

**Abstracts of the European Regional Workshop on the  
Implementation of Article 6 of the  
United Nations Framework Convention on Climate Change  
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(see [www.climate.be/article6](http://www.climate.be/article6) )**

Edited by:

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## **Theme 1 : Education and training**

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### **Introduction – Theme 1**

This introduction aims at making the underlying objectives of Article 6 more explicit. Education refers to a global process that lasts a life time and that is based on a large range of shapes and methods. It aims at individuals development and is therefore somehow different from training, which aims first of all at acquiring professional qualification. Both of them can be seen as instruments for enforcing positives, or appropriate behaviours and attitudes of a panel of targeted people. How can climate change mitigation and adaptation be promoted by educational and training paradigms, structures and methods? Some lessons can be drawn from concepts and field experiences of environmental education research.

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### **Education of young people in the Republic of Moldova related to climate change**

Being a state that signed the Aarhus Convention on access to information, justice and public participation at the decision-making in the environmental field (1998), Republic of Moldova is permanently preoccupied by the optimization and diversification of informative ways of population.

For the moment, the education and instructions programs on climate change do not exist in the Republic of Moldova. A primordial activity faced to fill up the pupils knowledge gap about climate change was the translation, publication, and dissemination of a “Climate

change: understanding of a phenomena - Guide for beginners” brochure in the schools of the Republic of Moldova.

Through the instruction ateliers in inventory and mitigation of GHGE, vulnerability and adaptation for climate change, an important quantity of researchers, representatives of governmental and public agencies, non-governmental organizations, mass-media gained sufficient knowledge and instructive materials in the nominal areas. Contribution of experts involved in the project for the understanding process of public in the problem consists in participation at the seminars, conferences, ateliers, radio and TV presentations, publications, etc. Non-governmental organizations were familiarized with climate change problems at the national express organized atelier. Two bulletins of the project were published and the web-page on the project evolution and developed studies were created under the auspices of that, page that can be accessed on the Internet.

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### **Education for Sustainable Development in Russia's High School.**

The First high-level workshop had a place at the Moscow State University by name M.V.Lomonosov in the end of December of 2002. Department of Geography initiated and organized it. The workshop aimed to consider the place and the role of the Education for Sustainable Development in the system of the high education in Russia, and to determine the principles of its developing at the Russian High School. Russia's Ministry of Education and Ministry of Natural Resources supported the idea of the workshop because of its actuality. Many participants have marked the Russian ecological education has a long history and a good traditions, especially in the high school. The new directions, as a global problem of the climate change should have a place in this education too. Education for Sustainable Development will occupy very important positions in the system of ecological education of the Russia's High School.

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### **Environmental Education in Armenia**

In Armenia, a mountainous country with vulnerable ecosystems, distinguished by droughts and shortage of water, as well as liable to erosion, desertification and natural calamities, especially perceptible displays of unfavorable consequences of global climate change are to be expected.

Our practice revealed that standard methods of environmental education, training and public awareness on climate change related issues, which as a rule depend on theoretical knowledge of a problem, aren't justified.

Increase of environmental culture in general, education and erudition as well as awareness should be reached by means of practice, which touches direct interest of climate change, including private interests, interests of different social layers and the interests of individuals (droughts, shortage of water, outbreaks of malaria, cholera, etc.).

Methodically approved school education is of special importance. Following to the agreement with the comprehensive school N 196 in Yerevan, the non-governmental organization "Khazer" jointly with the school authorities and teachers is studying this methodological problem aiming to disseminate best practices among other schools and educational institutions in Armenia.

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### **Enhancing the Education System and Training of Specialists on Climate Change Problem in Tajikistan**

The education system in Tajikistan includes a variety of institutions ranging from preschool to high schools and universities. Also there are postgraduate education centers, masters and doctorate studies. For enhancing ecological education and raising public awareness, the "State program on ecological education and public awareness in the Republic of Tajikistan to the year 2010" was launched in 1996. In courses at comprehensive schools, there are educational subjects covering basic facts about the climatic system and its interaction with human beings and natural resources. In the high school curriculum, a course on ecology and environmental protection is provided, and separate subjects include climate studies, meteorology, glaciology, hydrology, agricultural meteorology, ecology of transport etc. A series of national workshops with participation of government, scientists, mass media and education entities have been dedicated to various aspects of the climate change problem: scientific basis, GHG emissions, adaptation and mitigation. The workshops have promoted the raising of the importance of the climate change problem. Trainings on the UNFCCC aspects for governmental experts have encouraged their skills in such areas as policy planning, promotion public awareness, and involvement of communities in realization of response measures.

