

Tackling Climate Change

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Presentation Structure

- ★ The issue
- ★ What does it imply for the poor?
- ★ The challenge of communication
- ★ Some ideas and examples



Climate change

- ★ The global average temperatures are rising at an alarming rate
- ★ Due to the atmosphere trapping more heat (like a Greenhouse)
- ★ Due to accumulation of certain gases (CO₂, methane, F gases etc)
- ★ Due to burning of fossil fuels (coal, oil, natural gas)



Impacts

- ★ Polar ice caps melt – sea levels rise – drown coastal areas
- ★ Glacier retreat
 - Ganga a seasonal river by 2025?
- ★ Increased extreme weather events
- ★ Agriculture
 - Change in temp & rainfall
 - Soils, pests, diseases
- ★ Health
 - Vector borne diseases



Solution

- ★ Reduce Greenhouse gas emissions
 - Switch to renewable sources for electricity generation
 - Keep the forests intact
 - Bio-fuels for transportation
 - Efficiency Improvement
 - ★ More output/unit of energy



Solution

- ★ Technically feasible
- ★ Societies have to choose
 - Public transportation
 - Invest in energy efficiency
- ★ Need a new vision
 - Post modern(!!)



Global politics

- ★ Truly global problem – the atmosphere is one
- ★ Who will bell the cat?
 - Common but differentiated responsibility
 - Per capita emissions as the key parameter
 - Kyoto protocol
 - II commitment period & India
- ★ Fundamental link to economic development



Act now or else..

- ★ The coming 20 years will determine the long term direction of the climate
 - Cap the temp raise to <2 degC
- ★ Kyoto II commitment period
 - 2012 onwards
 - Negotiations start 2008



What does it mean for the poor?

- ★ Increased vulnerability
 - disease
 - “natural” disasters
- ★ Massive displacement
- ★ Livelihoods disappear
- ★ Inequities exacerbated
- ★ Injustice



Communicating climate change

- ★ Massive public awareness gap
 - Between first world and third world
 - Between “english language” and “vernacular”
- ★ Complex “technical” issue
- ★ Civil society yet to wake up
- ★ Need to act globally and locally at the same time
 - One atmosphere
- ★ Need to put it into mainstream media
 - Cannot wait for alternate media to grow

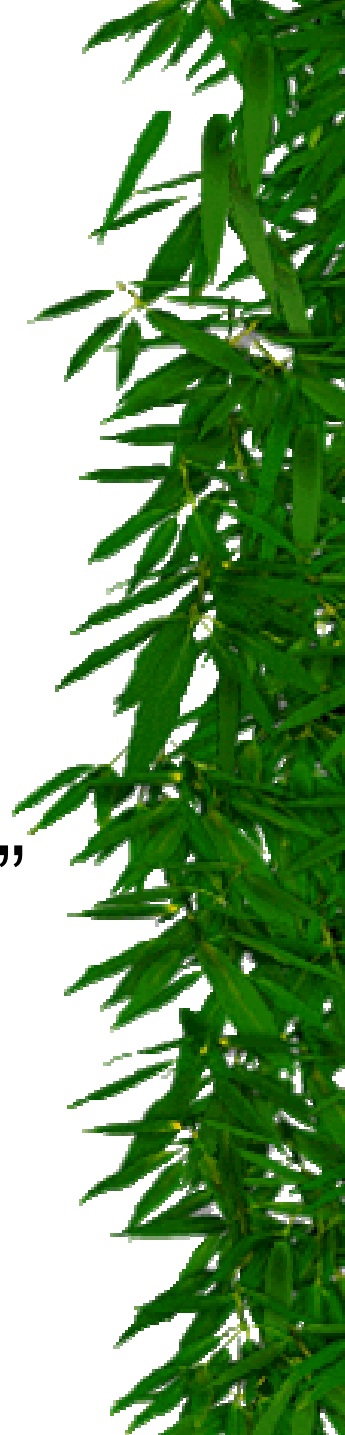


Some ideas and Examples



Kizhaku Padipakkam

- ★ Founders Webbies: Cricinfo pioneers
- ★ Sold 10,000 copies of a hardbound book in Tamil costing Rs.350 on the political history of USA!
- ★ Same content serialised in “Jr Vikatan” driving a synergy with the book
- ★ Creating mainstream space for informative content



Vernacular media

- ★ Thirst for information exists
- ★ Creating an informed audience that can then discuss and debate the issue
- ★ Creating quality content
 - Published as Books
 - Serialised in magazines
 - Published online



Project Hot Seat

- ★ Greenpeace USA sets off to change US congress
 - Focus on critical seats
- ★ Web as a key tool
 - Type your zip code and find out what climate change has in store for you
 - Vermont, Maple syrup and climate change



Web

- ★ Spanning the global-local divide
- ★ Type in your PIN code and get local stories
 - Impacts
 - Anecdotes
 - What can you do



Switch for Mumbai

- ★ Switch your bulb to CFLs
- ★ Greenpeace “Pirates” raid buildings, shops, residences
- ★ RED FM (Mumbai’s 2nd largest) amplifies message
 - Radio spots
 - Celebs
 - Live coverage from the raids
 - Asks people to SMS “switch” to 4646
 - Invites people to pirate training camp
- ★ 5000 SMS in 10 days
- ★ Pirates recognized wherever they go



Radio

- ★ A call to community action
- ★ Ban the bulb
 - Act at the household level
 - Act at the community level
 - ★ Common areas
 - Participate in national campaign

