



**Asia-Pacific Media Alliance
for Social Awareness**

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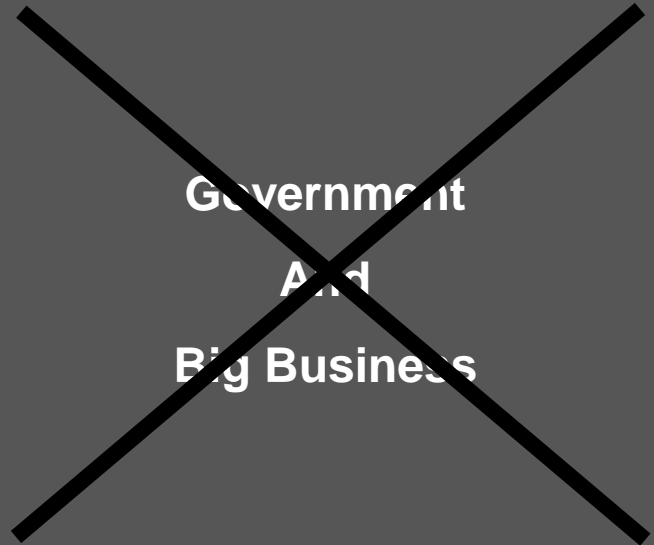
Copenhagen Climate Change Conference

COP 15 – December 2009

**Public
Civil Society
Consumer
Mass Audience**



**Government
And
Big Business**



Climate Change Campaign

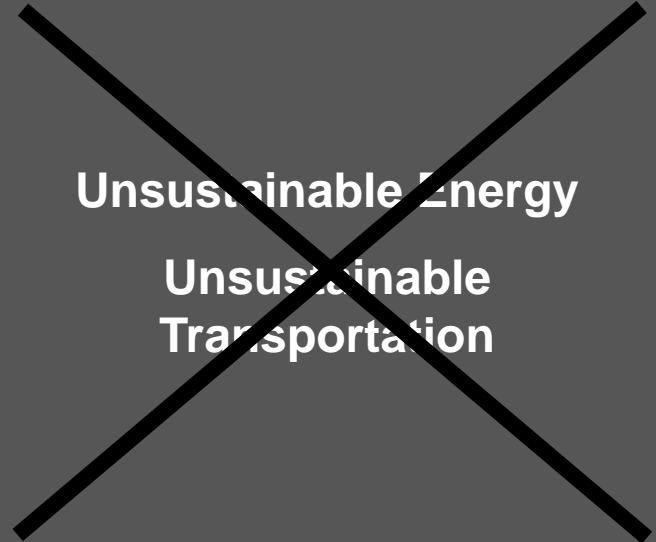


- to **raise awareness** of the issues which affect Climate Change;
- to **change behavior** of collective and individual practices and patterns of consumption;
- to **encourage consumer demand** for socially responsible manufacturing and industry to minimize environmental impact;
- to encourage social demand and **calls for government action** on climate change and creating the conditions for **environmentally responsible business and industry**.

