

Useful Social Webtools for Environmental Governance

MEG-Forum 2010
Thursday, 15th of April, 2010

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Linde Griebhaber



Content

- Background Information
- Examples
 - Blogs
 - Twitter
 - Facebook
 - Causes
 - Networks
 - Wiki
 - Broadcasting
 - Youtube
- Keep in mind

Communication Revolution

- Empowering many voices
- „Death of distance“
- Virtual Communities
- Digital Natives and growing e-literacy
- Facebook has more than 400 million active users

Social Software

- Definition:
 - The use of “computing tools to support, extent, or derive added value from social activity –including, but not exclusively, weblogs, instant messaging, music and photo sharing, mailing lists and message boards, and online social networking tools”.

Social Software- Characteristics

- Bottom up; rely on user generated content
- Support social interaction; feedback & networking
- 3 main areas: Webblogs; Wiki; Social Software

Blogs

- Subjective reporting on a certain topic
- Track posts through permalink
- Provoking discussion with followers
- Easy and cheap to start up, no special training needed, HTML browser to visit weblogs
- Blogs can act as an advertisement for the main homepage
- Entries, called posts, can be links
- Information on how to create a blog:
<http://www.youthedesigner.com/2008/02/18/using-blogs-to-your-advantage/>

Posted by Craig Morris at [Tuesday, April 13, 2010](#) 0 comments

Monday, April 12, 2010

Germany installed 3.8 GW of solar in 2009

The official statistics were released by Germany's Network Agency (Netzagentur) on Friday. To put this figure into perspective, it is the largest amount of photovoltaics ever installed in any one country in a single year. When the Spanish market installed 2.5 GW in 2008, the government reacted by putting a 0.5 GW annual ceiling on the market.

As readers of this blog know, Germany has also responded to the boom last year by reviewing its solar policy, but the government is basically shooting itself in the foot right now. The announcements of a one-off reduction in feed-in tariffs for solar has ramped up the market considerably as everyone rushes to get installed before the lower rates take effect. To make matters worse for the government, which intends to devote *less* money to photovoltaics, the governing coalition has postponed the rate reductions and may postpone them even further, all of which will merely extend the current boom, which is likely to completely overshadow the performance of 2009.

Germany now has some 9.8 GW of solar. To put that into perspective, Germany has more than 120 GW of generating capacity, but peak demand generally comes in at just less than half of that -- roughly about 55 GW. At current growth rates, solar is likely to

PH 63	AT 31
7,228 pageviews	
FLAG counter	

Who I am

Born in New Orleans, raised in Mississippi, graduate of UT at Austin - loved it and left it. In Europe since 1992, author of *Energy switch: proven solutions for a renewable future*, but most work published in German. Director of Petite Planète Translations, where it all started. All opinions expressed in this blog are my own and do not necessarily reflect those of my affiliates or clients.



Wiki

- Knowledge sharing platform, transparency
- Add & edit content, feedback, discussion
- Whole is greater than parts
- E.g. Wikipedia
- Often used for educational purposes:
 - MEG module: Economics, Institutions and the Environment
 - MEG 4: SOE wiki

[article](#)[discussion](#)[show pagesource](#)[old revisions](#)

Institut für Forstökonomie

Economics, Institutions and the Environment; WIKI Homepage for the MEG course 2009

This Wiki is produced by the MEG students. The first MEG course requested an introduction into economic terms and concepts for those MEGs, who do not have a huge background knowledge Economics ("Economics for dummies"). This Wiki works as a glossary. Last years' students have produced a basis, which is hopefully helpful for you. This basis should be extended in due course. Whenever, there is a term or a concept in the course, where you think it is worth to have an explanation, which should be shared with the others, please create an entry. In case you find something which is not correct or could be presented in a better way, please do not hesitate to improve the wiki. It is a joint knowledge base, which should be enhanced together. It is a collective good for the benefit of everybody in the group. I have checked the entries so far and they are correct. I will also check the entries you make as quick as possible. Apart from creating hopefully a useful knowledgebase for the course, the Wiki is also a practical experimentation in collective action, an important issue in our class. Most of the terms and concepts are pretty basic. Therefore, it should be a problem to get an understanding of the terms using the internet or a basic textbook. Don't do any plagiarism, if you copy something you are obliged to quote the source. Nevertheless, you can be able to explain the term or concept in your own words. Please do not start working on the Wiki the last days. Then you will have to focus on the exam and I will not have sufficient time to correct entries. Some important points to remember:

