

The GreenFacts Initiative : credentials in Science Communication

CLIMATE CHANGE:

“Operational NGOs e.g. GreenFacts (Brussels) [...] which provide specific capabilities and are not involved in advocacy should be used as much as possible where they can support the Outreach and Dissemination Program efficiently and effectively. [...]

“If IPCC was required to use a 3rd party to produce Fact Sheets, one notable specialist in the field, with recent experience supporting the UN Millennium Ecosystem Report, is the independent non-profit organisation, GreenFacts (Brussels).”

“Framework Communications Strategy for Release and Dissemination of the Intergovernmental Panel for Climate Change (IPCC) Fourth Assessment Report”, proposal by CNC (Communications & Network Consulting) www.ipcc.ch/meet/session24/inf3.pdf.

FAO – FISHERIES DEPARTMENT:

“The GreenFacts Study on Fisheries reflects, in an accessible language, the essential findings of the FAO report. I am convinced that it will help raise awareness about the issues faced by the fisheries and aquaculture sector and wish to warmly congratulate GreenFacts for this very useful initiative.”

Dr. Serge Garcia, Director of the Fishery Resources Division at the Food and Agriculture Organization’s Fisheries Department

DG-ENVIRONMENT, EUROPEAN COMMISSION:

“Your summaries of important documents on environment and health perform a very useful service in making such information accessible to a wider public. Communicating the facts to the broadest possible audience is clearly vital for the success of our policy-making, and GreenFacts performances play an important role in this regard.”

Mogens Peter Carl, Director General of the European Commission DG Environment

DG-ENVIRONMENT, EUROPEAN COMMISSION:

“We appreciate the way GreenFacts has summarised the Baseline Report on Respiratory Health drawn up by a group of scientific experts under the Environment & Health strategy. GreenFacts' summaries are faithful to our report, while making it accessible to a much wider audience.”

Chantal Bruetschy, head of the Health and Urban Areas Unit at Directorate-General for the Environment, European Commission

MA – MILLENNIUM ECOSYSTEM ASSESSMENT:

“We are pleased with this collaboration with GreenFacts. Their summaries bring the findings of our experts to the reach of a much wider audience.”

Dr. Robert T. Watson, co-chair of the Millennium Ecosystem Assessment, referring to GreenFacts’ summary of the Millennium Ecosystem Assessment Synthesis Report

<http://topics.developmentgateway.org/environment/highlights/viewHighlight.do~activeHighlightId=104980>

FAO – AGRICULTURAL AND DEVELOPMENT ECONOMICS DIVISION:

“The GreenFacts study on GMOs is an excellent summary of the scientific evidence reported in *The State of Food and Agriculture 2003–04*. We at FAO are very pleased with our collaboration with GreenFacts and feel confident that their initiative will make a valuable contribution to the public debate on this controversial subject. Congratulations GreenFacts on a job well done.”

Terri Raney, Senior Economist and Editor of “The State of Food and Agriculture” at the Food and Agriculture Organization’s Agricultural and Development Economics Division

MA – MILLENNIUM ECOSYSTEM ASSESSMENT:

“The GreenFacts two-tiered condensation of the Biodiversity Synthesis from the Millennium Ecosystem Assessment is excellent and accurately captures all of the critical issues of this report. The international team that produced this report will be gratified to see it available in your innovative format that is targeted for a wide audience. GreenFacts has done its usual terrific job of conveying complex material in an easily accessible format to the larger community.”

Dr. Harold A. Mooney, co-chair of the MA Assessment Panel

IUCN – World Conservation Union

“There is no doubt: Biodiversity is essential for human well-being and survival. The European Union has promised to halt its loss by 2010. This summary is a stark reminder that we will not achieve this target with business as usual”

Achim Steiner, former Director General of the World Conservation Union (IUCN), now Secretary General of the United Nation Programme for the Environment (UNEP), referring to GreenFacts’ summaries of the Millennium Assessment Biodiversity Synthesis Report.

UNITED STATES’ EPA:

“Maintaining an accessible and easy-to-use Web site that quickly links users to different levels of information depending on their interests and skills. One example is the site maintained by the European group GreenFacts.org, which presents interlinked versions of complex reports (e.g. World Health Organization documents) at the executive summary, interpretive summary, and full report levels.”

“Proceedings of the Endocrine Disruptors Program – Progress Review Workshop”, by the United States Environmental Protection Agency (EPA)

http://es.epa.gov/ncer/publications/workshop/pdf/2004_endocrine_disruptors_proceedings1.pdf

SCOTTISH EPA:

“A useful model for relaying technical information to audiences with various levels of awareness of specific issues is that developed by the organisation ‘GreenFacts’ (www.greenfacts.org). GreenFacts provides an information and educational website on environmental issues, in which the information is presented in several layers, beginning with the most basic description of the issue where terminology is defined, and progressively including more technical information within each of the subsequent layers. We believe this format provides a valuable approach for information provision that acknowledges the different needs of stakeholders.”

Dr. Campbell Gemmill, Chief Executive of the Scottish Environment Protection Agency (SEPA)

<http://www.sepa.org.uk/pdf/consultation/responses/2004/dec.pdf>