



‘Strategies to preserve and increase the support base for global sustainable development – the role of the media’

**Organised by Inter Press Service (IPS), Oxfam Novib and NCDO
in cooperation with DGIS
October 23, 2008**

**Venue: World Forum
Churchillplein 10, 2517 JW The Hague**

9:00 - Opening by Mario Lubetkin (IPS), Farah Karimi (Oxfam Novib) and Henny Helmich (NCDO)

9:30 – The Impact of Climate Change on Food Security: New Stories and new dilemmas in the South and in the North

Global warming and the new food crisis are high in the news and on political agendas. The impacts and dilemma's from a different Southern and Northern perspectives are not always sufficiently examined or analysed. This panel will explore this from the perspective of the impact on vulnerable peoples (women, indigenous), the link to the overall consensus on development and the millennium goals – and the media stories that are and are not being generated.

Chair: Sylvia Borren (co-chair World Connectors)

Speakers:

Virgílio Maurício Viana (Director General Fundação Amazonas Sustentável, former Secretary (Minister) of Environment of the Brazilian State of Amazonia)
Mohan Munasinghe (Vice Chair IPCC)
J.P.M. Peters (DGIS)
Sabina Voogd (Oxfam Novib)
Lynette Thorstensen (WBCSD Communications Director)
Ricardo Sanchez (UNEP)

Issues:

- Climate change and the interrelationship between agricultural policies and practice in the South and in the North. What new global agreements are needed?
- Responsibilities and responses to climate change and the food crisis from the North
- Transformation of agricultural and environmental policies globally (such as land reform, land rights for women, investment in large but also small scale farming collectives, national and regional environmental- and agricultural diversity and food security etc). as a sustainable response to climate change and the food crisis
- How to integrate the principles of sustainable development into policy and practice (Millennium Goal 7) with sufficient urgency given the present climate- and food crisis.

(9.30-11 first part; coffee break; 11.30-13.00 second part)

13:00 - lunch

14:00 – Breaking the ground for sustainable development – media and the adoption of new issues

Keynote Speech by Cees Hamelink (University of Amsterdam)

14:20 – A common cause for governments, civil society and media: increasing the public support base for global sustainable development and the kind of policies needed to break through an increased polarisation between winners and losers.

Can the anxiety about climate change and expensive food be used to increase overall support for sustainable development, without further marginalising vulnerable peoples, the South, or other development priorities? How does the media view its own practice and potential in reporting on structural causes and solutions, apart from the focus on (some) emergencies? Why are certain kinds of research and stories from the South not picked up in the main stream media in the North?

Chair: Hedy d'Ancona (Stichting onze Wereld)

Speakers:

Olav Velthuis (University of Amsterdam)

Debora Patta (News Channel E-TV - South Africa)

Scott Ferguson (Al Jazeera)

Devinder Sharma (India)

Miren Gutierrez (IPS)

Jos van Gennip (World Connector and chair NCDO)

Issues:

- what is needed to increase a well informed public support base for development cooperation?
- how to actively involve southern civil society, politicians and media in the h in northern debates about sustainable development?
- new challenges for communication about global issues, the respective roles of the mainstream and the alternative media, the decreasing trust in political and civil society institutions, including the mainstream media
- communication and strategic alliances: who plays which roles

(14.20-15.30 first part; coffee break; 16-17.00 second part)

17.00 – closing by Rob Visser, Council Adviser Research and Knowledge (DGIS), and Federico Mayor Zaragoza (IPS)

17.30 - Reception

Continuous: Exhibition of videos and information material about global sustainable development

** Invited, pending confirmation*