on globalisation, health, democracy and development, Heldgaard has organized and hosted television programmes from Asia and Africa on world trade, globalisation and development issues for the international and Danish television markets.



Claudie Ikelia

General Manager, Television Services, Namibian Broadcasting Corporation

Ms. Ikelia joined the Namibian Broadcasting Corporation eighteen years ago as a Television reporter. She later moved to radio current affairs where she worked as a producer, responsible for two current affairs programmes: *Good Morning* and *Update Namibia*. Ms. Ikelia rejoined television a few years later where she worked as a Producer, contributing current affairs inserts to TV magazine programmes for five years. She was later promoted to head the newsroom's Current Affairs Desk, and was Acting Controller of News & Current Affairs before being appointed Head of Television Services six years ago.



Alex Kirby

Freelance Journalist and former BBC Correspondent

Alex Kirby was a Reuter's stringer in Burkina Faso before joining the BBC where he was the -BBC Maghreb correspondent before spending eighteen years with the BBC as News Environment Correspondent for radio, TV and online. He now works with international agencies, NGOs and media groups on environmental communications in Eastern Europe, Central Asia, Yemen, China and Africa. He worked with developing world journalists at the United Nations climate negotiations in both Bali and Poznan for the Climate Change Media Partnership (CCMP), and is part of the CCMP team for Copenhagen 2009. He was a consultant for the 2008 launch of the International Assessment of Agricultural Knowledge, Science and Technology for Development, co-sponsored by UNESCO. He is an adviser to the UK's Islam is Peace campaign, a founding member of Science & Faith Unite on Biodiversity, launched in Oxford in 2007, and an honorary visiting fellow of Green-Templeton College, University of Oxford.



Abdul Waheed Khan

Assistant Director-General for Communication and Information, United Nations Educational Scientific and Cultural Organization (UNESCO)

Abdul Waheed Khan is responsible for advancing global standard setting, establishing international, regional and national policies, and coordinating the implementation of concrete projects for harnessing the power of communication and information for development. He provides global leadership in the promotion of freedom of expression and press freedom and media independence and pluralism. With extensive international experience in planning and managing communication and information technology applications in education, sciences, culture and rural development, Mr Khan has worked for several international organizations including UNFPA, UNDP, FAO, UNESCAP and the World Bank and held senior positions at the Commonwealth of Learning (COL). From 1998 to 2000, Mr Khan served as Vice-Chancellor of the Indira Gandhi National Open University (IGNOU), India. Mr Khan has a Ph.D. in Mass Communication from University of Wisconsin, Madison (USA) and is an author of a number of books and articles.



Luc Lamprière

Executive Director, Oxfam France – Agir Ici

Luc Lamprière joined Oxfam after having spent close to twenty years as a journalist working over fifty countries in Asia, Europe, Africa, and North and South America. He covered a broad range of social and economic issues, beginning his career in France as a business and financial journalist, before joining the French newspaper *Liberation* as Tokyo and then New York correspondent. He has written for numerous French and international publications, and later specialised as a consultant on human rights and development issues for various non governmental organisations and the United Nations. In 2001, Lamprière launched the *Global Ethics Monitor* for Agence France-Presse in New York, the first professional news service specialising in corporate social responsibility and sustainable development.



David Lewis

Assistant Director-General, European Broadcasting Union (EBU)

Prior to his work at the EBU, David Lewis worked for Reuters as a foreign correspondent, feature writer and editor in London, Bonn, Vienna and Budapest. From 1992-95 he was writer, editor and World AIDS Day Coordinator at WHO's Global Programme on AIDS (GPA), latterly in the Office of the Executive Director. Mr. Lewis joined the EBU in 1996. After successive positions including Press Attaché, Head of Communications, Head of Governance and Spokesman, he became Assistant Secretary-General and member of the EBU's Management Committee in 2003. He took up his current position as Assistant Director-General in 2009. Mr Lewis graduated in Modern Languages from Cambridge University before taking a postgraduate diploma in journalism at University College Cardiff.



Arlindo Lopes

Secretary-General, Southern African Broadcasting Association (SABA)

Arlindo Lopes has worked in different media organizations for almost thirty-five years. He was a reporter, editor and then Director at the Mozambique national daily, *Notícias*, and has also worked for *Tempo* magazine and the Sunday paper *Domingo* as a senior writer. From 2000-2005, Arlindo was CEO of Televisão de Moçambique, following fourteen-years in the public sector as Director of Information and Director of the Office of Information in the Prime Minister's office. At an international level, he has played an active role in media development as a leading member of regional organizations, including the African Broadcasters Partnership against HIV/AIDS (ABMP), and the African Media Initiative (AMI). Previously, he served for two years as President of URTNA, which has been recently transformed into the African Union of Broadcasting (AUB).



