



WWF for a living planet®



10 days to the climate change conference in Copenhagen

In Italy 10 WWF Climate Witnesses and journalists from 5 continents “ Leaders of the world must find a solution in Copenhagen ”

26, 27 and 28 November at the International Forum held by Greenaccord in Viterbo

Rome, 26 November 2009 – They are farmers, geographers, accountants, researchers, shepherds, and climbers of the world's highest mountains and they come from Nepal, Mongolia, Italy, Kenya, USA, India, Australia, Uganda and Guatemala. WWF's 10 Climate Witnesses will tell the stories of the ways in which their lives have changed as a result of climate change, in Viterbo from 25-29 November. The Association Greenaccord is promoting investigation and dialogue between communication experts, to reflect on the urgency of measures and actions necessary to face climate change, with the Seventh International Media Forum on the Protection of Nature. *“With this event,”* said the President of the Scientific Committee Andrea Masullo, *“Greenaccord offers an opportunity, on an international level, to present a scientific update of the urgent need to take concrete measures against Climate Change. The live voices of the ‘Climate Witnesses’ allows us to listen to the tales of those who have lived in first person the current and devastating effects of climate change.”*

In the framework of activities that WWF is organising in the lead up to Copenhagen, this appointment with the Climate Witnesses will be an important opportunity to send a powerful message to the world's leaders to agree on a new, strong, legally binding deal that will replace the Kyoto Protocol and boldly address the challenges caused by climate change. More than one hundred and twenty journalists from fifty-three countries will meet in Viterbo from 25-29 November, to reflect on the urgency of measures and actions to face climate change.

*“In pioneering the Climate Witnesses programme, WWF has provided climate change with a human face – **explains Michele Candotti, general director of WWF Italia** – Actually with many faces, all different and from all parts of the world. To demonstrate that the global warming we are living through is affecting everyone everywhere. Five years after the beginning of the campaign we have gathered over 100 witnesses from all over the world whose testimonies are examined by the Science Advisory Panel establish if the impacts and experiences described are consistent with current scientific knowledge of human-induced climate change”.*

Each of the witnesses will offer an account of their own experience of climate change and will tell of the efforts needed as individuals or in the community at large to be able to adapt to global warming. A plea for more courageous political decisions and a fairer deal that ensures a serious reduction in CO2 emissions into the atmosphere, supported by scientists, by journalists and by the witnesses all present in Viterbo, will be delivered to the President of IPCC Rajendra Pachauri by Greenaccord on 3 December, the eve of the Copenhagen conference.

WWF, with the campaign Vote Earth, invites all citizens to have a say. With the website www.wwf.it, WWF will convey the wishes of the planet's citizens to Copenhagen. Meanwhile, in Rome a road-show is in progress with the electric CLIMATE-CAR and its countdown to Copenhagen.

Roma, 26 November 2009

Associazione Culturale Greenaccord

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www.wwf.it



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