



Asia-Pacific Media Alliance for Social Awareness

- A media collaboration for building public awareness -

MEDIA RELEASE

Asia-Europe Forum to review Role of Media in Sustainable Development

Singapore, 25 August 2010: The Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance') is organising, in partnership with the Swedish Environmental Secretariat for Asia (SENSA) and Deutsche Welle, a workshop on "Educating Audiences in Creating Demand for Sustainable Consumption and Production: The Role and Responsibility of the Media, Entertainment and Creative Industries" at the Asia-Europe Environment Forum (ENVforum) 2010 Conference "A Green Future: Asia and Europe Growing Sustainably" to be held in Munich, Germany, on 1-3 September.

The workshop will be one of 13 workshops focusing on sustainable development issues, with a particular emphasis on three major topics: the green economy, environmental governance, biodiversity and ecosystem services.

Speakers will include Steve Garton, Executive Director, Media, Synovate, Asia-Pacific; Ray Pinto, Senior Government Affairs Manager, Microsoft Europe, Middle East and Africa; Mayumi Shiratsuchi, Director, Planning, Department for Sustainability Solutions, Research Planning & Development Office, Dentsu Institute; Adelheid Feilcke, Director, International Relations, Deutsche Welle; Ralf Nolting, CEO, Media Services GmbH; Joydeep Gupta, Director, Third Pole Project; Dr Somrudee Nicro, Senior Director, Thailand Environment Institute; and Craig Hobbs, CEO, The Media Alliance.

The three-day conference aims to strengthen Asia-Europe bi-regional dialogue and co-operation on sustainable development issues, and will bring together around 150 experts in the different areas of sustainability, development and the environment, who are nationals of the Asia-Europe Meeting (ASEM) partner countries. They will be representatives of government, civil society and international organisations.

The event seeks to kick-start a process in which Asia and Europe constitute a critical mass in determining sustainable pathways to a shared future. It aims to feed into two international meetings that are signposts for an Asia-Europe voice, namely, the 8th ASEM Summit that will be held in Brussels, Belgium on 4 – 5 October 2010 and the Rio + 20 Earth Summit 2012, a global meeting that will follow the 1992 Earth Summit in Rio de Janeiro, Brazil, and the 2002 World Summit on Sustainable Development in Johannesburg, South Africa.

Specifically, the conference intends to:

1. contribute to sustainable Asia-Europe co-operation at the bi-regional level;
2. build trust and confidence between Asian and European countries around major policy debates and international discussions; and,

3. develop action-oriented recommendations for action for the Asia-Europe Meeting (ASEM) process and provide a voice for ASEM in international policy dialogue (including the Rio + 20 Earth Summit 2012).

The Asia-Europe Environment Forum is organised by the Asia-Europe Foundation (ASEF), the Hanns-Seidel Foundation (HSF-Germany), the Institute for Global Environmental Strategies (IGES-Japan), the Swedish Environmental Secretariat for Asia (SENSA) and the United Nations Environment Programme (UNEP).

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Note for Editors:

The **Asia-Pacific Media Alliance for Social Awareness** ('**The Media Alliance**') is a Singapore-based non-profit organization formed through the involvement of a group of Asia-regional media industry executives and their companies. The Media Alliance has come together to leverage valuable media "inventory" or media space for the delivery of critical pro-social messaging through Public Service Advertising, entertainment and editorial content. The Media Alliance also leverages the contribution of creative expertise of advertising agencies in the production of high-quality campaigns designed to achieve maximum target audience penetration. The Media Alliance stakeholders include **(1) Media Companies**, including print, broadcaster, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns; **(2) Advertising & Creative Agencies**, who contribute in-kind creative and production services **(3) International Development and Donor Organizations** working in sustainable development; and **(4) Private-sector Companies** supporting Corporate Social Responsibility initiatives.