- Never hesitate to ask, when there are questions
- You also find help at <http://www.dokuwiki.org/de:manual>
- Link whenever usefull!

<http://wiki.uni-freiburg.de/forestryeconomics/doku.php?id=st>

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Online Discussions

This is the place for online discussions and debates. The page will grow organically, but please stick to the following rules:

- Create a new page for each topic
- The title should be: "Date, Name - Topic"
- Comment and discuss following the Wiki Rules

The first discussion "8.8.09, Thomas - How can we improve our wiki?" serves as model discussion, so check it out before starting a new one. Also, go exercise in the [Wiki Playground](#) first if you are not yet familiar with using the wiki.

[\[edit\]](#)

Discussions

- [8.8.09, Thomas - How can we improve our wiki?](#)
- [16.8.09, Romy - Feedback on the SOE topic overview](#)
- [9.8.09, Emily - documents from Content Group for comment and feedback](#)
- [21.9.09, Emily - Draft concept paper for comment and feedback](#)
- [22.9.09, Elena - Should we start with the photography contest? We want to post it in the Forum website!! Comment please!!](#)
- [03.10.09, Linde - photo competition](#)
- [11.1.10, Emily - new documents from content group uploaded](#)

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Working Groups

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Fertig

SOCIAL NETWORK SERVICES

- Circles of people for interaction & connection
- Overlap between private and public activities
- Network spread through snow ball effect
- Music and photo sharing possible
- Applications: social book marking & folksonomy

Twitter

- Updating many people on a certain topic
- Fast updating
- Short messages which can be read quickly (140 characters)
- Suggestions on how to twitter effectively:
<http://www.twitip.com/10-traits-of-highly-effective-twitter-users/>
- How to set up and follow on twitter:
<http://www.telegraph.co.uk/travel/4698589/Twitter-how-to-set-up-your-account.html>


www.panda.org/
www.earthhour.org/
www.panda.org/climateblog
www.panda.org/climatewitness
[Climate Campaign Team](#)
[Claire Carlton — Twitter manager](#)
[Martin Hiller — M](#)
[Owen Gibbons —](#)
[Ashwini Prabha —](#)
[Christian Teriete](#)


WWF_Climate

Business 4 Environment
[#B4Esummit](#) 21 - 23 April Korea
[#WWF](#) CEO Jim Leape to speak got
 here to register
<http://www.b4esummit.com/#climate>

vor ungefähr 2 Stunden via SocialOomph

Business 4 Enviro Summit 21-23 April. Ask speakers Q's
[@richardbranson](#) by DM to [@b4esummit](#) [#WWF](http://dld.bz/ajDp)
[#climate](#)

vor ungefähr 5 Stunden via SocialOomph

[#wwf](#) Sustainable palm oil purchases hit record high: More
 sustainably produced palm oil is being purchased t... <http://bit.ly/aK4sJv> [#cop15](#)

vor ungefähr 7 Stunden via twitterfeed

World People's Conf on [#Climate](#) Change [@CMPCC](#) [@wpccc](#)
 19-22 April watch live via [@OneClimate](#) [#wpccc](http://www.oneclimate.net/bolivia)

Name WWF_Climate

Ort Global

Web <http://www.panda.org/>

Biografie WWF Climate
 Change Team at the frontlines.
 Saving us and the planet one
 tweet at a time!

