



3rd ABU Media Summit on
Climate Change and
Disaster Risk Reduction
May 10-12, 2017, Dhaka, Bangladesh
**Information for All:
Media Saving Lives**



INFORMATION FOR ALL: MEDIA SAVING LIVES
**3rd Asia-Pacific Broadcasting Union Media Summit on
Climate Change and Disaster Risk Reduction (DRR)**
10-12 May 2017

Pan Pacific Sonargaon Dhaka, 107 Kazi Nazrul Islam Avenue, Dhaka, Bangladesh

"Climate change is the defining challenge of our times: a challenge which interacts with and reinforces the other global megatrends such as population growth, urbanization, and growing food, water and energy insecurity."

António Guterres, UN Secretary –General

Climate change may be the greatest challenge ever faced by mankind. For generations it will affect every aspect of human life - from food, water and energy security to international security, from the health of the global economy to the health of our children. It will manifest itself in more unpredictable, frequent and intensive climate and weather hazards such as tropical storms, heat waves and cold spells, or flooding and drought.

To build a better and sustainable future for all members of society, these new challenges require collective efforts and the forging of broad coalitions to explore current best practices and ever-forward thinking innovative approaches. The global coverage of the broadcast media places it at the frontline of climate change adaptation and disaster preparedness.

The **3rd Asia Pacific Broadcasting Union Media Summit on Climate Change and Disaster Risk Reduction** moves to Bangladesh, one of the most climate vulnerable countries in the world. Climate change induced risks such as more frequent cyclones, tidal surges, coastal inundation, salinity intrusion due to sea level rise, erratic rainfalls, floods, river bank erosion, droughts and landslides affect the lives of all people - from farmers to urbanites and hinder Bangladesh's economic and social development. It has created more than two million climate refugees, mainly farmers displaced by rising sea levels and salination of their land.

Over 200 representatives of media, government disaster management agencies and meteorological services, international organisations, NGOs and community leaders will gather in Dhaka to align broadcast media actions with the global agenda set by the **Paris Treaty on Climate Change** and the **Sendai Framework on Disaster Risk Reduction**.

The Summit will explore the potential and utilization of the unparalleled audience reach of the broadcast media to build knowledgeable and resilient communities to the negative impacts of climate change. It will foster and develop practical coalitions for climate change adaptation as well as disaster preparedness. The Summit will adopt a **Dhaka Declaration** as an action plan for Asia-Pacific broadcasters to assist their organisations and staff to fulfill their most important public mandates - to save lives through early warning and quality

programming that sensitizes and educates their viewing and listening audiences on climate change and disaster risk reduction.

The **Dhaka Declaration** will be tabled at the **UNISDR 2017 Global Platform for Disaster Risk Reduction** in Cancun, Mexico, 24-26 May 2017.

P R O G R A M M E

WEDNESDAY, 10 MAY 2017, MEDIA SUMMIT - DAY 1

09:00–10:00	<p>OPENING CEREMONY</p> <p>WELCOME REMARKS BY HOST AND ABU</p> <p>OPENING ADDRESS VIP representative of the Bangladesh Government</p> <p>KEYNOTE ADDRESS Bangladesh Prime Minister Her Excellency Sheikh Hasina Wazed</p>
10:00-10:30	Networking/refreshments break
10:30-11:15	<p>SESSION 1: Climate Change Adaptation and Disaster Risk Reduction for achieving the Sustainable Development Goals: Challenges and Successes</p> <p><i>A panel discussion to provide an overview of the global and regional timeframes of the Paris Treaty on Climate Change, Sendai Framework for DRR and throw light how their implementation will advance the achievement of Sustainable Development Goals.</i></p>
11:15– 12:45	<p>SESSION 2: Climate Change and Society</p> <p><i>International agencies, NGOs and academia outline climate change impact on development and role of media to achieve sustainable development. Focus on food security, water security and migration.</i></p>
12:45–14:00	Lunch break
14:00– 15:30	<p>SESSION 3: Serving the people: Science for Climate Change Mitigation and Adaptation</p> <p><i>This session will showcase winning solutions provided by science for Climate Change Mitigation and Adaptation.</i></p>
15:30-16:00	Networking/refreshments break
16:00-17:30	<p>SESSION 4: Communicating Climate Change: Challenges and Solutions</p> <p><i>A roundtable discussion with representatives of WMO, national Met Offices and scientists on future climate change in Southeast Asia, extreme weather events, vulnerability, impacts, adaptation, agro meteorology and traditional knowledge as sources to enhance local awareness of climate change adaptation. Focus on how scientists and media could collaborate to enhance individual and societal capacities needed to cope with climate changes and the challenges generated by them.</i></p>

CLOSE OF DAY 1

Thursday, 11 May 2017, MEDIA SUMMIT - DAY 2

- 09:00-10:30 **SESSION 5: Walking the last mile**
This session will examine good models for urban and farmers resilience and the use of community radio to reach all people in danger. Special attention will be payed to indigenous knowledge for disasters
- 10:30-11:00 **Networking/refreshments break**
- 11:00-11:45 **SESSION 6: Building Resilient Communities: Smart Village Concept**
The session will look at the potential of using advanced IT technologies for building knowledgeable communities in remote places
- 11:45-12:30 **SESSION 7: Early Warnings for Earthquakes and Tsunami: An NHK Master class**
NHK, Japan has a sophisticated system of providing rapid and relevant information and programming on natural disasters. An NHK team will provide an overview of the national broadcasting plan of action and the Early Warning Broadcasting System developed by the national public service broadcaster.
- 12:30-13:30 **Lunch break**
- 13:30-14:30 **SESSION 8: Is your Station Ready?**
The session will examine models for Broadcasting Emergency Planning, which looks at any possible angle.
- 14:30-15:30 **SESSION 9: Content for Climate Change Literacy and Disaster Preparedness.**
Leading media organisations will showcase their production on Climate Change and DRR.
- 15:30-16:00 **Networking/refreshments break**
- 16:00-17:00 **Wrap up, adoption of Dhaka Declaration and passing the Summit flag to Fiji**

CLOSE OF DAY 2