



**EUROPEAN
CLIMATE
PACT**

DEEP DIVE

**DISENTANGLING CLIMATE
MISINFORMATION:
A PRACTICAL APPROACH**

Tuesday 16 June 2026

12:15 – 13:00 CEST

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academy



INTRODUCTION OF SPEAKERS



Justyna Ignaszak

Program Execution Manager
at TechSoup, supporting civil
society in building information
resilience and countering
harmful narrative



Karl Sterner

Climate communicator and
Head of Operations at
Klimatkoll



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MANUFACTURING DOUBT ON CLIMATE POLICY

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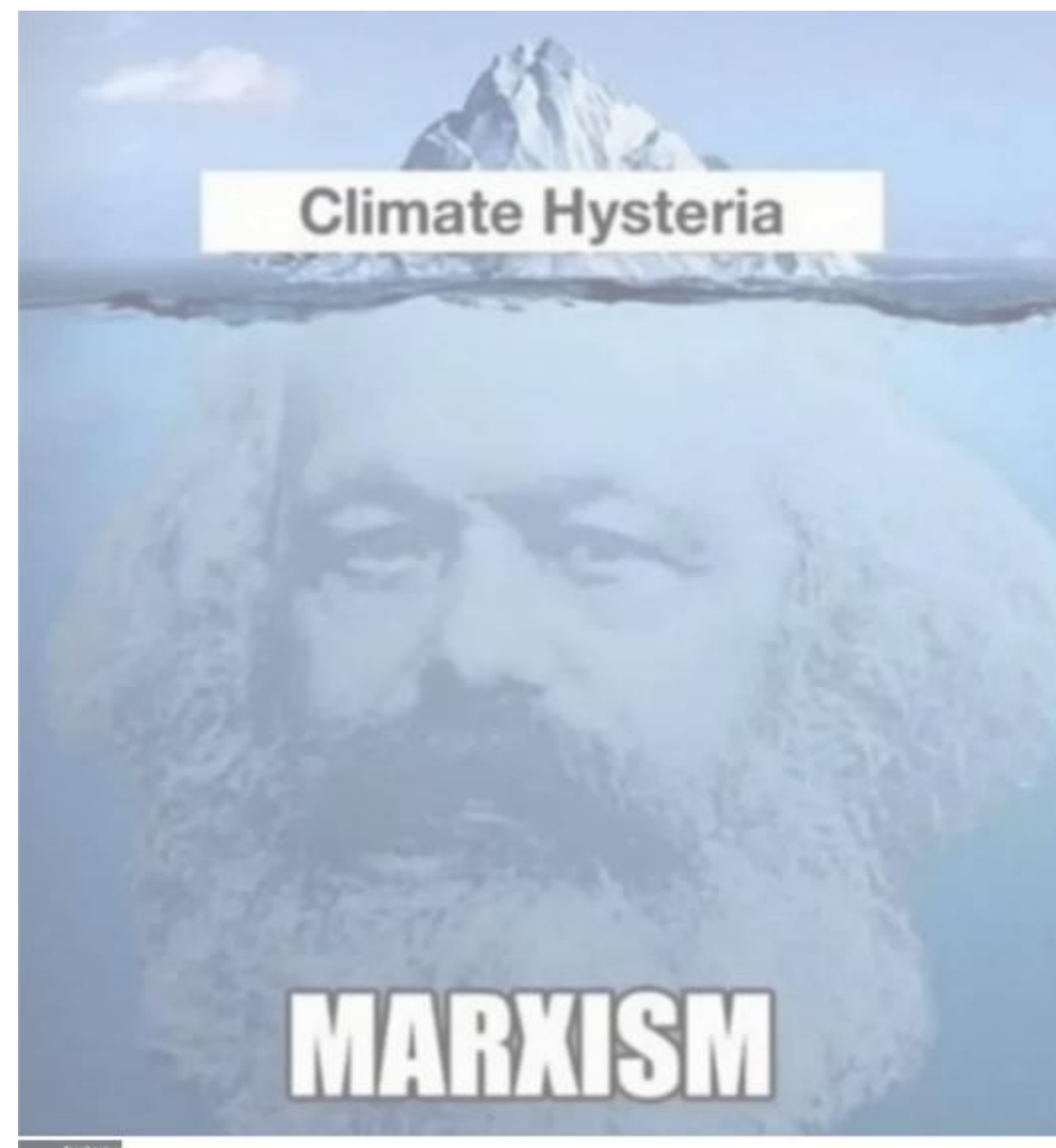
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When climate becomes a battleground for information warfare

We live in an age where information spreads faster than ever, yet it is increasingly difficult to distinguish truth from manipulation. The ability to recognize disinformation is a key competency needed for making informed decisions and participating responsibly in public life.



