

CoE 2014 Vignettes Production and Dissemination

OVERALL SUMMARY

The global announcement of the 2014 Champions of the Earth Laureates was made in Washington DC on 19 November.

Huge media buzz was created through the different press engagements in the regions, the distribution of AV materials on social media as well as through various other channels.

PRODUCTION OF VIGNETTES

Eight vignettes were produced and distributed through a database with more than 1000 people. Four of these were produced as part of the ICA with DEPI (UNEP/ICA/DEPI/2015/FMEB/003/AD1), to contribute to the approved UN-REDD Global Framework for 2011 – 2015, highlighting the achievements of the four winners in conserving forests and the marine environment.

The videos were also shown at the event, distributed on various social media channels, to a number of international media outlets as well as other online outreach platforms. The links are available on the Champions of the Earth website, youtube and vimeo.

2014 Laureates - Forests and the Marine Environment

POLICY LEADERSHIP

H.E. Tommy Remengesau, Jr. President of Palau for strengthening the economic and environmental resilience of Palau by spearheading national policies to protect biodiversity.

Vignette

Former President of Indonesia, Susilo Bambang Yudhoyono for becoming the first president from a major developing country to voluntarily pledge to reduce greenhouse gas emissions.

Vignette

INSPIRATION AND ACTION

Boyan Slat, Founder of The Ocean Clean-up Initiative for his quest for a solution to the worsening and global problem of plastic debris in our oceans

Vignette

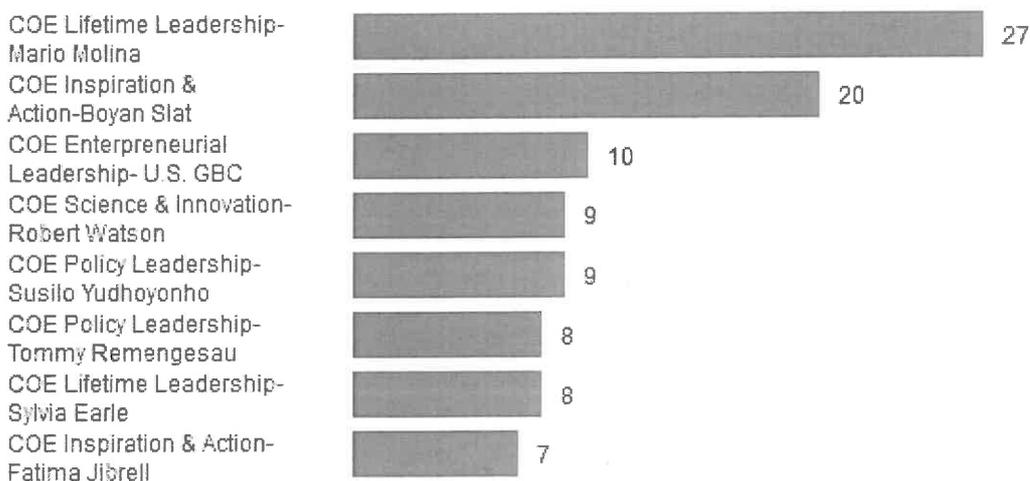
LIFETIME LEADERSHIP

Sylvia Earle, Ocean Explorer and Conservationist for developing global “hope spots” to safeguard the living systems underpinning global processes that maintain biodiversity.

Vignette

Laureates' Coverage

Comparison of media coverage of individual winners in (%)



TOP MENTIONS

Interview with Fatima Jibrell

BBC World Service Outlook (26:00-36:00)

<http://www.bbc.co.uk/programmes/p02bq6j3>

Fatima Jibrell has dedicated the last 20 years of her life to preserving the traditional herding way of life in Somalia's semi-autonomous region of Puntland. She is now been given the United Nations' top Environmental prize, the Champions Award, in recognition of her work.

The Guardian

<http://www.theguardian.com/global-development-professionals-network/2014/nov/07/uganda-gay-rights-activist-stonewall-lgbt-hero-of-the-year>

Fatima Jibrell, a Somalian environmentalist, who has won the UNEP Champions of the Earth award for her fight against illegal charcoal trade.

Somali conservationist bags UNEP's Champion of the Earth Award

Xinhua

http://news.xinhuanet.com/english/world/2014-11/07/c_133773363.htm

..... "Jibrell became the first Somalia woman to bag the award since its launch in 2005.

