

PRESS RELEASE



New Delhi: 3 December 2007

On the opening day of the long-awaited United Nations conference on climate change in Bali, the Centre for Social Markets (CSM) is proud to announce that its **Climate Challenge India** campaign has been judged one of the [world's top five climate change campaigns](#) and will be profiled at Bali.

In an international competition launched by the US-based **CGIAR** and **COM+** organizations, CSM's innovative campaign beat others from around the world to find inclusion amongst the top five ranked climate campaigns.

The only such initiative from India, CSM was accorded this honour by the **COM+ Award on Outstanding Climate Change Communications**.

CSM's founder and chief executive, Malini Mehra, said:

"We are delighted at this honour. Climate change presents a clear and present danger to India and the world. But it also offers opportunities. We must seize the moment and re-frame the climate debate in India not as an agenda of despair, but as an agenda of hope and opportunity.

India is a great nation with tremendous resources and talent. We need to deploy this - and our extended resource of 30 million Indians in the Diaspora - to make the right investments today such that our economic development path is truly sustainable and equitable. All our work across the country has shown that the people are ready for this. Our leaders now need to follow.

Sustainability needs to become the central paradigm of our modernisation strategy. Anything less will not only be a disservice to today's poor but to future generations."

Climate Challenge India is an independent, non-partisan, non-political educational effort designed to spread awareness and generate positive energy on climate issues in India.

The first effort of its type in India, **Climate Challenge India**, started in early 2007 as a multi-year programme of activities using broadcast media to amplify its positive change message. The campaign is determined to build a new climate of hope and opportunity on climate change, as the global community begins to face up to the enormity of the challenge.

The initiative's starting point is that countries such as India can no longer afford to sit back, but must take leadership on climate change out of enlightened self-interest. Key target groups are business and city leadership, and the campaign has effectively brought in opinion formers and personalities from the arts and culture communities with creative use of broadcast media to amplify the campaign's positive message.

Notes to Editors:

The Centre for Social Markets is an India and UK-based non-profit organisation dedicated to promoting leadership and action for sustainability and human rights.

Full details on CSM's **Climate Challenge India** campaign can be found at: <http://www.csmworld.org>.

Ms Malini Mehra is available for interviews on the following numbers: India +91-9903820408 or UK +44-7866-600607; or via email: malini@csmworld.org