WHY SHOULD WE CARE?

Climate change is real and poses a serious threat

- Human activity, primarily through greenhouse gas emissions, has unequivocally caused global warming — as stated in the latest [synthesis](#) report of the Intergovernmental Panel on Climate Change (IPCC), the UN body assessing the state of knowledge on climate change.
- Data from the [Copernicus programme](#) shows that Europe is warming twice as fast as the rest of the world.
- [The European Climate Risk Assessment](#) (European Climate Risk Assessment) prepared by the European Environment Agency presents the main climate risks that Europe faces today and will face in the future.

WHY SHOULD WE CARE?



WHO SPREADS CLIMATE DISINFORMATION?

Climate disinformation is often a deliberate act — carried out by political, economic and ideological actors — aimed at undermining trust in science and slowing the energy transition.

Political influence

Governments and political groups exploit climate narratives to undermine rivals's policies, expand their own influence or cause destabilisation (e.g. information operations using social media and fake accounts).

Ideological motivations

Groups opposed to regulation and government intervention spread messages that downplay the issue in order to maintain support for free-market and anti-regulatory policies.

Protection of economic Interests

Fossil fuel companies and related lobbies fund campaigns that confuse the public, delay regulations and protect short-term profits.

MECHANISMS OF DISINFORMATION: WHY DOES IT WORK?

BE AWARE
BE PREPARED
BE INFORMED

#ClimateFactsMatter

1

Algorithms that trap internet users in so-called information bubbles

Search engines that don't profile results: StartPage, DuckDuckGo

2

Strategy and targeted methods

Disinformation frequently exploits social moods and current events.

3

Carefully chosen language

Emotional manipulation and language that increases polarisation.

4

Simple answers

To a very complicated, complex and often hard-to-understand reality.

5

Deepfakes

Manipulating images and sound to create fake recordings, often highly realistic.

