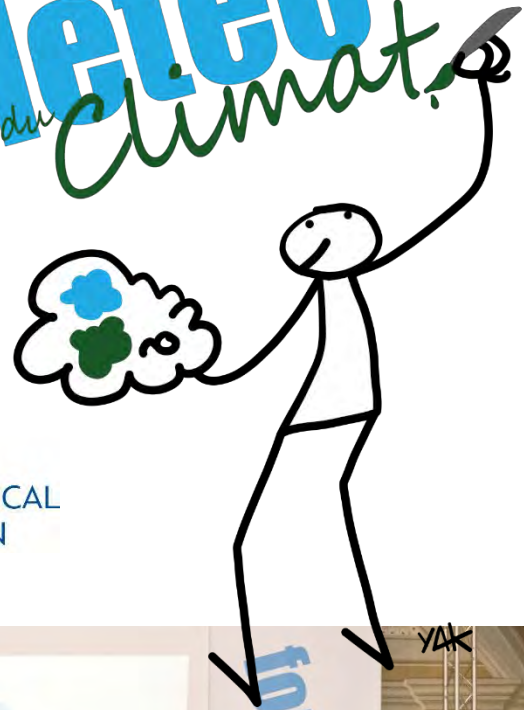


# 14<sup>e</sup> forum international de la Météo et du Climat

ipcc  
INTERGOVERNMENTAL PANEL ON  
climate change



WORLD  
METEOROLOGICAL  
ORGANIZATION



## MEDIA WORKSHOP ASSESSMENT "Communicating on Climate Change"

30 MARCH – 1<sup>ST</sup> APRIL, 2017  
Moncalieri / Turin, Italy

## ABOUT THE MEDIA WORKSHOP

The international Media-Workshop brings together around 100 participants from 50 countries: weather presenters and representatives of international organizations.

It is dedicated to the discussion of **communication strategies** at a high international level, with the aim of conducting an in-depth reflection on how to communicate more effectively on climate change, towards viewers but also policy-makers.

- Different topics related to the red thread of communication
- Many experts from different domains and countries
- Various and stimulating points of view and strategies

## THE 2017 EDITION IN ITALY

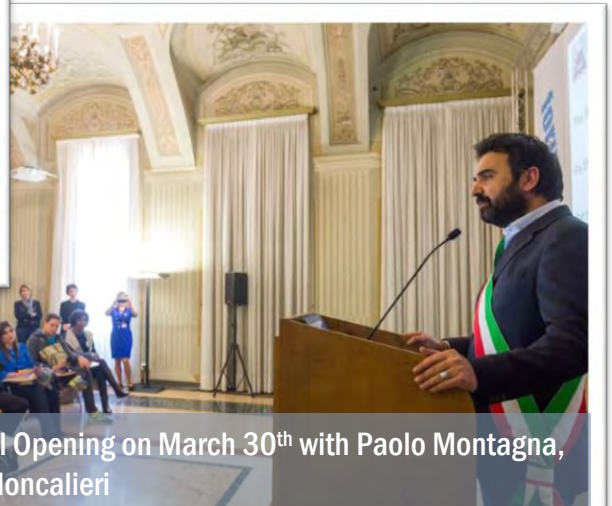
After Brussels, Geneva, Paris, Toulouse, as well as Canada, Corsica and Croatia, the 14<sup>th</sup> edition of the IWF has been held in Italy (Turin), **hosted by the Italian Meteorological Society and its president Luca Mercalli** in the ancient and historic headquarter, the *Collegio Carlo Alberto*.

### 3 DAYS OF

- Group Discussions
- Presentations & Roundtables
- Interactive Workshop
- Exhibits
- Excursions



The Opening Press Conference on March 29<sup>th</sup> with Chiara Appendino, Mayor of Turin, and the weather presenters



The Official Opening on March 30<sup>th</sup> with Paolo Montagna, Mayor of Moncalieri



# A 3-DAY PROGRAM

Strongly supported by the World Meteorological Organization, the IPCC, the Italian Meteorological Society and other European and Italian partners, the workshop "Communicating on Climate Change" created and strengthened relationship between professional of the media, the scientific community and corporate players. The workshop 2017 in Turin proposed a 3-day program:

## March 30<sup>th</sup> Discussion Groups

After a presentation on the "**Perception of climate change**" the first day has been dedicated to Discussion Groups, where the participants ( $\approx$  20 per groups) have discussed 4 different topics: "**Communicating extreme weather events**", "**Global warming and sea level rise**", "**Climate change and developing countries**", "**International conferences and agreements**". At the end of the day, the rapporteurs have presented to the audience a synthesis of the discussions highlighting the main outcomes of the discussions.

