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Communicating climate change: Challenges ahead and action needed

To cite this article: Walter Leal Filho 2009 *IOP Conf. Ser.: Earth Environ. Sci.* **6** 522011

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P52.03**Communicating climate change: challenges ahead and action needed**Walter Leal Filho*Hamburg University of Applied Sciences, Research and Transfer Centre 'Applications of Life Sciences',
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The last ten years have a particularly intense increase in the degree of emphasis to climate issues as a whole and the level of attention pay to climate change in particular. The Kyoto Protocol, which was adopted at the third Conference of the Parties to the UNFCCC (COP 3) in Kyoto, Japan, on 11 December 1997 and entered into force on 16 February 2005, has provided an extra impulse to the international debate on climate change. As of May 2008, 182 Parties have ratified it. The conference of the parties of UNFCCC (COP 13) held in Bali, Indonesia in December 2007, was attended by over 10.000 people. These developments illustrate the fact that climate change is a matter of worldwide concern and relevance. But even though climate change is a matter of great scientific relevance and of broad general interest, there are some problems related to its communication. This papers outlines some of the problem inherent to the communication of climate change, lists some of the challenges ahead and describes some of the action needed in order to allow it to be better and more widely communicated.