## Theme 2 : Awareness-raising

• *Luk WARLOP*, KULeuven, Belgium

### Outline of a New Social Marketing of Brotherhood

1. End goal is behavioral compliance, not sensibilization. Sensibilization is a means to an end.
2. a. Sustainable behavior clashes with self-interest. It goes against human nature. Solutions can only be approached, never reached.
  - b. Research based estimates of the number of non-motivatable citizens.
  - c. Implications for sensibilization policy
3. Government has an arsenal of influence tools and should make optimal complementary use of them.
4. I recognize three overall approaches, each with some problems.
  - 4a. The classic social marketing approach: changing mentality (cf. Kyoto protocol) and foster thinking about the issues.
    - implied concept of mankind
    - for which types of decisions is this useful?
    - when is it not useful and why (including some adverse effects of thinking about the issues)?
  - 4b. The carrots and sticks approach: rewarding and punishing behavior to bring it in line with societal objectives
    - implied concept of mankind
    - for which behaviors and which people?
    - when is this (not) useful (including some adverse effects of carrots and sticks)
    - evaluating current direct behavior management policy on durable behavior (rules, fines, rewards, etc...)
  - 4c. The environmental design and priming approach - steering the human automatic pilot
    - implied concept of mankind
    - for which behaviors?
    - when is it (not) useful and why (including some adverse effects of priming)
    - implementation problems
5. Conclusion and implications: which complementary tools can we add to the arsenal?
  - creating sustainable behavior prone environments
  - labeling and identity-confirming interventions for those who comply
  - diagnosing and targeting persistent non-compliers
6. Major implication: a substantial reallocation of available resources for fostering compliance.

• **Jessica CEDERBERG WODMAR**, Campaign Manager – The Climate Campaign, Swedish Environmental Protection Agency, Naturvårdsverket, Klimatenheten, SE-106 48 Stockholm, Sweden. Tel. +46 8 698 16 33; Fax +46 8 698 14 75; Email: [jessica.c.wodmar@naturvardsverket.se](mailto:jessica.c.wodmar@naturvardsverket.se)

### **The Swedish Climate Campaign**

The Swedish Environmental Protection Agency has been assigned by the government to implement a three-year public campaign regarding the greenhouse effect and climate change.

This contribution will address the relevance and scope of the three main campaign objectives: to increase knowledge of the greenhouse effect, to increase knowledge and change the attitude towards individual efforts as a tool to decrease the greenhouse effect, and to increase acceptance towards governmental intervention in this area - The target group being the general public and corporations.

The contribution will also address the efficiency and limitations of the integrated communications strategy used by the campaign, which is based on three pillars – networking through established players in the environment community, local initiatives and a centrally organized, national, campaign presence.

Finally, the contribution will attempt to make an assessment of the outcome of the first communications efforts directed towards the Swedish public during the first quarter of 2003.

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### **The role of local governments in awareness raising on climate issues**

The presentation will provide an overview on the Climate Alliance's awareness raising strategy and highlight some examples. The Climate Alliance has some 1100 member cities in towns in Europe that have entered into a partnership with indigenous rainforest peoples, and committed themselves to certain goals, activity areas and measures to protect the climate. In order to involve their citizens, cities have started numerous awareness raising activities during the last years. In order to achieve more impact with less resources, the Climate Alliance organises national or Europe-wide campaigns, providing the cities and towns with advice, promotional materials, networking, and accompanying media activities.

**ZOOM** – a campaign addressing young children all over Europe to raise awareness on transport issues and their impacts on climate change. The children will discover their everyday environment, identify areas of concern and work out solutions for sustainable transport options, and, by walking and cycling to school or kindergarten, will collect “Green Footprints” matching the distance to the next UNFCCC COP.

**WILD CLIMATE** – a pilot campaign in the City of Frankfurt am Main addressing a broader audience to make them aware of climate change and that they are both part of the problem and of the solution. Without advising, the campaign aims at opening the minds, e.g. by an audio tour through the Frankfurt Tropicarium that helps visitors to experience climate.

