

21^e forum **Météo** international
de la **Météo**
et du *Climat*

MEDIA WORKSHOP 2024

International Communication on Climate Change in the Media

JUNE, 20-22 2024

EUMETSAT - DARMSTADT, GERMANY

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In collaboration with



Co-organizers



ABOUT THE MEDIA WORKSHOP

Organized within the International Weather and Climate Forum since 2004, the Media Workshop brings together TV & radio weather presenters from all around the world and representatives from international organisations working in Weather, Climate, Environment and Earth Observation fields. A major meeting of mobilization and sharing of knowledge.

OBJECTIVES

Dedicated to the discussion about 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.

Its main objectives are to:

- Encourage the exchange of “good practices” in terms of climatic communication between weather presenters coming from different countries and continents.
- Encourage the dialogue and create links between weather presenters, climate experts and international organisations.
- Reinforce the weather presenters’ role in the eyes of the public in terms of communication about increasingly intense extreme weather phenomena...

EXPECTED ATTENDANCE:

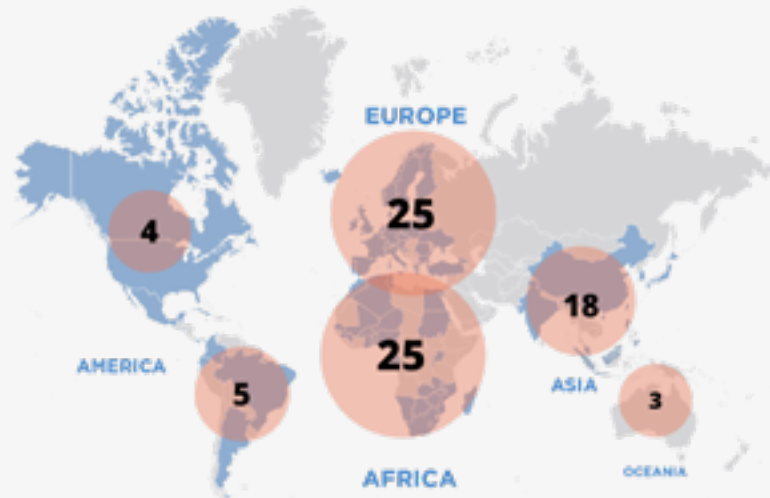
+1000 PARTICIPANTS

In-person and virtual meeting

PARTICIPANTS' PROFILE

Weather presenter and journalist, expert - engineer - meteorologist - researcher...

80 COUNTRIES REPRESENTED





WEATHER PRESENTERS FROM ALL AROUND THE WORLD COMMITTED TO CLIMATE ACTION

Considering the public's growing interest for global warming issues, international weather presenters play an essential role in communicating. They are trusted and became true reputed "ambassadors" of climatic sensibilization alongside international organisations.

On the invitation of **Phil Evans, Director-General of EUMETSAT**, the Media Workshop 2024 will be hosted by EUMETSAT in Darmstadt, Germany.



“ **Bringing those who are responsible for providing weather and climate data together with those who are responsible for disseminating it to wider audience is increasingly important in an era of climate change.**

Phil EVANS, Director General of EUMETSAT

PROVISIONAL AGENDA 2024

Date: June, 20-22, 2024

Venue: EUMETSAT - Darmstadt, Germany

Format: hybrid (in-person & virtual)

Languages: English & French

THURSDAY 20 JUNE 2024 “Satellites, Forecasting, Weather, Ocean and Climate Warnings”

The day will introduce the ongoing evolutions of weather and Copernicus satellites and forecasting systems which will shape the future of weather, ocean and climate warnings and communication. The afternoon will be dedicated to Meteosat imagery and its possible use for media communication on high-impact weather phenomena in Europe and Africa.

FRIDAY 21 JUNE 2024 “Communicating climate change in the media: what is next?”

This day will provide a unique opportunity for communicators and journalists to hear about the latest news on climate change and to interact with each other on communication strategies through discussion groups and serious games.

Focus on the #ShowYourStripe campaign

June 21 is the day of a global communication campaign on climate change, “Show your stripes”, showing the warming stripes created by climatologist Ed Hawkins, professor at the University of Reading (UK) in 2018. To mark the occasion, international weather presenters and Media Workshop participants are invited to take part in the #ShowYourStripes Day.

SATURDAY 22 JUNE 2024 Rhine valley sightseeing Tour



ABOUT EUMETSAT

EUMETSAT, Europe's meteorological satellite agency, monitors the weather and climate from space. Based in Darmstadt, Germany, EUMETSAT provides the meteorological services in its 30 member states with imagery and data essential for keeping communities safe and for the benefit of critical sectors of their economies. Four Meteosat satellites in geostationary orbit deliver observations of fast developing severe weather events. Two polar-orbiting Metop satellites provide data of pivotal importance for forecasts up to 10 days ahead. EUMETSAT operates the EU's Copernicus Sentinel missions monitoring the oceans and atmosphere and is a partner in the European-US ocean-monitoring Jason mission.

ABOUT THE INTERNATIONAL WEATHER AND CLIMATE FORUM

The International Weather and Climate Forum has been created in October 2004 to answer needs of information facing climate change. Since 2004, the Forum is co-organized by Météo et Climat, an association chaired by climatologist Jean JOUZEL and the International Weather and Climate Compagny (IW2C) created by Christian VANNIER, Founder and Director of the Forum.

Each year, the organization is based on a partnership governance supported by a highlevel Committee: **Jean JOUZEL** President of Météo et Climat, **Celeste SAULO** General Secretary of the World Meteorological Organization (WMO), **Anne HIDALGO** Mayor of Paris, **Jim SKEA** Chair of the Intergovernmental Panel on Climate Change (IPCC), **Virginie SCHWARZ** CEO of the French National Meteorological Service Météo-France, **Sophie GODIN-BEEKMANN** Director of the Institute Pierre-Simon Laplace and **Nicolas ARNAUD** Director of National Institute for the Sciences of the Universe.

Contacts

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