Useful Social Webtools for Environmental Governance

MEG-Forum 2010

Thursday, 15th of April, 2010

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Content

- Background Information
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  - Blogs
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  - Facebook
    - Causes
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  - Wiki
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  - Youtube
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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/

Always greener

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

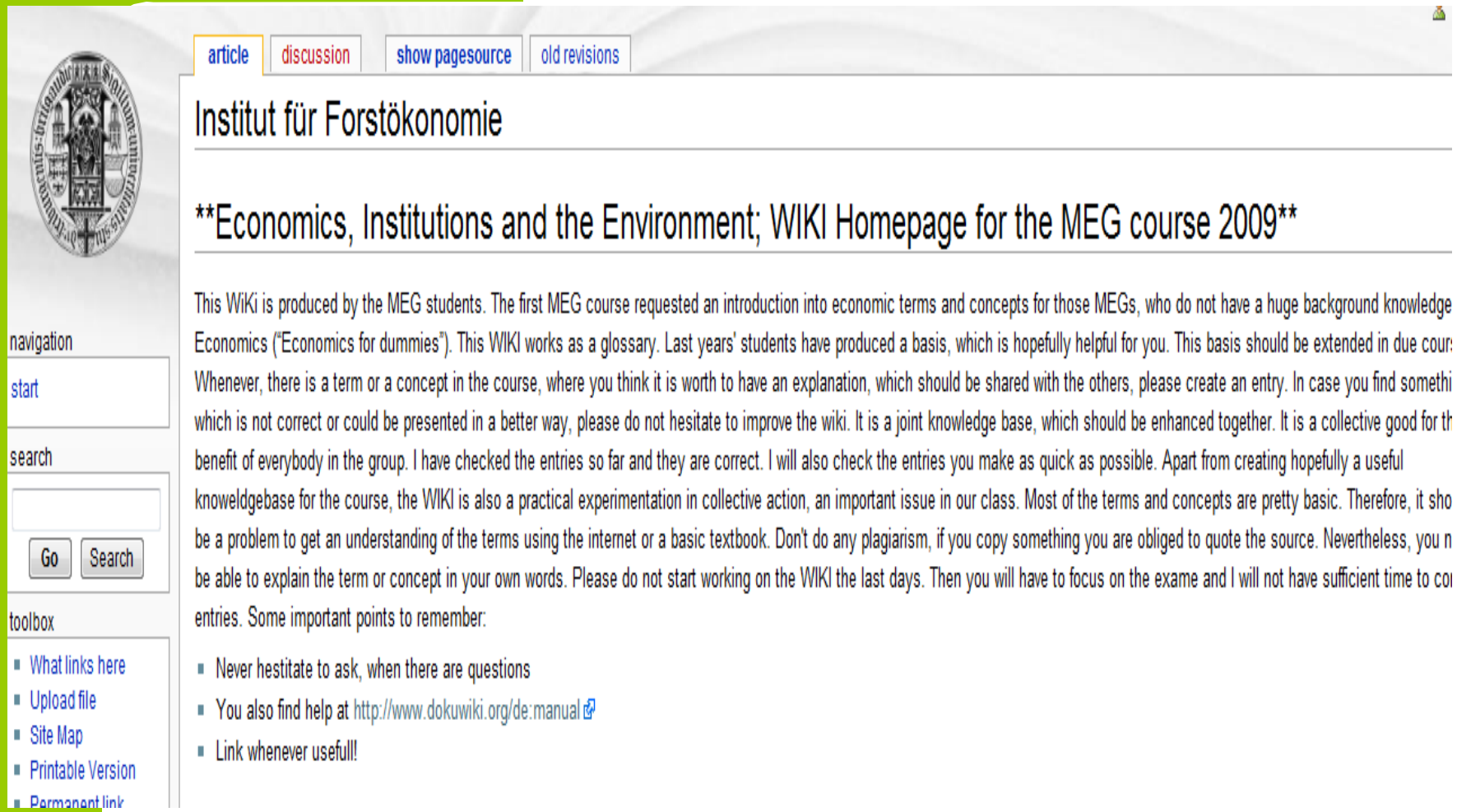
PH 63 AT 31
7,228 pageviews
FLAG counter

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



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

http://www.wiki.uni-freiburg.de/megforum/doku.php?id=online_discussions

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

http://twitter.com/wwf_climate

Facebook

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

Facebook | Conference: New Media a...

facebook Search

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 bellow or access: https://www.megforum.uni-freiburg.de

We hope to see you here!