17,552 22,004 1,754
 Following Follower Gelistet

Tweets 12,622

Favoriten

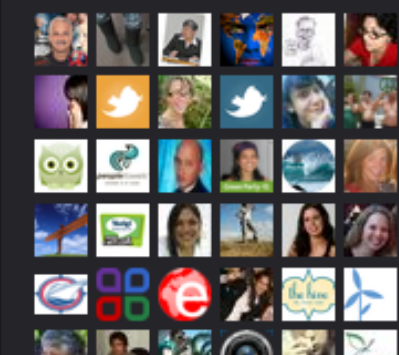
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Alle ansehen

Following



Facebook

- Connecting people with the same interests
- Potential contacts across the world
- Reaching people previously new to the topic
- Promotion of events

**Conference: New Media and Environmental Governance**

Date: Friday, April 16, 2010
 Time: 8:00am - 8:00pm
 Location: Freiburg, Germany

Description

FREIBURG FORUM ON ENVIRONMENTAL GOVERNANCE 2010

INVITATION

We, students for the Master in Environmental Governance (MEG 2008-2010), are pleased to invite you to the Freiburg Forum on Environmental Governance to be held on 16th April at the University of Freiburg, Germany. This year the forum will focus on "The Role of New Media in Environmental Governance". Speakers from different continents will share their experiences with us on the potentials and challenges of new media tools to help address pressing environmental problems.

We would like to note that participation is free of charge, but there are limited places. For registration and further information about the forum, please check the flyer below or access: <https://www.megforum.uni-freiburg.de>

We hope to see you here!

Best regards,

MEG Class 2008-2010

Wall

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Welcome to the GEG Project Facebook page. To view our main site, please visit environmentalgovernance.org

Information

Founded:
1997 at Yale University

Fans

6 of 533 fans

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The Global Environmental Governance Project

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Attach:

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The Global Environmental Governance Project Good governance starts with transparency. The US government agencies released today their "Open Government Plans" that would make them open to the public and open to change.



Open for Change | The White House

www.whitehouse.gov

WhiteHouse.gov is the official web site for the White House and President Barack Obama, the 44th President of the United States. This site is a source for information about the President, White House news and policies, White House history, and the federal government.

April 8 at 4:56am · [Comment](#) · [Like](#) · [Share](#)



The Global Environmental Governance Project The United Nations Conference on Sustainable Development will take place in 2012, on the 40th anniversary of the Stockholm Conference and the 20th anniversary of the Rio Earth Summit. The Conference themes are 1) green economy and 2) institutional framework for sustainable development. A website has just been launched ...

[See More](#)

[United Nations Conference on Sustainable Development 2012](#)

Causes

- Application to facebook profile
- Similar to a facebook group
- Tool for mobilization
 - E.g. ‘Stop global warming’ cause: 3,4 mio members, donates money to the Alliance for Climate Protection
- Fundraising possibility

« Back to Facebook



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Find Causes

Your Causes

Best of Causes

Account

Help



STOP SHARK FINNING

help stop shark finning [Learn More](#)

38,461 members • \$1,620 raised

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Members

Impact

My Impact



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OUR CAUSE CONTRIBUTION:

\$1,620




Email- Network / Mailing list

- Emailing list on specific topics
- Updates from various people on policies, upcoming events, etc.
- Promotion of own events, projects
- Potential contacts in other fields, countries, etc.



Climate-L.org

*A Knowledgebase of UN and Intergovernmental
Activities Addressing Global Climate Change*

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Daily News

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ECLAC Executive Secretary Outlines Low-Carbon Strategies



9 April 2010: During a session of the World Economic Forum for Latin America 2010, which convened in Cartagena, Colombia, Alicia Bárcena, Executive Secretary of the Economic Commission for Latin America and the Caribbean (ECLAC), highlighted policies and strategies that may be adopted to promote low-carbon economies.

