

EECN Secretariat

Activities for CBN-E 2008/09

Brice Böhmer & Lena Domröse
1 September 2009 – CBN-E Annual Meeting

Bio Intelligence Service - Scaling sustainable development
Industrial Ecology - Nutritional Health

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- ▶ **Support and develop two environmental networks (CBN-E & Green Spider Network (GSN))**
- **By facilitating and encouraging exchange of environmental communication:**
 - Linking and supporting members
 - Developing corporate identity material
 - Updating and developing the website
 - Sourcing and dissemination of relevant information

- Support realisation of the C3 Award
 - creation of a section on the website, communication to the members, collection of material
- Preparation of core group meetings and the annual meeting
- Representing CBN-E at Green Week
- Responding to enquiries of members



► Development of a new logo

1. Collection of different logos of environmental organisations for first inspiration
2. Discussion of different proposals of our graphic designer with EC and Core Group
3. Final logo was ready in May 2009

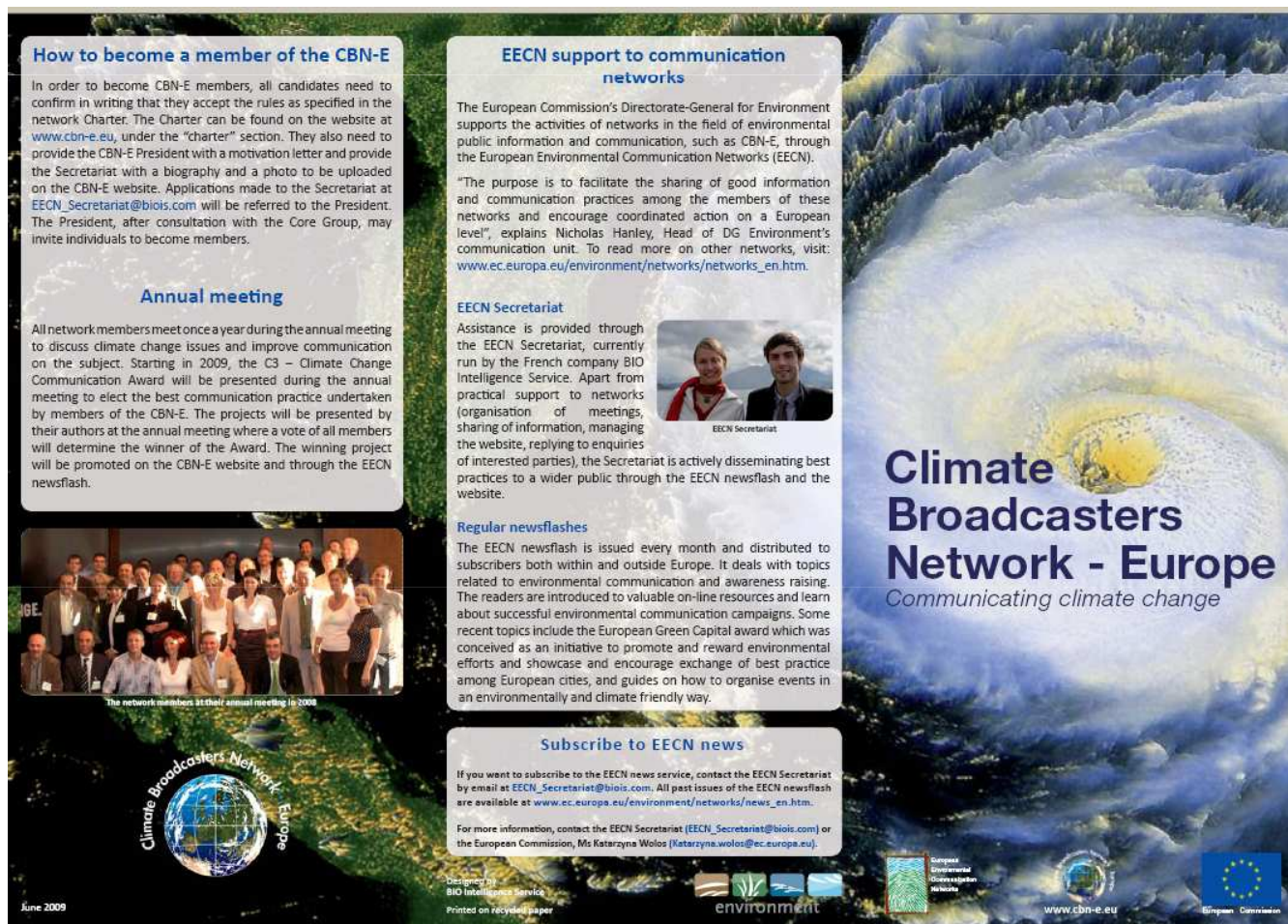


► Development of a new brochure

1. Improvement and addition of content (e.g. paragraphs on member's activities and annual meeting)
2. Update of quotes and photos
3. Elaboration of more sophisticated design and inclusion of new logo



► New brochure - 1



How to become a member of the CBN-E

In order to become CBN-E members, all candidates need to confirm in writing that they accept the rules as specified in the network Charter. The Charter can be found on the website at www.cbn-e.eu, under the "charter" section. They also need to provide the CBN-E President with a motivation letter and provide the Secretariat with a biography and a photo to be uploaded on the CBN-E website. Applications made to the Secretariat at EECN_Secretariat@biois.com will be referred to the President. The President, after consultation with the Core Group, may invite individuals to become members.

Annual meeting

All network members meet once a year during the annual meeting to discuss climate change issues and improve communication on the subject. Starting in 2009, the C3 - Climate Change Communication Award will be presented during the annual meeting to elect the best communication practice undertaken by members of the CBN-E. The projects will be presented by their authors at the annual meeting where a vote of all members will determine the winner of the Award. The winning project will be promoted on the CBN-E website and through the EECN newflash.

EECN support to communication networks

The European Commission's Directorate-General for Environment supports the activities of networks in the field of environmental public information and communication, such as CBN-E, through the European Environmental Communication Networks (EECN).

"The purpose is to facilitate the sharing of good information and communication practices among the members of these networks and encourage coordinated action on a European level", explains Nicholas Hanley, Head of DG Environment's communication unit. To read more on other networks, visit: www.ec.europa.eu/environment/networks/networks_en.htm.

EECN Secretariat

Assistance is provided through the EECN Secretariat, currently run by the French company BIO Intelligence Service. Apart from practical support to networks (organisation of meetings, sharing of information, managing the website, replying to enquiries of interested parties), the Secretariat is actively disseminating best practices to a wider public through the EECN newflash and the website.

Regular newflashes

The EECN newflash is issued every month and distributed to subscribers both within and outside Europe. It deals with topics related to environmental communication and awareness raising. The readers are introduced to valuable on-line resources and learn about successful environmental communication campaigns. Some recent topics include the European Green Capital award which was conceived as an initiative to promote and reward environmental efforts and showcase and encourage exchange of best practice among European cities, and guides on how to organise events in an environmentally and climate friendly way.

Subscribe to EECN news

If you want to subscribe to the EECN news service, contact the EECN Secretariat by email at EECN_Secretariat@biois.com. All past issues of the EECN newflash are available at www.ec.europa.eu/environment/networks/news_en.htm.

For more information, contact the EECN Secretariat (EECN_Secretariat@biois.com) or the European Commission, Ms Katarzyna Wolos (katarzyna.wolos@ec.europa.eu).

Climate Broadcasters Network - Europe
Communicating climate change

June 2009

Design by BIO Intelligence Service
Printed on recycled paper

environment

www.cbn-e.eu

European Commission



► New brochure - 2



Climate Broadcasters Network - Europe

The Climate Broadcasters Network - Europe (CBN-E) connects media meteorologists and weather forecasters from all over Europe. The members of the CBN-E use their high public profiles and personal credibility to raise awareness of one of the greatest challenges facing our world today: climate change.



