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SOUTH ASIAN COUNTRIES NEED TO WORK OUT STRATEGY AGAINST ENVIRONMENT DEGRADATION

Climate change [ministry launches](#) weekly environmental bulletin

Zubair Qureshi

Thursday, December 24, 2015 - Islamabad—Federal Minister for Climate Change, Zahid Hamid, who has recently returned after attending the world climate conference in Paris Wednesday, shared his views with media and development sector about measures to deal with this important sector. The minister while addressing the launching ceremony of the weekly environmental news bulletin of South Asia Cooperative Environment [Programme](#) (SACEP) said, awareness-raising at all levels was vital to cope with [environmental issues](#) and to achieve sustainable socio-economic development goals.

"Although awareness about degrading environmental standards has increased in the last few years, there is still a lot of work to be done to increase public awareness, particularly in South Asian [countries](#), he said.

Pakistan is currently holding the chair of the governing council of SACEP. Zahid Hamid informed on the occasion that environmental awareness campaign was most successful when it targetted specific groups or populations. "Many people don't pay much attention to environmental problems because they don't understand how the problem would affect them or their [lifestyle](#). Showing people how much money they could save by purchasing a hybrid or installing a solar panel has helped to "convert" people who normally wouldn't have paid much attention to environmental problems," Zahid Hamid highlighted.

He [suggested](#) that in South Asian [developing countries](#), the use of [print](#), broadcast, and social media could be a great way to increase education and awareness about environmental issues and their possible research-based solutions.

The minister further said by working with the media, government agencies, [nonprofit](#) organizations, educational institutions could help spread their message, either by holding press briefings, issuing printed [press releases](#), or even setting up online databases that can be used as information centers. For, information centers would be effective tools to educate both the public and journalists about environmental concerns.

"It is in this context that the SACEP Weekly News Bulletin is being launched. This bulletin will not only be an excellent [medium](#) for dissemination of information and sharing of knowledge, but will also facilitate connectivity and inter-action amongst the regional environmental institutions. I hope that the News Bulletin will also help motivate youth and young environmental professionals for the promotion of sustainable development and conservation and management of national resources," he said.