## March 31<sup>th</sup> Presentations & Roundtables

The second day has been inaugurated by a video greetings of Hoesung Lee, chair of the IPCC. The full day featured presentations, roundtables and an interactive workshop on topics such as **communication constraints** on climate change in the media, future **climate projections** and their **impacts on the cities and countries**, the contribution of the climate service **Copernicus** for the media, **attribution of extreme weather events** to climate change...

## April 1<sup>st</sup> Excursion to the Agenzia di Pollenzo (Slow Food)

A special conference has been prepared for the participants of the IWF2017 at the University of Gastronomic Sciences at the Agenzia of Pollenzo (60 km from Turin), one of the presidia of the international movement SLOW FOOD for the protection of food biodiversity, to highlight the link between food and climate change.

# DISCUSSION GROUPS

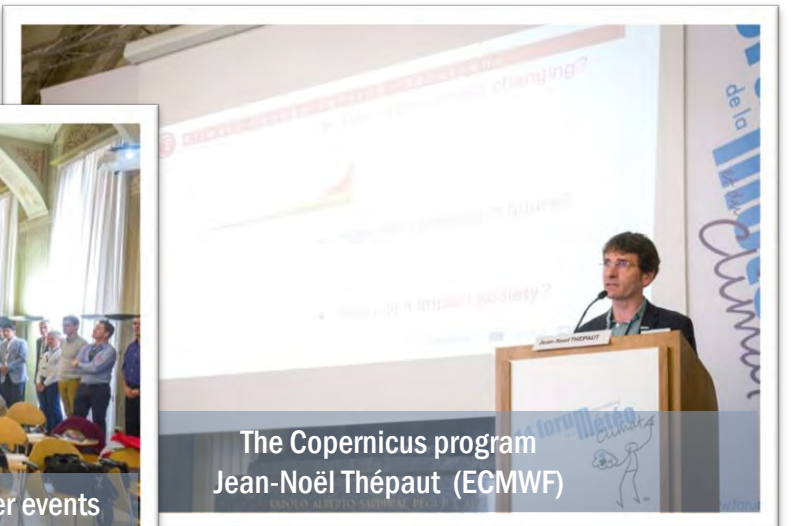
## TOPICS

- International conferences and agreements
- Climate change in developing countries
- Global warming and sea level rise
- Extreme weather events



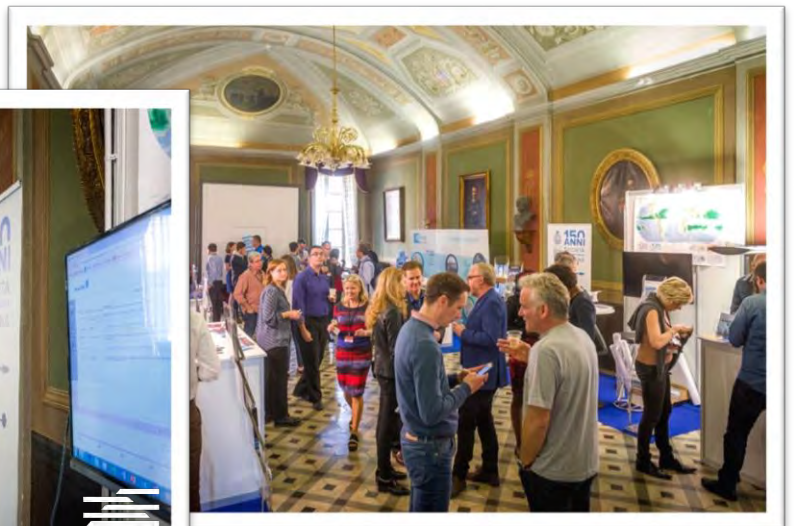
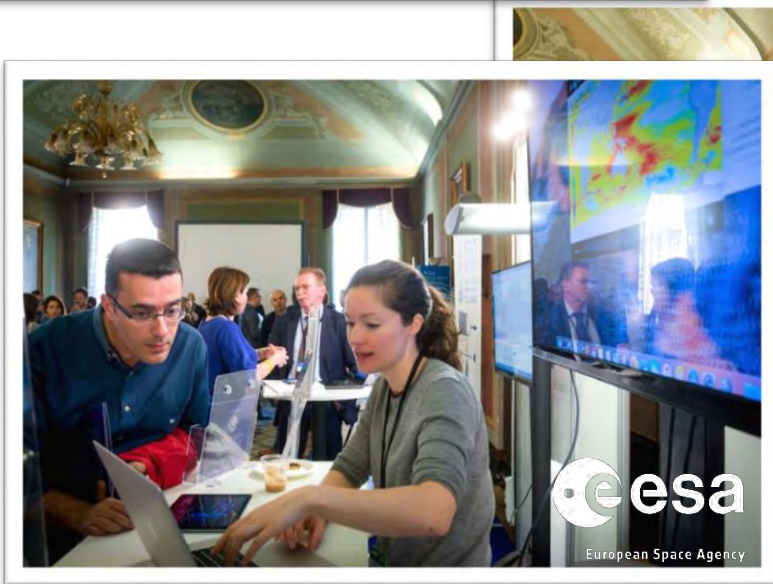


