

MEDIA ADVISORY

Climate Change Adaptation Film Festival 2011

Bangkok – 15 August 2011 – The first climate change adaptation film festival for the Asian region will be launched at the *Second Asia-Pacific Climate Change Adaptation Forum, 27-28 October 2011, Bangkok, Thailand*. The Festival will showcase original films offering an informative and entertaining insight into climate change adaptation. Entries for submission to the festival and competition are open until 30 September.

More and more communities are being called on to participate in climate change adaptation initiatives and encourage policy makers to enact or enforce change on a larger scale. Films are one way of sharing cross-border experience in a creative, interesting yet informative way.

As part of the Climate Change Adaptation Forum 2011, the film festival will use the experience of cinema to reach a broader audience and promote understanding of climate change adaptation.

“Film is a medium that is often overlooked as a vehicle for raising public awareness, but it presents unique opportunities to convey important messages about adaptation to climate change in more subtle and creative ways than other media,” said Mr David Astley, Executive Chairman of The Media Alliance.

“Climate change affects us all and even though it is often left for politicians and scientists to discuss, the entertainment and creative industries can play a major role in mobilising people and public opinion”, Ms Roopa Rakshit, Knowledge Management Officer for the Adaptation Knowledge Network, said.

“We are planning for the Climate Change Adaptation Film Festival to become an annual event,” she added.

The first three winning filmmakers will be invited to the Adaptation Forum 2011, which is hosting the Climate Change Adaptation Film Festival with the winning films being screened on the opening evening of the Forum.

The Adaptation Forum brings 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, is organized by the **Regional Climate Change Adaptation Knowledge Platform for Asia** (*Adaptation Knowledge Platform, 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).

Information on the film festival can be found at <http://www.asiapacificadapt.net/adaptationforum2011/film-festival-0> or <http://www.mediaalliance.asia/wp-content/uploads/CCA-Film-Festival-Flyer-Aug-2011.pdf>

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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>

Asian Development Bank

ADB's vision is an Asia and Pacific region free of poverty. Its mission is to help its developing member countries reduce poverty and improve the quality of life of their people. Despite the region's many successes, it remains home to two-thirds of the world's poor: 1.8 billion people who live on less than \$2 a day, with 903 million struggling on less than \$1.25 a day. ADB is committed to reducing poverty through inclusive economic growth, environmentally sustainable growth, and regional integration. Based in Manila, ADB is owned by 67 members, including 48 from the region. Its main instruments for helping its developing member countries are policy dialogue, loans, equity investments, guarantees, grants, and technical assistance.

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: www.mediaalliance.asia