

COP30 Key-Objective 30 - Information Integrity on Climate Matters Bank of Solutions

Id	Name	Country	Institutional category	Webpage	Name of the person responsible for the submission within the Organization	E-mail of the person responsible for the submission	Title of the Action	Solution (Main Line of Action in the MultiRio for Information Integrity on Climate Change)	Action Summary	References
5	Podcast Planeta A	Brazil	Civil society	https://www.instagram.com/planetapodcast/ https://open.spotify.com/show/027xpdlygb3aM099u4957u1u5ST5058f5nBokMf1c0A	Bruno Araujo	brunopeloclima@gmail.com	Segunda Temporada	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Uma temporada com episódios recorrentes que tem por objetivo aprofundar os debates sobre os desafios do enfrentamento as mudanças climáticas com linguagem acessível e direto ao ponto.	
7	Escola de Comunicações e Artes da Universidade de São Paulo (ECA/USP) - Projeto Educom&Clima	Brazil	Academia	https://sites.usp.br/educomeclima/	Thais Brianzi	tbrianzi@usp.br	Dossiê "educação ambiental climática: educcomunicação, justiça socioambiental e bem-viver" - edição especial da revista Letramento Socioambiental	Fostering targeted media, information and digital literacy related to climate change	O dossiê da revista Letramento Socioambiental, que está em processo de edição, recebeu 86 artigos sistematizando e refletindo experiências das cinco regiões brasileiras em torno da temática "educação ambiental climática: educcomunicação, justiça socioambiental e bem-viver". O título dos textos e autores(as) estão disponíveis em https://drive.google.com/file/d/13AEtV-dAA_Vt0D9r2o4x0b3d0d04m4/view?usp=sharing . A ideia é realizar inclusive na COP-30 um seminário híbrido e de lançamento do dossiê, com debate das experiências mais emblemáticas. A publicação constitui um mapeamento social participativo, que articulou três dimensões principais: Participação distribuída e mobilização em rede O processo de chamada pública realizado por meios digitais e redes sociais (Instagram, WhatsApp, e-mail, redes acadêmicas) mobilizou uma ampla e diversa comunidade de educadores, pesquisadoras, coletivos, estudantes e comunicadores ambientais, permitindo que sujeitos historicamente marginalizados em contextos científicos ou editoriais também se vissem como autores legítimos. Expressão territorializada de vivências e saberes situados O conjunto de artigos recebidos se configura como uma cartografia viva de práticas e percepções ambientais localizadas em diferentes territórios (rurais, periféricos, amazônicos, urbanos, escolares, indígenas, quilombolas, etc.), compondo um mosaico afetivo e político sobre a crise climática. Processo de escuta e visibilização de invisibilizados A chamada pública, ao priorizar uma curadoria plural e não excludente, foi um dispositivo de escuta pública e inclusão epistêmica, permitindo que saberes populares, práticas comunitárias, experiências escolares e linguagens alternativas tivessem lugar e valor de publicação. Como em todo mapeamento social, a visibilidade das audiências (Boaventura de Sousa Santos) é parte do objetivo: tornar público o que antes era invisibilizado nos mapas institucionais, curriculares ou científicos dominantes.	https://sites.usp.br/educomeclima/chamada-das-producoes-para-o-dossiê-revista-letramento-socioambiental/
8	Ana Lucia Cunha-Busch	Germany	Private sector	https://www.thegreenamazon.com/en	Ana Lucia Cunha-Busch	alac07@hotmail.com	Multirio	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The Green Amazon News is an online (Brazilian/German) newspaper, dedicated to sustainability, with a strong focus on promoting the United Nations Sustainable Development Goals (SDGs). Our mission is to give visibility to individuals, initiatives, and companies that are actively working—often quietly and without recognition—to build a more just, resilient, and sustainable world. We highlight the stories that often go unnoticed. 🌱 Brazil is the main stage of our coverage due to its environmental and strategic importance. However, we also value and seek out creative, intelligent, and impactful solutions from around the globe. As partners and collaborators, we welcome companies truly committed to the SDGs and governments that understand their vital role in this historic moment. We publish daily news updates from Agência France-Presse (AFP)—one of the world's leading international news agencies—as well as opinion pieces and in-depth analyses by respected experts in the fields of climate, environment, economics, and public policy. Our content includes investigative reports, interviews, live coverage, and thoughtful journalism, always aligned with ESG principles: environmental responsibility, social impact, and governance. 🌍 If you act with purpose, care, and commitment, The Green Amazon News is your platform too.	https://www.thegreenamazon.com/en/obscure
9	Simão Farias Almeida	Brazil	Academia	https://meublogsimao.blogspot.com/	Simão Farias Almeida	simaoefariasfarias@gmail.com	Estratégias sistêmicas e co-culturais no combate à desinformação de queimadas no Brasil	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	Riscos de vulnerabilidades socioambientais e socioeconômicas nos biomas, ecossistemas e mosaicos ecológicos brasileiros afetam a integridade da informação, precarizando a democracia socioambiental e socioeconômica neste campo. Desta forma, é necessário arregimentar estratégias sistêmicas e co-culturais de cientistas, povos originários e comunidades tradicionais capazes de gerar disrupções coletivas contra os efeitos, os impactos e as polícrises das mudanças climáticas, a exemplo dos gradados pelas queimadas. Considerando que essa problemática na Amazônia afeta outras regiões em nosso país, pretendemos acumular estratégias e soluções necessárias à produção de conhecimentos científicos, produções comunicacionais e jornalísticas incluindo informações a respeito de combate a fatores, da importância dos rios voadores e de saberes sistêmicos em favor da floresta em pé. Os resultados esperados envolvem a massificação da integridade da informação climática nos meios tradicionais e nas redes sociais a fim de garantir as diversidades sociobioculturais nas saídas nacionais às complexidades climáticas.	https://meublogsimao.blogspot.com/pt-br/books.html
11	QuotaClimat	France	Civil society	https://quotaclimat.org	Jean Sauvignon	jean.sauvignon@quotaclimat.org	Climate Safeguards	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	Climate Safeguards is an international project, carried by QuotaClimat, Science Feedback and Data For Good. We have developed a tool to detect Climate Disinformation in mainstream media (TV and Radio) in near real-time. Our AI expert is followed by a human expert fact-checking, to ensure quality and accuracy of outputs. In France, this tool is developed jointly with the Media Observatory on Ecology. This tool is currently being extended from France to Brazil and Germany, and more recently to Spain and Poland. Our goal is to equip national ecosystems, either civil societies, governments, researchers with precise and accurate data on Climate Disinformation. Climate Disinformation is peaking, but not only on social media: it is also peaking in mainstream medias, where citizens put their trust. Together, let's make mainstream media watchdogs of information integrity on climate change.	https://quotaclimat.org/en/actualites/detecting-climate-disinformation/
12	World Benchmarking Alliance	Global - Based in The Netherlands	Civil society	https://www.worldbenchmarkingalliance.org/	Maria Azul Schwartzman	m.schwartzman@worldbenchmarkingalliance.org	7 system transformation benchmarks (Climate, Nature, Urban, Social, Finance, Food and agriculture and Digital)	Sharing practical tools, methods, materials and policies, to strengthen resilience against disinformation and promote information integrity on climate change	The private sector has a crucial role to play in advancing the SDGs, but to boost companies' motivation, there needs to be real change in the way that their impact is measured. That's why WBA develops transformative benchmarks that compare companies' performance on the SDGs. The benchmarks are backed by the best available science, while leveraging existing international norms and standards. The World Benchmarking Alliance (WBA) was launched in 2028 because we believed that there needs to be real change in the way that business impact is measured to boost motivation and stimulate action for a sustainable future for everyone. WBA identified seven transformations that need to take place to put society and the worldwide economy on a more sustainable path to achieve the SDGs. To turn these transformations into action, WBA develops in close collaboration with the Alliance a series of benchmarks assessing 2,000 of the world's most influential companies, ranking and measuring them on their contributions to the SDGs. This information will be freely available to everyone. Investors, governments, civil society, individuals and the companies themselves will be empowered. Investors can influence the companies they invest in. Governments can develop better policies and civil society can direct public support and partnership efforts. Individuals can decide where to spend their money and where they choose to work. These benchmarks will reveal both to companies and stakeholders where each company stands compared to its peers, where it can improve and where urgent action is needed to deliver on the SDGs. To turn business into a force for good. Ranking and measuring the companies will give them the guidance to drive change and create accountability for those who don't choose.	https://www.worldbenchmarkingalliance.org/benchmarking/methodology/

13	Oswaldo Cruz Foundation - FIOCRUZ	Brazil	Government	www.fiocruz.br	Gustavo Buss	gustavo.buss@fiocruz.br	Information-Integrity Guide for Climate-Crisis Response – Rio Grande do Sul Model	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The Information-Integrity Guide for Climate-Crisis Response (Rio Grande do Sul Pilot) is implemented by four core institutions: the Oswaldo Cruz Foundation (FIOCRUZ), the Brazilian Agricultural Research Corporation (Embrapa), the United Nations Information Centre for Brazil (UNIC Rio, United Nations) and the Rio Grande do Sul State Secretariat of Communication (SECOM-RS). Backed by more than ten author universities in southern Brazil—including the Federal University of Rio Grande do Sul (FURG), Pontifical Catholic University of Rio Grande do Sul (PUCRS), Federal University of Pelotas (UFPEL), Federal University of Rio Grande (FURG), University of Vale do Rio dos Sinos (Unisinos), Faveale University and the Federal University of Santa Maria (UFSM)—the Guide will deliver operational protocols, verification flows, editable check-lists and training materials that enable public managers, journalists, civil-society groups and private-sector actors to prevent, detect and rapidly counter climate-related disinformation during extreme-weather events. Built on lessons from the 2024 floods in RS, the guide merges applied research (open dataset of false narratives), global best practices (One Health, prebunking, fact-checking) and an inclusive governance model. Outputs include an accessible PDF and responsive website in PT / EN / ES under a Creative Commons BY-NC-SA 4.0 licence. Launch is scheduled for 7 October 2025, followed by three regional workshops, a beta narrative-monitoring dashboard (March 2026) and an impact report (October 2026). Expected results: (1) stronger institutional response capacity; (2) enhanced media- and information-literacy in vulnerable border communities; (3) protection and transparency of climate-science data; (4) a scalable model to be showcased at COP-30 and replicated across Amazonian and Southern-Cone territories.	https://fiocruz-br-my.sharepoint.com/:w:/g/personal/gustavo_buss_fiocruz_br/E6fE2h7V6GfPBU2PUXIM8GwopakG3j3wL1VwVWBGqTe-FyCmt
14	Earth Public Information Collaborative	UK, USA, Brazil	International organization	https://epicplanet.org	Natalia Vega-Tracy	natalia@epicplanet.org	The Mutirão Movement - public communications campaign- global and regional	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Our Action We develop evidence-based communication strategies to counter misinformation and disinformation, with a focus on climate change. Our goal is to raise public awareness and foster a global culture of information integrity through campaigns powered by trusted voices and influencers. MISSION Our campaign aims to create a global movement that centers humanity in the climate conversation. Climate action must prioritize human health and wellbeing, and public will is essential for the scale and speed of transformation needed. No policy or system change will succeed without people's support. Global + Regional Mutirão Public Communications Campaign: Launching globally and regionally October 2025—anchored at COP30—the campaign will continue into 2026 as a COP31 legacy. It will reframe how people view climate and their connection to planetary systems, with the "Mutirão" (collective effort) framework inviting communities to lead their own mutirões—in their languages, with their solutions. This campaign places humanity at the heart of the climate story, emphasizing wellbeing and showcasing global action. It highlights local solutions and new narratives of possibility—united by the vision of a thriving planet for all. Key Elements: 1.Global Campaign: Digital-first, driven by PSAs, media, entertainment, and community engagement. 2.Regional Campaigns: Adapted to cultural and linguistic contexts. 3.People's Information Hub (COP30 Legacy): 10-day livestream series on COP themes, in UN languages, hosted by digital creators *AI & Tech: Used to target audiences, simplify science, personalize storytelling, and scale counter-disinformation efforts. Campaign Regions: Brazil, India, Africa, US/UK Global Campaign Tactics: International moments + viral content rooted in regional realities.	https://www.canva.com/design/DAGuHfVr6_1/6dPpgz-8_n15qo9xbXjrp/view?utm_content=DAGuHfVr6_1&utm_campaign=designshare&utm_medium=link&utm_source=unquetics&utm_d=76b3e73121
16	Green Transformation and Sustainability Network	Vietnam	Civil society	https://phatrinbenhvuong.net	Son Nguyen	contact@chuyendokan.org	Climate Clarity Fridays	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Green Transformation and Sustainability Network (GXS) is launching "Climate Clarity Fridays", a weekly digital campaign to promote climate information integrity in Vietnam and the wider Southeast Asia region. Every Friday, GXS will release science-based, easily digestible content that clarifies commonly misunderstood climate topics and debunks misinformation in formats tailored for social media (e.g., infographics, short videos, and reels). Targeting youth, educators, content creators, SMEs and the general public, the campaign will unpack complex terms like "net-zero," "carbon credits," "climate justice," and more. It will rely on trusted climate sources (IPCC, UNFCCC, scientific journals) and collaborate with local scientists, fact-checkers, and influencers to ensure accuracy and relevance. The aim is to build public resilience to climate disinformation and nurture a culture of fact-based engagement. As climate narratives online are often distorted or politicized, "Climate Clarity Fridays" will serve as a weekly touchpoint for truth—amplifying voices that are informed, inclusive, and action-oriented. This campaign aligns with the Global Initiative for Information Integrity on Climate Change by promoting trusted climate literacy, enhancing public awareness, and building a shared foundation for informed climate action in the lead-up to COP30.	