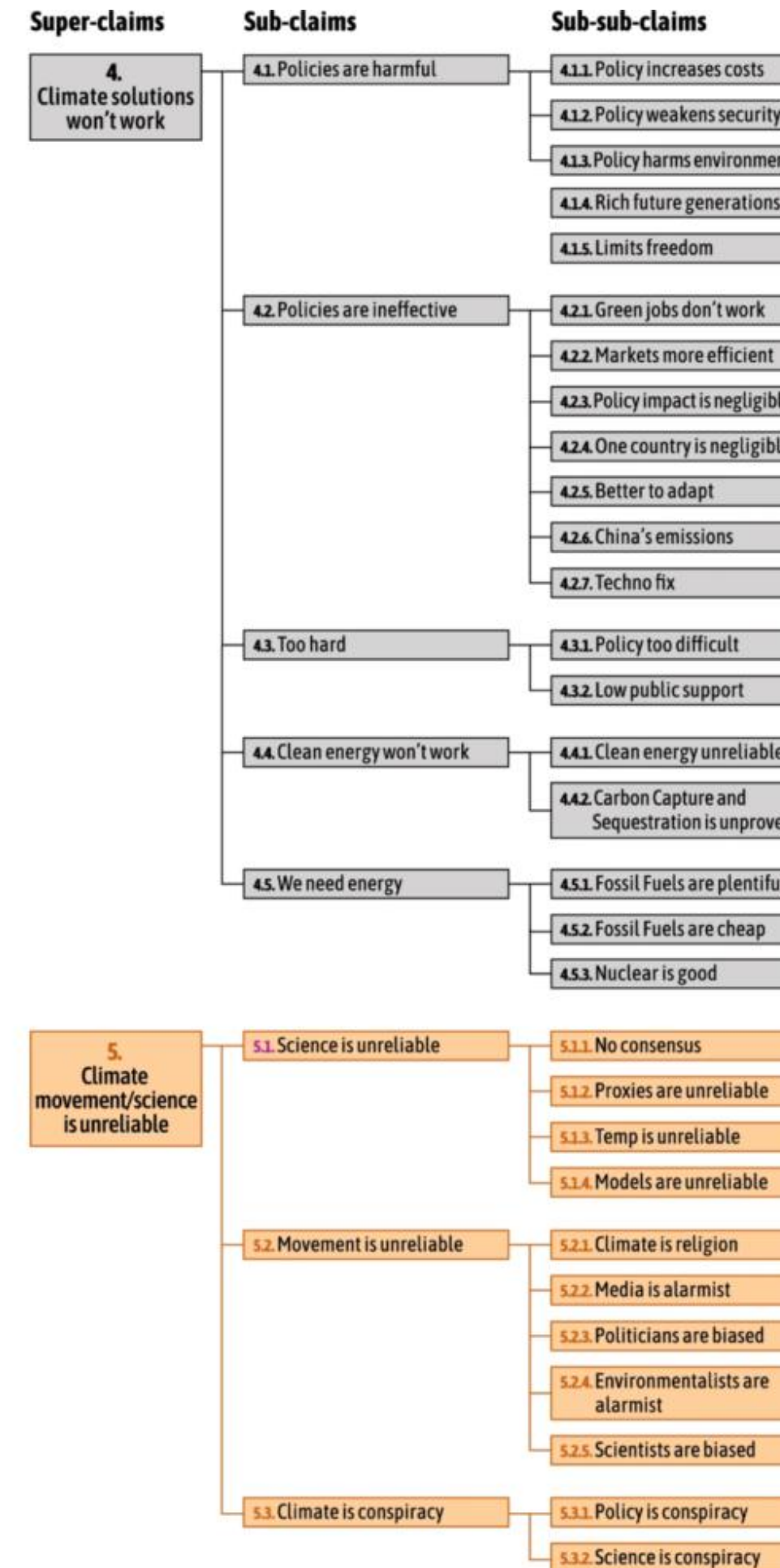
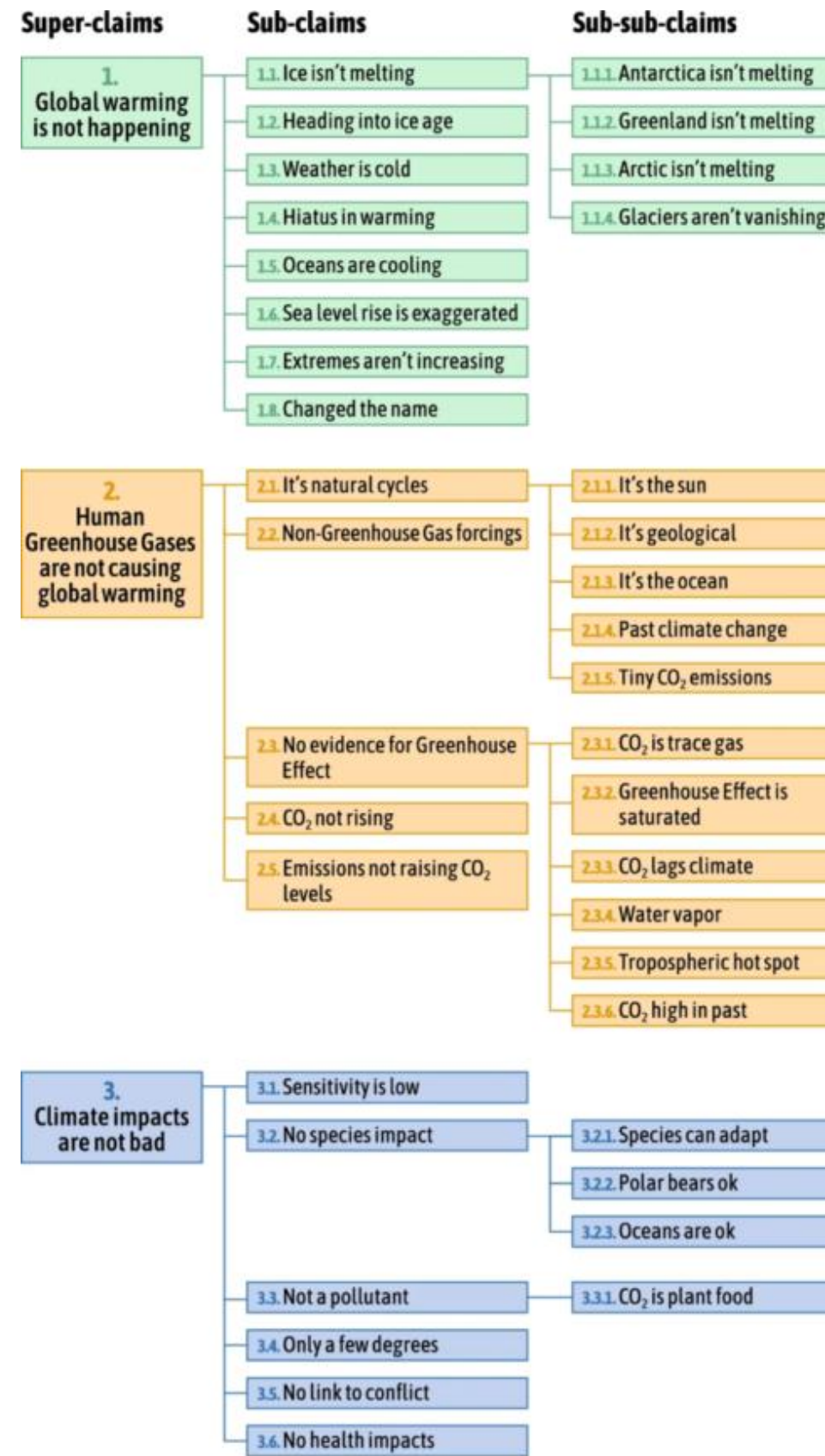
EXAMPLES DEEPPFAKE – LOW HARM LEVEL



