

# The OneClimate Channel 2010 A Unique Opportunity



  
oneclimate channel

## Not Done Yet

The OneClimate Channel was launched by OneWorld UK in 2009, culminating in a unique 200 hours of broadcasting throughout the UN Climate Conference in Copenhagen.

It opened a window of participation for millions of people around the world, otherwise excluded by cost, distance or regulation.

For all these and many more millions of members of the global public, and for all the organisations campaigning for a real deal throughout 2010, it's more important than ever to keep this people's media channel on the air on a regular basis. OneWorld is delighted to be part of the 'Not Done Yet' initiative with over a dozen other major online NGOs.



Our plans for the future of the OneClimate Channel include transmitting from the key climate negotiation sessions all year, wherever they take place, in the build-up to COP16; as well as broadcasting a weekly update show, with Skype interviews from around the world.

In addition we'll be offering space on the channel for campaigning organisations who, sometimes with our help, will be streaming their own events live during the course of the year.

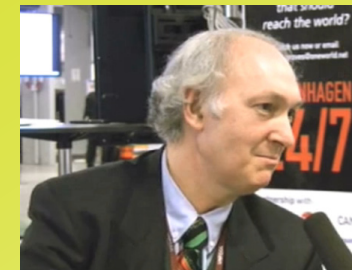


OneClimate journalists, Anuradha Vittachi and Daniel Nelson, live on air at COP15

## Having your cake and eating it

You don't need a high-tech set up yourself to work with us. The OneClimate Channel's technology is undemanding. We can broadcast live from anywhere in the world that has an internet connection and a plug!

Yet this unique mix of hardware and software means you can get the same multi-camera coverage you would expect from a top TV company. And that's combined with a lightness of foot because our technology can be deployed so fast and flexibly.



OneClimate broadcasts live from the COP15 Climate Conference in Copenhagen

## The power of live

Do you need us to catch breaking news? Our flexibility means we can be on the spot as the news happens.

In Copenhagen, we transmitted an exclusive interview with FOE just as they were banned from the conference, the contents of a leaked UN document, an unexpected announcement from the Alliance of Small Island States that challenged a key assumption in the UN process - and we were there too at the demonstrations as NGOs and citizens took to the streets.

Being live also means your local or global audience, or your colleagues back home, can participate interactively. Everyone watching can put their questions and comments to the live guests through the OneClimate chatbox or through our Twitter feeds. Finding ways like this to take part in crucial events without travel is going to be an important contribution to our low-carbon future.

We believe that being live is what gives people the feeling of 'really being there'. And that's been the feedback we've had from many viewers:

"It's like watching TV with a large intimate group of friends..."

"We're loving the live-streaming and COP15 coverage! Keep it up!" (Greenpeace)

Finally, we felt it was important to be on the air all day long. This meant the audience could be sure of getting the latest news whenever they dropped into the channel. And this was a very distinct offering from the majority of media outlets who were producing either inserts into news programmes or short one-off broadcasts.



OneClimate broadcast breaking news, the latest action from the protests outside, and live audience participation via Twitter

## A backstage pass

At COP 15 fewer and fewer NGOs had access to what was going on, particularly as draconian restrictions were placed on civil society in the final days of the conference.

But OneClimate maintained its presence throughout, transmitting from what was an increasingly ghostly and deserted hall. And we were able to help facilitate civil society groups to transmit their content, including the iconic 'Fossil of the Day' award.

## Southern voices

The people at the front line of climate change are those who live in vulnerable communities in the global south.

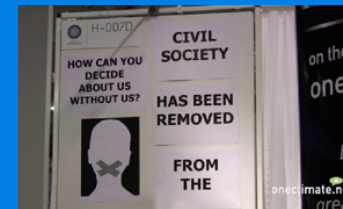
They have not caused the crisis – the 100 poorest countries in the world combined emit only 3.2% of the world's current carbon emissions – yet these are the very countries that are bearing the brunt of its consequences.

It's essential to hear the voices of people from these countries, not only for the sake of natural justice, but also in order to create the levels of understanding and empathy

elsewhere, to enable fairer global decisions to be made. The OneClimate channel can put their videos on the air and, where bandwidth permits, include them as live participants through Skype video.

## The key players

The OneClimate Channel (and its parent organisation OneWorld) has a 15 year track record of new media innovation in the service of global justice. It's a reputation that gives us access to key actors around the world – from Ed Miliband to Yvo de Boer.



OneClimate provided a backstage pass to COP15, giving millions of people an insight into the negotiations and their importance

## ecoCasting meetings to save travel carbon

During 2010, civil society organisations need to attend more and more meetings of this kind, but to do so while travelling less. And everyone watching should feel like a real participant.

Most importantly those meetings should always be able to include voices from the South - again without unnecessary flying.

That's why we believe in what we call 'ecoCasting' - combining the best of webcasting and video-conferencing. It's a package that puts together webcasting, recording, remote conferencing with Skype video and audience participation by chat, SMS and Twitter. It can be deployed from a suitcase to share your events with the world, or run as a stand-alone series of programmes.

It's 'eco' both in its focus on the environment and its economical means of production.

As an example of an NGO using ecoCasting, ActionAid used our technology to open up their meeting during the European Development Days in 2009.

Revenue from our ecoCasting services are used to sustain the OneClimate Channel.



