



**EUROPEAN  
CLIMATE  
PACT**

# **NAVIGATING CLIMATE DISINFORMATION AND THE ROLE OF SOCIAL MEDIA**

**Tuesday 19 May 2026**

**12:30 – 14:00 CEST**

**#MyWorldOurPlanet**

**#EUClimatePact**

**EU**  
**climate action**  
academy



# WHAT'S THE EU CLIMATE PACT?

***"My World. My Action. Our Planet."***

- Initiative launched by the European Commission aiming to create a movement of people, communities and organisations united around **climate action**.
- As part of the European Green Deal, it is helping the EU meet its goal to become climate-neutral by 2050.

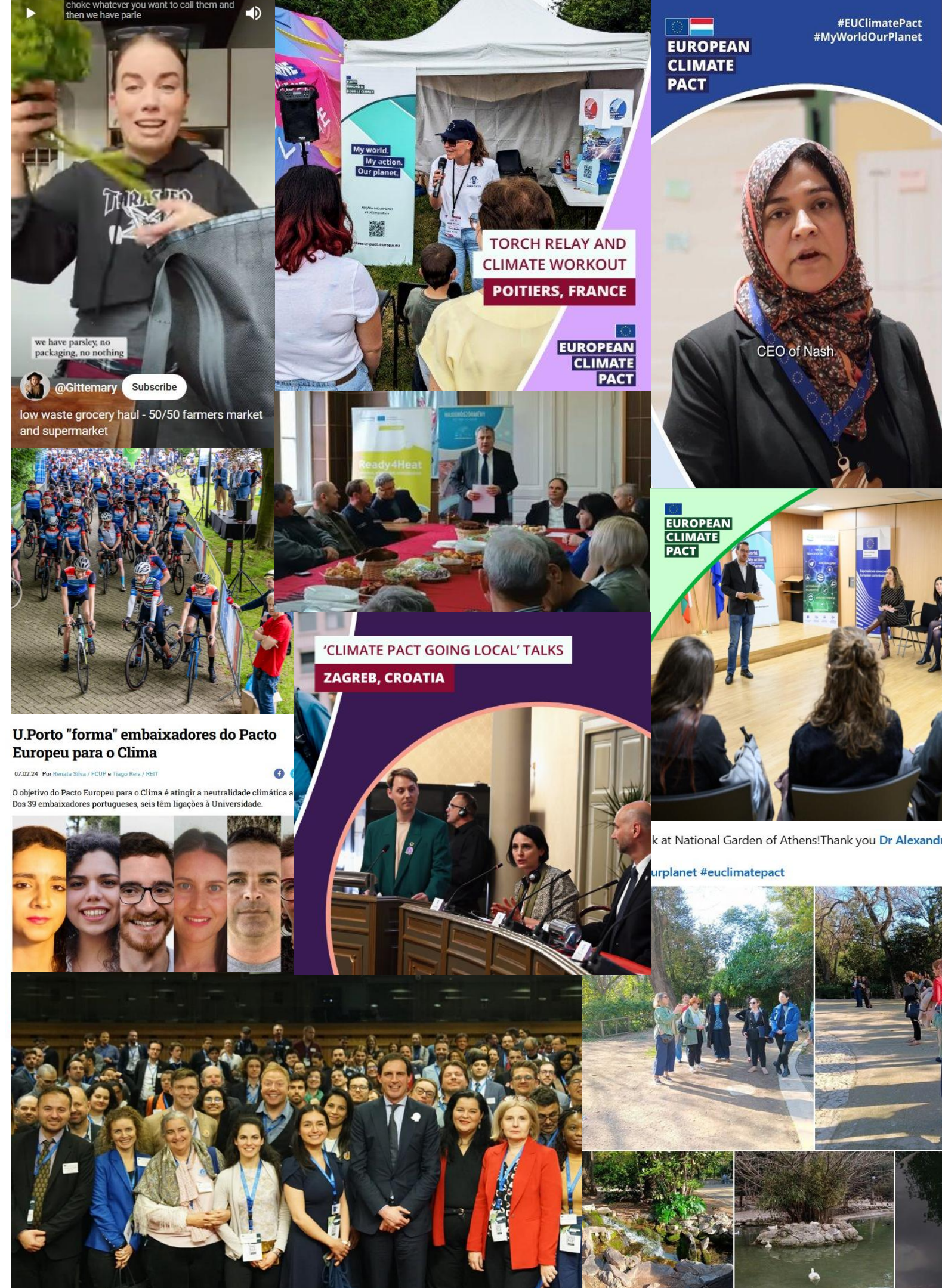
**1200+**  
Climate Pact  
Ambassadors  
in all MS

**+110**  
Climate  
Pact  
Partners

**6**  
group  
activity  
ideas for  
citizen  
engagement

**184**  
Climate action  
resources on  
website

**300+**  
events in EU  
Member  
States





# INTRODUCTION OF SPEAKERS



**Jennie King**

Senior Non-Resident Fellow at the **Institute for Strategic Dialogue** and the **Center for Climate and Security**



**Louna Wemaere**

Head of EU Affairs at **QuotaClimat**



**Philip Newell**

Communications Co-Chair at **Climate Action Against Disinformation** (CAAD)



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# **OVERHEATED**

## **THE FIGHT FOR INFORMATION, INTEGRITY, CLIMATE ACTION AND DEMOCRACY**

**Jennie King**

Senior Non-Resident Fellow at the Institute for Strategic Dialogue (ISD) and the Center for Climate and Security

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**climate action**  
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**Let's begin with a  
story....**

# APRIL 2020: THE BIRTH OF A CONSPIRACY

**Opinion**  
Coronavirus

This article is more than 4 years old

## The Guardian view on the climate and coronavirus: global warnings

*Editorial*

Sun 12 Apr 2020 19.25 CEST

Share 128

Steep falls in emissions have been the pandemic's immediate effect. But what's needed is a green recovery

- Coronavirus - latest updates
- See all our coronavirus coverage

*“...Could the renewed shock of human vulnerability in the face of Covid-19 make way for an increased willingness to face other perils, climate chaos among them?...”*

*Overheated: Information Integrity, Climate Action, and Democracy (Jennie King 2026)*

# APRIL 2020: THE BIRTH OF A CONSPIRACY

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## The Guardian view on the climate and coronavirus: global warnings *Editorial*

Sun 12 Apr 2020 19.25 CEST

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- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)

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 **Steve Milloy** ✓  
@JunkScience

How climate bedwetters hope to translate the [#coronavirus](#) lockdown into a climate lockdown:

"What was once impossible (socialist, reckless) now turns out not to be, at all."

All their words.

[theguardian.com/commentisfree/...](https://theguardian.com/commentisfree/...)

8:10 pm · 13 Apr 2020

---

6 Reposts 1 Quote 14 Likes 1 Bookmark

# SEPTEMBER 2020: THE POINT OF NO RETURN



**Laura Ingraham** @IngrahamAngle  
 The climate lockdowns will come right after the Covid lockdowns.  
 3:31 am · 23 Oct 2020  
 1,378 Reposts 126 Quotes 10.4K Likes 14 Bookmarks

**mrcBusiness**

**Soros/Gates-Funded Org (\$6.5M): World May Need 'Climate Lockdown'**

Joseph Vazquez  
 September 25th, 2020 11:53 AM

**BREITBART**

**NOLTE: SOFTENING US UP FOR 'GREAT RESET' CLIMATE LOCKDOWNS**

by JOHN NOLTE | 16 Nov 2020 | 3:493

**CLIMATE DEPOT**  
 A CFACT Project

**Soros/Gates Funded \$6.5 million to group now warning world may need 'climate lockdown'**

By Marc Morano  
 September 25, 2020 • 2:04 pm

# DECEMBER 2023: FROM SOCIAL MEDIA TO THE STREETS

**Climate Facts Europe report: Misinformation about extreme weather events attributes them to state actors, fueling climate change denialism**

**Spanish flooding: denialism and misinformation can cost lives**

Greenpeace European Unit  
08/11/2024

**'Murderers' and 'criminals': Meteorologists face unprecedented harassment from conspiracy theorists**

By Laura Paddison, CNN  
© 7 minute read · Updated 8:57 AM EDT, Sat May 27, 2023

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**Investigation** here off again.

**Global hating**

**How online abuse of climate scientists harms climate action**

Published: 04 April 2023

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England | Local News | Oxfordshire

**False climate lockdown claims in Oxford lead to death threats**

© 18 December 2022

**The New York Times**

***He Wanted to Unclog Cities. Now He's 'Public Enemy No. 1.'***

Researchers like Carlos Moreno, the professor behind a popular urban planning concept, are struggling with conspiracy theories and death threats.


**FIND OUT MORE...**



[www.isdglobal.org](http://www.isdglobal.org)

**ISD EXPLAINERS**

March 8, 2023



**'Climate lockdown'**

A TOPIC EXPLAINER PRODUCED BY ISD | Powering solutions to extremism, hate and disinformation

📍 ISD UK  
🗑️ CLIMATE, FOREIGN INFORMATION MANIPULATION AND INTERFERENCE

**'Climate Lockdown'**

The term 'Climate Lockdown' refers to a conspiratorial narrative which claims that global elites are using climate change as a pretext to restrict individual freedoms and civil liberties. Discussion about climate lockdowns first gained traction on social media in September 2020 as reports emerged on the effects of COVID-19 lockdowns on global pollution, and some actors began to argue that these restrictions were in fact a precursor to future climate-driven lockdowns. More recently, it has been used to instil fear over proposed '15-minute cities'.

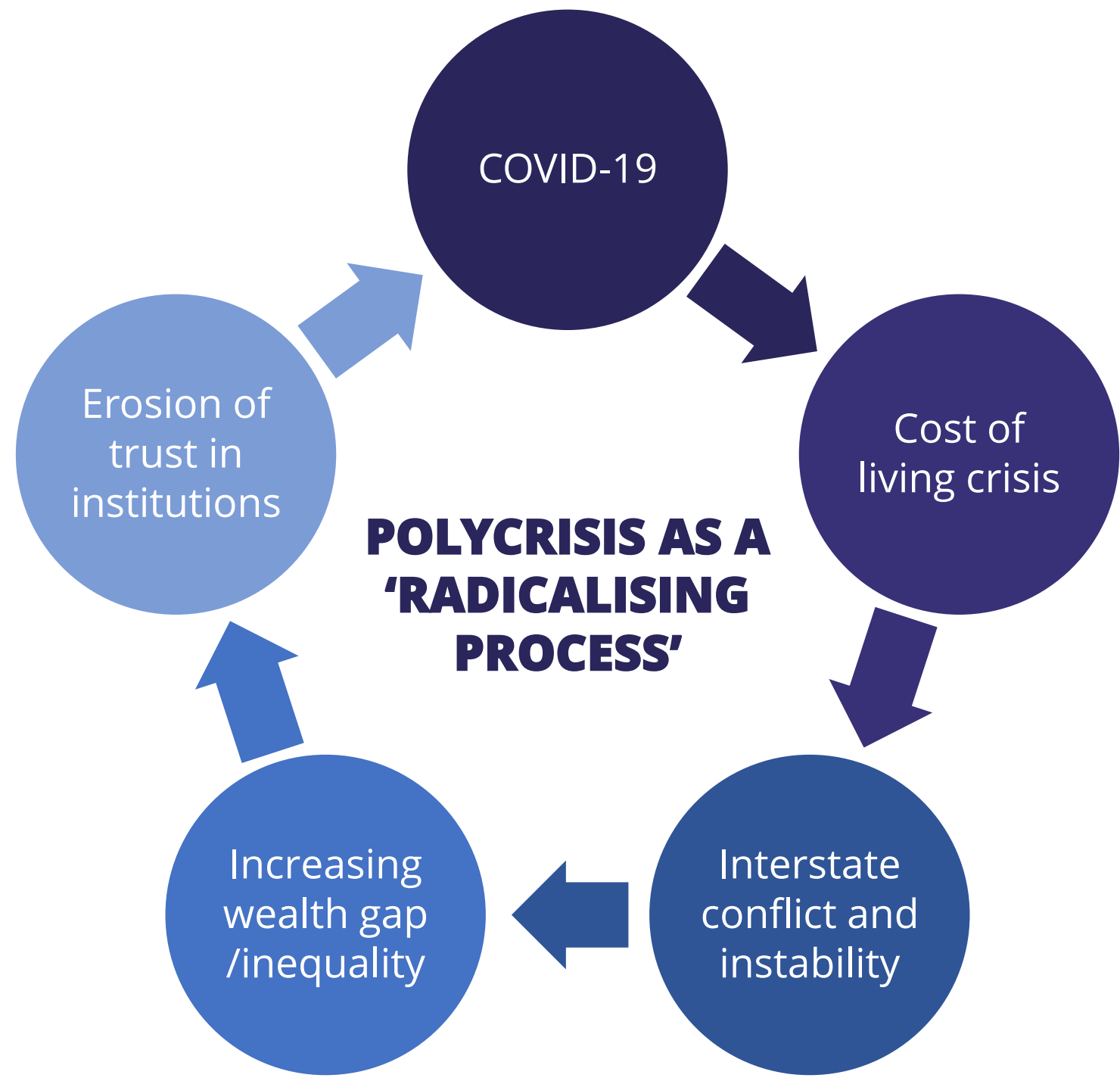


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# Why Now?

# **Disinformation is both a supply and demand problem.**

# THE DEMAND FOR MISINFORMATION



*Overheated: Information Integrity, Climate Action, and Democracy (Jennie King 2026)*

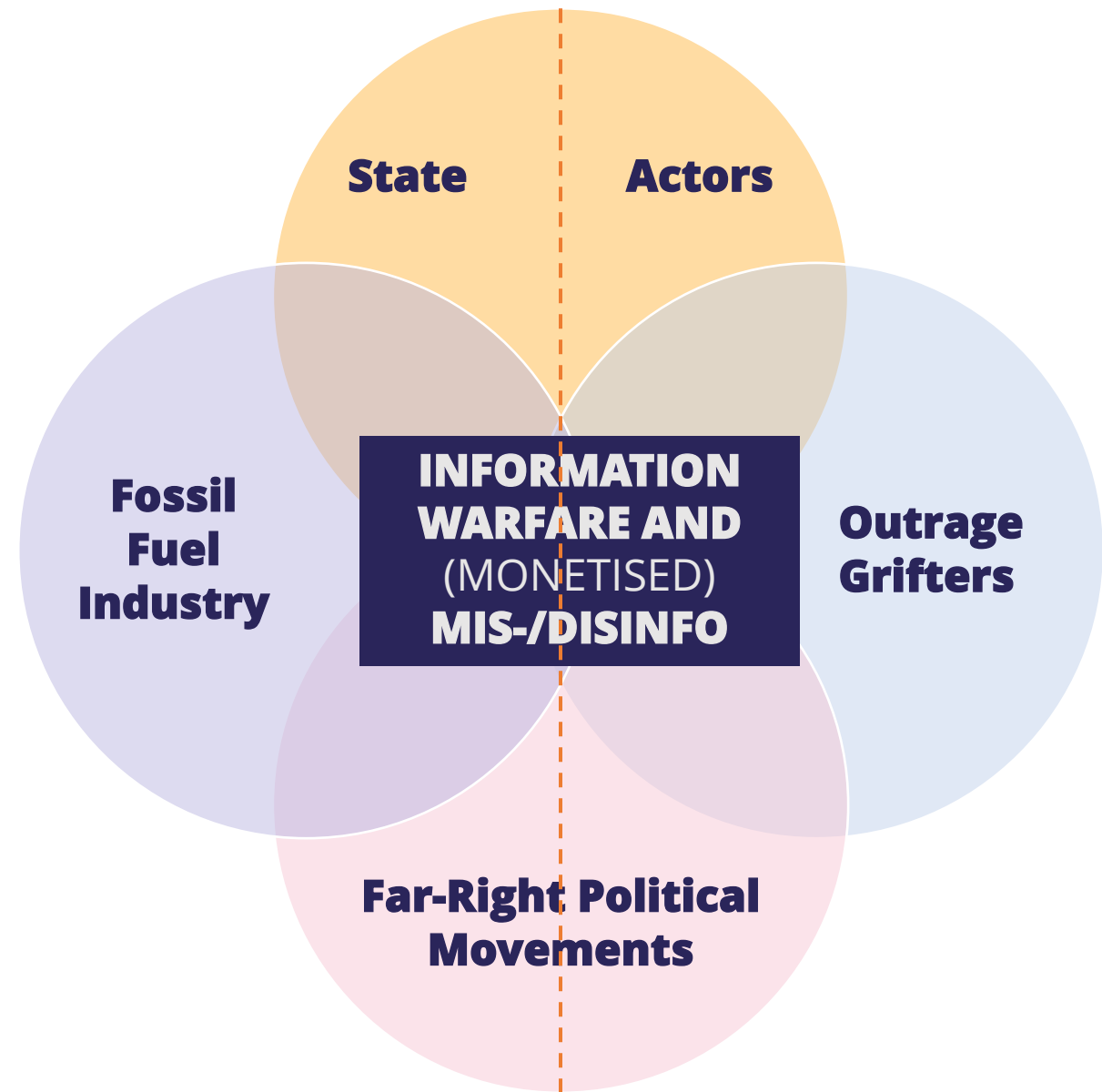
**Crises create the fertile soil for  
mis- and disinfo to thrive.**

