



United Nations Framework Convention on Climate Change (UNFCCC)

-Communication is Essential to Implementing the Convention

-Article 6 of the Convention on Climate Change education, training and public awareness

In carrying out UNFCCC convention commitments the Parties shall:

- (a) Promote and facilitate at the national and, as appropriate, sub-regional and regional levels, and in accordance with national laws and regulations, and within their respective capacities:
 - (i) the development and implementation of educational and public awareness program on climate change and its effects;
 - (ii) public access to information on climate change and its effects;
 - (iii) public participation in addressing climate change and its effects and developing adequate responses; and
 - (iv) training of scientific, technical and managerial personnel;





(b) Cooperate in and promote, at the international level, and, where appropriate, using existing bodies:

- (i) the development and exchange of educational and public awareness material on climate change and its effects; and
- (ii) the development and implementation of education and training program, including the strengthening of national institutions and the exchange or secondment of personnel to train experts in this field, in particular for developing countries



The Eighth Conference of the Parties (COP 8) of UNFCCC (India 2003) approved Decision 11/CP.8 containing the New Delhi Work Program on Article 6 of the Convention

New Delhi Work Program for Implementation of Article 6 of the Convention

- (i) Inform the public about causes of climate change and sources of greenhouse gas emissions, as well as actions that can be taken at all levels to address climate change;
- (ii) Share the findings contained in their national communications and national action plans or domestic program on climate change with the general public and all stakeholders.
- (iii) It also suggests “to promote and facilitate the exchange of information and material, and the sharing of experience and good practices”.



Annual Regional Meeting 2008

8-9 February 2008, New Delhi

Use of ICT and emerging media in Addressing Climate Change Challenges

Four areas of Climate Change Challenges

- A. Mitigation
- B. Adaptation
- C. Technology Transfer ? Technology Cooperation
- D. Finance

Strategic Use of ICT for

- Awareness-building
- Sensitization
- Motivational and also
- Persuasion



Themes and Actions : Use of ICT and emerging media in Addressing Climate Change Challenges:

1. Strengthening the public domain, ensuring that information and knowledge are readily available for CC and not locked up in private hands
2. Ensuring affordable access to, and effective use of , electronic network in a development context like CC, for instance by innovative and pro-people regulation and public investment
3. Securing and extending the global commons, for both broadcast and telecommunication, to ensuring this public resource should be managed in the public interest
4. Supporting community and people-centered media, traditional and new like Community Radio





Use of ICT and emerging media in Addressing Climate Change Challenges: Successful approaches

- It must be built on local needs
- Economically sustaining
- Innovate creative uses
- Easy to use
- Extend benefits beyond “technology” people & must reach rural population
- Voice the concerns of disadvantaged
- Share the successes (or failure)





Enhancing Civil Society Role in Up-scaling CC

- Documentation of the best practices
- Pilot project by CSOs/NGOs for learning
- Grassroots consultation
- Establishing CSOs as legitimate counterpart to the government
- Bridging the gap between people's needs and Government program
- Supporting Government program through training and other means
- Joint innovative program
- Facilitating the national strategy / program development
- Initiate Public-Private and CSO Partnership and
- Monitoring UNFCCC action plan



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Bangladesh NGOs Network for
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Thank you

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