



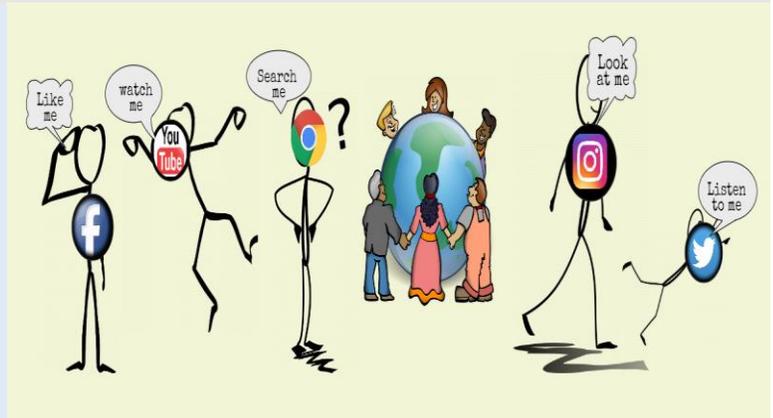
Embassy of the
Federal Republic of Germany



**The Embassy of the Federal Republic of Germany in Cairo
and the Ministry of Environment of the Arab Republic of Egypt**
have the pleasure to invite you to the 61st Cairo Climate Talks (CCT) Panel Discussion

**Communicating climate change:
The challenges of environmental
journalism in the times of social
media**

on Tuesday, June 25, 2019 at 6:30 pm
at the German Academic Exchange Service
(DAAD), 11 Al Saleh Ayoub Street, Zamalek



Since the launch of the Cairo Climate Talks (CCT) platform in 2011, its goal has been to bring together experts from Germany and Egypt on climate policy, climate change science, and renewable energy, as well as to facilitate the exchange of knowledge between policy makers and civil society in order to foster their mutual cooperation.

CCT has also been very keen to work side by side with Egyptian scientific and the environmental journalists, in particular by hosting events where they can meet to discuss the impacts of climate change, thus helping to further raise awareness about these issues among the public.

Social media and modern communication technology in general are having an enormous impact on all areas of our life, and especially so on journalism. We are living in exciting but challenging times. Our communication in general and the journalism in particular have been revolutionized in the past decades. The number of users of traditional news media have decreased so drastically in favor of new media such as

Facebook, Twitter and others. “Fake news” are flooding these channels and the trust in scientific facts is being eroded. Prominent figures around the world are questioning the existence of climate change or its dangerous effects on humankind.

These negative developments, which if unhindered will have a disastrous impact on our lives and well-being, can only be held up by a continuous effort to inform the public about climate change with the right tools, always focusing on scientific facts and proper research.

The 61st Cairo Climate Talks will bring together experts from Egypt and Germany on climate change, environmental journalism, and social media in order to share their expertise and to try find answers to newly raised questions like, how does social media impact journalism in general, and environmental journalism in particular? How could the emergence of social media raise awareness of Egyptians on climate change and environmental challenges? How should journalism deal with fake news on social media? Does traditional journalism still matter? Who is the journalist of the future in the age of social media?

The discussion will be opened by

Mr. Sönke Siemon
Deputy Head of Mission
at the Federal Republic of Germany in Cairo

Mr. Tamer M. Abou Gharara
Adviser to the Minister of Environment for
International Relations Ministry of Environment

Panelists

Dr. Rasha Allam
Assistant Professor and Associate
Chair of Journalism Department
at the American University in Cairo

Mr. Fawzy Abdelhalim
Al Ahram Environmental
Journalist and Former Chief of
the Environmental Page

Mr. Marius Hasenheit
Researcher at Ecologic
Institute in Berlin and
co-editor in Transform Magazine

Moderator: Mr. Ashraf Amin, Senior Scientific Editor at Al Ahram

Only drinks will be served after the event



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Implemented by