19	IPAM - Instituto de Pesquisa Ambiental da Amazônia	Brazil	Civil society	www.ipam.org.br	Bibiana Alcântara Garrido	bibiana.garrido@ipam.org.br	Newsletter "Um Grau e Meio"	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	A newsletter "Um Grau e Meio" está no ar há mais de 3 anos como plataforma informativa especializada em clima e meio ambiente que dissemina informações confiáveis sobre a mudança climática e as soluções para freá-la. É uma produção original do IPAM (Instituto de Pesquisa Ambiental da Amazônia), organização não governamental com 30 anos de atuação em prol da Amazônia e do Cerrado. Porém, apesar de nascer em uma instituição de referência, não se limita a ser um veículo de divulgação institucional: a "Um Grau e Meio" tem conteúdo próprio, também verifica e repercute o que é notícia para o clima no Brasil e no mundo. Oferece aos leitores e leitoras análises exclusivas a partir de dados, entrevistas com especialistas, cientistas e lideranças socioambientais, além de uma curadoria dos principais estudos e debates da agenda climática. Entre os destaques em mais de 50 edições já elaboradas estão entrevistas com personalidades de referência na área ambiental como Thelma Krug, Beto Marubo, Paulo Artaxo e Suelly Araújo, ainda, nomes que marcam a história do IPAM e da ciência ambiental como Ane Alencar e Paulo Moutinho. Há o cuidado de abordar não somente os desafios – como o desmatamento e os incêndios florestais, por exemplo – mas de mostrar os caminhos para a solução. Experiências bem-sucedidas também são relatadas, como iniciativas de pagamentos por serviços ambientais, redes de sementes, ou grupos locais de comunidades preocupadas com a conservação. A newsletter é gratuita com envios quinzenais, às segundas-feiras. A equipe envolvida soma cerca de 10 pessoas, entre jornalistas e estagiários da área de Comunicação do Instituto. O idioma principal é o português, porém, com a facilidade da tradução automatizada, o público reúne pessoas de influência em governos nacionais e estaduais em diversos países, além de representantes de instituições financeiras, universidades e organizações da sociedade civil.	https://ipam.org.br/um-grau-e-meio/newsletter/
22	Wim Vermeulen	Belgium	Private sector	https://wethehopeful.org/	wim vermeulen	helo@wimvermeulen.com	We The Hopeful	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Wethehopeful.org is a climate awareness initiative started by concerned citizens including Wim Vermeulen, Valérie Janssens, and Ben Van Aelsbroeck. It begins from a key insight: science shows there is a silent majority that supports climate action—but remains passive. To speed up our response to the climate crisis, we must activate this majority. Their voice can create the pressure needed to push businesses and politicians to act faster. Wethehopeful.org aims to contribute by translating climate science into clear, relatable stories. At its heart is Louise, a fictional character living through two versions of 2050: one shaped by inaction and crisis, the other by bold, science-based choices. These parallel stories help people grasp both the consequences of delay and the power of change. The initiative is built on a simple belief: hope inspires action, and action inspires hope. By showing what is still possible—and what could go wrong—we aim to replace paralysis with engagement. We believe that clear, human storytelling can bridge the gap between scientific facts and everyday understanding. Wethehopeful.org is not a campaign or movement on its own. But it wants to help awaken the silent majority, turning quiet concern into meaningful momentum.	https://wethehopeful.org/
24	UNHCR / ACNUR	Brazil	International organization	www.acnur.org.br	Miguel Pachioni	pachioni@unhcr.org	Guide and training on climate change and forced displacement of people	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	UNHCR Brazil is implementing a communication and education strategy to strengthen resilience against disinformation and promote information integrity on climate change and human mobility, grounded in 3 pillars: 1. Training Journalists and Students on Climate and Displacement: UNHCR, in partnership with the Sérgio Vieira de Mello Chair (a network of 50 universities in Brazil), is delivering a series of capacity-building workshops for journalism and communication students, as well as practicing journalists to enhance critical reporting skills on climate mobility through a guide of concept and references. 2. "Clima Tenso" Gamified Learning for Schools: To reach younger audiences, UNHCR has developed Clima Tenso, an educational card game designed to be used in public schools. The game promotes awareness of the links between climate change, displacement, and information integrity by simulating real-world situations where players must discuss the impacts of climate change in people mobility, and collaboratively find solutions for local issues. The game has contributed to student engagement and curriculum innovation. 3. Training Refugees as Digital Literacy Agents: UNHCR is also equipping refugees – especially members of refugee-led organizations – with skills to act as critical analysts of online content. The training focuses on how to identify, verify, and respond to climate- and displacement-related disinformation circulating on social media. Participants are introduced to media literacy tools and participate in simulation exercises that help them navigate rumors and hate speech targeting refugees and migrants in environmental contexts. This approach not only enhances digital resilience, but also empowers communities to be part of the solution in countering harmful narratives. Through these actions, UNHCR Brazil seeks to build a network of informed, proactive voices capable of promoting inclusive, rights-based narratives around climate change and human mobility.	The main references are publicly available through the following links: https://www.acnur.org/pt/o-que-fazemos/temas-especificos/mudancas-climaticas-e-deslocamento and https://www.unhcr.org/what-we-do/build-better-futures/climate-change-and-displacement

29	Cristiana Losekann	Brazil	Academia	www.lapaib.com	Cristiana Losekann	cristianalosekann@gmail.com	"Guide to Legal Advocacy for the Integrity of Climate Information"	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The "Guide to Legal Advocacy for the Integrity of Climate Information" is an initiative of the Environmental Policy and Justice Research Laboratory (LAPAJ), the Institute Democracia em Xeque (DX), Conectas Human Rights, the Consumer Defense Institute (IDEC) and the Mining Observatory, with support from the Network of Partners for the Integrity of Information on Climate Change, the National Association of Public Defenders (ANADEP) and the Association of Public Defenders of the State of Espírito Santo (ADERES). Its central objective is to bring together, in a single, accessible document, a set of concepts, discussions, strategies and recommended actions for legal practitioners. The Guide serves both as a tool to draw the legal community's attention to the issue and to propose practical steps should they encounter instances of climate misinformation.	The guide's content is currently in its finalization phase, and the fully designed materials are not yet available. I am including here the preliminary version of the text. https://docs.google.com/document/d/1mW23KmOK6dWgZaAq3mV7LQd4808WdPWjgOxHtRpw/edit?usp=sharing
31	Universidade Veiga de Almeida - UVA	Brazil	Academia	www.uva.br	Viviane Japiassi Viana	viviane.viana@uva.br	VERDE – Verdade, Educação e Resiliência Diante das Emergências Climáticas (VERDE: Veracity, Education, and Resilience for Dealing with Environmental Emergencies)	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	O VERDE – Verdade, Educação e Resiliência Diante das Emergências Climáticas é um repositório colaborativo da Universidade Veiga de Almeida com recursos educacionais abertos, ferramentas e materiais, voltado a professores da rede pública e educadores populares, gestores públicos e sociedade para compreensão de conceitos e práticas relacionados às mudanças climáticas e para fortalecer a resiliência contra a desinformação climática. O repositório é alimentado a partir das iniciativas realizadas na Universidade Veiga de Almeida que contribuem direta ou transversalmente para combater fake news e divulgar informações científicas, recursos e estratégias de ação climática para a sociedade. A coordenação do Projeto é do Núcleo de Inovação Tecnológica e Pedagógica em parceria com o Mestrado Profissional em Ciências do Meio Ambiente da UVA. VERDE – Veracity, Education, and Resilience in the Face of Climate Emergencies is a collaborative repository developed by Veiga de Almeida University. It provides open educational resources, tools, and materials aimed at public school teachers, community educators, public managers, and the general public, to support the understanding of climate change concepts and practices and to strengthen resilience against climate disinformation. The repository is continuously enriched by initiatives carried out at Veiga de Almeida University that directly or indirectly contribute to combating fake news and disseminating scientific information, resources, and climate action strategies to society. The project is coordinated by the Center for Technological and Pedagogical Innovation (NITEP) in partnership with the Professional Master's Program in Environmental Sciences at UVA.	https://observatorio.veigadealmeida.edu.br/verde/
37	Met Office	UK	Government	www.metoffice.gov.uk	Hayley Jones	hayley.jones@metoffice.gov.uk	Climate literacy campaign	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	As part of wider communications strategies to help tackle climate dis-, mis- and mal-information, the Met Office ran a pilot climate literacy campaign from February to March 2025 with plans to continue and develop this campaign during 2025. A series of short, engaging videos were developed for social media channels – these were aimed at target demographics susceptible to climate disinformation. The videos cover topics around which disinformation often spreads including climate variability, historical climate change, and severe weather and climate change - an example can be viewed here https://www.youtube.com/shorts/DwO08M6m0rc . The videos are designed to support better understanding of climate change and scientific evidence in order to increase resilience to disinformation. Taking a behaviour change approach, we aimed to improve 'capability' by improving knowledge, provide greater 'opportunity' to see authoritative and accurate information by sharing content with a targeted audience on channels they already use, and reduce 'motivation' to share misinformation through increased exposure to accurate information. With a limited budget for a short period of time, the pilot campaign videos were viewed over 2 million times. An ongoing campaign will include videos on additional topics. We are also considering how we might be able to use additional trusted voices to amplify and support this campaign.	
38	Met Office	UK	Government	www.metoffice.gov.uk	Hayley Jones	hayley.jones@metoffice.gov.uk	Communications toolkit for scientists	Supporting the protection of environmental journalists, activists, communicators and scientists	Recognising the challenges that climate communications can present for individuals, the Met Office worked with the Royal Meteorological Society to develop a resource aimed at scientists. 'Science Communication - Opportunities and Challenges: A Toolkit for Scientists' is designed to equip weather and climate scientists with the knowledge and strategies needed to effectively navigate the challenges of public engagement while sharing their research confidently. The toolkit covers several key areas: •Practical strategies for managing harassment and maintaining online safety. •Best practices for engaging with the media and using social media platforms effectively. •Tips for countering misinformation and disinformation to uphold the integrity of scientific communication. •Mental health resources to cope with the stress and anxiety associated with public engagement. •Case studies from fellow scientists that illustrate the challenges and rewards of science communication. This resource is publicly available - https://www.rmets.org/science-communication-opportunities-and-challenges-toolkit-scientists - and includes case studies from scientists.	
