CLIMATE CHANGE
MEETING THE CHALLENGE TOGETHER

BRITISH COUNCIL – MEETING
THE CLIMATE CHANGE CHALLENGE

The British Council

The British Council is the United Kingdom's international organisation for educational opportunities and cultural relations. It was founded in 1934 and granted a Royal Charter by Parliament in 1940. Its purpose is to build mutually beneficial relationships between people in the UK and other countries, and to increase appreciation of the UK's creative ideas and achievements. It operates independently from the UK Government.

With 7,000 staff working in 110 countries worldwide, the British Council operates in three broad areas:

- Learning - the British Council increases international recognition of the range and quality of learning opportunities available from the UK; promotes the learning of English; and strengthens educational co-operation between the UK and other countries;
- Creativity - the British Council builds appreciation of the UK's artistic creativity and scientific innovation among people overseas and strengthens their engagement with the diversity of UK culture;
- Society - the British Council aims to enhance awareness of the UK's democratic values and processes, and works in partnership with other countries to strengthen good governance and human rights.

The British Council has a unique role to play in sustaining communications for and about the UK system of innovation as a whole, acting to support both wealth creation and social well-being. The Council has two main science programmes worldwide: to engage and influence scientific communities, and to spread awareness and appreciation of the UK with wider international audiences.

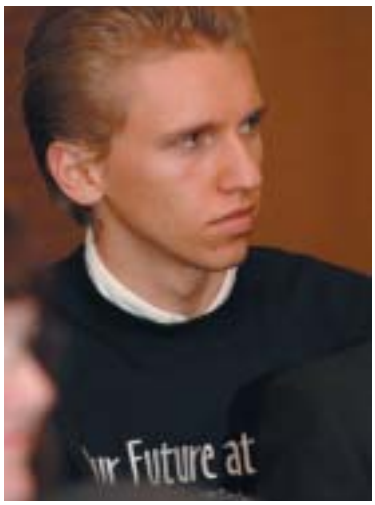
Science Vision 2010

In 2010 there will be widespread recognition of the role of science, engineering and technology in helping to extend our understanding of the world and develop imaginative solutions to shared problems. Science will provide a common platform for collaboration and discussion that brings people together across deep cultural divides. The universal language of science will encourage the mutual understanding essential for a more peaceful, secure and economically prosperous world.

- We will be recognised as the UK's principal and most innovative agency for catalysing and sustaining scientific collaboration between young people in the UK and overseas, and the acknowledged leader for demonstrating to young people overseas the creativity and innovation of UK science.
- We will develop our activities in science to build mutually beneficial relationships by demonstrating, to young UK scientists, other sources of innovative science around the world.
- We will demonstrate that science is a central driver for social and cultural change, and therefore central to cultural relations.
- We will demonstrate, through a balanced and inclusive programme, that the UK's approach to scientific debate is democratic and rigorous and that we all have much to gain in participating in cross-border dialogues about science.

- We will reflect the plurality of views in the UK about creativity and innovation and we will be an impartial and trusted international partner.
- We will initiate and sustain, among a wider audience, conversations and discussions about the connections between science, technology and society, thereby inspiring a new generation to find out more about the UK and the impact of science on people's lives.
- We will develop more extensive international networks of young scientists for the exchange of ideas and knowledge and the creation of new opportunities. We will exploit the interfaces between science, art, education and governance to develop new products for new audiences.
- We will use new technologies to create access and spark conversations for, and about, scientific creativity and innovation, thereby demonstrating our commitment to people who use new technologies in their everyday lives.

Parallel to the expert conference on "Climate Change: Meeting the Challenge Together" on 3 November 2004, the British Council Germany organised a three-day seminar for 25 young people from both UK and German schools. The students were between 16 and 19 years of age and were selected on account of their special interest in science and knowledge of the other language. The UK students came from Northern Ireland, Scotland and England, the German students from Berlin, Baden-Württemberg, Hesse, North Rhine-Westphalia and Saxony. For preparation of the seminar, the students used an inter-active forum on "the voyage", the British-German youth portal sponsored by the British Council, the Foreign and Commonwealth Office, the German Foreign Office and the Goethe Institute.



