

Our World 2.0

Web magazine

Our World

Needs a serious upgrade! A new improved operating system.



United Nations University

A think tank for the UN



Who are we?

A team of writers, producers, designers, techies and me.



Dr. Fatih Birol
IEA chief economist

“... if demand remained steady, the world would have to find the equivalent of **four** Saudi Arabias to maintain production and **six** Saudi Arabias if it is to keep up with the expected increase in demand between now and 2030.”



Rajendra Pachauri

Nobel Peace Prize winner and
head of International Panel
Climate Change

"If global mean temperature increase is to be stabilized between 2.0-2.4°C, then CO2 emissions must peak by 2015."



Ban Ki-moon
UN Secretary General

"The onset of the current **food crisis** has highlighted the fragility of our success in feeding the world's growing population."



Ahmed Djoghlaoui
Executive Secretary,
CDB

"It is unfortunate to state that the 2010 target (... to achieve a significant reduction in the rate of **biodiversity loss** at all levels....) will not be met."

We want to affect change

How can we do this on a wide scale?

1.4 billion
Internet users
world wide

50% of global population
under 25 years of age

Wider reach than all other media

Web Magazine



Welcome to Our World 2.0

Launched in July 2008

英語と日本語
English & Japanese

using

Connected topics



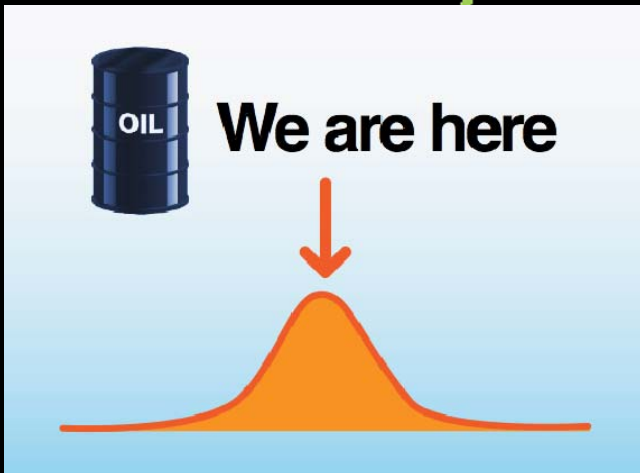
Climate Change



Food Security



Biodiversity

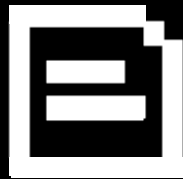


Peak Oil

The key:



Innovation



We report on

and analyze

these innovations

inspire people to learn

inspire people to **learn**
inspire people to **change**

relating these topics to their **daily lives**



money



money



health



money



health

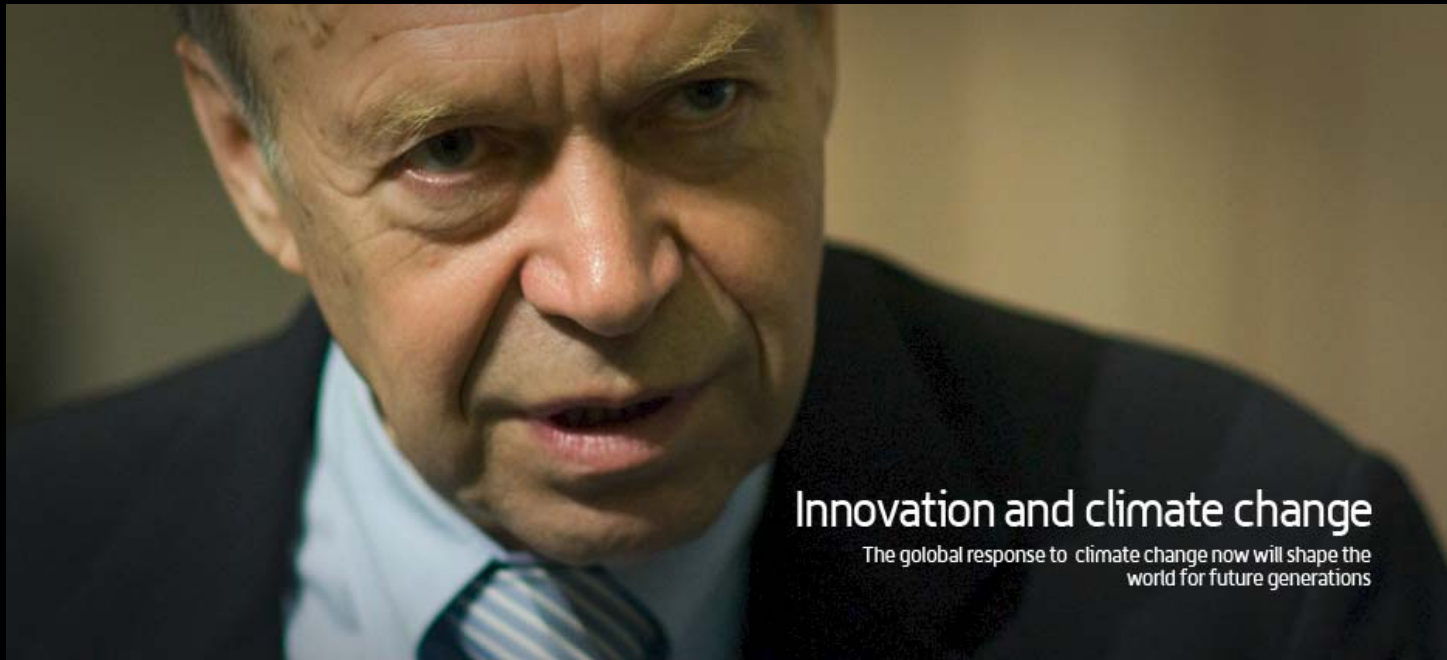


lifestyle



What's inside?

Interviews with:



scientists & innovators

Special report
Follow the leaders in Hokkaido, Japan



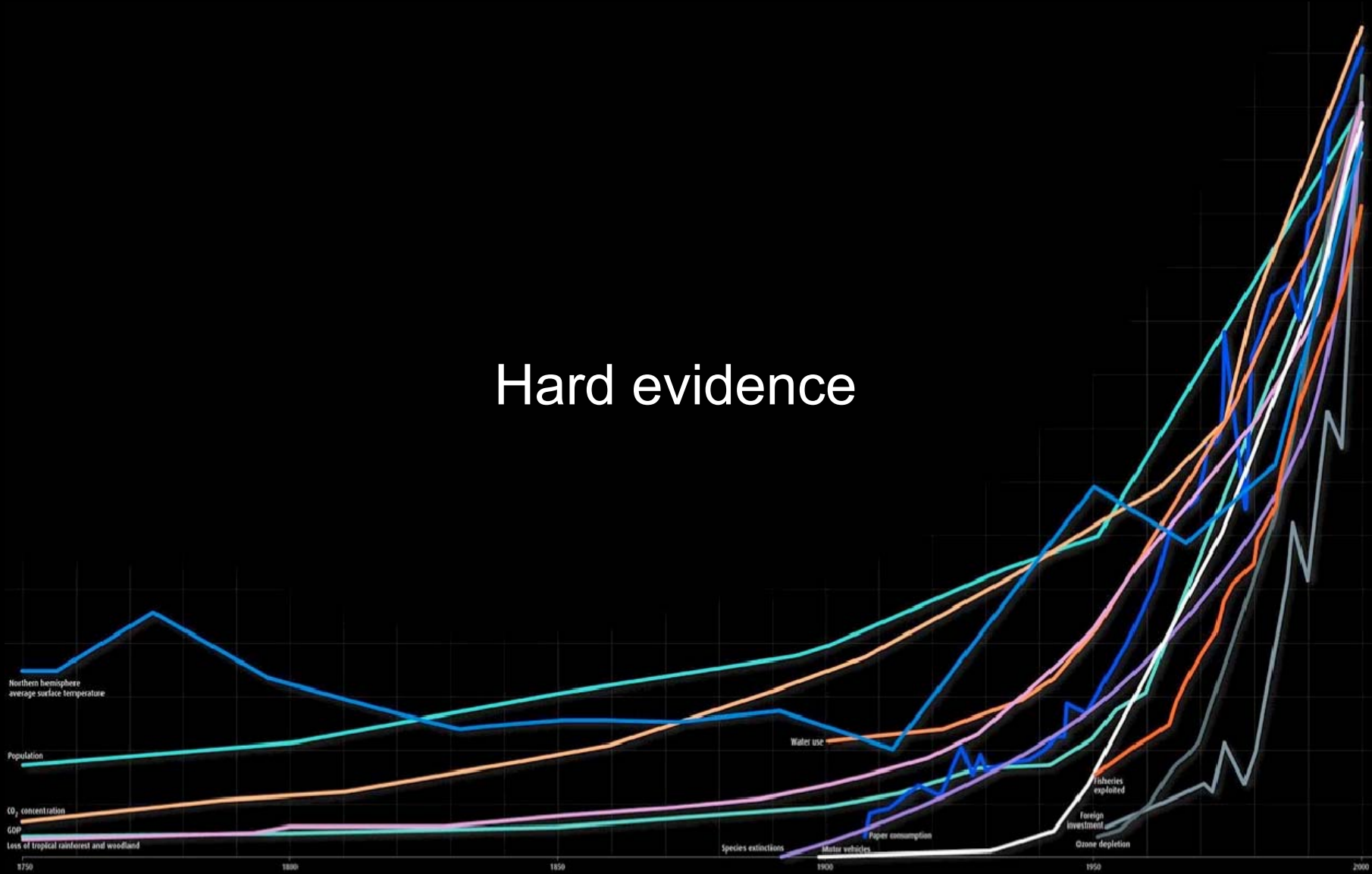
leaders and decision makers

people in the know.

Insightful articles

Compelling stories
(not just news)

Hard evidence



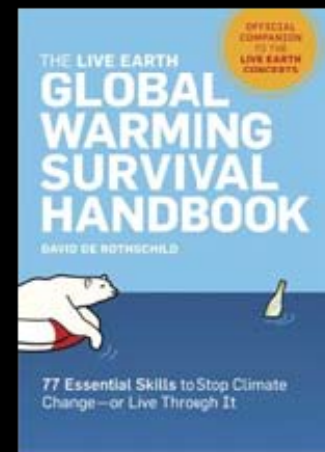
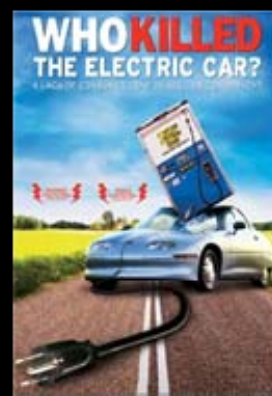
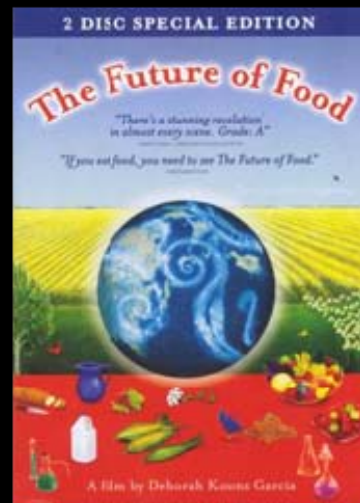
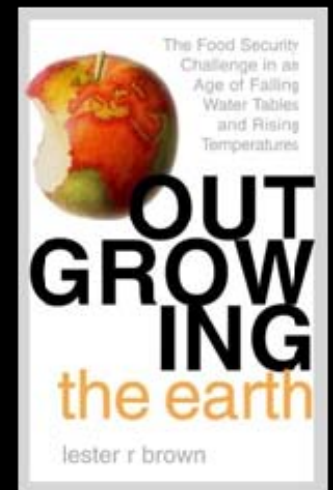
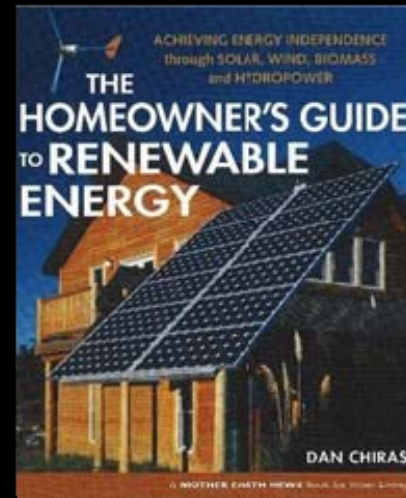
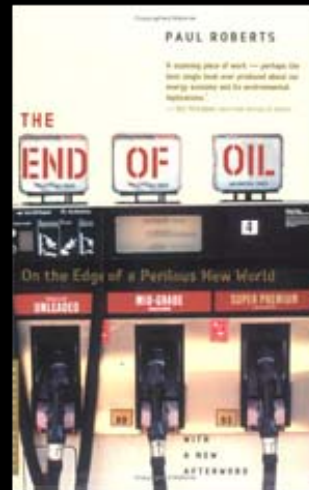
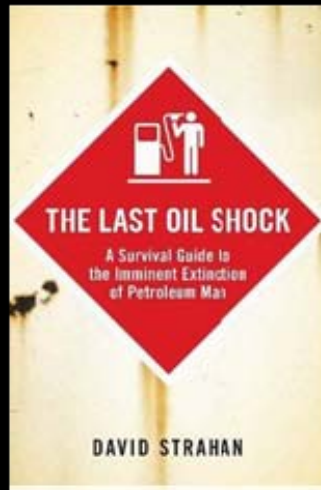
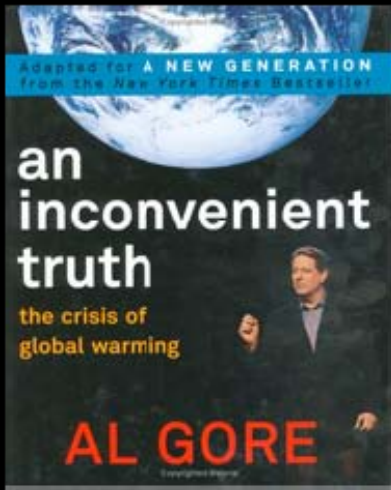
complex ideas  but made easier to understand.