Green Energy
Green Transportation
**Disaster Risk
Reduction**



Unsustainable Energy
**Unsustainable
Transportation**



The Consumer Journey

1



Television/Print drives people to website

2

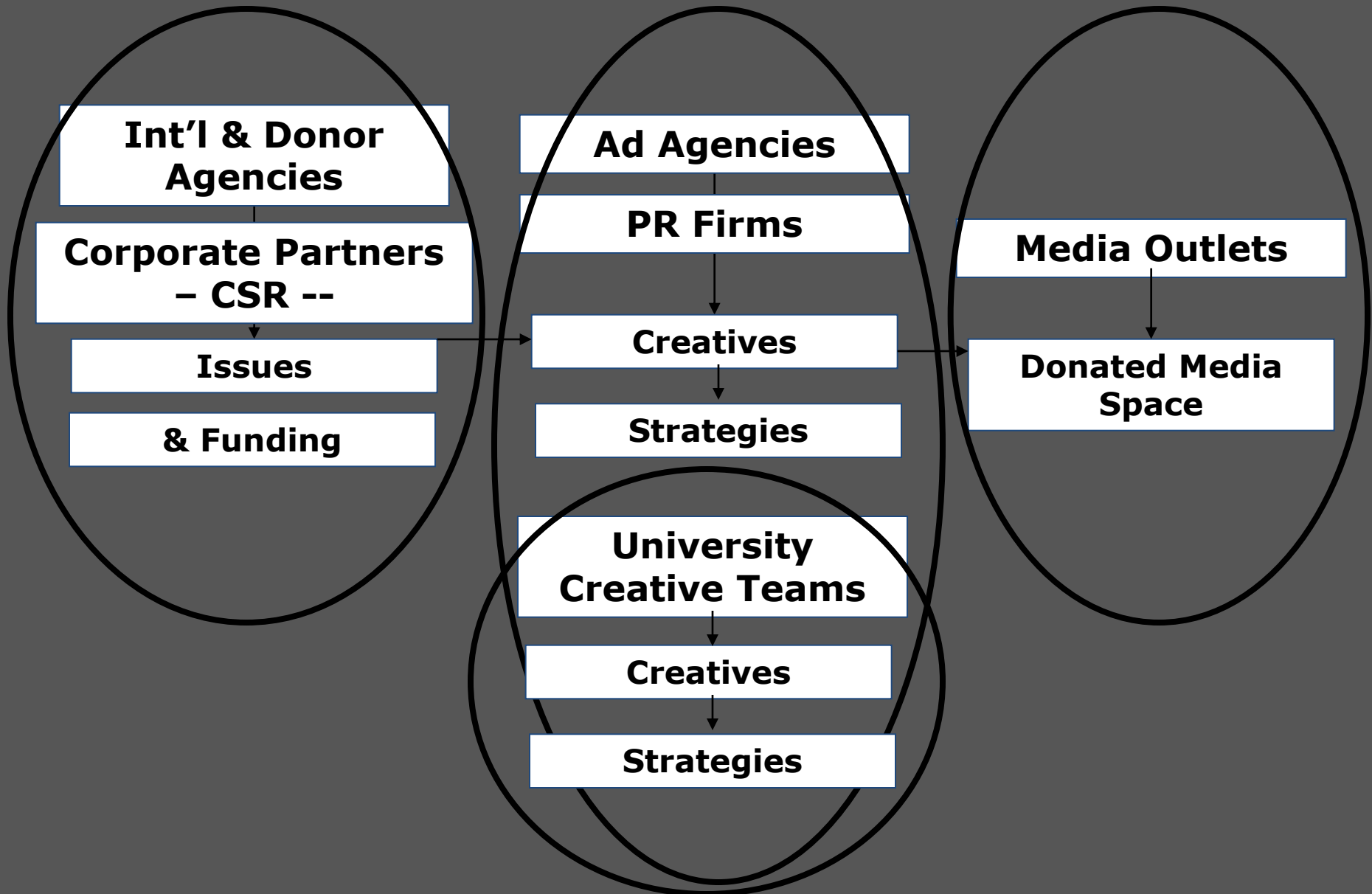


Website informs and motivates people to take action

3



Participation in local/social initiatives/events



Multi-sector Collaboration

- (i) **'University Creative Teams'** (UCTs) in target countries to design and implement a national communications campaign[1];
- (ii) **Social and on-line media** -- the highest-ranking social media and online sites in target countries to carry and promote campaign content;
- (iii) **Traditional Media** -- national media company partners/sponsors, including national and government broadcasters, including terrestrial, cable and satellite to carry and promote campaign content; and
- (iv) **Advertising Industry Professionals** -- advertising agencies with in-country presence to advise/consult in the creation of campaign branding and highly visible, high-quality content aimed at raising awareness and stimulating positive action in response to climate change;
- (v) **Civil society organizations** to link the campaign to grassroots action; and
- (vi) **Corporate Partners/Sponsors** – private sector partners investing in sustainable development and responses to climate change who may provide additional funding for campaign activities.



Copenhagen Climate Change Conference

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Agilvy

Regional Media Outlets



In-country Media Outlets

Thailand

Assumption University
Bangkok University



Philippines

University of Philippines



Viet Nam

Academy of Journalism and
Communication



The Roles

Ogilvy & Mather

Provide an overarching regional theme, name, look and feel for the campaign.

Provide regional creative assets to drive people online where they will discover what they can do



University Creative Teams

Convert visitors to the website into active agents of change

Motivate people to join and participate in local projects on the ground using locally relevant media and creative

The brief for the campaign theme...

We want to remind people of a fact that they are all too familiar with....



At least 64 dead in Indonesia flooding

October 06, 2010 | From Kathy Guanio, CNN

Share | Twitter | Email

Recommend 92 people recommend this of your friends.

At least 64 people are dead in flash floods that struck Indonesia following torrential rains, officials said Wednesday.

An additional 83 people are injured, said Priyadi Kardono of Indonesia's National Disaster Mitigation Agency in Jakarta. He said 27 were missing, but Angung Laksono, the coordinating minister for people's welfare, told a radio station that 68 people were missing and 3,000 had been displaced.

The hardest-hit area is the remote location of Teluk Wondama, some eight to 10 hours by ship from Manokan, West Papua, officials said. Communication lines there were also disrupted.