Tomás Molina
CBN-E President (Spain)

"Our network can raise awareness about climate change in the European Union and worldwide, by communicating developments in climate science in an 'easy to digest' way. We can emphasise the importance of individual and collective actions in climate change mitigation and adaptation to global warming. The network can help build cooperation strategies on a national and pan-European level. CBN-E is a powerful tool to inspire action, through our members' commitment to inform Europeans and to mobilise climate action worldwide."



Jesper Theilgaard
Member of the Core Group (Denmark)

"The network CBN-E gives me the opportunity to hear all the news about climate change and at the same time discuss the matter with colleagues around Europe. This is particularly interesting because climate change presents different risks and problems to different countries. Joining the network gives you a feeling of not being alone in your efforts to raise public awareness of climate change."



Marina Raibaldi
Member of the Core Group (France)

"The network supports my efforts to inform people about climate change. This happens through tools like this brochure, but also through the exchange I have with my colleagues by phone or in meetings. Here you can see me with my hiking backpack close to Lake Creno in Corsica. I am setting an example for people, walking and talking about climate change, instead of taking the car."



Gerald Fleming
Member of the Core Group (Ireland)

"From the searing Spanish sun to the frozen Finnish tundra, the history, culture and very character of Europe has been forged in its myriad climates. Slowly, subtly, these climates are changing. As weather broadcasters, who bring Europeans their daily weather, we must now bring the news of bigger changes – and explain how the people of Europe can be leaders in preventing these changes from becoming catastrophic. The Climate Broadcasters Network can enable and empower."



John Teather
Member of the Core Group (United Kingdom)

"Certainly the whole world will be challenged by climate change, not least, those who actually broadcast the weather. The public look to their friendly weather presenters to help them understand how a changing climate is going to affect them. The CBN-E provides a forum through which weather broadcasters can exchange views, attend conferences and training sessions and learn how other colleagues are communicating climate change. It emboldens and empowers all of us who are involved in broadcast meteorology to ensure we know the science and how to tell that story to our viewers and listeners."



Jaroslaw Kret
Member of the Core Group (Poland)

"CBN-E gives weather presenters from the whole of Europe a great opportunity to speak with a united voice about all aspects of climate change. It gives us the opportunity to discover different approaches to the problem, which are as different and diverse as Europe is, and to find a common approach to the problem. It brings us together in a creative process – one of the greatest achievements of CBN-E so far."

What are the CBN-E members doing?

The CBN-E members are very active in communicating climate change, each one with his own means and within his own field of activity. Most CBN-E members are meteorologists who present TV programmes for the general public, inviting them to take action and change their habits. They are also university lecturers and get involved in schools, teaching future generations how to behave responsibly for the good of our planet. The CBN-E members' activities take place worldwide: some write in general or specialised press, also hosting blogs or websites; others prepare special weather forecasts during events to deliver their message.

For instance, special editions of weather forecasts were organised during the United Nations Climate Change Conference in December 2008 in Poznan (Poland) where an audience of over 8 million people was reached. The public was given a chance to understand the impacts of climate change and to discover some tips on how to reduce greenhouse gas emissions and save energy in daily life.

You can read more about the resources and best practices of the CBN-E and numerous initiatives taken by members so far, on the network's website www.cbn-e.eu. Watch videos, view presentations, and find useful links to books, newsletters and much more on man-made climate change and how we can prevent its damaging effects.

The network in brief

In February 2007, some 50 European meteorologists and TV weather presenters met in Brussels for the first time to discuss climate change and their role in communicating the consequences of these changes to the public – including all the challenges that this implies. This meeting, held in the context of the pan-European Climate Change Campaign launched by the European Commission in May 2006, led to the creation of the CBN-E.

Objectives

The main objective of the CBN-E is to convey information to European citizens on the complex matter of climate change drawing on the latest scientific research. By cooperating on best practices and transmitting information within the network, its members hope to raise the general awareness level on climate change, as well as the individual and collective sense of responsibility.

Structure

The network is coordinated by a Core Group of six network members who meet several times a year. Every two years, a President is elected to take on the role of primary spokesperson and Core Group chairman. At the moment the network comprises almost 50 members from all over Europe, but it is open to other countries as well. The Climate Broadcasters Network also cooperates and meets with other international meteorological networks.