A positive & friendly tone

that doesn't scare

but shows how and why by example

Why are we different?





**UNITED NATIONS
UNIVERSITY**

credibility

credibility
objectivity

credibility
objectivity
academic freedom

UN Network

What does **Our World 2.0** look like?

Built using blog software



“How things work” series Ocean energy making waves

Pelamis Wave Energy Converter [Wikipedia](#)



October 5, 2009

Ocean energy making waves

If humanity is going to move away from fossil fuels, then a new range of renewable energy options from the ocean will have to be tapped.

[more...](#)

Climate



October 2, 2009

The rise of online climate activists

It seems this December's [COP15](#) meeting in Copenhagen has created an impressive surge of activism, especially through social media.

[more...](#)

Climate

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Our twitter feed

Join the No Impact Week experiment - Start 18 October - You can do it!! - <http://bit.ly/bqKD8> - about 37 mins ago

RT @SmFootprintFam: Small Footprint Banking - does your checking account support strip mining? <http://bit.ly/jBGCA> - about 53 mins ago

Includes a comprehensive video brief series

	The electric sunflower		A sinking paradise, Carteret islands
	Harvest time in satoyama		The forbidden forest, Borneo
	Producing electricity by walking		Fighting carbon with fire, Arnhem Land, Australia
	Will you eco-marry me?		Walking on land with spirits
	Plastic to oil fantastic		Sea level rise in Kowanyama
	Tourism meltdown, climate change causes drift ice loss		Melting glaciers in the Pamir Mountains
	Life in a vibrant satoyama forest		Kyrgyz shepherd family and climate change

