



CURRENT and CONNECTED

A white line-art diagram of a network or circuit, consisting of several nodes connected by lines, positioned below the text "CURRENT and CONNECTED".

MSN Environment

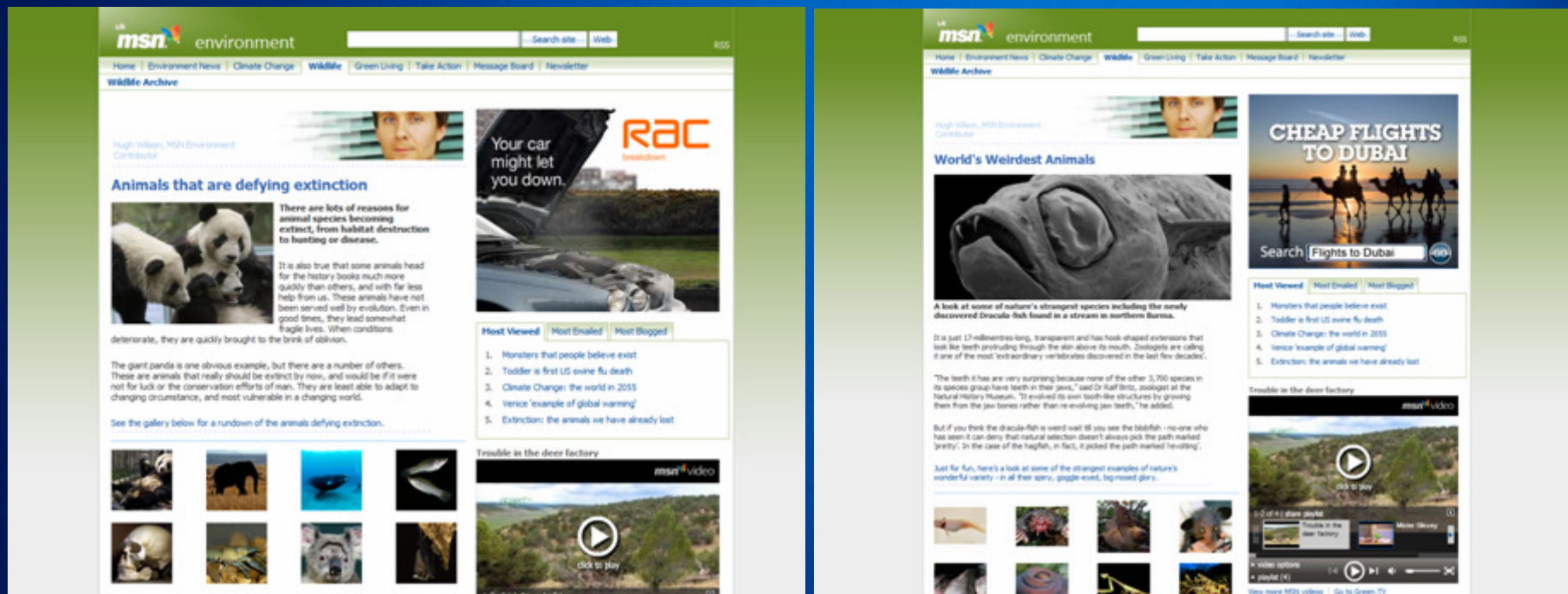


What is MSN?

- Hotmail, MSN Messenger, MSN news and entertainment websites
- One of the UK's most visited websites
- 18m unique visitors a month
- News, entertainment, cars, money, shopping, environment

What topics does MSN Environment cover?

