



COMMUNICATION WORKSHOP

**UNDERSTANDING LOW CARBON DEVELOPMENT
PATHWAYS**

18 OCTOBER 2023, RANCHI



INTRODUCTION

Low carbon development is imperative for climate resilience in India and particularly crucial in Jharkhand, a state endowed with abundant natural resources. Jharkhand's transition to a low carbon economy is vital to combat the adverse impacts of climate change on agriculture, water resources, and vulnerable communities. Jharkhand is spearheading efforts to facilitate this transition by promoting clean energy solutions, enhancing industrial decarbonisation, and energy efficiency measures.

Low carbon development aims to reduce carbon emissions and promote sustainability. It involves transitioning to renewable energy sources, improving energy efficiency, and fostering eco-friendly transportation. This shift is part of a broader energy transition away from fossil fuels. A key objective is achieving carbon neutrality, balancing emissions with removal efforts. Climate mitigation measures, like enhancing energy efficiency and sustainable land use, are essential to this approach.



AIMS AND OBJECTIVES

Keeping in mind the above facts, Centre for Environment and Energy Development (CEED) organised a communication workshop on 18 October with the aim of knowledge exchange and media education to better inculcate mutual understanding on issues of public prominence. The goal of this interactive workshop was to receive support from media professionals in raising public awareness and giving them key insights to facilitate the process of change.

This workshop was a part of a series of workshops being conducted by CEED to facilitate sensitisation and capacitation of media personnel on a range of climate and energy issues to inculcate broader understanding on mutual concern in a participatory and collaborative manner.

In the workshop, journalists and media personnel from leading outlets (such as Prabhat Khabar, Hindustan Times, Hindustan, Doordarshan, Dainik Jagran, Dainik Bhaskar, Sanmarg, UNI, Birsa Bhumi, News-11, Subham Sandesh, Lagatar Media, Newswing, etc) shared their perspectives and gave suggestions for a better just transition process in the state.

KEY HIGHLIGHTS

Addressing the assembled audience, Mr. Arvind Kumar Thakur, Head-Programs and Communication, CEED opened the workshop by framing its purpose and introducing the central theme: the pivotal role of the media in the discourse surrounding environmental issues and climate change. He underscored the significance of grounding this discussion in the context of low carbon development pathways in Jharkhand.

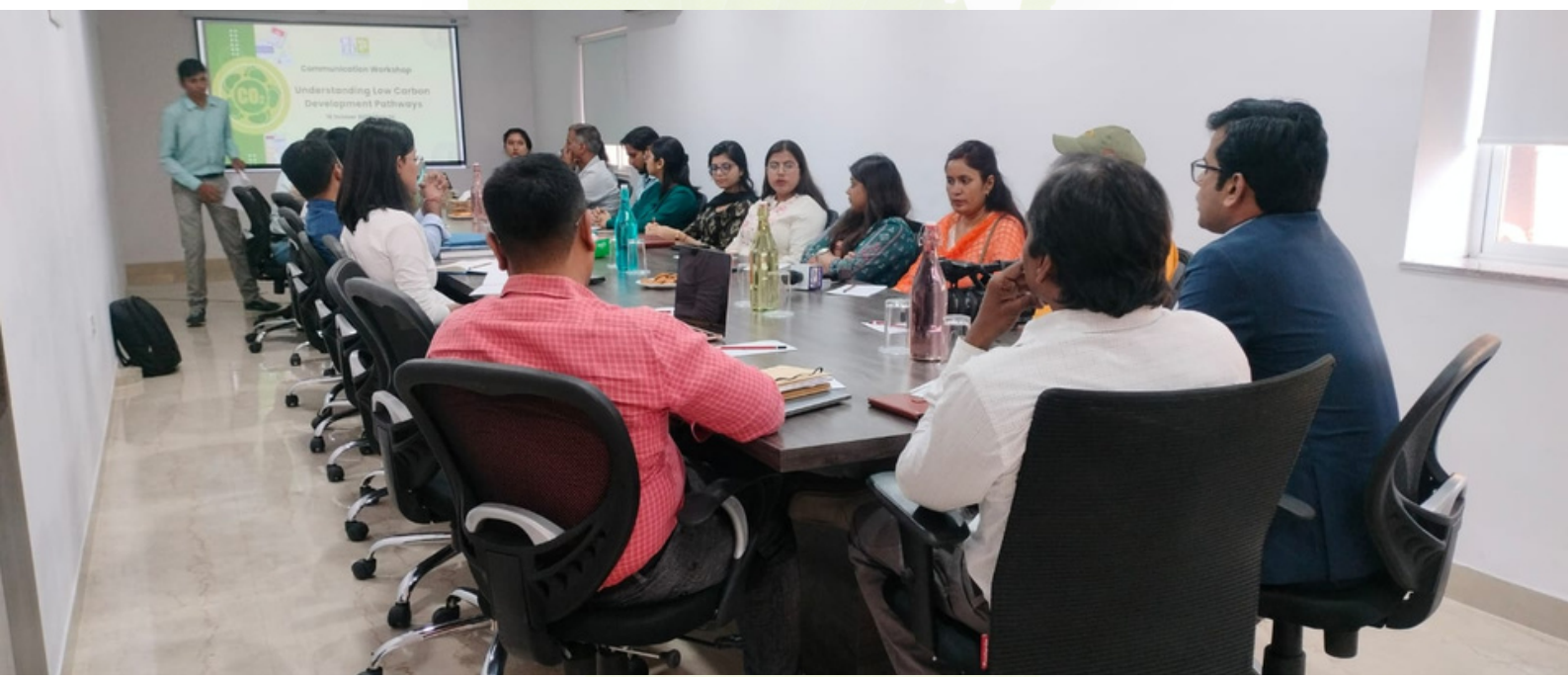
Mr Thakur stressed that by translating intricate scientific data into easily digestible information, media professionals possess the capacity to bridge the gap that often exists between subject matter experts and the general public. This transformative process can empower them to furnish journalism that adheres to the principles of research, rigorous fact-checking, and reliance on credible sources.

