



1ST MEETING OF ENVIRONMENTAL JOURNALISTS FROM NEWS AGENCIES IN THE MEDITERRANEAN

Date: 17 and 18 December, 2015

Duration: 1 day and half conference and workshop

Venue: Museo del Patrimonio Municipal de Málaga ([MUPAM](#)). Paseo de Reding, 1. 29016 Malaga (Spain)

Proposed list of participants: Senior environmental and scientific journalists from the Alliance of Mediterranean News Agencies (AMAN), representatives of professional associations of environmental journalists (APIA and AECC in Spain), key regional environmental organizations (IUCN, WWF-Med, UNEP/MAP).

WHY

The objective of this meeting is, first, the promotion of a Mediterranean network of journalists and media corporations specialized on environmental issues, with a focus on enhancing sound scientific information and conservation policy analysis in the region. Likewise, it aims at boosting public awareness on the Mediterranean region scenario and its environmental challenges through providing support to journalists and media outlets for relevant material production and professional training opportunities.

Secondly, the collaboration between IUCN and the Alliance of Mediterranean News Agencies (AMAN), that includes 19 news agencies, and their capacity as a network can play an important role within this initiative by building a general awareness on the need to generate public support for environmental policies at regional level in the Mediterranean. The meeting will therefore explore potential joint activities to encourage partnerships between Mediterranean environmental organizations, media agencies and journalists.

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| Time | Wednesday, 16 December 2015 |
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| AM-PM | Arrival of participants and check-in at selected hotel |
| 19.45-20.00 | Meeting at the lobby of Hotel Welcome dinner |
| Thursday, 17 December 2015 | |
| 8:45 - 9:00 | Reception of participants at Museo del Patrimonio Municipal de Málaga (MUPAM) |
| | <i>Welcome address and opening remarks by key local and regional institutions</i> |
| 09:00 – 10:00 | <ul style="list-style-type: none">▪ George Penintaex, AMAN Secretary General▪ IUCN (TBC)▪ Arturo Larena, Director of EFEverde▪ José Luis Hernández Garijo, Deputy Regional Ministry of Environment and Spatial Planning of Andalusia (CMAOT)▪ Francisco de la Torre, Mayor, Council of Malaga |
| | Overview: OBJECTIVES OF THE 1st MEETING OF ENVIRONMENTAL MEDIA IN THE MEDITERRANEAN |
| | This session will open the floor to debate by introducing the main environmental challenges in the Mediterranean and the current trends on environmental news reporting from the point of view of regional institutions. The rationale and initial objectives behind the organization of this first encounter will also be presented. |
| 10:15 – 11:15 | Speakers: <ul style="list-style-type: none">• Antonio Troya, Director, IUCN Centre for Mediterranean Cooperation• Alessandra Paradisi, Vice Director of International Relations, RAI ; President, Strategic Committee of COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators) Chair: Jeremie Fosse , President, Eco-Union |
| | Debate with delegates |
| 11:15 – 11:45 | Coffee break |

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Round-table/Discussion I: *THE NEED*

Representatives from press agencies in the north and south of the Mediterranean will open the floor to a regional dialogue on how to respond to the obstacles for better environmental journalism from a press agency perspective, and how can environmental and scientific reporting be enhanced in a region with different socioeconomic scenarios. The need for collaboration and in which areas will be exposed and cooperation modalities explored for the benefit of press agencies, journalists interested in environmental reporting and, finally, policy makers and the public at large.

11:45 – 13:00

- **Daghiche Fatma-Zohra**, Argelia News Agency
- **Elias Palialexis**, Athens News Agency - Macedonian Press Agency
- **Omar Er-Rouch**, Moroccan News Agency
- **Isabel Wesselingh**, Agence France-Presse

Chair: IUCN-Med

Debate with delegates

Round-table: *THE ROLE OF ENVIRONMENTAL ORGANIZATIONS AS COMMUNICATORS IN THE REGION*

The link between Mediterranean regional institutions and press agencies will be analyzed, in particular regarding the expectations of journalists when accessing regional information sources, and vice versa. The coverage expected by regional environmental institutions on key scientific findings, publications and news, and the resources available for journalists to produce relevant news will also highlighted. Aspects concerning the type of language used, the interpretation of data and the quality and depth of understanding information on both sides will be debated with a view to better ally the communication needs for both journalists and environmental institutions.

