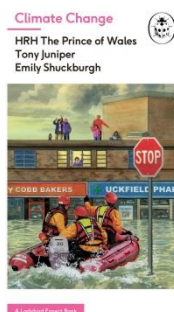




PRESS RELEASE

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' Ladybird Book on climate change, authored by HRH The Prince of Wales, published this week

A new Ladybird book on climate change co-authored by The Prince of Wales is published on Thursday 26th January.

The book, co-written with Dr Tony Juniper, special Adviser to The Prince of Wales's International Sustainability Unit and Dr Emily Shuckburgh, Deputy-Head of Polar Oceans at the British Antarctic Survey, is one of three books being published this week in a new series of Ladybird Expert titles.

The book is the result of a conversation that The Prince had with a friend following his return from delivering the keynote address at the Paris Climate Change Summit (COP21) in December 2015. During this conversation it was suggested to The Prince that he might produce a simple plain English guide to the subject.

His Royal Highness turned to Tony Juniper and Emily Shuckburgh for assistance in compiling the book, which is designed to appeal to all age groups.

At the request of the three authors, the Royal Meteorological Society was approached to co-ordinate a peer-review process by eminent academics, so as to certify the accuracy and robustness of the material presented in the book. It is the first time that a Ladybird book has been peer reviewed.

Climate Change provides a short-format guide to the key scientific facts central to climate change. It explains the history, dangers and challenges of global warming and explores possible solutions to limit future changes to the climate. The book discusses the causes of climate disruption, such as heatwaves, floods and other extreme weather, and the consequences for people, wildlife and businesses.

Speaking to Sky News, The Prince of Wales said,

"It seems to me that many people are still unsure about climate change, in terms of what is causing it, how urgent it is that we take action, why we must do that and what might be the consequences if we don't act right away. The Ladybird book is really an attempt to answer these questions and in a way that most people can get the basic scientific information from a short read that hopefully has the virtue of being easy to understand."

In the end the main message is about the need to act to avoid potentially devastating consequences later on, and not only for our sakes but for those of our children and grandchildren. They will in the end pay the biggest price and I hope this little book will enable a few more people to see the troubling situation we find ourselves in."

Dr Emily Shuckburgh said that with global temperatures hitting new record highs, communicating the risks posed by climate change was more important than ever.

"My years spent gathering and studying data from in and around Antarctica leave me in no doubt about the seriousness of the risks that climate change poses. I have always believed that as scientists we have a duty to communicate the findings of our research in accessible ways. This is especially true for climate research, the implications of which touch all of our lives."

"With global temperatures hitting a new record high and repeated episodes of severe weather, including flooding in this country, helping people to understand the basic science behind climate change as well as the consequences for our nature, our businesses and food supply feels like an important thing to do."

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“The threats posed by climate change are far-reaching, but the ways in which we tackle them can be a source of great opportunity. There exists vast potential for innovation through low-carbon technologies and creative solutions that can improve the quality of people’s lives in many different ways.”

Dr Tony Juniper agreed on the importance of helping people understand the threat posed by climate change.

“His Royal Highness, Emily and I hope this unique new title on climate change will provide everyone with the basic briefing, setting out why action is not only necessary but also desirable, including from the point of view of public health and jobs. It was quite a tough task presenting such a broad and complex body of information in 5000 words, but with Ruth Palmer’s beautiful paintings we are confident that the main messages come across loud and clear.”

“Helping the world better appreciate the scale, scope and urgency of the climate change challenge is a really important task, and one that is evidently still work in progress,” he said.

“Britain can be rightly proud of the way we have helped develop understanding of climate change through our universities and the important work of institutions such as the British Antarctic Survey. As a country we are also at the forefront of responding to opportunities for climate-friendly growth.”

Notes to editors:

- The Ladybird Expert book on Climate Change, which has been written by His Royal Highness The Prince of Wales along with Tony Juniper and Dr Emily Shuckburgh, will be published on Thursday 26th January.
- The book’s illustrations are by artist, Ruth Palmer
- For a full list of sources you can visit: www.rmets.org/ladybird
- All three authors have strong credentials in the domain of climate change:
- HRH The Prince of Wales has been an environmental leader for over 40 years, working with businesses, charities, governments and others to help promote sustainable ways of living and working. He made his first speech on the environment in 1968 and has long warned of the irreversible effects of climate change.
- Dr Tony Juniper, an independent environmentalist and writer, is also a fellow of the University of Cambridge Institute for Sustainability Leadership and the President of the Royal Society of Wildlife Trusts. He has worked to raise awareness on climate change since 1990.
- Dr Emily Shuckburgh, OBE is a leading climate scientist based at the British Antarctic Survey. She holds a number of positions at the University of Cambridge and has previously worked at École Normale Supérieure in Paris and at MIT. In 2014 she was the recipient of the prestigious Rosenstiel Award in recognition of her climate science research. She is a fellow of the Royal Meteorological Society.
- The peer-review process was orchestrated by the Royal Meteorological Society, the professional and learned society for weather and climate, who appointed a review editor and seven eminent experts from a broad range of disciplines to perform the review. It is the first time that a Ladybird Book has been through this process, which is a robust validation of the factual authenticity of the statements contained therein.
- The Ladybird Expert series has been written for an adult readership and is produced in the iconic style of the original Ladybird books. The imagery contained within the book is the first new Ladybird artwork commissioned for 40 years. The aim of the Ladybird Expert series is to provide clear, accessible and authoritative introductions, informed by expert opinion drawn from science, history and culture.
- The other books published alongside Climate Change on Thursday 26 January are, Evolution by Steve Jones and Quantum Mechanics by Jim Al-Khalili. The three launch titles will be followed in June 2017 by two more:
The Battle of Britain by James Holland as well as *Shackleton* by Ben Saunders

Other authors confirmed to join the series include:

Maggie Aderin-Pocock, Iain Stewart, Mark Ellen, Suzannah Lipscomb, Marcus Chown, Fiona Maddocks

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