39	Met Office	UK	Government	www.metoffice.gov.uk	Hayley Jones	hayley.jones@metoffice.gov.uk	Countering Climate Misinformation Network	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	In July 2025, the Met Office launched a new Countering Climate Misinformation Network. We invited communications colleagues along with behavioural and social scientists from across UK government and our academic partners to join the network. Key objectives of the network are to: •Collaboratively combat climate misinformation to increase trust in climate science. •Protect the reputation of individual organisations and the climate science community collectively. Following an initial kick-off meeting, it is the intention that the Network will provide opportunities to share insights and best practice, discuss trends and co-develop approaches and campaigns. Coordinated support and advocacy could also be used to support each other and tackle immediate issues. It is anticipated that guest speakers such as climate scientists, media partners and fact checking organisations will be invited to provide insights.	
40	Juhi Jain	Kenya	Academia	https://busara.global/	Juhi Jain	juhi.jain@busara.global	Countering Climate Disinformation Through Behavioral Science in the Global South	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	Disinformation is increasingly recognized as a major barrier to effective climate action, particularly in low- and lower-middle-income countries (LMICs), where climate impacts are severe and trust in institutions is fragile. This is further compounded by research showing that disinformation is often financed and spread through sophisticated networks, disproportionately affecting vulnerable communities (UNESCO, 2023). Yet, behavioral drivers behind the spread and belief in false climate narratives, especially in LMICs, remain poorly understood. To build truly climate-resilient societies, we must go beyond technical solutions. Our approach to filling this gap is to identify psychological, social, and contextual factors shaping how youth and indigenous communities in LMICs perceive, evaluate, and respond to climate-related disinformation. We will map disinformation ecosystems, analyze financing and dissemination mechanisms, and utilize behavioral mechanisms to understand the belief in and sharing of false climate narratives. By the end of the project, we aim to generate evidence-based insights into how climate disinformation spreads, identifying the behavioral and structural drivers that shape the belief, understanding, and sharing of climate disinformation. These insights will lay the foundation for context-responsive strategies that policymakers, civil society actors, and communicators can use to proactively counter false narratives and strengthen information ecosystems. Busara is specially equipped to derive this outcome with our deep expertise in behavioral science, experience in fragile and low-trust contexts, and strong networks across the Global South. As a mission-driven research organization, we are uniquely positioned to co-create grounded, scalable, and science-based strategies that protect the integrity of climate information and empower evidence-based climate action.	https://www.ehpa.org/resource/busara-groundwork-report
49	United Nations Human Settlements Programme (UN-Habitat)	Kenya	International organization	https://unhabitat.org/	Lova Jansson	lova.jansson@un.org	Speerheading the conversation: Strategic approaches to climate change communication for local leaders	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	This publication – Speerheading the Conversation: Strategic Approaches to Climate Change Communication for Local Leaders – is a practical guide designed to help local government leaders – such as mayors, city managers, and traditional leaders – effectively address climate change mis- and disinformation through strategic communication. Recognizing that local leaders play a vital role in their communities' wellbeing, the document emphasizes that climate change is an urgent, cross-cutting challenge that affects all aspects of urban development – from health and housing to infrastructure and economic growth. The guide underscores the importance of clear, targeted communication in fostering public understanding of climate risks, empowering communities, and driving sustainable behaviour. It highlights how misinformation, scientific jargon, fear-based messaging, and distant framing have historically undermined effective climate discourse. Instead, the publication encourages leaders to frame climate action as an opportunity to advance their broader goals – such as economic development, social inclusion, and resilience building. By drawing on global case studies and the insights of leaders from 12 countries – particularly from the Global South – the document provides tailored, actionable strategies to combat denial, disinformation and inaction. It advises leaders on how to engage citizens across various platforms – including speeches, social media, and public consultations – while promoting optimism, trust, and community partnerships. Ultimately, this resource empowers local leaders to use strategic communication as a tool to counter climate misinformation, mobilize support for climate action, and create healthier, more resilient cities.	https://pubs.unhabitat.org/wp-content/uploads/2025/02/Climate-change-communication-for-local-leaders-Full-publication.pdf

51	Diários do Clima	Brazil	Civil society	https://diariosdoclima.org.br/	Stefano Wroblewski	stefano@infoamazonia.org	Opening the Diários do Clima toolbox: methods, data and practical guide to verify and monitor municipal environmental policies	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	A 90-minute "show & tell" workshop designed for specialized audiences—data journalists, civil society organizations, researchers, and public servants—interested in adopting open standards, methods, and infrastructure to strengthen the integrity of climate information at the local level. The session presents, from start to finish, how Diários do Clima operates to collect, clean, classify, and publish municipal regulatory acts in a machine-readable and human-traceable format. With Diários do Clima, it is no longer necessary to open official municipal gazettes one by one to read their content and search for relevant information. Instead, it is now possible to register alerts on relevant topics published in hundreds of cities. The acts collected by Diários do Clima are related to environmental and climate issues. The tool transforms a complex and highly technical flow into something that other newsrooms, laboratories, and monitoring initiatives can research with. The workshop also explains how this framework can be applied directly to combat misinformation and regulatory greenwashing: we present a mini-playbook for checking official claims against what is published in municipal journals, identifying regulatory gaps, detecting recurring semantic manipulations, and communicating uncertainties responsibly. To ensure immediate adoption, we provide examples and ready-made queries, enabling participants to leave with concrete methods for integrating the tool into their routines. The proposal aims to offer a verifiable and replicable method that enhances the capacity of journalists, researchers, and civil society to monitor municipal climate policies, reduce informational noise, and foster a more honest public debate on environmental issues. Diários do Clima is maintained by six civil society organizations working with environmental journalism and open data: #Colabora, Eco Nordeste, Envolverde, InfoAmazonia, [o]Jeco, and Open Knowledge Brasil.	
53	Badvertising	United Kingdom	Civil society	www.badverts.org	Veronica Wignall	veronica@adfreeties.org.uk	Fossil fuel Advertising and Sponsorship Bans	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	'Badvertising' is a UK-based campaign to stop adverts and sponsorships fuelling the climate emergency. This includes those for SUVs, airlines, airports and fossil fuels. Badvertising is a project of the New Weather Institute, and works closely with Adfree Cities. Badvertising works with a growing number of UK councils to introduce Low Carbon Advertising and Sponsorship Policies. These aim to stop disinformation at source while supporting climate, health and clean air policies. Edinburgh: https://www.badverts.org/latest/edinburgh-introduces-landmark-ban-on-advertisements-for-fossil-fuels-and-arms-manufacturers Sheffield: https://www.badverts.org/latest/sheffield-kicks-out-polluting-ads-in-groundbreaking-new-policy Badvertising produces resources including legal advice, toolkits and direct advice. We share learnings with international organisations such as Reclaim Fossilfuel and Resistance A L'Agression Publicitaire. Our aim is that the UK government adopts 'tobacco-style' legislation banning all advertising and sponsorship for fossil fuel companies and other major polluters. We mobilise grassroots activists, health professionals, athletes and policymakers towards this goal. Spain and France have taken some steps towards this; Badvertising has just supported UK MPs taking part in a parliamentary debate on a fossil fuel advertising and sponsorship ban. "Clean advertising" cannot outgun the marketing resources of polluters. High-carbon advertising is blocking sustainable behaviour change and pushing up emissions, as well as undermining the integrity of climate-related information. Sponsorship arrangements between polluters and sports and cultural institutions also buy social license and political influence, distorting democracy and obstructing climate action. "We recommend fossil fuel advertising and sponsorship bans as a priority action for information integrity, with major co-benefits of preventing the extreme climate harms caused by polluter marketing."	https://static1.squarespace.com/static/5eb0080238e863d04911b519/v888a0857369c3646f646711/175348298790/Local+Policymakers+Toolkit+Badvertising+10.pdf
57	IUCN	Switzerland (HQ)	International organization	IUCN.org	Anique Hillbrand	anique.hillbrand@iucn.org	The Bonn Challenge: A Pathway for Climate Action	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	We propose that the Bonn Challenge—the global initiative to restore 350 million hectares of degraded land by 2030—become an official contributor to the COP30 Action Agenda on Information Integrity. The restoration of ecosystems is a proven, nature-based climate solution, yet it is increasingly subject to misinformation, greenwashing, and public skepticism. The initiative started in 2011 and brings various actors and nature-based solutions together, monitored with scientific evidence. By integrating the Bonn Challenge into the Action Agenda, we aim to promote fact-based communication, increase public trust in forest landscape restoration (FLR), and counter narratives that distort or undermine its impact. This proposal, titled "Restoring Truth: Promoting Information Integrity through the Bonn Challenge", seeks to strengthen climate communication around restoration efforts through key actions: 1. Restoration Barometer – support and the digital platform showcasing verified restoration data, case studies 2. Accelerating implementations by new country pledges and attracting new finance 3. Restoring Truth Campaign – a multilingual social media campaign for COP30 spotlighting restoration stories from Bonn Challenge countries. With participation from key partners such as IUCN, WRI, Initiative 20x20, and AFR100, and Germany the initiative will reinforce the scientific credibility of restoration, center voices from the Global South, and ensure that FLR remains a trusted and central solution in global climate discourse.	https://iucn.org/sharepoint.com/f:/iucn/personal/hillbranda_iucn.org/1241210_hu8rlmCYvUjOKocBqM1E21TafvfuW0HxR3G7eocHGa67 https://www.bonchallenge.org/about https://restorationbarometer.org/
60	Infoverde Sustentabilidade	Brazil	Civil society	@infoverdesustentabilidade	Daniela Ribeiro	infoverde.sustentabilidade@gmail.com	Plataforma de conteúdos sobre meio ambiente e sustentabilidade para informar, inspirar e conectar pessoas	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Infoverde Sustentabilidade - Plataforma dedicada a trazer informações e conteúdos sobre meio ambiente e sustentabilidade. Em nossas mídias realizamos uma combinação de produção de conteúdo autoral e curadoria de materiais relevantes, selecionando cuidadosamente conteúdos de fontes confiáveis. Despertar a atenção para o tema e ampliar o alcance dessas pautas é um dos caminhos possíveis e nosso principal pilar.	https://www.infoverde.com.br/
61	REPROTAI - Rede de Protagonistas em Ação de Itapagipe	Brazil	Civil society	@reprotai	Tatiane dos Anjos Mattos	tatiame_18_2006@yahoo.com.br	Juventudes e Mudanças Climáticas	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Nome da Ação: Juventudes e Mudanças Climáticas Organização Responsável: REPROTAI - Rede de Protagonistas em Ação de Itapagipe Local de Atuação: Salvador, Bahia, Uruguai Período: De 05 a 10 de Setembro de 2025 Objetivo: Conscientizar a população a lutar pelas mudanças climáticas. Descrição da Ação: A ação propõe realizar formações em comunicação popular sobre mudanças climáticas, abordando também o tema do racismo ambiental. Serão realizadas oficinas educativas em escolas da Periferia de Itapagipe com crianças, adolescentes e jovens, utilizando metodologias participativas e linguagem acessível para conectar o debate climático com as realidades vividas nos territórios periféricos. A produção de conteúdos audiovisuais pelos próprios participantes será incentivada como forma de combater a desinformação e ampliar a voz das juventudes frente à crise climática. Público-Alvo: Crianças, adolescentes e jovens Parcerias Confirmadas: Escola Santa Luzia Instituto de Mulheres Negras Luiza Mahin CAMMPI Casa de Oração Mariasinha Centro de Arte e Meio Ambiente Escola Comunitária Luiza Mahin CESE Responsável pela Proposta:	

