

15^e forum international de la Météo et du Climat

— 15th International Weather and Climate Forum —



REPORT ON THE MEDIA-WORKSHOP "Communicating on Climate Change"



JUNE 3-5, 2018
UNESCO - Paris, France

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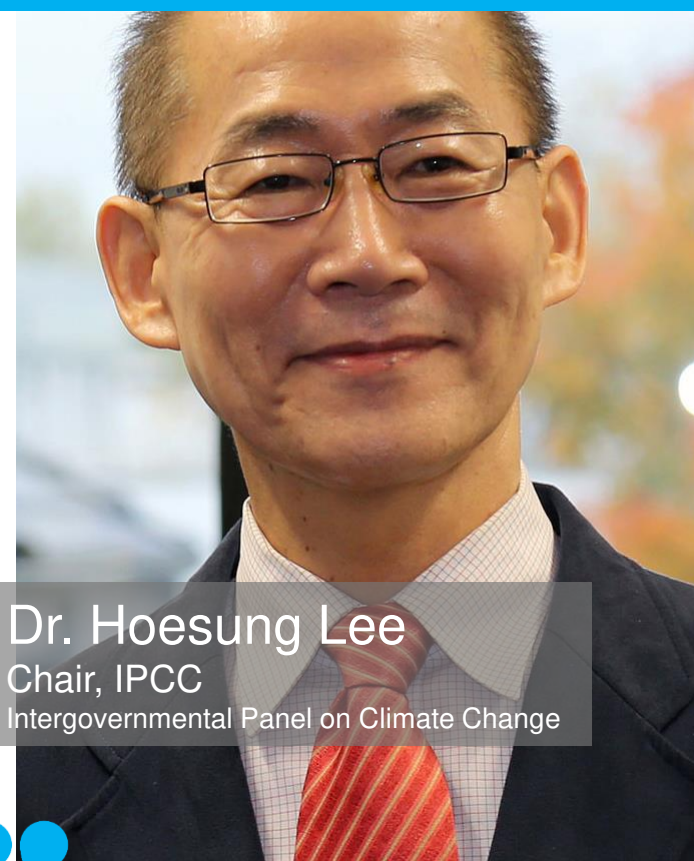
French Minister Nicolas Hulot addressed the participants of the 2018 Media-Workshop through a special video message.



"We need you more than ever for sounding the alarm, to push us to be more ambitious. You have a power in the everyday life of each of us: citizens, companies, institutional."

Nicolas Hulot, Minister for the Ecological and Inclusive Transition

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Dr. Hoesung Lee

Chair, IPCC

Intergovernmental Panel on Climate Change



Petteri Taalas

Secretary General, WMO

World Meteorological Organization

The International Weather and Climate Forum provides an important opportunity for weather presenters and the scientific community to engage with each other. Developing contacts with weather presenters is one of the main focuses of the IPCC's outreach strategy. We've been working with the WMO for some years now to support these meetings.

I welcome the work of the Forum in bringing together weather presenters to improve their understanding of climate change.

It is a great pleasure for me to serve as a patron of the International Weather and Climate Forum. Since 15 years, the WMO has supported the FIM and its goal of strengthening knowledge and international collaboration among weather presenters. These well-known TV and radio personalities are among the most effective communicators that we have in the WMO community. They deliver information and knowledge about the weather, but also about science, climate variability.

ABOUT THE MEDIA-WORKSHOP

CONTEXT

The Media-Workshop is organized each year in the framework of the International Weather and Climate Forum, which is a major meeting of mobilization and education bringing together different communities.

The workshop gathers around 100 weather presenters and representatives of international organizations, from 50 countries.

AIMS

Dedicated to the discussion of communication strategies at a high international level, the workshop aims at conducting an in-depth reflection on how to communicate more effectively on Climate Change, towards viewers but also policy-makers.

GOVERNANCE

For the next editions (2018, 2019 and 2020), the IWF is co-constructed within the framework of a new partnership governance composed of: Météo et Climat, Alliantis and IW2C.

