

FIFTH SHARING & LEARNING SEMINAR

Reaching the Masses: Building Critical Public Awareness of Climate Change Adaptation

27 April 2011, 9:00 to 13:00 hrs
37th Floor, Sakura Room
Imperial Queen's Park Hotel,
Bangkok, Thailand

Media, advertising and entertainment have an ability to shape lifestyles of mass audiences of consumers. Conversely, these forces possess the ability to affect awareness, positive social action and behaviour change on the factors relating to climate change and sustainable development. The role and responsibility of media companies and the entertainment and creative industries in building a critical mass for adaptation to the challenges of climate change is of increasing importance. As climate change increasingly threatens the global economy and the sustainability of the global society, media companies and the entertainment and creative industries are increasingly aware of their own corporate social responsibility to participate in efforts to reduce the vulnerability of natural and human systems to climate change impacts.

The seminar will explore how partnerships between international development and donor agencies, private sector companies, the advertising industry and media and entertainment sectors can encourage mass audience awareness of climate change adaptation issues. It will examine ways to enhance communication and strengthen the capacity of civil society organizations and mass media on environmental governance in Southeast Asia.

A panel of professionals will demonstrate various tools for advocacy, awareness and behaviour change in accomplishing climate change adaptation and sustainable development, including the use of media relationships, social advertising technologies and educational content. Efforts to engage media, entertainment and creative industries will facilitate the cultivation of public opinion and an enlightened consumer society which can exert direct and indirect pressure on decision-makers.



Expected Outcomes

- Greater collaboration among media, advertising, entertainment and creative industries, international organisations, NGOs and private sector companies in achieving public awareness and behaviour change toward climate change adaptation;
- Better understanding of concepts, strategies and tools that can be employed in building mass audience awareness.
- Further realisation and evidence of the indispensable need for public participation in decision-making on climate change adaptation

Output

The main output of the seminar will be a synthesis report summarizing discussion points and outcomes of the seminar.

Target Audience

Media companies, advertising and creative industries, international organisations, private sector companies, NGOs, academia, government, UN agencies and community representatives who work on mass audience awareness raising on sustainable development and climate change adaptation issues.

Please note the logistic details:

Date

Wednesday, 27 April 2011

Time

9.00 – 13.00 hrs

Venue

37th Floor, Sakura Room

ImperialQueens Park Hotel, Sukhumvit Rd. Soi 22 (BTS: Phrom Phong)

All participants are invited to join the lunch at 13.00 Hrs.

AGENDA

Time	Title	Presenters / Speakers
Facilitator: Stuart Ward , Information and Communication Officer, Sida/Swedish Environmental Secretariat for Asia (SENSA), Thailand		
09.00–09.10	Welcome	Roopa Rakshit , Senior Knowledge Management Officer, AIT-UNEP Regional Resource Centre for Asia and the Pacific (RRC.AP), Thailand
09.10–09.25	Introduction of Objectives – Set Up of Discussion Activity	Stuart Ward , Information and Communication Officer, Sida/Swedish Environmental Secretariat for Asia (SENSA), Thailand
09.25–09.35	Keynote Address	Todd Miller , Asia Media Executive. Board Member, CASBAA and Chair, CASBAA's CSR committee. Formerly with Star TV and Asia-Pacific EVP with Sony Pictures Television, Hong Kong
09.35–10.15	Panel discussions: Public Participation in Decision-Making on Climate Change Adaptation	Steve Garton , Managing Director - Media, Greater China & Global Head of Media, Synovate, Hong Kong Desarack Teso , Director, Corporate Affairs, South East Asia Emerging Markets, Microsoft (Thailand) Limited, Thailand Somrudee Nicro , Senior Director, Thailand Environment Institute, Thailand Wasant Techawongtham , Freelance Journalist & Editorial Director, Milky Way Press, Thailand
10.15–10.30	Q&A	
10.30–10.45	Brief group discussions	
10.45–11.00	Refreshment Break	
11.00–11.40	Panel discussions: Roles and Responsibilities of Media and the Entertainment and Creative Industries on Climate Change Adaptation	Andrew Thomas , Regional Managing Director, Southeast Asia, Ogilvy Public Relations Worldwide, Singapore Petri H. Lunden , Executive Chairman, Hagenburg Management, Sweden, & Chairman, Board of the International Music Managers' Forum, Sweden Matt Love , Campaign Director, MTV EXIT, Thailand Craig Hobbs , CEO, The Media Alliance, Singapore
11.40–11.55	Q&A	
12.10–12.30	Facilitated group discussions: "How the power of the media and the entertainment and creative industries can be harnessed for climate change adaptation?"	
12.30–12.50	Feedback from breakout groups to plenary	
12.50–13.00	Synthesis	
	Lunch	

Secretariat

Adaptation Knowledge Platform

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