72	amazonia no ar	brasil	Private sector	https://amazonianoar.com.br/	Mariana Topiassu cardoso	marytopiassu@gmail.com	O Jornalismo em Defesa da Amazônia	Supporting the protection of environmental journalists, activists, communicators and scientists	Amazônia no Ar é uma plataforma jornalística independente comprometida com a defesa socioambiental da Amazônia. Atuamos com base em um princípio fundamental: amplificar as vozes que protegem a floresta e expor as ameaças que a colocam em risco. Nosso trabalho se estrutura em três eixos principais: a produção de conteúdo jornalístico acessível e embasado; a denúncia de violações contra defensores da Amazônia; e o fortalecimento da segurança de jornalistas, comunicadores populares, ativistas e cientistas ambientais que atuam na região. Diante do aumento da violência, da criminalização e da desinformação que cercam os temas amazônicos, "Amazônia no Ar" se posiciona como um espaço de resistência, visibilidade e cuidado. Trabalhamos lado a lado com comunidades indígenas, quilombolas, ribeirinhas, movimentos sociais e centros de pesquisa para traduzir dados em narrativas potentes, que combinem rigor jornalístico e sensibilidade cultural. Acreditamos que comunicar a Amazônia vai além de informar: é proteger quem a defende. Por isso, apoiamos redes de proteção para jornalistas ameaçados, promovemos a visibilidade de cientistas ambientais em risco e denunciamos violações de direitos humanos e ambientais em instâncias nacionais e internacionais. Buscamos também fortalecer a formação de jovens comunicadores na Amazônia, estimulando uma cobertura local mais justa, diversa e comprometida com a verdade. Integrar um time de veículos da ONU representa uma oportunidade estratégica para potencializar essas ações, trocar experiências com outras iniciativas globais e construir alianças que fortaleçam a democracia, os direitos humanos e o jornalismo ambiental em uma das regiões mais estratégicas do planeta.	https://www.instagram.com/foamamazonia/
73	Casa de Abelia	Brasil	Private sector	https://www.instagram.com/gincansocouibeto/	Gaia Maria Magalhães Peito	gaia maria@gaiamaria.com.br	Gincana Ecolocultural: Mobilização educativa pela verdade climática nas escolas e comunidades.	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	A Gincana Ecolocultural é uma iniciativa brasileira de educação climática e mobilização comunitária que transforma escolas públicas em centros vivos de conscientização ambiental e combate à desinformação sobre mudanças climáticas. Realizada ao longo de três meses, a ação envolve milhares de crianças, professores, famílias e catadores de materiais recicláveis em desafios gamificados e oficinas educativas que promovem a integridade da informação climática de forma lúdica, acessível e prática. Através da coleta seletiva, os alunos aprendem na prática conceitos como consumo consciente, economia circular e impactos das mudanças climáticas. Ao longo da Gincana, mais de 24 toneladas de resíduos sólidos foram recolhidos por 37 escolas participantes. O material coletado foi destinado a famílias de catadores locais para geração de renda, fortalecendo a economia circular e criando um elo direto entre educação e ação social. Outro eixo central do projeto é a produção audiovisual feita pelos próprios alunos, com apoio técnico. Os vídeos abordam os Objetivos de Desenvolvimento Sustentável (ODS), especialmente o ODS 13 – Ação contra a mudança global do clima – e são ferramentas de comunicação sobre o clima, com linguagem simples, verdade científica e vozes confiáveis. Com base em dados, participação cidadã e engajamento multigeracional, a Gincana Ecolocultural contribui diretamente para fortalecer uma cultura de integridade da informação sobre o clima e pode ser replicada em diferentes contextos sociais e territoriais.	https://drive.google.com/file/d/1B2tN_hlCM6mAMGaQKXWBl8SuqM/view?usp=drive-link
74	WHAT TO FIX	Netherlands	Civil society	whattofix.tech	Victoire Rio	victoire@whattofix.tech	Meta's Partner Publisher Archive	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	WHAT TO FIX (whattofix.tech) has consolidated a global archive of all of the Facebook and Instagram accounts that have been part of Meta's revenue redistribution programs since 2019. This unique archive is about to be launched as a public website (monetization.wtf), allowing anyone to query the monetization status of a given account. By exposing who made money from Meta, the archive provides the receipts showing how Facebook and Instagram have been incentivizing and financing widespread climate disinformation – as well as fueling the industrial (ab)use of generative AI, with major environmental implications. WHAT TO FIX (WTF) exemplifies the vision of paragraph 35(e) of the UN Global Digital Compact by systematically collecting, analyzing, and openly sharing cases that reveal the real-world risks of social media platforms. As a non-profit dedicated to tech policy and accountability, WTF has built a unique evidence base, including multi-year analyses of the Meta Publisher Archive and original investigations into social media monetization models. This shows how platform design and financial incentives offered to lead actor-publishers can fuel the spread of mis- and disinformation – directly impacting the global conversation on information integrity. Through reports, policy briefs, and public datasets, WTF makes these findings freely available to governments, civil society, academia, and industry. In doing so, it fulfills the Compact's call to "exchange and make publicly available best practices" in ways that are both technically rigorous and policy-relevant. Its outputs – such as its June 2025 report on Meta's possible EU sanctions violations through ties to Russia Today and Sputnik, and its 2025 Social Media Monetization report – turn complex technical realities into actionable insights that support informed regulation, platform governance, and public awareness. WTF's approach is multi-stakeholder: it engages regulators, journalists, lawyers, researchers, and advocacy networks, ensuring shared knowledge is not just archived but actively shapes decision-making. Its focus on transparency, systemic risk mapping, and open dissemination of findings makes it a global leader in building the evidence base that paragraph 35(e) envisions. In a world where digital governance debates are shaped by incomplete data or platform-controlled narratives, WTF provides transparency and a tool that forces reshaping of platform policies. Showcasing WTF's work globally would amplify a proven model for integrity, accountability, and cooperation in the digital era.	https://drive.google.com/file/d/1CpDhViccENikMqNzS03yQZ3HtCqMf/view?usp=sharing
75	Vert le média	France	Private sector	https://vert.eco	Coline Vigot	business@vert.eco	"Chaleurs actuelles" – Investigating Climate Misinformation	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The ecological transition cannot succeed without a healthy democracy and access to trustworthy information. Yet today, public debate is saturated with misinformation, greenwashing, and climate-skeptical narratives – delaying the urgent transformations we need. In response, Vert, a 100% independent French media outlet dedicated to making environmental issues understandable and engaging, launched "Chaleurs Actuelles" in January 2025. This new editorial section and monthly newsletter investigates climate misinformation and the role of far-right discourse in undermining ecological action. Its mission is to make the systemic issues of the climate crisis accessible and equip citizens, policymakers, and changemakers with reliable tools to understand, debate, and act. We have already: - Published investigations on the spread of anti-environmental rhetoric, including on former French minister François De Rugy and the rapid diffusion of false climate information across mainstream media. - Partnered with other media such as StreetPress, and civil society groups like QuotaClimat, Data for Good, and the Sphera media network, to amplify impact. Chaleurs Actuelles has proven our ability to tackle complex, politically sensitive topics with journalistic rigor and pedagogical clarity – without falling into militant postures. Looking ahead, we aim to expand the project's reach and impact by: - Publishing more investigations into climate misinformation, lobbying, and false solutions. - Making scientific knowledge more accessible through clear, engaging formats. - Developing new content – especially videos and podcasts – to reach broader and more vulnerable audiences, including youth and underserved communities. Through this work, Vert contributes to a more informed, resilient, and democratic public conversation around climate change – both in France and across borders.	https://drive.google.com/drive/folders/1dCw967m6tNtG5VrVvZ16AF3420kaZ3?usp=sharing
76	Portal EcoDebate	Brazil	Private sector	https://www.ecodebate.com.br/	Henrique Cortez	henriquetcortez@ecodebate.com.br	Maintaining our ongoing agenda on climate change. Currently, it is the largest repository of research materials in Brazil. TAG: https://www.ecodebate.com.br/tag/mudanca-climatica/	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The online magazine EcoDebate, ISSN 2446-9394, is a non-profit project developed to share socio-environmental information. The content is selected and published with a focus on social movements and is designed to be a tool for encouraging knowledge and reflection through news, information, opinion pieces, and technical articles, always discussing citizenship and the environment in a cross-cutting and analytical manner. We firmly believe in the socialization of socio-environmental information, which is why access to the daily content and the database of articles and materials is free, helping our readers build their own knowledge and critical awareness of reality. EcoDebate content is "Copyleft" and may be copied, reproduced, and/or distributed. EcoDebate has the most extensive journalistic coverage of climate change in Brazil, with nearly 3,500 articles published and available since August 2005. Ninety percent of the articles cover the most recent scientific research on the topic. All published content is available under the tag: https://www.ecodebate.com.br/tag/mudancas-climaticas/	https://www.ecodebate.com.br/tag/mudancas-climaticas/
81	Instituto Guerreiros da Saúde	Brazil	Civil society	https://institutoguerroidesdaude.com.br/	Rosemilda Eva de Lima Rocha	institutoguerroidesdaude@igal.com	Guardiãs do Futuro – A Última Chance Brasil que Resiste / Guardians of the Future – The Last Chance Brazil that Resists	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	projeto Guardiãs do Futuro – A Última Chance Brasil que Resiste é uma mobilização liderada por mulheres já em andamento, com rodas de escuta e ações em territórios vulneráveis. Nosso objetivo é combater a desinformação climática, levando informação confiável, educação ambiental e mobilização comunitária. Atuamos com rodas de conversa, plantio de árvores e produção de conteúdo, conectando comunidades e influenciando decisões para garantir a sobrevivência das próximas gerações. Como parte da nossa visão de longo prazo, buscamos a construção de Centros Climáticos Populares para educação, engajamento e articulação em defesa do meio ambiente. The Guardians of the Future – The Last Chance Brazil that Resists project is a women-led mobilization already in progress, with listening circles and actions in vulnerable territories. Our goal is to combat climate disinformation by delivering reliable information, environmental education, and community mobilization. We operate through discussion circles, tree planting, and content production, connecting communities and influencing decisions to ensure the survival of future generations. As part of our long-term vision, we aim to establish Popular Climate Centers for education, engagement, and advocacy in defense of the environment.	https://drive.google.com/file/d/1MxxKhVysmgG8Ct98mV7JuiBP81PKx/view?usp=sharing

93	SUPSI	Switzerland	Academia	https://meta.wikimedia.org/wiki/Visualizing_sustainability_and_climate_change_on_Wikipedia	Iolanda Pensa	iolanda.pensa@supsi.ch	Visual Analytics for Sustainability and Climate Change: Assessing online open content on Wikipedia and supporting community engagement	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	"Visual Analytics for Sustainability and Climate Change: Assessing online open content on Wikipedia and supporting community engagement" is a tool and an applied research project aimed at identifying and visualising knowledge gaps related to sustainability and climate change on Wikipedia. The project helps measure these knowledge gaps, supports communities in improving content on this important topic, facilitates collaboration among multilingual communities and strengthens the capacity of Wikipedia contributors to document and share information on sustainability and climate change. In practice, in collaboration with Wikimedia projects focused on sustainability and climate change, the initiative produces a visual tool that allows users to evaluate and monitor the quality and quantity of articles related to sustainability and climate change on Wikipedia across different languages. The tool developed can be further applied to any topic and set of Wikipedia articles, starting from Wikidata. A prototype designed for articles related to the Italian and Uruguayan school system is already accessible on https://twiki-scuola-italiana.toolforge.org/?lang=en and https://wikicurricula.wikimedistas.uy/ The project (2025-2029) is led by the Institute of Design at SUPSI. In collaboration with Wiki Education Foundation, Wikimedistas de Uruguay, Wiki in Africa and Open Climate Campaign, with the endorsement of Wikimedia Italia and supported by the SNSF (10.003.183). Research team: Iolanda Pensa (concept and principal investigator), Giovanni Profeta (coordinator and designer), Chiara Somajni, Florence Devouard, Sage Ross, Nicole Schwitter, Cristian Scapozza and Florian Maximilian Meier.	https://meta.wikimedia.org/wiki/Visualizing_sustainability_and_climate_change_on_Wikipedia
96	Wikimedia Australia	Australia	Civil society	https://wikimedia.org.au/	Belinda Spry	belinda.spry@wikimedia.org.au	Environment Protection Agency (EPA) Wikimedia in Residence	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Wikimedia Australia supported Olivia, a Wikipedia in Residence for three months at the Environment Protection Agency in Victoria (Australia). Using her legal background and international experience in environmental law Olivia spent approximately 3 months accessing the EPA records on environmental matters to provide up to date information on Wikipedia. The focus was scientific information on Australian environmental challenges, the monitoring and promotion of environment quality and environmental protections. Olivia also ran a short training and information session with EPA staff to encourage them to become Wikipedia editors and add scientific information about the environment and climate change. Overall 23 new articles were created, 38,000 words were added to various articles, 35 images uploaded and 277 scientific references added, to relevant Wikipedia articles, which are all publicly available for reading and reuse. These included articles on the Australian plastic recycling program REDcycle, waste management and dump sites, environmental duty/taxes, and some lists of environmental issues. So far the articles have been accessed or read 272,000 times by Australians and international audiences online.	https://wikimedia.org.au/wiki/EPA_Wikimedian_in_Residence