# PRESENTATIONS & ROUNDTABLES





# EXHIBITS





# EXCURSIONS



Climate Village by EPSON CENTRO METEO



SMAT Torino Research Center



Agenzia di Pollenzo "Slow Food"



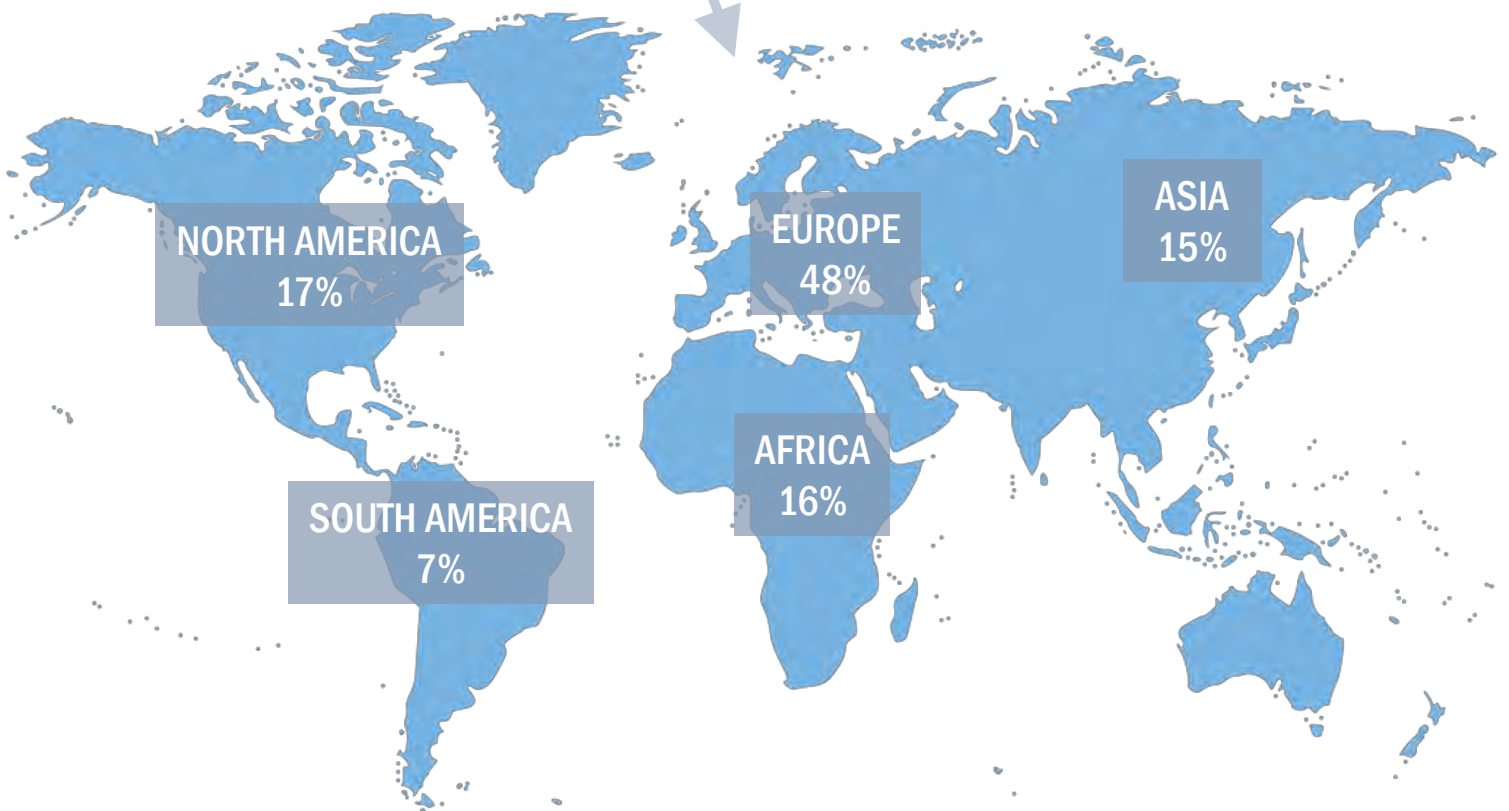
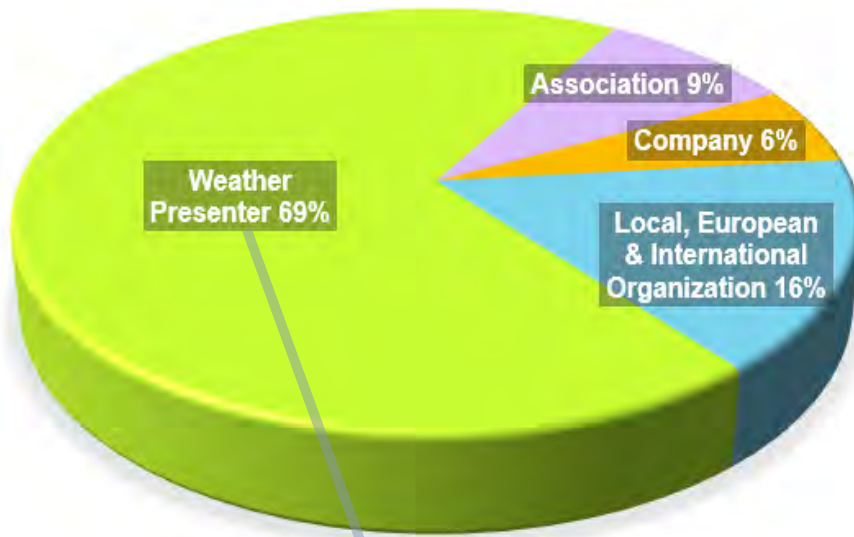