• **Zoltan RAKONCZAY**, delegated by the National Focal Point, On behalf of the National Focal Point (Ministry of Environment and Water), Nemetvolgyi ut 78/b, 1124 Budapest, Hungary  
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### **Climate Change Public Awareness Policy in Hungary**

The presentation will summarize current activities in the field of awareness-raising with respect to the issue of climate change.

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### **Raising Awareness of Environmental Issues: A UK Case Study**

Background: A UK experience - An exercise to stimulate public action to protect the environment

- The run up to getting Environment on the agenda
- Developing the campaign
- Identification of barriers in perception
- Campaign objectives

How it was done

- The audience and the message
- Campaign strategy

The outcome: what was achieved?

- Impact on changing public perception

Lessons and important messages: Future action on raising awareness of climate change

• **Marie JAUDET**, Chargée de Communication, Mission Interministérielle de l'Effet de Serre, Service du Premier Ministre, 35 rue Saint Dominique, F-75700 Paris, France.  
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### **French 2003 Climate Action Plan : the working out of awareness activities**

On the French Prime Minister's request, the Interministerial Task Force on Climate Change is working on the national programme for tackling climate change reinforcement, in order to anticipate the needed results for 2050. Beside technical measures, this new plan will include, a large part for awareness activities: education, formation, information and communication. The working out method of these next measures will be commented.

## Theme 3 : Participation and access to information

• **Jeremy WATES**, Secretary of the Aarhus Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters

### Introduction – Theme 3

• **Fabienne MARCHAL** Advisor, Cabinet of the Minister of Environment in the Walloon Region Email: [fabienne.marchal@gov.wallonie.be](mailto:fabienne.marchal@gov.wallonie.be) / **Catherine BLIN**, / Institut EcoConseil, Place des Célestines, 1 ; 5000 Namur, Belgium ([catherine.blin@skynet.be](mailto:catherine.blin@skynet.be))

### Public consultation about the first Walloon Air Plan Project (Belgium)

The Walloon Region (Belgium) has chosen to implement measures to reduce greenhouse gas emissions through a more general strategy about air pollution limitation. Although it was planned since many years in the environmental planning legislation, it had not been set up yet. It has until now consisted in four main tasks:

- 1) The set-up of a “concertation platform” where representatives of all Walloon Ministers and their administrations can discuss the necessary measures to be taken at their own level of competences (For ex transport, agriculture, energy...) to reduce air pollutants emissions, in order to achieve necessary complementarities, trans-sectorial work and trade-offs.
- 2) The redaction of a draft document (of about 80 pages) for a proposed Walloon strategy to reduce air pollution (including greenhouse gases), intended to explain clearly and simply the different “phenomena” linked to air pollution, from local to global, to the general public (= active information tool),
- 3) The organization of a public consultation – based on this document - about the general orientation and the proposed set of measures to be planned in Walloon until 2010 (= public participation procedure).
- 4) The integration of remarks formulated by the public (lay persons, NGOs, private sector, trade-unions, consultative councils) in the definitive plan, which must now be implemented through operational plans.

The whole project provides useful information and experience about the potential interest and the difficulties of setting up such a process of information and public participation about the reduction of greenhouse gas emissions.

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### **A French experiment : citizens' conference on "climatic change and citizenship".**

The French commission for sustainable development was created just after the Rio Summit, to advise the French government upon sustainable development policies.

The current members of the commission consider we can't reach a sustainable development without an implication of the citizens in all the fields, including the political and technical-related decision.

The citizens' conference seemed to the commission's members one of the best ways of reaching an interesting citizens' point of view upon the sustainable development key targets, like mitigating the effects of greenhouse gases emissions.

The experiment, since it showed how a group of well informed citizens can rapidly become a policy-implicated group, was very interesting and led the citizens involved to practical and generous proposals.

But the final aim of this kind of experiment should be how to be sure the governments will take this kind of public debate's conclusions into consideration. The question is still pending in France, where this experiment was only the second one of this kind.