ActionAid's European Development Days meeting, ecoCast live by OneClimate

## Skype replacing satellites

To defeat distance - and the cash and carbon costs that distance brings - it's vital to be able to conduct remote interviews.

But instead of relying on prohibitively expensive satellites, OneClimate uses Skype-video to bring in voices from around the world.



Salil Shetty, Director of the UN Millennium Campaign, joins OneClimate for an interview at COP15 via Skype

ecoCast

## Audience reach to rival mainstream media

Civil society now has realistic alternatives to traditional media for getting its message out. The COP15 broadcast received over 4,000,000 views, from around 2,000,000 unique viewers, during the course of the conference. In terms of reach, this is a terrific result.

One reason for OneClimate being able to reach this size of audience was that we encouraged other websites to take our entire livestream - free. You didn't need to be particularly tech-savvy to do this: we made it very easy so that most members of the audience could do it themselves.

And we encouraged them to do so, and to pass it on down their networks of friends and colleagues.

This free pass-it-on viralising approach is hardly customary in traditional broadcast media corporations. But during COP15, major news media

outlets like Le Monde, global NGO coalitions like tckctkctk, and scores of smaller websites all embedded OneClimate's live video window.

Broadcasting live on the website of tckctkctk



## Sharing live sources

But the principle of sharing begins way before OneClimate's distribution phase.

The OneClimate Channel was created to be open to other organisations' content as well as OneClimate's own. So we built in the ability to bring in live feeds from partnering organisations.

At COP15, one vital feed was the UNFCCC webcasting services. This meant we were able to incorporate all the UNFCCC plenaries and press conferences into our live shows. We also worked closely with UpTake to share live content with them from downtown locations.

And we were able to deploy a second unit to provide live feeds, including interviews from the Klima Forum, where many NGOs excluded from the Bella Centre gathered.

## The best videos

More and more climate campaigners are using video as a tool of their trade. But what happens to all this footage?

Good editing is not always easy to arrange - or find time to do. And many good videos on YouTube receive disappointingly small numbers of plays.



*The hard-hitting 'polar bear' climate campaign video by Plane Stupid*

This is another way that OneClimate can help: by providing a channel and an audience for the best videos being produced.

## Recording and archiving

As part of the live broadcasting process, OneClimate also records and archives all the content. We are developing a system for easy slicing and uploading to YouTube and all the other main social media websites.

## Viralising

Twitter and other messaging services, for example, work really well for us. Our COP15 coverage attracted tens of thousands of text messages - all adding to the buzz around the event.

And now we've been shortlisted for the Twitter Shorty Awards - "honouring the best producers of short realtime content". Greenpeace nominated OneClimate for our "awesome Copenhagen Climate Summit live coverage!"



*OneClimate recorded more than 200 hours of footage during COP15, covering the action in the Bella Centre, the Klima Forum and at the protests*

## Broadcasting experience

Of course, the art of making compelling television requires far more than flexible technology: the essential requirement is human skill. The OneClimate team brings together many decades of experience, both in the BBC and in new media.

For example, Peter Armstrong was one of the fathers of interactive media in the UK, founding the BBC's first interactive programming unit in the early 1980s. He is the winner of BAFTA's Lifetime Achievement Award. Anuradha Vittachi is an award-winning television producer and author. Daniel Nelson is a journalist with a lifetime's experience of reporting and analysing issues of environment and development.

## Plugged-in journalism

The experience of working in Copenhagen was of very fruitful collaboration. We benefited constantly from the contacts and inside information shared with us by many civil society organisations: LinkTV, tcktckck, Climate Action

Network, FOE, Greenpeace, Oxfam, IISD and Avaaz, among many others.

Individual journalists too, like Amy Goodman, were also generous in sharing their insights and analysis with us.



*The OneClimate team brings together decades of experience in media*

## Smaller teams for some meetings

Our equipment set-up was designed to be small and portable. But it needed a team of 8-10 people to produce an all-day broadcast for the whole COP fortnight of consistently high standard.

For COP15, the team was based in Copenhagen, with some guests interviewed remotely over Skype. This seems to us the optimum approach for major meetings.

For smaller meetings during 2010, however, we plan to reverse the approach. In these cases the broadcasting centre will remain at our base in the UK along with two or more of our journalist presenters.

At the site of the meeting, only 2-3 members of the OneClimate team will be present in order to research the stories, arrange the live feeds and invite guests to be interviewed via Skype.



*The Stupid Show and Global Humanitarian Forum, ecoCasting on OneClimate during COP15*

## Owned Slots

The OneClimate Channel can also offer dedicated time slots to shows produced by civil society organisations, like the lively Stupid Show produced by the Age of Stupid team each evening in Copenhagen.



## Next Steps...

We'd love to hear from you if you'd like to be part of the OneClimate Channel yourself by:

- appearing on the show
- having us show your videos
- embedding the video window on your site or blog
- linking and exchanging livestreams
- supporting our work with grants or sponsorship
- inviting us to ecoCast your meetings
- sharing your ideas for future programming.

OneWorld intends to keep the OneClimate Channel on the air as often as possible in 2010 as a service to civil society around the world, who need to be informed and engaged in the post-COP 15 process.

How far we can sustain this service, and how many people it can reach, will depend on the content partnerships we can establish and the level of financial support we receive during this year.

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