The IWF is supported by a high-level Committee:

Petteri Taalas General Secretary of the World Meteorological Organization (WMO)

Anne Hidalgo Mayor of Paris. Chair of C40

Hoesung Lee Chair of the Intergovernmental Panel on Climate Change (IPCC)

Jean-Marc Lacave CEO of the French National Meteorological Service Météo-France

Jean Jouzel President of Météo et Climat (French Meteorological Society)

Hervé Le Treut Director of the Institute Pierre-Simon Laplace



Dr. Hoesung Lee (IPCC) addressing the participants at the 2017 Media-Workshop, (Turin, Italy).

THE 2018 MEDIA-WORKSHOP



Dates

June 3-5, 2018



Venue

UNESCO
Paris, France



Language

English

After Brussels, Geneva, Paris, Toulouse, as well as Canada, Corsica, Croatia and Italy, the 15th edition of the IWF has been held in Paris (France), **hosted by the UNESCO.**

June 3

PARIS CITY HALL

Pre-event during the Pubic Days
on Place de l'Hotel de Ville



June 5

UNESCO

Presentations, Panel
& Interactive Session

A 3-DAYS PROGRAMME

- Group Discussions
- Presentations & Panel
- Interactive Workshops
- Role Playing Game
- Citizen mobilization

June 4

UNESCO

Role Playing Game
on Climate

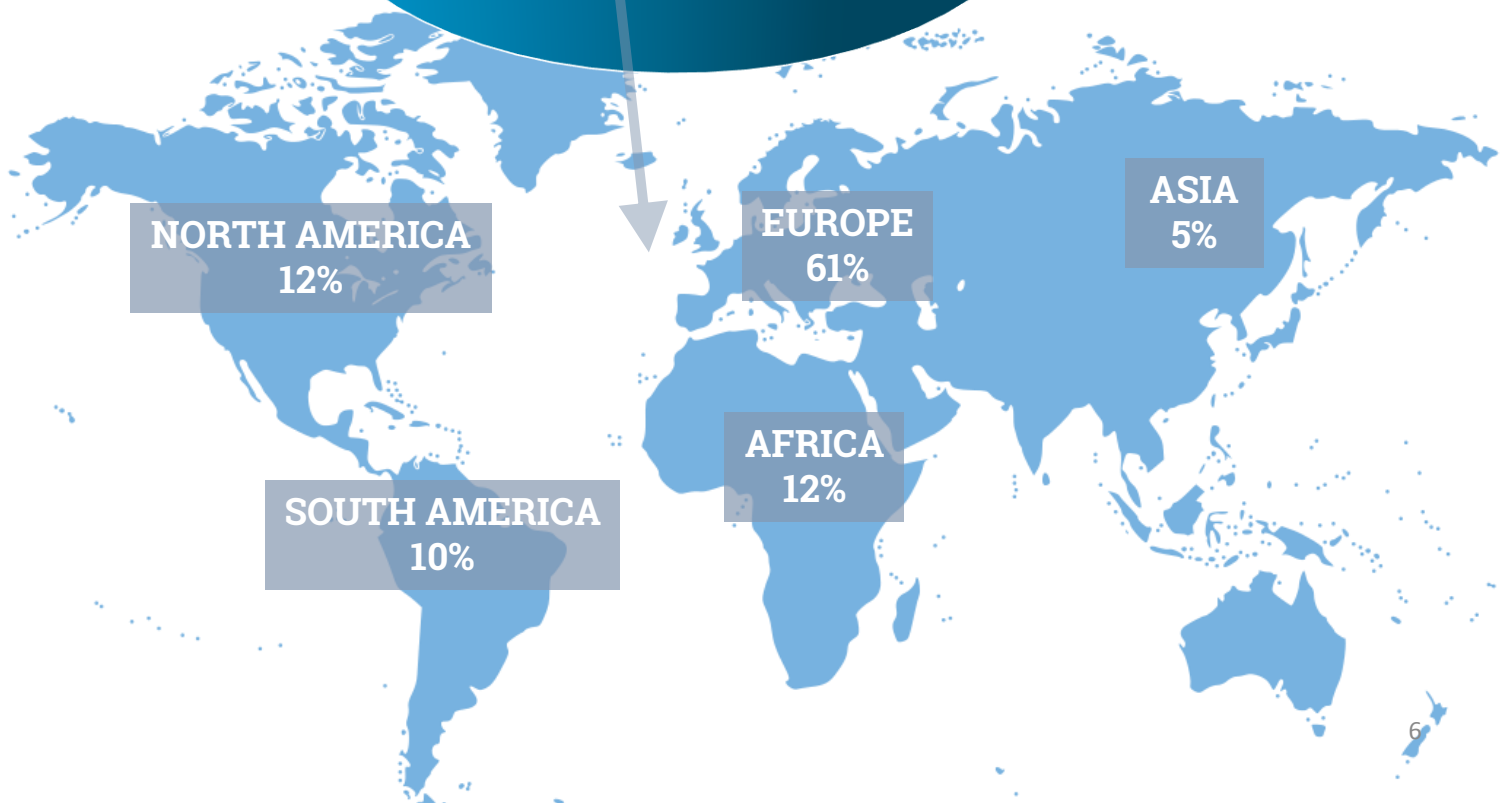
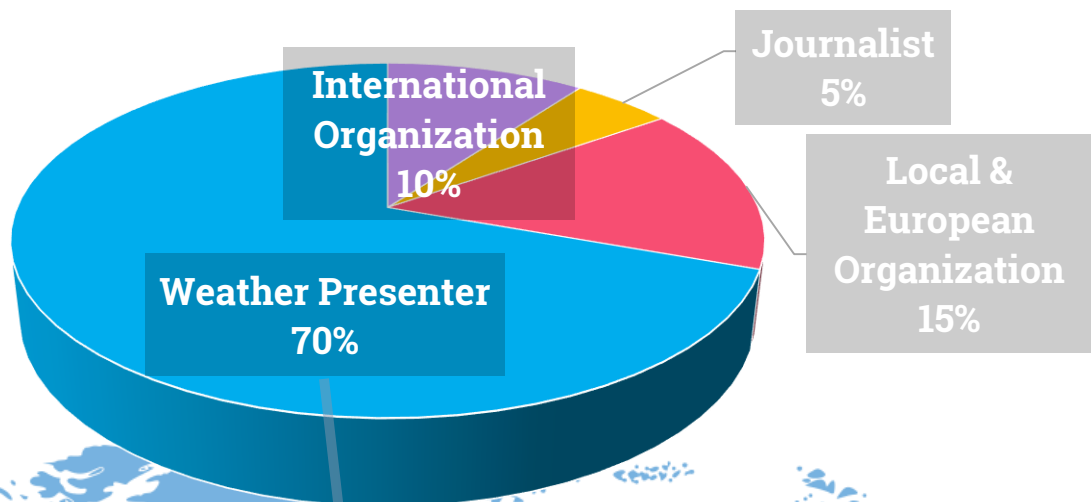


