

MEDIA ADVISORY

Media Leaders' Forum

on

Corporate Social Responsibility and Climate Change

“Media and Multi-Sector Partnerships in Achieving Positive Social Change”

Singapore – 19 July 2011 -- The Asia-Pacific Media Alliance for Social Awareness (The Media Alliance) and Reed Exhibitions, in association with CASBAA and ContentAsia magazine, announce the organisation of a ‘Media Leaders Forum’ on Climate Change to be held at the **Asia Television Forum (ATF) 2011** in Singapore in December.

This high-level forum of Asia-regional media leaders will be held to discuss the role and responsibility of media companies in affecting positive social action and behavior change on the critical issues relating to climate change facing the region today. The Media Leaders’ Forum will be held as the opening session of the ATF conference at 11:00 am on 7 December 2011 with UN Under-Secretary-General and Executive Secretary of the UN Economic and Social Commission for Asia and the Pacific (ESCAP), Dr Noeleen Heyzer, delivering a keynote address. The keynote address will be followed by a panel discussion of heads of media companies, multi-lateral institutions and other high-level advertising and marketing executives who will demonstrate the use of media relationships and tools for advocacy, awareness and behaviour change in accomplishing companies’ corporate social responsibility (CSR) objectives. These executives will demonstrate how socially-responsible content and campaigns can lead to partnerships that provide additional content and revenue streams for the creation of such content, and the effect on brand-building and image enhancement of media companies and global marketers through pro-social content.

The Media Leaders’ Forum on Climate Change is being organised with the support of and in close collaboration with the Swedish International Development Cooperation Agency (Sida) and the Asian Development Bank (ADB), and in cooperation with the United Nations Educational Scientific and Cultural Organization (UNESCO). It is proposed to discuss how the UNESCO Paris Declaration on Broadcast Media and Climate Change can be advanced in the Asia-Pacific region.

The Media Leaders’ Forum will also explore how partnerships with international development and donor agencies and private-sector companies with strong CSR initiatives can affect public engagement on issues relating to climate change. It will seek the commitment of media heads to participate in a broad and extended campaign to bring awareness and behaviour change on climate change by providing advertising inventory, entertainment and editorial space to the issue.

The event is being supported by the World Association of Newspapers and News Publishers (WAN-IFRA), the International Advertising Association (IAA), the Asian Federation of Advertising Associations (AFAA), the Asian Media Information and Communication Centre (AMIC), the Interactive Advertising Bureau (IAB) Singapore, and the Singapore Compact for Corporate Social Responsibility.

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BACKGROUND OF THE PARTNERING ORGANIZATIONS

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.

Reed Exhibitions, a division of Reed Elsevier plc, is the world's leading events organiser. Amongst its portfolio of more than 460 events in 36 countries is the **Asia Television Forum (ATF)**, the Asia-Pacific's leading international content market for buying, selling, financing, distribution and co-production across all media platforms. Reed has over 50 years' experience in developing, marketing, selling and organising events and is committed to raising awareness of environmental issues within the markets that it serves – from putting green issues at the top of its conference agendas, to developing world-class events which highlight environmental concerns and promote sustainable solutions.

CASBAA, established in 1991, is the Association for digital multichannel TV, content, platforms, advertising and video delivery across Asia for the past two decades. Spanning 16 geographic markets, CASBAA and its members reach over 365 million pay-TV homes through a footprint ranging from China to Australasia, Japan to Pakistan. The CASBAA mission is to promote the growth of multichannel TV and video content through industry information, networking exchanges and events while promoting global best practices.

ContentAsia is an Asian media industry magazine launched in 2006 and now operating on five platforms – a print plus digital version, an electronic version, a PDA-friendly subscription email news service, an annual directory and a website with a searchable news and feature database. ContentAsia is published by Pencil Media Pte Ltd, a Singapore-based publishing company specializing in Asia's media industry, and which also organizes an annual media summit in Singapore adjacent to the Asia Television Forum which brings together buyers and programming executives from around the region.

The **Swedish International Development Cooperation Agency (Sida)** works according to directives of the Swedish Parliament and Government to reduce poverty in the world. The overall goal of Swedish development cooperation is to contribute to making it possible for poor people to improve their living conditions. Swedish development cooperation is part of a global cooperation in which Sweden is one of many international participants. In order to carry out its work Sida cooperates with Swedish government agencies, organisations and associations and international bodies like the UN, the EU and the World Bank. Sida's efforts are concentrated on issues where Sweden has specialist knowledge and experience and where there is the greatest demand for Swedish support.

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.

The **United Nations Educational Scientific and Cultural Organisation (UNESCO)** works to create the conditions for dialogue among civilizations, cultures and peoples, based upon respect for commonly shared values. It is through this dialogue that the world can achieve global visions of sustainable development encompassing observance of human rights, mutual respect and the alleviation of poverty, all of which are at the heart of UNESCO'S mission and activities.

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