UNEP Executive Director Achim Steiner told a news conference in Nairobi on Friday that Jibrell has joined the ranks of global icons who made history for championing environmental sustainability..."

Scientist awarded top honour by UN

ITV News

<http://www.itv.com/news/anglia/update/2014-11-11/scientist-awarded-top-honour-from-un/>

.....*A Professor from the University of East Anglia in Norwich is to receive a prestigious award for his services to science.*

Professor Bob Watson has been given the United Nations' Champions of the Earth Award , the organisation's highest environmental accolade.

La energía nuclear, parte de la solución al cambio climático

EFE

http://noticias.lainformacion.com/interes-humano/premios/la-energia-nuclear-parte-de-la-solucion-al-cambio-climatico_3Xicla4JScRH1YUdHP8Iu6/

La energía nuclear puede jugar un papel importante en la lucha contra el cambio climático y ser parte de la solución, afirma en una entrevista con EFE el nobel de Química mexicano Mario Molina, que hoy recibe el Premio Campeones de la Tierra de la ONU.

Premio Nobel Mario Molina augura acuerdo sobre cambio climático

Prensa Latina

http://www.prensalatina.cu/index.php?option=com_content&task=view&idioma=1&id=3285411&Itemid=1

En una breve estancia en Madrid, previo a la entrega del Premio Campeones de la Tierra, el galardón más importante de Naciones Unidas sobre medio ambiente, Molina auguró la recuperación de la capa de ozono del planeta "en unas décadas"

Un jeune de 20 ans nommé Champion de la terre par l'ONU

Radio Canada

<http://ici.radio-canada.ca/nouvelles/societe/2014/11/18/001-pollution-ocean-boyan-slat-onu-recompense.shtml>

Boyan Slat, un jeune Néerlandais de 20 ans, vient de recevoir une récompense de l'ONU pour son projet de lutte contre les débris de plastique dans les océans.

Il y a quelques mois, le jeune homme réussissait à amasser la somme de 2 millions de dollars sur le web pour financer son projet intitulé The Ocean Clean-up.

The Dutch boy mopping up a sea of plastic

Radio Canada

<http://ici.radio-canada.ca/nouvelles/societe/2014/11/18/001-pollution-ocean-boyan-slat-onu-recompense.shtml>

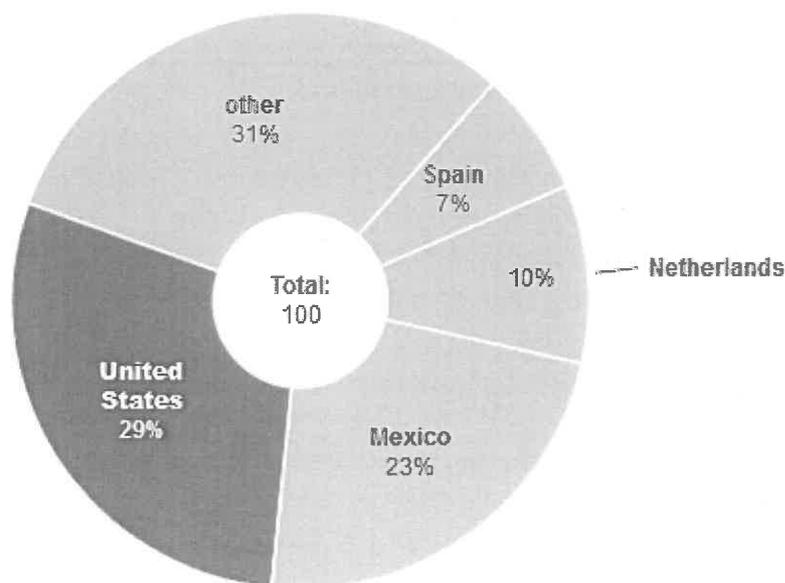
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DISTRIBUTION BY COUNTRY

Distribution by Country

Chart showing distribution of coverage in top 4 countries and the rest



The United States alone accounted for 29% of the total coverage closely followed by Mexico at 23%. The Netherlands and Spain came in third and fourth , representing 10% and 7% of the total coverage respectively.

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31 MARCH 2015