Welcome address by Vincent Defourny,
Head of Public Information Division, UNESCO

PARTICIPANTS' PROFILE

KEY-FIGURES

59 participants
41 Weather Presenters
25 Countries represented



ROLE PLAYING GAME ON CLIMATE (June 4)

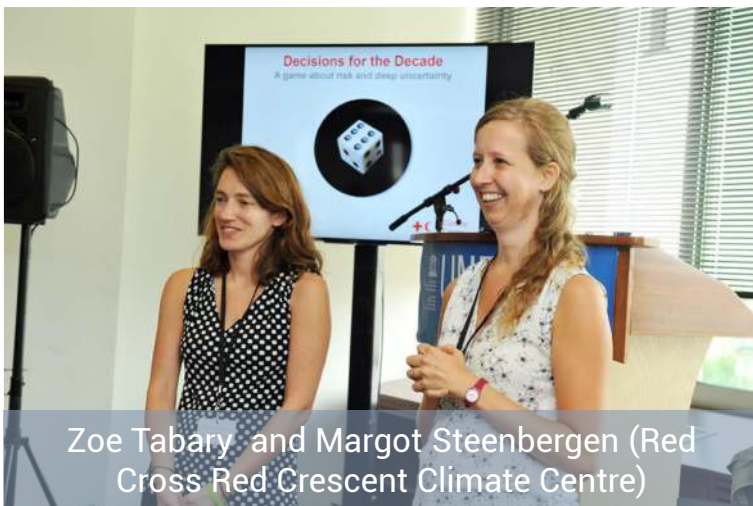
The Role Playing Game has been organized in partnership with the Red Cross Red Crescent Climate Centre and the Thomson Reuters Foundation

The aim was to show participants how to tell a compelling story about climate change, translate technical jargon to facilitate public understanding, hold an engaging speech to reach its audience and optimize the use of social networks to get a message across.