It has, since then, been proposed that citizens' conferences should be regularly organized before taking a certain kind of decisions concerning sustainable development. This new forms of public participation and information should certainly be explored and extended to many fields of the public decision. (more information: [www.cffdurable.org](http://www.cffdurable.org))

• Maria **KHOVANSKAIA**, Project Officer, Regional Environmental Center for Central and Eastern Europe, REC; 9-11 Ady Endre u, 2000, Szentendre, Hungary  
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### **Aarhus Convention and Kyoto Protocol**

The presentation will focus on access to environmental information and public participation in environmental decision making in the area of Climate Change in five countries of Central and Eastern Europe: Estonia, Hungary, Poland, Romania, the Slovak Republic. Following the methodology specially designed for this task by the World Resource Institute (WRI), REC and its NGO partners assessed the situation regarding the first two 'pillars' of the Aarhus Convention in the CEE Region. Various methods were used: interviews, library search, internet search, requests for information from the "people from the street". The methods were applied at different levels: governmental, local, and the level of entities owned both publicly and privately. The Regional report includes not only the country reports, but also a comparative analysis of the countries. The presentation will include:

- a) brief introduction of the WRI methodology;
- b) main findings at the regional level;
- c) a country case study ( if there is time).



• **Serhiy FEDORYNCHYK**, Chairman of Ukrainian NGOs Climate Change Working Group, Director of Zeleny Svit Information Centre, Ukrainian NGOs CC WG and Ukrainian Environmental Association "Zeleny Svit", Ukraine, 01001, Kyiv-1, post office box 449  
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### **Bottlenecks of Climate Change Awareness in Ukraine**

The CC in Ukraine is known problem, but rather as something far abstract issue not related with Ukrainian everyday activities. Quite rare mentions of CC in media usually are not accomplished by explanations of necessity to do specific steps on national, local and individual level. Most of Ukrainian politicians don't see connection of environment issues with economy, they poor understand how Ukrainian economy could get investments by projects of joint implementation. In the same time there is some pathological interest of ruling political-economic clans to emissions trading.

Ukraine has signed and ratified a lot of International Environmental Conventions, not having in mind necessity of their implementation. One of them is Aarhus Convention. But for three years nothing was done to implement it. No one legislative act of environmental significance was not adopted provided demands of Article 5 and 6 of Aarhus Convention. Similar situation is with UNFCCC. Ukrainian government declared that integration with EU is the highest political priority, in the same time disregarded the one of the highest priority of EU on CC.

Unfortunately programs and projects of international aid to Ukraine to develop capability potential ignore the fact that Ukraine should implement Aarhus convention. Public is not informed about content of these programs and projects, and they promote corruption.

## Theme 4 : International Cooperation

• **David GAKUNZI**, Expert from the European Centre for Global Interdependence and Solidarity (North-South Centre of the Council of Europe, Lisbon)

### Introduction – Theme 4

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### Education, training, Public awareness, participation, and access to information: Institutional Framework and Prospects for Cooperation

• **Christina HUTCHINS**, Director, Our World Foundation, 267 Ladbroke Grove, London , WIO 6HF, UK  
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### A European & Global Climate Change Communications Programme

The objective is to implement a European and long term Global Climate Change Communications Programme utilising key media and a global communications company to raise awareness amongst the general public, and private and public sectors, about the cause, impacts and solutions to climate change. The role of such a European Climate Change Communications Programme is to stimulate consumer support for renewable energy and its more rapid expansion as well as encouraging energy efficiency measures and life style changes to mitigate global warming. It is proposed that the programme be instigated under Art 6 of the UNFCCC and be co-ordinated by the Art 6 secretariat with quarterly international meetings to oversee the initiative with representatives participating from each national territory. In each member state an Art 6 Climate Change Steering Group should be formed, comprising parties drawn from the public and private sector and non-governmental organisations, which collaborations are recommended under COP 8's Art 6 work programme. The Art 6 Climate Change Steering Group should contribute to the European/Global Programme as well as implementing, supporting and co-ordinating a National Art 6 Climate Change Communications Programme and regional and sub-regional Art 6 awareness raising work. The European Climate Change Communications Programme should serve as a precursor to a Global Climate Change Communications Programme, which should involve all UNFCCC member states.

• ***Normand TREMBLAY***, Conseiller principal en matière de politique, Bureau des changements climatiques, Les Terrasses de la Chaudière, 25<sup>ième</sup> étage, 10 rue Wellington, Hull (Québec) K1A 0H3, Canada.

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#### **Article 6 activities in Canada and international cooperation**

The presentation will focus on the public education and outreach experience of the Climate Change Action Fund and the evolution of its messaging since 1998. It will also speak of the Canadian experience with international exchanges of climate change education programs. Finally, it will share thoughts regarding what is envisioned with regard to future directions.