Dr. Manish Kumar, Director-Research & Development, CEED subsequently, shared his insights on the imperative to foster a broader comprehension of low carbon development pathways. He pointed out that such a strategy not only focuses on reducing carbon emissions but also prioritizes enhancing resilience, fortifying communities, and reinforcing infrastructure against climate-induced vulnerabilities. In essence, low carbon development encompasses a multifaceted approach, blending elements of transitioning to sustainable energy, striving for carbon neutrality, addressing climate change mitigation, and bolstering resilience. This amalgamation paves the way for a more sustainable and secure future.

Dr. Kumar further emphasized that by elucidating the advantages of low carbon development pathways in an accessible manner, the media can inspire individuals, communities, and governments to adopt sustainable practices and enact policies that align with these principles.

The discussion was immensely contributed by Mr Raj Kumar Jha (Hindustan Times), Ms Ruchi Sharma (News 11), Mr Manoj Kumar Singh (Prabhat Khabar) and others, who pressed the need of sharing crucial data and research to support fact-based and insightful news reporting, organising regular media sensitisation sessions and creating primers, special booklet on key scientific and technical issues associated with low carbon regime, climate change and inclusive development.

Ms. Swati Anand (CEED) welcomed the participants and Ms Reeti Priya gave a vote of thanks after the workshop.



KEY TAKEAWAYS

- Media sensitization plays a critical role in ensuring that science-based reporting on these pathways is accurate and influential. This involves training journalists and communicators to understand complex scientific concepts related to low carbon development.
- Media should be provided with all necessary technical, scientific, and policy-based information in accessible languages through regular interactions for creating a repository of analysis and reports for the policymakers, political leaders, and the common people.
- Media holds immense power in shaping public perception and influencing policy decisions. When journalists are equipped with the knowledge and skills to report accurately on a range of environmental issues, they can help dispel myths, combat misinformation, and highlight the urgency of sustainable practices.
- Through impactful stories, it can educate the public about the importance of industrial decarbonization, sustainable mobility, and energy transition, fostering a greater understanding of these concepts.
- Media can advocate for policy changes and incentives that support low carbon initiatives, encouraging industries and individuals to adopt sustainable practices.
- By highlighting success stories and innovative solutions, media can inspire others to follow suit, creating a ripple effect of sustainable actions.
- Media serves as a watchdog, ensuring that industries and governments remain committed to their low carbon goals, promoting transparency and accountability.
- By providing accessible, fact-based information, the media empowers the public to make informed choices, pushing for cleaner energy sources and eco-friendly transportation.
- Engaging the community through interactive workshops, seminars, and outreach programs to impart knowledge on environmental issues, climate change, and sustainable development.



- Utilizing diverse media channels such as documentaries, online platforms, and social media to disseminate information, promote discussions, and raise awareness on environmental and climate-related topics.
- Integrating climate change communication into school and college curricula ensures that the younger generation gains an early understanding of the issue, fostering a more environmentally conscious society.
- Arranging exposure tours for media professionals to witness firsthand the impact of climate change and sustainable initiatives equips them with the knowledge and context needed for effective reporting.
- Conducting sensitization workshops for students and professionals, along with distributing easily digestible primers and booklets, helps spread awareness and knowledge on the basics of climate change, creating a more informed and proactive society.

LIST OF PARTICIPANTS

Name	Media House
Raj Kumar Jha	Hindustan Times
Sumit Kumar	Samridh Jharkhand
Rahul Singh	News Root
Manoj Singh	Prabhat Khabar
Nidhi Kumari	Doordarshan
Ruchi Sharma	Kashish News
Suryakant Tiwari	Kashish News
Vikash Kumar	Dainik Bhaskar
Rajnish Prasad	Lagatar.in
Shubham Kishore	Shubham Sandesh
Akshay Tiwari	Satta Express
Praveen Munda	Jharkhandnama
Amit Jha	Newswing
Kajal	Live7
Manoj Kumar	Sanmarg