**Fear, trauma, and uncertainty  
leave people feeling helpless.**

**False narratives offer a way to  
'regain control'.**

# THE SUPPLY CHAIN – WHO STANDS TO BENEFIT?

**STAKEHOLDERS IN  
THE CARBON  
ECONOMY**



**STAKEHOLDERS IN  
THE ATTENTION  
ECONOMY**

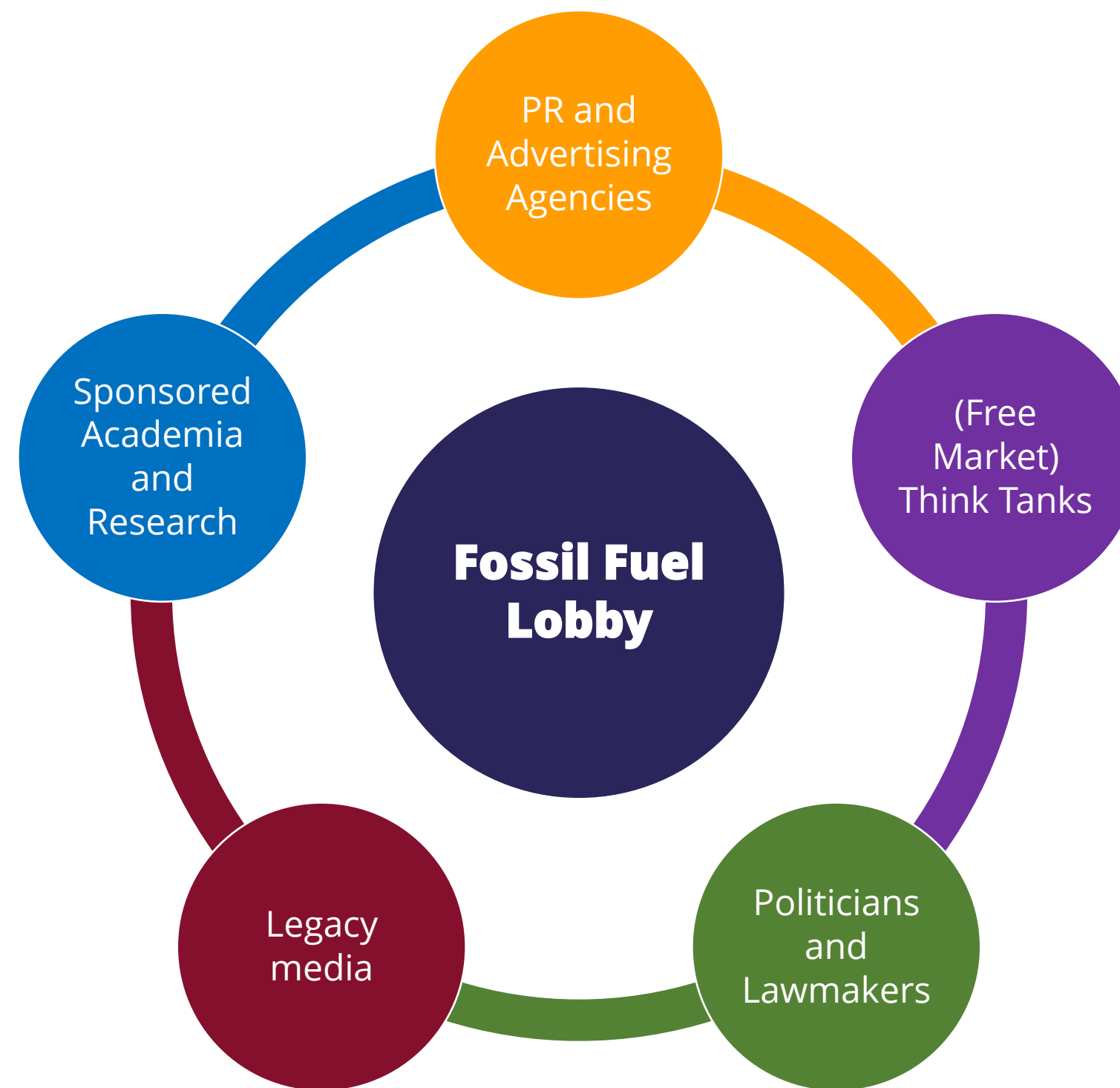
**ENABLING ENVIRONMENT OF SOCIAL MEDIA  
PRODUCTS AND SERVICES**  
(e.g. Revenue-sharing schemes; ad tech; algorithmic amplification; curated feeds)

*Overheated: Information Integrity, Climate Action, and Democracy (Jennie King 2026)*

# STAKEHOLDERS IN THE CARBON ECONOMY

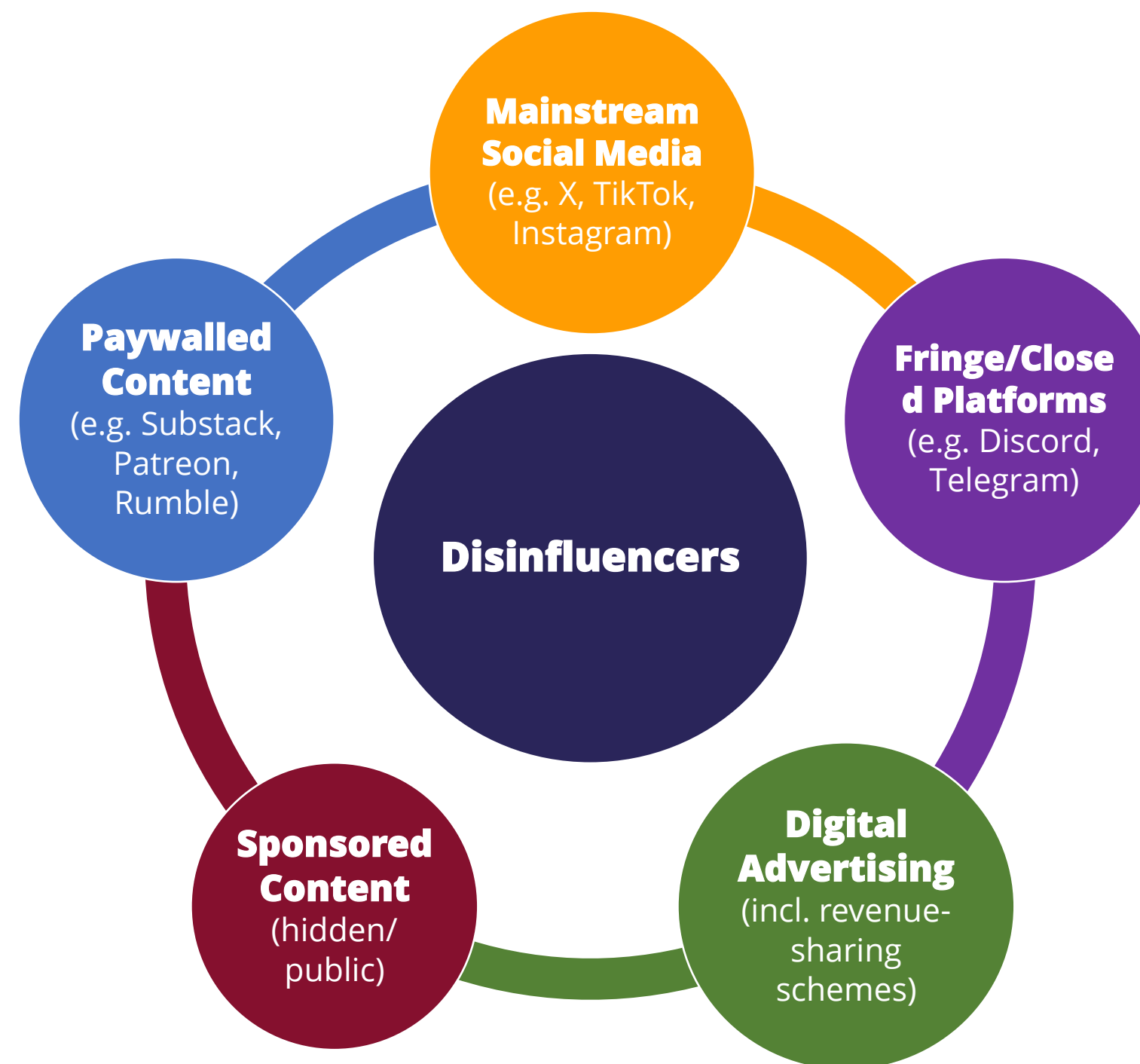
- **Professionalised disinfo machine**
- **Laundering ideas through proxy networks**
- **Multi-billion-dollar investment every year**
- **Carefully honed tactical and narrative playbooks**
- **Focussed objectives (weaken/delay policy and maintain the status quo)**

**Traditionally text and stat-heavy content**



# STAKEHOLDERS IN THE ATTENTION ECONOMY

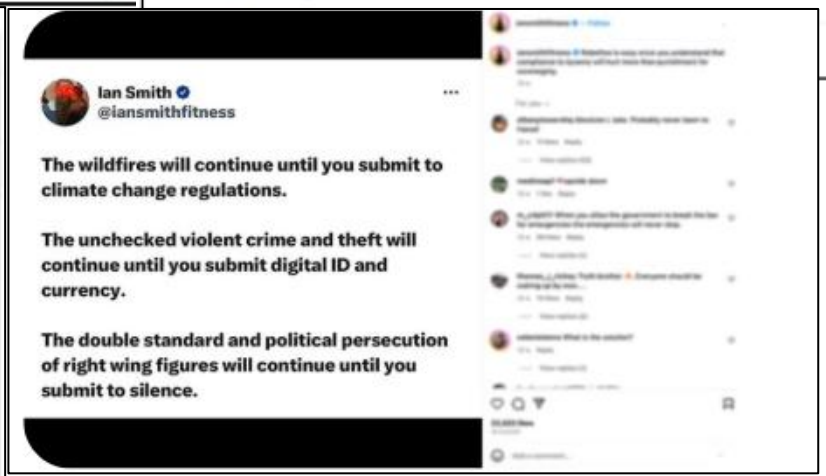
- *'For-profit disinfo' enabled by social media*
- *'Trial and error' approach to content creation*
- *Shifting between mainstream and fringe platforms*
- *Ambiguous or diverse objectives (ideological, reputational, financial etc.)*
- *Reliance on image-based messaging (video, memes, synthetic media)*



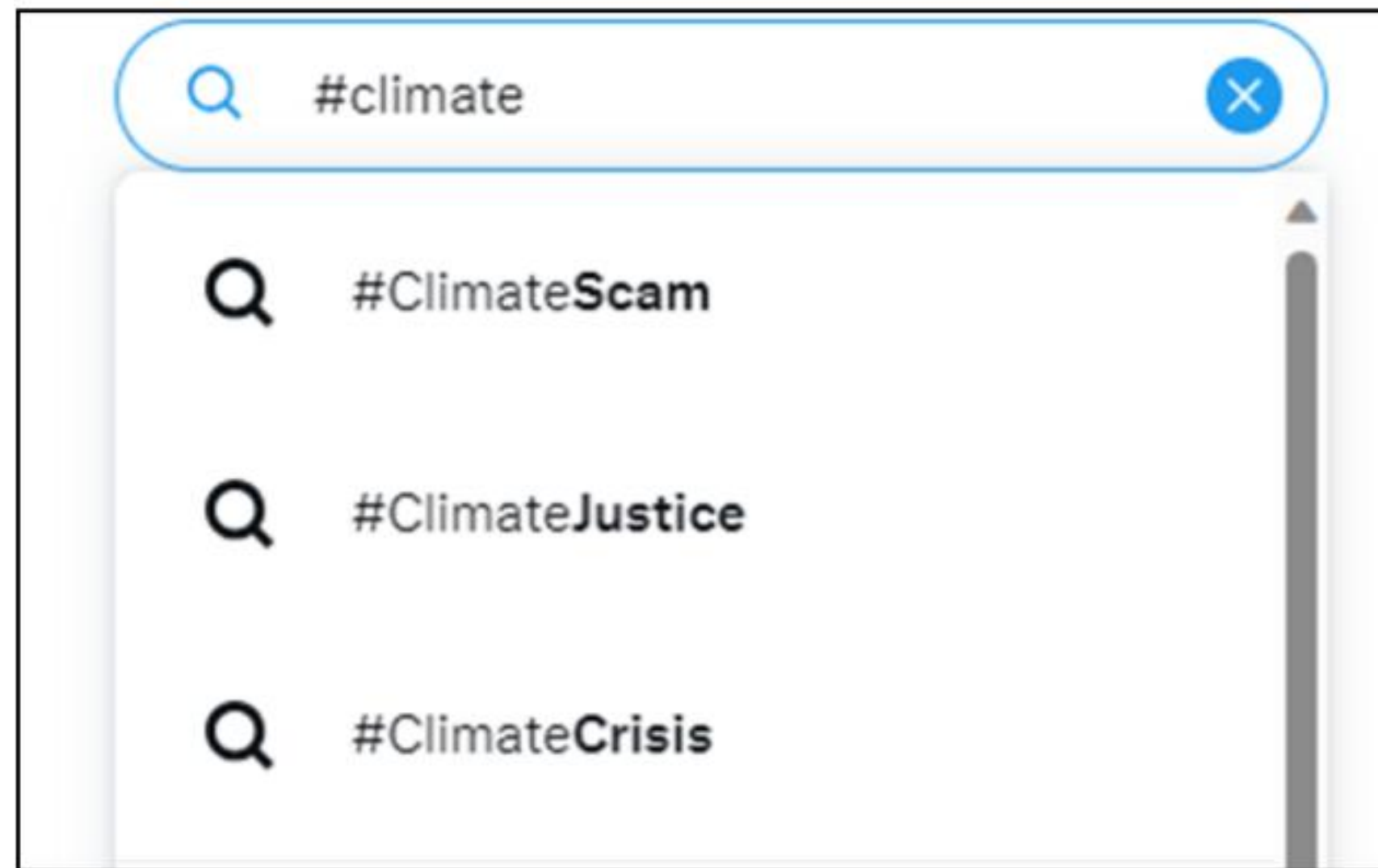
# NON-TRADITIONAL GATEKEEPERS

Millions of people are now exposed to climate mis- and disinformation in their everyday browsing. This includes:

- The Manosphere
- Anti-vaxx groups
- Wellness influencers
- The 'Intellectual Dark Web'
- Far-right pundits
- Conspiracy movements
- Extremist groups



# #climatescam



**Do you have an account on X? Give it a try!**

# SHAPING DISCOURSE: OLD AND NEW WORLDS COLLIDE

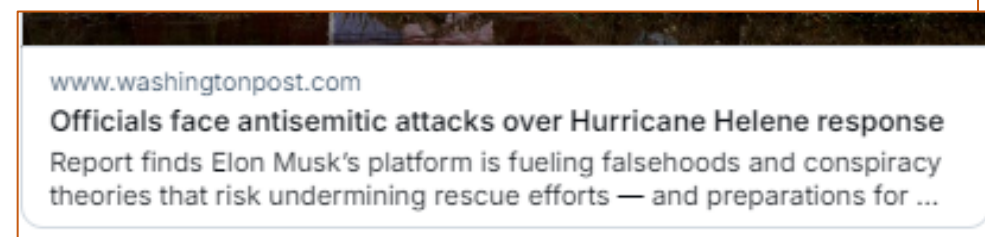
Grifters may have the loudest megaphone, but they still need the fossil fuel lobby to:

- 1) Seed new lines of attacks
- 2) Launder them into the mainstream
- 3) Provide a veneer of credibility

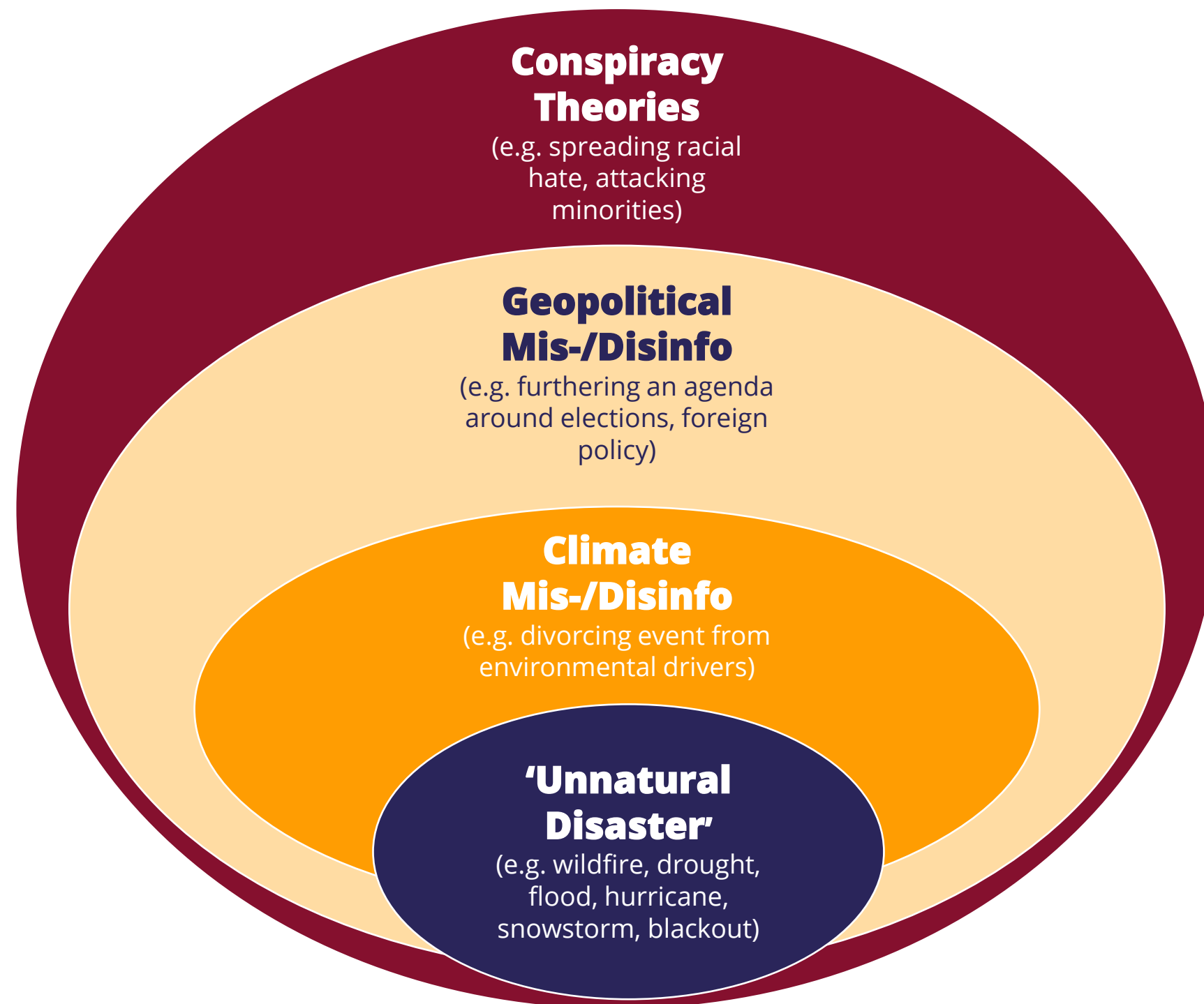
In return, the lobby benefits from an **information subsidy** (i.e. ambassadors that spread talking points to a mass audience).