EXAMPLES DEEPPFAKE – HIGH HARM LEVEL



A classification map of the most common messages aimed at spreading climate disinformation



KEY NEGATIVE NARRATIVES TOWARDS CLIMATE POLICY IN POLAND

Below are 13 negative narratives, ranked from most to least popular during the research period and in the sample:

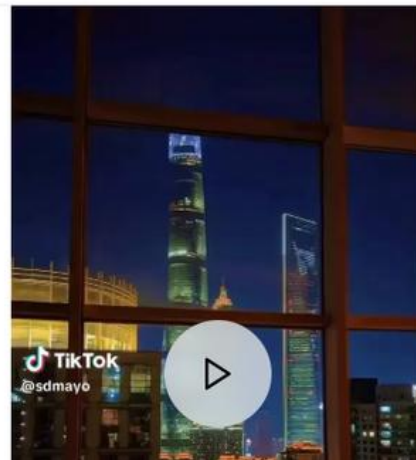
1.	The Green Deal as a threat to the economy, industry and the labor market
2.	The Green Deal as a Harmful Left-Wing Ideology
3.	The Green Deal as a Cause of the Sharp Rise in the Cost of Living
4.	The Green Deal as a set of absurd and oppressive regulations
5.	The Green Deal as a tool of global elites to control ordinary citizens
6.	The Green Deal as a tool for green business to grow rich
7.	The Green Deal as an ineffective policy with no impact on the climate
8.	The Green Deal as a Threat to Individual Freedom and Property Rights
9.	The Green Deal as a threat to agriculture and traditional food production
10.	The Green Deal as a Threat to National Security
11.	The Green Deal as a weakening of the European Union in favour of third countries
12.	The Green Deal as a threat to infrastructure and its reliability
13.	The Green Deal as a promotion of inefficient energy technologies

The study analyzed disinformation surrounding the climate policy of the European Union and Poland, however, due to the fact that the term “Green Deal” is the dominant term in disinformation narratives, it was retained in the names of narrative categories to remain consistent with the language of the analyzed content.

SOCIAL MEDIA POST EXAMPLES

P4 PolskiPolak 4PłantysjonizmWyssan...
7 May 2025 20:44

Tak mogłyby wyglądać polskie miasta...ale barany wybrały eurokolchoz zamiast rozwoju, jedzenie świerszczy i technologię przytwierdzonych na stałe nakrętek do opanowania.
https://x.com/PolskiPolak4_0/status/1920188080851443760/video/1



EN:
This is what Polish cities could look like... but idiots chose the Eurokolchoz instead of development, eating crickets and the technology of permanently attached bottle caps to control us.