Participant at the Climate Change Conference

Their seminar was called "Climate Change: Our Future at Stake" and organised as a workshop during which participants had the opportunity to exchange and update their knowledge on climate change research and to discuss possible new approaches for protective measures. Participants particularly focussed on the issue of how public awareness of climate change in both countries can be raised. Supported by Ingolf Baur, presenter of the German science TV programme "Nano" (3sat), they developed a news programme that showed the possible effects of climate change in the near future. Students had the chance to talk about their project to Her Majesty Queen Elizabeth II and Federal Chancellor Gerhard Schröder on 2 November. They also presented their news show to the participants of the Climate Change Conference...

Welcome to Global Network News

Jenny: Welcome to GNN, Global Network News. Today is Wednesday 3rd November 2050. I am Jennifer Rasch.
Aarti: And I am Aarti Hindocha. As per usual we will begin with our daily CO_2 and Average Temperature update. Here, to present today's findings - Professor Jakob Greulich [...] and Dr Laura Nasty.
Jenny: [...] I am sure you are all aware of the infamous debates between our two infamous speakers. Wisdom and experience from the thousand-year-old Greulich versus the logic of the contemporary Dr Nasty. But who shall win this round?

"You should have known....!"- "But how could this have indicated to us what was to come?"

Greulich: Good evening, Ladies and Gentlemen. As we look at the data to 2004, there is no significant evidence to indicate the climate change which actually did occur. We thought it was just another fluctuation in CO_2 concentration and hence temperature.
Nasty: A fluctuation?

Greulich: Well. It can be seen that there has been a series of large fluctuations in CO_2 concentration and hence temperature. [...] Although we did anticipate a change, it was not thought to be of the magnitude which actually did occur. At our time - at my young age in 2004 - it was thought to be something like 0.7 °C.
Nasty: 0.7 °C? Measurements showed increases in CO_2 which could not be explained by past natural events. You scientists were definitely aware of the increases in CO_2 levels and were concerned about the amount of CO_2 the Earth's carbon sinks would be able to absorb!
Greulich: (coughs)
Nasty: As a result of your failure to acknowledge the serious nature of this situation, this has been the actual temperature change (points at steep rising temperature curve) and today - in 2050 - we've reached an all-time record temperature increase of 2.9 °C.
Greulich: I don't understand what you mean. Failure to acknowledge! Well, we did experience some unusual temperatures, even back then. I must remind you of the so-called Jahrhundertflut in Germany in the year 2002 and the extremely high temperature of 37.9 °C in Britain in the summer of 2003. But how could this have indicated to us what was to come?
Nasty: You should have known by how often these extremes of weather occurred. In 2000 Israel had the heaviest snowfall in 50 years. And in the same year there was the worst drought since the 1930s in Iran. Scientists did predict drastic climate changes. For example, the possible shift in the Gulf Stream - which now, in the 2050s, is threatening to put England into deep freeze.
Greulich: But that was all based on our models. At that time we didn't really understand the role of certain influences on the climate. So it was difficult to make progress.
Nasty: But your models were verified!
Greulich: But verification is very difficult!
Nasty: Climatic indices from around the world incorporated into the models as well as natural climate variability...
Aarti: (Sigh) Thank you for that. [...] We can still see that Global Climate Shift remains an issue. The fate of the Gulf Stream is still of great concern, and whatever happened to that Kyoto Agreement?
Jenny: And what corporate progress in energy supply has been made? And on that note, over to our Business Correspondent, Tanya King.

