

Check against delivery.

Launch of the Jungfrau Climate Guide

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From knowledge to action

Ladies and gentlemen

I am glad that you have all come to Bort, the starting point of one of our seven climate paths. They are, as you will shortly see, virtual paths, since you will not come across a forest of signs with small-print schoolbook texts. Everything you need in order to experience what climate change means for the Jungfrau region, is – to put it crudely - our souped-up iPhone. In somewhat more elegant terms, the Jungfrau Climate Guide is a multimedia information platform.

For all those who have worked on developing this knowledge platform devoted to climate change, today is a big day. Numerous people have been engaged in this project during the past year. From the tourist organizations and political departments here locally, from our principle partner, BKW FMB Energie AG, from the Kong company, which was responsible for all the creative aspects and, of course, from the University of Bern in numerous areas and functions. To all of you, a hearty thank you for your efforts. But one person deserves a very special thank you. Erik Thurnherr from Texetera, to whom we gave the practical task of realizing the idea of a mobile climate guide. Without his untiring efforts and enthusiasm for this project, the guide would not have become the true gem which, in my opinion, it is.

To start with, just a few figures concerning the device which you will shortly hold in your hands. If you want to take advantage of the whole range information stored in the Climate Guide, you will probably have to come to the region a second time, since there are dozens of audio recordings and interviews to choose from. Added together, they last 227 minutes. And, in addition, there are 70 illustrated background texts as well as an hour of video material, most of which is in German, French and English. That's pretty impressive!

However, at a time when we are fighting against a permanent flow of information, it goes without saying that the quantity of available information alone cannot be the Climate Guide's hallmark. But which part of the Climate Guide, with all its many facets, is the most important?

This question cannot be answered without knowing the aim that we, as a university, pursued with this project. The phrase that we coined was "Make climate knowledge accessible locally", there where the consequences of climate change can already be seen today. This means that we will explain glacier shrinkage to you on the way from Bort to Unteren Lauchbühl, where you get the best view of the lower and upper Grindelwald glacier – or onto what still remains of this tourist magnet today. And with this dissemination of knowledge on site, we will be making use of new technological possibilities. Because our device is equipped with GPS, information will be given to you automatically as soon as you approach the place with the best view of the glacier.

Of course, the University of Bern pursued other aims with the Jungfrau Climate Guide. We wanted to show how good we are. Or, put another way, we wanted to make an interested public aware of our globally recognized competence in various areas of climate research. The Climate Guide therefore also contains information about how past climate events can be reconstructed from so-called natural climate archives, one of the specialities in which the University of Bern is an international leader.

However, the longer I was occupied with this project, the clearer it became that the aim of all the parties concerned was not merely to impart information on climate change, but to go far beyond that. The Jungfrau Climate Guide would like all of us to invest in solutions for climate protection. Whether as a politician, entrepreneur, researcher or consumer and voter. Action is required. And here is precisely where the difficulty starts. How do we, as individuals and as a society, take the difficult step from knowledge to action?

Seen in this light, perhaps the most important thing in the Climate Guide is not the incredible scientific results and their innovative presentation, but a rather unimpressive chapter that we call "Six climate tips for everyday life". These suggestions for climate-friendly behaviour are neither spectacular nor new, but they demonstrate in a concrete way that we are not powerless when faced with the huge dimension of this problem. Each of us can do something about the threatening dangers resulting from climate change. And even more importantly, against this backdrop of personal commitment, we can start things moving whenever we have the opportunity. Just like the partners in the Jungfrau Climate Co2operation, which is being presented today, have in mind.

The Jungfrau Climate Guide will thus be a success if experience and learning finally result in action – when we follow up our words with deeds. The university, by producing not only additional

knowledge about climate change for the future, but additionally researching into what mechanisms stand in the way of progressing from knowledge to action. The BKW, by investing even more fervently in energy savings and renewable energies. The municipalities, by resolutely maximizing their room for manoeuvre with regard to such topics as building renovation and mobility. And tourism organizations, with all their worries about hotel beds and gondola-lift seats to be filled, by critically thinking about sustainable forms of tourism.

To conclude, a short story. The chairman of the Intergovernmental Panel on Climate Change (IPCC), Rajendra Pachauri, had to answer a question from the audience following a lecture. "What can we personally do against climate change", someone wanted to know. Pachauri replied, "Eat less meat or, better still, become completely vegetarian!" Why? Look at climate tip no. 4 on your test device.

Thank you for your attention and I hope you will get a lot of pleasure testing the Jungfrau Climate Guide.