98	Skeptical Science	USA	International organization	https://skepticalscience.com	Baerbel Winkler	baerbelw@skepticalscience.com	Providing resources to give facts a fighting chance against climate mis- and disinformation	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Skeptical Science (SAS) is an international website and non-profit science education organization (formally a 501(c)(3) educational charity) founded by John Cook in 2002. The main purpose of the website is to debunk misconceptions and misinformation about human-caused climate change and climate solutions, featuring 250 rebuttals of climate myths. The website is maintained by a team of academics and volunteers from around the globe who actively contribute to published research. The SAS rebuttals are written at multiple levels, offering basic, intermediate, and advanced versions. They tackle common misconceptions about climate change such as "global warming is not happening", "it's not caused by human activity", "Climate impacts are not bad", and "Climate solutions are too hard". The rebuttals receive most of the website's traffic, with some individual rebuttals viewed more than 20,000 times per month. They are listed by popularity, fixed numbers (for ease of reference), or taxonomic categories for ease of access. The Debunking Handbook 2020 (available in 20 languages for free download) provides expert advice on how to effectively debunk false claims. The Conspiracy Theory Handbook (available in 20 languages for free download) introduces the mnemonic CONSPIR to remember the key traits of conspiracy theories and helps with identifying and responding to conspiratorial thinking. The Consensus Handbook (available in 3 languages for free download) addresses misinformation about the scientific consensus. Skeptical Science also promotes critical thinking tools. With the help of the FLICC framework you can more easily recognize mis- and disinformation techniques used in science misinformation. FLICC is a mnemonic for the main techniques employed: fake experts, logical fallacies, impossible expectations, cherry picking, and conspiracy theories.	https://skepticalscience.com/docs/COCP90-Call-to-Action-References-SkepticalScience.pdf
100	ACT Climate Labs	United Kingdom	International organization	https://www.actclimate.org/	Jake Dubbins	jake.dubbins@mediabounty.co.uk	ACT Climate Labs: Our approach and impact	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	From the streets of Birmingham to rural Brazil, ACT Climate Labs works where climate debates are fiercest, and trust is fragile. When people hear about climate change in a way they trust – from a neighbour, a local paper, a familiar voice on the radio – they listen. We work where climate policy is under attack, uniting global advertising expertise with climate insight to strengthen information integrity. We focus on the "Persuadables" – open to change but susceptible to false facts and stories – reaching them through voices and platforms they already rely on, and framing climate action in ways that reflect their values and identity. Across Europe, Brazil, and the UK, we monitor emerging threats to climate truth and respond fast with credible, reliable messages. In the UK, significant misunderstanding exists around the transition to low carbon energy and understanding of the challenges associated with gas was low. Using trusted media, we created an engaging campaign that shared a simple fact: "No matter how much we drill, it won't lower bills." 74% heard this for the first time, agreement that gas dependence harms the UK rose 47%, and the likelihood of exploring renewable energy more than doubled. In Birmingham, UK, low-emission traffic measures faced fierce backlash, fuelled by claims they were unfair and harmful. Reliable local people highlighted the benefits of cleaner, safer streets. Support for "Neighbourhoods should be for people, not cars" rose 40%, and residents increased public transport use. In Northeast Brazil, we are developing a campaign to counter false claims about offshore wind by working with respected community voices to connect clean energy to regional pride, livelihoods, and environmental stewardship. We prove that when climate action is voiced by trusted messengers and grounded in shared identity, it can counter misunderstandings, strengthen resilience, and support climate action – even in the most contested spaces.	https://drive.google.com/file/d/16u6UeUy42zw4W5F9v1J6QLOFJg2y/view?usp=sharing
101	CUFA - Central Única Das Favelas	Brazil	Civil society	https://cufa.org.br/	Lucas Henrique	lucashenriqueff@gmail.com	F30 - Favela 30	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The F30 - Favela 30, World Forum of Favelas on Climate, emerges as a groundbreaking and historic initiative by placing favelas and peripheral territories at the center of the global climate debate, within the COP30 agenda, to be held in Brazil. The proposal is based on the recognition that these communities, historically excluded from sustainability discussions, are precisely the most vulnerable to the impacts of climate change, such as floods, droughts, and heat waves. The initiative, led by CUFA (Central Única das Favelas), aims to democratize the climate debate through lectures, meetings, reports, and conferences, gathering perceptions and proposals directly from favelas. In Brazil, the preliminary discussions will take place within the Expo Favela Innovation, while in the more than 60 countries where CUFA is present, national conferences will also be held, with reports integrated into a final document to be presented at the F30 Forum, in Pará, alongside COP30. The project is structured around COP30's six main pillars: emissions reduction, climate change adaptation, climate financing, renewable energy, biodiversity preservation, and climate justice. Its goal is not only to discuss environmental solutions but to ensure that they address the reality of peripheral communities, where access to basic resources in times of crisis is more limited. CUFA already has a strong track record of responding to emergencies, with initiatives such as S.O.S Rio Grande do Sul, support for the Yanomami people, and other mobilizations that raised over R\$ 870 million and distributed more than 50 thousand tons of food in recent years. This experience reinforces its legitimacy in leading Favela 30. The Forum will bring together community leaders, experts, and activists, presenting a global favelas report on climate, sustainability, and socio-environmental justice, becoming an unprecedented reference for peripheral protagonism in the global arena.	https://drive.google.com/file/d/16u6UeUy42zw4W5F9v1J6QLOFJg2y/view?usp=sharing
102	Transparency International	Global	Civil society	https://www.transparency.org/en/	Aran Suba	asuba@transparency.org	Addressing undue influence of big polluters spreading misinformation in climate talks	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Information integrity in climate negotiations is compromised by the undue influence of fossil fuel and other high polluting industry in global climate talks. Their participation in national delegations, observers, host country COP Presidencies at COPs undermine the effectiveness and legitimacy of climate talks - and dilute the integrity of information on climate change, as they promote misinformation to advance their interests. See for example evidence on this here: https://www.climatechangenews.com/2025/06/20/how-sophisticated-climate-misinformation-gets-to-the-heart-of-power/ Transparency International has been conducting research and has been calling for specific policies and measures to address the undue influence of big polluters in UNFCCC and COPs. These measures, if adopted, would also help safeguard information integrity in climate change. In the action, we would present this problem based on our research and the policy recommendations and measures we propose for addressing them - improving climate information integrity.	https://drive.google.com/file/d/1Y5C9Wu6mvrTLoHwR6G2ax8Hk3uPbG/view?usp=sharing
103	La Ruta del Clima	Costa Rica	Civil society	https://larutadelclima.org/	Adrián Martínez Blanco	adrian.martinez@larutadelclima.org	La Ruta del Clima Podcast	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	La Ruta del Clima podcast is an initiative that explores the most relevant issues in climate governance. It is a platform that shares the views of climate activists and politicians from across the region on climate action and human rights. Through this initiative information is being shared in a transparent way from different community and activists perspective. The podcast also serves as a space for knowledge sharing and promoting information integrity while ensuring that different perspectives from different parts of the world get a platform to be heard and ensure that global south countries get to share their experiences regarding climate change effects and the research being made in this region. The podcast also seeks to unify the community's perspectives while strengthening their capacities to address climate impacts. The work of the organization goes beyond looking to compare and analyze the information shared during the podcast, it also looks for a way that all this information can be used by communities to demand their rights and take action, and also take this information to draw attention of international climate negotiators at the UNFCCC to make decision based on facts, rights and people's needs.	https://open.spotify.com/show/358vxtYQCOPBgd5vUGd7si-i9d39a1ae4bc74547

105	Lucy von Sturmer	Netherlands	Civil society	https://www.creativesforclimate.co/	Lucy von Sturmer	lucy@creativesforclimate.co	Creatives for Climate Movement	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Creatives for Climate is the world's largest network of creative professionals dedicated to climate action, uniting 6,000+ members across 90+ countries and a growing alliance of ethical agencies. Founded in 2015, and recognized by the UN High Level Champions Race to Zero, we work to reverse the creative industry's role in enabling disinformation and mobilize a trusted global network to confront it. Achievements: - Built an "insider movement" of 6000+ change agents in 90 countries shifting client portfolios away from polluters, starting with a ban on oil and gas clients. - Launched The Ethical Agency Alliance across 10 countries, mobilizing agencies to ban fossil fuel clients, adopt anti-greenwash practices, and co-create a new blueprint for information integrity. - Built a brand initiative driving commitments towards fossil free procurement - Partnered with Oxford Net Zero to advance the concept of serviced emissions, producing our first report in September 2025. - Trained 5,000+ professionals through the Creatives for Climate Academy, with flagship courses: The Greenwash Watch Marketing (identifying and countering greenwashing) and Communicating Climate Change (bridging science and communication). - Developed open-source integrity toolkits reaching hundreds of thousands, including: - Anti-Greenwash Guide for Agency Leaders (with ClientEarth), reaching 450,000+ through global media. - Greenwash Switch (with Planet Tracker), mapping shades of greenwashing to help creatives counter them. What's Next: - Workshops and a whitepaper on greenhushing risks in the digital space to support confident, transparent communication. - Industry report highlighting ethical agency actions advancing the UN-backed serviced emissions framework. - Continued mobilization of agencies, brands, and professionals to prove the business case for fossil-free, integrity-driven transformation.	https://docs.google.com/document/d/1b7PkgDPCXIOAq48X0HvY2Tu_VALN3Bzm-QNq91qp/edit?tab=t.0
107	MAMO FILMES	Brazil	Private sector	www.mamofilmes.com.br	Mara Mourão	mar@mamofilmes.com.br	MUITO ALÉM DO LUCRO / FAR BEYOND PROFIT	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	We can promote an exhibition of the documentary MUITO ALÉM DO LUCRO / FAR BEYOND PROFIT that is going to be released on October 2nd in Brazil. Here is the trailer: - https://youtu.be/UPz_RUryIQ4 The movie is very aligned with Climate Change, but we can show parts of it publicly, but not the full movie yet because it is going to be released soon.	https://youtu.be/UPz_RUryIQ4
108	Edson Capaoano	Brazil	Academia	http://www.moralforclimate.org/	Edson Capaoano	edson.capaoano@espm.br	Climate Moral Compass: An evidence-based guide to strengthening information integrity by aligning the climate message with the public's core values.	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	This action presents the results of a research project that serves as a "Moral Compass" to diagnose the climate information landscape and guide effective communication strategies, offering an evidence-based framework to strengthen information integrity by understanding the values that drive engagement. The project's research provides a robust body of data, based on the analysis of 21,338 tweets (before Twitter became "X"), 60 news articles, and the participation of 300 young people in surveys and focus groups. The core of the action is the sharing of its main tool: the MQI-A (Moral Foundations Questionnaire adapted for the Environment). This validated psychometric tool provides a precise diagnosis of an audience's "moral terrain." The key finding is a significant dissonance: while young people's values are primarily based on Harm/Care and Fairness/Cheating, the online public debate is often dominated by polarizing arguments based on Authority/Subversion and saturated with negative emotions, leading to anxiety and disengagement. The diagnostic's conclusions offer clear guidance for developing more effective communication. To foster a culture of integrity and engagement, strategies must align with the primary values of Harm/Care and Fairness/Cheating. This requires a shift towards communication that uses empathy (focusing on human stories over abstract data), presents practical solutions instead of alarmist narratives, and contextualizes the crisis's structural causes, a key demand from the youth. This action delivers a replicable method and a clear guide to creating climate communication that is more effective, trustworthy, and possesses greater integrity.	https://drive.google.com/file/d/1D7dW43nPh-dhF1HnH929jp7eL3u4kQ/view?usp=drive_link
