

Climate for change

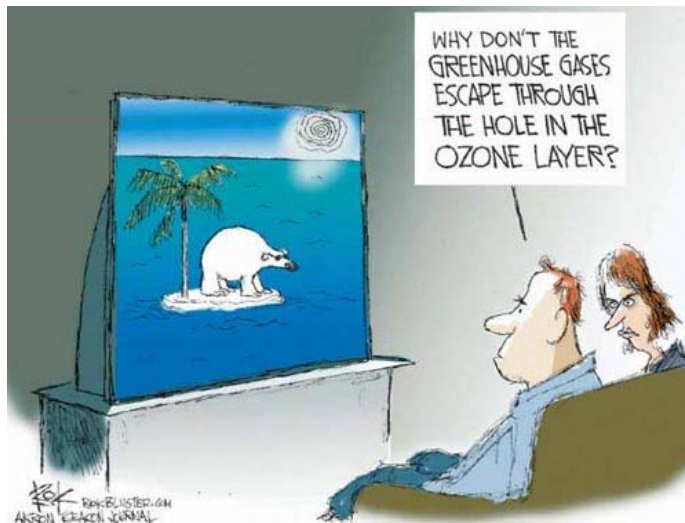


Re-inventing disaster coverage



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www.nepaltimes.com

Mitigate or adapt?



Global awareness...



...local evidence

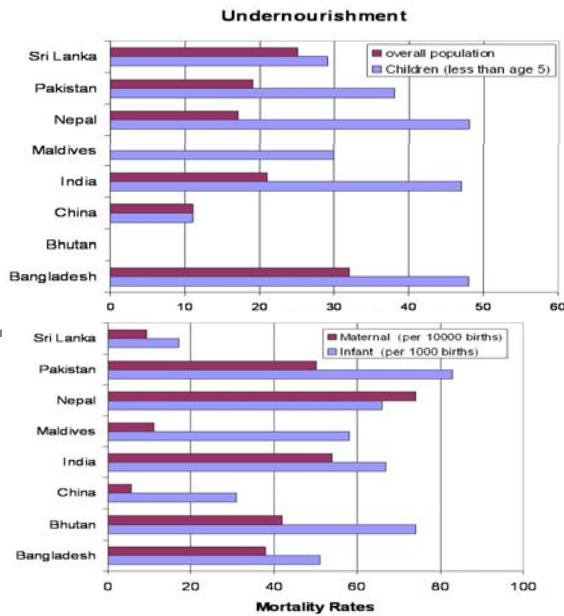


Communicating crises

- >Media not geared to covering slow emergencies
- >Awareness only takes you half-way there
- >Being persuasive
- >Media is not just journalism
- >Public service role eroding
- >It's a rich man's world



This not news



“Were any tourists killed?”



Moving with the herd

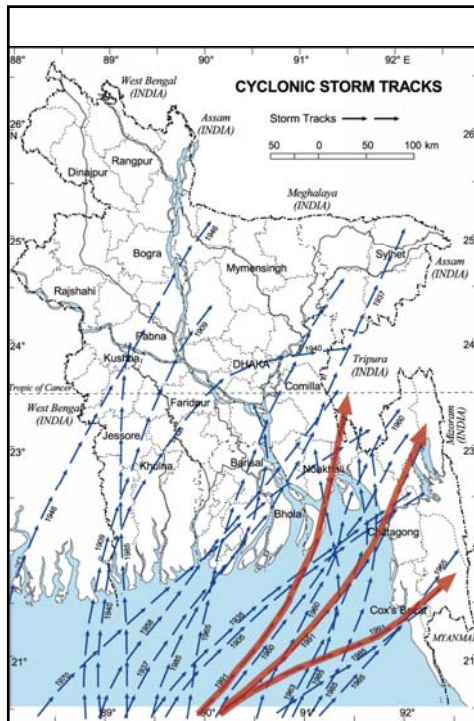


...changing reality by just being there

Media is always there...



