



Report  
On  
GreenAlert Launch

SEPTEMBER 2010

The launching programme started at exactly 9:30am on the 14<sup>th</sup> of September 2010 with the Director of British council giving the welcome and opening address to precede the speeches from the following dignitaries;

- J Mr. Mathew Johnson Deputy –British High Commissioner
- J Mike Kottoh- A representative of the World Bank
- J Yaw Amoyaw-Osei – Executive Director, Green Advocacy Ghana and
- J The Hon. Minister of Environment, Science and Technology-Ms Sherry Ayithey

Each of the invited dignitaries took to the podium to give an address on Climate Change and its Effects.

#### **The British Council Director's speech**

British Council has researched on climate change and has identified the critical role that communication and information plays in climate change issues. It is based on this that fifty(50) journalists from Ghana have been selected to undergo a two day training of which five (5) will be selected to be part of the climate change summit in Cancun, Mexico. This is to ensure that journalist in the country acquire the necessary knowledge base and the best way to report on climate change issues.



**Fig.1 Director -British Council giving the opening addresses.**

#### **The Deputy High Commissioner's speech**

The United Kingdom and Ghana saw the year 2009 as a significant year for climate change and made a common purpose at the Copenhagen summit. He mentioned that climate change in Africa

can not be ignored and there is the need to develop and implement the necessary policies to tackle climate change issues. The media is also seen as an important agency that will help to raise awareness, inform and educate the public on climate change issues.



**Fig.2 the Deputy British High Commissioner reiterating his government’s stance on climate Change issues**

**👤 The World Bank Representative’s speech**

He stated that the World Bank is a leading advocate for climate change interventions and mentioned the United Nations as one of their recruited donors. He commended Ghana for being pro-active by setting a national climate committee and the only country to be selected out of seven countries for a country base study. He also acknowledged the importance of the media as an agency to push climate change issues.



**Fig.3 Mike Kottoh - World Bank representative giving his speech at the launch**

### **The Executive Director's speech –Green Advocacy Ghana**

The Executive Director of GreenAd who is also the Managing Editor of the newsletter explained the concept behind the publication of the *GreenAlert* newsletter. This he said emanated from the lack of functional environmental knowledge, poor habits and attitudes to the environment which has become a common attribute of our lifestyle, which we seem regrettably resigned to. He said the adult population seems lost for the environment and in order to reverse the trend of environmental apathy and its dire consequences for health, our economy, our culture and social wellbeing; the children and youth of Ghana seem to hold the key to salvaging the environment for mother Ghana. The basic concept he said, is to “catch them young for the environment, before any negative attitudes and habits are formed.

The newsletter is targeting children/youth aged 10 to 18 (in Upper Primary, JHS and SHS). It is going to be published once every quarter and distributed countrywide.

He noted that Climate change will feature in every edition with Conservation being the focus of the newsletter. Articles contributed by the children will be published and those who excel in competitions will be awarded with prizes.

He ended his speech by appreciating Unilever and Newmont Ghana for their immense support and appealed to other corporate institutions to come on board.



**Fig.4 Mr Amoyaw-Osei explaining the GreenAlert concept**

### **Ms Sherry Ayittey-the Hon. Minister's speech**

The Hon. Minister thanked Care international, the British council, and other partners for supporting and putting together the climate change workshop for journalist. She commended Green Advocacy Ghana for the *GreenAlert* (the environmental newsletter) project which she said will help educate the populace on environmental and climate change issues.



**Fig.5 The Hon. Minister of Environment giving her speech and launching *GreenAlert*.**

She stated that journalists have the power to bring about change by creating much awareness if their knowledge base of the climate change phenomena is strengthened.

She stressed on the need to put in place mitigating and adaptation measures to reverse the trend and made mentioned of the coastal development programme as an example by the ministry to protect our coasts against erosion since many livelihoods depend on fishing in the country.

She also assured us of the ministry's intention to bring issues on the environment to the doorsteps of every Ghanaian by introducing an environmental programme that will be telecast nationwide. She said environmental views and contributions are welcome from individuals and institutions.

She officially launched the GreenAlert newsletter at 10:45am to mark the day's event.

