

HARNESSING THE POWER OF MEDIA AND COMMUNICATIONS FOR THE CLEAN ENERGY TRANSITION

Background

The South Asia Clean Energy Forum (SACEF) 2024 provides a pivotal platform to accelerate regional clean energy transitions. Media and communications can amplify success stories of innovation, policy change, and sustainable energy initiatives, influencing both public perception and policy momentum across South Asia. How the people involved in the clean energy transition tell the story of why they're doing what they're doing, and how they involve others along their journey can have a ripple effect on the change we want to see.

DATE: OCTOBER 23, 2024
TIME: 15:45-16:45

Session Objectives

- Highlight the role of media in driving the clean energy narrative.
- Showcase successful storytelling approaches for climate action.

Agenda

15:45 - 15:50

Welcome and Context Setting

by **Aaron Schubert**, Director, Indo-Pacific Office, USAID/India

15:50 - 16:05

Expert Presentation: Best Practices in Storytelling for Climate Action

Presenter: Girish Balachandran, Founder, ON PURPOSE

Effective climate storytelling requires shifting from data-driven narratives to people-centered, emotionally resonant stories that highlight the human impacts and solutions, leveraging compelling characters, immersive experiences, and inclusive language to inspire empathy and action. By adopting best practices in storytelling, energy experts and advocates can bridge the gap between science and emotion, mobilize diverse audiences, and drive meaningful behavioral change for climate action.

16:05 - 16:35

Fireside chat: Breaking Through Climate Fatigue and Communicating the Urgency of Climate Action

Panelists:

Richa Mishra, Chief of Bureau, The Hindu BusinessLine in conversation with **Girish Balachandran**, Founder, ON PURPOSE.

This session will explore the challenges of communicating the urgency of climate action, the role of the media in mobilizing public opinion, trends in climate change storytelling and how climate action advocates can engage better with media to ensure their stories of change are heard.

16:35 - 16:45

Closing Remarks & Key Takeaways

by **Apurva Chaturvedi**, Senior Regional Clean Energy Specialist, Indo Pacific Office, USAID/India

