



## **INVITATION FOR DISSEMINATION BEST PRACTICES AND WORLD EXPERIENCE on Environment Protection and Sustainable Development in Central Asia**

### **Project background**

The main factors, affecting on society forming in 21 century are the information-communicative technologies (ICT). Their contribution to education, science and culture development, to creation of global information-oriented society noticeably increased.

Establishment of a wide international cooperation aimed on bridging a digital divide in ICT and building of a society, based on global society knowledge is a background for open society building and overcoming of information access inequalities.

Establishment of dialogue between cultures has a major importance for sustainable development, as was noted in the Report of the World Commission on Culture and Development "Our creative diversity" (1996), in the Action Plan, adopted by Intergovernmental Conference on Cultural Policies for Development (Stockholm, 1998), as well as in the UNESCO Universal Declaration on Cultural Diversity (2001).

Action Plan for building global information society, which specifies the further tasks of international information co-operation development, was adopted on World Summit on International Society (WSIS), Geneva, December 2003.

Many regional initiatives of the Central Asia were devoted to the development of culture and information co-operation as well. In particular, the Second International Forum «Informatisation of Education of Kazakhstan and CIS» was held in Almaty, October 2002. The workshop on public broadcasting services in Central Asian Republics initiated by Asia Pacific Broadcasting Development, UNESCO and F.Ebert Fund was held on 1-3 July in Bishkek.

In Civil Society Declaration to the World Summit on the Shaping Information Societies for Human Needs", Geneva, December, 2003 Information Society "Shaping Information Societies for Human Needs", Geneva, December, 2003 it is underlined the importance of strengthening of mass media orientation on sustainable development priorities (2.1), improvement of access to information (2.1.5), the Public Domain of Global Knowledge, 2.3.3). It also noted, that existing international plans should be reformed to promote co-operation in broadcasting activities, widening of information resources free for noncommercial use (2.4.7).

Dissemination of digital multimedia technologies, creation of inclusive information space of video production for television, home video and education system are of the vital importance for such programmes implementation. TV and video are the most popular means for information distribution. The number of satellite and cable casting users is increasing in Central Asian countries, video production gained ground widely, and remote and network education is actively advancing. Even people in remote areas of Central Asia have a technical facilities for watching TV programmes, educational and other video materials.

And as was noted in WSIS Declaration socially important information should be easily accessible and disseminated on non-commercial base. In the Action Plan it is proposed in this connection to develop "systems for ensuring continued access archived digital information and multimedia content in digital repositories, and support archives, cultural collections and libraries as the memory of humankind" (C8), "to support the creation and development of a digital public library and archive services ...and fostering worldwide cooperation between libraries"(C3).

At the same time necessary and important information is not widespread among the population, businesses and decision-making persons. Population remains indifferent to the environmental protection and sustainable development problems and weakly concerned in those programmes implementation. There is no network for dissemination and exchange by non-commercial video materials, including environmental field. They are not being presented at annually held international environmental films festivals. Services on video films digitalization and recording are not developed, there is lack catalogues

and accessible archives of environmental video materials. National CA telecasting does not cover the experience of the leading countries in environmental and sustainable problems solving field.

**The project goal** – development of environmental education and support of environmental and cultural co-operation of CA countries with other countries by means of telecasting and modern computer audio-video technologies. The project will promote in overcoming the digital divide – one of the main goals of Sustainable Development and UN Millennium Declaration.

### **Project description and expected outcomes**

Video materials about international environmental experience will be collected and series of TV-programmes with participation of representatives of embassies, companies and international organizations. The programmes will be connected with International holidays and historical dates: International Day of Water on 22 March, Earth Day on 22 April, Day of Environment Protection Day, 5 June and etc.

Programme production, devoted to international actions such as Park March 18-21 of April, held annually in Russia, Ukraine, Byelorussia, Armenia and Central Asia targeted on social support of especially protected virgin nature territories.

Coverage of the international experience and best experience on regional and local environmental problems solving. Information distribution about the best and existing eco-technologies and successful environmental work experience of foreign companies is expected.

Collected information will be digitalized, translated into Russian and local languages and distributed in mass media, NGO and education system departments for their wide mass use.

Creation and support of the regional video materials exchange network on environment protection and sustainable development, including local and cable casting and opening of a library in CAREC.

Inventory and publication of the catalogue of ecological films and video materials, including educational, with information about sources and terms of their dissemination, and also catalogue of users of ecological materials, catalogue libraries and location of video materials copying services.

Collected in present project international video materials will be disseminated not only through local and national, but regional and sub-regional TV programmes (regional TV company “Mir” CSC “Katelko”, which deals with remote secondary education programmes}.

Programme production for “Open Asia” television magazine, based on InterNews Kazakhstan jointly with partners from Uzbekistan, Kyrgyzstan and Tajikistan and sponsored by European Union and USAID.

Establishing of co-operation with TACIS programme “Improving of public information distribution about environmental problems” on creation of network for regional distribution of environmental films, available in the programme.

Recommendations and video materials for discussion of environmental video issues on 3-rd Eurasian Media Forum in 2004, for participation of CA countries ecologists on 11-th Regional Conference of public TV of CIS countries and Baltic on the 7-d Eurasian TeleForum in 2004.

### **Sustainability of the project**

As the result of the project Regional Environmental Video Library, video recording and video demonstration hall, which will exist on self-supporting base.

### **Project executors**

The Regional Environmental Center for Central Asia in co-operation with initiative groups and TV companies in Central Asian countries.

**Duration of the project** – 12 months.

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