# EXTREME WEATHER

- Viral content **discredits any link between the climate crisis and extreme weather** - wildfires, droughts, heatwaves, hurricanes, floods etc.
- Malign actors weaponise the crisis, **fuelling conspiracies** about climate action and related entities – e.g. gov agencies, first responders, meteorologists, scientists.
- **Framing adapts to the political moment**, increasing relevance and reach.
- This content is now driving **real-world violence and harassment**



# EXTREME WEATHER – THE DISINFLUENCER SUPERBOWL



## Corrosive impacts short-and long-term

- Disruption to disaster response and recovery
- Reduced pressure or buy-in for climate action
- Breakdown of state-citizen and peer-to-peer trust
  - Epistemic collapse

# EXTREME WEATHER – FEAR, TRAUMA, PARALYSIS



First-hand **experience of climate impacts** does not mean automatic **buy-in for climate action.**

nature climate change



Article

<https://doi.org/10.1038/s41558-025-02372-4>

## Extreme weather event attribution predicts climate policy support across the world

Received: 4 September 2024

Accepted: 4 June 2025

Published online: 1 July 2025

Check for updates

Viktoria Cologna<sup>1,2,3</sup>✉, Simona Meiler<sup>1,4</sup>, Chahan M. Kropf<sup>1,4</sup>, Samuel Lüthi<sup>5</sup>, Niels G. Mede<sup>6</sup>, David N. Bresch<sup>1,4</sup>, Oscar Lecuona<sup>7</sup>, Sebastian Berger<sup>8</sup>, John Besley<sup>9</sup>, Cameron Brick<sup>10,11</sup>, Marina Joubert<sup>12</sup>, Edward W. Maibach<sup>13</sup>, Sabina Mihelj<sup>14</sup>, Naomi Oreskes<sup>3</sup>, Mike S. Schäfer<sup>6</sup>, Sander van der Linden<sup>15</sup> & TISP Consortium\*

*“subjective attribution predicts climate policy support [if extreme weather is explicitly linked to climate change]...**while exposure to five out of the seven extreme events does not predict policy support** [droughts, river floods, heatwaves, heavy precipitation, tropical cyclones, wildfires and European winter storms]”*

# How To Spot Climate Mis-/Disinfo



Climate mis- and disinformation is false or misleading content that:

- 1. Undermines the existence or impacts of climate change**, the unequivocal human influence on climate change, and the need for corresponding urgent action;
- 2. Misrepresents scientific data**, including by omission or cherry-picking, in order to erode trust in climate science, climate-focused institutions, experts, and solutions; or
- 3. Falsely promotes 'solutions' that are ineffective or counterproductive**, as per the scientific consensus on mitigation and adaptation.



**DENIALISM:**  
***RESURGENT***



**DELAYISM:**  
***DOMINANT***



**GREENWASH**  
**:**  
***UNDER THE  
RADAR***

# REAL-WORLD STAKES



Consensus that climate change exists does not equal a mandate for action or support for Net Zero policies.

Information warfare is exploiting that **'final mile'** – i.e. the gap between recognition and action.

# “DISCOURSES OF DELAY”

**1. REDIRECT  
RESPONSIBILITY**

**“Not me”**

**2. PUSH NON-  
TRANSFORMATIVE  
SOLUTIONS**

**“Not like this”**

**INACTION**

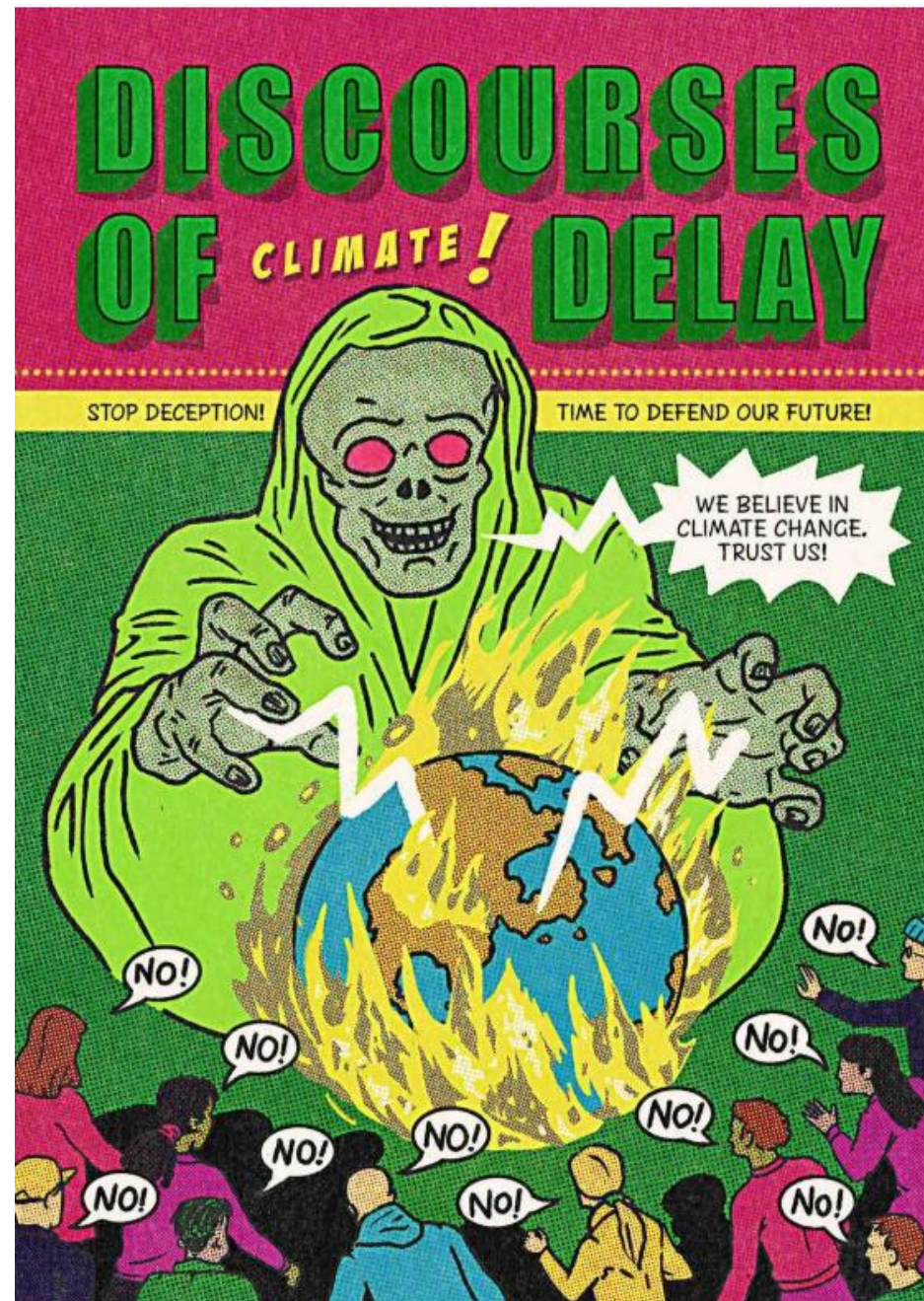
**3. EMPHASIZE THE  
DOWNSIDES**

**“Not now”**

**4. SURRENDER**

**“Too late!”**

**FIND OUT MORE...**

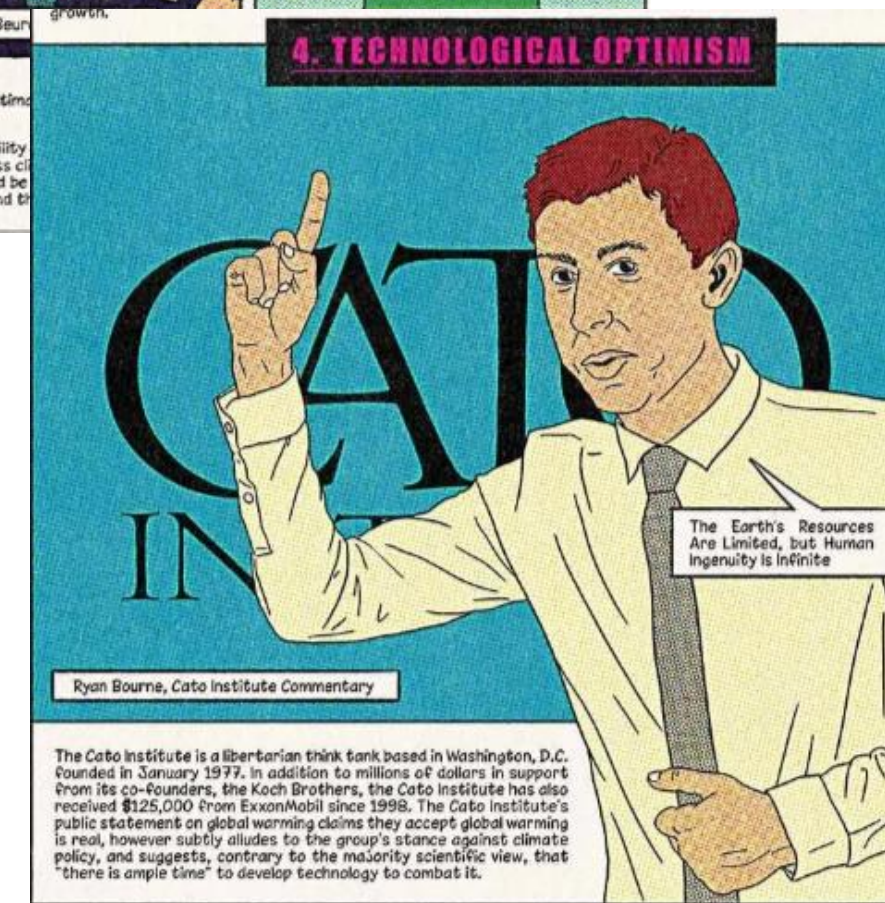


**Celine Keller**

<https://www.celinekeller.com/discourses-of-climate-delay>



**Summary:**  
Individuals and consumers are ultimate responsibility for climate change.  
**Strategy:**  
This discourse pushes responsibility onto individuals and voting publics to address climate change through regulatory measures that would be ignored by the powerful and the wealthy. It ignores problems of power and the need for individual actions.



**Ryan Bourne, Cato Institute Commentary**

The Cato Institute is a libertarian think tank based in Washington, D.C. founded in January 1977. In addition to millions of dollars in support from its co-founders, the Koch Brothers, the Cato Institute has also received \$125,000 from ExxonMobil since 1998. The Cato Institute's public statement on global warming claims they accept global warming is real, however subtly alludes to the group's stance against climate policy, and suggests, contrary to the majority scientific view, that "there is ample time" to develop technology to combat it.

**Let's finish with a  
story...**

# FIGHTING DISINFORMATION: A SYSTEMIC RESPONSE

## 'Strengthening the Good'

### Public Education

(e.g. 'Inoculation' and pre-bunking; news and digital literacy; better media coverage)

### Leveraging New Media

(e.g. 'LLM grooming'; looking beyond mainstream social media)

### Public Engagement

(e.g. more engaging campaigns; better science communication; deliberative democracy)

## 'Weakening the Bad'

### Regulation

(e.g. Digital Services Act, Green Claims Code, UN Information Integrity Framework; ad bans; media oversight)

### Pressure on Big Tech

(e.g. Shareholder advocacy; sign-on campaigns; public interest research)

### Defunding Disinfo

(e.g. exposing repeat offenders; pressure on advertisers; public awareness campaigns)

### Lawfare

(e.g. strategic litigation via ECJ/UN; defamation cases; human rights framing)

# SYSTEMS VS. CONTENT

We must not fixate on **content** over **actors**  
and **information systems**.

What **behaviours** do these systems **enable**  
and **incentivise**?

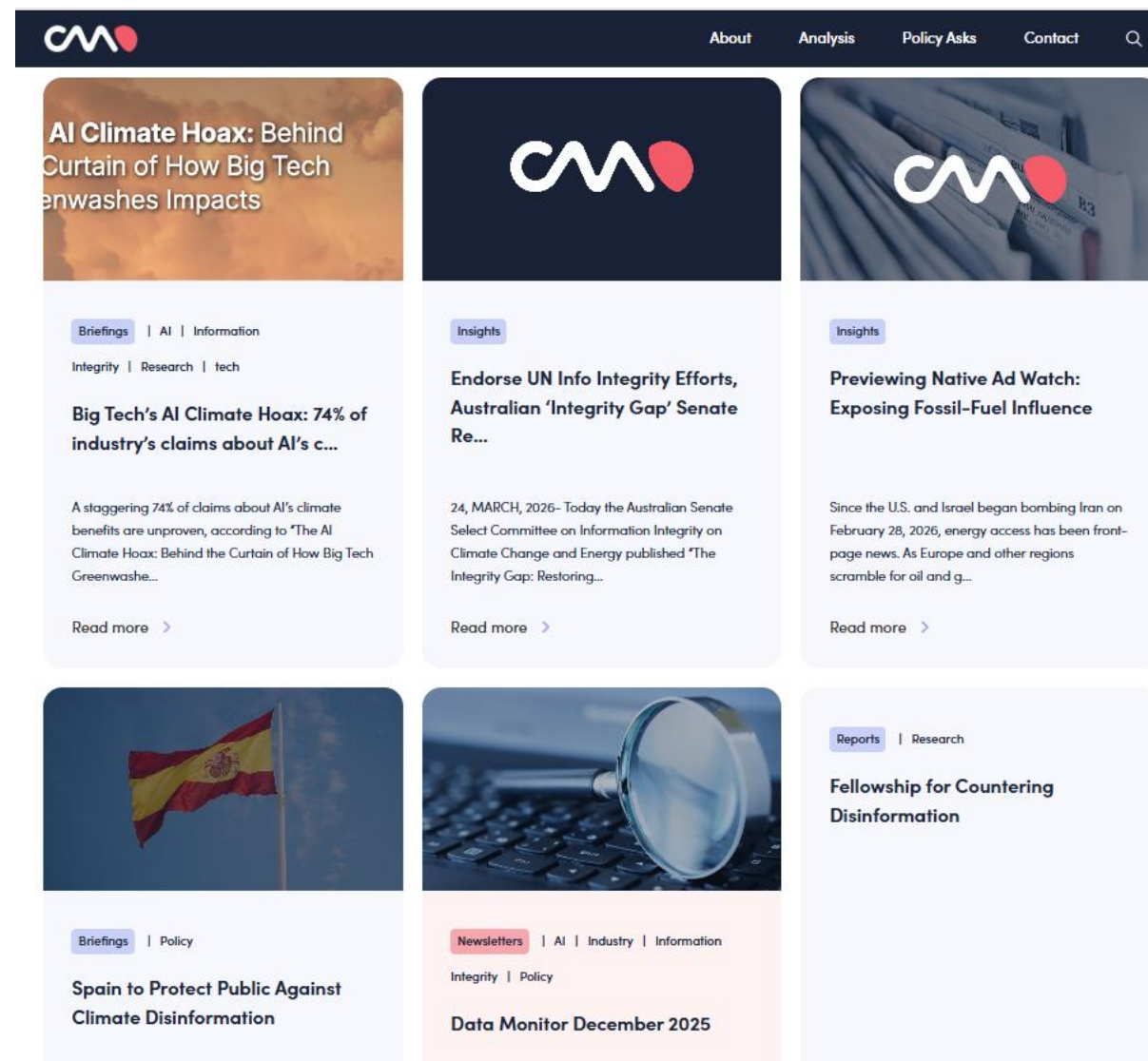
Can we change the game, or just play the  
game better?

**FIND OUT MORE...**

## Climate Action Against Disinformation (CAAD)

[www.caad.info](http://www.caad.info)

**Coalition of over 100 member entities, working together to analyse, expose, and counter this threat across the globe.**



**Overheated: Information Integrity, Climate Action, and Democracy (Jennie King 2026)**



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**THANK YOU VERY MUCH!**

 [climate-pact.europa.eu](https://climate-pact.europa.eu)

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# **CLIMATE DISINFORMATION AS A RISING CHALLENGE FOR NEWS MEDIA**

**A DATA-INFORMED ANALYSIS AT EU LEVEL**

**Louna Wemaere**

Head of EU Affairs at QuotaClimat

**#MyWorldOurPlanet**

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# Where do you get your information?

