A Communications Conundrum

China, the Environment and the Media

Kit Thayer ’11
My Internship

Title: Communications Intern
Organization: Natural Resources Defense Council (NRDC)
Location: Beijing, China
Negative Perceptions

"There's excitement in the air over the Olympics... also lead, arsenic, benzene."

- David Letterman, July 2008
Negative Perceptions, Cont’d
Positive Perceptions

China “unfairly seen as eco-villain”
*BBC News* (June 16, 2009)

Asia challenges the U.S. for green tech supremacy
*Time* (June 24, 2009)

Drawing critics, China seeks to dominate in renewable energy
*New York Times* (July 13, 2009)

Green stimulus in Asia could move solar demand East
*Wall Street Journal* (July 14, 2009)
Negative Realities
Positive Realities

- R&D funding in renewables
- International media attention
- Enormous potential
Out of chaos comes… chaos