Communicating climate change



Climate Broadcasters Network - Europe

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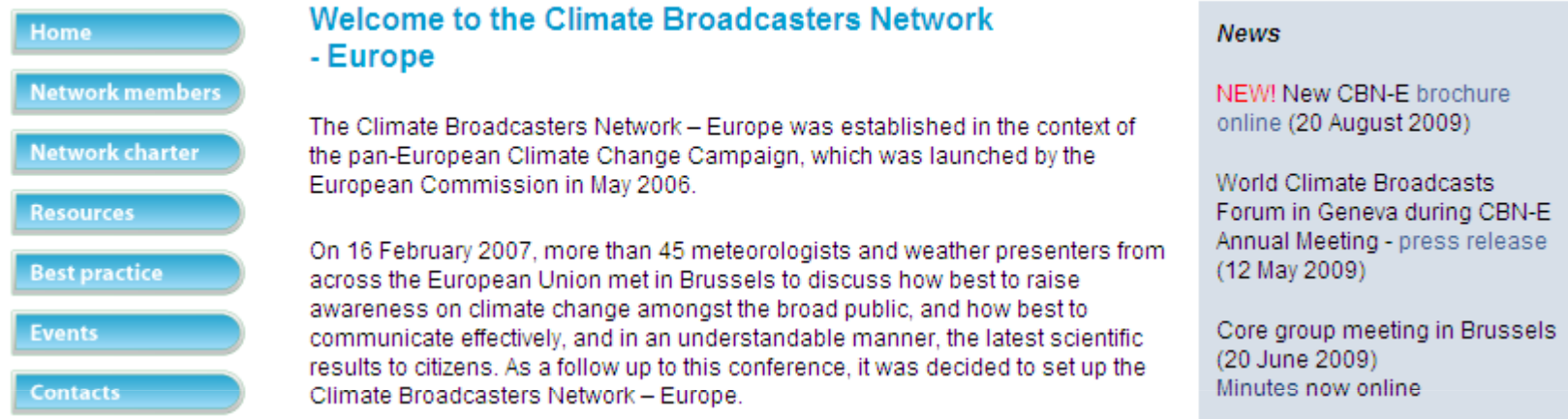
► **Development of a new flash banner for the website**

1. Selection of relevant pictures and key words
2. Creation of different design proposals
3. Upload on the website in August

► Flash banner



■ Creation of new buttons

A screenshot of the Climate Broadcasters Network - Europe website. On the left is a vertical navigation menu with buttons for Home, Network members, Network charter, Resources, Best practice, Events, and Contacts. The main content area has a heading 'Welcome to the Climate Broadcasters Network - Europe' followed by a paragraph about the network's establishment in May 2006. Below this is a paragraph about a 2007 conference. On the right is a 'News' section with three items: a new brochure (Aug 2009), a Geneva forum (May 2009), and a Brussels meeting (June 2009).

Home

Network members

Network charter

Resources

Best practice

Events

Contacts

Welcome to the Climate Broadcasters Network - Europe

The Climate Broadcasters Network – Europe was established in the context of the pan-European Climate Change Campaign, which was launched by the European Commission in May 2006.

On 16 February 2007, more than 45 meteorologists and weather presenters from across the European Union met in Brussels to discuss how best to raise awareness on climate change amongst the broad public, and how best to communicate effectively, and in an understandable manner, the latest scientific results to citizens. As a follow up to this conference, it was decided to set up the Climate Broadcasters Network – Europe.