# PARTICIPANTS



## KEY-FIGURES

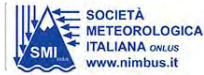
- 100 participants
- 60 Weather Forecasters
- 50 Countries represented
- 5 new countries: Taiwan, Qatar, Swaziland, India & Sri Lanka





# INTERNATIONAL PARTNERS

Co-organizer  
Co-organisateur



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METEOROLOGICAL  
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Avec le soutien de



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## PARTNERS' FEEDBACK



*"An excellent event, beneficial to TV weather presenters and hence to the public they serve [...] I thoroughly enjoyed attending the Forum."*

**Samuel MUCHEMI (WMO-PWS Program)**



*"It was great to meet you all and to engage with the weather presenters. A very positive force in helping to tackling climate change. [...] I think you did a great job in bringing together such great people."*

**Tim NUTHALL (European Climate Foundation)**



*"The participation at the International Weather and Climate Forum 2017 has been a very good experience for me. [...]"*

*The program was very interesting. We are very grateful to you for the perfect organization of our appearance at the Forum, the location of our booth and technical equipment has been perfect."*

**Peter HÖPPE (Munich RE)**



*"This Forum was a great occasion for us for establishing very good contacts."*

**Jean-Noel THEPAUT (ECMWF)**



*"Everything was well done and thank you for the opportunity to join it.*

*You have made a great job [...]"*

*We had a great experience. We had a good time and it has been enriching, also from the human perspective."*

**Raffaele SALERNO (Director of Centro Epson Meteo)**



*"I really enjoyed the event and it was great to meet so many enthusiastic and skilled communicators."*

**Catherine DOWNY (ESA)**



# WEATHER PRESENTERS' FEEDBACK



"I had a great and very rewarding time [...] IWF 2017 was a fantastic experience. It was fascinating to hear so many passionate people speak on the subject of climate change and I learned a huge amount about communicating complex science".

**Alex DEAKIN (BBC NEWS, UK)**



"It was very impressive and an interesting event!"

**Ozden TERLI (ZDF, Germany)**



"It was very valuable and useful for all of us-weather presenters!"

**Desislava BANOVA (Nova TV, Bulgaria)**



"I am really thankful to IWF for giving me this fruitful opportunity to become part of a global family, because together we will combat significant threat of climate change and lead to an eco-friendly World."

