

The Role of the Media and Environmental Protection

ABSALOM SHIGWEDHA

Namibian Environmental Education Network Conference

Date: 3rd – 6th May 2018

Venue: B2 Gold's Environmental Education Centre, Otjikoto Nature Reserve

OUTLINE:

***Introduction**

***Role of the media in environmental protection**

***Challenges**

INRODUCTION:

The health of the Planet and accordingly the sustainability of human life on it is facing significant challenges.

-Climate change, loss of biodiversity, desertification, air pollution, marine pollution, water pollution are some these environmental attacks.

-Climate change is set to have a negative impacts on some of our very important sectors of our economy (agriculture, water resources, biodiversity and marine life).

Desertification and land degradation are some of the biggest challenges facing Namibia to achieve sustainable land management.

-Recent studies by the Convention on Biological Diversity has concluded biodiversity continues to be lost at massive rate, due to human activities.

-This calls for concerted efforts to address the situation. In our efforts to live within the fine share of the Earth's resources, people need the right information to be in a better to make right choices.

THE ROLE OF THMED:

-The media can be a very important partner in environmental protection: Environmental Journalism

-Environmental Journalism: The collection, verification and distribution of information about the interaction between human and nature.

-Educating the public bout threats to the environment and opportunities.

-Explain in details – The danger of desertifiction and the importance and what can be done address this.

-Explain the danger of biodiversity loss, to help them understand the real cost of its loss to the quality of life. This is not just terrestrial biodiversity but, it should also include marine biodiversity and marine biodiversity beyond national jurisdiction, because it is also important to our livelihoods. By the way, a new global agreement on the conservation on marine biodiversity beyond national jurisdiction was just established a few days.

-Explain to the public what climate change is and wat negative impact will it have to people's livelihoods and that can be done to adapt and mitigates these impacts.

-In fact, the National Policy on Climate Change of Namibia calls on the media to regularly report on climate change, to help people make informed decisions.

*Information is knowledge. Knowledge is power (will result in people know that they are part of nature and heavily affected by its loss and can do something to change).

-The media can explain how the system work (how Multi-lateral Environmental Agreements/MEA's are created and put into effect).

-Can also play the role of a wathdog: Investigating as to whether the Government is implementing the provisions of these MEA's which it has signed and ratified (UNFCCC, CBD,UNCCD).

CHALLENGES

-Reporting in issues of climate change and on environmental issues, is very important but is also a difficult task.

-Firstly, this is a new field of journalist in many parts of the world.

-Always hard to get the attention of editors and producer, treating articles about environmental issues less important. (There is a need for training journalists on environmental reporting)

Many journalists are not trained on it and therefore, not willing to take a hand on it.

-Generally, people assume that trees, water, air and ecosystems will always be there.

In some countries, especially corrupt ones, journalists are facing threats by forests mafias as they try to get away with their environmental crimes..

THANK YOU VERY MUCH FOR YOUR KIND ATTENTION!