HH H'hn_Sarko
11 May 2025 22:31

RT @TeryAsic1: Przypomina to, wypisz wymaluj, mięso na kartki i talony na buty benzynę i samochody.
<https://x.com/TeryAsic1/status/1921446647944314937/photo/1>

Cele z raportu C40 Cities na 2030 r.

	DIETA		UBRANIA	WŁASNOŚĆ	LOTY
	MIEŚO NA OSOBE/ROK	NABIAŁ NA OSOBE/ROK	NOWE SZTUKI NA OSOBE/ROK	POJAZDY NA 1000 OSOB	W DWIE STRONY (MNIJ NIZ 1500 KM) NA OSOBE
→ Cel progresywny	16 kg	90 kg	8 sztuk	190	raz na 2 lata
→ Cel ambitny	0 kg	0 kg	3 sztuki	0	raz na 3 lata

Źródło: raport „The Future of Urban Consumption in a 1.5°C World” P4. Agencja Karpinaka/Butterstock, satim Naonvibetsenock. © uc

EN:
This looks exactly like ration cards for meat and coupons for shoes, fuel, and cars.

W wPrawo.pl - wprawo.pl
12 Aug 2024 13:00

R. Wicherek: 15-minutowe miasta. Miasta przyszłości czy współczesne getta?

Już niedługo mogą stać się nowym trendem. Idea 15-minutowych miast, czyli wydzielonych stref w rzeczywistych miastach, jest stworzenie warunków, by w celu realizacji codziennych potrzeb w ciągu kwadransa każdy obywatel mógł dotrzeć w dowolne miejsce pieszo, rowerem lub komunikacją publiczną. Wszystko czysto, sprawnie i ekologicznie. Wspaniała inicjatywa. Jeżeli jednak dodamy do tego „zielony ład” i „zrównoważony rozwój”, robi się mniej ciekawie.

EN:
15-minute cities. Cities of the future or modern-day ghettos?

SOCIAL MEDIA POST EXAMPLES

MY Myślózbir
28 Feb 2024 17:02

Non-reliable so...

"Jak zabrać babci mieszkanie dla klimatu?"
Niemcy proponują: czas odebrać mieszkania
babciom i dziadkom, bo starsze osoby mają za dużo
miejsca. A jak się nie będzie dało ich wywłaszczyć,
to trzeba ich tak opodatkować, że sami z własnych
czterech kątów zrezygnują! Dla klimatu!
Süddeutsche Zeitung to jedna z najstarszych
(istnieje od 1945) i największych niemieckich gazet.
Sprzedaje setki tysięcy egzemplarz...

[Read more](#)

EN:
"How to take grandma's apartment away for the climate?"
Germany proposes: it's time to take apartments away from grandmothers and
grandfathers because older people have too much living space. And if it's not possible
to expropriate them, they should be taxed so heavily that they will give up their own
homes themselves! For the climate!

EK Ela Kamińska
13 May 2025 19:17

RT @Junoslav369: Zakaz pieców gazowych już
przesądzony w dystopijnym JEWrokołchozie. 3
miliony polskich gospodarstw domowych znów
będzie mu...

J3 Junoslav 369
13 May 2025 19:05

Zakaz pieców gazowych już przesądzony w
dystopijnym JEWrokołchozie. 3 miliony polskich
gospodarstw domowych znów będzie musiało
płacić
[https://legaartis.pl/blog/2025/05/13/zakaz-
piecow-gazowych-juz-przesadzony-polacy-znow-
beda-musieli-placic/](https://legaartis.pl/blog/2025/05/13/zakaz-piecow-gazowych-juz-przesadzony-polacy-znow-beda-musieli-placic/)

EN:
The ban on gas boilers has already been decided in the dystopian JEWro-kolkhoz.
Three million Polish households will once again have to...
(text cut off)

IG Informacje Gieldowe
29 Dec 2024 20:19

Za New York Times

●●● UWAGA TO NIE JEST ŻART !! ●●●

Dania jako pierwszy kraj na świecie opodatkowała ...
pierdnięcia krów i świń jako emisję metanu do
atmosfery. UE Quo Vadis... Polityk UE jest jak krowa -
spuścić na chwilę z oczu i od razu idzie w szkodę...
To NIE JEST ŻART !

