

United Nations Climate Change Summit 2008

Poznań, Poland, 1-12 December

Words
into
Action

Special Edition

for delegates and stakeholders



INTRODUCTION & BACKGROUND

The last 12 months have been amongst the most momentous in the climate change debate, since the scientific evidence presented by the Intergovernmental Panel on Climate Change (IPCC) has gained widespread acceptance amongst the scientific community, putting the reality of human-induced global warming beyond any doubt.

The United Nations Climate Change Conference is firmly established as the most important annual meeting in the calendar of Government Ministers, IGO and NGO representatives, major groups and international business leaders involved in actioning and implementing policies and plans intended to mitigate the enormous threats posed by climate change.

Last year's summit, in Bali, culminated in the adoption of the Bali roadmap, charting the course for a new negotiating process to be concluded by 2009 that will ultimately lead to a post-2012 international agreement on climate change, superseding the Kyoto Protocol's first commitment period. Ground-breaking decisions were taken which form core elements of the roadmap, including the launch of the Adaptation Fund as well as decisions on technology transfer and on reducing emissions from deforestation. These decisions represent various tracks that are essential to achieving a secure climate future.

Between 1st and 12th December 2008, Poland will host arguably the most significant meeting in the process so far, when tens of thousands of participants converge on the city of Poznan with the aim of concluding a new deal establishing the post 2012 framework - laying the foundations of a future climate change regime, including adaptation, mitigation, technology cooperation and financing the response to climate change. The framework will also set out the methodology and detailed calendar of work for this process.

To coincide with this historic meeting, Faircount Media Group, publisher of the critically acclaimed *Words into Action* series and numerous official publications for major summit meetings and intergovernmental events, will produce a very important publication. This glossy 200 page, A4 full colour publication will combine exclusive interviews with senior government ministers, politicians, IGOs, NGOs and captains of industry, including expert comment from a team of professional research analysts. In line with the conference's principal objectives, particular areas of focus will include:-

- ▶ Targets and Compliance
- ▶ Policies, Methods and Tools
- ▶ Renewable Energies /Science and Technologies
- ▶ Transport and logistics
- ▶ Planning, Construction and Engineering
- ▶ Research and Development
- ▶ Investment and finance

With a foreword from the conference host, the publication will be a focal point for delegates and stakeholders ahead of and during the meeting. In addition, 40,000 complimentary copies will be distributed to key individuals worldwide involved in positive action aimed at mitigating the effects of climate change.

Published by Faircount Media Group

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DISTRIBUTION

Direct mail to:-

‡ Delegates & other attendees, including:-

- ▶ Stakeholder groups in industry and government including:
 - ⇒ Foreign Ministries
 - ⇒ Ministries of Energy and Environment
 - ⇒ Ministries of Transport
 - ⇒ Ministries of Science & Technology
 - ⇒ Ministries of Trade / Trade facilitators
 - ⇒ UNFCCC and affiliate organisations

‡ 40,000 corporate based individuals of central significance to, including:-

- ▶ Board members and senior staff of:
 - ⇒ Energy prime and sub-contractors
 - ⇒ Utility and power generation groups
 - ⇒ Equipment manufacturers
 - ⇒ Transportation and logistics groups
 - ⇒ Consultants
 - ⇒ Project finance providers and other financial institutions (including World Bank, AfDB, AsDB, EBRD, EIB, etc.)
- ▶ Corporate Energy Managers, Facility Managers and Energy Service Providers
- ▶ Scientists, Engineers, Architects, Technicians, Students and Researchers

RATES

Space may be taken in accordance with the options set out below:-

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Double page spread	33,175
Single page	17,250

SPECIFICATIONS

Format: A4, perfect bound

Copy deadline: 31st October 2008