

Concept Note and Agenda
Getting the Message Across: Better Journalistic Reporting on Climate Change and Sustainable Development

8-10 November 2017

Pullman Kuala Lumpur City Centre Hotel and Residences

In partnership with University of Nottingham Malaysia Campus and the Universiti Sains Malaysia

Background

Climate change is not just a story: it is the context in which so many other stories will unfold. As such, it is not a subject solely for science or environment reporters to cover. That is why it is essential for all journalists, editors and media owners to understand at climate change and realise that there is more to it than carbon dioxide and disasters.

The immediate impacts of rising temperatures include rising sea levels, less predictable weather and more extreme events such as droughts, floods and storms. The changing temperature and rainfall patterns can produce additional effects on water supplies, on crops and their pests and pollinators, and on organisms that cause disease. They can also have physical impacts on infrastructure, historical monuments, and all of these impacts can combine to create additional social, economic and political impacts.

In addition, in 2015 the 193 Member States of the United Nations adopted the new 17 Sustainable Development Goals that will serve as a global agenda that will guide the world towards a more sustainable future. The 17 Goals represent a universal, ambitious, sustainable development agenda, an agenda “of the people, by the people and for the people”.

For journalists getting the message across to the intended audience is a big challenge. It is challenging to have a masterful grasp of something such complex issues and to present it accurately but at the same time, to be able to present the story in such a way that it would have an impact on its audience.

Over and over again, climate change specialists from academia, civil society organisations and government agencies have expressed interests in a more dynamic approach to better report on climate change and sustainable development, specifically to have:

- More stories that demonstrate how climate change affects men and women, older people and young people in different ways. Indeed, what are the human rights and gender dimension in coverage of climate change?
- Fewer disaster narratives and more success stories highlighting how people are adapting, developing solutions and using new technologies that can limit climate change including stories on how local and indigenous societies have adapted to environmental change and extreme events over generations.
- More coverage of each nations’ roles and responsibilities under the UN climate change convention, and what governments say and do at the international negotiations.
- More stories that explain the causes, including climate change, of events such as droughts and floods.

- More stories that explain the human side of climate change and show this is a ‘development’ and ‘people/human rights’ issue, just as much as an environmental one that will affect the way our societies evolve in future across all sectors.
- More stories about the business and development opportunities that climate change presents.

To address these needs and concerns, UNESCO has developed several resources and material to support better journalistic reporting of the climate change and sustainable development. These resources include *UNESCO’s Climate Change in Africa: A Guidebook for Journalists* (2013), and the new syllabi on *Teaching Journalism for Sustainable Development* (2015).

Objectives of the meeting

- The first objective of this meeting is to help journalism educators in the region to develop a journalism curriculum that is up-to-date with the latest development of climate change and sustainable development and to help build the capacity future journalists to report holistically on the complexity of climate change and sustainable development. The public lectures produced on the first day of the conference will be made freely available as future educational video material.
- The second objective of this meeting is to review and provide feedback to the draft “Getting the Message Across: A Guidebook for Journalists on Climate Change and Sustainable Development in Asia Pacific” with feedback from journalists, scientists, and academics from the region. In line with UNESCO’s Open Access policy, this updated Asia Pacific version of the guidebook will serve as a valuable resource freely available for journalism educators and journalists reporting on climate change and sustainable development

Agenda

Getting the Message Across: Better Journalistic Reporting on Climate Change and Sustainable Development

Venue: Pullman Kuala Lumpur City Centre Hotel and Residences (8 November 2017), University of Nottingham Malaysia Campus Teaching Center (9 and 10 November 2017)

Date: 8-10 November 2017

Day One (8 November, Wednesday) Venue: Pullman Kuala Lumpur City Centre Hotel and Residences	
Time	Item
09:00-09:45	Opening Session Dr. Shahbaz Khan, Director and Representative of UNESCO Office in Jakarta Dr. Joanne Lim, Head of School of Media, Languages and Culture, University of Nottingham Malaysia Campus <i>*followed by group photo session with all speakers*</i>
09:45-10:15	Refreshment break
10:15-10:45	Speaker 1: Dr. Hezri Adnan, Elected Fellow of the Academy of Sciences, Malaysia
10:45-11:15	Speaker 2: Ms. Sim Leoi Leoi, News Editor, <i>The Star</i> , Malaysia
11:15-11:45	Speaker 3 Ms. Sunarni, Journalist, Indonesia
11:45-12:15	Speaker 4 Mr. Jessada Salathong, Lecturer, <i>Chulalongkorn University</i> , Thailand
12:15-12:45	Speaker 5: Mr. Sean Gallagher, Photojournalist, China
12:45-13:45 (60 mins)	Lunch break
13:45-14:15	Speaker 6: Ms. Makereta Komai, Editor of PACNEWS, <i>Pacific Islands News Association</i> , Fiji
14:15-14:45	Speaker 7 Mr. Jamie Morton, Science Reporter, <i>The New Zealand Herald</i> , New Zealand