Top 6 sources used by EU citizens to stay informed about social and political current affairs, multiple answers possible



**71%**  
TV



**43%**  
Radio



**41%**  
Newspapers / Magazines  
(print or online)



**40%**  
Search engines



**40%**  
Social media platforms

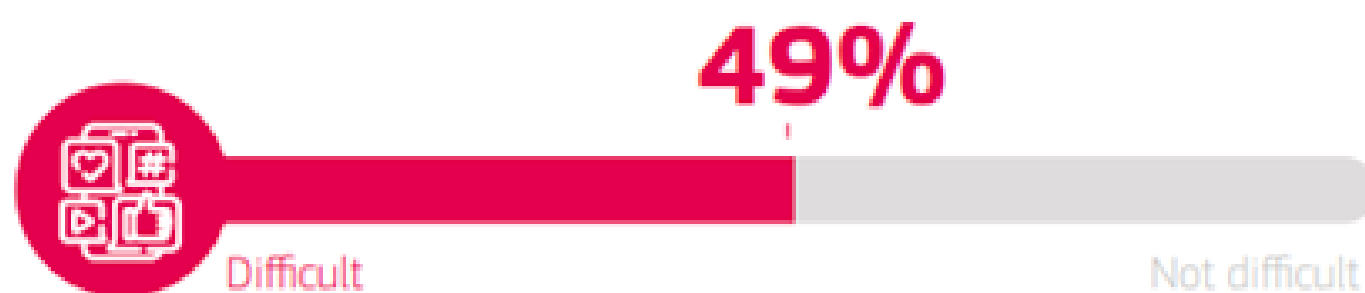


**40%**  
Family, friends  
and colleagues

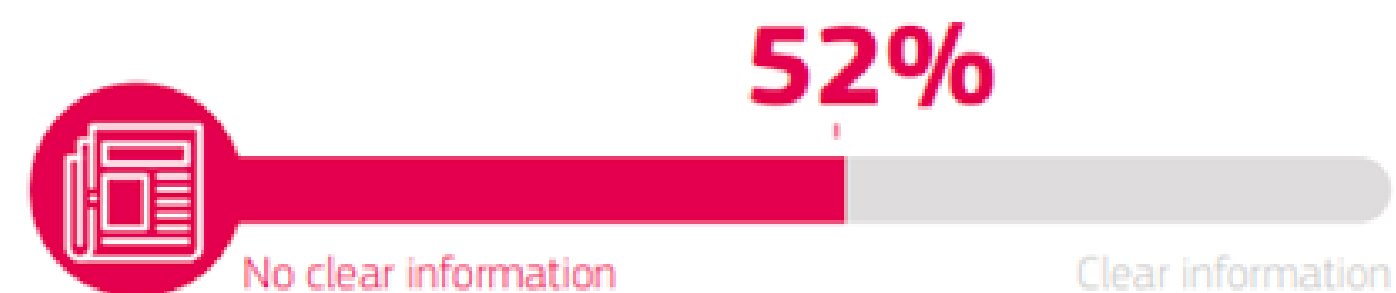


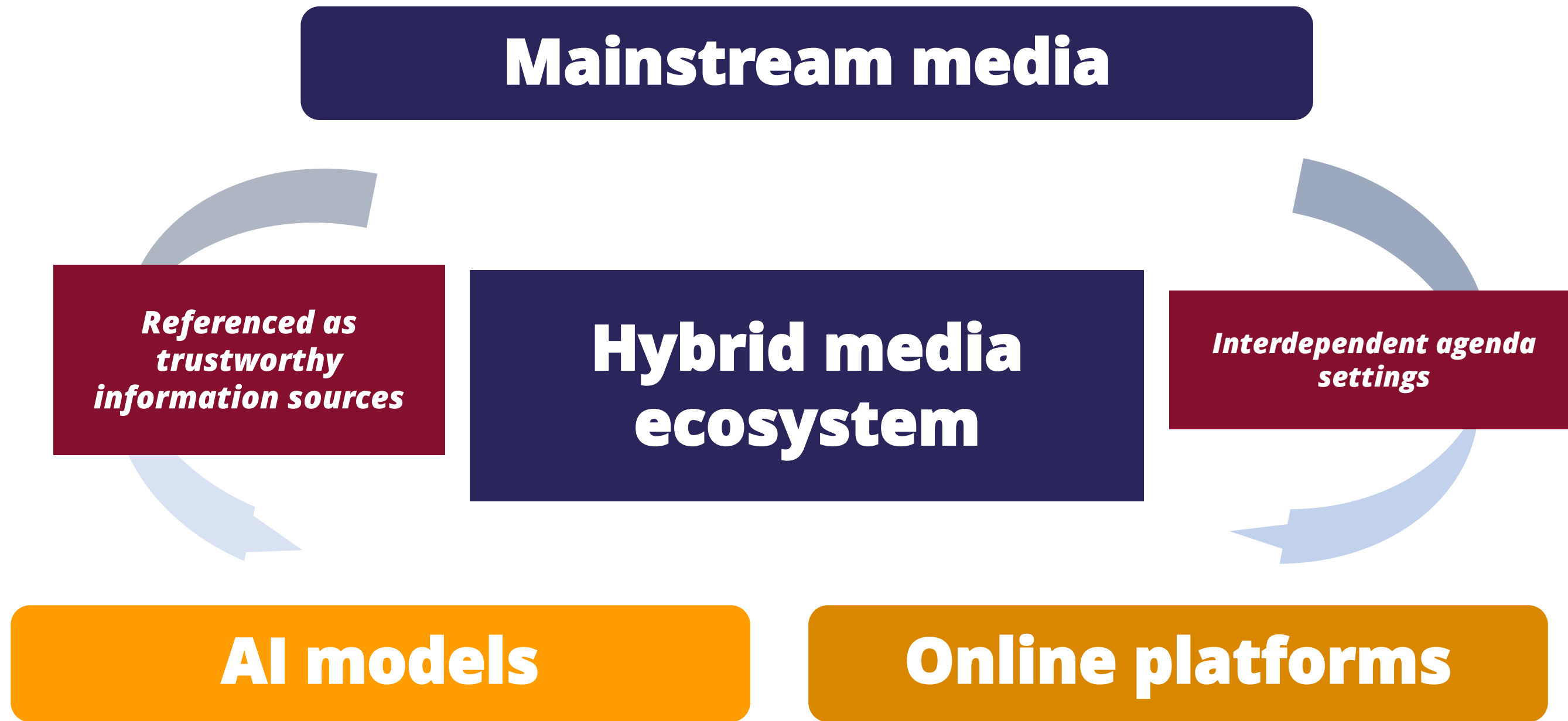
Source: Eurobarometer – Social Media Survey 2025

Around half of EU citizens **find it difficult to differentiate between reliable information and disinformation** about climate change on social media



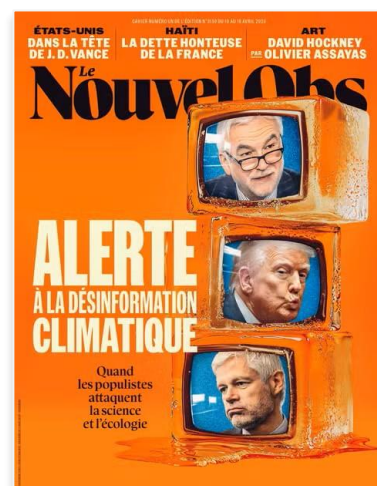
Just over half of EU citizens **don't think the traditional media from their country provides clear information** on climate change and its causes and impacts



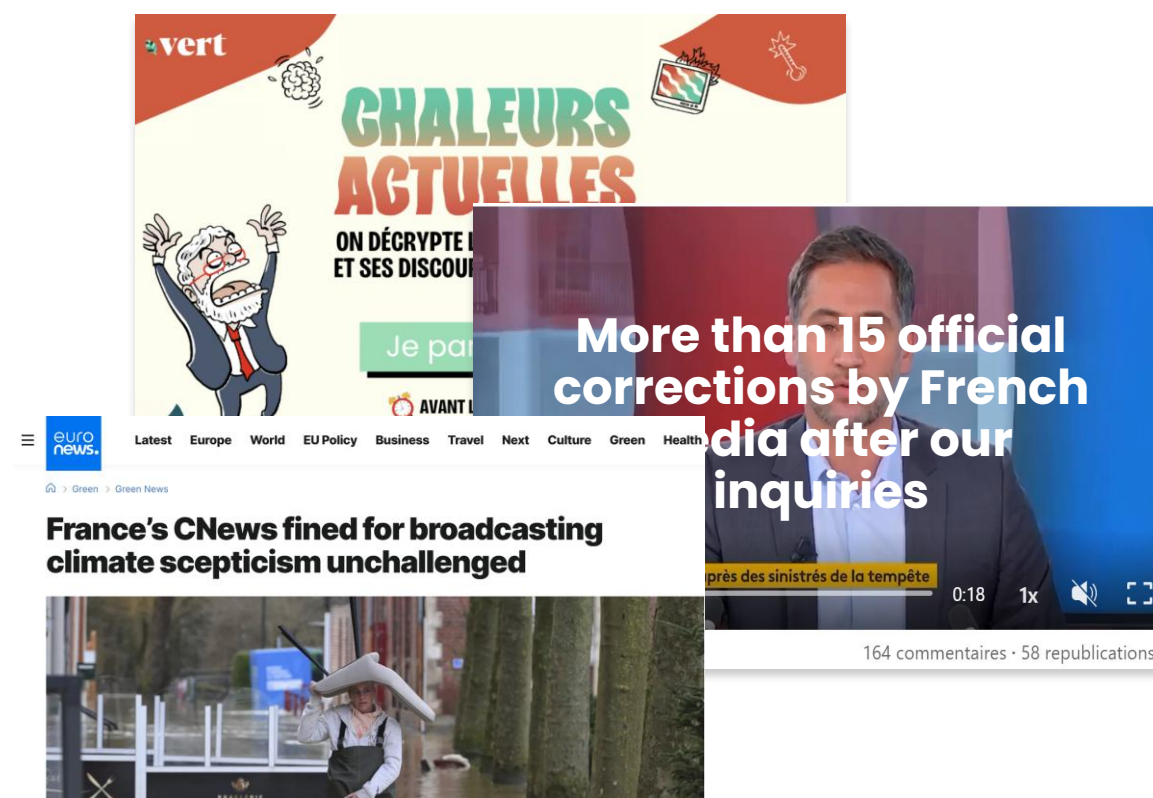




## Data & AI



## Mobilisation



## Advocacy



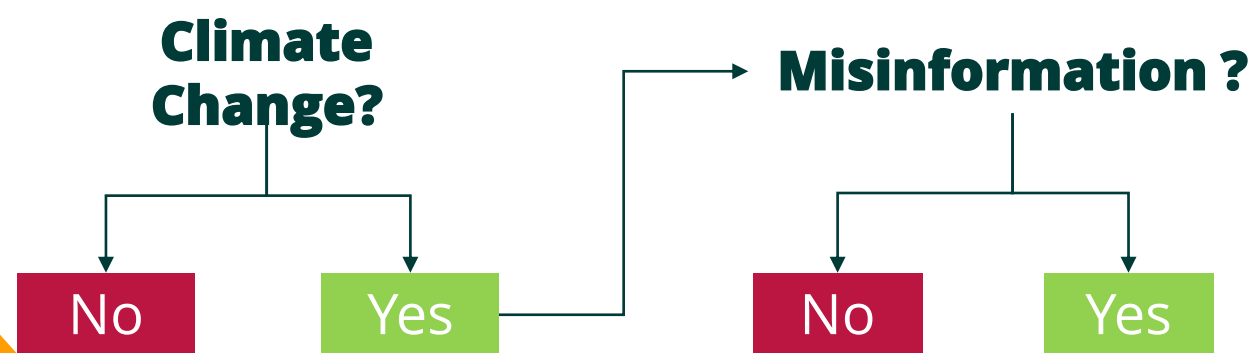
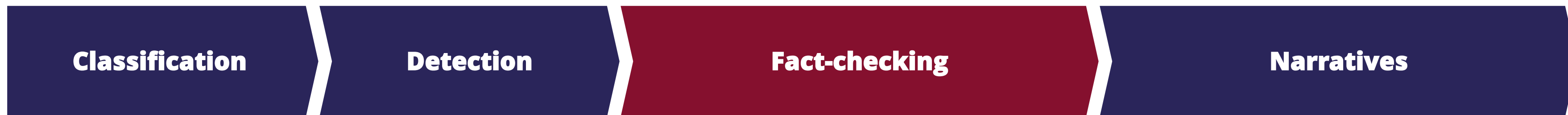
# Climate disinformation as a rising challenge for news media

**73 826** hours monitored

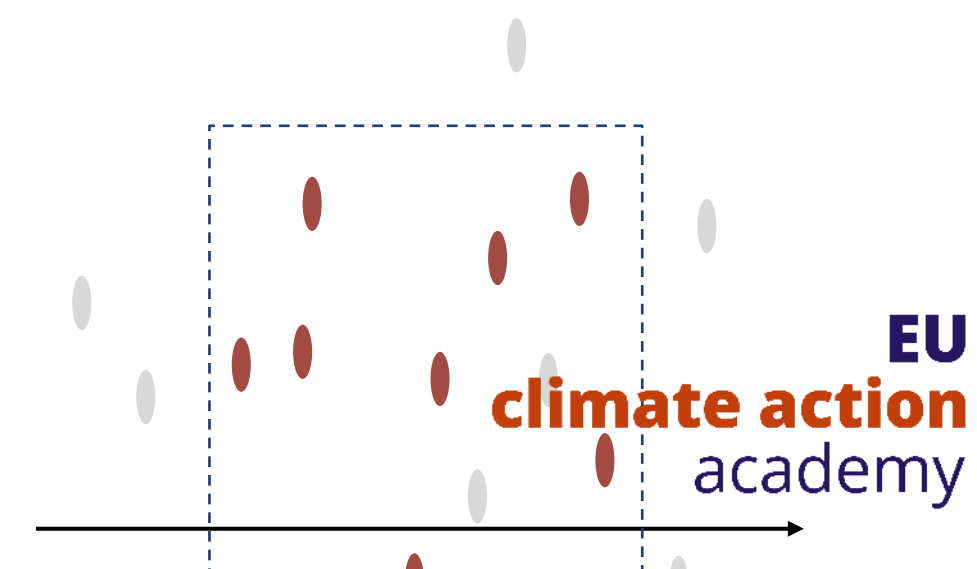
**4** countries

**815** misinformation cases

**44** channels



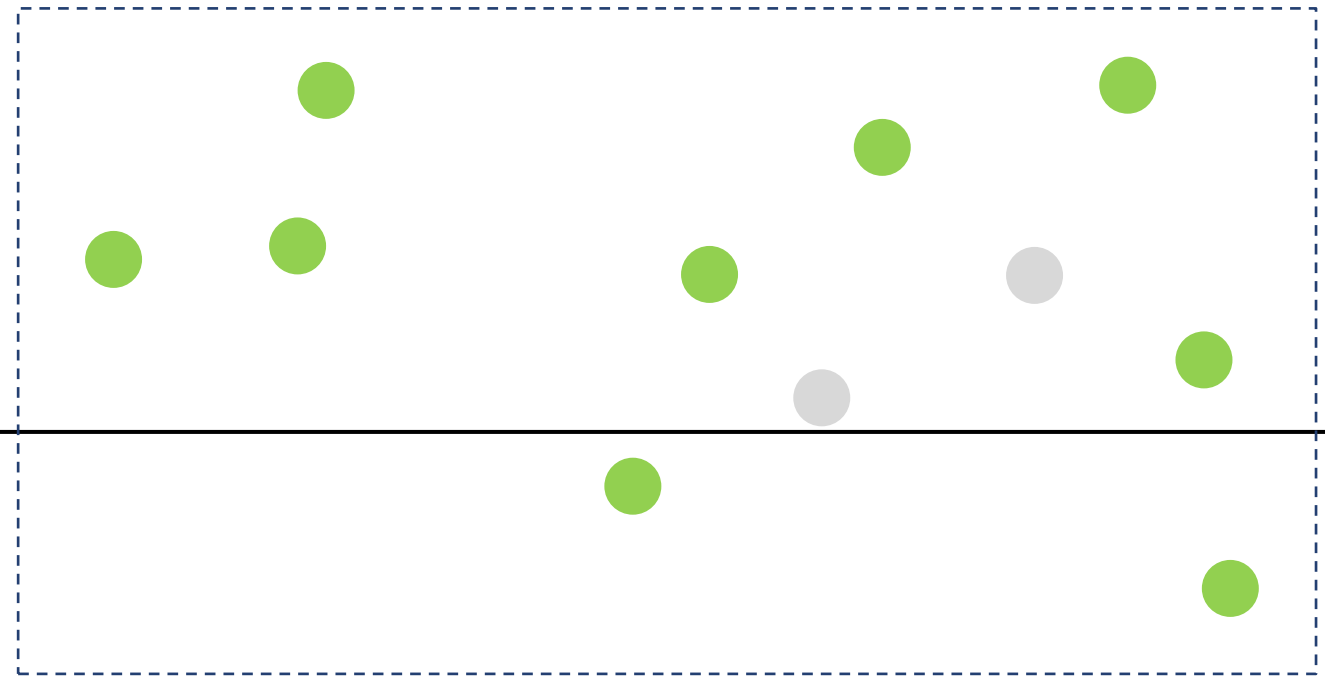
**100% human step** following fact-checking **deontological standards** (EFCSN, IFSN)