Środek ten ostatecznie uchwalono w listopadzie.
Rolnicy będą musieli płacić 300 koron duńskich
(około 43 USD) za każdą tonę ekwiwalentu
dwutlenku węgla, którą wyprodukują krow...

[Read more](#)

EN:
According to the New York Times
ATTENTION THIS IS NOT A JOKE!!
Denmark, as the first country in the world, has taxed cow and pig farts as methane
emissions into the atmosphere. EU, quo vadis...

What can we do to counteract this phenomenon?



WE SHOULD NOT FORGET ABOUT



RESPONSIBILITY: BE A CONSCIOUS CONSUMER AND PRODUCER OF INFORMATION



Stop and think

Remember that you are responsible for your words, not only for your actions



Guard the infosphere

When someone spreads disinformation or repeats unverified information, point it out and speak up.



Be active in spreading correct information

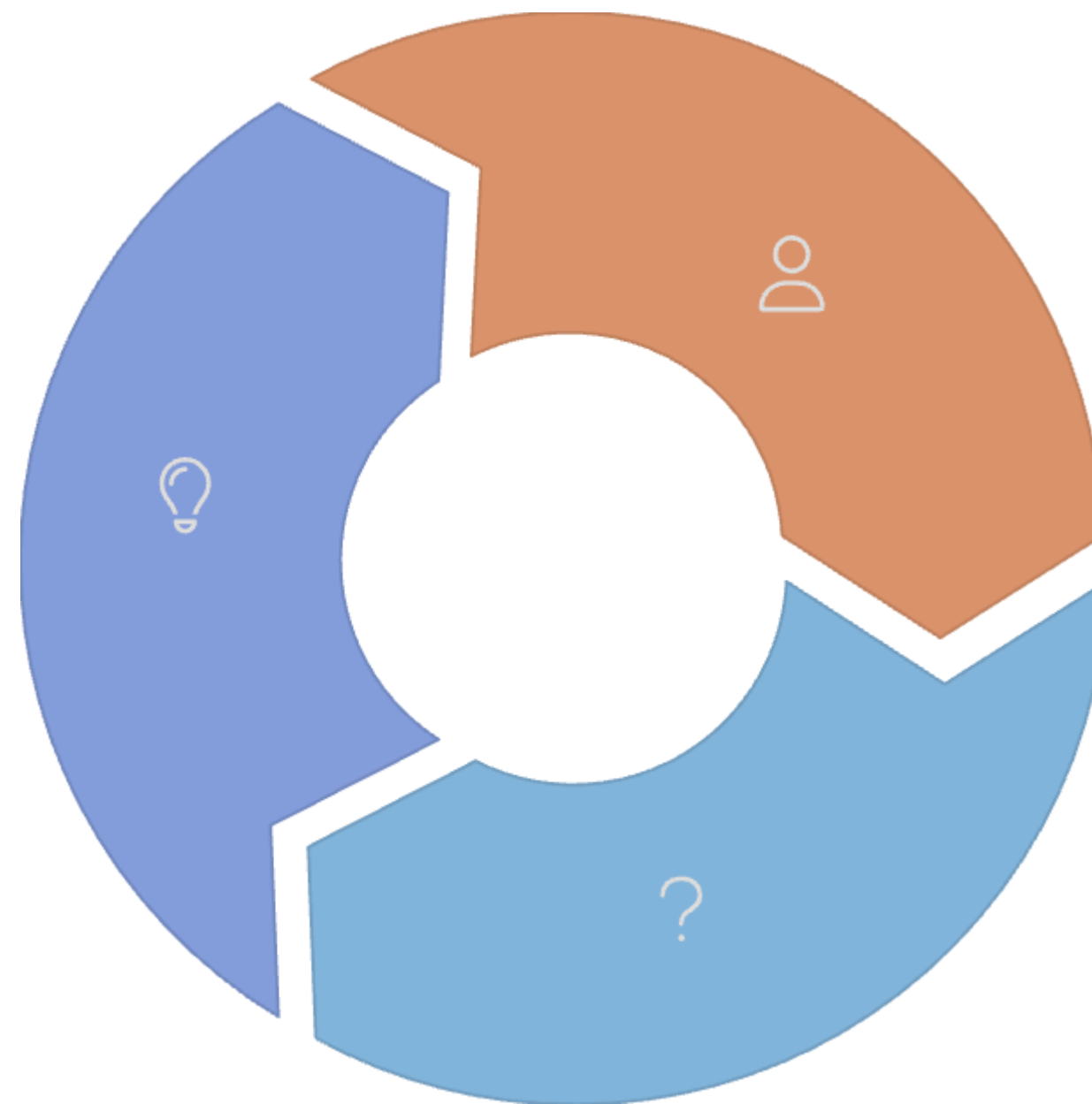
If you have knowledge or a topic is close to you, share it with others!

