



ULAANBAATAR DECLARATION ON CLIMATE CHANGE

Considering

- 1) that ABU members recognise that as broadcasters they have a responsibility to provide the audiences of the Asia-Pacific with knowledge and information to improve people's lives;
- 2) that climate change is a threat to humankind and an urgent impediment to the future prospects and wellbeing of all our nations, undermining our efforts to build social capital and strong economic systems in our countries;
- 3) that broadcast media have a critical role to play in the fight against climate change and that Asian and Pacific broadcasters can make a very important contribution to climate change information dissemination, awareness, behaviour change and prevention in our countries;
- 4) that ABU and its members have partnered successfully with the Asian Development Bank in an 18-month project on climate change solutions;
- 5) that ABU members have already taken significant actions, such as 'Lights Off' and 'Green Radio' programmes; and,
- 6) that this is also an opportunity for ABU members to reaffirm our common humanity and to strengthen our bonds with one another.

The ABU General Assembly declares

- 1) that ABU members resolve through our organisations to expand public knowledge and understanding about climate change and its solutions;
- 2) that ABU members intensify efforts to combat climate change by ensuring that our organisations at all levels understand climate change as a developmental, national and corporate priority;
- 3) that ABU members prioritise the integration of climate change-related messaging and information across radio, television and all new media platforms, and all programme genres;
- 4) that ABU members devote substantial and increased radio and television broadcast airtime in both peak and shoulder periods and utilise new media for all climate change-related communication and programming;

- 5) that ABU members recognize the importance of international cooperation to help ABU members, particularly those in smaller developing countries, to implement effective climate change initiatives;
- 6) that ABU members endeavour to make quantifiable commitments to increase the availability of content on climate change through the exchange of audiovisual material and the broadcast of programme items at local, national and international levels;
- 7) that ABU members dedicate the resources and broadcasting space needed to comprehensively report on the UN Copenhagen Climate Change Conference in December 2009 and on follow-up actions; and
- 8) that ABU members develop and promote broadcasting industry standards in environmental management and set quantifiable targets for a reduction in their own carbon footprints.

Background

Climate change will have many manifestations in Asia and the Pacific, according to the Asian Development Bank, and measures are needed to protect the most vulnerable from the adverse effects of sea level rise, melting glaciers, more frequent and severe storms, greater variability of rainfall, and other predicted impacts.

According to the IPCC Working Group II Report "Impacts, Adaptation and Vulnerability" countries in the Asia-Pacific region will experience climate induced variation causing severe impacts on agriculture and food security, coastal populations, marine ecosystems, human health and more. Without any further increase in global carbon emissions, crop yields in Asia are predicted to fall up to 10% by 2020 causing an additional 49 million people to be vulnerable to hunger. Millions of residents of coastal areas in Bangladesh, India, the Maldives and all Pacific Islands will be affected by rising sea levels and more frequent and severe weather events. To respond to these challenges, massive concerted action from public, private and civil society actors will be needed, especially to address the needs of low-income populations.

The poor are disproportionately vulnerable to climate change because of high-dependence on natural resources and limited livelihood and mobility options. These communities are highly sensitive to changes in the natural environment and are aware of climate change impacts in their everyday lives. However, the same communities do not often have access to policymakers involved in defining responses to climate change or to information about responses in other similar locations.

Informed and well-equipped national broadcasters can help to drive dialogue about climate change to be more responsive to the needs of the most vulnerable populations in the Asia Pacific.