[read more »](#)

Multilateral Banks Discuss Climate Finance

9 April 2010: Heads of Multilateral Development Banks (MDBs) and the International Monetary Fund (IMF) met on 9 April 2010, at European Investment Bank (EIB) headquarters in Luxembourg, to discuss plans to support a sustainable global recovery and climate finance. Participants at the meeting noted that the Copenhagen Accord offers an opportunity to take action to finance measures to combat climate change.

[read more »](#)

Event Announcement: First Workshop on Climate Induced Migration in

Guest Articles



**By Teresa Ribera, Secretary of
State for Climate Change; Spanish
Ministry of Environment and Rural
and Marine Affairs**

**Previous Guest Articles by
Ban Ki-moon, Yvo de Boer,
and others...**

Policy Updates

**By Chris Spence
Deputy Director, IISD RS**



[Meet the Climate-L.org Team](#)



Chief Executives Board
for Coordination

**Gateway to the UN System's
Work on Climate Change**

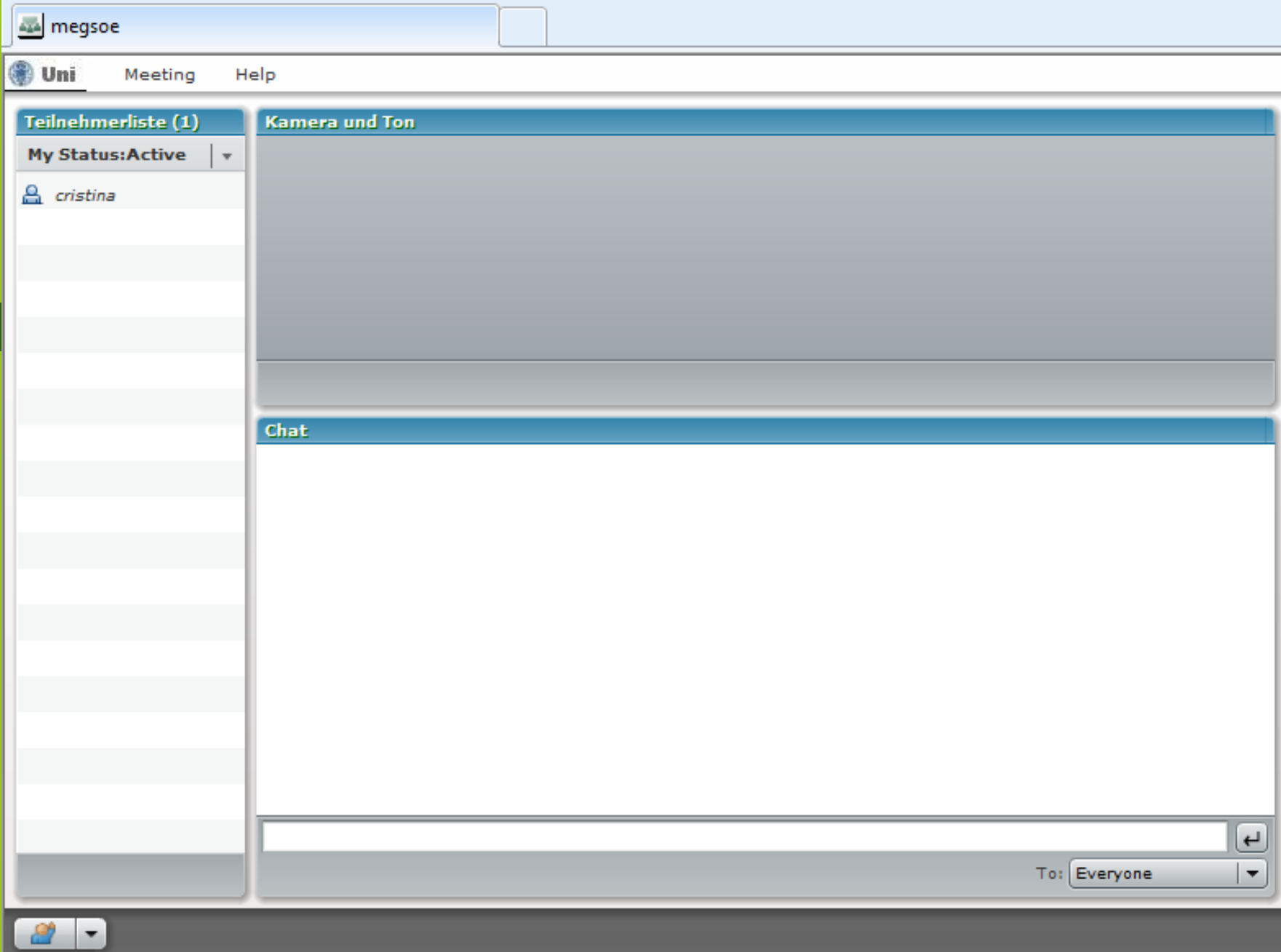
Funding for the **Climate-
L.org** Project has been
provided by the **Swiss
Agency for Development
and Cooperation**.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
**Swiss Agency for Development
and Cooperation SDC**