Multiple channels of exposure

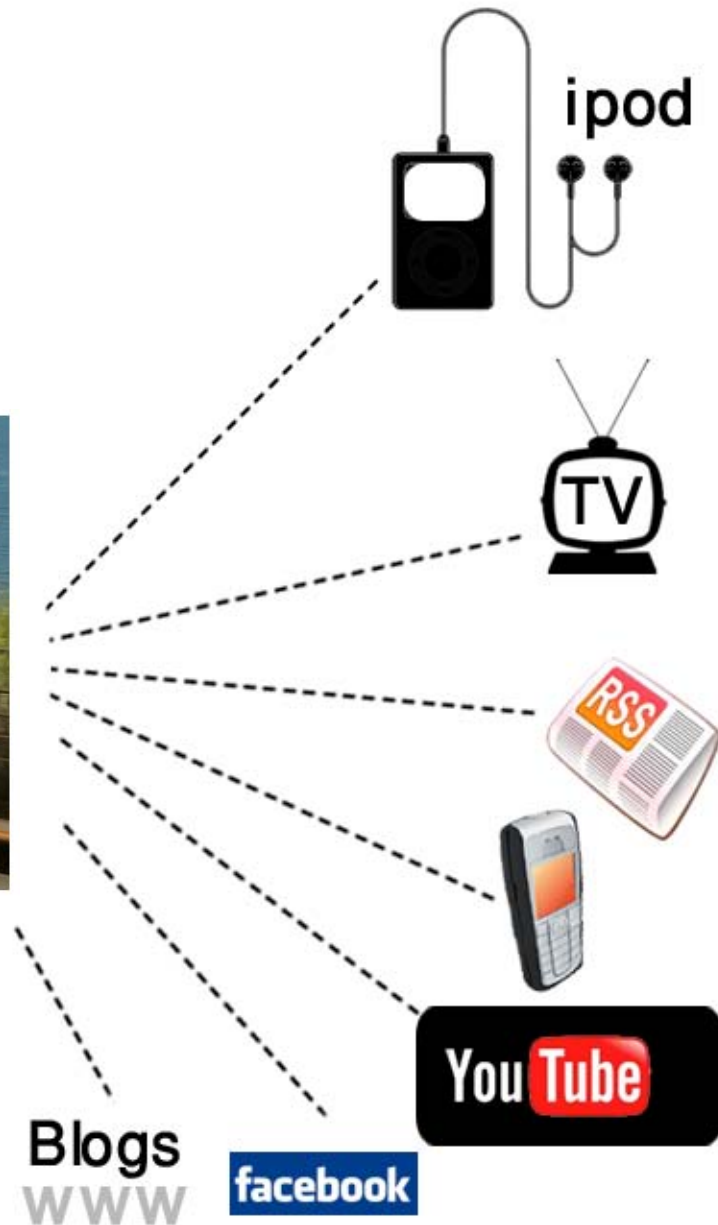


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www

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Our World 2.0 articles now published in the Guardian

Environment > Guardian Environment Network

Aboriginal fire management cuts CO₂ in Australia

From [Our World](#), part of the [Guardian Environment Network](#)

Dean Yibarbuk, from [Our World](#), part of the [Guardian Environment Network](#)
[guardian.co.uk](#), Friday 11 September 2009 14.21 BST
[Article history](#)



A bushfire burns in Australia in February 2009. Photograph: Torsten Blackwood/AFP/Getty Images

Fire has been used by Bininj (Aboriginal) people for managing habitats and food resources across northern Australia over millennia. The secret of fire in our traditional knowledge is that it is a thing that brings the land

Comments (7)

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World news
[Australia](#)

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21 Jul 2009
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19 Mar 2009
[An army of lobbyists readies for battle on the climate bill](#)

29 Jan 2009
[Fred Pearce on why](#)

Film festival at the National Museum of Denmark

The Films

ADAPTATION TO CLIMATE CHANGE BY MPHUNGA VILLAGERS IN MALAWI

(2009, 7:33min, Malawian Red Cross Society) **A C**
By adapting community activities in simple ways such as substituting maize crops with rice and replacing chickens with ducks (in a flood ducks float and chicken drown), the Mphunga community is building resilience.

BAKA PEOPLES - CAMEROON

(2009, 12min, Conversations with the Earth) **A**
Community-authored videos reporting on climate change in the Central African forest.

COPING WITH ROUGHER SEAS - BANGLADESH

(2009, 5min, UNU) **A C**
In low lying Bangladesh, some of the world's most climate-vulnerable peoples are innovatively adapting to changing environments.

DROUGHT: THE DEATH OF LIFE - IRAN

(2009, 9:46min, Cenesta) **A**
Voices on climatic change from the indigenous nomadic tribes of Iran.