## Theme 5 : Outreach about the work of the IPCC

• **Renate CHRIST**, Deputy Secretary of the IPCC, IPCC Secretariat, 7 bis, avenue de la Paix, CH-121 Geneva 2, Switzerland  
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### Dissemination of IPCC Reports: Ongoing and Planned Activities

The IPCC prepares in regular intervals comprehensive assessment reports on the state of knowledge on climate changes, its causes, impacts and response options. It produces also Special Reports, Methodology Reports and Technical Papers, some of them upon request by the UNFCCC or another relevant international body. Through a range of products including commercially published reports, technical summaries and summaries for policymakers, CD ROMs and web-publishing the IPCC aims to address a wide range of user groups such as decision makers in the public and private sector, technical experts, resource managers, training and education institutions, media and the research community. IPCC reports are prepared according to strict procedures and are approved, accepted or adopted by the Panel. To maintain its credibility the IPCC therefore cannot attempt to reformulate its reports or their summaries e.g. to better serve a specific user group. However the IPCC with its huge pool of experts and wide range of material may cooperate with partner organisations in the area of education, training and public awareness and facilitate access to information and liaison with experts.

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### Overview of climate and IPCC outreach activities in the Netherlands

Up until recently the outreach of climate science and the work of the IPCC was not particularly structured in the Netherlands. At present a number of initiatives are being developed to synchronise the communication activities of several research institutes, ministries and stakeholders. An overview will be given. A recent national debate between climate sceptics and climate scientists, in a political context, will serve as an example to illustrate the direction where we are heading.

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### ***1. Outreach about the report of the Third IPCC Working Group "Climate Change 2001: Mitigation"***

In 2002 the project “Raising public awareness in the countries with economies in transition on benefits and costs connected with the mitigation of climate change consequences” was carried out by Eco-Accord in cooperation with the Third Working Group of the IPCC, experts of Russian and NIS ministries, governmental agencies, scientists and NGOs. The project gave an opportunity to: Disseminate the main outcomes of research carried out by the Third Working Group of the IPCC on the advantages of reduction of greenhouse gas emissions and policy instruments on the reduction of emissions; Spread the information about the Third Assessment Report of the Intergovernmental Panel on Climate Change among the public in Russia and other countries with economies in transition; Influence the position of persons responsible for decision-making on climate change in Russia in order to facilitate Russia's ratification of Kyoto Protocol; Provide training to the experts from countries with economies in transition on mitigation of climate change.

Stressing the importance of report of the Third IPCC Working Group "Climate Change 2001: Mitigation", the project participants noted concrete problems associated with low involvement of NIS experts into the report development, and an inadequate use of the report of the Third IPCC Working Group for research and policy-making purposes in economics in transition. In order to improve the situation, the project participants consider a number of priority tasks which make IPCC information more accessible and clear to the broader audience.

### ***2. Russian NGO participation in decision making on climate change***

Despite some steps taken by Russian state authorities and by NGOs, poor awareness and underestimation of the role of the public in the settlement of the problem of global warming still are the reasons of insufficient involvement of Russian NGOs in policy making on implementation of the Framework Convention on Climate Change and Kyoto Protocol. ECO-Accord Center, as coordinator of the Russian Non-governmental Coalition on Climate Change (RNCCC) consider it extremely important to change the situation by raising the capacity of non-governmental organizations in Russia on climate change issues and increase their participation in the projects on mitigation of climate change and reduction of greenhouse gas emissions. Formed in 2000 as a result of Eco-Accord project “Russia's participation in preventing global climate change: opportunities, challenges, perspectives” RNCC now unites 50 Russian non-governmental organizations. The task of the coalition is to ensure the monitoring of implementation of UN FCCC and Kyoto Protocol at national level. The coalition is open for cooperation with all interested non-governmental and governmental organizations, but its primary task is to ensure independent monitoring over the implementation of national climate change policy and its compliance with the purposes of environmental protection and sustainable development.

## **Theme 6: How to improve the interface between science and society as regards climate change**

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### **Climate as a common future**

What is the point? Is it taking climate change into consideration or is it assuming responsibilities to a common future? I suggest that climate change can only be considered by framing it in a long term definition of human community. Thus climate change implies new time and space scales that seem out of our capacities, knowledge and usual policy making processes. Climate change can not be understood by lay people if a kind of capacity to deal with common long term future is not built.

