

WHY KENYA?

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Kenya's Vision 2030: A Future Vision for Nairobi's Central Business District



Role of Science Journalism in Development:

Focusing Global Attention on Africa

Africa, more than any other region deserves to host the 2011 World Conference of Science Journalists. The continent needs all communication skills of serious science journalists to help create awareness on the importance of various aspects of science as one of the major driving forces needed to overcome innumerable development problems.

Africa as region seems unable to compete effectively in the global marketplace because of inadequate capacity to generate appropriate goods and services. The region remains unable to provide basic human needs. It needs science to produce adequate nutritious food, improve health services, build roads, housing, and

provide energy, safe drinking water and better sanitation without investing in science and technology. It is also a region where "effective science communication" is needed to help curb or eradicate certain harmful beliefs and cultural practices.

Holding the WCSJ2011 in Kenya could increase collaboration and encourage more non-African journalists to develop some appropriate interest in covering "African issues" that seem to lack or are highlighted minimally in the major global mass media. Other regions have had their chance and it will provide a much needed unique experience if the 2011 conference to come to Africa.

Kenya has one of best media infrastructure in the region and

hosts a number of regional and international organizations including UN headquarters outside Europe and North America apart from major national research institutions. Many organizations have expressed interest in collaborating with us to ensure that the conference will succeed and will definitely join the bandwagon once the bid succeeds.

Besides, delegates will be able to visit the Regional Center for Climate Prediction and Adaptation based in Nairobi and funded by IDRC and DFID. The center collaborates with other world metrological organizations.