CLIMATE CHANGE REFUGEES - CARTERET ISLANDS, PAPUA NEW GUINEA

(2009, 6:37min, UNU) **A C**
As the sea level rises, Nicholas Hakata and his family have been surviving on fish and coconuts, and battling malaria-infected swamp mosquitoes. Hungry and frustrated, islanders have set up their own relocation team and have begun the urgent task of moving their families to safety.

ENERGY FOR THE PAMIR MOUNTAINS - TAJIKISTAN

(2009, 11:40min, UNU) **A**
Highland people struggle to fuel their lives on the roof of the world.

FARMER TO FARMER LEARNING IN A CHANGING CLIMATE - ETHIOPIA

(2009, 10min, Netherlands Red Cross Society) **A**
Ethiopian farmers share new techniques to help with adaptation to climate change.

FIGHTING CARBON WITH FIRE - ARNHEM LAND, AUSTRALIA

(2009, 5:32min, UNU) **A C**
Aboriginal fire ecologist, Dean Yibarbuk, explains how traditional fire management practices have kept the country healthy for thousands of years. Recently, his mob has been working with local scientists to adapt a regime of traditional fire management to reduce greenhouse gas emissions whilst caring for the land.

PAMIRI WOMEN AND THE MELTING

GLACIERS OF TAJIKISTAN

(2009, 10:07min, UNU) **A C**
The glaciers of the Pamir Mountains, which provide over 50% of Central Asian water resources, are rapidly melting at a rate similar to Greenland's continental glaciers. Three generations of Pamiri women share the impacts of the melt and decreasing water levels.

REDISCOVERING ALTAI'S HUMAN-NATURE RELATIONSHIPS - RUSSIA

(2009, 8:33min, UNU) **A C**
Slava Cheltuev, is a Telengit community leader and shaman from the Russian Altai's high altitude Kosh Agach district. Whilst traversing Altai's sacred lands, he reflects on our 21st century world and stresses the importance of reviving vital traditional knowledge - age-old wisdom that instructs the respectful and harmonious relationship between local environment and human behaviour.

SEA LEVEL RISE IN KOWANYAMA - CAPE YORK, AUSTRALIA

(2009, 6:26min, UNU) **A C**
"When that whole ocean comes and rises up, where are we going to go?" Old man Inherkowinginambana is Kowanyama community's traditional knowledge co-ordinator. We follow his travels with local rangers and various traditional owners as they visit different cultural sites that have changed through sea level rise.

SORGHUM: A CROP OF OUR ANCESTORS - MADAGASCAR


(2009, 3min, Panos London) **A**
Sorghum is a crop of the Antandroy and is part of its people's heritage. It had all but disappeared until recently - replaced by donations of corn during the drought. Lost to most, but never forgotten, sorghum is making a comeback in Androy. Many farmers are eager to rediscover the crop, which proves to be very resistant to drought.

THE FORBIDDEN FOREST OF THE DAYAK - BORNEO, INDONESIA

(2009, 9:05min, UNU) **A C**
Deep in the old forests of Borneo, the Setulang Dayak community guards its trees with deep commitment. The village's traditional law of Tana Olen (forbidden forest), has helped the village withstand increasing pressure from the logging industry. Now as rapid development rolls in, the village is trying to secure sustainable and forest-friendly livelihoods.

WALKING ON COUNTRY WITH SPIRITS: BIODIVERSITY LOSS IN AUSTRALIA'S WET TROPICS

(2009, 6:40min, UNU) **A C**
Marilyn Wallace, a Kuku Nyungul woman lives the "ancestor's way" on her country, amongst the World Heritage rainforests of Far North Australia. She is already noticing changes in seasonal cycles and expresses how climate change is transforming her country and traditional understandings.



9th - 13th Dec
4pm - 6pm

INDIGENOUS VOICES ON CLIMATE CHANGE FILM FESTIVAL

UNITED NATIONS UNIVERSITY
NATIONALMUSEET

Audience

In past year, we have reached 1,103,381 readers, learners and viewers.