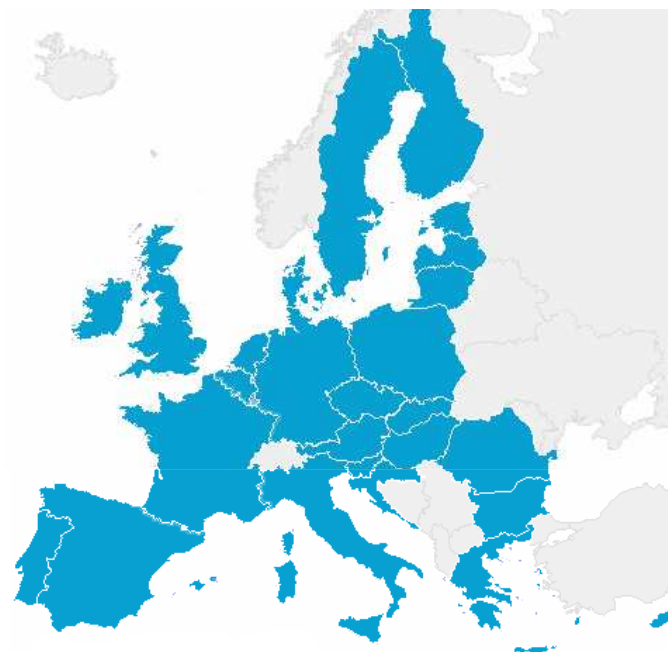
News

NEW! New CBN-E brochure online (20 August 2009)

World Climate Broadcasts Forum in Geneva during CBN-E Annual Meeting - press release (12 May 2009)

