



Asia-Pacific Media Alliance for Social Awareness

- A media collaboration for building public awareness -

MEDIA RELEASE

Climate Change Action in Asia and Europe to be reviewed in Cancun

Singapore, 25 November 2010: The Asia-Pacific Media Alliance for Social Awareness, with the support of Microsoft Corporation, the Asian Development Bank and the Swedish Environmental Secretariat for Asia (SENSA) of the Swedish International Development Cooperation Agency (Sida), is organizing a forum on catalyzing critical climate change and development actions through digital and traditional media.

This event will be held on the sidelines of the United Nations Climate Change Conference, COP 16, in Cancun, Mexico, from 29 November to 10 December 2010. The forum will convene a group of organizations from across sectors to seek their commitment and collaboration in a broad and extended climate change campaign. It will explore how a global communication campaign to catalyze further investment and action to respond to climate change in Asia and the Pacific can be established.

The forum – to be held on 5 December - will take the form of two keynote addresses and a roundtable discussion involving participants from international initiatives from around the world, showcasing best practices, lessons learned, and promoting the extension of efforts across regions.

European participants and examples will include the Copenhagen-based Monday Morning group's Project Green Light, the European Environment Agency's "Eye on Earth" and "Bend the Trend" projects.

The roundtable will advance the discussions of the ENVforum workshop on "*Educating Audiences in Creating Demand for Sustainable Consumption and Production: The Role and Responsibility of the Media, Entertainment and Creative Industries*" that was organized jointly by The Media Alliance, Sida/SENSA, the Asia-Europe Foundation (ASEF) and Deutsche Welle in Munich, Germany on 3 September 2010.

Speakers will include Ursula Schaefer-Preuss, Vice-President, Knowledge Management and Sustainable Development, Asian Development Bank (ADB) and Dominic Waughray, Head of Environmental Initiatives, World Economic Forum -- "*The Climate Change Opportunity: Stimulating Investment in a Better Future*"

Panel presentations on the media's role and responsibility on climate change will be made by Ray Pinto, Senior Government Affairs Manager, Microsoft Europe, Middle East and Africa ("*Information Technology Enabling Climate Change Communication*"); a representative of the Earth Hour Campaign, WWF ("*Consumer Engagement in Sustainable Development*"); Laura Storm, Project Green Light – Monday Morning ("*Building a new business narrative for communicating sustainability*"); Jessica Williamson, Presenter, Zaproot ("*Social Media, Viral Video and The Green Movement*"); Seth Farbman, President, OgilvyEarth Global ("*Advertising Effectiveness in Shaping Consumer Lifestyles – From a Historical Perspective toward Green Consumption*"); and Craig Hobbs, CEO, The Media Alliance ("*Multisector Partnerships in Building Public Awareness Through Media*").

Confirmed participants include high-level representatives from the governments of the People's Republic of China, India, Indonesia, Mexico and Vietnam as well as from Saatchi&Saatchi Sustainability, TCS, OECD, IUCN, UNEP, UNESCO, Asia-Europe Foundation and the European Environment Agency (EEA).

Background

The battle for climate change must be won in Asia and the Pacific. This region is home to more people vulnerable to the impacts of climate change than any other in the world.

Moreover, the region's burgeoning economies are the fastest growing source of greenhouse gas emissions. Global investment needs are estimated at \$26.3 trillion for energy supply infrastructure by 2030 to meet rising demands and \$7.4 trillion for developing Asia, alone. To make this investment in clean, low-carbon energy investment of \$550 billion a year is needed.

Governments in Asia and the Pacific are not waiting to act in response to national economic priorities and global environmental threats. They are setting ambitious targets to reduce emissions and putting programs in motion to reduce their vulnerability to climate change.

However, investment in solutions to climate and development challenges falls far short of the vast needs in the region. Innovation in technology and policy must continue to be gained from close cooperation with partners in Europe, and beyond. Setting up regional emissions trading schemes, incentives for investment in renewable energy and centers for shared innovation are areas ripe for further discussion and investment between the two regions.

The media (digital, on-line, social and traditional) have a pivotal role in affecting change on critical climate change and development issues. The tasks of attaining deeper understanding of climate change, constructively and respectfully debating the value choices that underlie societal responses, envisioning a positive future, and catalyzing action from businesses, governments and individuals to shift policies, investments and behavior are critical in any effort on climate change.

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Note for editors: BACKGROUND OF THE PARTNERING ORGANIZATIONS:

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.

The **Asian Development Bank (ADB)** is a regional development bank established in 1966 to promote economic and social development in Asian and Pacific countries through loans and technical assistance. It is a multilateral development financial institution owned by 67 members, 48 from the region and 19 from other parts of the globe. ADB's vision is a region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their citizens.

Microsoft is committed to software and technology innovation that helps people and organizations around the world improve the environment. The company's goals are to reduce the impact of our operations by encouraging employees to travel less by using online conferencing tools in investing in new engineering solutions to implement power saving options into the default settings of our products and seeking new ways to reduce the impact on the environment by our data centers. Microsoft is committed to working with many organizations who are challenging us to design innovative solutions such as the European Environment Agency and the Climate Disclosure Project and using our research labs and predictive computational models to study the complex nature of biodiversity.

The **Swedish Environmental Secretariat for Asia (SENSA)** is a knowledge-based entity within the **Swedish International Development Cooperation Agency (Sida)** which promotes regional cooperation for environmentally sustainable development in Southeast Asia; strengthens cooperation between the region and Sweden for the benefit of the environment in the region; serves as a platform for regional environmental dialogue on such matters as climate change.