Citizens, lay people, can only have very partial and specific holds on what climate changes will imply. What kind of knowledge is necessary? What kind of truth has to be built? What kind of attitude has to be developed? Probably there is a dialectical process between representations of climate change and common future definition. The former can help to identify possible evolutions of bio-physical world and implications for human communities, but imagined social world can help to indicate how to behave now. But present choices must be framed as forms of coexistence between human communities that today are far from living together and fairly exchanging goods and messages.

Scientific communication will not be a relevant resource if conceived on the model of diffusion and vulgarisation. Science must be involved in collective scenario building. Scenario building and discussion would help to explore the links between present choices and actions and collective future. Without exploring the ways to fair relations between human communities, fatalism is likely to continue.

Communication between science and society is a necessary step. But this step implies to ask different scientific fields and studies how they take this future in account. This could be done through prospective oriented forums associating different disciplines that would accept to evaluate and discuss their research results and projects regarding future scenarios.

This suggestion implies to reevaluate a kind of knowledge that is not science, and that is not lay experience but a reflexive knowledge on the respective role of scientific results, social values and experience.

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**Climate change in your backyard; Mass participation in monitoring ecological impacts of climate change on biodiversity, human health, agriculture, transportation, and recreation.**

In the last years we have experienced a revival of ecological monitoring networks that focus on observing the timing of life cycle events (e.g., start of flowering, start of bird migration and start of insect appearance). In this presentation we demonstrate how networks like the Dutch network 'Natuurkalender' (Nature's Calendar) have been able to:

- 1) Involve thousands of volunteers and school children in scientifically sound ecological monitoring via the application of new ICT-developments;
- 2) Inform millions of people on climate change and its direct impacts in people's own 'backyard' via a unique and effective cooperation between media, NGO's, commerce and scientific organisations;
- 3) Prove that ecological impacts of climate change are large and already happening;
- 4) Indicate how many environmental and socio-economic sectors are directly influenced by these ecological changes;
- 5) Realise international cooperation to exchange tools, techniques and data.

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**Improving the Climate science and society interface in Estonia**

In Estonia there are several scientific institutions which are more or less connected to studying climate change and its impact on Estonian nature and society. They publish their results in international publications but also in local journals and newspapers to give base for wider public discussion. Also there are public seminars and meetings discussing problems connected to climate change. For example in 2001 the Estonian Academy of Science organized seminar "Climate change and prognosis of its impact" in the series "From Science to Society". Materials of the seminar were published as a brochure.

## Theme 7 : Existing networks and synergies

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### Article 6 clearing house project

Provide an overview of the proposed structure and content of an information network clearing house to facilitate the implementation of Article 6 of the Convention. The related official document (FCCC/SBI/2003/4) will be presented to the Parties at the 18th session of the Subsidiary Body for Implementation in June 2003 in Bonn for their consideration. A prototype clearing house will be designed during the one-year pilot phase for presentation to the Parties in June 2004.

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### Relaunch of the UNFCCC web site

Provide an overview of this project which will start activities in July/August 2003. Information will be provided on the previous steps taken to identify needs and requirements based on a Communications Audit (2001) and undertake a technical feasibility study to identify tools (2002). Next steps toward project implementation will be provided as will linkages between the proposed Art. 6 clearing house and the secretariat's web activities.

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### How can the United Nations system contribute to Article 6 ?”

1. The UN system has a number of strengths that could shape its contribution to Article 6. In many parts of the world, statements and information from the UN are seen as authoritative, credible and neutral. The UN has a clear role as a convener and facilitator. In the field of climate change, the UN's key “assets” are the UNFCCC and the IPCC; but the UN also boasts a varied network of relevant expertise and capabilities, including WMO, UNEP, UNDP, UNITAR, and WHO.

2. UNEP's approach to climate change outreach is based on serving three different target audiences. UNEP provides services to the “core” of climate change secretariats and their delegates. These services include press outreach, IPCC web funding, UNFCCC materials, Article 6 side events, Third Assessment Report graphics for the IPCC and emissions graphics for the UNFCCC secretariat. The “inner ring” of people who do not attend climate meetings but do take climate-relevant decisions (e.g. business, policymakers) are targeted with various materials and seminars. The “outer ring” (general public) is reached via the press and simplified materials. Meanwhile, UNEP aims to develop an ambitious IPCC Outreach Programme with its partners.

3. Lessons from our experience include the need to lower the high personnel and financial costs of outreach activities through partnerships and synergies. Developing countries need support and creative solutions to overcome these high costs. We also believe in the importance of emphasizing positive messages.