

Communication Workshop

Understanding Low Carbon Development Pathways

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. Low carbon development also emphasizes resilience, strengthening communities and infrastructure against climate-related risks. In essence, low carbon development is a multifaceted strategy that combines an energy transition, carbon neutrality, climate mitigation, and resilience-building to create a more sustainable and secure future.

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. For instance, media professionals can simplify this complex topic, focusing on tangible benefits such as lower energy bills, reduced pollution, and climate resilience. By translating scientific data into accessible information, media professionals can bridge the gap between experts and the general public. This process empowers them to deliver science-based reporting that involves research, fact-checking, and reliance on credible sources.

By emphasizing this approach, media can ensure that information on low carbon development pathways is accurate and trustworthy. This, in turn, cultivates public trust in the media's role as an information hub. By presenting the benefits of low carbon development pathways in an understandable manner, media can encourage individuals, communities, and governments to embrace sustainable practices and policies.

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.

Keeping in mind of the above facts Centre for Environment and Energy Development (CEED) is organising a Communication workshop with the aim of knowledge exchange and media education to better inculcate the mutual understanding on issues of public prominence. This workshop is a part of series of workshop being conducted by CEED to facilitate sensitisation and capacitation of media personnel on a range of climate and energy issues, inculcate broader understanding on mutual concern in a participatory and collaborative manner.

You are cordially invited for the event!

Program Detail:

Communication Workshop on Low Carbon Development Pathways

Timing : 3 pm to 4.30 pm

Date : 18 October, 2023 (Wednesday)

Venue : CEED Office, Plot no-102, A-3 New A.G. Cooperative Colony, Kadru, Ranchi

For further information, please contact

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