Best regards,

MEG Class 2008-2010

Wall

See All Photos | See All Videos | See All Links

Invite People to Come
Remove from My Events

Share Export

http://www.facebook.com/home.php?#!/event.php?eid=103086669727682&index=1

facebook 2 Search

Suggest to Friends

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 See All

The Global Environmental Governance Project

Wall | Info | Photos | Events | Notes | Discussions | »

Write something...

Attach: Share

The Global Environmental Governance Project + Fans | The Global Environmental Governance Project | Just Fans

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

http://www.facebook.com/#!/pages/The-Global-Environmental-Governance-Project/101493064262?ref=ts

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

Adresse http://www.causes.com/causes/13301

« Back to Facebook

causes Home Find Causes Your Causes Best of Causes Account Help

Invite Friends

STOP SHARK FINNING

help stop shark finning **Learn More**

38,461 members • **$1,620** raised

Home | About | Members | Impact

My Impact 3 $0 $0

Add a Comment

See Past Bulletins

FUNDRAISING

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Ocean Conservancy promotes healthy and diverse ocean ecosystems and opposes practices that threaten ocean life and human well-being. Through research, education, and science-based advocacy, The Ocean Conservancy informs, inspires, and empowers people to speak and act on behalf of the oceans. In all its work, Ocean Conservancy strives to be the world's foremost advocate for the oceans.

OUR CAUSE CONTRIBUTION:

$1,620

http://www.causes.com/causes/13301

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.

Adresse http://climate-l.org/ Wechseln zu

Climate-L.org

A Knowledgebase of UN and Intergovernmental Activities Addressing Global Climate Change

RSS iCalendar Join The Mailing List SEARCH

HOME ISSUES ACTORS ACTIONS BUILDING BLOCKS ARCHIVES HELP & FAQ

iisd Reporting Services

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.

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Confederaziun svizra
Swiss Agency for Development and Cooperation SDC

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...