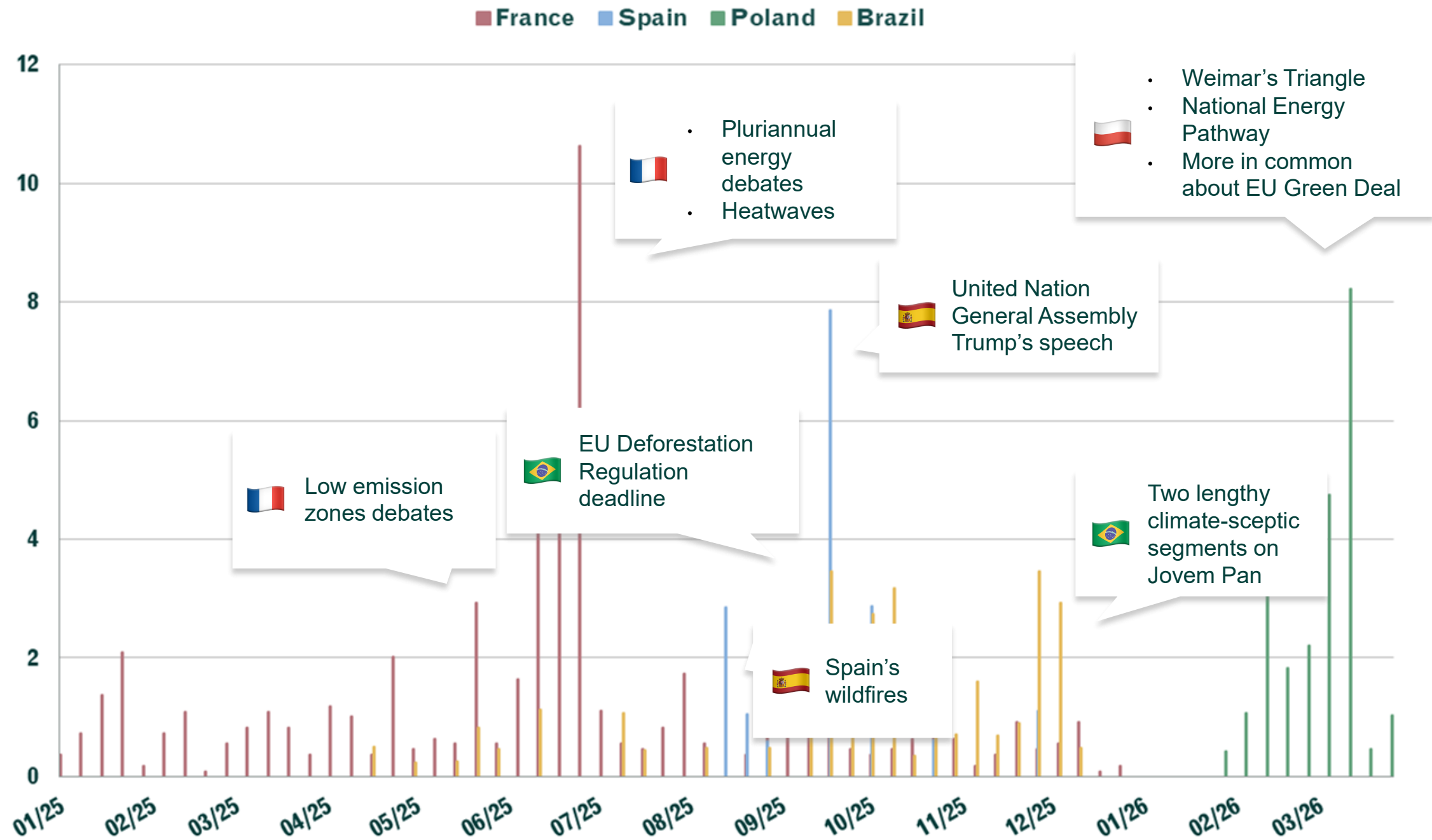
# CLIMATE DISINFORMATION CAMPAIGNS VS MISINFORMATION CASES

Isolated case of proven misinformation

Disinformation narratives based on strong statistical redundancy of misinformation cases



● **Disinformation narratives**



**When energy transition planning policies are debated**

**During major international and European summits**

**In the wake of extreme weather events**



## France

- 50% of cases related to **renewable energy**
- 10% related to **electric vehicle and low-emission zone**



## Poland

- Strong **anti-European Union sentiment**
- Peaks coincide with major EU events
- Draw on a sense of **industrial and social decline more heavily**



## Brazil

- **Pro-agribusiness rhetoric**
- Denial of both the **existence and human origins** of climate change



## Spain

- **Limited amount** of climate **misinformation**
- **Small number of 24h-news channels** and presence of **experts**
- **Permeability to the 'chemtrails' conspiracy** theory stands in stark contrast



**Anti-elite  
sentiment**



**Industrial and  
social decline**



**Sovereignty**



**Anti-European  
Union  
sentiment**

Supported by:











BANQUE des  
TERRITOIRES



JournalismAi

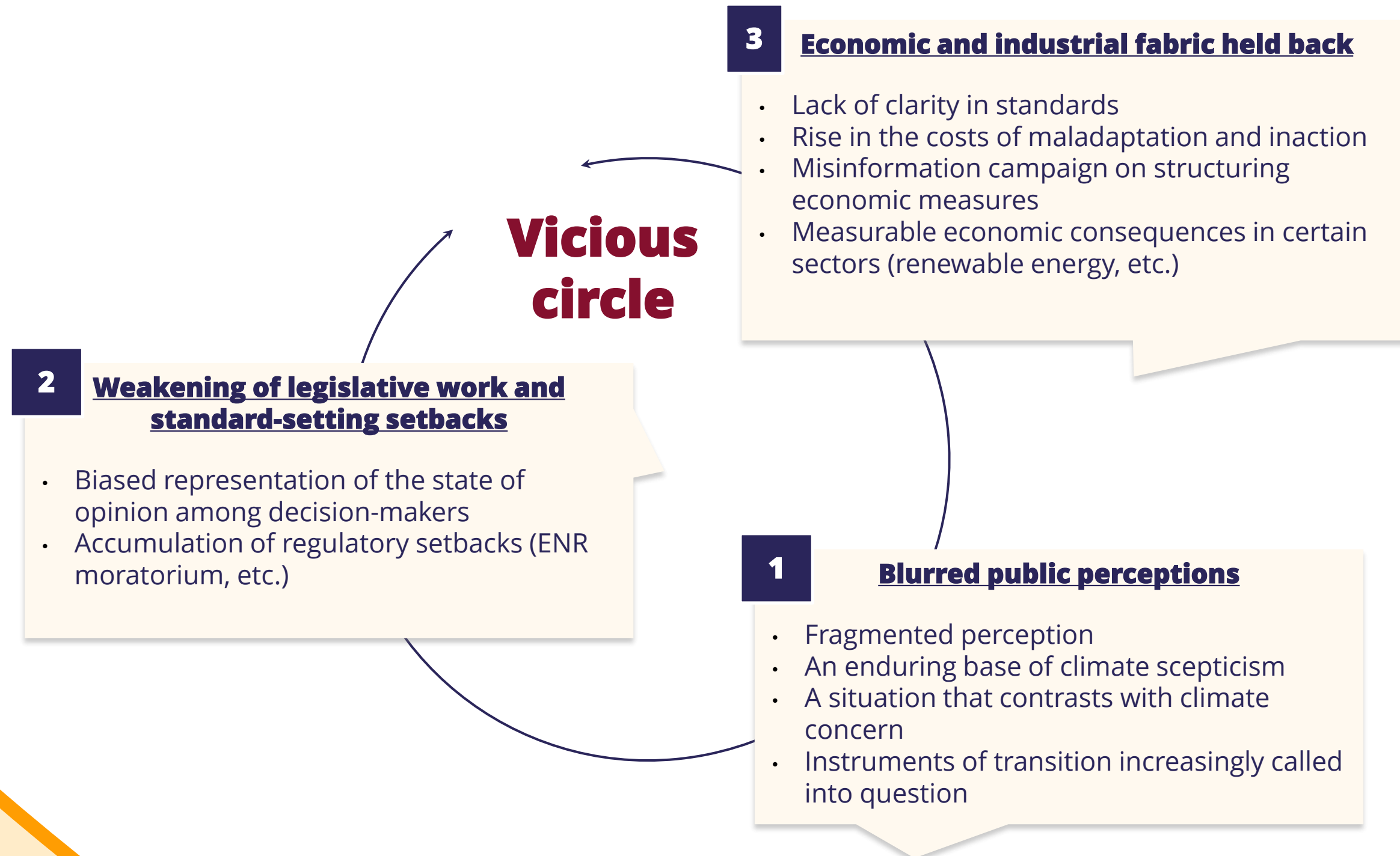
# 19 IDENTIFIED DISINFORMATION NARRATIVES IN FRANCE

<b>Variable renewables make the price of electricity explode.</b> 125	<b>Renewable energy is ineffective or useless because of its intermittency.</b> 71	<b>State support for renewables is massive (on the order of tens to hundreds of billions of euros in the coming decades).</b> 71	<b>In France, nuclear power production is sufficient to meet energy needs and, thanks to it, the electricity and/or energy mix is already carbon-free.</b> 42	<b>France is one of the lowest greenhouse gas emitters in the world.</b> 25	<b>Combustion vehicles aren't an environmental problem [...].</b> 18	<b>Scientific data on the magnitude of climate change is falsified and exaggerated [...].</b> 16	
		<b>Variable renewables cause blackouts and compromise the security of the electricity supply.</b> 44	<b>Wind turbines are disastrous for the environment, for biodiversity and for health.</b> 39	<b>Reducing France's green-house gas emissions has no impact on the overall climate [...].</b> 23	<b>The climate has always fluctuated in a natural fashion; [...] there's no reason to worry about it.</b> 17		<b>The human origin of global warming is uncertain or insignificant.</b> 16
				<b>Low-emissions zones have no notable environmental effect and don't reduce greenhouse gas emissions.</b> 20	<b>Climate policies are adopted without [...] knowing the impact that they could have.</b> 17	<b>The solutions for decarbonizing the economy are driven by financial interests [...].</b> 14	<b>We are led to believe that there's a consensus on climate change. This is false [...].</b> 13
					<b>Electric vehicles pollute more than petrol vehicles or hybrids.</b> 17	<b>Agriculture and livestock farming are harmless [...].</b> 9	

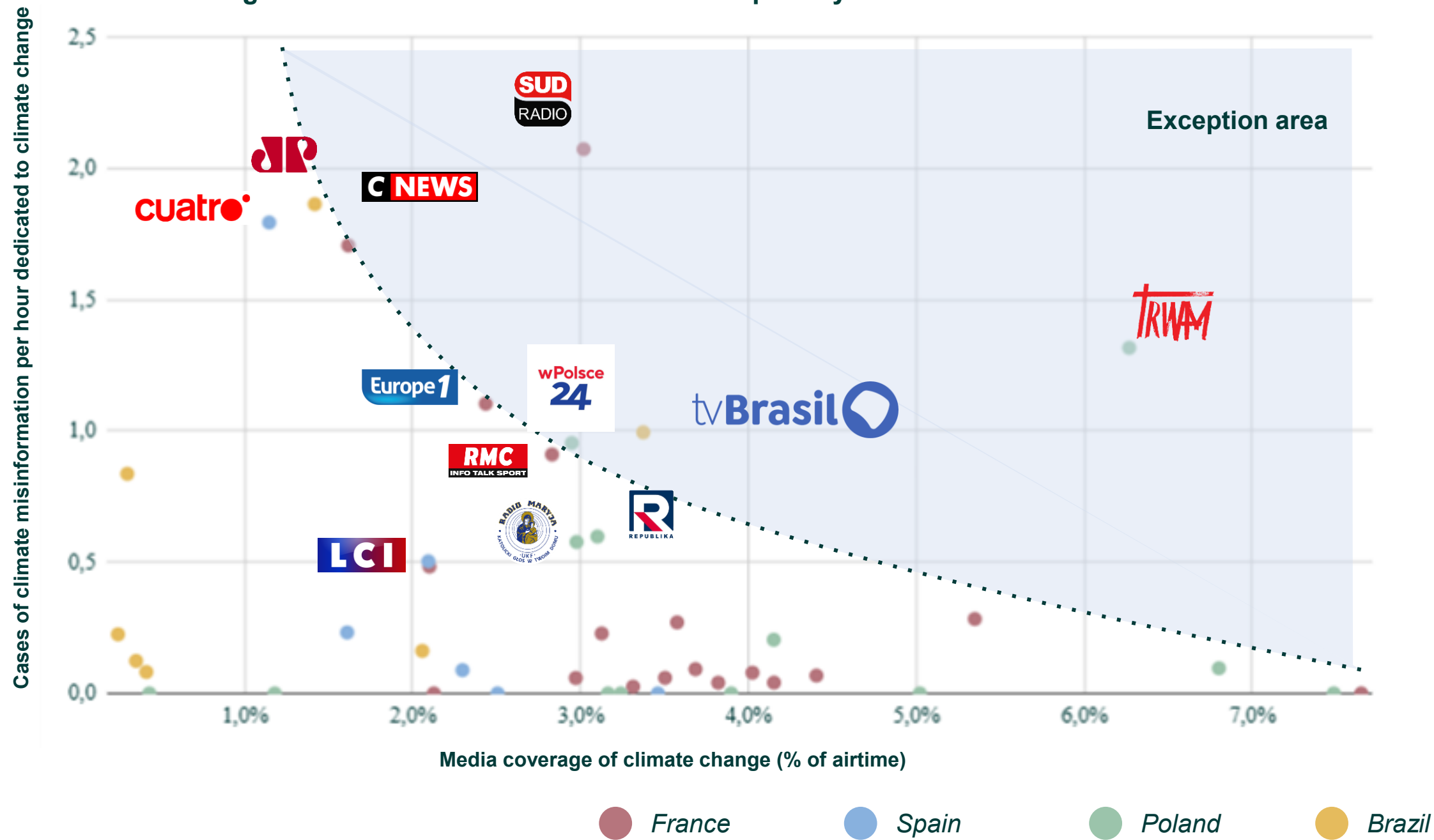
-  *Solutions – Energy*
-  *Solutions – Mobility*
-  *Solutions – France's role*
-  *Solutions – General*
-  *Transition messengers*
-  *Solutions – Adaptation*
-  *Climate science*
-  *Solutions – Agriculture*



# SYSTEMIC HARMS OF CLIMATE MISINFORMATION IN FRANCE



Negative correlation between information quantity and climate misinformation



**The more extensively the media cover climate issues, the less disinformation they spread**

**Three media are in the exception area: they inform relatively more, while being exposed to misinformation**

**#1** **Training journalists** on emerging obstruction narratives

**#2** The establishment of **accountability frameworks** for those spreading disinformation

**#3** Daily and **consistent coverage** of environmental issues

**#4** A more **careful selection of panelists** on television programs to ensure expert input



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**THANK YOU VERY MUCH!**

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# **DEMYSTIFYING, DEBUNKING AND DISMANTLING CLIMATE DISINFORMATION**

**INFORMATION INTEGRITY SOLUTIONS, FROM THE TRUTH SANDWICH TO  
FOSSIL FUEL AD BANS**

**Philip Newell**

Communications Co-Chair at Climate Action Against  
Disinformation (CAAD)

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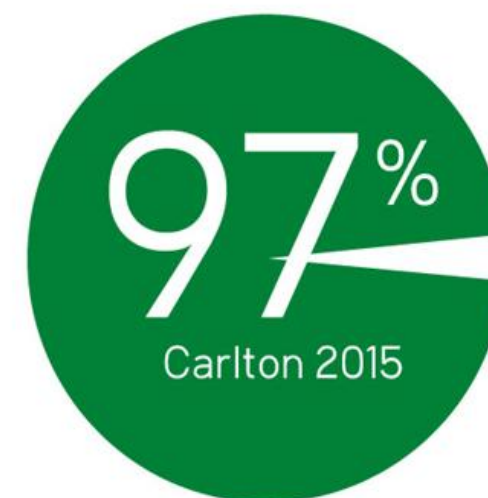
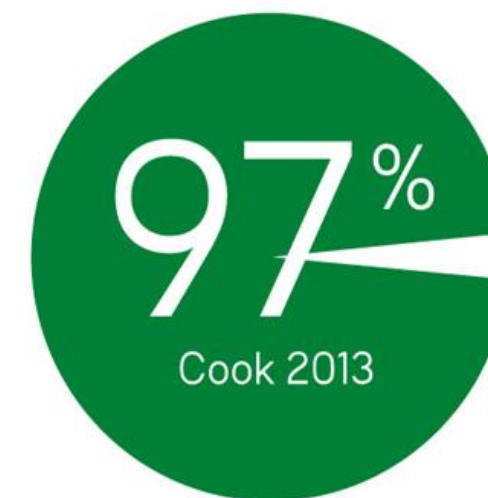
**EUROPEAN  
CLIMATE  
PACT**



**EU**  
**climate action**  
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# FACT: HUMANS ARE CHANGING THE CLIMATE