110	Na Cula Cultural Association	Brazil	Civil society		Paula Emanuele Santos Amaral	paula@nacula.org	Clima de Verdade (Climate of Truth)	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The Clima de Verdade (Climate of Truth) initiative brings together the Committee of Popular Communicators from the Lowlands of Belém to confront climate disinformation and strengthen information integrity from the perspective of the Amazon's peripheries. Our goal is to design campaigns, strategies, and communication efforts that raise public awareness and foster a global culture of truthful climate information, with grassroots communicators, cultural collectives, and community influencers as key protagonists. The Committee operates as a collaborative network producing digital content, social media campaigns, and community media outreach, while also conducting workshops and circular gatherings in vulnerable neighborhoods. These actions are guided by accessible and mobilizing messages, expressed through impactful slogans such as: "The climate cannot wait. Neither can the truth!", "Climate justice requires clean communication", "To talk about climate, you must listen to trans voices", and "The solutions for the climate are rooted in communities". The initiative also takes shape through cultural interventions in public spaces – wheat-paste posters, performances, and community dialogues – that reaffirm symbolic resistance while creating direct channels of communication with local populations. By combining digital communication, grassroots mobilization, and the defense of information integrity, Clima de Verdade builds a resilient ecosystem against climate disinformation. From the Lowlands of Belém, our voices resonate globally: the truth emerges from the territories, and it is through this truth that we can defend the Amazon and our collective right to well-being.	https://drive.google.com/drive/u/0/folders/1zwF6e4YX99-tQw8k0hJ8xm1oGd0yD4
114	Climate Information Watch	Sweden	International organization	https://www.climateinformationwatch.org/	Andjelja Kedzic	kedzic.andjelja@gmail.com	Fighting Climate Disinformation through Systematic Capacity Building & Investigations	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	This initiative is led by a team of young media and communications professionals from diverse backgrounds, including Serbia, Sweden, Spain, Romania, Germany, and Georgia. It consists of several key aspects: providing knowledge through our platform on strategies, tactics, primary narratives (e.g., economic denial, climate denial, greenwashing, ecofascism, securitisation, delegitimation of the climate activist etc.), actors (fossil fuel companies, disinformation-for-hire firms, influencers, politicians etc.) and the context of climate disinformation campaigns, as well as offering guidance on media, digital, open-source intelligence, and climate literacy. Another aspect is capacity building, where we are currently equipping journalists, as well as hosting the first training for young leaders from 20 different countries to help them lead with facts, justice, inclusivity, and knowledge. Additionally, we are focused on monitoring climate disinformation during major climate summits (on a periodic basis) and continuously tracking it across social media channels. As we are in the early stages of our workshops, our materials will be adjusted based on the outcomes of our first major trial training in early September. This will enable us to assess the knowledge gained by participants through an assessment test, observation, and interviews using mixed research methods. Additionally, we will explore whether factors such as professional background, cultural differences, income, age, and gender influence the effectiveness of the programme. This research is crucial, as various studies have shown that the design of media and digital literacy workshops is often more important than the information provided itself. We are grateful for this opportunity and initiative, which we strongly support and believe in. We look forward to the possibility of being mediated in the most important climate spaces. Best regards, Andjelja Kedzic	
115	Fashion Revolution Brasil	Brazil	Civil society	https://fashionrevolutionbrasil.org/	Isabella Luglio	isabella@fashionrevolution.org	Unveiling Fashion's Climate Impact Through Transparency	Promoting transparency and accountability in digital advertising to help address financial incentives for climate disinformation and foster climate information integrity	Fashion Revolution, the world's largest activist movement for greater transparency in fashion supply chains, submits its key research initiatives: What Fuels Fashion? report and the Fashion Transparency Index Brazil – Climate Edition. We believe Transparency is a critical tool to address the climate crisis – we can only manage what we can measure. Public disclosure of reliable, comparable, and accessible climate-related data enables multiple stakeholders – from journalists, investors, and lawmakers to NGOs, unions, and workers – to hold brands accountable and drive systemic change. It also plays a critical role in promoting best practices and holding brands accountable for their human rights and environmental impacts across their supply chains. What Fuels Fashion? spotlights major fashion brands and retailers' disclosures on their climate and energy-related policies, practices and impacts in their own operations and supply chains. It gives a deep dive into the sector's renewable energy use and purchase, decarbonisation strategies, climate finance, just transition, and advocacy. The 2024 edition is already publicly available, and the 2025 update will be launched in September. The Fashion Transparency Index Brazil – Climate Edition is a national adaptation of What Fuels Fashion, evaluating the public disclosure of Brazil's largest fashion brands on key climate indicators. The next edition will be released in October 2025. Both reports aim to close the information gap on fashion's role in the climate crisis, tackle greenwashing, and support a just transition for the sector. These tools help civil society understand which data brands are sharing and how it can be used for informed action. In the lead-up to COP30, our goal is to expand the reach of these initiatives, amplify climate awareness in fashion, and push for evidence-based policy change. Without visibility and data, fashion remains excluded from climate strategies, leaving millions of vulnerable workers behind.	https://www.fashionrevolution.org/transparency/

116	Instituto Palavra Aberta EducaMídia	Brazil	Civil society	www.educamidia.org.br	Daniela Machado danielamachado@palavraaberta.org.br	Media Literacy and Climate Change - 5 Practical Tips for Teachers	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The e-book 5 Contributions of Media Literacy to Addressing the Climate Crisis is an initiative by EducaMídia aimed at equipping educators with practical tools to foster critical thinking and student engagement around climate issues. Designed to integrate seamlessly into daily classroom activities, the resource supports the development of informed, active citizens prepared to confront one of the most urgent challenges of our time. The publication highlights how both the consumption and creation of media can play a pivotal role in empowering communities to respond to climate change. It includes five adaptable, curriculum-aligned activities that can be implemented across diverse educational settings and disciplines. By promoting media literacy as a foundation for climate education, this resource offers a scalable, low-cost strategy for strengthening civic awareness and resilience among young people – key priorities for any forward-thinking education or environmental policy.	https://educamidia.org.br/e-book-edu-ec-ao-mediatuca-e-cria-climatica/
117	Planète Amazone	France	International organization	https://planeteamazone.org/	Ana Flavia Lessa ana.lessa@planeteamazone.org	Indigenous Voices Against Disinformation	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The project proposed is the documentary Amazon, Cœur de la Terre Mère, directed by the co-founder of Planète Amazone together with Princess Esmeralda of Belgium. This work gives voice directly to Indigenous peoples of the Amazon, offering rare testimony from those who live at the frontline of the climate crisis. Through powerful images, it reveals both the beauty and fragility of the forest, while exposing the genocide and exodus driven by multinational interests and political inaction. The film denounces false solutions, economic agreements that serve only corporations, and the devastating reality of large-scale deforestation. Chief Raoni reminds us that Indigenous peoples are not the past or the future, but the present. And their counsel, rooted in millenary knowledge, is essential for restoring trust in climate action. The documentary could be presented at COP30, followed by an open roundtable discussion to confront disinformation and strengthen authentic narratives. For further information, please contact: ana.lessa@planeteamazone.org	https://amazoniafilm.com/fr/a-propos/ https://www.youtube.com/watch?v=qkGdEwBwg
121	Forum on Information and Democracy	France	Civil society	https://informationdemocracy.org/	Katharina Zuegel kzuegel@informationdemocracy.org	Workstream on Information Integrity, Climate Change and Other Environmental Issues	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Launched in February 2025 and co-chaired by the governments of the Republic of Armenia and the Republic of Brazil, the workstream of the International Partnership for Information and Democracy aims at addressing key challenges of the information space on climate change and other environmental issues. It convenes civil society experts, international organisations, and government representatives from States of the Partnership to discuss solutions, exchange best practices, and foster global cooperation on the matter. Through several technical online and in-person meetings it gathers and presents evidence on the challenges of information integrity on climate and environmental issues, looking at issues such as disinformation and attacks against journalists. It takes a broad perspective of the issue, investigating not only climate issues but related environmental topics such as biodiversity or land use. It brings together policy makers and civil society experts to discuss solutions, ranging from fostering platform accountability, advertising transparency, regulatory and co-regulatory approaches to media literacy and communication campaigns. A final report will provide a roadmap for interested governments to implement ambitious policies to tackle the information integrity crisis on climate and environmental issues. It also feeds into international processes such as the G20, the COP30, the COP17 and is closely aligned with the Global Initiative on Information Integrity on Climate Change.	https://informationdemocracy.org/workstream-strengthening-information-integrity-on-climate-change-and-other-environmental-issues/
122	Universidade Estadual Paulista Júlio de Mesquita Filho (Unesp)	Brazil	Academia	https://www2.unesp.br/	Raquel Cabral raquel.cabral@unesp.br	2030 Agenda Guide	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The Agenda 2030 Guide is an e-book resulting from the collective work of researchers at São Paulo State University (Unesp) and the University of Brasília (UnB). It was born from an active listening process involving civil society, social movements, and other institutions, with the aim of translating and localizing the Sustainable Development Goals (SDGs) to the realities of the Global South, highlighting the central role of awareness on climate change and its impact on education. Researchers from Unesp and UnB initially developed this work in response to the process of integrating extension activities into curricula, widely debated within Brazilian universities. The goal was to support the articulation of the SDGs in education by providing a high-quality resource with guidance on structuring projects addressing climate change, quality education, human rights, among other topics. This material reached the Brazilian Federal Government through Professor Thiago Geilme, one of the editors of the book and a member of the National Commission on the SDGs (CNDSD). It contributed to advancing the debate on the institutionalization of SDG 18, focused on Ethnic-Racial Equality, proposed in the Guide alongside two other new SDGs: SDG 19 on Culture, Art, and Communication; and SDG 20 on the Rights of Indigenous Peoples and Traditional Communities. The proposal of an SDG focused on communication emphasises the strategic importance of democratic communication processes in tackling climate change disinformation. Currently, SDG 18 has been officially institutionalized by the Brazilian federal government, and discussions on SDG 19 are underway in some spheres. The English version of the Agenda 2030 Guide, published in 2025, seeks to contribute to public interest communication and to the scientific dissemination of the work, fostering international public awareness of climate change and information integrity through a free and publicly accessible resource.	https://drive.google.com/drive/folders/1sk1cG7MLrDmD2d2M0j9eBy7HfGm1a7usp?sharing
123	Global Covenant of Mayors for Climate & Energy (GCoM)	Belgium	International organization	https://www.globalcovenantofmayors.org/	Marnie McGregor mmcgregor@globalcovenantofmayors.org	Global Dialogue on Cities and Climate Information Integrity	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	As the world's largest alliance of cities committed to climate leadership, the Global Covenant of Mayors for Climate & Energy (GCoM) recognizes that strengthening information integrity is essential to protecting democracy, safeguarding public trust, and enabling ambitious climate policies. As trusted messengers directly accountable to their citizens, Mayors can mobilize collective action, and local leaders need to be represented in international efforts to defend the integrity of climate information. GCoM published a report that includes best practices and proactive strategies to counter local climate misinformation. In partnership with C40 Cities, GCoM is developing a set of actions to counter climate disinformation, ensuring that local leaders are equipped with the tools, evidence, and partnerships they need to respond effectively. Research and Monitoring: Research to map sources, narratives, and impacts of climate disinformation on city climate action. Rapid Response Mechanisms: Establishing a structured system to support mayors from global cities of all sizes in countering false narratives with timely, evidence-based communication. Practical Toolboxes: Developing toolkits tailored for mayors, city staff, and communicators. Capacity Building: Delivering webinars, workshops, and peer-to-peer exchanges to build skills and share best practices across cities around the world. Public Engagement: Partnering with civil society, media, and youth networks at local and global events to strengthen climate literacy and resilience. Strategic Partnerships: Aligning city and multilateral initiatives, and advocating for recognition of disinformation as a systemic obstacle to achieving global climate goals. GCoM is committed to participating in a COP30 global dialogue on cities and climate information integrity, bringing together local and national governments, disinformation experts, and civil society to share climate disinformation tools, methods and materials.	https://www.globalcovenantofmayors.org/press/addressing-rampant-climate-disinformation/