Entertaining and informative



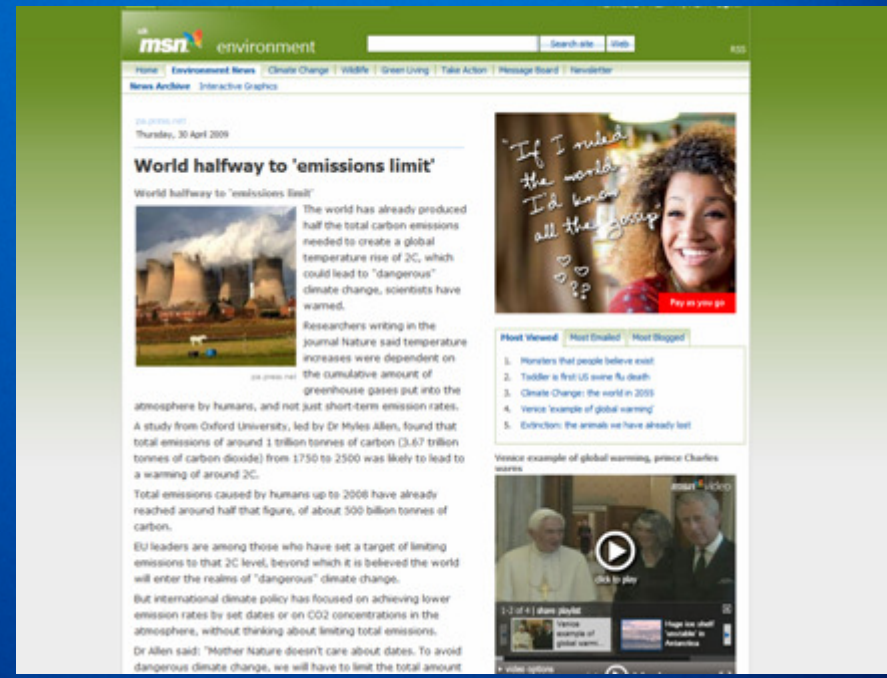
Seattle, WA |
April 8-10

msn.
CURRENTLY CONNECTED

Microsoft
Confidential

What topics does MSN Environment cover?

Serious and informative



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Microsoft
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How are we covering climate change?

- How do we engage them in the domestic and global debate about climate change?
- What is MSN's role between now and December?

Tom Levitt, MSN Environment Editor

All you need to know about the Kyoto Protocol



It was famously shunned by the United States - and they still remain the only major country not to have signed it - but the Kyoto Protocol was the first concerted effort by the world to tackle climate change.

Originally signed in December 1997 the historic agreement only came into force on February 16 2005. But what's it all about and why does it matter more than ever today? We take a look at the key issues.

What is the Kyoto Protocol?

It is the name given to the agreement made between most of the major countries of the world in Kyoto, Japan to reduce greenhouse gas emissions (GHG) by a 5 per cent.

Whose idea was it?

According to Greenpeace no-one person has ever been given the credit for coming up with the idea of getting countries to commit to reducing their GHG emissions.



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Endangered peregrine falcon chicks premiere



Tom Levitt, MSN Environment Editor

Climate Change: the world in 2055



If we do not reduce our greenhouse gas emissions and continue to allow global temperatures to rise then what kind of world can the next generation expect to live in?

The prophetic new film, *The Age of Stupid*, imagines a world devastated by climate change in 2055. A world which did not do anything to tackle rising global temperatures. The sole

survivor has compiled footage of the world in 2008 in an attempt to provide a warning to other civilisations.

One of the present-day characters in the film says we'd have to be 'stupid' not to take action but there is still no certainty that we will. In its most recent report the independent body responsible for tracking climate change, the IPCC, says the evidence of our planet warming is now unequivocal. Average air temperatures are increasing, glaciers are melting and global sea levels are rising.

"My plea would be to please listen to and reflect on the voice of science, and please act with determination and a sense of urgency. We in the IPCC do not prescribe any specific action, but action is a must," chairman Rajendra Pachauri told global leaders at the most recent climate talks in December 2008.

What kind of world can we expect if we do not act? While scientists are not able to give precise predictions they have been able to give a range of possible outcomes from continued temperature rises.

Watch: [The Age of Stupid trailer](#)

Gallery: [the world in 2055](#)



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Trouble in the deer factory



MSN's Copenhagen role

- Content around Copenhagen is only just starting appear.
- Planning more content from the Summer onwards.
- Three key questions; what's at stake, what you can do, what everyone is saying.

Informing but not boring...

- Audience knows about Kyoto but not UNFCCC
- People don't see UN as leading this debate
- People on MSN engage with figureheads and celebrities but not UN

Successful debate leaders:

- NGOs having success in pushing their agenda
- Single action groups are having success in making it an issue for individuals again and engaging young people. i.e. 9/9/9 or Not Stupid.
- Youthful, proactive focus perfect for MSN

Keep it relevant to the individual

(my mantra)

- Shock & awe approach is wearing thin.
- Recent report: young are environmentally-educated but feel powerless to help
- Too much focus on national/international targets and political debate takes the issue away from the individual. Makes people feel powerless about climate change. They dissolve responsibility to government – someone else.

