

PRESS RELEASE FROM NATURE PUBLISHING GROUP
27 November 2008
For immediate release

The Macmillan Building
4 Crinan Street
London N1 9XW
UK

Contact: Grace Baynes (Corporate Public Relations) or Ruth Francis (Head of Press)
Nature Publishing Group
T: +44 (0)20 7014 4063 or +44 (0)20 7843 4562
g.baynes@nature.com or press@nature.com

T: +44 (0)20 7833 4000
F: +44 (0)20 7843 4640
www.nature.com

Virtual climate change conference attracts universities worldwide

The Elucian Islands in Second Life are playing host to a virtual climate change conference in December. Speakers will present live from Imperial College London and Stanford University in California, and researchers and university students will attend from the UK and the United States.

Co-organised by Nature Publishing Group (NPG) and Imperial College London, the one-day Virtual Conference on Climate Change and CO₂ Storage will take place on 3 December 2008 from 4-7pm GMT (11am-2pm Eastern, 8-11am Pacific).

Martin Blunt, Head of the Department of Earth Sciences and Engineering at Imperial College, and Sir Brian Hoskins, Director of the Grantham Institute, will speak live from Imperial College London, UK. Lynn Orr, Director of the Global Climate and Energy Project at Stanford, will give his talk live from Stanford University in California. The talks will be live-streamed into Second Life.

The conference will be 'attended' by researchers and students from universities including Imperial College London, Massachusetts Institute of Technology (MIT), Stanford University and the University of Wyoming. Talks will be screened from Second Life via video screens into lecture theatres on campus, and attendees will be able to ask questions via a representative avatar in Second Life. Individuals are also welcome to join the conference in Second Life, and should register in advance as space is limited.

"We are proud to be hosting this conference on the Elucian Islands," said Kristen French, Head of Community Business Development at NPG. "With economic uncertainty and concern about carbon emissions, virtual environments like Second Life offer a valuable way for people from across the world to meet 'face-to-face' to discuss this global issue."

A broad-based conference covering all aspects of climate change and CO₂ storage research, the presentations will be accessible to researchers and students interested in learning more about CO₂ storage. There will also be a technical poster session on all aspects of climate change, with posters available to view after the conference. The programme has been put together by Tara La Force,

Lecturer at Imperial College London who spoke at the virtual event series on climate change NPG hosted in Second Life in 2007.

Attendance is free, but registration is required. To register send your contact details to Erica Thompson at e.thompson07@imperial.ac.uk and Tara La Force t.laforce@imperial.ac.uk. For those who can't make the event, all talks will be recorded and made available retrospectively online.

This conference is one of many events hosted on the Elucian Islands. Recent and forthcoming events include: a seminar live-streamed from the London School of Economics, 'Complexity and Policy: the Global Governance of New Health Technologies'; talks to celebrate the anniversary of Darwin's birth; and opportunities for avatars to air their view on key topics like climate change. Each Thursday morning, avatars can tune into the weekly *Nature* Podcast at the rooftop café, and discuss the latest news with fellow science enthusiasts.

-ENDS-

Useful links:

Virtual Conference on Climate Change and CO2 Storage:

<http://www.nature.com/secondnature/events.html>

<http://www3.imperial.ac.uk/earthscienceandengineering/research/climateconference08>

The Elucian Islands in Second Life:

<http://slurl.com/secondlife/Elucian%20Islands/140/100/26>

Instructions are available on how to create an account in Second Life:

www.nature.com/elucianislands/basics

More information:

About the Elucian Islands

Elucian Islands is the Second Life home of Nature Publishing Group and its parent company Macmillan Publishers Ltd, unveiled in October 2008. NPG has had a presence in Second Life since 2006 when it launched Second Nature. The islands have been redeveloped and expanded to form The Elucian Islands, including a large central island dedicated to all areas of learning. The Elucian Islands feature conference and meeting facilities, skylabs for virtual experiments, a bookstore and a café. More information: www.nature.com/elucianislands

About Nature Publishing Group (NPG):

Nature Publishing Group is a division of Macmillan Publishers Ltd, dedicated to serving the academic and professional scientific and medical communities. NPG's flagship title, *Nature*, was first published in 1869. Other publications include *Nature* research journals, *Nature Reviews*, *Nature Clinical Practice* and a range of prestigious academic journals including society-owned publications. NPG also provides news content through *Nature News*. Scientific career information and free job postings are offered on *Naturejobs*.

NPG is a global company with principal offices in London and New York and offices in Basingstoke, Boston, Buenos Aires, Delhi, Hong Kong, Madrid, Melbourne, Munich, Paris, San Francisco, Tokyo and Washington DC. For more information, please go to www.nature.com.

About Macmillan Publishers Ltd:

With 350 companies operating in over 80 countries, Macmillan Publishers Limited is one of the largest and best known international publishing groups in the world. Its portfolio is very diverse, ranging from consumer fiction and non-fiction books, to education resources, humanities, social sciences and scholarly English language publishing.

For more information, please go to <http://international.macmillan.com/>