

2013 International Conference on Climate Change Communication

Program

October 12 (Saturday)

9:00 – 10:00 Opening Ceremony

Host: Ms. Binbin Wang, Executive Director of China Center for Climate Change Communication/ Manager of Climate Change Team of Oxfam Hong Kong

Addressors

- Prof. Baowei ZHENG, Director of Research Center for Journalism and Social Development, Renmin University/Director of China Center for Climate Change Communication
- Dr. Nuo JIN, Party Secretary of Renmin University
- Prof. Qizheng ZHAO, President of School of Journalism, Renmin University / Lead of China4C Advisory Committee
- Mr. Yue PAN, Vice Minister of Environmental Protection, China (TBC)
- Mr. Wei SU, Lead of Climate Change Department, National Development and Reform Commission, China/ Member of China4C Advisory Committee
- Dr. Anthony Leiserowitz, Director of Yale Project on Climate Change Communication/ Member of China4C Advisory Committee
- Dr. Xuebing SUN, Director of Policy and Campaigns, Oxfam Hong Kong/ Member of China4C Advisory Committee

10:00 – 10:15 Photo Time

10:15 – 11:15 Climate Change: The State of the Science

Moderator: Prof. Yongyuan YIN, Executive Deputy Director, CHANGES

Speakers:

- **Global Climate Change** Prof. Chris Rapley, Professor of Climate Science, University College London
- **Addressing Climate Change while Making a Transition on Development Mode** Prof. Xiangwan DU, Chair of the National Climate Change Expert Committee /Academician in the Chinese Academy of Engineering/ Lead of China4C Experts Board
- **New Updates from IPCC Assessment Report V** Prof. Ji ZOU, Convener of IPCC's Fifth Assessment Report Working Group III/ Deputy Director, National Climate Change Strategic Research and International Cooperation, China/ Member of China4C Advisory Committee

11:15 – 12:30 Situating Climate Change Communication: Scholarship

Moderator & Discussant: Dr. Anthony Leiserowitz, Director of Yale Project on Climate Change Communication

Speakers:

- **Climate Communication in China** Mr. Wei SU, Lead of Climate Change Department, National Development and Reform Commission, China/ Member of China4C Advisory Committee
- **Relationship to Similar but Different Fields** Dr. Edward Maibach, Director of Center for Climate Change Communication, George Mason University
- **Challenges and Opportunities of Climate Change Communication Research in China** Prof. Baowei ZHENG, Director of Research Center for Journalism and Social Development, Renmin University/Director of China Center for Climate Change Communication

- **History, Challenges, Process, and Future Directions** Dr. Susanne Moser, Director and Principal, Susanne Moser Research & Consulting, Santa Cruz, CA and Social Science Research Fellow, Stanford Woods Institute for the Environment
- Discussion & Q&A

12:30 – 14:00 Lunch

14:00 – 16:00 Climate Communication Audiences: Public climate change knowledge, perceptions, policy preferences and behavior

Moderator & Discussant: Dr. Edward Maibach, Director of Center for Climate Change Communication, George Mason University

Speakers:

- **China** Ms. Binbin WANG, Executive Director of China Center for Climate Change Communication/ Manager of Climate Change Team of Oxfam Hong Kong
- **USA** Dr. Anthony Leiserowitz, Director of Yale Project on Climate Change Communication
- **India** Dr. Jagadish Thaker, Postdoctoral Fellow in the Department of Communications and New Media, National University of Singapore
- **Taiwan** Dr. Mei-Ling Hsu, Professor of Journalism, College of Communication, National Chengchi University, Taiwan
- **Mexico** Prof. Javier Urbina Soria, Professor of School of Psychology, National University of Mexico
- **Asia** Mr. Tan Copey, Research Manager, BBC Media Action
- Discussion & Q&A

16:00 – 16:15 Break

16:15 – 17:15 Climate Change Communication Strategies

Moderator & Discussant: Ms. Kaley Kreider, Science Policy Adviser of UN Foundation

Speakers:

- **Designing Effective Messages: Strategy, Development and Testing** Dr. Xiaoquan ZHAO, Associate Professor, Department of Communication, George Mason University.
- **Message Framing** Dr. Erik Nisbet, Assistant Professor of Communication and Political Science, Ohio State University
- **Opinion Leadership Campaigns** Dr. James Dearing, Professor and Chairperson of the Department of Communication, Michigan State University
- Discussion & Q&A

17:15 – 17:45 Conclusion Speech

Moderator: Ms. Binbin WANG, Executive Director of China Center for Climate Change Communication/ Manager of Climate Change Team of Oxfam Hong Kong

Observer & Reviewer:

- Prof. Fulin CHI, Director of China Reform and Development Institute/ Member of China4C Advisory Committee
- Prof. Shengrong MA, Honorary President of School of Journalism, Chongqing University/ Former Deputy-Chief Editor of Xinhua News Agency/ Member of China4C Advisory Committee

18:00 – 19:00 Dinner

October 13 (Sunday)