124	Global Climate and Health Alliance	USA/ Global	Civil society	https://climateandhealthalliance.org/	Dr Jeni Miller jeni.miller@climateandhealthalliance.org	Break the Fossil Influence	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Break the Fossil Influence, led by GCHA, is a global campaign to expose and counter the fossil fuel industry's disinformation—especially its capture of PR and advertising agencies to distort public narratives and delay climate action. By leveraging the health community's moral authority and procurement power, the campaign disassociates from agencies with fossil fuel clients, sending a strong market signal that public health institutions will not align with industries driving climate harm. This withdrawal of credibility and financial support helps erode the fossil fuel industry's "social license" and safeguards the integrity of climate and health advocacy. Aligned with the Mutirão for Information Integrity on Climate Change and the UN Global Digital Compact, the campaign produces data, research, and tools to reveal how fossil fuel interests undermine information integrity, while linking these risks to health harms. It equips health organizations to recognize and resist disinformation tactics, screen conflicted PR firms, and strengthen credible communications on climate and health. Through trusted voices—doctors, nurses, public health leaders—the campaign raises awareness, fosters a culture of information integrity, and calls for transparency and accountability in PR and advertising. In doing so, it disrupts the financial incentives behind climate disinformation and offers a scalable model to disempower fossil fuel influence worldwide.	https://climateandhealthalliance.org/what-we-do/mobilise-the-movement/break-the-fossil-influence-campaign/
125	Museu das Águas Brasileiras (Brazilian Water Museum)	Brazil	International organization	www.museudasaguasbrasil.org.br	Liliana Pena Naval liliana@uft.edu.br	Youth and Climate Information	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The Brazilian Water Museum (Museu das Águas Brasileiras) proposes the action "Water, Climate and Truth: Building Information Integrity", focused on strengthening public trust in climate information and countering misinformation through participatory communication strategies. This action seeks to highlight the interdependence between water and climate systems, addressing how disinformation undermines both scientific understanding and community resilience. The initiative will develop communications campaigns and awareness efforts grounded in cultural, scientific, and community-based perspectives. Drawing from the Museum's educational mission, these campaigns will mobilize trusted voices—such as educators, Indigenous and traditional leaders, youth, scientists, and artists—to disseminate accurate, accessible, and engaging content on climate change and water security. Key activities include: Storytelling campaigns featuring voices from communities most affected by climate and water challenges. Digital and social media initiatives that promote fact-checked, reliable content and engage influencers to amplify key messages. Workshops and youth-led dialogues under the "Espaço Juventude pelas Águas," empowering young communicators to co-create narratives for information integrity. Public exhibits and virtual platforms that connect art, culture, and science to strengthen climate literacy and resilience. By combining scientific evidence with local and cultural knowledge, the Museum will act as a platform of credibility and inclusivity, ensuring that climate communication is not only fact-based but also rooted in empathy, equity, and community participation. The action contributes directly to the goals of COP-30 by fostering a global culture of information integrity, preparing citizens to recognize and resist disinformation, and reinforcing water and climate as central to sustainable futures.	https://drive.google.com/drive/folders/1gh5ySt1cDkoeftf5cktoL6cmQrva_gv4OOT?usp=sharing

126	Itaipu Binacional	Brasil	International organization	www.itaipu.gov.br	Romeu Rufino de Bruns Neto	romeu@itaipu.gov.br	Combate à desinformação climática	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	A Itaipu Binacional promove uma série de ações de educação ambiental. Nessas ações, a empresa busca conscientizar sobre a crise do clima, divulgando informação científica e compartilhando ferramentas que possibilitam identificar as principais formas de desinformação. Uma delas é o curso gratuito sobre Mudanças Climáticas, por meio da Escola Itaipu para Sustentabilidade (EIS). Com 40 horas, o curso é realizado desde 2024 e já soma 1.125 inscritos nas turmas realizadas (456 certificados emitidos). Uma nova turma com 84 inscritos iniciou no último dia 11 de agosto. A EIS produz o podcast Diálogos Sustentáveis, destacando o papel da educação no enfrentamento da crise climática. Outra iniciativa da Itaipu, por meio de seus Núcleos de Cooperação Socioambiental, foi a realização de palestras com o influenciador científico Átila Iamarino sobre a emergência climática ao longo do primeiro semestre deste ano. Ao todo, foram 21 seminários nas 21 cidades-sedes dos Núcleos no Paraná e no Mato Grosso do Sul, com a participação total de 6.035 pessoas. Em agosto, teve início uma nova iniciativa dos Núcleos, desta vez voltada aos jovens e com o tema Formação em Educação Midiática e Desinformação Climática. A expectativa é capacitar mais de 600 jovens por meio de encontros presenciais de seis horas de duração, além de dois encontros virtuais de duas horas cada, totalizando 10 horas de formação. Além dessas ações, a Itaipu está finalizando a elaboração de um site para a COP 30 que conterá suas principais contribuições para o enfrentamento das mudanças climáticas, além de uma seção específica para a divulgação de informações científicas e de combate à desinformação. O site terá um guia elaborado a partir de conteúdos do Knight Center for Journalism in the Americas abordando as estratégias utilizadas para promover a desinformação climática, como identifica-las e como combatê-las. O site entrará no ar na primeira quinzena de setembro.	https://itaipu.digital.my.sharepoint.com/b:/g/personal/romeu_itaipu_gov_br/efbwy863f1c9NWGfPWUr5mk80aUGc8B9q?wydW6A47e-Cm86G
127	PoMuC II - Programa Política sobre Mudança do Clima	Brasil	International organization	https://www.giz.de/en/worldwide/12005.html	Carolina Coelho	61994632424	Guia de Boas de Comunicação Climática no Brasil	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	O Guia de Comunicação Climática é uma publicação digital desenvolvida para apoiar jornalistas, comunicadores, servidores públicos, organizações da sociedade civil e educadores na produção de conteúdos claros, estratégicos e acessíveis sobre mudanças climáticas. A iniciativa busca qualificar a comunicação no Brasil, ampliando o engajamento social, a transparência e a compreensão pública sobre os desafios e soluções climáticas, especialmente no contexto da COP30. Com abrangência nacional online, o guia apresenta conceitos-chave, dicas práticas e exemplos aplicáveis, orientando sobre a definição de públicos-alvo, a construção de narrativas eficazes e a adaptação de mensagens a diferentes formatos e linguagens. O material se diferencia por sua abordagem inclusiva, baseada em evidências científicas e princípios de comunicação empática e orientada a soluções. Um dos eixos centrais do guia é o incentivo ao uso social de dados públicos – como inventários de emissões de gases de efeito estufa (SIRENE/MCTI e SEEG), relatórios oficiais de políticas climáticas e NDCs, dados de desmatamento (PRODES/INPE) e informações disponíveis no Portal Brasileiro de Dados Abertos. Ao promover o reuso criativo desses dados, a iniciativa transforma informação técnica em conhecimento acessível e mobilizador, fortalecendo a governança climática e a participação social. Entre os resultados esperados estão: ampliar a capacidade técnica de comunicadores para utilizar dados na cobertura climática; tornar a comunicação mais acessível e orientada a soluções; apoiar a construção de narrativas alinhadas à justiça climática; e estimular o engajamento público em políticas de Ação, a mitigação e adaptação. O guia se consolida como uma ferramenta estratégica para fortalecer a comunicação climática no Brasil, conectando ciência, dados abertos e sociedade na busca por respostas mais eficazes e participativas à crise climática.	https://guia-comunicacao-climatica.com.br/
129	Aditi Ramesh	United States	Civil society	https://checkmyads.org	Aditi Ramesh	aditi@checkmyads.org	Building Better Online Businesses Act	Promoting transparency and accountability in digital advertising to help address financial incentives for climate disinformation and foster climate information integrity	In April 2025, Check My Ads Institute and Vermont State Representative Monique Priestley introduced the Building Better Online Businesses Act (BBOB) before the Vermont State House Committee on Commerce and Development. The \$750 billion global digital advertising industry is the business model of the internet. Today, that business model is broken. In the absence of governance and oversight, advertising technology ("adtech") intermediaries have been found to place ads on illicit and harmful websites, such as websites known to host Child Sexual Abuse Material ("CSAM"), piracy, and climate disinformation. The BBOB Act would put a stop to the self-dealing and abuse plaguing the adtech sector by reinvigorating competition and establishing robust new transparency standards. It would empower advertisers to make smarter, more informed decisions about where and how their ads run – and ensure they get the most value from their advertising investments. The BBOB Act would: 1. Place Limits on Common Ownership: This would prevent a single company from controlling both sides of the digital advertising marketplace. 2. Establish a Duty of Care for AdTech Brokers: Adtech vendors would be required to act in the interests of the advertiser and publisher clients they serve. 3. Require Know Your Customer (KYC) Rules: The financial sector has long been required to verify who it does business with to prevent fraud and money laundering. AdTech brokers would be held to the same standard. 4. Mandate Transparency: All AdTech brokers would be required to provide full Page URL and log-level transparency so that advertisers can actually check where their ads run, which intermediaries are involved, and how monies are exchanged between actors. The BBOB Act is a bold policy framework that any federal, state, or local government can adopt to give control back to advertisers and publishers, whilst simultaneously addressing core financial incentives for climate disinformation.	https://checkmyads.sharepoint.com/b:/g/efbHfE5WQ2bPuQ_IBxcPB8UB0a7tp0G6VGII2mCQeashw7e-uAa4t4
131	Knight Center for Journalism in the Americas at the University of Texas	United States of America	Academia	https://knightcenter.utexas.edu/	Rosental Calmon Alves	rosental.alves@austin.utexas.edu	Climate Journalism and COP30: From science to local solutions and fighting disinformation	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The Knight Center is running a series of trilingual webinars (Climate Coverage and COPs: Tools, Sources, and Storytelling Strategies for Journalists) with climate and journalistic and disinformation experts. More than 1,700 people have already enrolled! We also are about to launch a trilingual massive open online course (MOOC) called Climate Journalism and COP30: From science to local solutions and fighting disinformation. Both the webinar series and the course are aimed at training journalists and communicators about climate information integrity.	https://journalismcourses.org/climate-coverage-in-focus-sign-up-for-free-webinar-series-from-knight-center-and-amazonia-vox/
132	InfoAmazonia	Brasil	Civil society	https://infoamazonia.org/	Stefano Wroblewski	stefano@infoamazonia.org	BOTO: A Community-Centered Chatbot to Strengthen Climate Information Integrity in the Amazon	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	BOTO is an environmental information chatbot developed by InfoAmazonia to address the urgent challenge of disinformation in the Amazon, one of the regions most affected by socio-environmental pressures and global narratives of climate change. Accessible via WhatsApp, the most widely used communication platform in Brazil, BOTO delivers reliable, localized, and evidence-based content to communities who are frequently exposed to misleading or false information about deforestation, illegal mining, wildfires, and pollution. What makes BOTO distinctive is its community-centered design. Using Value-Sensitive Design (VSD) methodologies, the chatbot was created through participatory processes involving focus groups, usability testing, and iterative feedback loops with Amazonian audiences. This ensures that the tool reflects the real information needs, linguistic nuances, and cultural contexts of its users, thereby increasing both trust and effectiveness. Using Large Language Models (LLMs), BOTO combines technological innovation with the rigor of investigative journalism and the principles of ethical technology. It empowers users to consume quality content, access credible sources, and identify misinformation to make informed decisions. In doing so, BOTO contributes directly to media, information, and digital literacy in this vulnerable region, strengthening the information integrity and the resilience against disinformation while amplifying local voices in global environmental debates. By sharing BOTO as a practical, replicable, open source tool, InfoAmazonia aims to inspire civil society, journalists, and public-interest technologists to adopt and join our project. The initiative demonstrates how AI, journalism, and community participation can be combined to promote information integrity on environmental and climate issues, aligning with the Call to Action ("Mutirão") for Information Integrity on Climate Change in the lead up to COP30.	https://infoamazonia.org/boto