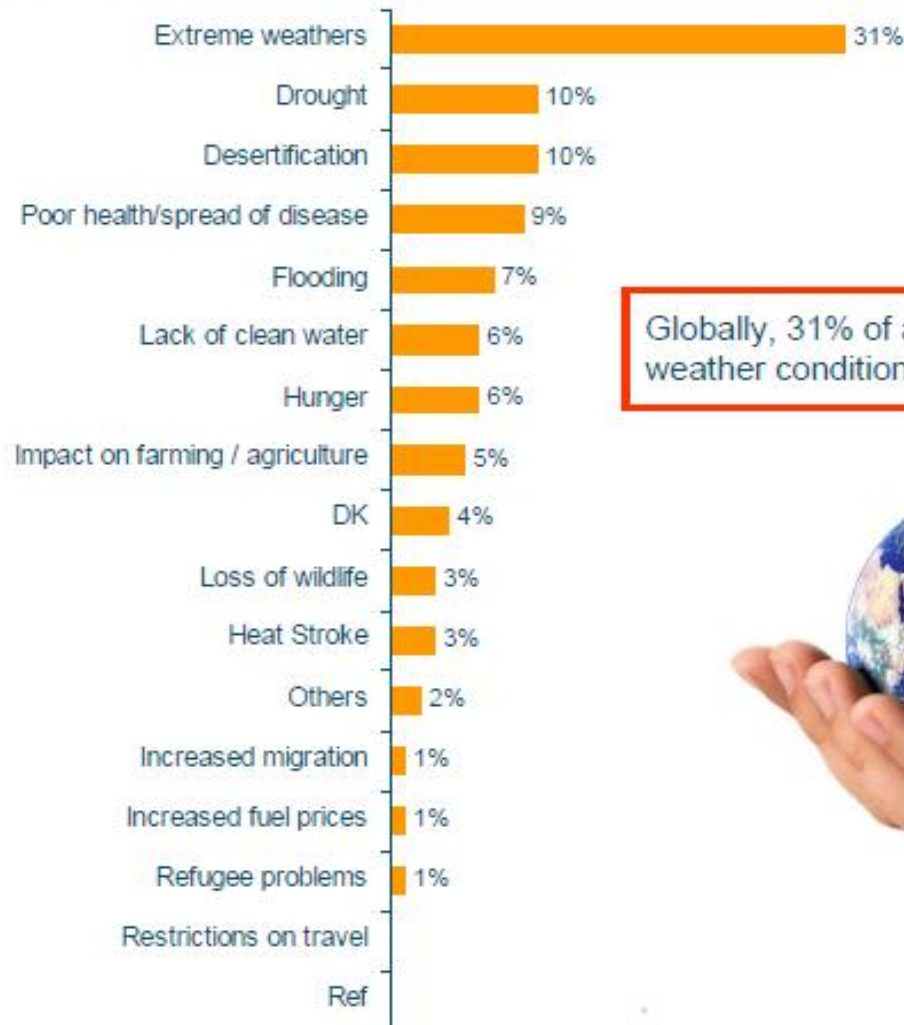


The aftermath of flooding in Teluk Wondama, Indonesia's West Papua on October 5, 2010.



....flooding and rising sea levels, caused by climate change are drowning us, and they will only continue to hit us harder.

What do you regard as the MAIN danger of climate change to the WORLD?



Globally, 31% of all interviewees think that 'erratic/ extreme weather conditions' is the biggest danger of climate change.



They don't need much reminding: this week in S.E Asia



SÀIGÒN

GIẢI PHÓNG

English edition

NATIONAL

Sunday, Oct 02, 2011, Posted at: 14:16(GMT+7)

Vietnam flood death toll rises to 15

Torrential rainfall and severe flooding in the Mekong Delta and the central region has killed 15 persons till now.



Typhoons leave 55 dead; Filipinos trapped on roofs

AP | Oct 2, 2011, 10:15AM EDT

Want Monster Drives? [PerfectConnectionGoldSwing.com](#) - This Simple Trick will Add 30 Yards. Watch Free Video Now!

Article Comments

Read More: Villagers Marooned | typhoons

2 9 0 0

Recommend Tweet +1 Comments

MANTILA: Back-to-back typhoons have left at least 55 people dead and rescuers scrambling to deliver food and water to hundreds of villagers marooned on rooftops for four days by floods in the northern Philippines.

Typhoon Nalgae blew into Isabela province on Saturday and moved across the main Luzon Island's mountainous north and agricultural plains that were still sodden from fierce rain and wind.

Philippine officials say Nalgae left at least three people dead on Saturday while Typhoon Nesat killed 52 others in the same region before blowing out on Friday.

Residents move to safer areas as massive flooding continued at the Calumpit townships, north of Manila.

WORLD BRIEFING | ASIA

Thailand: Floods Killed Over 200

By REUTERS

Published: October 4, 2011

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At least 224 people have died in flooding in [Thailand](#) since mid-July, and water has inundated the 400-year-old Chai Wattanaram temple in the ancient city of Ayutthaya, a World Heritage Site, officials said Tuesday. The temple is by

the Chao Phraya river, which flows down to the capital, Bangkok, about 65 miles to the south.