**Below are other pictures and the names of invited guests at the launch of GreenAlert**



**LIST OF PARTICIPANTS**

<b>1.</b> Shirley Dontoh – Ecobank	<b>19.</b> Ellen Gyikye - GES/SHEP
<b>2.</b> Mr. Yaboye - TV3	<b>20.</b> Paulina Agyekum – Ablin Consult
<b>3.</b> Rev. Joana Koranteng – G.E.S	<b>21.</b> Millicent Akaateba – Ablin Consult
<b>4.</b> G.D. Zaney – ISD	<b>22.</b> Bernard Oge – TV3
<b>5.</b> Theodore Viwotor – The Daily Democrat	<b>23.</b> Virtue Hueter – TV3
<b>6.</b> Mary Atule – GBC Radio	<b>24.</b> Derek O.Boadu –Green Advocacy Ghana
<b>7.</b> Prince James Quarcoo – MEST	<b>25.</b> Andrew Dokungu –Tree AID
<b>8.</b> Jennifer Dodoo – Green Advocacy Ghana	<b>26.</b> Yaw Antwi- Dadzie – Newmont Ghana
<b>9.</b> Juliana Arhin – Life Bridge Foundation	<b>27.</b> Jeffrey Baah Poku – TVM Ghana
<b>10.</b> Theresa Osei – Sena Radio	<b>28.</b> H.J Chung – MEST
<b>11.</b> Ebenezer F. Mensah – Skyy TV	<b>29.</b> Dr. Edith Clarke – Green Advocacy Ghana
<b>12.</b> Ziblim Aziz – Bilingual Free Press	<b>30.</b> Kweku Anane Appiah – Energy Innovations
<b>13.</b> Saadia Bobtoya – IUCN, Ghana	<b>31.</b> Brendan Rees – Ghanaian Times
<b>14.</b> Mike Kottoh – World Bank	<b>32.</b> Mawuli Gbekor – EPA
<b>15.</b> Eugenia O. Itua – Multiple Development	<b>33.</b> Angelina Mensah – EPA
<b>16.</b> Mensah Naa Lydia – Sena Radio	<b>34.</b> Mary –Ann Atule – GBC Radio
<b>17.</b> Eric Allotey – Metro TV	<b>35.</b> David Pessy – Eels Association Limited
<b>18.</b> Juliet Adwoa Amoh – CITI FM	<b>36.</b> Mercy Nubueke – A.M.T

<b>37.</b> Ellen Mensah – Director- GES School Health
<b>38.</b> Cynthia Boateng – GBC Radio
<b>39.</b> Yaw Amoyaw-Osei – Green Advocacy Ghana
<b>40.</b> Francis Tandoh – Crystal Clear Tons
<b>41.</b> Awudu Salami Sule – Ghana Palaver
<b>42.</b> Albert Oppong Ansah – Ghana News Agency
<b>43.</b> Dela Gbedemah – The Informer
<b>44.</b> Lillian Brew – Green Advocacy Ghana
<b>45.</b> Sam Dontoh – Unilever Ghana Limited
<b>46.</b> Modechai Nyamekye –
<b>47.</b> Bright Amo –Addo – The Catalyst
<b>48.</b> Fui – Freelance
<b>49.</b> Vida Ofosuhene – Princess Royal Nursery School
<b>50.</b> Samuel Baah – E.I.L
<b>51.</b> Emmanuel Salu – EPA
<b>52.</b> Nana Akua Birikorang – TV3
<b>53.</b> Aku Asafo – Daily Express
<b>54.</b> Ike Yeboah Asante – Pink FM Kasoa

<b>55.</b> Bennett Nana Akuffo – Green Advocacy Ghana
<b>56.</b> Nana Osei Amoyaw-Osei – Green Advocacy Ghana
<b>57.</b> Elizabeth Amoyaw-Osei- Green Advocacy Ghana
<b>58.</b> Patience Arthur-Badoo – Presbyterian Head Office
<b>59.</b> Baah Sefiamor – Green Ghana Online
<b>60.</b> Sandra Baafi – Energy Innovation Company Limited
<b>61.</b> Ben N. Donor – Forestry Commission
<b>62.</b> Kwabena Badu- Yeboah – EPA
<b>63.</b> Nsebi Charles Kojo – Energy Innovation Company Limited
<b>64.</b> Rebecca Dadzie – CRC
<b>65.</b> Eric Donkor – Metro TV
<b>66.</b> Ofori Sakyi – Metro TV
<b>67.</b> Clara – Metro TV
<b>68.</b> Emmanuel – Metro TV