

REGIONAL MEDIA WORKSHOP

# Reporting environmental issues in Bam-e-Dunya

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M. ZAFAR KHAN, WWF-PAKISTAN

## About the workshop

This regional workshop aims to build the capacity of journalists from Hindu Kush Karakoram Pamir Landscape (HKPL) member countries – Afghanistan, China, Pakistan, and Tajikistan – on environmental reporting. Prominent environmental experts, climate journalists, and academics from renowned international institutes will share their technical knowledge and expertise to help journalists expand their quality coverage of environmental issues affecting the HKPL (also known as ‘Bam-e-Dunya’ in Persian, meaning ‘roof of the world’).

The significance of the HKPL (captured in the graphic below) needs to be communicated to the world through the media so that people are informed, policymakers make the right decisions for the conservation and sustainable development of this shared landscape, and most importantly, the media community from HKPL member countries is sensitised and equipped to highlight this significance effectively. The workshop will be held mainly in English.

## Expected outputs and outcomes

- Knowledge building around key environmental challenges and issues in both HKPL member countries and at the Hindu Kush Himalaya level
- Improved transboundary collaboration and networking among journalists towards highlighting environmental issues at the regional level
- Enhanced knowledge of the effective use of digital tools and social media platforms to promote news stories, analyses, and messages
- Improved understanding of research and technical reports on environmental issues and how to simplify them for use in news stories
- Better understanding of the water–energy–food–ecosystem (WEFE) nexus approach
- Opportunities to develop and pitch story ideas and publish stories in reputed international print and broadcast media
- At least one news piece/broadcast package by each participant as an outcome of the workshop

## Key features of the landscape



## Eligible participants

The training will bring together 20–25 journalists from Afghanistan, China, Pakistan, and Tajikistan. The participants are expected to:

- be active journalists from local and national media organisations
- be full-time or freelance journalists or bloggers with a demonstrated interest in the environment in the HKPL
- possess strong knowledge of journalism and journalistic skills
- have knowledge of the HKPL

## Trainers

The workshop will have a host of prominent journalists and experts who will train participating journalists on environmental issues and their effective reporting.

One of the prominent features of the workshop will be to engage the School of Journalism, Media and Culture (JOMEC) of Cardiff University, UK, to train journalists in the following key topics:

- Pitching story ideas and writing for an international audience to raise climate and wildlife awareness
- Covering the climate crisis

- Elevating climate change issues to front-page news
- Learning about climate journalism and post-COP26 climate reporting
- Identifying opportunities in environmental journalism (fellowships, grants)

Climate journalists from South Asia will specifically share their views on the following:

- Environmental journalism in South Asia
- Promoting the HKPL in the media
- Raising conservation awareness of flagship species in the media and social media
- Promoting content on social media

Environmental experts will cover the following topics:

- Protected areas, biodiversity and wildlife of the HKPL and the need for transboundary conservation
- Trophy hunting and its benefits to local communities
- Organic potential of Gilgit-Baltistan, land use change, niche mountain products, circuit tourism





## Background

Loss of biodiversity, climate change, rapid land use change, degrading ecosystem health, uncontrolled tourism, and food and nutrition insecurity are some of the key challenges of the HKPL. Journalists can play an important role in addressing such environmental issues. Their role is important to highlight these environmental challenges to decision makers and the need for collective action for transboundary sustainability. Their stories can have a powerful impact on audiences at different levels, from grassroots communities to the leadership.

For the last two years, ICIMOD through its [Hindu Kush Karakoram Pamir Landscape \(HKPL\) Initiative](#) has collaborated with [WWF-Pakistan](#) in organising workshops on environmental journalism (including a [media workshop organised in 2021](#)). The workshops primarily focused on environmental journalists from Pakistan. Now, for the first time, both organisations will collaborate with international academic and media institutions from several countries to train journalists from the HKPL for better environmental reporting.

Organisers: International Centre for Integrated Mountain Development (ICIMOD) and WWF-Pakistan

### For further information

Ghulam Ali

[ghulam.ali@icimod.org](mailto:ghulam.ali@icimod.org)

Neraz Tuladhar

[neraz.tuladhar@icimod.org](mailto:neraz.tuladhar@icimod.org)

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