

GEO4 Launch

London
25/10/2007

Agenda

- Press Conference
 - Introduction by Nick Nuttal
 - Overview of key findings by Marion Cheatle
 - Question and Answer session with authors

Media Attention

- **Range of media represented**
 - Broadcast: TV, Radio (including BBC, Sky News, Al Jazeera)
 - National broadsheet: Independent, The Times, Telegraph, Guardian
 - National Tabloid: Metro, The Express
 - Specialist publications – Ecologist, Green Futures, New Scientist

Brundtland Seminars

- **Objective**

Highlighting progress, or lack of it, in meeting internationally agreed sustainable development goals and targets since the World Commission on Sustainable Development (the Brundtland Commission, 1987), among others; the Rio Declaration, Agenda 21, the Millennium Declaration, the Johannesburg Declaration and its Plan of Implementation and relevant environmental global and regional instruments.

Seminar 1

- **Chaired by Laurence Bloom**
 - Michael Meacher MP (former Environment Minister)
 - Camilla Toulmin, Executive Director, Institute for Environment and Development (IIED)
 - Mike Childs, Campaigns Director, Friends of the Earth

Seminar 2

- **Chaired by Mike Collins (Director, Commonwealth Foundation)**
 - Kate Raworth, Senior Researcher, Oxfam
 - Joanna Phillips, Head of International Development Policy, RSPB
 - Derek Osborn, Chair, Stakeholder Forum

Key Seminar Messages

Call for Action

- Not enough progress since Brundtland

Political Leadership/Will

- Shift away from focus on the individual
- Need for policy frameworks

Potential for Co-operation

- Europe as vehicle for change

Key Seminar Messages

- Northern countries to take the lead
 - Those who are most vulnerable will suffer from northern excess
- Economics of Climate Change
 - Drawing on the Stern Report to emphasise that climate change and environmental destruction is detrimental to economy.

Key Seminar Messages

- Responsibility of India and China
 - Suggestion that northern countries have greatest responsibility
- BUT Also a call for India to "grow up" and take part in the process. Emphasis on the growth of business and millionaires in India, the need for them to be on board

Media Coverage



Media Coverage



Media Evaluation

- Constructive 'doom and gloom'
 - **The Times** 'Earth Audit' – welcoming the broader focus, feeling that this time it's serious, respect for the authority of UNEP. Framed in 'practical' language
 - **Independent** – more sensational, sense of urgency due to scope of report. But stressing that this is 'not a scare story'.

Follow Up

- Stakeholder Meeting

Contributors to the launch and further representatives from business to gather to discuss points raised at the launch, issue statement to encourage national government action.

Thank You!

Hannah Stoddart
Stakeholder Forum
London