

V.I.N.C.
Venice International News Conference
Palazzo Labia, Venice
27 November 2010

Venice Proposals

The all-news channels, which meet regularly and institutionally in Venice, represented by their managers and delegates, affirm that:

- The role of media operators is decisive to develop a proper public awareness about the climate changes and environmental issues;
- The information provided by broadcast media plays also a critical role in stimulating public debates on this matter and can concretely affect the spread of environmentally-concerned behaviours within the general public.

Given the above-mentioned assumptions, throughout the next year, V.I.N.C. participants intend to redact a shared agreement - to be officially approved by the respective executive managers during the next annual meeting - endorsing the following goals:

- Considering as a primary task the promotion and the dissemination of exhaustive information on environmental matters to a large audience;
- The setting up of a concrete network aimed at encouraging the exchange of media contents on environmental matters among the broadcasters that are willing to share the values of this Conference, through technical platform to be studied and taking into account the existing commercial constraints and alliances;
- The provision of a particular support system in media content sharing to minor broadcasters, with a view to enlarge as much as possible the target audience of environment-related issues.
- The creation of an Environmental Communication Observatory, which could ideally be based in Venice, in connection with the potential establishment of the European Environment Criminal Court in this city.