CURIOSITY: ASK QUESTIONS AND DIG DEEPER

Build your knowledge and ask questions

Search and analyse information, join webinars, workshops, training sessions, read books.

Ask: Why? Why? Why?
Be inquisitive.



Verify: Check the author and source

Who is the author of the information and what are their intentions? Are other pieces of information they publish reliable? Establish their motivations.

Be mindful of your emotions

Remember that fake news is not only false information, it is also an emotional charge



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THANK YOU VERY MUCH!



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THE BEAUTY OF SCIENCE

Karl Sterner

Climate communicator and Head of Operations at Klimatkoll

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OFFICIAL SELECTION
EURO FEST
2016

OFFICIAL SELECTION
UK SCREEN ONE
INTERNATIONAL
FILM FESTIVAL
2017

OFFICIAL SELECTION
New York Indie
Film Festival
2017

A FILM BY **KARL STERNER**

*not knowing who you are
is a Beautiful Source
of Surprises*

OFFICIAL SELECTION
Best International Feature Film
**Polish
International Film
Festival**
2017

OFFICIAL SELECTION
SYDNEY indie
2016
BEST INDIE SPIRIT AWARD

Official Selection
GARDEN CITY
INTERNATIONAL FILM FESTIVAL
2017

WINNER
AWARD OF MERIT
IndieFEST
Film Awards

STARRING **LUCAS GREN, SUVI PANAS, ERIK STERNER**

PHOTO & SOUND **FREDRIK LOTTO, GUSTAV STERNER**





A single **smartphone** has more **advanced technology** than what Apollo 11 had when taking man to the moon






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ACCESSING SCIENCE

THE BEAUTY OF SCIENCE







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Final remarks

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CLIMATE PACT ACTIVITIES

Visit the Climate Pact website to:

-  Build your climate knowledge with the EU Climate Action Academy's resources
-  Explore the Interactive Pact Map to discover and connect with Climate Pact Ambassadors, Partners and Country Coordinators across Europe.
-  Get inspired by the Making an ImPact stories
-  Check out our tools for citizen engagement
-  Discover Climate Pact satellite events near you
-  Subscribe to the newsletter!



Follow the QR code
to visit the website

SELF-LED TRAINING MODULES EU CLIMATE ACTION ACADEMY

NEW MODULE AVAILABLE



Module 7. ABC of EU climate policy

Discover how EU climate policy is shaped and why it matters for everyday life with the ABC of EU climate policy course.

Enrol now and join over **1,050 participants** who have already benefited from the self-paced online modules.



Follow the QR code
to visit the website



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FOR ATTENDING THE WEBINAR TODAY!**

An evaluation survey will pop up when you leave the webinar. We would appreciate your feedback.

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ADDITIONAL RESOURCES

Additional Climate Pact resources
and tools for mobilising collective climate action