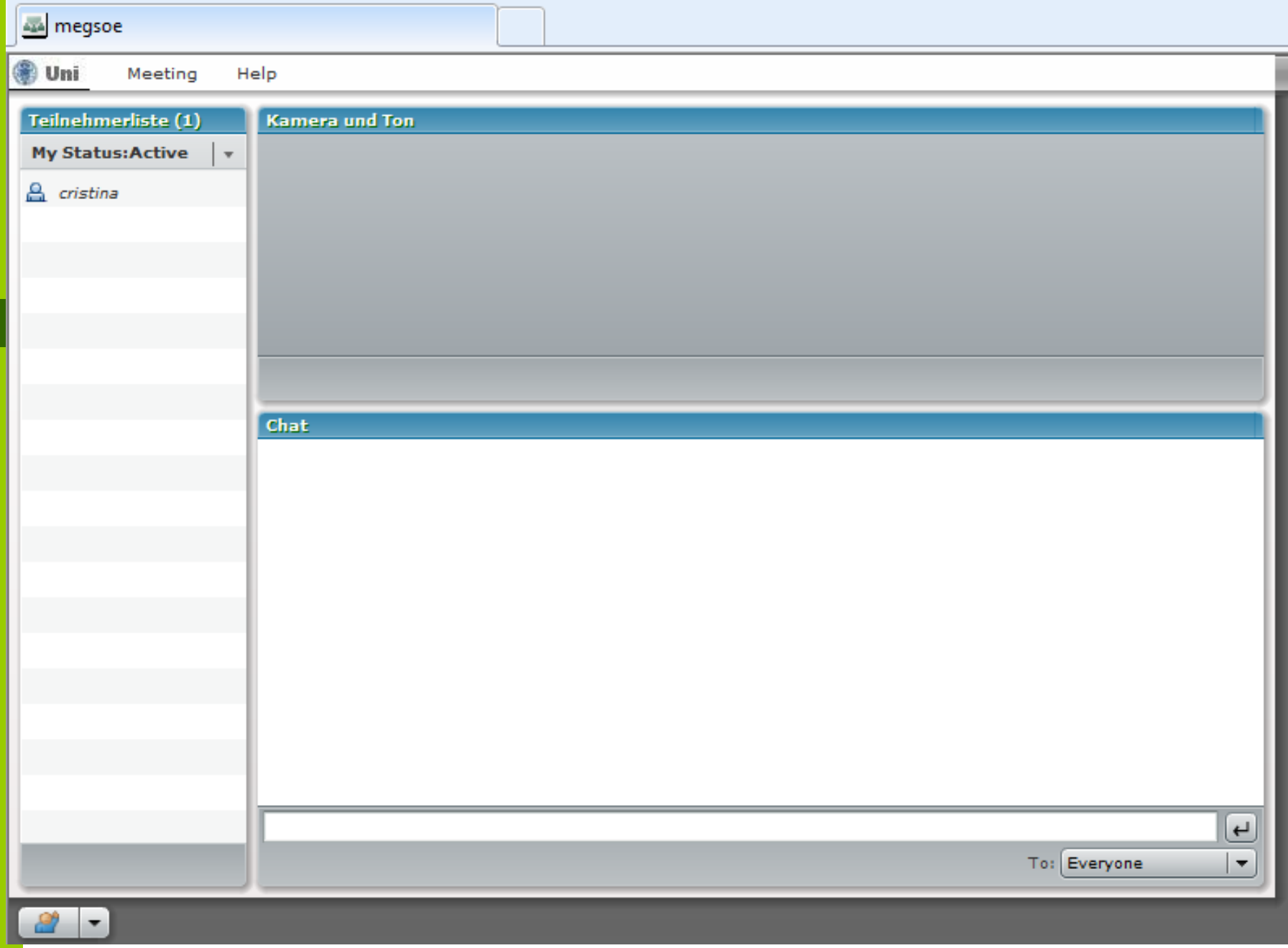
Policy Updates

By Chris Spence
Deputy Director, IISD RS

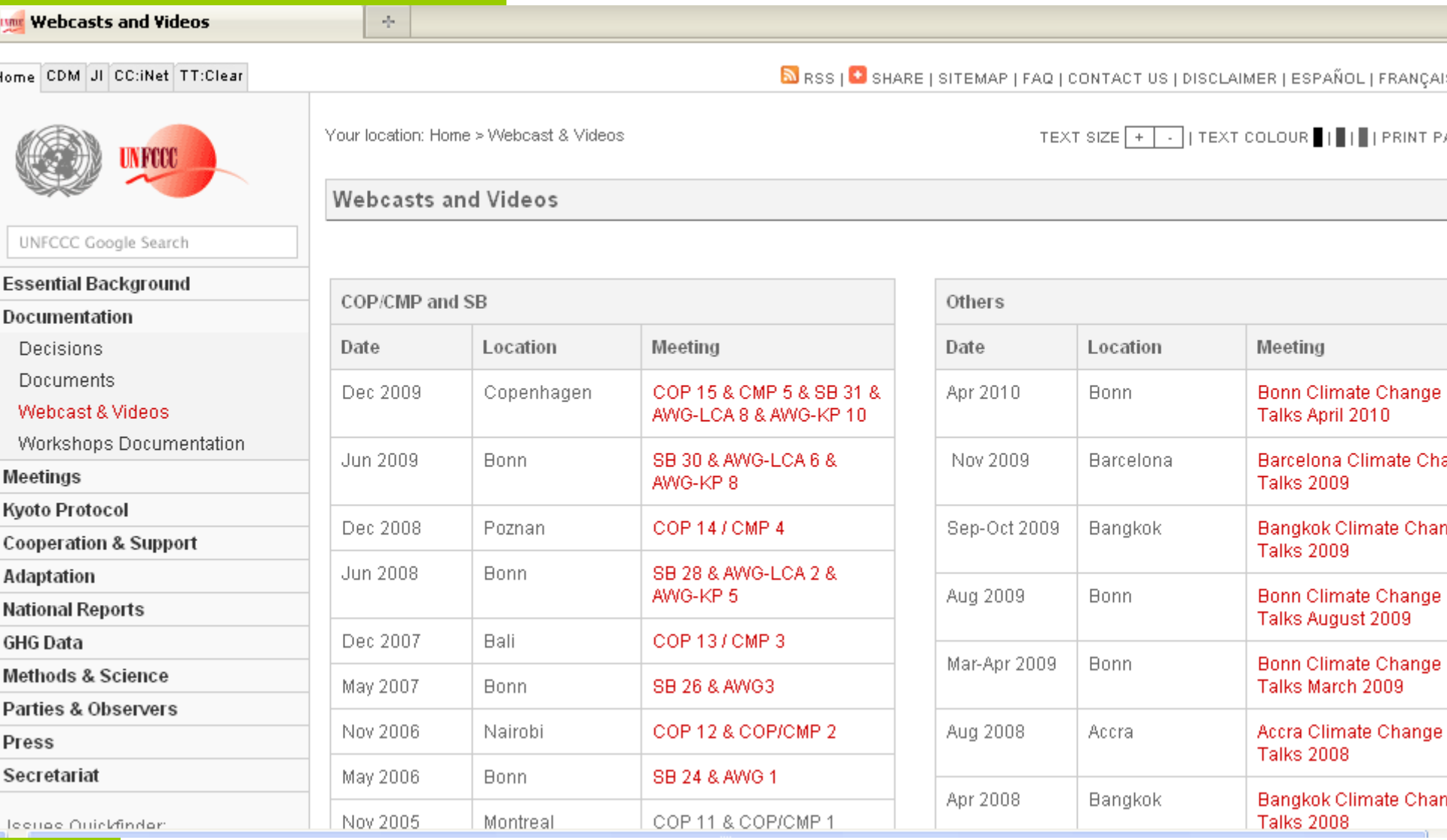
Fertig Internet

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



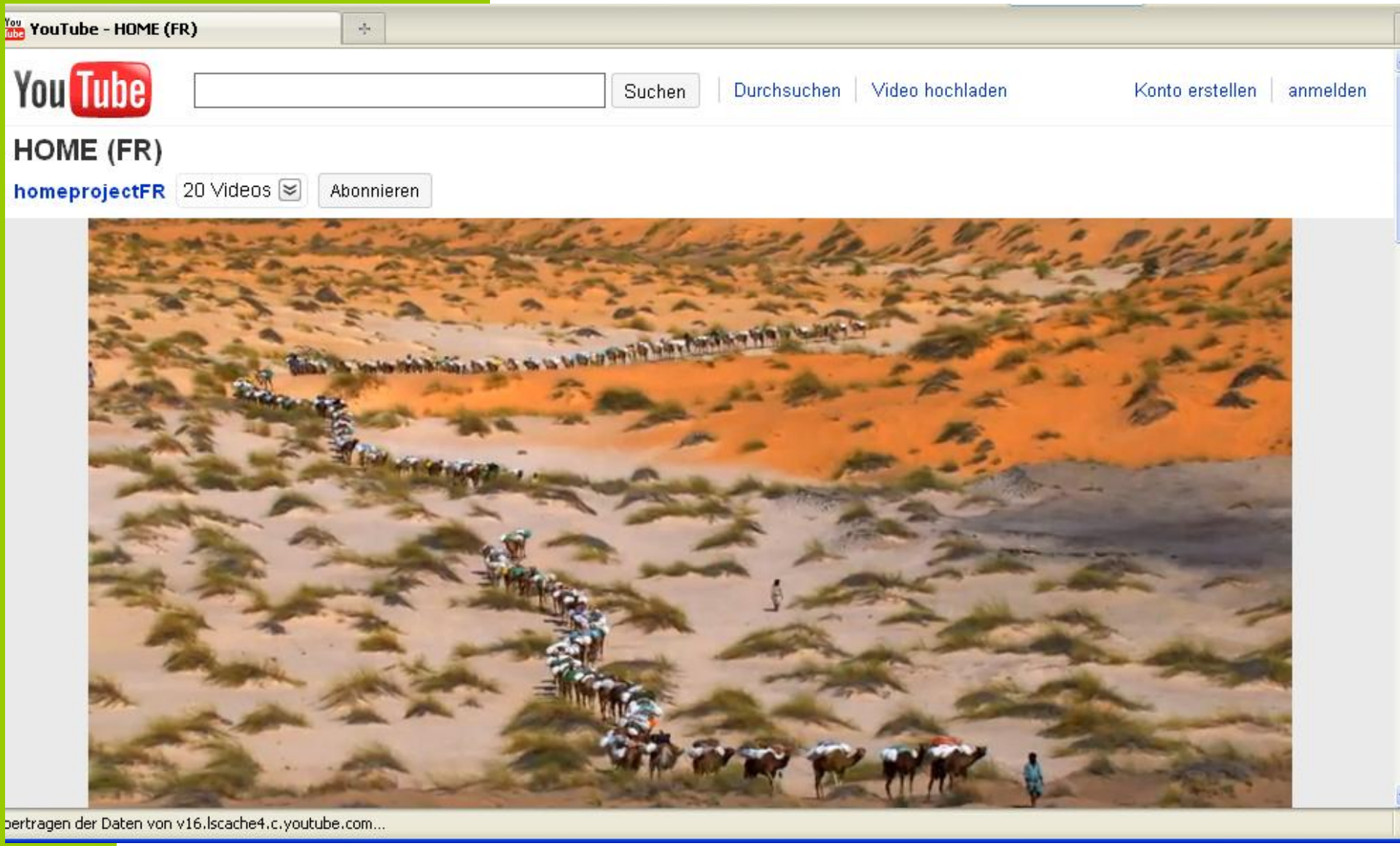
http://connect.ruf.uni-freiburg.de/meg?launcher=false



http://unfccc.int/documentation/webcast_and_videos/items/2650.php

Youtube

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



http://www.youtube.com/watch?v=NNGDj9IeAuI&feature=channel

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

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Thank you for your attention!