Patrick Luganda

Chairman, Network of Climate Journalists in the Greater Horn of Africa (NECJOGHA)

Science journalist and media trainer, Patrick Luganda is CEO of the Farmers Media Link Centre and hosts farming programmes at Vision Voice Radio in Uganda. He is currently trainer for the International Women's Media Foundation's project, 'Reporting on Women in Agriculture in Africa', and has authored several papers on climate, the media and society. Mr. Luganda is a member of the World Federation of Science Journalists where he was Advisory Board Member of the online global science communication training programme, SCOOP. He is also an Advisory Member of the e-journal 'Communication, Cooperation, Participation: Research and Practice for a Sustainable Future' at the Institute for Environmental and Sustainability Communication, University of Lueneburg in Germany. Mr. Luganda served on the World Meteorological Organization (WMO) expert team of End Users of Climate Information for RA 1 (Africa) from 2001-2006, and is Goodwill Ambassador of the Nile Basin Initiative on sustainable water use.



Slaheddine Maaoui

Director-General, Arab States Broadcasting Union (ASBU)

Director-General of ASBU since 2007, Mr. Maaoui has held notable positions within the fields of communication, broadcasting and diplomacy. Prior to his current post, he was the Tunisian Ambassador to Saudi Arabia, and formerly Minister for Communications (2001-2002) and Minister for Tourism (1995-2001). He was also Senior Advisor to the President of Tunisia and Director-General of the Tunisian Radio and Television (1989-1992). In his earlier years, he was Editor in Chief of the daily newspaper *La Presse*, President of the Tunisian Association of Newspaper Editors, and Vice President of the Journalists International Union. He was President of the African Radio and Television Union, URTNA, from 1989-1991, and is a founding Member of the Permanent Conference of Mediterranean Audiovisual Operators (COPEAM).



Alain Massé

Director-General, International Radio and Television Union (URTI)

In addition to his position at URTI, Alain Massé is Deputy Director of International Affairs at Radio France, Vice-President of the Radio Committee, and Chairman of the New Radio Group at the European Broadcasting Union (EBU). He has extensive experience in broadcasting and has delivered lectures and articles about the convergence of media and telecommunications. Mr. Massé also runs an organization which promotes rights-free radio and TV programme exchanges between members, and celebrates its sixtieth anniversary this year. Before joining Radio France, he worked for the French Embassy in Canada, where most of his work was associated with Franco-Canadian relations in the field of convergence.



Koïchiro Matsuura

Director-General, United Nations Educational, Scientific and Cultural Organization (UNESCO)

Koïchiro Matsuura has led UNESCO for the past ten years, carrying out major institutional reforms while advancing a range of programs from universal basic education to freshwater management to the preservation of living arts and cultures. Mr. Matsuura has worked in development cooperation throughout his career, and in political affairs with a focus on North America. In the 1970s he served as Counselor at the Embassy of Japan in Washington, DC, and later as Consul General in Hong Kong. As Deputy Minister for Foreign Affairs from 1992-1994, he was Japan's Sherpa for the G-7 Summit. In 1999, while serving as Japan's Ambassador to France and chairing UNESCO's flagship World Heritage Committee, Mr Matsuura was elected by Member States to his first term as Director-General of UNESCO. He was re-elected to a second term in November 2005. Mr. Matsuura has authored books in Japanese, English and French on UNESCO, international relations, the intersection between diplomacy and development cooperation, Japan-US relations, Japan-French relations, and a history of the G-7 Summit.



Javad Mottaghi

Director, Asia-Pacific Institute for Broadcasting Development (AIBD)

Javad Mottaghi holds a degree in Mechanical Engineering from Tehran Sharif University of Technology, and a PhD in Management. He has more than thirty years of national and international experience in the field of media and communication. Mr. Mottaghi has been a member of the board of the World Radio & Television Council (WRTVC) since 2001.



Diran Onifade

Science Correspondent, Nigerian Television Authority & President of the African Federation of Science Journalists

Diran Onifade covers health and the environment for the Nigerian Television Authority (NTA), Nigeria's only national network. In 1997, he received the Nigerian Media Merit Award for best television reporter of the year. He is currently on secondment as Special Assistant on Media and Communications to Nigeria's Minister of the Federal Capital Territory. Mr. Onifade is a board member of Aso Radio and Television, Abuja and President of the African Federation of Science Journalists and served as Vice-President of the World Federation of Science Journalists.