Core group meeting in Brussels (20 June 2009)
Minutes now online

- Clickable map

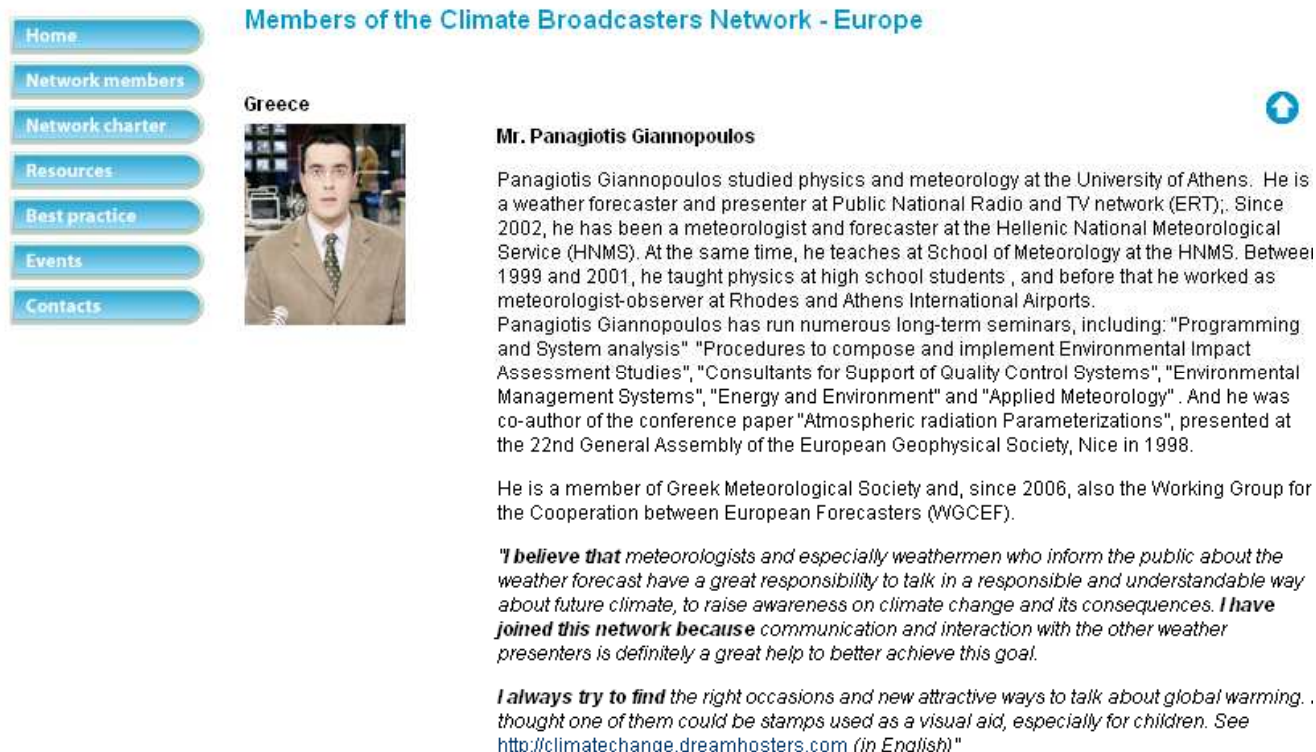


Andorra
Austria
Belgium
Bulgaria
Croatia
Czech Republic
Denmark
Estonia

Finland
France
Germany
Greece
Hungary
Ireland
Italy
Lithuania

Poland
Romania
Slovakia
Slovenia
Spain
Sweden
United Kingdom

- Collection/upload of personal statements of members from each country



The screenshot shows the website interface for the Climate Broadcasters Network - Europe. On the left is a vertical navigation menu with buttons for Home, Network members, Network charter, Resources, Best practice, Events, and Contacts. The main content area is titled 'Members of the Climate Broadcasters Network - Europe' and features a section for 'Greece' with a photo of Mr. Panagiotis Giannopoulos. To the right of the photo is an upward-pointing arrow icon. Below the photo, there is a detailed biography of Mr. Giannopoulos, followed by a quote from him about his role in the network and a link to his personal website.

Members of the Climate Broadcasters Network - Europe

Greece

