

Improving Imperfect Information Markets via the Climate Change Media Partnership



The Role of Information

' I know of no successful environmental action that has not been preceded by public pressure which is generated in turn by the free flow of information.'

Dr Mustapha Tolba, Former Executive Director,
United Nations Environment Programme,
Architect UNFCCC



Developing World Media Coverage of International Climate Negotiations

- Developing Country Journalists absent from International Negotiations
- Inverse correlation between climate change vulnerability and information flows from negotiations
- Bali : 6 months out 3-5 5% of accredited press predicted by UNFCCC to be from developing world
- Primary reasons - lack of resources ; lack of support to cover complex set of issues



Why does this matter ?

- Equity : Public in most exposed countries share the same information rights as those in countries with historical responsibility for climate change
- Governance : G77 minister under no pressure to negotiate from their public
- Policy and Markets : no public buy-in for opportunities coming from agreements in technology financing / adaptation



Climate Change Media Partnership

- Internews - Panos - International Institute for Environment and Development (IIED)
- Objective : Facilitate Developing Country Capacity to Cover International Negotiations
- Bali : 37 journalists trained and filed 700 news stories.
- Largest media bloc in Bali; sole representatives from 10 countries (Bangladesh, Vietnam, Philippines, Sudan, Uganda)



Key Milestones and New Opportunities on Bali Roadmap (1)

- G8 Japan , June 2008
Financing Developments from G 8 Major
 - Poznan, Poland, December 2008 (COP 14)
 - G8 Italy, June 2009,
 - Copenhagen, Denmark, December 2009 (COP15)
 - Other Fora : UN General Assembly
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What to expect in the Climate Negotiations Post Bali

- Hard international political news - coming from negotiations, some drama and occasional brinkmanship in particular between the USA and the G77 group of countries
- Economic and Financial news - stories coming from the Technology Transfer and Adaptation Fund negotiations
- Central story : race to shift the world to a low carbon economy before it is too late



The Limits of Information on the Climate Agenda

- 16 - 34 demographic avoiding news and information
- A key demographic for sustainable consumption in emerging markets
- New approaches needed around infotainment and branding
- Partnership with MTV - an experiment in this area