Alessandra Paradisi

Secretary-General, Conférence Permanente de l'Audiovisuel Méditerranéen (COPEAM)

Ms. Paradisi is an international relations and media expert, and is currently Head of International Relations for Radiotelevisione Italiana (RAI). Her early career included several positions in the Italian Parliament and Ministry before joining RAI, where she has occupied various international relations positions since 1990. Ms. Paradisi is former President of the Steering Committee on Mass Media for the Council of Europe, the CDMM, and is former Secretary-General of the Italian Speaking Broadcasters' Community. She has also served as a scientific consultant for the Deputy Minister of Research for Media. Ms. Paradisi has been the Secretary-General of COPEAM since 2004.



Rajendra Pachauri

Chair, Intergovernmental Panel on Climate Change (IPCC)

Rajendra Pachauri is a prominent researcher in environmental subjects, internationally recognised for his efforts to build up and disseminate greater knowledge on man-made climate change and to lay the foundations for the measures that are needed to counteract such change. He is Director-General of The Energy and Resources Institute (TERI), an independent research organisation providing knowledge on energy, environment, forestry, biotechnology, and the conservation of natural resources. In July this year, he was appointed Director of the Yale Climate and Energy Institute. Rajendra Pachauri is active in several international forums dealing with the subject of climate change and its policy dimensions. He was awarded the second highest civilian award in India, the 'Padma Vibhushan' in 2008 and was given a Légion d'honneur by the French government in 2006.



Chérif Rahmani

Minister of Planning, Environment and Tourism, Algeria

Mr. Rahmani has held several posts in the Algerian Public sector over the past thirty years, notably that of Minister of Internal affairs, Minister for Youth and Sport, and Minister for Infrastructure and Planning. He took up his current post as the Minister of Planning, Environment and Tourism in 2007. He is also President of the foundation, Déserts du Monde, and was Ambassador and Honorary Spokesperson for the 2006 United Nations International Year for Deserts and the Fight against Desertification. In 2007, Mr. Rahmani was awarded the 'Champions of the Earth' prize by the United Nations Environment Programme (UNEP) and was given the 'Shield of the Environment' award by the Arab Network for Environment and Sustainable Development (RAED) which brings together associations and NGOs of the Arab world. In the same year, he was also awarded the title of Ambassador of the Mediterranean Coast [3] for the Action Plan for the Mediterranean by UNEP.



Nick Rance

Manager, Environment, Television Trust for the Environment (tve)

Nick Rance has worked in environmental communications for fifteen years. He leads on all tve's work on the environment. Among other project, he runs tve's flagship documentary series 'Earth Report', (broadcast first on BBC World News) which covers cutting-edge issues on the global environment, reporting extensively on climate change stories from around the world. He is currently overseeing the production of a series of short broadcast interviews with leading scientists and policy makers under the series title of 'Climate Thinkers'.



Jonathan Renouf

Series Producer, BBC TV Science Department

Jonathan Renouf is a highly experienced producer of science documentaries. He has been twice nominated for a BAFTA, including once for a film about climate change. In the course of a long career he has filmed in the coldest place on Earth (Vostok base, Antarctica) and the hottest (the Danakil Depression, Ethiopia). He was deputy editor of Horizon - the BBC's long running Science TV series - from 2003-2005. Many of his documentaries have been concerned with climate change, and with the broader relationship between us and the planet. His latest television series - due for delivery in early 2010 - tells the story of how the Earth has influenced human history.



Jean Réveillon

Director-General, European Broadcasting Union (EBU)

Jean Réveillon was Secretary-General of the EBU for three years before assuming his current position as Director-General in 2007, as a result of certain changes to the EBU statutes. Prior to this, Jean Réveillon had developed a strong professional background in journalism and broadcast television, beginning his career in sports journalism where he worked his way up to Head of Sports Services at *La Voix du Nord* (regional daily) and then Editor-in-Chief of *La Voix des Sports*. Mr. Réveillon has worked as Director of Sport at France 2 and France 3, and Director of France 3 Nord/Pas-de-Calais/Picardie. He was awarded a *Légion d'honneur* in 2005 whilst serving as Deputy Director-General and Director of broadcasting at France 3. He is the author of '*Le Dakar, une aventure, un rêve*' (1984) and '*Le désert au coeur*' (1989).



Alfonso Ruiz de Assin

Vice-President, Asociación Internacional de Radiodifusión (AIR)

Mr. Ruiz de Assin is founder and President of the Association of European Radios (AER) based in Brussels. His broadcasting experience spans over twenty years. He is also a member of the Advisory Telecommunication's Board chaired by the Science and Technology Spanish Minister. Mr de Assin is also a lawyer of the Madrid Bar, and has been working in the legal field for twenty years.



