

THE HEAT IS ON

CLIMATE CHANGE AND THE MEDIA



21-23 JUNE 2010
BONN, GERMANY



THE HEAT IS ON – CLIMATE CHANGE AND THE MEDIA

» Climate change is perhaps the greatest challenge facing the world today. The gap between what we know and what we do must be closed – this is by no means an interesting social experiment; it is an urgent need. In that context the media play a crucial role by raising awareness and addressing what must and can be done. «

Prof. Manfred Fischedick, Vice President, Wuppertal Institute for Climate, Environment and Energy

The vast majority of the scientific world agrees that there would be an environmental collapse if global temperatures were to increase beyond 2° Celsius. Combating global warming and its potential dangers requires various forms of action.

- » Adaptation – minimizing the effects of unusual and extreme weather events such as heat waves, wind storms, floods and droughts.
- » Mitigation – reducing the causes of climate change and global warming (designing energy policy, advancing renewable energies, eliminating the use of fossil fuels).
- » Vision – transforming into a post-fossil fuel, sustainable, low-carbon society.

All of this requires a fundamental change in attitude, behavior and lifestyle at an individual level as well as in the economic and



political realms at large. Here is where media can and must play a crucial role. These matters of consciousness and awareness are profoundly shaped by the media.

The **Deutsche Welle Global Media Forum 2010** will address and assess the pivotal issues that have consigned the world to such a precarious state and seek a viable way out by looking at the role of the media on an international, national and local level.

The 2010 conference will bring together media users and producers, scientists, peace keeping and conflict prevention specialists, energy industry experts, policy makers as well as representatives from international, grassroots and non-governmental organizations to discuss how to harmonize individual and collective action in order to steer the world away from a foreboding future and instead toward genuine sustainability. The role the media play in this process will consistently be in focus during the three-day conference.

Join the **Deutsche Welle Global Media Forum 2010** and participate in the change the world cannot afford to delay.

Climate change and the road ahead

Ways towards a low-carbon society

Costs and consequences of combatting global warming and the impact on North-South relations

Understanding science and negotiations in the post-Copenhagen era

Darfur – the first climate war?



TOPICS

Raising awareness and galvanizing action in audiences

The role of the media in preserving the environment

Taking stock of climate change in the news worldwide

The special responsibility of public broadcasters

Communicating climate information: the media, PR and education

How journalists and scientists can improve cooperation

When objectivity is at stake: Journalism and “green” companies

From science journalism to mainstream media

Consumer’s lifestyle and climate change

Responding to global warming scepticism

Gender and climate change

Localizing global issues

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

Climate-induced migration

The information gap in the South and the role of the (new) media

Climate change and harvests – can we still feed the world?

Climate change in entertainment programmes

Climate change and the advertising industry

“Clean coal”: last hope or green marketing?

Desertec – fata morgana or the future of clean energy?

How to make movies on climate change



PROFILE

The **Deutsche Welle Global Media Forum** is an international conference that draws media representatives from around the world – including Deutsche Welle’s partners and key figures from the world of politics, culture, business, development cooperation and science. With this interdisciplinary approach, participants jointly develop practical strategies to meet the challenges posed by globalization in which media play a central role. The second **Deutsche Welle Global Media Forum**, held in 2009, was attended by 1,200 delegates from more than 100 countries. The event incorporates podium discussions, workshops, interactive presentations, exhibitions and an appealing social program arranged with the support of renowned partners. The venue, the World Conference Center Bonn, is located only a few steps from the Deutsche Welle headquarters.

Deutsche Welle is Germany’s international broadcaster. It promotes understanding of Germany as an independent nation with its roots in European culture and as a liberal, democratic, constitutional state based on the rule of law. It is also meant to foster understanding and exchange between cultures and people. It fulfills this mission with a journalistic portfolio including television, radio and online services.

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DEUTSCHE WELLE GLOBAL MEDIA FORUM

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CONFERENCE VENUE

World Conference Center Bonn (WCCB),

Platz der Vereinten Nationen 2, 53113 Bonn, Germany

PARTICIPATION FEES

Registrations	3-day registration*	2-day registration*	1-day registration*
If received by 1 April, 2010	195 €	150 €	90 €
If received after 1 April, 2010	245 €	195 €	115 €
For students and trainees	80 €	60 €	40 €

*All fees are given in Euros and include 19% value added tax. Conference fees are waived for members of the press.

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