



## MULTIMEDIA PROJECT GLOBAL IDEAS - TOGETHER FOR CLIMATE PROTECTION (PHASE II)

As of: October 2021

The innovative multimedia project Global Ideas showcased exemplary climate protection projects in developing countries and emerging economies, reaching a worldwide audience. Short television reports documented examples of good practice that reduce greenhouse gas emissions and implement climate change adaptation measures. In this way, the reports demonstrated the importance of national and international climate policy and promoted imitation projects. The underlying message of the reports was that climate protection is feasible, affordable and profitable in all regions of the world, and is something that every individual can be involved in. They provided clear insight into all aspects of climate change in a way that makes a lasting impression. They were broadcasted internationally each week, and were backed up by other media, such as web documentation, interviews, longer documentaries, an interactive blog and other online media. In order to increase the range and for approaching directly all products were offered in four languages (German, English, Spanish, Arabic).

### State of implementation/results

- Project completed
- Expands upon Multimedia Project Global Ideas - Phase I
- Multimedia online platform ([www.ideasforacoolerworld.de](http://www.ideasforacoolerworld.de)) available in five languages (German, English, Spanish, Arabic and Chinese)
- 93 new reports of seven minutes length produced and broadcasted worldwide. Most projects shown are from Asia (including Oceania), followed by Latin America and Africa.
- 93 short versions of the reports for web and mobile.
- 18 information posts, explaining complicated techniques or measures/strategies through graphs
- five interactive web documentations to learn through play about possibilities for climate protection in daily life (not available in Arabic)

## PROJECT DATA

### Implementing organisation:

Deutsche Welle (DW)

### BMU grant:

€ 2,874,790.31

### Duration:

10/2011 till 11/2013

### Website(s):

<http://www.dw.com/de/themen/global-ideas/s-30494>





- "Nobel Ideas": statements of 14 Nobel Prize winners from around the world on issues of climate change, spreading information about the need of innovations and the use of renewable energies on the Global Ideas website and blog
- 16 statements from politicians, activists and scientists spread on the Global Ideas website and blog
- Worldwide 17 new business and broadcasting partnerships established
- Marketing of films and the online platform through conferences and other forums
- Production of DVDs with selected film versions with subtitles for use at international events (for example, climate negotiations in Durban)
- Nomination for 'The World's Best TV Programs & Films' at the New York Festival's International Television & Film Awards