Interview with British Hydrogen's leading executive, Ms. Brown

Interviewer: Hello and welcome to the business news on GNN. The energy company British Hydrogen has had a very successful quarter. Its shares have reached an all-time high, having increased by fifty percent in the last two years. This success is the continuation of the business's steady growth that has lasted over the past thirty-five years.
Here with me today to discuss the secret of bh's success is Ms. Brown, the company's chief executive. Good evening, Ms. Brown - welcome to GNN. (shows slide with bh - British Hydrogen - logo)
Brown: Good evening.
Interviewer: Like many others, your company was struggling to survive in 2010, the year of the Great Crash. There has been a lot of speculation about its causes. What do you think led to the Crash?
Brown: Although the Kyoto Agreement itself was not very effective in decreasing carbon dioxide levels in the atmosphere, it did increase public awareness. This, combined with the dramatic local effects of climate change, led to increased public pressure on politicians. Several governments therefore

introduced strict regulations on carbon dioxide emissions that were expensive to comply with. Then in 2010, instability in the Middle East forced oil above 100 Dollars per barrel, and demand for oil plummeted as people sought alternatives. The energy companies were hit first, but soon the entire stock market broke down and share prices tumbled.

Interviewer: After the Crash, many energy companies did not survive. What approach did British Hydrogen take, and why was it so successful?

Brown: The company achieved this mainly through its flexibility. We can change quickly to meet the demands of the global energy market.

Interviewer: [...] What exactly set you apart from your competitors?

Brown: Cleaner fuels were now around the same price as oil, and so there was an obvious opportunity. Unlike some companies, we had been researching renewables since the turn of the century, and so we already had much of the technology at our disposal. The production of hydrogen became the focus of our company, for use in homes, businesses, and the new zero-emission cars.

Interviewer: How did you supply the energy necessary for hydrogen production?

Brown: We were interested in solar energy, and so we invested in large areas of desert in the American Southwest, and more recently the new deserts of southern Spain and Italy. The purchase of solar cells by our company alone drove down the world price. We were even able to use the existing and redundant oil pipelines to import the water necessary for hydrogen electrolysis. We changed our name to British Hydrogen in 2015 and have not looked back since. [...]

Participants at the British Council Seminar

Interviewer: [...] Thank you for taking the time out of your busy schedule to talk to us this evening. I'm Tania and this is GNN. Back to you, Aarti.

Attempts the Generation of 2004 took towards improving the State of our Planet

Jenny: [...] Searching through our GNN archives we found an official government booklet. We found that the booklet was first circulated on the 3rd of November 2004. It was [...] devised by the European Parliament in order to reduce carbon dioxide emissions to prevent further climate change. Let us look back in history at what attempts the generation of 2004 took towards improving the state of our planet. (Pause) Did they have any effect?

Aarti: Now over to Mr Schelffman our Government Archive official.

Jenny: Mr Schelffman welcome. So, what did the booklet contain?

Schelffman: Well the booklet contained several ways in which everyday people could cut down their energy consumption, thus helping to reduce further effects on the climate. The booklet tried to encourage people to change their everyday lives. We will just take a brief look at the booklet. It gave advice such as

- public transport instead of cars
- saving energy by switching off lights, closing refrigerators etc
- the importance of recycling
- repairing appliances instead of buying new ones straight away
- finally, using local rain water instead of fresh water to flush toilets

Aarti: What was the general opinion about the booklet when it was distributed?

Schelffman: The EU politicians were very optimistic about the booklet. However, the majority of the general public did not follow the guidelines. Some of the people did follow the advice but this was not sufficient to prevent the climate from getting even worse. If only our predecessors had taken responsibility for their own actions, we would not be in the situation we are in now.

Let's have a look at this November's weather...

Sarah: [...] There will be no remarkable changes over Europe. For the past few days we've seen mild temperatures and today will be no exception, temperatures will range from 19-32°C. Over in the eastern side of Europe, Germany and Poland have been warned with drought alerts, as well as the more southern countries in Europe. Hurricane warnings have been issued for the northern countries in Europe. [...] Due to the rise in sea levels the last of the Friesian Islands, Sylt, sank yesterday, after many months of struggling against the rising water. In Britain flood alerts have also been issued for the next 2 - 3 weeks...