The day ended with "Decisions for the Decade", an interactive game of probability on the theme of long-term investments in a context of uncertainties about climate change.



Zoe Tabary (Thomson Reuters Foundation) launching the game



Zoe Tabary and Margot Steenberg (Red Cross Red Crescent Climate Centre)



This, to me, was the highlight of the Forum. The game with the beans and the dice really showed me how national resources will be compromised as developing countries need to invest more for climate change adaptation.



PRESENTATIONS & PANEL (June 5)

Interactive presentations on space and satellites

"Copernicus Climate Change Service" focused on information products for climate communication and how these products be improved to better meet the needs of their potential users.



Vincent Gabaglio (EUMETSAT)



Freja Vamborg (ECMWF)

"Monitoring weather and climate from space" featured the new generations of satellites operated by EUMETSAT and the new opportunities for the presentation in the various media of forecast and climate aspects.



... I found these presentations very useful! I wasn't aware of the wealth of information available from those organizations and look forward to using it in future.

... Session well informed and with the latest information!

... Space is in the line of work and the topic guides us on how to be able to explain to users about weather, climate and climate change. This session was very important!

... Wish we could have more time in this session.



"Climate from Space" highlighted the essential role of satellite missions such as ESA's EarthCare and ADM. Europe is studying the possibility of developing its own capacity to independently monitor CO₂ emissions in support to the Global Stock Taking process decided at the COP21.



Pascal Lecomte (ESA)

PRESENTATIONS & PANEL (June 5)

Expert Experience Sharing Session



The panel animated by Margot Steenbergen



Clare Nullis (WMO)

This panel was an opportunity to outline the IPCC special report on the consequences of global warming of 1.5 °C, climate risks, extreme events & impacts as well as the application of meteorological data in the insurance sector.



Jonathan Lynn (IPCC)



Ernst Rauch (Munich re)



PRESENTATIONS & PANEL (June 5)

Interactive presentations

"The future of weather presenting" was an opportunity for MeteoGroup to present "WeatherSuite", a solution for weather shows, which enables weather presenters to design and manage weather content.



Kader Djehaf (MeteoGroup)



Victorien Toro and Kader Djehaf (MeteoGroup)

"The MeteoHeroes project" is an initiative of Centro Epson Meteo. This app broadcasts environmental knowledge and facts about weather and climate to children and teens.



Andrea Giulacci (Mediaset)



PRESENTATIONS & PANEL (June 5)

Interactive session "Taking action for Climate"

The participants splitted into several groups led a reflexion on the perception of climate change, through 3 questions:

- ❶ - What are 3 major climate issues in your country?
- ❷ - What is so characteristic within your country, with regard to human behaviour?
- ❸ - How to kindle emotion to get into action?



Helga van Leur (Ambassador Climate, Sustainability and Behavior) hosted the session