14:45-15:15	Speaker 8 Ms. Purple Romero, Member, <i>Philippines Network of Environmental Journalists (PNEJ)</i> , Philippines
15:15-15:45	Speaker 9 Ms. Shobha Manandhar, Journalist/Producer, Nepal Forum of Environmental Journalists (NEFEJ), Nepal
15:45-16:15	Speaker 10 Dr. Roderick Lamberts, Deputy Director of Australian National Centre for the Public Awareness of Science, Australian National University, Australia
16:15-16:45	Refreshment break
18:30-21:00	Dinner for Speakers and Experts

Expert-Roundtable Discussion (9 November 2017, Thursday)	
Venue: University of Nottingham Malaysia Campus Kuala Lumpur Teaching Center, Chulan Tower	
Time	Item
09:00-09:30	Opening Remarks by: <ul style="list-style-type: none"> • Dr. Joanne Lim, Head of School of Media, Languages and Culture, University of Nottingham Malaysia Campus • Dr. Ming-Kuok LIM, Advisor for Communication and Information, UNESCO Office in Jakarta
09:30 – 09:45	Refreshment break (participants may bring food & beverages into the meeting room)
09:45-12:30	Review of the draft <i>“Getting the Message Across: A Guidebook for Journalists on Climate Change and Sustainable Development in Asia Pacific”</i> Discussants: <ul style="list-style-type: none"> • Ms Pimonpan Chinan, Lecturer, Chiang Mai University, Thailand • Ms Gan Pei Ling, Journalist, the Malaysia Insight, Malaysia • Ms Wang Lay Kim, Lecturer, Universiti Sains Malaysia • Dr. Ngo Sheau Shi, Lecturer, Universiti Sains Malaysia • Ms. Misako Ito, Advisor, UNESCO Office Bangkok • Mr. Angga Ariestya, Communication Coordinator, World Agroforestry Centre (ICRAF), Indonesia • Dr. Saiful Azmi Bin Hj Husain, Senior Lecturer, Universiti Brunei Darussalam (UBD), Brunei Darussalam • Mr Sophal Chhay, National Project Officer, UNESCO Office Phnom Penh • Prof. Zaharom Nain, University of Nottingham Malaysia Campus • Dr. Hezri Adnan, Elected Fellow of the Academy of Sciences Malaysia • Ms. Sim Leoi Leoi, News Editor, <i>The Star</i>, Malaysia • Ms. Sunarni, Journalist, Indonesia

	<ul style="list-style-type: none"> • Mr. Jessada Salathong, Lecturer, <i>Chulalongkorn University</i>, Thailand • Mr. Sean Gallagher, Photojournalist, China • Ms. Makereta Komai, Editor of PACNEWS, <i>Pacific Islands News Association</i>, Fiji • Mr. Jamie Morton, Science Reporter, <i>The New Zealand Herald</i>, New Zealand • Ms. Purple Romero, Member, Philippines Network of Environmental Journalists (PNEJ), Philippines • Ms. Shobha Manandhar, Journalist/Producer, Nepal Forum of Environmental Journalists (NEFEJ), Nepal • Dr. Roderick Lamberts, Deputy Director of Australian National Centre for the Public Awareness of Science, Australian National University, Australia
12:30-13:30	Lunch
13:30-15:00	Review of the draft <i>"Getting the Message Across: A Guidebook for Journalists on Climate Change and Sustainable Development in Asia Pacific"</i>
15:00 – 15:30	Refreshment break (participants may bring food & beverages into the meeting room)
15:30-17:00	Review of the draft <i>"Getting the Message Across: A Guidebook for Journalists on Climate Change and Sustainable Development in Asia Pacific"</i>
18:00-20:00	Dinner

Expert-Roundtable Discussion (continued) (10 November 2017, Friday) Venue: University of Nottingham Malaysia Campus Kuala Lumpur Teaching Center, Chulan Tower	
Time	Item
09:00-12:00	Review of the draft <i>"Getting the Message Across: A Guidebook for Journalists on Climate Change and Sustainable Development in Asia Pacific"</i> (continued)
12:00-15:30	Lunch / Prayer Break
15:30-16:30	Wrap-up *refreshment available*