

Media-ting Change: Shifting societal awareness from climate change to global change

Date: 21 – 23 June 2010

Venue: World Conference Center Bonn (WCCB)

Location: Bonn, Germany

ESSP Joint Session at the Deutsche Welle Global Media Forum

Climate Change is one aspect of a much bigger challenge: rapid global environmental change. But how can the global-change research community learn from how climate change has been reported in the media? The session will address questions about the media's role in helping to drive society towards a sustainable future.

Key Questions

1. What are the lessons learned from media coverage of climate change so far?
2. What do the scientific community want/expect from the media? Do they have unrealistic expectations?
3. How can scientists help media in providing information that is effective in influencing the public's perception of climate/global environmental change?
4. How can environmental communication improve connections among science, society and governments?

Panelists

- **Rik Leemans**
Earth System Science Partnership (ESSP) www.essp.org
- **Wolfgang Cramer**
DIVERSITAS www.diversitas.org
- **Owen Gaffney**
International Geosphere-Biosphere Programme (IGBP), www.igbp.net
- **Gernot Klepper**
International Human Dimensions Programme on Global Environmental Change (IHDP), www.ihdp.org
- **Martin Visbeck**
World Climate Research Programme (WCRP), www.wcrp.wmo.int
- **Ken Caldeira**
Global Carbon Project (GCP), www.globalcarbonproject.org

More Information

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More info on the Global Media Forum can be found on the [website](#).