9:00 – 10:00 Climate Change Messengers

Moderator & Discussant: Prof. Ma Shengrong, Honorary President of School of Journalism, Chongqing University/ Former Deputy-Chief Editor of Xinhua News Agency/ Member of China4C Advisory Committee

Speakers:

- **The Chinese Government** Mr. Zhen SUN, Deputy Lead of Climate Change Department, National Development and Reform Commission, China/ Member of China4C Experts Board
- **The Mass Media** Dr. Maxwell Boykoff, Assistant Professor, Center for Science and Technology Policy, University of Colorado
- **NGO Holding Their Feet to the Fire: The Essential Role of NGOs in Addressing the Climate Crisis** Ms. Kelly Rigg, Executive Director, Global Campaign for Climate Action (GCCA)
- Discussion & Q&A

10:00 – 11:00 Climate Change Communication Channels

Moderator & Discussant: Mr. Alex Kirby, Member of Climate News Network/ Former BBC Environment Reporter/ Member of China4C Advisory Committee

Speakers:

- **Digital and Social Media in the West** Mr. Andrew Revkin, New York Times DotEarth/Senior Fellow for Environmental Understanding, Pace University
- **Social Media and Climate Communication** Mr. Jing FU, Deputy Chief and Chief Correspondent of European Union Bureau China Daily
- **Entertainment Education** Mr. William N. Ryerson, Founder and President of Population Media Center
- Discussion & Q&A

11:00 – 11:15 Break

11:15 – 12:15 Case Studies Part I

Moderator & Discussant: Mr. Tom Brookes, Managing Director of the Energy Strategy Centre at the European Climate Foundation

Speakers:

- **A Global Effort to Communicate Climate Science and the IPCC's Fifth Assessment Report** Ms. Kalee Kreider, Science Policy Adviser of UN Foundation
- **Climate Change Commitments: Implementation of Climate Change Policy and Increasing Public Awareness in EU Member States** Dr. Men Jing, Professor of College of Europe
- **Public Campaign at the First Low Carbon Day of China** Mr. Chengchuan TIAN, Lead of Strategic Group of Climate Change Department, National Development and Reform Commission, China
- Discussion & Q&A

12:30 – 14:00 Lunch

14:00 – 15:15 Case Studies Part II

Moderator & Discussant: Prof. Xiaoquan ZHAO, Associate Professor, Department of Communication, George Mason University.

Speakers:

- **Regarding Climate Change: Case of Russian Media** Prof. Olga Smirnova, Deputy Director of Department of Journalism, Moscow State University
- **Environmental Journalism in China** Mr. Sam Geall, Executive Editor of chinadialogue.net
- **The Climate News Network** Mr. Alex Kirby, Member of Climate News Network/ Former BBC Environment Reporter/ Member of China4C Advisory Committee
- **Broadcast Meteorologists as Climate Communicators** Mr. Bud Ward, Editor, The Yale Forum on Climate Change and the Media
- Discussion & Q&A

15:15 – 16:30 Case Studies Part III

Moderator & Discussant: Ms. Lisa Fernandez, Assistant Director of the Yale Project on Climate Change Communication

- **Health Canada's Climate Change and Health Communications Approach**
Dr. Peter Berry, Senior Policy Advisor, Canada's Climate Change and Health Office, Safe Environments Directorate at Health Canada
- **Seeds of Knowledge, Contributing to Climate Change Solutions**
Dr. Nanqing JIANG, National Officer, United Nations Environment Programme (UNEP)
- **Communicating to Encourage Action, Not to Scare**
Mr. Dennis Pamlin, Founder of 21st Century Frontier
- **Communication Experiences of UNESCO**, Mr. Andrea Cairola, Adviser for Communication and Information at the Beijing Office of UNESCO
- Discussion & Q&A

16:30 – 16:45 Coffee Break

16:45 – 18:00 Case Studies Part IV

Moderator & Discussant: Dr. Yujie LI, Deputy Director of China Center for Climate Change Communication

Speakers:

- **Campaign on Forests as Carbon Sinks in China** Dr. Nuyun LI, Secretary General, China Green Carbon Foundation/ Deputy Director of Climate Change Department of State Forest Bureau, China/Member of China4C Experts Board
- **NGO Climate Action Coalition (C+ Campaign)** Dr. Fuqiang YANG, Senior Adviser on Climate Change, Energy and Environment, NRDC/Energy and the Environment and lead, C-Plus
- **Climate Change Adaptation in China** Prof. Yongyuan YIN, Executive Deputy Director, CHANGES
- **The Voice of the Chinese public**, Ms. Guirong TIAN, Lead of the Environmental Protection Volunteers Association, Xinxiang City, Henan Province, China.
- Discussion & Q&A

18:00 – 18:15 Concluding Comments and Next Steps

Host: Ms. Binbin WANG, Executive Director of China Center for Climate Change Communication/ Manager of Climate Change Team of Oxfam Hong Kong

- Prof. Baowei ZHENG, Director of Research Center for Journalism and Social Development, Renmin University/ Director of China Center for Climate Change Communication
- Dr. Anthony Leiserowitz, Director of Yale Project on Climate Change Communication

18:15 –19:30 Dinner