Broadcasting

- People across the world can access meetings, conferences, etc.
- Allows for low emission and low cost attendance of conferences
- Can be live or stored on the internet for later download



<http://connect.ruf.uni-freiburg.de/meg?launcher=false>



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UNFCCC Google Search

Essential Background

Documentation

Decisions
Documents
[Webcast & Videos](#)
Workshops Documentation

Meetings

Kyoto Protocol

Cooperation & Support

Adaptation

National Reports

GHG Data

Methods & Science

Parties & Observers

Press

Secretariat

Issues Quickfinder:

COP/CMP and SB

Date	Location	Meeting
Dec 2009	Copenhagen	COP 15 & CMP 5 & SB 31 & AWG-LCA 8 & AWG-KP 10
Jun 2009	Bonn	SB 30 & AWG-LCA 6 & AWG-KP 8
Dec 2008	Poznan	COP 14 / CMP 4
Jun 2008	Bonn	SB 28 & AWG-LCA 2 & AWG-KP 5
Dec 2007	Bali	COP 13 / CMP 3
May 2007	Bonn	SB 26 & AWG3
Nov 2006	Nairobi	COP 12 & COP/CMP 2
May 2006	Bonn	SB 24 & AWG 1
Nov 2005	Montreal	COP 11 & COP/CMP 1

Others

Date	Location	Meeting
Apr 2010	Bonn	Bonn Climate Change Talks April 2010
Nov 2009	Barcelona	Barcelona Climate Change Talks 2009
Sep-Oct 2009	Bangkok	Bangkok Climate Change Talks 2009
Aug 2009	Bonn	Bonn Climate Change Talks August 2009
Mar-Apr 2009	Bonn	Bonn Climate Change Talks March 2009
Aug 2008	Accra	Accra Climate Change Talks 2008
Apr 2008	Bangkok	Bangkok Climate Change Talks 2008

Youtube

- Makes videos accessible worldwide
- Can be used a. o. for awareness building
- One can see how many people watched the video



Suchen

Durchsuchen

Video hochladen

Konto erstellen

anmelden

HOME (FR)

homeprojectFR

20 Videos

Abonnieren



bertragen der Daten von v16.lscache4.c.youtube.com...

Keep in mind

- Social Webtools must be kept alive for working efficiently
- Registering for many social webtools might lead to an information overload
- Know what you put on the internet
- Privacy rights
- Property rights

References

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- The Global Humanitarian Forum: <http://www.ghf-geneva.org/Portals/0/pdfs/2009forumreport.pdf>
- Kettner, David: Die Magie emotionaler Resonanz, 26th November, 2009, <http://blog.politik.de/politikkongress/keynote-die-magie-emotionaler-resonanz/1021>
- Facebook, <http://www.facebook.com/press/info.php?statistics>

A thick, solid green horizontal bar with rounded ends, positioned above the text.

Thank you for your
attention!