Studies into scientific agreement on human-caused global warming



# DISINFORMATION WARPS WHAT YOU THINK OTHER PEOPLE THINK

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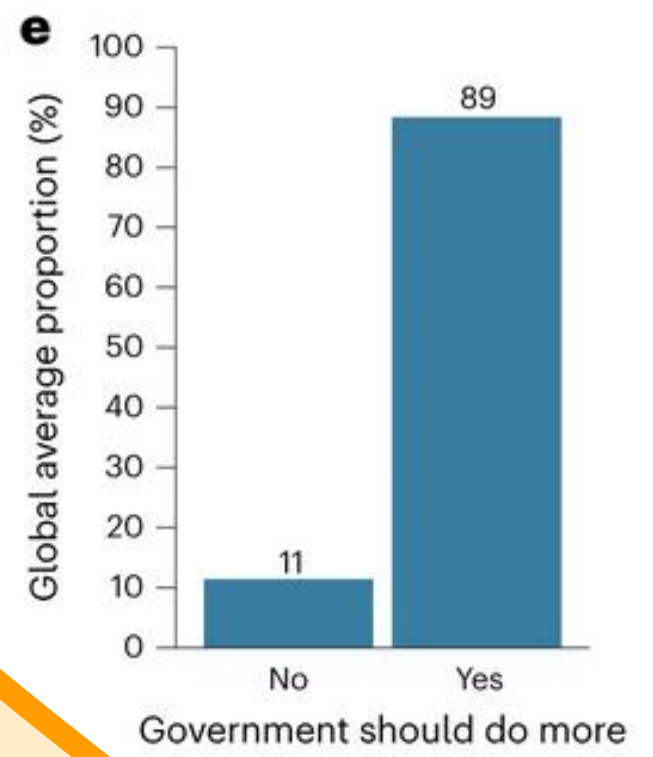
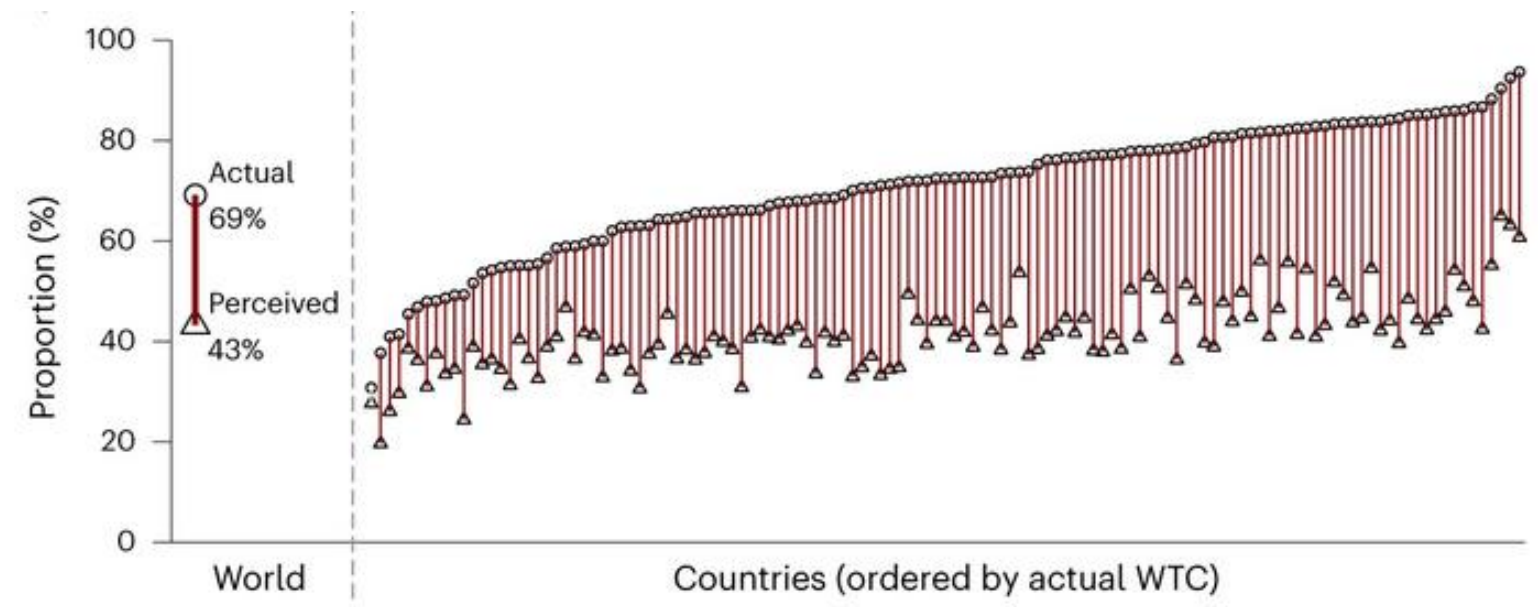
Article | [Open access](#) | Published: 09 February 2024

## Globally representative evidence on the actual and perceived support for climate action

[Peter Andre, Teodora Boneva, Felix Chopra & Armin Falk](#) ✉

[Nature Climate Change](#) 14, 253–259 (2024) | [Cite this article](#)

160k Accesses | 209 Citations | 2767 Altmetric | [Metrics](#)



# SOCIAL MEDIA IS A “FUNHOUSE MIRROR FACTORY”

## THE TOXIC TEN

How ten fringe publishers fuel 69% of digital climate change



### Executive Summary

- New analysis shows that posts linking to content from ten “superpolluter” | misinformation account for up to 69% of Facebook interactions with climate denial
  - 1) **Breitbart**, the disinformation site once run by Steve Bannon
  - 2) **Western Journal**, whose founder claimed President Obama is Muslim
  - 3) **Newsmax**, a key promoter of election fraud conspiracies
  - 4) **Townhall Media**, founded by the Exxon-funded Heritage Foundation
  - 5) **Media Research Center**, a “think tank” that received funding from Exxon
  - 6) **The Washington Times**, founded by self-proclaimed messiah Sun Myung
  - 7) **The Federalist Papers**, a site that has promoted Covid misinformation
  - 8) **Daily Wire**, one of the most engaged-with publishers on Facebook
  - 9) **Russian state media**, pushing disinformation via RT.com and Sputnik Nev
  - 10) **Patriot Post**, a secretive conservative site whose writers use pseudonym
- The Toxic Ten have 186 million followers on mainstream social media platforms.

The Toxic Ten account for 69% of interactions on climate denial Facebook posts



## Inside the funhouse mirror factory: How social media distorts perceptions of norms

Claire E. Robertson<sup>1</sup>, Kareena S. del Rosario<sup>1</sup>, Jay J. Van Bavel<sup>2</sup>  

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<https://doi.org/10.1016/j.copsyc.2024.101918>

[Get rights and content](#)

The current paper explains how modern technology interacts with human psychology to create a funhouse mirror version of social norms. We argue that norms generated on social media often tend to be more extreme than offline norms which can create false perceptions of norms—known as pluralistic ignorance. We integrate research from political science, psychology, and cognitive science to explain *how* online environments become saturated with false norms, *who* is misrepresented online, *what* happens when online norms deviate from offline norms, *where* people are affected online, and *why* expressions are more extreme online. We provide a framework for understanding and correcting for the distortions in our perceptions of social norms that are created by social media platforms. We argue the funhouse mirror nature of social media can be pernicious for individuals and society by increasing pluralistic ignorance and false polarization.

# SOCIAL MEDIA IS A “FUNHOUSE MIRROR FACTORY”



80%

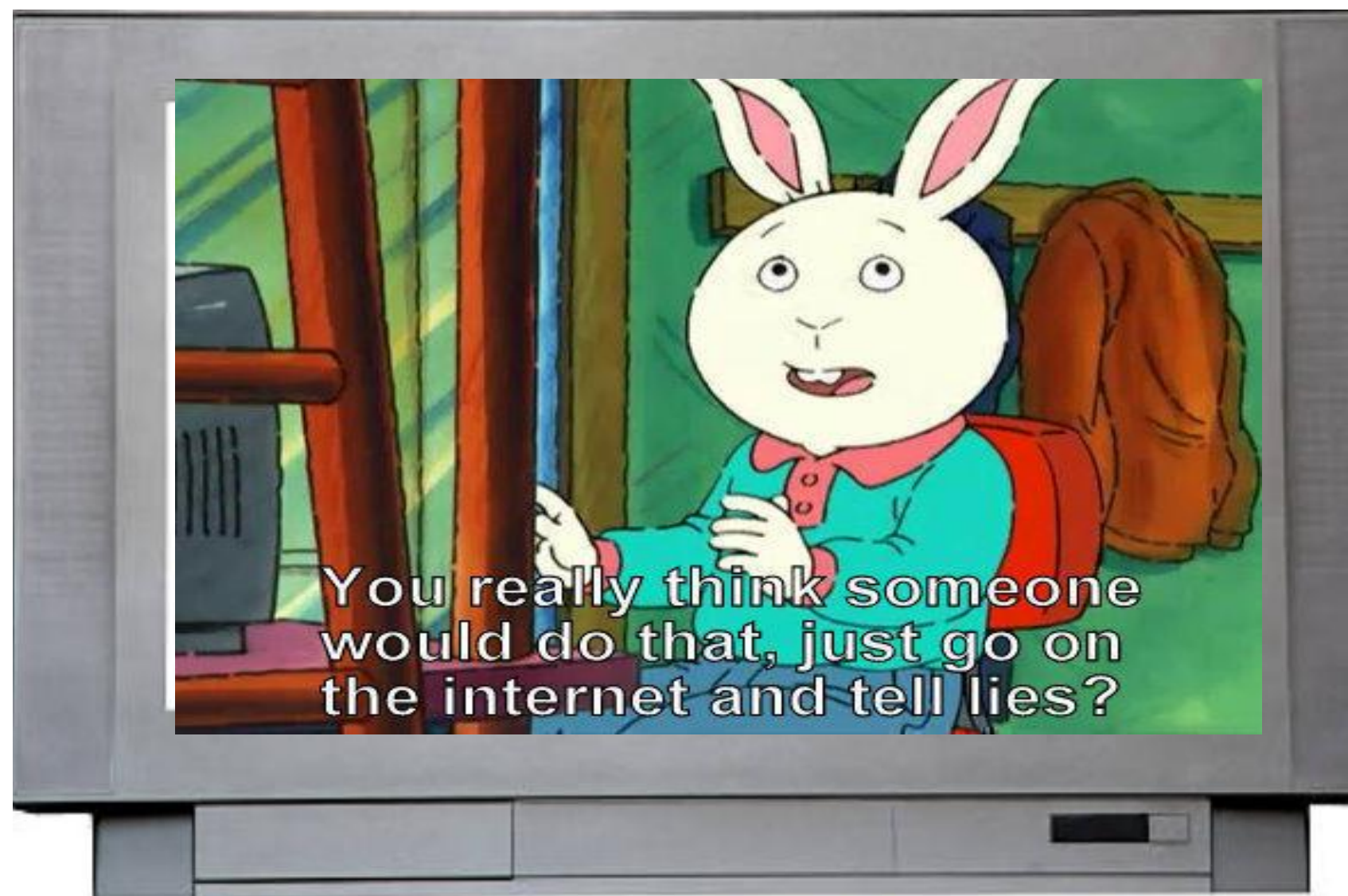
of major US anti-trans organisations have received fossil fuel funding.

For example, the anti-trans backlash may at first appear independent of the fight against climate action, but it turns out that some [80% of major US anti-trans organisations](#) have received fossil fuel funding. These organisations have used [the intersectional issues of the “culture war”](#) to recruit from the “manosphere” because, while climate disinformation is unpopular, scapegoating others with the help of Big Tech is apparently a viable way to further solidify support among (mostly conservative, white) men especially when factoring in legal costs for defending against a frivolous lawsuit.

# WHAT CAN WE DO ABOUT CLIMATE DISINFORMATION?

## Inoculation: now in metaphor form!

Weakened virus provides a learning example for the immune system in the same way that warning people about mis/disinfo can prepare them so that they don't fall for it.





Anthony Moser

@anthonymoser.com

i made a helpful reference

### WRONG

- negating their frame reinforces it
- starts with what it isn't, instead of what it is
- your argument is shaped like their argument



### RIGHT

- you eat their frame
- starts with what's actually happening
- contains and explains what they're doing
- your argument is shaped like kirby

ALT

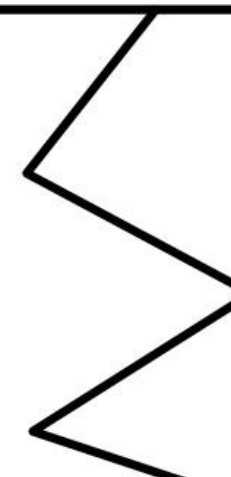
### Frame

F is happening!

### Negation

F is not true!

Climate change is a hoax!



NUH UH!



### Kirby

K is happening.  
That's why they're saying F

**THEY'RE PAID TO LIE ABOUT CLIMATE CHANGE**

# DEBUNKING DISINFO?

## SERVE UP A TRUTH SANDWICH!

**PUT THE TRUTH  
(NOT the myth) IN BOLD  
ALL-CAPS BECAUSE  
THAT'S WHAT YOU WANT  
PEOPLE TO REMEMBER**

### FACT

Lead with the fact if it's clear, pithy, and sticky—make it simple, concrete, and plausible. It must “fit” with the story.

### WARN ABOUT THE MYTH

Warn beforehand that a myth is coming... mention it once only.

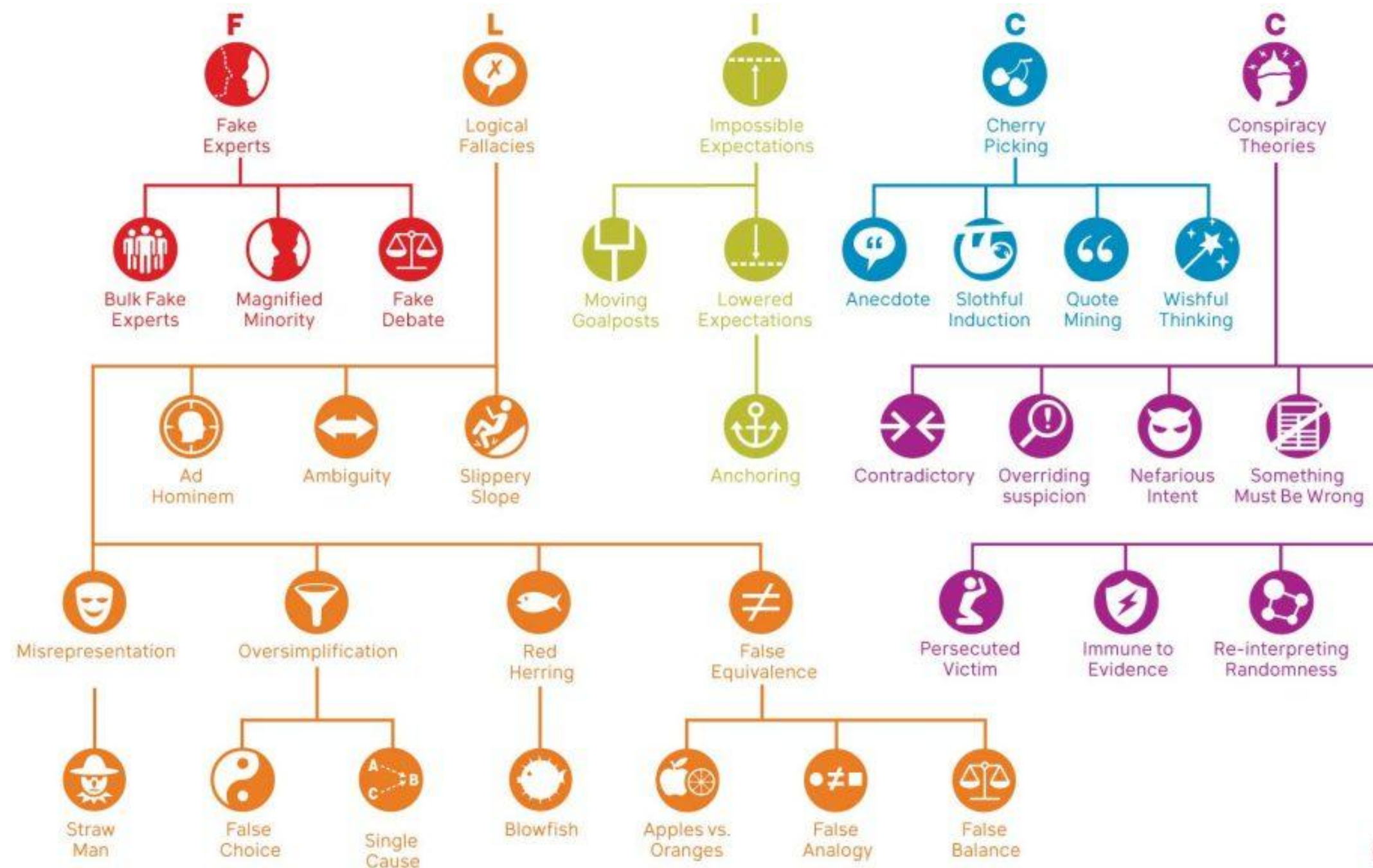
### EXPLAIN FALLACY

Explain how the myth misleads.

### FACT

Finish by reinforcing the fact—multiple times if possible. Make sure it provides an alternative causal explanation.

