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Local News

Climate Change: Speakers call for speedier action

From LEVINA KATO in Bonn, Germany, 22nd June 2010 @ 12:00, Total Comments: 0, Hits: 217

KEYNOTE speakers for the Global Media Forum for Climate Change have expressed concern over the pace of the action taken by different parties in climate change campaigns calling for speedier and concrete action.

Their messages on adverse effects of climate were equated to mere politics of diplomacy, international security, talks at a coffee bar, and particularly on what they described as lack of clear direction to addressing the global threat.

The German Minister of State, Werner Hoyer, thanked Yvo de Boer for underscoring the importance of media training on climate change as an important strategy to get the message across on climate change to the target audience.

Urging the journalists to report more about the risks and opportunities associated with climate change, he said his country has taken a lead by offering a number of training at its DW-AKADEMIA to Deutsche Welle partners in many countries.

Another speaker, the President of EUROSOLAR, Mr Hermann Scheer, challenged the world saying "people don't want green-washing methods, they want green solutions."

He said that there were too many stories about the problems associated with climate change and not enough about possible solutions -- and the media needs to combat the "no-future" attitude. Scheer said the focus should be more on successful, local measures.

The Swiss adventurer, Mr Bertrand Piccard, presented his Solar Impulse project highlighting his plans to circle the world in a solar-powered airplane, emphasizing that his 'pioneer experience' is missing in the climate debate.

"We have to speak about solutions and profits instead of problems and costs," he said.

He noted that today's technology makes it possible to save 50 per cent of the fossil fuels that we waste daily. He also said that the media should not only inform -- but also encourage and take part in an attitudinal shift.

The 12-year-old climate ambassador, Felix Finkbeiner, who initiated the project 'Plant for the Planet', stunned thousands of delegates to the meeting when he called for children and young adults to get involved in the climate debate.

"It's not just about saving the polar bears -- it's about saving our future," said Finkbeiner.

The grade 7, pupil's message was simple and straight to the point when he called the world governments to 'Stop talking and Start planting' the trees. He has himself planted millions of

trees around the world.

He also announced that he has plans to present a three-point plan to Chancellor Angela Merkel: "First: Carbon into museums. Second: Climate justice. Third: Plant trees."

This year's conference is entitled 'The Heat is On -- Climate Change and the Media'.

Speaking during the event, the Minister of State from the German Federal Foreign Office, Mr Werner Hoyer, commended the UNFCCC Executive Secretary, Yvo de Boer for the 'footprint' he has left during his four years in office.

"We have to look beyond our borders," Hoyer said, noting that environmental politics today is about foreign policy and international security stating that "a stable climate is essential for the economy."

"Cancun has the potential to complete what was started in Copenhagen," said Yvo de Boer in his keynote about the upcoming Climate Conference in Mexico. To the media, he said, "please keep fighting".

Approximately 1,500 people from 95 countries have attended the third Deutsche Welle Global Media Forum which is co-hosted by the Deutsche Welle Global Media Forum, the Germany's Federal Foreign Office and other partners.