Thailand has been hit by major flooding caused by a tropical storm followed by seasonal monsoon rains. In neighboring [Cambodia](#), 164 people have been reported killed in floods since Aug.

They need advice so they can help themselves: governments are NOT going to solve this alone...

The challenge facing the Philippines and other poor Asian countries is one of resources. Most Southeast Asia nations budget around 2% or 3% of their GDP for infrastructure development. To fend off such disasters in the future, that figure ought to be closer to 5% or 6%.

What we are seeing is a phenomenon that will affect many major cities in Asia. Urbanization has been so rapid, yet the planning processes have lagged.

Neeraj Jain, country specialist for the
Philippines at the Asian Development Bank

But instead of just fear-mongering and scaring people....

We want to empower people to change. We will encourage them to go online to see what they can do to both prepare for the worst and help prevent the effects of climate change.

Things like...

- Buy green labeled products
- Take sustainable transport where possible
- Use less electricity
- Prepare adequately for flooding
- Inform others of the dangers

A simple strategy....



Use an issue they
are all too familiar
with at home



To inspire them to
take action and
change behaviour
in their community

Which will affect a big mindset shift...



Only God and
government can
solve this



I CAN DO IT
My small actions can
and will make a
difference

Objective:

Make people believe that they CAN make a difference to the problems of Climate Change (and direct them to a site that tells them how)

Insight:

People are so overwhelmed by the scale of the environmental issues that they feel powerless to act.

It's for someone else to sort out (e.g. Governments)

Idea:

Redraw the Line.

A call to action that inspires people by showing them the immediate knock-on effects of their positive environmental behaviours.

CREATIVE

redrawtheline

We will go to the places that will be most affected by flooding due to global warming and take a big can of bright paint and a camera crew. We will paint a line through the areas that divide who will and who will not be effected and in the process interview people that fall on either side of the line or even right under it. We will paint past people's homes, over their walls and even through their living rooms. We will do this for each market so they feel how close to home the problem is and are curious about ways that they can redraw the line, saving their own necks.



[Home](#) [About](#) [Facts](#) [Contact](#) [Links](#) [Act](#)

redrawtheline

[Green Community](#) [Clean Energy](#) [Clean Transport](#) [Recycle](#) [Green Consumption](#)



Redraw the Line is a call to action that inspires people to believe they can make a difference to problems of Climate Change. This site aims to show the immediate knock-on effects of people's positive environmental behaviours.

[Click to play video](#)



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Live Sustainably

- Who hasn't heard of "climate change"?
- Few people dispute that it's real.
- But what are any of us doing about it?
- *Redraw The Line* is a call to action ...

... for us as individuals ... for consumers ...

... to take ownership ... to take responsibility.

- We have to *Redraw The Line* on how we consume energy, transportation and consumer goods.
- Find out how you can live green ... consume green.



Awareness of the issues ALONE, solves NOTHING

180k students are already taking action in Marikina City...



1. Do a task



2. Collect points



3. Points win prizes

It's working because...

Its competitive

Its social

Its fun

& Rewarding

It addresses...

poverty
gender
education

& environment

And it's working by using some of the same game dynamics that credit card companies and airlines have used for years...





Media Leaders' Forum

7 December 2011 -- Singapore

- a high-level forum of Asia-regional media leaders during Asia Television Forum (ATF) 2011
- Memorandum of Understanding to allocate media resources.
- regionalization of the UNESCO Paris Declaration on Broadcasting and Climate Change.
- United Nations ESCAP Executive Secretary, Ms Noeleen Heyzer to deliver a keynote address.
- United Nations Climate Change Conference in Durbin, South Africa – 1-10 December.

Supported by:



In collaboration with:





Media Leaders' Forum - Breakfast Briefing

“The economic and social development opportunities of climate change in Developing Member Countries”

- Proposed panelists:
- Dr. Noeleen Heyzer, UN Under-Secretary-General and Executive-Secretary, United Nations Economic and Social Commission for the Asia-Pacific (UNESCAP)
- Woo Chung, Deputy Director-General, Regional Sustainable Development Division, Asian Development Bank
- AnnaMaria Olthorp, Regional Director, Swedish International Development Cooperation Agency (Sida)
- Environmental and Economic Development Expert, The World Bank (TBD)
- Proposed invitees:
- Developing Member Country media heads (China, India, Vietnam, Pakistan, Nepal, Bangladesh, Philippines, Thailand, Indonesia, Cambodia, Laos, others)
- Executive Editors and Senior Correspondents Noeleen Heyzer to deliver a keynote address.
- United Nations Climate Change Conference in Durban, South Africa – 1-10 December.

-The end-