Mr. Panagiotis Giannopoulos

Panagiotis Giannopoulos studied physics and meteorology at the University of Athens. He is a weather forecaster and presenter at Public National Radio and TV network (ERT). Since 2002, he has been a meteorologist and forecaster at the Hellenic National Meteorological Service (HNMS). At the same time, he teaches at School of Meteorology at the HNMS. Between 1999 and 2001, he taught physics at high school students, and before that he worked as meteorologist-observer at Rhodes and Athens International Airports.

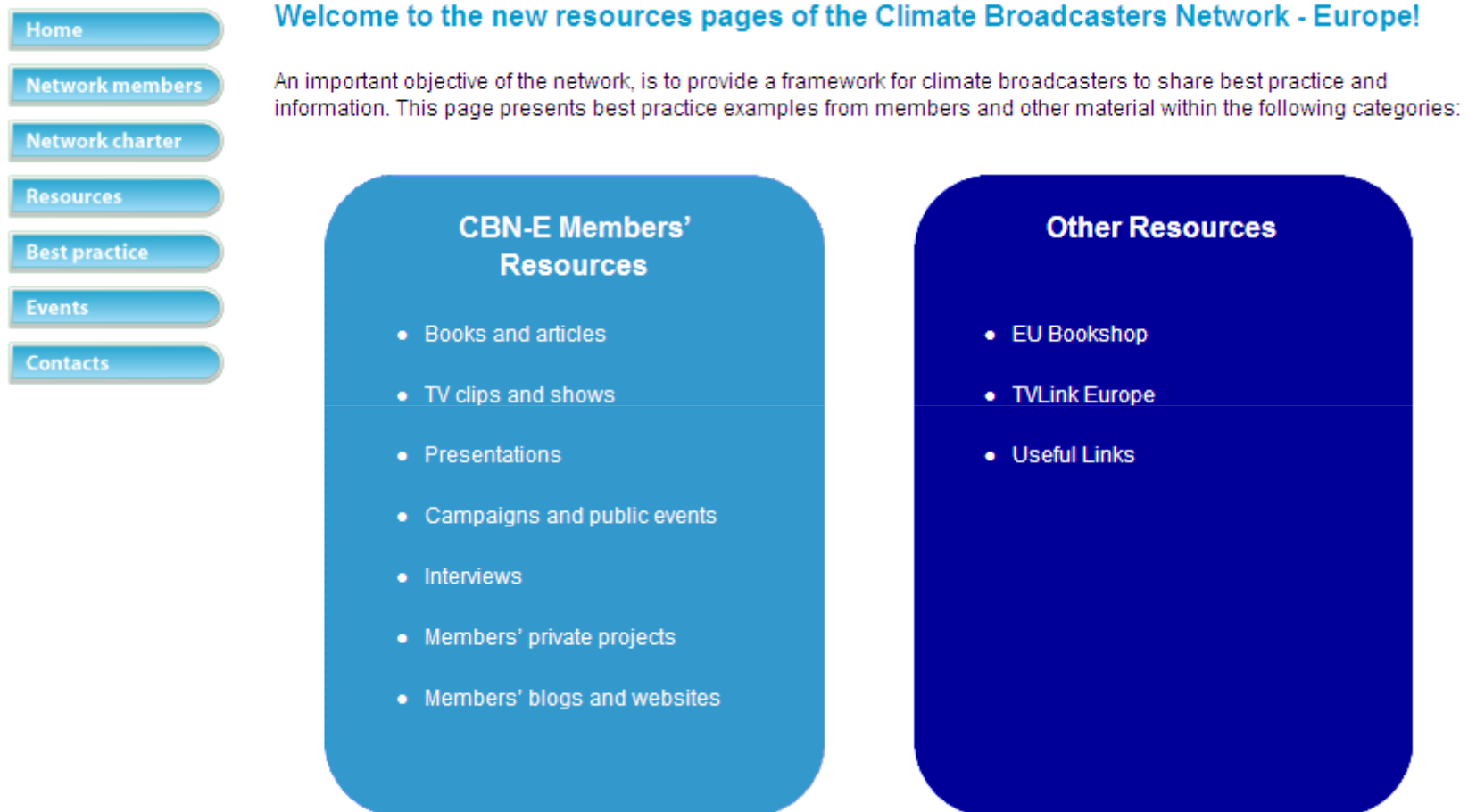
Panagiotis Giannopoulos has run numerous long-term seminars, including: "Programming and System analysis", "Procedures to compose and implement Environmental Impact Assessment Studies", "Consultants for Support of Quality Control Systems", "Environmental Management Systems", "Energy and Environment" and "Applied Meteorology". And he was co-author of the conference paper "Atmospheric radiation Parameterizations", presented at the 22nd General Assembly of the European Geophysical Society, Nice in 1998.