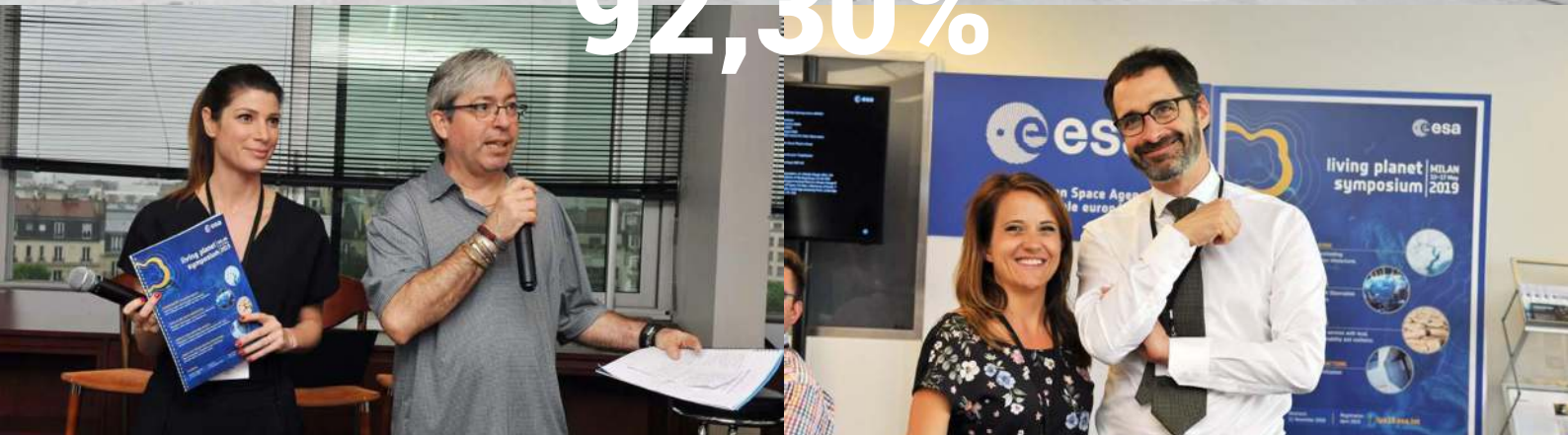


The exchanges highlighted the major climatic characteristics, the cultural dominants that impact climate action behavior as well as the difficulties in raising public awareness of climate change, which differs according to the countries.





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MEDIA COVERAGE BEST-OF



FRANCE - L'info du vrai (Canal +), June 5, 2018



GERMANY- ARD June 5, 2018

Tweets 14,3 k Abonnements 645 Abonnés 16,6 k J'aime 3 174

Özden Terli @TerliWetter

Jonathan Lynn #IPCC:

"people talk about "business as usual" in terms for doing nothing "not talking action" on climate. Let's ask ourselves, what would business look like in a world 4 or 6 C...in some places there might not be business at all"

#FIMC18 #Wetter #ActOnClimate

Traduire le Tweet



Anne Hidalgo @Anne_Hidalgo

Merci aux journalistes #météo pour leur présence ce midi à l'Hôtel de Ville, pour parler du Climat et de la lutte contre la #pollution de l'air. Beaucoup de bonnes idées évoquées. Je ne doute pas que ça donnera lieu à de nombreux projets en commun ! #environnement



Tweets 2 570 Abonnements 294 Abonnés 473 k J'aime 8 968



Maria Júlia Coutinho @majucoutinho - 4 juin
Boujour directement da sede da @unesco, onde está rolando o Fórum Internacional de Meteorologia. #fimc18

Traduire le Tweet



Ariel Rodríguez @AneTS1

Abonné

Un #TBT recordando esta graciosa fotos con colegas hace poco más de una semana en #FIMC18 dónde aprendimos mucho sobre la comunicación del #CambioClimatico pero también nos divertimos. @Forummeteoclimat

Traduire le Tweet



Studio 6



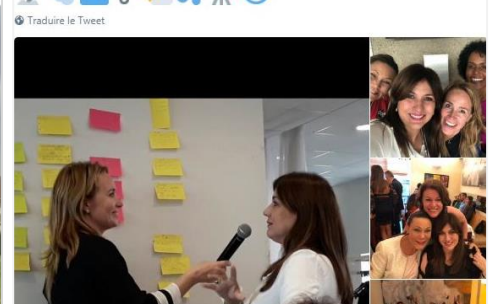
CZECH REPUBLIC – Studio 6, June 4, 2018

Ada Monzón @adamonzon Vous suit

Tweets 46,2 k Abonnements 7 578 Abonnés 129 k

We value being your science communicators. It is a privilege to be the bridge between science and you. We can be from different parts of the world, but we share the same passions: science education. Together, we will all help each other protect our planet.

Traduire le Tweet



John Morales @JohnMoralesNBC6

Abonné

We've made international news at the @Forummeteoclimat in Paris. #FIMC18

Traduire le Tweet



Scientists urged to "speak the same language" as public on climate
Use the
news.trust.org

CONTACT



CHRISTIAN VANNIER

Founder and Director of the IWF

T. : +33 (0)6 32 34 54 14

christian.vannier@forumeteoclimat.com



@Forumeteoclimat #FIMC18



@ForumMeteoClimat



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