

# South Asia Media Workshop on Adaptation to Climate Change 18-20 May 2011

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# 3 Key Messages

- 1) Climate Change Might End Up Being the Biggest Story of This Century
- 2) Emissions, Impacts Are Not The Whole Story: Adaptation, Developments in Clean Energy, Clean Technologies also
- 3) Not Just An Environment Story

# Business Story

- Global Environmental Services Worth \$33 Trillion++
  - Agriculture, Forestry, Fisheries
- Global Carbon Trade Worth Over \$50 Billion (2008)
- Insurance Industry Very Alarmed
- Automobile and Manufacturing Shifts
- And of course...

# Energy Story

- Not Just About Coal, Oil, Fossil Fuels
- Venture Capital and Research Funding Now Flooding Into CleanTech, Renewables, EnergyTech, Battery Technology, BioFuels, Algae = Oilgae
- Dams, Nuclear Power getting a new look
- Distributed Generation: Home Installation of Renewable Energy

# Political Story

- International Politics: Climate summits
  - Not Just Emission Quotas
  - Adaptation Funding
  - Reducing Emissions from Deforestation and Degradation (REDD+)
  - Technology Transfer
- Domestic Politics
- Other Angles: Security, Health, Human Rights, Migration...

# Some other credible sources

- Intergovernmental Panel on Climate Change  
[www.ipcc.ch](http://www.ipcc.ch)
- United Nations Framework Convention on Climate Change [www.unfccc.int](http://www.unfccc.int)
- UNFCCC National Focal Points  
<http://maindb.unfccc.int/public/nfp.pl>
- Earth Negotiations Bulletin  
<http://www.iisd.ca/climate/>

# Some other credible sources

- Climate Action Network's daily ECO Bulletin  
<http://climatenetwork.org/climate-change-basics/by-meeting/eco>
- Third World Network <http://www.twinside.org.sg/>
- Climate-L [www.iisd.ca/email/climate-l.htm](http://www.iisd.ca/email/climate-l.htm)
- Climate Change Media Partnership's Roster of Experts  
<http://www.iied.org/pubs/display.php?o=G02509>

# Some other credible sources

- SciDev.Net <http://www.scidev.net/en/climate-change-and-energy/>
- Access to climate-change research through publishers and press release agencies
- Elsevier  
<http://www.elsevier.com/wps/find/newsroom.newsroom/research>



# Some other credible sources

- Wiley-Blackwell  
[http://www.wiley.com/bw/press/request\\_center.asp](http://www.wiley.com/bw/press/request_center.asp)
- Nature <http://press.nature.com>
- Springer <http://www.springer-sbm.com/index.php?id=212&L=0>
- EurekAlert [www.eurekalert.org](http://www.eurekalert.org)
- AlphaGalileo [www.alphagalileo.org](http://www.alphagalileo.org)
- ResearchSEA [www.researchsea.com](http://www.researchsea.com)

# A bit of Care & a Human Face



- Avoid False Balance
- Connections to people, places, wildlife; impacts on food, health, gardening, travel, money
- Use anecdotes + data, not jargon
- Use polls, investigative reports, graphics, photos, new media
- Use different sources, desks, beats, editors
- Adaptation? Good env practice takes on new urgency
- Explain probabilities, levels of confidence

Thank you for your interest

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[www.thethirdpole.net](http://www.thethirdpole.net)

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