



**Earth  
System  
Science  
Partnership**



**GLOBAL  
IGBP  
CHANGE**  
International  
Geosphere-Biosphere  
Programme



**Deutsche Welle Global Media Forum  
21 – 23 June 2010. Bonn, Germany  
ESSP Session, 21 June, 16:00 – 17:30**

## ***Media-ting Change***

### **Shifting societal awareness from climate change to global environmental change**

Climate change is one aspect of a much bigger challenge: us. Humans are now the dominant driver of change at the planetary level. What needs to be communicated and how can the global environmental change research community learn from how climate change has been reported in the media?

#### ***Format***

Round table discussion with key scientists from the global environmental change community including questions from the floor. 1 ½ hours duration.

***Moderator:*** Conny Czymoch

#### ***Proposed Panellists (invited talks)***

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

## **Motivation**

Accelerating global environmental change, its sweeping social repercussions and the need for action at all levels are major concerns for scientists.

The media informs the public about complex environmental problems, such as climate change. Newspapers and TV are the gatekeepers to mass audiences. They are perfectly tuned to provide for the needs and wants of their audiences. They exert great influence, shape public opinion and criticize government inaction. Politicians, pressure groups and industry use large PR budgets to use the media to influence these audiences. The scientific community is ill-prepared to do anything on the scale used by other sectors: research grants go on research, not mass communication. Besides, researchers provide impartial evidence, not advocate policy. So given these twin constraints, how can the research community compete and get out a clear, consistent message?

This session will discuss what we can learn from how climate change is communicated.

This session will address the following 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. What are the next big issues the media need to be aware of?
4. How can scientists help the media provide information that is effective in raising public awareness of climate/global environmental change?
5. How can environmental communication improve between science, society and governments?
6. Given the scale of change and the concern, should researchers be more vocal and call for more action?
7. Research organizations are often too slow to respond nimbly to the needs of the 24-hour news cycle. How can this be improved?

These and other questions about the media's role in helping to drive society towards a sustainable future are potential topics for discussion.

## **Contacts**

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## ANNEX – CONFIRMED PANELLISTS CVs

### ESSP – Rik Leemans



Professor Rik Leemans, Chair of the Earth System Science Partnership (ESSP) Scientific Committee, is head of the Environmental Systems Analysis group at Wageningen University in the Netherlands. Rik leads multidisciplinary projects to develop integrated assessment models for global biodiversity and local/regional ecosystem vulnerability. He co-chaired the Response Option working group of the Millennium Ecosystem Assessment and has been strongly involved in all of the assessments of the Intergovernmental Panel on Climate Change (IPCC) over the past decade.

### DIVERSITAS – Wolfgang Cramer



Professor Dr. Wolfgang Cramer, environmental geographer, plant ecologist and professor of global ecology at Potsdam University, co-leads the research domain "Earth System Analysis" at the Potsdam Institute for Climate Impact Research (PIK). Wolfgang Cramer received his Ph.D. in plant ecology from the University of Uppsala. Cramer's main scientific contributions (100+ papers) were initially in the area of modelling forest dynamics under climate change. He now seeks a broader understanding of biosphere dynamics at the global and continental scale, including aspects of natural and human disturbance as well as biodiversity. His projects resulted in the first ever region-specific and comprehensive ecosystem service assessment across Europe, communicated through the scientific literature as well as

through an intensive stakeholder dialogue. He has established popular, two-week long annual summer schools for young experts in the field of biodiversity and ecosystem services. Professor Cramer has greatly contributed to the IPCC (Peace Nobel Prize 2007) and the Millennium Ecosystem Assessment. He is a member of the DIVERSITAS Science Committee, chief editor of the Springer journal, Regional Environmental Change, review editor of SCIENCE and editorial board member of several other scientific journals. He also frequently serves as advisor to the German government and the EU Research Directorate.

## **WCRP – Martin Visbeck**



Prof. Visbeck received his PhD from Kiel University in Physical Oceanography on research about deep ocean convection in 1993. During a postdoctoral fellowship at MIT his research interest focused on the interaction between ocean eddies and deep convection regions and their respective heat and density transports. As a Research Scientist at LDEO and Associate Professor at Columbia University, New York, his interest shifted to more general aspects of the ocean's role in the climate system including work on the North Atlantic Oscillation and Deep Water formation off Antarctica. Since October 2004 he has held the chair in Physical Oceanography at the Leibniz Institute of Marine Sciences at the University in Kiel.

His current research is concerned with ocean and climate variability and change with particular emphasis on the circulation of the Subpolar North Atlantic, climate-biogeochemical interactions in the tropical ocean, observations of ocean circulation and mixing using modern robotic platforms including profiling floats and gliders, and development of ocean observatories for long-term observations in the water column. He has served on several national and international committees. He is Speaker of the Kiel Cluster of Excellence 'The Future Ocean'.

## IHDP – Gernot Klepper



### AREA(S) OF INTEREST

Prof. Klepper is an economist with modelling expertise. His main research interests are environmental and resource allocation problems with a special focus on policy instruments and interdisciplinary model development.

### PAST POSITIONS

- Head of the Research Department “Environmental and Resource Economics” from 1995 to 2005 at the Kiel Institute for the World Economy

### PRESENT POSITIONS

- Coordinator of the Kiel Institute’s Research Programme “Economic Policies for Sustainable Development
- Speaker in the Kiel Earth Institute
- Chair of the German National Committee on Global Change Research
- Member of the High-level Network of Leading Economists to the Director of the Environmental Directorate of the EU and the European Environment Agency
- Member of the Europäischen Akademie zur Erforschung von Folgen wissenschaftlich-technischer Entwicklungen, Bad Neuenahr-Ahrweiler GmbH

## IGBP – Owen Gaffney



In May 2009, Owen Gaffney joined the International Geosphere-Biosphere Programme, as Director of Communication. Previously, Owen was Head of Publications at the Natural Environment Research Council in the UK where he had worked since 2004. Owen is a journalist who has worked in print and broadcast media. He has made a number of documentaries and worked as a news cameraman. He has made films about rapid climate change, UFOs and the paparazzi. He has a degree in Astronautic and Aeronautic Engineering.

### Interests

Global-change research  
Oceanography  
Biodiversity  
Geology  
Anthropology  
Archaeology  
Science communication

## **GCP – Ken Caldeira**



Professor Ken Caldeira is a Senior Scientist at the Carnegie Institution Department of Global Ecology and a Professor (by courtesy) in the Department of Environmental Earth System Sciences, Stanford University, USA. Ken has a Ph.D. in Atmospheric Sciences from New York University. Research interests include ocean acidification; climate/carbon-cycle interactions; numerical simulation of climate and biogeochemistry; marine biogeochemical cycles; global carbon cycle; long-term evolution of climate and geochemical cycles; intentional intervention in the climate system; energy technology and policy. Professor Caldeira also serves on the US National Academy of Sciences, UK Royal Society geoengineering report panel member (2009); and the Global Carbon Project, steering committee member (2009). As well as the European Project on Ocean Acidification (EPOCA), IPCC Special Report on CO<sub>2</sub> Capture and Storage, Oceans Chapter, Coordinating Lead Author (2005) and the US Delegation to climate-related negotiations leading up to G8 Summit, Technical Support (2005).

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