

## Art 6 WS i Stockholm 2009-05-18

Hej!

Welcome to Sweden and Stockholm!

I am so happy to see you all here – some familiar faces – and some new ones! Lovely! I do hope you will have a nice stay here in Stockholm – and my distinguished colleague Jessica Cederberg Wodmar will give you a presentation on Stockholm – our hometown – later on in the programme.

I am Kerstin Heikenfeldt – I work as an Information Officer at the Swedish EPA. During this semester I have had the privilege to Chair the Art 6-group on behalf of the Czechian Presidency.

I will talk about the work in the Art 6-group but also about Good practise – the theme of this WS.

I would like to start with showing what I think is a brilliant example of Good practise

**This cover** of Stand By Me was recorded by completely unknown artists in a street *virtual studio* all around the world. It all started with a base track recorded on the streets of Santa Monica, California, by a street musician called Roger Ridley.

His base track was then **taken to New Orleans**, where Grandpa Elliott—a blind singer from the French Quarter—added vocals and harmonica while listening to Ridley's base track on headphones.

And from there, the producers took the mix all through Europe, Africa, and South America, adding new tracks with multiple instruments and vocals that were assembled in the final version you are seeing in this video. All done with a simple laptop and some microphones!

To me this is such a brilliant example of good practise. Someone has an idea and wish to inspire other people to do the same – and even develop it! I hope this might serve as an inspiration for all of us that everything is doable – if you try hard enough!

To be able to achieve best results and reach as many people as possible parties must try new pathways and consider both sponsoring as well as cooperation with NGO´s and others.

Therefore I am looking forward to all the presentations tomorrow. And I will take this opportunity to request all of you to **Listen, reflect** and **consider** what especially **you** are able to **do** or **use** of this in **your** country. Take this opportunity to get inspired and use all the ideas you get.

Because

The international community has one common target for climate change negotiations this year– **reaching a new global agreement.**

The goals of this agreement will be achieved only if society all over the world is actively involved. This will require an intense effort to provide information, raise public awareness and build capacity among relevant social groups.

We know that the fight against global warming can only be effective if the problem of climate change is known to and properly understood by the citizens, and in particular by national decision makers. This must be taken into account in public decisions and more generally in the behaviour of all.

There is increasing evidence that communication and public awareness programs can help to reduce emissions. We will see examples of that tomorrow. Communication and education are not only crucial instruments to build public acceptance of the issue but also strategic tools to promote change and address mitigation and adaptation challenges.

The Art6–group work under the Convention by expressing and enhance the needs of information and communication. This spring we have had the opportunity among other things to propose a new wording in the skeleton to a new agreement. We also of course prepared this workshop and developed criterias for good practise. What is significant for a good practise? How do you know it 's good?

To help ourselves we developed some criterias for choosing practise for this workshop

The practise should be **innovative** – with regard to methods, targetgroups, new media

It should be **effective with regard to** number of people reached

(and if we could say how much CO2 emissions that has been cut because of the practise .... would be wonderful)

It should be **representative** – with regard to the different cornerstones in Art 6,

Others should be able to **copy**

And of course it should be **cost effective**

In the working sessions tomorrow we will all have the opportunity to discuss this. I also wish for a discussion about how **you** would like to use a compilation of all the practises you have sent to us? Regardless of website or brochure – how would you like to use it? What do you think would be the best way to use all these good practises?

During these days I feel confident that we will share examples of this from all over

Europe and together I am sure we will contribute to a good outcome of this WS.

Remember **Stand by me** – we will not only play the original sound track – we shall all develop it in our own way!

Thank you for your listening!