

H ear more about The Philippine Imperative (TPI) on Climate Change on the Kalikasan, Kaunlaran! (KK!) talk show on June 10, 2009, Wednesday, 6:30 p.m. to 7:30 p.m. (Manila time), at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), TV (Ch. 9 in Metro Manila, other cable TV channels nationwide), and Internet ( <http://dzh.rh.tripod.com> or <http://dzh.rh.prepys.com>).

The Philippines is only one of the areas most-vulnerable to climate change in Southeast Asia. But, unlike some other countries in the region, the Philippines is highly susceptible to multiple climate-related hazards, such as, tropical cyclones, floods, landslides, and droughts. Yet the attention given to climate change by some leaders and the media is so disproportionately lower than that given to the latest sex scandal.

The executive and legislative branches of government have initiated some actions on climate change. But the basic task that needs to be addressed first – the lack of information on the economic, social and other potential adverse impacts of climate change on various sectors and regions has not received priority attention yet.

Now comes the private sector-led The Philippine Imperative (TPI) on Climate Change (CC), which aims to attend to this and other basic needs first. Some

of the questions that the TPI are addressing are: What kind of profile can be made for the different regions and sectors in the Philippines? Within the regions, are they aware of the areas most vulnerable to climate change and what the hazards are? Are the sectors most-vulnerable to climate change aware of the indirect and potential long-term physical risks from climate change? Are they prepared to face such risks?

The initial focus is on business, which is potentially the most economically-vulnerable sector but is also the potential major source of climate-change adaptation and mitigation measures.

Hear more about the TPI and its ongoing and planned work and learn what we can do to prepare for climate change. Tune in/watch Kalikasan, Kaunlaran! (KK!) on June 10, 2009, Wednesday, 6:30 p.m. to 7:30 p.m. (Manila time), at DZRH-AM radio (666 in Metro Manila, other kHz nationwide), TV (Ch. 9 in Metro Manila, other cable TV channels nationwide), and Internet (<http://dzh.rh.tripod.com> or <http://dzh.rh.prepys.com>).

Guests are TPI Conveners Dr. Neric Acosta, professor, Asian Institute of

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Management, and Lory Tan, vice chair and CEO, WWF Philippines. Dr. Cora Claudio, president, EARTH Institute Asia, will moderate the discussion.

To join all contests, campaigns and projects of EARTH/KK!, register as at 2299: earth<space>your message.

KK! co-producers are EARTH Institute Asia and DZRH, with the support of Unilever, Unilab, Manila Water, Pilipinas Shell, FERN, Inc., Toby's Sports, Delbros Supply Chain Solutions, Yehey.Com, MAP, and Brahma Kumaris, and the cooperation of GREEN Army, PFST, TOWNS, PBE, AIJC, PEIA, DENR, MabuhayRadio.com, SanibLakas, and various groups/individuals.

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