Age distribution

80% of Our World 2.0
readers below the age of 40

Educational Level

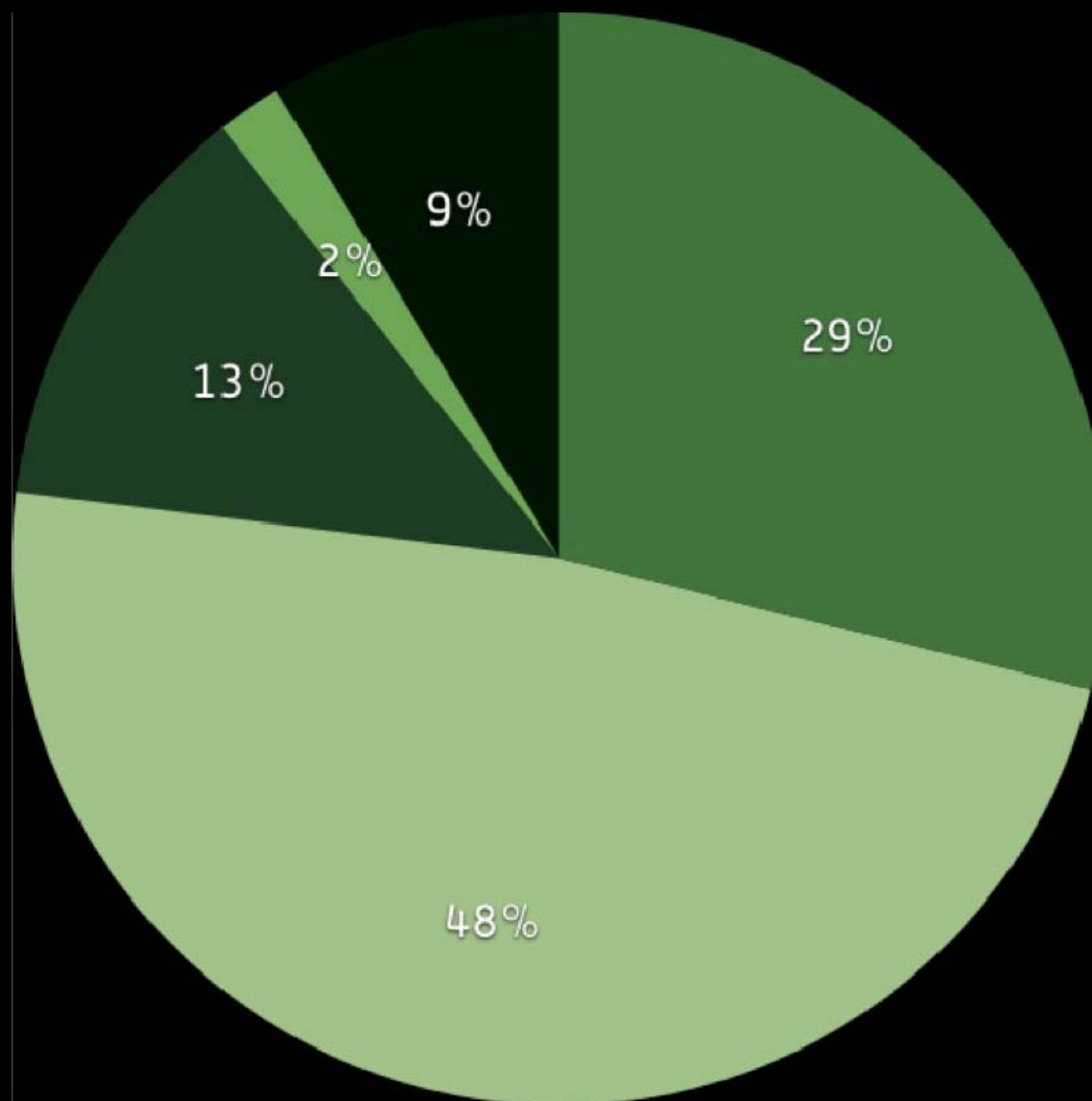
32% have bachelors degree

26% have masters

10% have a Ph.D.

How does Our World 2.0 compare to other environmental webzines?

Chart 7



77%
excellent
or good

● Excellent ● Good ● Fair ● Poor ● Undecided

Reaching the leaders of the future.

Work with us.

Create a low carbon, post fossil fuel world.

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Thank you