He is a member of Greek Meteorological Society and, since 2006, also the Working Group for the Cooperation between European Forecasters (WGCEF).

"I believe that meteorologists and especially weathermen who inform the public about the weather forecast have a great responsibility to talk in a responsible and understandable way about future climate, to raise awareness on climate change and its consequences. I have joined this network because communication and interaction with the other weather presenters is definitely a great help to better achieve this goal.

I always try to find the right occasions and new attractive ways to talk about global warming. I thought one of them could be stamps used as a visual aid, especially for children. See <http://climatechange.dreamhosters.com> (in English)"

■ Redesign and reorganisation of a new resources section

A screenshot of the CBN-E website's resources section. On the left is a vertical navigation menu with buttons for Home, Network members, Network charter, Resources, Best practice, Events, and Contacts. The main content area has a blue header 'Welcome to the new resources pages of the Climate Broadcasters Network - Europe!' followed by a paragraph explaining the network's objective. Below this are two columns: 'CBN-E Members' Resources' (light blue background) and 'Other Resources' (dark blue background), each containing a bulleted list of resource categories.

Home

Network members

Network charter

Resources

Best practice

Events

Contacts

Welcome to the new resources pages of the Climate Broadcasters Network - Europe!


An important objective of the network, is to provide a framework for climate broadcasters to share best practice and information. This page presents best practice examples from members and other material within the following categories:

CBN-E Members' Resources

- Books and articles
- TV clips and shows
- Presentations
- Campaigns and public events
- Interviews
- Members' private projects
- Members' blogs and websites

Other Resources

- EU Bookshop
- TVLink Europe
- Useful Links

The logo for the Climate Broadcasters Network Europe, featuring a globe with a grid pattern and the text 'Climate Broadcasters Network Europe' around it.

Planned:

- Create a page on the annual meeting (including presentations, photos etc.)
- Improve the referencing of the CBN-E website
- Publish a newsflash about the C3 Award winner
- Create an extended collection of member's activities on the website

**Thank you for your attention and the good
cooperation!**

**Do not hesitate to contact us if you have
questions or need help:**

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