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Consultative Group on International Agricultural Research (CGIAR)

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International Federation of Environmental Journalists (IFEJ)

Inter Press Service (IPS)

IUCN - The World Conservation Union

Reuters Foundation

Southern Caucus of NGOs for Sustainable Development

Earth Report - Television for the Environment (TVE)

The World Bank

World Business Council for Sustainable Development (WBCSD)

Website:

www.complusalliance.org

Programme

- **Media Workshop on "Biodiversity: Seeing the Wood for the Trees, Explaining the Science and Challenging the Message"**

Date: May 14th -17th, 2006

**Venue: Sport Hotel Club
Gudauri
Georgia**

The Alliance of Communicators for Sustainable Development COM+ and Countdown 2010 are hosting a workshop for journalists on May 14-16 as a side activity to the International Conference "Countdown 2010 in the Caucasus" that will take place in Gudauri, Georgia, from May 15-17, organized by the World Conservation Union (IUCN) and the Georgian Centre for the Conservation of Wildlife.

The workshop for journalists will cover reporting on scientific issues, handling numbers, cultivating reliable sources, and processing scientific reports and press releases. It will also offer guidance on how to present data to readers in a digestible manner with clear conclusions and analyst comments.

Saturday May 13th

17:30 Shuttle from Tbilisi to Gudauri

Sunday May 14th

09:00 **Introduction** to the Media Training

- Welcome and presentation of the program
- Introduction of trainers, organisers and participants
- Biodiversity: Important for human well-being, threatened by human ignorance?
- Participants' perspective on environmental problems, local media and public awareness in their country
- Exercise: Reporting on IUCN's Red List

12:30 Lunch

14:00 **Practical training session** with feedback and evaluation

- Exercise: Stories in the 2nd Global Biodiversity Outlook
- Exercise: Discussing scientific evidence – solutions for aviation and climate change
- A look at useful web-sites

19:00 Dinner



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Monday May 15th

09:00

Preparation for the International Conference

- Meeting with the conference organisers (Tim Christophersen and Vladimir Moshkalo, IUCN and Ramaz Gokhelashvili, GCCW)
- Discussion of possible stories
- Preparation of statement for Conference Participants

12:30

Lunch

14:00

International Conference "Countdown 2010 in the Caucasus"

- Welcome by H.E. George Papuashvili, Minister of Environment Protection and Natural Resources of Georgia (*possibly afterwards press briefing*)
- Keynote address and launch of Countdown 2010 in the Caucasus by Purificació Canales, Vice President, IUCN
- The Eco-regional Conservation Plan (ECP) and Implementation Instruments by Magnus Sylvén, Director of WWF Europe and Middle East Programme

15:00

Key note action: "Cleaning Gudauri": From Commitments to Action / Photo opportunity / Coffee break

16:00

International Conference "Countdown 2010 in the Caucasus"

- EU Nature Policies and the New Neighbours (tbc)
- The 2010 target for the private sector: action speaks louder by a representative from the BTC Pipeline consortium (tbc)
- A journalist's perspective on biodiversity by Colin McIntyre, Reuters Foundation, and Participants of the COM+ Media Workshop

17:00

Debriefing on the International Conference and exchange of reporting ideas

19:00

Official Reception hosted by the Norwegian Government and PEBLDS followed by dinner

Tuesday May 16th

09:00

Excursion to the Kazbegi Nature Reserve with information on cultural/historical aspects and the specific challenges for conservation

18:00

Debriefing and closing of the Media Training

19:00

Dinner

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