Mike Shanahan

Press officer, International Institute for Environment and Development (IIED)

Mike Shanahan's work includes supporting a network of more than 4,000 journalists in 180 countries to report accurately on climate change. He has written various articles on climate change and the media and is a co-founder of the Climate Change Media Partnership (IIED/Internews/Panos), which aims to improve coverage of climate change by supporting journalists from developing nations at the United Nations climate change negotiations. Before joining IIED, Mike was News Editor of the SciDev.Net news agency and has written as a freelance science journalist for *Nature* and *The Economist*. He is the founder of the Research and Media Network and has a doctorate in tropical rainforest ecology.



Elizabeth Smith

Secretary-General, Commonwealth Broadcasting Association (CBA)

Elizabeth Smith has been Secretary-General of the CBA since 1994. Following posts as Deputy Editor for Consumer Programmes at BBC Radio, and News and Current Affairs Producer at BBC TV, Ms. Smith was Head of Current Affairs for the BBC World Service and then Controller of English Programmes from 1987-94. From 1979-81 she was Senior Assistant, BBC Secretariat, involved in broadcasting policy and Advisory Groups, and has also been Chairman of the Voice of the Listener and Viewer Trust. Ms. Smith is a Fellow of the UK's Radio Academy; on the Advisory Committee of the Rory Peck Trust; trustee of the Commonwealth Human Rights Initiative; on the Advisory Committee of the Elizabeth R Broadcasting Fund. She was previously on the Council of the Royal Institute for International Affairs and of the Westminster Foundation for Democracy, INTRAC, and a Trustee of the Television Trust for the Environment. She received an OBE in 2004 for services to broadcasting in the Commonwealth.



Iain Stewart

Geologist and Broadcaster

Iain Stewart is a geologist and broadcaster who holds a chair in Geoscience Communication at the University of Plymouth, UK. His broad geological interests on earth hazards and abrupt environmental change have featured in several BBC science series, most notably *'Earth: The Power of the Planet'*. Several of his recent programmes focus specifically on climate change, including *'Earth: The Climate Wars'* (BBC2), *'Climate Catastrophe or Global Conspiracy'* (BBC4) and *'Future Earth'* (BBC1). He is currently filming a major BBC/National Geographic/ZDF co-production called *'How Earth Made Us'*, due for release in early 2010.



Guila Thiam

Secretary-General, Conseil International des Radios et Télévisions d'Expression Française (CIRTEF)

Mr. Thiam has been the Secretary-General of CIRTEF, the international council of French-speaking radio and television since 2003. He has occupied several positions in public service television in Senegal, namely that of Director-General of the Radiodiffusion Télévision Sénégalaise which he occupied from 1992 to 2001. He has represented Senegal at numerous international fora on development, audiovisual communications and telecommunications, and has been involved in expert group consultations for the International Telecommunication Union, the United Nations World Television Forum, the International Organisation of Francophone countries (OIF), as well as African journalism schools in Ouagadougou.



Margareta Wahlström

Special Representative of the United Nations Secretary-General for Disaster Risk Reduction

Margareta Wahlström's career includes over thirty years of experience in humanitarian and international disaster response. Her current appointment also carries responsibility for the implementation of the Hyogo Framework for Action. She has served the UN as the Executive Secretary of the Panel on Safety and Security of UN Staff and Premises, and as Assistant Secretary-General for Humanitarian Affairs and Deputy Emergency Relief Coordinator. She was Special Coordinator for Humanitarian Assistance to Tsunami-affected communities and also served as Deputy Special Representative of the Secretary-General for the reconstruction and institutional development in Afghanistan. Ms. Wahlström previously worked for the Geneva-based International Federation of Red Cross and Red Crescent Societies as Under-Secretary-General for the Disaster Response and Operations Coordination division and, prior to this, as Deputy Director Operations.



Jean-Pascal van Ypersele

Vice-Chair, Intergovernmental Panel on Climate Change (IPCC)

Mr. Van Ypersele is Professor of Climatology and Environmental Sciences, and directs the Science and Management of the Environment Master programme at the Université Catholique de Louvain in Belgium. He chairs the Energy & Climate Working Group of the Belgian Federal Council for Sustainable Development, and has been a member of the IPCC Bureau since 2002, participating in numerous UN conferences on climate issues as scientific advisor. He received the Energy and environment Award from the International Polar Foundation in 2006, and the 'Francqui Chair' from the Université Libre de Bruxelles for 2007-2008. His doctoral research was in Climatology, specialising in modeling climate and the climate effects of human activities.

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