

# IMPACT III

**How** can GRID-Arendal and UNEP increase the impact on environmental decision-making?

**How** can GRID-Arendal and UNEP enhance their activities in the areas of the communication and campaigns (on the example of climate change campaign)?

**What** are the new possibilities which modern information technologies open for communicating environmental information to decision-makers?

**What** is the potential for cooperation with the media and publishers?

**How** can we measure impact?

# IMPACT III

**FROM INFORMATION DELIVERY TO BEHAVIOUR CHANGE**

21-22 AUGUST 2008

*im·pact* (im·pakt') v.t. To press or drive firmly together; pack; wedge. —n. (im'pakt) **1** The act of striking; collision. **2** The forcible momentary contact of a moving body with another either moving or at rest: the *impact* of a bullet against a target. **3** A continuing, powerful influence: the *impact* of science on culture. See synonyms under COLLISION. [**<**L *impactus*, pp. of *impingere*. See **IMPINGE**]



Environmental Knowledge for Change

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Environmental Knowledge for Change

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# IMPACT

## THURSDAY 21

### 10:00–10:10 OPENING REMARKS

Peter Prokosch, Managing Director, GRID-Arendal

### 10:10–12:00 KEYNOTE PRESENTATIONS

**Satinder Bindra** (by video):

“UNEP branding and broadening of outreach tools”

**Klaus Liedtke**:

“The future of print and its impact on environmental information”

**Ashbindu Singh**:

“The use of latest ICT tools for effectively communicating environment information to public and policy makers”

### 12:00–13:15 Lunch (accompanied by environmental videos)

### 13:15–15:00 KEYNOTE PRESENTATIONS CONTINUED

**Alex Kirby**:

“A Secret Worth Sharing: enhancing visibility in media”

**Dmitriy Kavtaradze**:

“Simulation Environmental Games: bridging gap between information and decisions”

### 15:00–15:20 Coffee-break

### 15:20–17:50 ROUNDTABLE

“Communication for action: innovative approaches in reaching the broader audiences (climate change campaign, media, book publishing, IT solutions, measuring impact)”

Facilitation **Otto Simonett**, GRID-Arendal-Geneva

### 18:00–19:00 Boat trip

### 19:00–21:00 Informal dinner in Blekestrand on invitation of Karen Folgen

## FRIDAY 22

### 09:00–12:00 ROUNDTABLE CONTINUED

**Presentations of project ideas by GRID-Arendal on innovations in:**

1. On-line education on sustainable development (**Sven Aake Bjørke**)
2. Climate change (**Otto Simonett**)
3. Media/publishing: photo library (**Jarle Mjaasund**)
4. Media/publishing: e-books (**Robert Barnes**)
5. Public awareness raising: EcoTeam programme (**Valentin Yemelin, Elena Santer**)
6. Public awareness raising: geotagging environmental concerns on GoogleEarth (**Valentin Yemelin**)
7. Public awareness raising: radio outreach (**Marianne Fernagut**)
8. Targeting social networks - Earthbook (**Yannick Beaudoin, Karen Landmark**)
9. Polar theme: virtual resource libraries and a Polar Resource Book (**Kathrine Johnsen**)

### 12:00–12:30 CLOSING REMARKS

Peter Prokosch

### 13:00 Lunch



### KEYNOTE SPEAKERS

**Satinder Bindra**

Director of the Division of Communications and Public Information (DCPI), UNEP

**Alex Kirby**

Free-lance journalist, author, environmental correspondent for BBC News Online

**Klaus Liedtke**

Editor-in-chief, National Geographic Germany, GRID-Arendal Board member

**Dr. Dmitriy Kavtaradze**

Head, Department of Natural Resource Management, School of Public Administration, Moscow State University

**Dr. Ashbindu Singh**

Regional Coordinator, UNEP Division of Early Warning & Assessment, Regional Office for North America