# HOW TO FLICC OFF REALITY



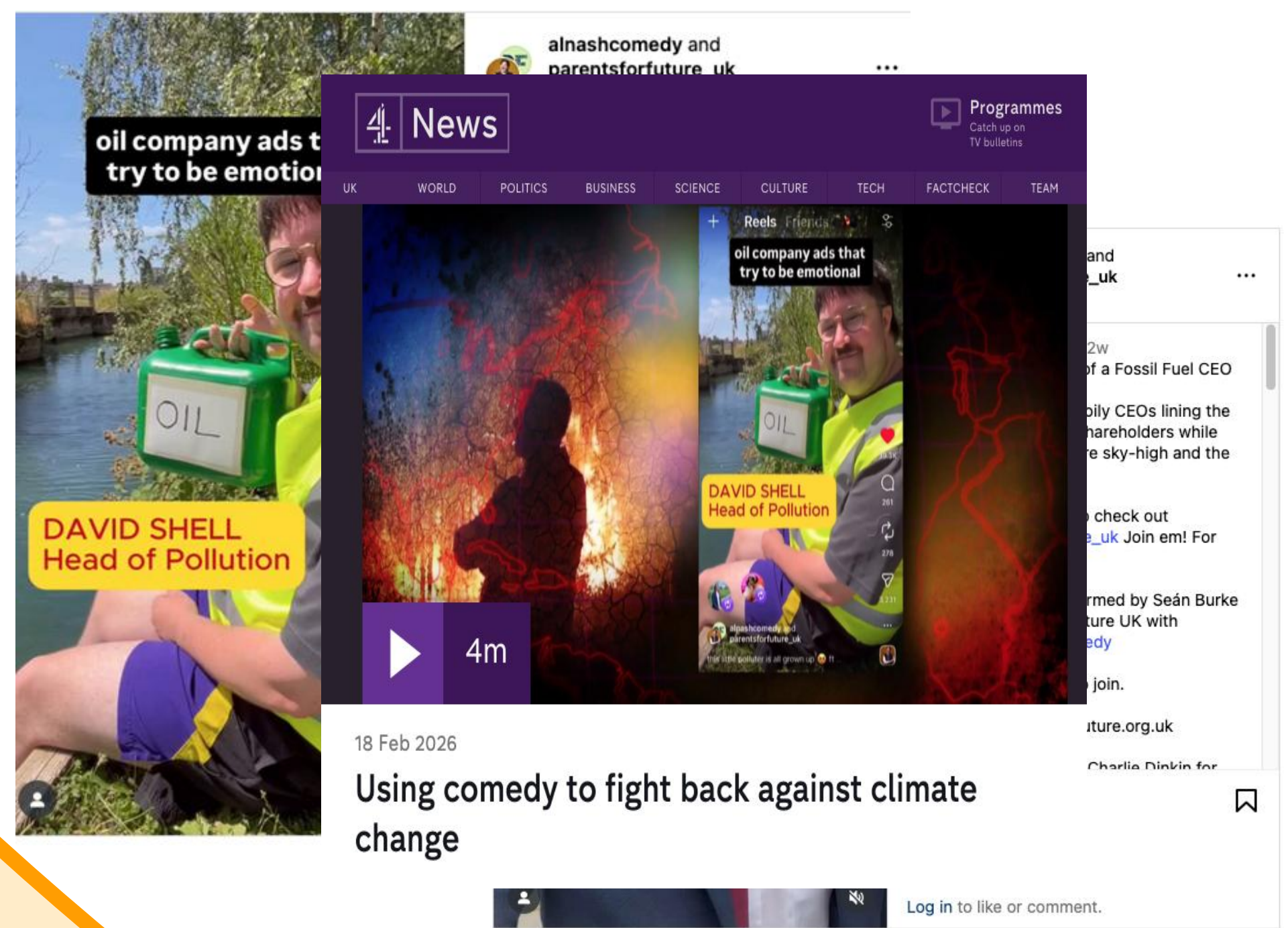
[sks.to/flicc](https://sks.to/flicc)

# MESSAGING THAT WORKS

## EXAMPLE OF A WINNING NARRATIVE: AMERICA / STATE'S STRENGTH

<p>America's strength comes from our ability to work together – bringing together people from different places and of different races into a whole.</p>	<p>Opens with a <b>SHARED VALUE</b> that names race and class.</p>
<p>For this to be a place where everyone can thrive, we cannot let the 1% and the politicians they pay for divide us against each other based on what someone looks like, where they come from, or how much money they have.</p>	<p>Names <b>VILLAINS</b> using racial scapegoating as a weapon that economically harms all of us.</p>
<p>We need to join together to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past.</p>	<p>Emphasizes unity and <b>COLLECTIVE ACTION</b> to solve problem.</p>
<p>Coming together, we can elect new leaders who will deliver better healthcare for our families, quality schools for our kids, and a fair return on our work. [INSERT CALL TO ACTION]</p>	<p>Connects joining together to achieve <b>VISION</b> - desired outcomes.</p>

# EVERYONE LIKES TO LAUGH *(AT BADDIES)*



The image shows a news article snippet and a social media post. The news article, from 'News' (UK, WORLD, POLITICS, BUSINESS, SCIENCE, CULTURE, TECH, FACTCHECK, TEAM), features a video titled 'Using comedy to fight back against climate change' dated 18 Feb 2026. The video shows David Shell, Head of Pollution, holding a green can labeled 'OIL' and making a funny face. The social media post, from 'alnashcomedy and parentsforfuture\_uk', shows the same video with a caption: 'oil company ads that try to be emotional'. The post includes a play button icon and a '4m' duration indicator. Below the video, there is a 'Log in to like or comment.' prompt.

- Humor defangs hate by punching back up at those punching down.
- Humor provides an enticing entry point for unsuspecting audiences not looking for political content
- Humor triggers positive emotions, offsetting the 'doom and gloom' when piquing interest
- Humor provides greater chance of 'going viral'
- Would you rather that person you're trying to impress see something really funny on your feed, or something really terrifying?



**Michael Shellenberger**   
 @shellenberger  
 CBR Chair of Politics, Censorship & Free Speech  
 Winner : [Time, "Hero of Environment"](#) : Author, "Fransicko"  
 Berkeley, CA Joined Ma  
 1,831 Following 1.4M Followers 5 Subscription

# Mike Shellenberger Works Climate Denial Media Circuit To Sell Misleading Book, "Apocalypse Never"



## The US Has 12 UFOs!? No, Shellenberger's Just Going Where Every Conspiracist Has Gone Before: Aliens

by **ClimateDenierRoundup**  
 Community (This content is not subject to review by Daily Kos staff prior to publication.)

Wednesday, June 14, 2023 at 8:59:27a EDT 21

## Shellenberger, Pielke, Wielicki Using Substack To Support Themselves After Failing Out Of Real Life

by **ClimateDenierRoundup for Climate Hawks**  
 Community (This content is not subject to review by Daily Kos staff prior to publication.)

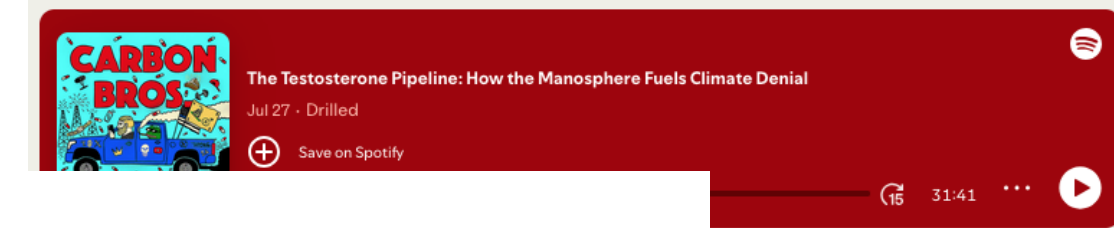
July 20, 2023 at 9:18:02a EDT 14

Edit

Share 5 Comments

DRILLED • SEASON 13 EPISODE 1

## Carbon Bros, Ep 1: The Testosterone Pipeline



24 Comments

## Shellenberger's 'California Peace Plan' Is Funding Police To Be Meaner to People Without Housing

by **ClimateDenierRoundup**  
 Community (This content is not subject to review by Daily Kos staff prior to publication.)

Thursday, June 10, 2021 at 9:37:34a EDT 9





**Michael Shellenberger** ✓ P

@shellenberger

CBR Chair of Politics, Censorship & Free Speech  
Winner : [Time](#), "Hero of Environment" : Author, "Fransicko"

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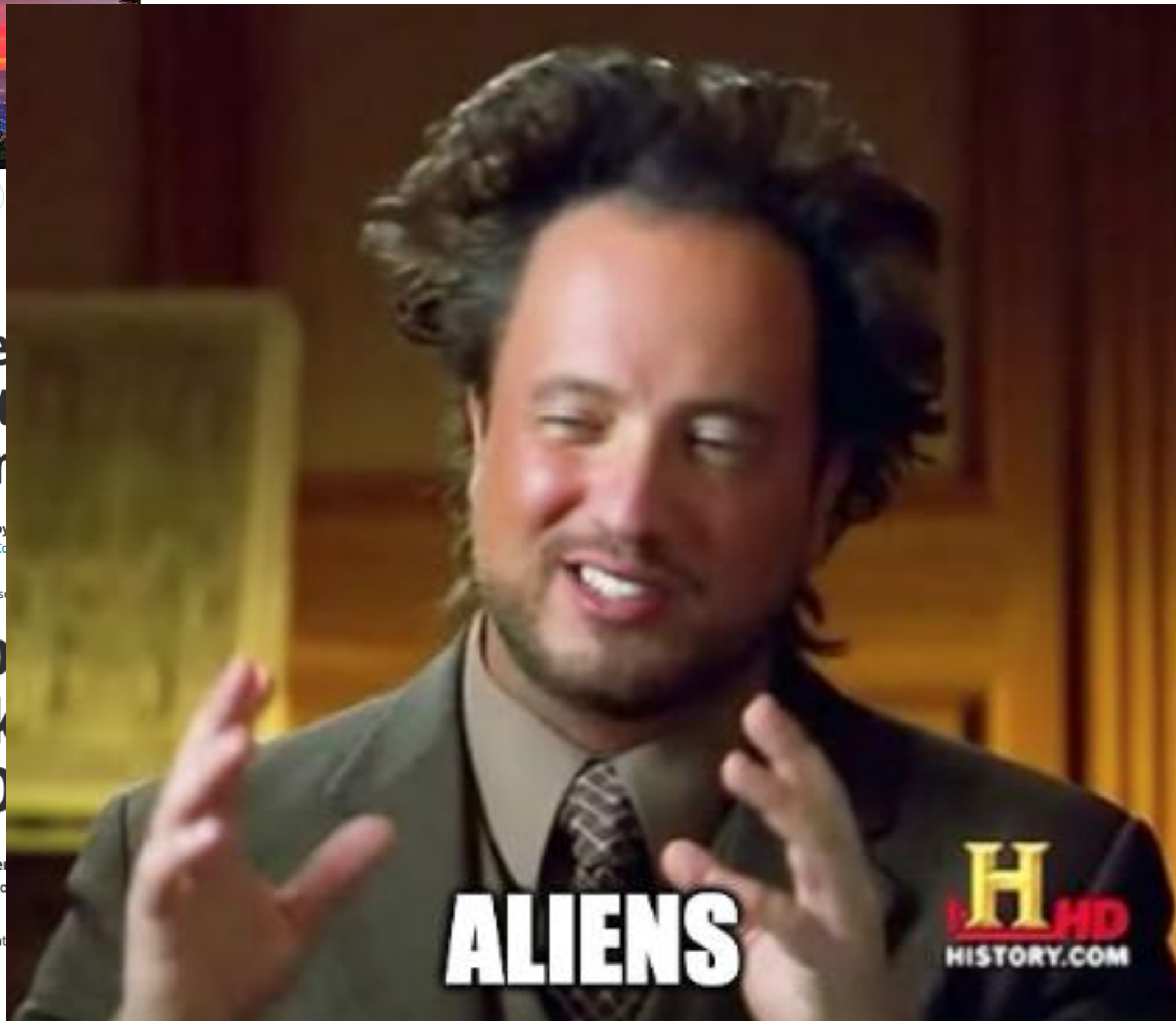
1,831 Following 1.4M Followers 5 Subscription

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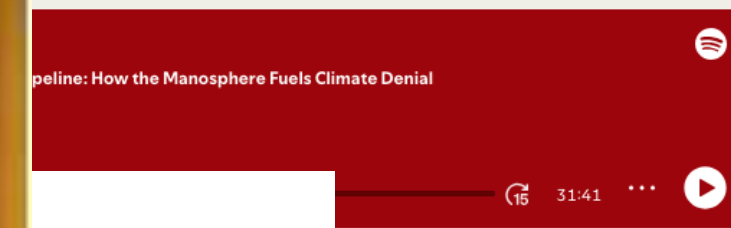
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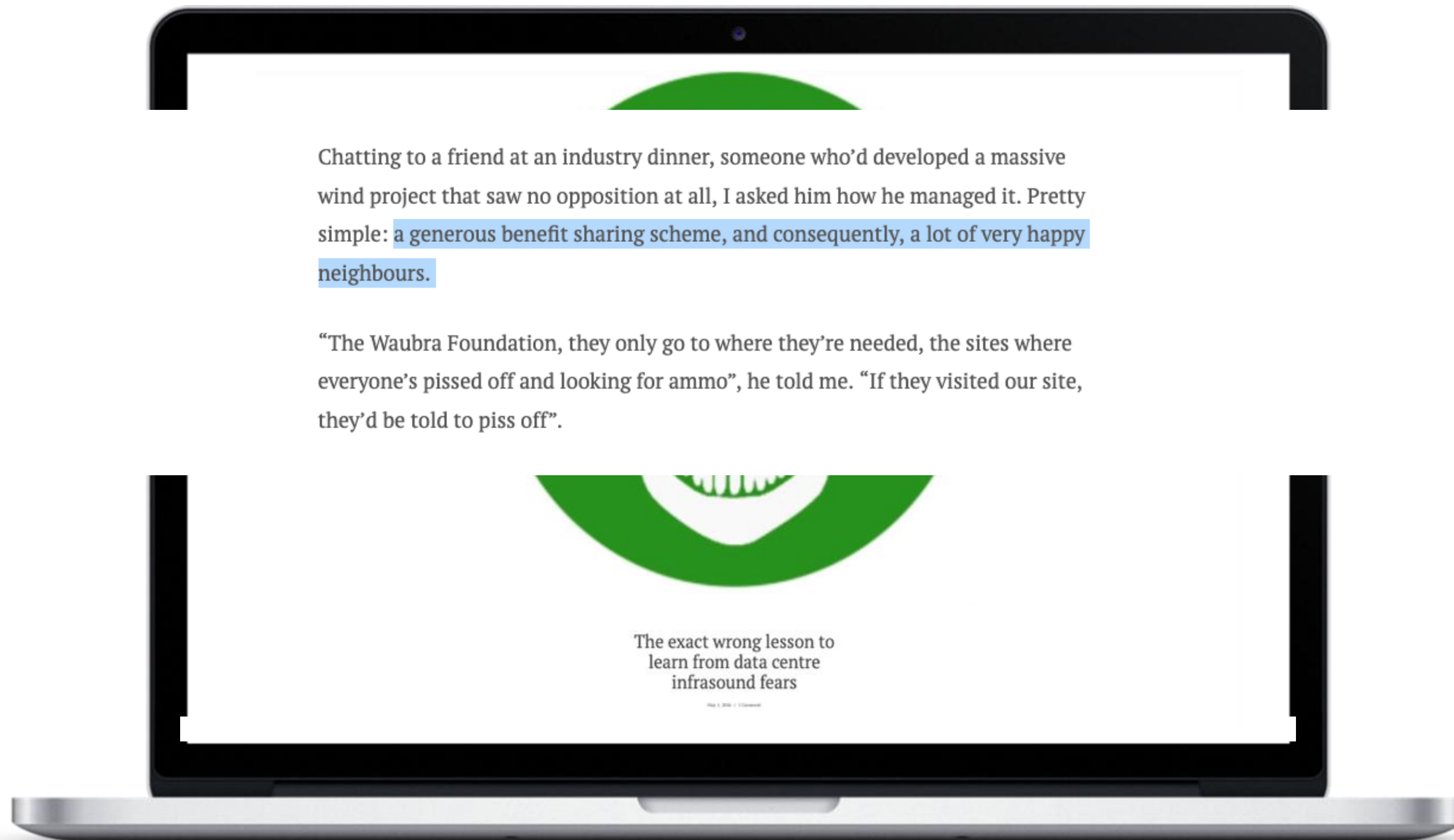
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The exact wrong lesson to  
learn from data centre  
infrasound fears

May 1, 2020 | 11:00am





And second, the anti-wind group had to attend and fuel the fire as much as possible.

Circumstance #2 could not exist without circumstance #1. At sites where communities were well consulted, involved in decision-making processes, and sharing in the benefits, **there was no spark to ignite**. There were also cases where well-meaning companies tried to install better community engagement after the fire was lit, and it failed. **The only solution is preventing the disease**, not treating the symptoms. Wind power works best when people next door are very happy.

'The new tobacco': The cities banning fossil fuel adverts



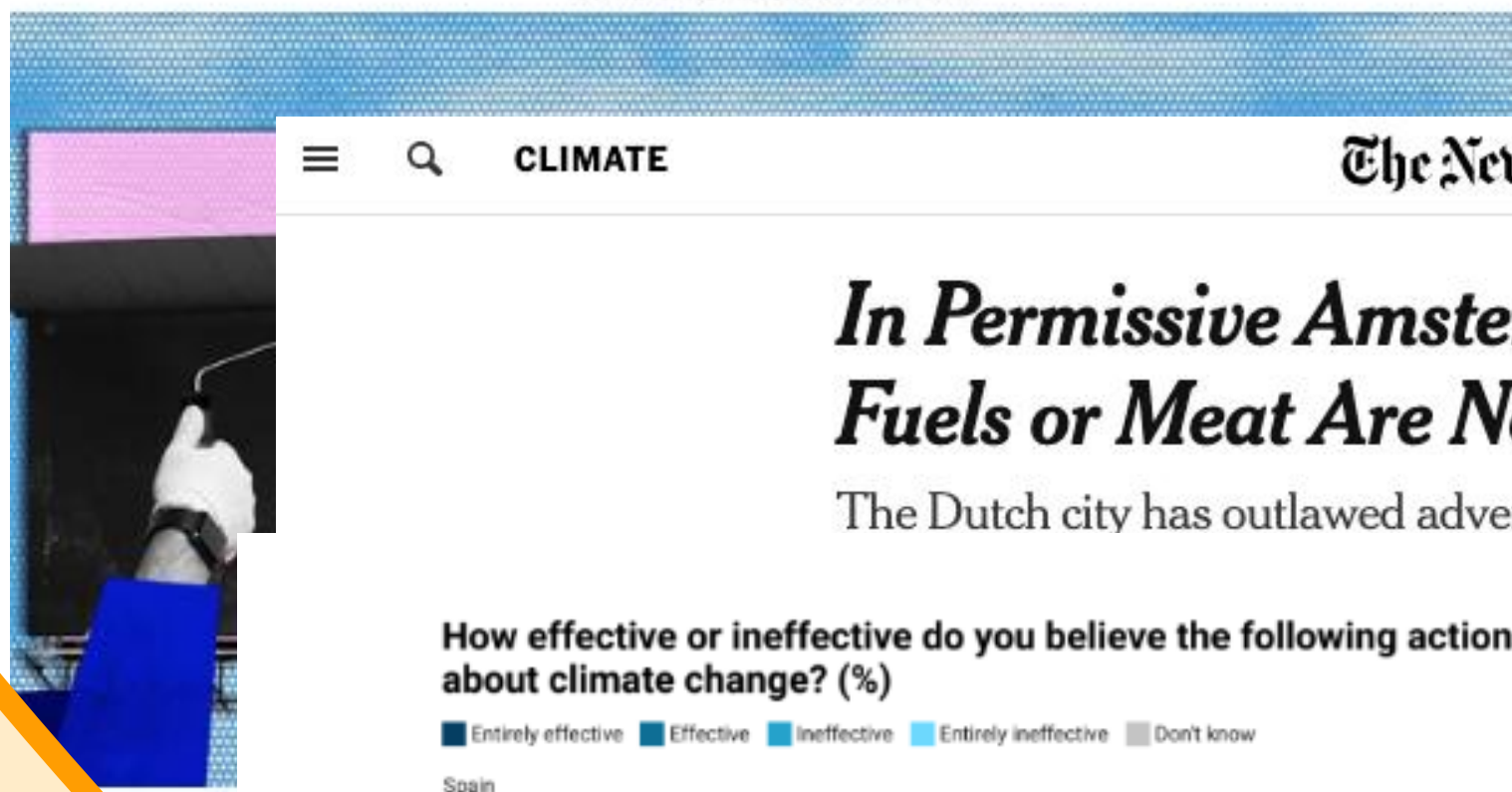
(Image credit: Serenity Strull / BBC)

# The Hague becomes world's first city to pass law banning fossil fuel-related ads



## Strong Support Among Europeans for Banning Fossil Fuel Ads, Study Finds

Survey data shows almost double the number of people would back restrictions than those who oppose them.



