

MEDIA RELEASE

Winner of Climate Change Adaptation Film Festival 2012

Bangkok – 12 March 2012 – Three winners of the first climate change adaptation film festival to be held in the Asia-Pacific region were announced last night at opening of the *Second Asia-Pacific Climate Change Adaptation Forum* in Bangkok, Thailand.

The winners were:

- **Hard Rain** by Rohini Kohli, UNDP Asia-pacific Regional Centre
- **Habol Hinga** (*Catch a Breath*) by Juan Miguel Ocampo, University of Philippines, Diliman
- **Building Resilience of the Coastal Communities in Bangladesh** by Atiq Rahman, Bangladesh Center for Advanced Studies.

Films were judged on their originality, relevance to climate change adaptation and technical merit by a panel of judges with expertise in climate change, development and media.

Drawing support from judges for its tackling of complex issues in an easy to understand way, *Hard Rain*, highlighted the economic penalty and human loss of climate change. The more avante garde approach of *Habol Hinga* offered an off-beat look at the effect of climate change, and the Atiq Rahman film showcased the resilience of communities regularly affected by the changes in climate in Bangladesh.

It is planned to make the Climate Change Adaption Film Festival an annual event following the success of this inaugural festival.

The three winning filmmakers attended the Adaptation Forum 2011, which hosted the Climate Change Adaptation Film Festival.

The Adaptation Forum brought together high-level representatives from academia, non-government organisations, private sector and government to discuss and exchange information on adaptation with a view to mainstreaming climate change adaptation knowledge and create a push for sustainable development.

The Climate Change Adaptation Film Festival, part of the Adaptation Forum 2011, was organized by the **Regional Climate Change Adaptation Knowledge Platform for Asia** (AKP), the **Asia Pacific Adaptation Network** (APAN) and the **Asian Development Bank** (ADB) in cooperation with the **Asia-Pacific Media Alliance for Social Awareness** (The Media Alliance).

Further information on the film festival can be found at <http://www.asiapacificadapt.net/adaptationforum2012/2012-adaptation-film-festival> .

For additional information contact:

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BACKGROUND OF THE PARTNERING ORGANIZATIONS

About the Regional Climate Change Adaptation Knowledge Platform for Asia and Asia Pacific Adaptation Network

The Regional Climate Change Adaptation Knowledge Platform for Asia (Adaptation Knowledge Platform) and Asia Pacific Adaptation Network (APAN) are fostering generation and sharing of information, best practices and knowledge on climate change adaptation, and facilitating integration of knowledge into decision-making processes. Adaptation Knowledge Platform and APAN aim to build climate resilience of vulnerable human systems, ecosystems and economies and working as a catalyst towards building bridges between knowledge providers and users on climate change adaptation. It includes research institutes and centre of excellences both in governments and non-governments sectors, development partners and agencies, practitioners and communities, all need adaptation knowledge.

Partners: AIT-UNEP RRCAP, SEI, UNEP, IGES, Ministry of Environment-Japan, ADB and SIDA.

Email: info@climateadapt.asia

Website: <http://www.asiapacificadapt.net>

The **Asian Development Bank (ADB)** is a regional development bank established in 1966 to promote economic and social development in Asian and Pacific countries through loans and technical assistance. It is a multilateral development financial institution owned by 67 members, 48 from the region and 19 from other parts of the globe. ADB's vision is a region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their citizens.

Website: <http://www.adb.org>

The **Asia-Pacific Media Alliance for Social Awareness** ('**The Media Alliance**') is a Singapore-based non-profit organization formed through the involvement of a group of Asia-regional media industry executives and their companies. The Media Alliance has come together to leverage valuable media "inventory" or media space for the delivery of critical pro-social messaging through public service advertising, entertainment and editorial content. The Media Alliance also leverages the contribution of creative expertise of advertising agencies in the production of high-quality campaigns designed to achieve maximum target audience penetration. The Media Alliance stakeholders include **(1) Media Companies**, including print, broadcaster, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns; **(2) Advertising & Creative Agencies**, who contribute in-kind creative and production services **(3) International Development and Donor Organizations** working in sustainable development; and **(4) Private-sector Companies** supporting corporate social responsibility initiatives.

Website: <http://www.mediaalliance.asia>