

Press Release

Felix Finkbeiner: ‘We need climate justice’

- **Twelve-year-old founder of Plant for the Planet to promote his book and conduct a workshop for children at the Deutsche Welle Global Media Forum in Bonn**
- **New worldwide study examining attitudes on climate change**

The founder of the worldwide student initiative “Plant for the Planet”, the 12-year-old climate ambassador Felix Finkbeiner, will be joined by solar flight pioneer Bertrand Piccard to open this year’s Deutsche Welle Global Media Forum. The international conference will be taking place from June 21-23 in Bonn with the theme “The Heat is On – Climate Change and the Media”.

On May 4, Finkbeiner will be accompanied by some 200 children to plant the one millionth tree in Germany at the Petersberg Climate Dialogue in Bonn. He started his Plant for the Planet initiative in 2007 with the goal of planting a million trees in each country around the world as a sign of climate justice. It has made it to 72 countries so far.

Finkbeiner has just returned from lecturing tour – the last stop being Cancun, site of the next Climate Change Summit. “For most adults, the future is 20, 30 or 40 years. For us kids, this could be 80 years or more,” he said in an interview with Deutsche Welle. “That’s why we want to fight for our future.”

He went on to say that Copenhagen was a failure. “We can’t let the same thing happen in Cancun. We need a Cancun Protocol that is based on climate justice,” he said. “Talking alone won’t prevent the glaciers from melting or the rain forests from being destroyed.”

At the opening of the Deutsche Welle Global Media Forum on June 21, the young climate ambassador will present the English and Spanish versions of his latest book. Plant for the Planet will also conduct a one-day workshop during the conference, providing children between 10-12 years of age with information about climate change.

Worldwide study on climate change

The comprehensive results of the “Synovate & Deutsche Welle Global Study on Climate Change 2010” will also be presented at this year’s conference. The study, which was conducted by the market research firm Synovate in cooperation with DW,

examines the attitudes associated with climate change by people from 20 countries all around the world. The study also looks at the responsibility and role of the media in solving this problem. The first results show that a large percentage of the people are concerned about climate change and feel especially threatened by the extreme weather patterns.

More than 50 individual events

In 2010, the Deutsche Welle Global Media Forum once again offers more than 50 events including podium discussions and workshops, interactive presentations and exhibitions, networking and interesting side events. It takes place at the World Conference Center Bonn, close to Deutsche Welle's headquarters.

Deutsche Welle is cooperating with many different organizations for this interdisciplinary conference, including the United Nations Framework Convention on Climate Change (UNFCCC), the International Human Dimensions Program on Global Environmental Change (UN IHDP/ESSP), EU Commission and the World Bank, the Wuppertal Institute, World Wildlife Fund for Nature (WWF), NABU and the Climate Alliance, the Institute for World Business Kiel, German Development Institute (DIE), the Center for Development Research (ZEF) and many others.

Co-host of the Deutsche Welle Global Media Forum is the Foundation for International Dialogue of the Sparkasse in Bonn. The convention is also supported by Germany's Federal Foreign Office, the Family, Women and Integration Ministry of the German state of North Rhine-Westphalia, European Funds for Regional Development, the city of Bonn, DHL, the KSB Group and Faber-Castell.

May 3, 2010

www.dw-gmf.de

Synovate: www.synovate.com

Press releases and material: www.dw-world.de/press

###

Deutsche Welle is Germany's international broadcaster. With DW-TV, DW-RADIO and DW-WORLD.DE, it produces news, background information and cultural highlights worldwide, while creating a platform for intercultural dialogue.