### *In Permissive Amsterdam, Ads for Fossil Fuels or Meat Are Now Verboden*

The Dutch city has outlawed advertising that promotes lifestyles linked to

#### How effective or ineffective do you believe the following actions would be in preventing the spread of disinformation about climate change? (%)

Entirely effective Effective Ineffective Entirely ineffective Don't know

Spain

Making social media companies legally obligated to prevent the amplification of misleading content about climate change on their platforms.



National and Local governments investing in public awareness campaigns to combat disinformation and promote information integrity on climate change.



Preventing companies from using advertising which spreads misleading information or promotes environmentally harmful behaviors, such as excessive consumption of fossil fuels.



Giving fact-checking organizations more resources to debunk false claims about climate change.



UK

Making social media companies legally obligated to prevent the amplification of misleading content about climate change on their platforms.



National and Local governments investing in public awareness campaigns to combat disinformation and promote information integrity on climate change.



Preventing companies from using advertising which spreads misleading information or promotes environmentally harmful behaviors, such as excessive consumption of fossil fuels.



Giving fact-checking organizations more resources to debunk false claims about climate change.



Climate Action Against Disinformation

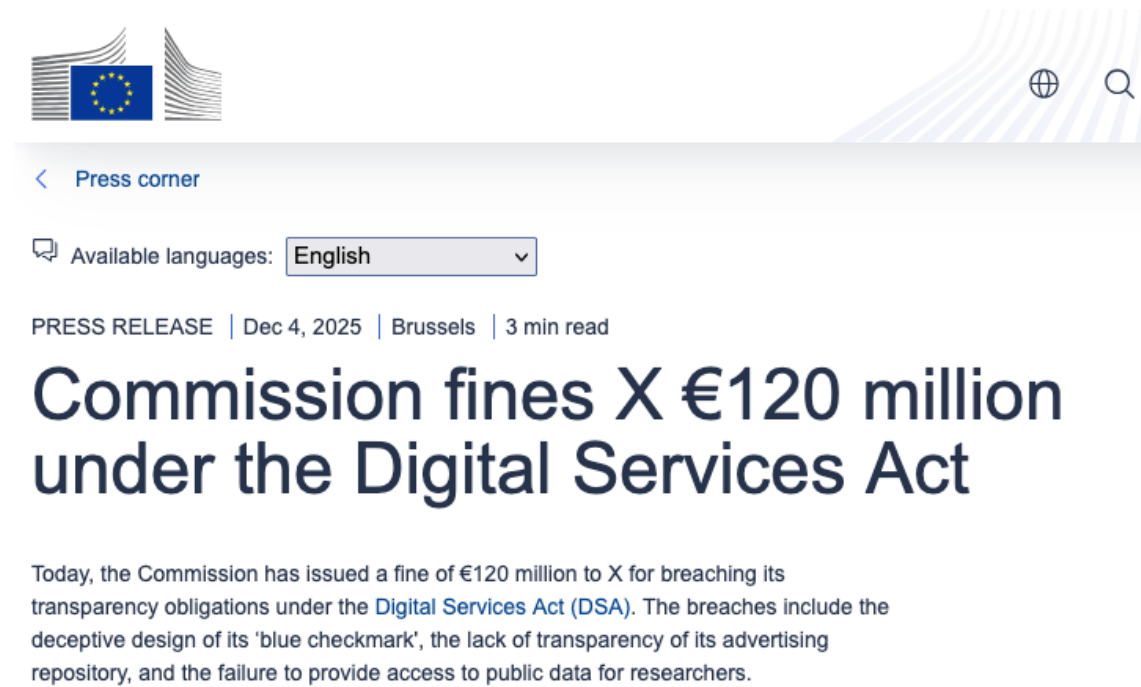
**Fossil Fuel Ad Bans: protecting the public from corporate climate disinformation**

RECLAME FOSSIELVRIJ badvertising CleanCreatives

# New EU law to hold social media companies accountable, US must increase transparency of Big Tech and reduce disinformation

The **Global Initiative for Information Integrity on Climate Change** is a joint partnership between the Brazilian Government, the [UN Secretariat](#) and UNESCO.

Bringing together countries, international organizations, and stakeholders worldwide, it aims to promote and defend information integrity on climate change, address disinformation, and enhance climate change awareness and action. It includes a global fund which will finance research into disinformation on climate change and initiatives to promote information integrity.



The screenshot shows a press release page from the European Commission. At the top left is the EU flag logo. Below it is a 'Press corner' link. A language dropdown menu is set to 'English'. The main heading reads 'Commission fines X €120 million under the Digital Services Act'. The sub-heading indicates it is a 'PRESS RELEASE' dated 'Dec 4, 2025' in 'Brussels' with a '3 min read' duration. The body text states: 'Today, the Commission has issued a fine of €120 million to X for breaching its transparency obligations under the Digital Services Act (DSA). The breaches include the deceptive design of its 'blue checkmark', the lack of transparency of its advertising repository, and the failure to provide access to public data for researchers.'



Hauí Roa





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Article | [Open access](#) | Published: 04 August 2025

**United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action**

[Ximeng Fang](#), [Joshua Ettinger](#) & [Stefania Innocenti](#) ✉

[Communications Earth & Environment](#) 6, Article number: 622 (2025) | [Cite this article](#)



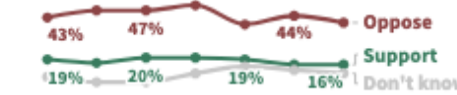
**Estimated vs actual support and opposition to new onshore wind farm**

'To what extent would you support or oppose the following being built in your area? - New onshore wind farm.'

All Support Oppose Don't know



MP perception of what constituents think



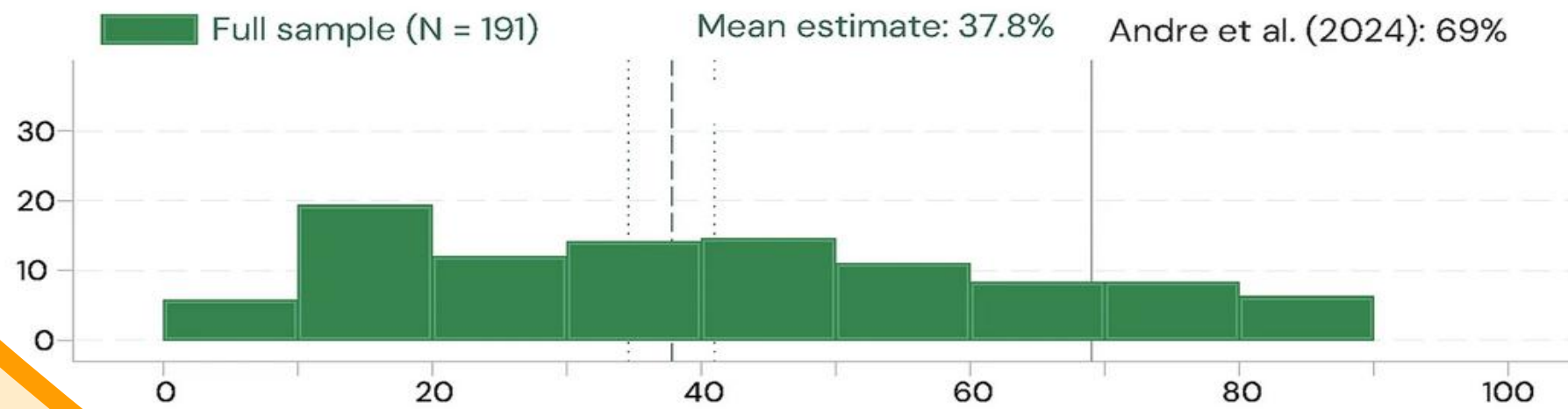
Source: [Climate Barometer Tracker](#) • Data is from seven waves of surveys of approximately 100 MPs and approximately 1000-2500 GB/UK adults, conducted between October 2022 and 2025.

For 'actual public opinion', net support and opposition is reported. Items typically used to assess what others thought were: 'More would support it than oppose', 'Most would not care either way' (not reported), and 'More would oppose it than support'



**Fig. 1: Distributions of responses to perceived willingness to contribute income to fight climate change.**

From: [United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action](#)



PLAY

00:17:24

IF THE SITUATION WAS HOPELESS



THEIR PROPAGANDA WOULD BE UNNECESSARY



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**THANK YOU VERY MUCH!**

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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

-  Connect with Climate Pact Ambassadors, Partners and Country Coordinators
-  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

# OMBUDSMAN AWARD

## **Recognised for Citizen Engagement in Climate Action**

The European Climate Pact has been nominated in the Excellence in **Citizen/Civil Society Participation category**, celebrating its impact in mobilising citizens and communities across Europe.

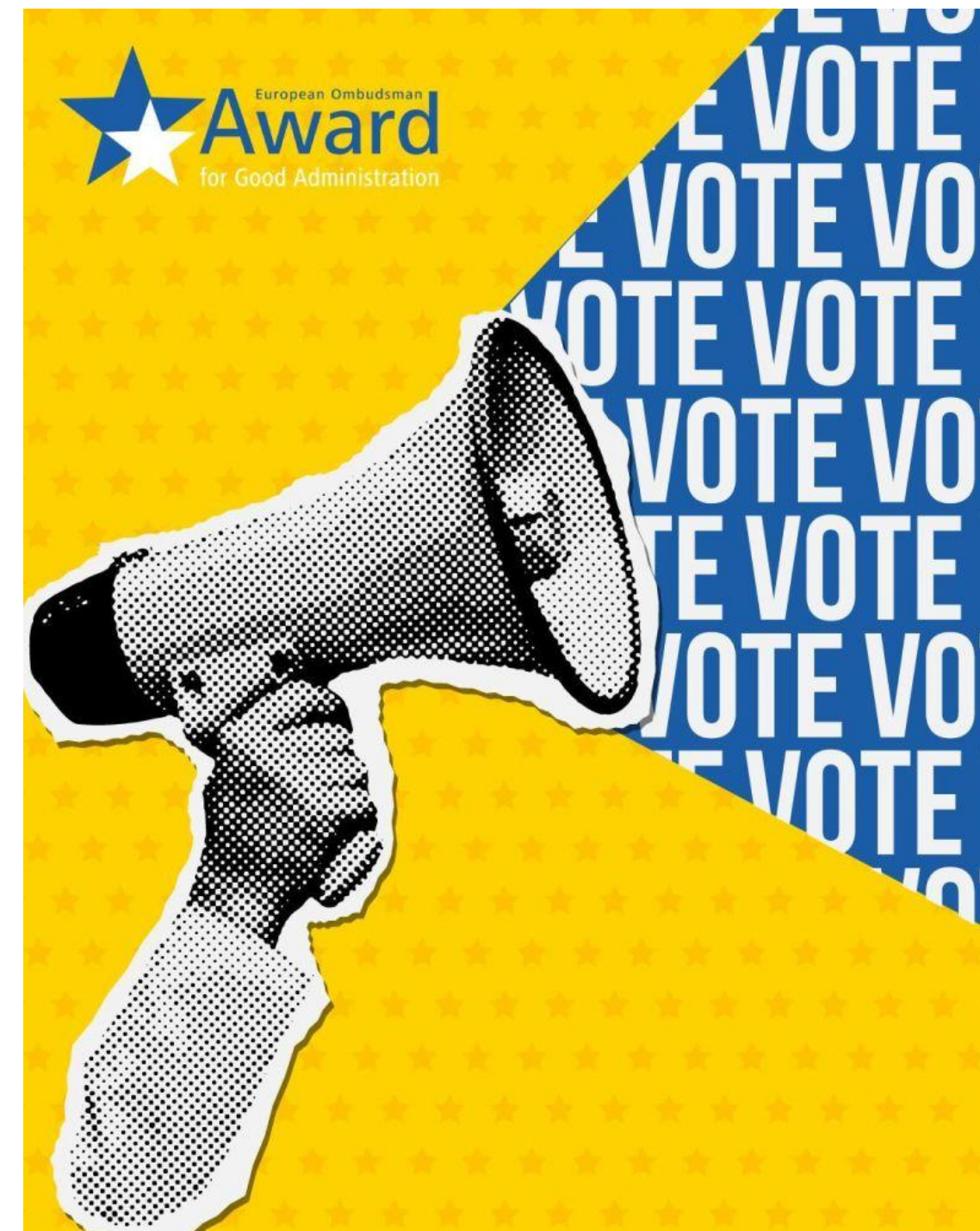
 Support the initiative

Vote now for **Project 35** in the awards

[Award for Good Administration 2026](#)



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to vote for the Pact





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**THANK YOU VERY MUCH  
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

[#MyWorldOurPlanet](#) [#EUClimatePact](#)

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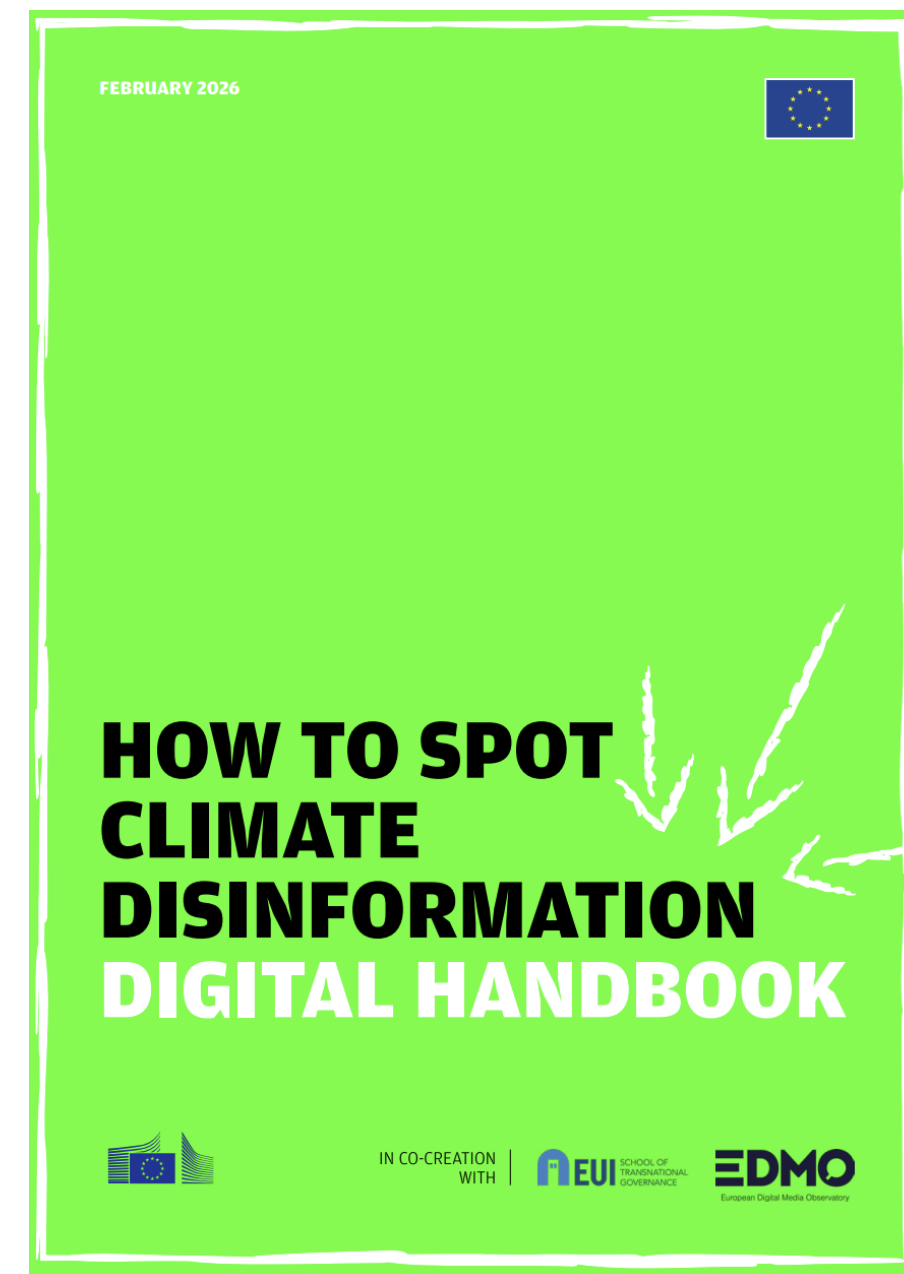
# EDMO CLIMATE FACTS MATTER HANDBOOK

## 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\*\*](#)