...after it happens



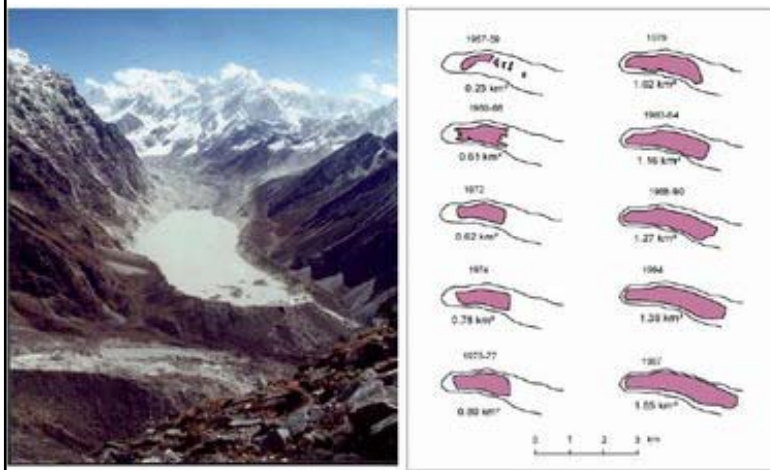
Good news is not news



Trained to be skeptics



“Let us know when it bursts.”



'Un-natural' disasters



Media as early warning

12 2009

Coming soon

Nepalis need to remember the horror of 1934 so it doesn't happen again.

The devastating earthquake that struck Nepal in 1934 is a stark reminder of the power of nature. It is a tragedy that should not be forgotten, as the country continues to face seismic risks. The earthquake caused widespread destruction, with many lives lost and property damaged. It is a lesson that must be learned to prevent such disasters from recurring.

The earthquake in 1934 was a major event in Nepal's history. It caused significant damage to the country's infrastructure and led to the loss of many lives. The earthquake was a reminder of the power of nature and the need for preparedness. It is a lesson that must be learned to prevent such disasters from recurring.



Better safe ... than

It is better to be safe than sorry. This is a lesson that has been learned in many parts of the world. In Nepal, the earthquake of 1934 was a stark reminder of the need for preparedness. It is a lesson that must be learned to prevent such disasters from recurring.

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Nepal becomes ozone friendly

Smugglers along the Indo-Nepal border trading in illegal CFCs could jeopardize Nepal's obligations to protect the ozone layer.

The government of Nepal has taken significant steps to become ozone friendly. It has implemented various measures to reduce the use of ozone-depleting substances. This includes the phase-out of CFCs and the promotion of ozone-friendly alternatives. The government has also established a regulatory framework to monitor and control the use of these substances.



HOW CAN YOU HELP?

- Buy only ozone-friendly (CFC-free) products when possible.
- Reduce energy consumption by turning off lights and appliances when not in use.
- Properly dispose of old refrigerators and air conditioning units.
- Support government initiatives to phase out CFCs.
- Educate others about the importance of protecting the ozone layer.

The Nepal connection

The Nepal connection is a key element in the global effort to protect the ozone layer. Nepal's commitment to becoming ozone friendly is a significant step towards this goal. The country's actions are being closely monitored by international organizations, and its progress is being celebrated as a model for other developing nations.

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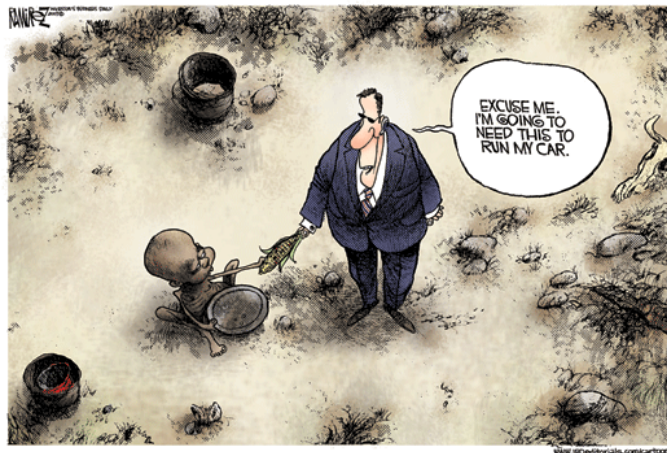
Getting the medium right

- >Policy makers
- >Scientists, academics
- >General public, domestic public opinion
- >Vulnerable populations
- >Outside world



Message to policy makers

- >Explain the science
- >Make alternatives cheaper
- >Policy options
- >Hazard mapping
- >Short horizons
- >Disaster preparedness



Message to public

- >Don't cry wolf
- >Avoid media hysteria
- >Community mobilisation
- >Disaster preparedness
- >Alternatives
- >It's economical to be ecological



Crowding out other crises

- >Climate change exacerbates existing crises
- >Social injustice, poverty, development
- >Slow health emergencies
- >Multi-disaster preparedness
- >Earthquake+GLOF
- >Food crisis
- >Water crisis



Who's going to pay for all this?



Before and after

