

The first Hamburg Climate Week / Climate Night

Climate change is coming faster and more intense than the current forecasts prophesy.

It will be the first climate change to be experienced by a single human generation. Many effects of climate change are accumulative and are thus rapidly tangible. Scientists using better and more modern research methods are continuously correcting the forecasts – however we are far from knowing everything about this human caused natural phenomenon.

Apples from „Alten Land“ near Hamburg ripen a whole month earlier than 30 years ago. Flooding is higher and fiercer, storms are more intense and unpredictable, and the fish fauna in the Elbe River is changing dramatically. The path from simple awareness to actual political action is too long and weary to oppose the rapid climate changes setting in. For this reason the aim of the first Hamburg Climate Week and Climate Night is to share the latest scientific findings directly with the general public. In the climate theme park people can experience at first hand how and why the climate is changing and also how they can best prepare themselves for the changes to come. The first Climate Week and Climate Night are an attempt to establish an intense and long standing dialogue between scientists and the general public. This is the real experience of science, close-up and tangible.

The Hamburg cross-media agency ALDEBARAN Marine Research & Broadcast created the Climate Week resulting from intense communication with scientists – because it was ever more apparent that the established ways of politics and the media were simply not quick enough to react to the phenomena now happening. Since 1990 the ALDEBARAN has specialised itself in communicating scientific and technology topics to the public, it has especially made itself a name by the immense reach of its messages by means of the electronic media. The Hamburg Research and Media Ship ALDEBARAN is the agencies flagship, it is equipped with research and studio facilities and in the meantime has become a symbol for successful dialogue between science and the media.

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