



For use of the media only

## **MEDIA ADVISORY**

### **Invitation to launch of the UNFCCC's Momentum for Change Initiative 6 December, 18:30, Durban ICC**

On 6 December 2011, the UNFCCC secretariat will launch a new initiative dubbed “Momentum for Change” at COP 17 in Durban. The initiative aims to showcase efforts that are already benefitting communities and families in developing countries, while being successful in either increasing resilience to the inevitable effects of climate change or reducing greenhouse gas emissions.

The event will take place in the Durban ICC on 6 December 2011 in room “King Protea” (Plenary 2), from 18.30. It will be opened by

- Jacob Zuma, President of South Africa
- Ban Ki-moon, United Nations Secretary-General and
- Ms. Christiana Figueres, UNFCCC Executive Secretary

The event will be moderated by Lord Nicholas Stern.

At the launch, 10 exemplary projects from around the world will be presented that contribute towards fighting poverty, can be replicated in other countries and regions, and can be scaled-up.

Projects range from the distribution of clean cook stoves in African countries to providing farmers in the Horn of Africa with micro-insurance against crop failure.

Project representatives will participate in discussions and answer questions from the audience, including from the media.

The first pillar of the Momentum for Change Initiative, with a focus on projects in developing countries that benefit the urban poor, is supported by the Bill and Melinda Gates Foundation.

More information on the initiative, including descriptions of the projects, can be found on the UNFCCC website at: <[http://unfccc.int/secretariat/momentum\\_for\\_change/items/6214.php](http://unfccc.int/secretariat/momentum_for_change/items/6214.php)>

No prior registration for media accredited to COP17 is required. For enquiries relating to logistical media arrangements, including TV coverage, please contact Alexander Saier, [asaier@unfccc.int](mailto:asaier@unfccc.int), tel. 0768097412.



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### **About the UNFCCC**

With 195 Parties, the United Nations Framework Convention on Climate Change (UNFCCC) has near universal membership and is the parent treaty of the 1997 Kyoto Protocol. The Kyoto Protocol has been ratified by 193 of the UNFCCC Parties. Under the Protocol, 37 States, consisting of highly industrialized countries and countries undergoing the process of transition to a market economy, have legally binding emission limitation and reduction commitments. The ultimate objective of both treaties is to stabilize greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system.

See also: [unfccc.int](http://unfccc.int)

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