13:00 – 14:00

Speakers:

- **Lourdes Lázaro Marín**, Corporate Development, IUCN Centre for Mediterranean Cooperation
- **Chantal Menard**, Communications Manager, WWF- Mediterranean Programme
- **Hoda Elturk**, Information officer, United Nations Environmental Programme, Barcelona Convention Secretariat
- **Mailis Renaudin**, Communication officer, Mediterranean Wetlands Initiative (MedWet)
- **Isabel Pardillos**, Communication officer, Union for the Mediterranean (UfM)
- **Asunción Ruíz**, Executive Director, SEO/Birdlife (TBC)
- **Oceana** (TBC)

Chair: **Ihssane El Marouani**, E-learning Programme, Mohammed VI Foundation for Environmental Protection (FM6E)



Debate with AMAN delegates

14:00 – 15:00 *Lunch*

Round-table – FUNDING OPPORTUNITIES FOR JOINT ACTIVITIES

The objective of this session is to obtain a general overview of some EU funding programmes in the context of communication and environmental reporting, so that appropriate opportunities can be identified for activities and actions in favour of the establishment of a partnership and network in the region to support the professional development of the sector and develop common activities of interest.

15:00 – 16:00

Speakers:

- **Federico Martire**, Coordinator Branch Office for the Western Mediterranean, Neighbourhood and Partnership Instrument - Cross-Border Cooperation in the Mediterranean Sea Basin (ENPI CBC Med)
- **Agencia Española de Cooperación Internacional para el Desarrollo (AECID) (TbC)**
- **Grammenios Mastrojeni**, International Affairs, Italian Cooperation - Ministry of Foreign Affairs

Chair: Juan María Calvo, International Relations, EFE

Round-table/Discussion II: COLLABORATION - NEXT STEPS

Building on the knowledge obtained in the previous session, participants will have the chance to discuss which capacity building initiatives and activities are most needed in the region to further encourage collaboration among environmental, scientific organizations, press agencies and journalists with the final aim of improving the quality and quantity of relevant, regional news to raise awareness on the most pressing issues for the region. Key action points and a timeline for implementation will be agreed among participants.

16:00 – 17:30

Speakers:

- **IUCN-Med**
- **EFE**
- **AMAN**

Chair: Ignacio Fernández-Bayo, Vice-president of the Spanish Association of Scientific Communication (AECC)

17:30 – 18:00 **Proposal of a Road Map of Activities**

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Time

Friday, 18 December 2015

MEDITERRANEAN DIALOGUE – COP 21 CLIMATE CHANGE – RESULTS FOR THE MEDITERRANEAN REGION

10:00 – 12:00

At the 21st Conference of the Parties (COP 21) to the United Nations Framework Convention on Climate Change (UNFCCC) in Paris, IUCN is highlighting the role of nature in providing practical solutions in tackling climate change and adapting to its impacts. At Mediterranean level, the impacts are already noticeable and will be increasing through time. This session will offer the opportunity for journalists and experts to dialogue and question the implications for the Mediterranean and prepare the grounds for the coverage of the next COP22 to be held in 2016 in Marrakech. The debate will deal with political actions at international level and its implications at national and local level, in particular how both experts and journalists can best transfer key climate change information to society and move awareness and citizenship action.

Speakers:

- **Teresa Ribera**, Director, Institute for Sustainable Development and International Relations (IDDRI) and ex Secretary of State for Climate Change in Spain
- **Dr. Abdeladim LHAFI**, High Commissioner for Water and Forests and the Fight against Desertification (Morocco)
- **Hugues Ravenel**, Director, Plan Bleu (via skype)

Chair: Caty Arévalo, Journalist, EFE

Debate with delegates

12:00 – 12:30

Coffee break

Round-table – CORPORATE JOURNALIST ASSOCIATIONS IN THE MEDITERRANEAN

12.30 – 14:00

Environmental and science journalism in the Mediterranean is challenged today by a general transformation of traditional press into digital means, accompanied by a quicker flow of information through social media and an increasing need to position professional environmental journalism high in the information and communication agenda. The objective of this session is to look at the current press landscape in the region, promote networking amongst journalists and associations, and set foot on common grounds for the identification of mutually beneficial activities for the promotion of relevant environmental reporting and their professional development.

- **María García de la Fuente**, General Secretary, Asociación de Periodistas de Información Ambiental (APIA), Spain
- **Magali Reinert**, Member, Association des journalistes scientifiques de la presse and Association of Environmental Journalists (AJE), France
- **Mario Salomone**, President, Federazioni Italiana Media Ambientali (FIMA), Italy

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- **Henda Hendoud** , Tunisia Environment Reporting Network
 - **El Moctar Cheiguer**, Chairman, African Network of Environmental Journalists, Mauritania

Chair: **Ignacio Fernández-Bayo**, Vice-president, Spanish Association of Scientific Communication (AECC)

Conclusions

14:00 – 14:30

Closing remarks

Elisa Rivera Mendoza, Dirección General de Calidad y Evaluación Ambiental y Medio Natural, Ministry of Agriculture, Food and Environment (MAGRAMA), Spain

Participants return on Friday afternoon and Saturday.

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