Now let's take a look at the pollen count report. [...] There are extremely high levels of pollen in the London area; in the city centre pollen inhalers are required. All over the UK there is the second pollen season coming up, as the increase in temperature causes the trees to continue flowering throughout the year. Experts advise you to carry your winter inhalers with you at all times.

Now let's take at a look at the increase in temperature [...] across Britain. Due to a 2% rise in temperature since 2004, I regret to inform you that after 50 years of waiting for skiing in Scotland, this year will not be an exception. [...] In the London area temperature has increased dramatically, and there is again an ozone warning. Experts recommend that children in particular stay indoors and do not make any unnecessary journeys outside.

Global Weather Reports by Jack Sonnenschirm

Aarti: Thank you for that Sarah. Now over to our resident Globe Hopper, Weather Watcher Jack Sonnenschirm. ...
Sonnenschirm on North Pole: Although it's not too hot here, the high levels of UV radiation are giving me sunburn. I can see a few out-of-place trees in the distance but haven't spotted a single polar bear. The permafrost is thawing and my research building is no longer safe to stay in! [...]

Weather Watcher Jack Sonnenschirm

Sonnenschirm in Florida: Feeling much better here in Florida. Looking forward to my holiday. I've booked my seaside hotel, but where is the beach? I'm sure that telegraph pole is supposed to be on dry land!...
Sonnenschirm in Europe: Here in Germany, there have been worrying outbreaks of malaria. The Government have introduced preventative measures including these tablets. (Looks down at tablets) What are the side effects?... (retches) Nausea? (runs off stage holding his mouth) ...

ZeroCarbonCity – Meeting the Climate Change Challenge

1. Following the success of the suite of global activities developed under the DNA50 banner in 2003, which directly reached four million people, British Council Science is making climate change one of its major themes for 2004/2005 and 2005/2006. This will comprise a portfolio of activities under the thematic umbrella of ZeroCarbonCity. This will help reframe the international climate change debate by exploring the energy challenges facing the world's greatest cities. The programme, which has been developed following consultation with key stakeholders in the UK, is designed to contribute to UK international priorities, while helping fulfil both HMG's and the British Council's strategic objectives.

2. The UK has shown, and continues to show, international leadership in efforts to understand and tackle climate change. The Prime Minister is committed to creating a low carbon economy, based on new forms of energy generation such as fuel cells, offshore wind and tidal power, and to the Government's target of a 60 percent reduction of carbon dioxide emissions from current levels by 2050.

3. Internationally, the Prime Minister is committed to reigniting international debate on climate change, reframing the issues as attention turns from the minutiae of Kyoto to the long-term future of international climate change negotiations. 2005 is a critical year for the UK in this area for three reasons:

- Negotiators will begin to explore post-Kyoto commitments under the UN Framework on Climate Change, with the UK expected to play a positive role in the negotiations.
- The UK will take over the G8 presidency, hosting the G8 summit in July 2005 and pressing for renewed G8 action to tackle climate change and Africa.
- The UK will assume the EU presidency in the second half of the year, with the Government expected to provide leadership as Europe attempts to meet its Kyoto commitments and begins to negotiate future climate change agreements.

As a result, a substantial cross-Whitehall process of co-ordination is underway, overseen by a Ministerial Committee. DEFRA, FCO, DTI, OST, Cabinet Office, the No 10 Policy Unit, the Office of the Deputy Prime Minister and the Devolved Administrations are all playing an important role.

4. Cities occupy a pivotal position, as major energy consumers, but also as centres of innovation and new thinking. International links can be built between cities, even when states cannot agree, while the British Council maintains a physical presence in the vast majority of the world's biggest cities. Focusing thematic activity on cities and their hinterlands will generate a fresh perspective on the climate issue, building awareness of the challenges and potential solutions, and fostering debate about what action is needed. ZeroCarbonCity shifts the emphasis away from climate change impacts and inter-governmental negotiations, towards mitigation, adaptation, and practical measures that people can adopt. In so doing, it will raise awareness internationally of the UK as a country committed to tackling climate change.