**Mukul SHARMA (DD Kisan Channel, India)**



"I believe one of the most important points in IWF 2017 was the exchange of experience with other weather presenters."

**Maria Julia COUTINHO (TV Globo, Brazil)**



"It has been a very successful event and it was really worth attending!"

**Andrea GIULACCI (Mediaset, Italy)**



"It's this kind of event that brings added value to our job and motivates us."

**Ahmed HASSANI (2M, Morocco)**



"I appreciated the sharing of information and experience as it gave me hope (as someone from a developing country) and encouraged me to work even harder with passion and patience. [...] the information I received during the Forum was very helpful and will definitely put it to good use".

**Xolile DLAMINI (Swazi TV, Swaziland)**



"Everything worked in a superb manner [...] All, and I repeat, all participants did the discussion with great enthusiasm, plenty of good, and also new, ideas."

**José RUBIERA (CubaVision TV, Cuba)**



"I thank you from the bottom of my heart for everything you did to make this year's Forum so successful. [...] Thank you all, again, for such a memorable experience!"

**Paul GROSS (WDID TV, USA)**



"I had the privilege of attending the IWF 2017, a truly international event [...]. We aim to improve our understanding of climate change as we share resources and communicate its importance".

**Everton FOX (Al Jazeera, Qatar)**



"It has been, again, an incredible and unforgettable experience"

**Papa Ngor NDIAYE (ANACIM, Senegal)**



"Through the IWF 2017 I have gained experience on how to effectively communicate to the general public about the risks of the climate change. [...] I am very proud to be a member of IWF family."

**Shantha KULATHUNGA (News First, Sri Lanka)**

# MEDIA COVERAGE - PRESS



## LA STAMPA

"For 3 days, Turin is the international capital of Meteorology"



"Turin and Moncalieri host the International Weather and Climate Forum"



## la Repubblica

"Climate: users's guide"



## TorinoClick

"March closes with a blue sky and the International Weather and Climate Forum"



"Forum Meteo, communicating on Climate Change"



# MEDIA COVERAGE - TV



**CANADA**

Patrick De Bellefeuille (MeteoMedia – Canada)



**SWITZERLAND**

Christoph Siegrist (SF TV – Switzerland)



**TAIWAN**

ChiMing Peng (DAAI TV – Taiwan)



**US**

John Morales (WTVJ NBC6 – USA)



**US**

Ariel Rodriguez (NBC Telemundo – USA)



**ITALY**

Filippo Thery 1/2 (Rai3 – Italy)



**INDIA**

News Channel – India)



**SPAIN**

Spain)



**US Porto Rico**

Ada Monzon (WKAQ – Porto Rico USA)



**CUBA**

José Rubiera (CubaVision – Cuba)



**BULGARIA**

Desislava Banova (NovaTV – Bulgaria)



# MEDIA COVERAGE - TWITTER

**Mike Favetta** @TweetsTheWx · 31 mars  
Two words I didn't think I'd hear together today: space water. This company created potable H2O for space station. Next stop: moon #FIM2017

À l'origine en anglais



**Mollen Kenyena** @mollenweather · 6 avr.  
My best #WF 14 #FIM2017 such a wonderful forum . Thanks @Forumeteoclimat @WmoNews @IPCCNews



**Jesper Theilgaard** @JesperTheilgaard · 1 avr.  
Wine growing degreedays has increased from 1700 to 2200 due to #climatechange #FIM2017 but will give heat stress to wineplants

À l'origine en anglais



**Rate of #sealevelrise contribution from ice sheets & continental glaciers has tripled since the 1990s. -- @catlwyn from @esacimate #FIM2017**

À l'origine en anglais



**Ozden Terli** @TerliWetter · 31 mars  
Versteht jeder, oder? #FIM2017 #climatechange #ClimateAction

À l'origine en allemand



**Marc Hay** @Marc\_Hay/5 · 1 avr.  
Première conférence du jour : nourriture et protection de l'environnement. 1st conference of the day #food #climatechange #FIM2017 @BFMTV



**IABM et 10 autres suivent**  
**Martin Barreiro** @mbarreiro\_tve · 31 mars  
Mañana intensa de charlas sobre el presente y futuro de la comunicación en meteorología y Cambio Climático #FIM2017

À l'origine en espagnol



**Paul Gross** @PGLocal4 · 31 mars  
Current lecture: new research quantifying how much we can attribute global warming to extreme weather events. #FIM2017

À l'origine en anglais





# CONTACT



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