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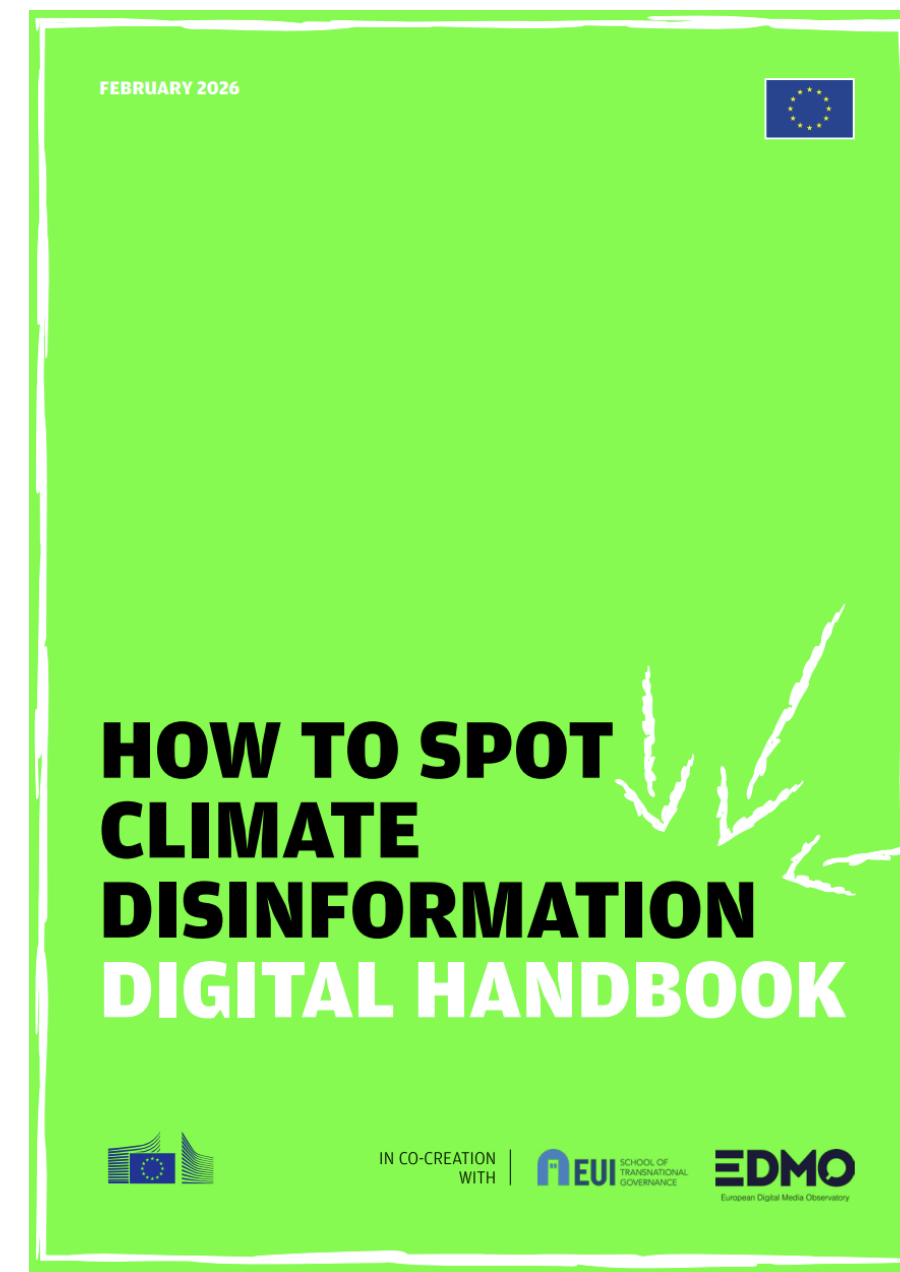
EDMO CLIMATE FACTS MATTER HANDBOOK

A practical guide to help citizens and practitioners identify and counter climate disinformation.

The handbook covers key tactics such as old and new denial, astroturfing, and greenwashing, explains why disinformation works psychologically, and maps the main climate disinformation trends currently circulating across the EU. It also includes five actionable tips for spotting misleading content online.

Author: European Commission in co-creation with the European University Institute - School of Transnational Governance and the European Digital Media Observatory (EDMO)

 [Download](#)



THE REPLAY BOOK

The RePlaybook brings together a collection of insights to help you navigate today's climate and information crisis.

It explores how attention driven algorithms, AI generated content, and profit fuelled manipulation shape public opinion on climate issues. It is divided into three core sections – Decode Information Disorder, Challenge Tech Paradigms, and Counteract Divided Discourse – each outline real world scenarios and actionable tactics you can apply directly to your work.

Author: Tactical Tech

 [**Download**](#)