5. The Council will run an international programme of activities through 2005 and 2006, concentrated around the UK-hosted G8 Summit in July 2005 and the EU presidency. It will be aimed at policy makers and influencers at local, regional and state governments and at broader well-informed publics in the countries concerned. It will aim to exceed the four million figure of those directly involved in the DNA50 events in 2003. The Council's climate change programme will build on the following UK strengths:

- International policy - the UK's leadership position in international climate change policy and its willingness to engage constructively with countries across the political spectrum.
- Domestic policy - the UK's White Paper commitment to cutting carbon dioxide emissions by 60 per cent by 2050.
- Science and technology - the UK's strengths in climate change science and the development of technologies necessary to deliver a low carbon economy.

6. The programme will contribute to UK objectives by:

- Raising awareness of the nature and extent of the UK's commitment to tackling climate change and its commitment to developing a low carbon economy.
- Sponsoring debate about climate change in countries outside the Kyoto process, with a potential focus on the US.
- Helping explore the future of action to respond to and combat climate change in transition countries, with a potential focus on India and China.
- Developing activity that can be showcased at the G8 summit and during the UK EU presidency.

7. The programme will help deliver the British Council's Strategy 2010 by:

- Improving perceptions of the UK's contribution to tackling climate change, by developing understanding of its domestic commitments and international contribution.
- Building greater mutual understanding between the UK and other countries, by sponsoring the wide-ranging debate needed to promote long-term action on climate change.
- Building stronger ties between the UK and other countries, by linking people working on climate change, especially those outside national governments.

8. Five "global products" form the core of the ZeroCarbonCity programme:

- The ZeroCarbonCity Index - A survey of the world's top 100 cities, exploring their responses to climate change, with accompanying case studies showing solutions in action. The Index will be launched at the 2005 G8 summit, but will have a global focus. The launch will be a high profile event, with the potential to gain significant press coverage on an international basis. The Index is being implemented in partnership with The Climate Group.
- The ZeroCarbonCity Global Debate - An online debate, supported by a series of articles by scientists, technologists, city planners, policy makers, futurists etc. The debate will be launched for the 2005 G8 summit, but content will not be specific to the G8 member countries. It will aim to provide context for the whole ZeroCarbonCity programme and a chance to debate its messages, while building on publicity gained by the Index. The global debate is being run for the Council by Open Democracy.

- The ZeroCarbonCity City Debates - In recent years, British Council Science has had considerable success organising events such as Café Scientifique that encourage debate and dialogue. The programme will build on this experience, using city venues to provide a platform for expert comment, while encouraging audience participation. A series of topics will be developed centrally, from which country offices can select one topic or run a whole series.
- The ZeroCarbonCity Exhibition - British Council Science, in partnership with The Climate Group, has commissioned the development and production of a touring exhibition and book to support in-country activity. Magnum, a leading international photographic agency, has been commissioned to create images for a publication and exhibition that will explore the climate change issue and highlight attempts to develop viable solutions. The exhibition, designed by Brown Design Associates, is modular, allowing installations of varying sizes in different countries.
- The ZeroCarbonCity Catalysts - A list of approved speakers and presenters (many of whom will have participated in the global debate), prepared to participate in events arranged by British Council offices.

9. In implementing the ZeroCarbonCity programme, the British Council will seek the maximum level of co-operation with local missions and with environmental attachés to ensure full public diplomacy benefits flow from the initiative. The co-ordinating group will look for opportunities for Ministerial involvement in the programme of activities and for opportunities within the framework of the presidencies of the G8 and EU in 2005.

Further information and contact:
Dr. Herbert Grieshop
Head Education & Science
British Council Germany
Hackescher Markt 1
10178 Berlin
Mail: herbert.grieshop@britishcouncil.de
www.britishcouncil.de