135	Fenaj - Federação Nacional dos Jornalistas	Brasil	Civil society	https://fenaj.org.br/	Samira de Castro	fenaj@fenaj.org.br	Nenhum jornalismo em um planeta morto	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Chamada para Ação: "Nenhum Jornalismo em um Planeta Morto" A Federação Internacional de Jornalistas (FIJ) e a Federação Nacional dos Jornalistas (FENAJ) convocam jornalistas de todo o mundo para um mutirão global pela integridade da informação climática, em preparação para a COP30. Diante da crise climática – a ameaça mais urgente de nosso tempo –, nosso ofício exige mais que factualidade: exige verdade, profundidade e ação. Como comunicadores, temos o dever de expor as causas sistêmicas, os impactos desiguais e as soluções possíveis, priorizando vozes das comunidades mais afetadas, como os povos da Amazônia. Este mutirão propõe: - Aplicar as melhores práticas de cobertura climática, evitando sensacionalismo e negacionismo. - Exigir transição justa para trabalhadores impactados pela descarbonização. - Reduzir a pegada ambiental de redações e coberturas, alinhando prática ao discurso. - Fortalecer redes de proteção para jornalistas em zonas de conflito socioambiental. Juntos, pressionaremos por políticas públicas que garantam acesso à informação precisa e protejam comunicadores ameaçados. Na COP30, levaremos não apenas nossas vozes, mas um compromisso: <i>dieta zero desperdício, sem planeta, não há democracia, direitos ao jornalismo</i> .	https://www.fij.org/media-centre/news/detail/article/fij-charter-on-climate-action

136	Agric ESG	Brazil	Private sector	www.agresg.com	Carlos Ferraz	Carlos.Ferraz@agresg.com	Acting for a Sustainable World - An intervention in the Legal Amazon region in the state of Mato Grosso, the state that deforests the most (Agora Por Um Mundo Sustentável - Uma intervenção na região de Amazônia Legal no Estado de MT, o estado que mais desmata)	Fostering targeted media, information and digital literacy related to climate change	Recognizing the power of communication in shaping citizenship and its role in defending the integrity of information about climate change, we will produce four documentaries in Aripuanã, located in the Legal Amazon of northern Mato Grosso. These documentaries will be co-produced with adolescents from four public schools—two rural and two urban—focusing on ODS 13: Action Against Global Climate Change. They also aim to enhance education, awareness, and both human and institutional capacity for climate change mitigation, adaptation, impact reduction, and early warning. It is vital to highlight the significance of involving local youth in this documentary production. The results will primarily reflect the efforts of the students, allowing us to share the perspectives of those who have grown up in this region of the Brazilian Amazon. In line with the Call to Action ("Mutirão") for the Integrity of Information on Climate Change in preparation for COP30, this project aligns with item (viii), which promotes media, informational, and digital literacy focused on climate change. The documentary format employs a mix of visual, auditory, and textual narratives to convey information, tell stories, and examine pressing issues like climate change. This approach not only informs and educates but also inspires reflection through interviews, archival footage, and storytelling. Documentaries can evoke emotions and perspectives, helping audiences connect with the realities depicted. Like all forms of communication, they have the power to shape opinions and raise awareness about social, cultural, environmental, and historical matters. The documentaries will be screened in public spaces in Aripuanã, submitted to film festivals, and shared on social media. Notably, Mato Grosso has been the state with the highest rates of deforestation in the Brazilian Amazon in recent years.	https://drive.google.com/drive/folders/1_09Wu1CqLX9bRPpGfC3Gz125enHwE17u5g-sharing
137	United Nations Information Centre, Tokyo	Japan	International organization	https://www.unic.or.jp	Kaoru Nemoto	nemoto@un.org	"Promise of 1.5°C. Act now to stop global warming" climate action campaign	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	United Nations Information Centre, Tokyo (UNIC Tokyo) has been running "Promise of 1.5" climate campaign with Japanese media since 2022. In 2025, 169 Japanese media organizations have joined the campaign; they are all members of the SDG Media Compact, a global collaboration framework between the UN and media. Through the power of media in information dissemination and public engagement, the campaign's objectives are 1) to promote the understanding about the need to limit the global average temperature rise to 1.5°C based on facts and science, 2) to propose effective climate actions, and 3) to encourage behavioral change. In support of 169 partners, UNIC Tokyo has designed the campaign, created visual and audio assets as well as messages and statements, and helped media cover climate change with authenticity by linking them to trusted scientists, weather presenters and experts. Since 2024, over summer months, UNIC Tokyo coordinates a social media campaign "It will get hotter if we do not act," in which participating media through mobilizing influencers promote effective climate actions backed by science. In view of rising skepticism about climate change, UNIC Tokyo produced some 20 video explainers with a trusted climate scientist with influence, for social media dissemination. In support of media partners, UNIC Tokyo has organized webinars with scientists and experts, peer-learning sessions, and briefings by senior UN officials, often in collaboration with thinktanks and climate NGOs. The campaign title, slogan, statement, logo, and visual assets have been developed in cooperation with seasoned creators offering support through the Creative Volunteers scheme of Hakuodo, a signatory of the UN Global Compact. Hakuodo has also conducted impact surveys annually to monitor what impact the campaign has brought to people's awareness and behaviors, to be reflected in the campaign design.	https://mega.nz/folder/PdM1Ch7Yeatl-DGx5yG6NqB0uDBZGQ
138	CMCC Foundation	Italy	Academia	https://www.cmcc.it	Arianna Scierro	arianna.scierro@cmcc.it	A Digital Academy against Climate Change Disinformation	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The "Digital Academy against Climate Change Disinformation," is developed under the Adaptation AGORA project, funded by the EU and coordinated by CMCC Foundation. The Academy aims to equip citizens and stakeholders with reliable climate change information and fact-checked data from credible sources. The Academy aims to enhance public and stakeholder skills to combat climate change disinformation. It offers comprehensive resources and educational materials, empowering users to discern accurate information, understand the impact of disinformation, and engage in informed discussions. Regular updates ensure content reflects the latest scientific findings and fact-checking efforts, promoting environmental literacy and evidence-based decision-making in addressing climate change challenges. The Ponto Ipea podcast, produced by the Instituto for Applied Economic Research (Ipea), launched a special season dedicated to the theme of climate change. Across eight episodes, the podcast featured Ipea researchers, government officials, academics, civil society organizations, and climate activists to share diverse and timely perspectives on the climate crisis. Aimed at young and adult audiences, the season explored critical topics such as energy transition, climate justice, sustainable financing, mining, innovation, and environmental governance. Each episode addressed a specific theme, presenting data and analyses from Ipea's research, offering concrete examples from everyday life, and incorporating elements of Brazilian culture into the script to foster public connection and engagement. The season brought together notable voices such as Sônia Guajajara (Minister of Indigenous Peoples), Ana Toni (Executive Director of COP30), and Luciana Serro (President of Ipea). Guilherme Belmondes (farmer and beekeeper) and Lidia Lins (activist from the periphery of Recife) are examples of voices that highlight local struggles and help humanize the climate debate. With accessible language and a dynamic, narrative format, the season combines technical expertise with lived experiences, helping to demystify climate concepts and amplify voices often absent from institutional debates. This action aligns with Ipea's mission to promote the dissemination of knowledge and foster informed dialogue between research, policy, and society. To expand accessibility, the project also foresees the publication of the episode scripts in book format. The season also contributes to national efforts to highlight the climate agenda in the lead-up to COP30, which will be held in Brazil.	https://agoraclimatedisinfo.eu
142	Instituto de Pesquisa Econômica Aplicada (Ipea)	Brazil	Government	https://www.ipea.gov.br/portal/	Ana Maria Amorim Correia	ana.correia@ipea.gov.br	Ponto Ipea	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The season brought together notable voices such as Sônia Guajajara (Minister of Indigenous Peoples), Ana Toni (Executive Director of COP30), and Luciana Serro (President of Ipea). Guilherme Belmondes (farmer and beekeeper) and Lidia Lins (activist from the periphery of Recife) are examples of voices that highlight local struggles and help humanize the climate debate. With accessible language and a dynamic, narrative format, the season combines technical expertise with lived experiences, helping to demystify climate concepts and amplify voices often absent from institutional debates. This action aligns with Ipea's mission to promote the dissemination of knowledge and foster informed dialogue between research, policy, and society. To expand accessibility, the project also foresees the publication of the episode scripts in book format. The season also contributes to national efforts to highlight the climate agenda in the lead-up to COP30, which will be held in Brazil.	https://docs.google.com/document/d/2_uh5dFqgu7D2aa9tN9F1U1x0bnxS2JTK0BfA0Fy44g/edit?usp=sharing
143	Ocean Energy Pathway	England	International organization		Jamie Clarke	Jamie.Clarke@mediabounty.com	Disinformation-Proofing the Energy Transition: A Brazilian pilot project to protect offshore Wind Policy from disinformation using strategic advertising	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	With an estimated 1,200 gigawatts of offshore wind energy potential, Brazil stands on the brink of becoming a global renewable energy superpower. Backed by strong technical capacity, new regulatory frameworks, and political momentum, Brazil's offshore wind sector could anchor a just and inclusive energy transition in the Global South. But this opportunity is under real and immediate threat. Rising political polarization and coordinated disinformation campaigns are sowing doubt among communities and undermining the momentum behind Brazil's energy transition—risks that have derailed progress in other countries. As the world looks to Brazil in the lead-up to COP30, the stakes are extraordinarily high. Through this experimental project, OEP and ACT will partner with Brazilian civil society, media experts, and government entities to design, deliver and test innovative, evidence-based interventions that inoculate key local audiences against wind-related disinformation. This project will be an experiment of different approaches to inoculate against disinformation. It is designed to deliver two to three distinct advertising campaign approaches in two selected communities most impacted by offshore wind narratives. The learnings from these experiments will be synthesised to generate a set of practical insights, which will be used to inform the design and implementation of public engagement efforts for offshore wind projects around the world. This collaboration will include sharing insights during the early exploration phase and again at the dissemination stage, contributing to a broader learning ecosystem ahead of COP30 and the lead-up to COP31 in Australia. These connections will help surface parallels, differences, and transferable strategies between Global South and Global North contexts.	Partially (please specify in the Action summary)
144	Andrew Heffernan	Canada	Academia	https://info.lab.uottawa.ca/	Andrew Heffernan	Andrew.Heffernan@uottawa.ca	Advancing Global Resilience Against Climate Disinformation through Research, Best Practices, and Policy Innovation: Findings from the Summit on Climate Disinformation	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Research will be published during COP30. In response to the Call to Action for Information Integrity on Climate Change, the Information Integrity Lab will contribute a major report emerging from the 2025 Global Summit on Climate Disinformation. This summit convenes leading researchers, policymakers, journalists, civil society actors, and technology experts from across all regions to analyze, document, and counter the escalating threat of climate disinformation. The report distills findings from a year-long research collaboration among international experts, mapping disinformation trends, documenting emerging risks linked to AI and digital platforms, and identifying the impacts of organized campaigns designed to undermine climate action. It highlights case studies from diverse contexts, including fossil-fuel-funded disinformation, state-linked narratives, and platform amplification of misleading content. A central contribution of the report is the compilation and assessment of practical tools, methods, and policy approaches to strengthen resilience against climate disinformation. This includes: Best practices for monitoring and detection, integrating open-source intelligence and AI-aided analysis; Policy innovations from multiple jurisdictions, balancing information integrity with freedom of expression; Community-driven strategies amplifying trusted local voices and indigenous knowledge; Guidelines for platform accountability, addressing transparency of data, advertising, and financial incentives behind greenwashing and false claims. By gathering, systematizing, and sharing this evidence, the report directly addresses the Call to Action's objective of consolidating data, knowledge, and tools to promote information integrity on climate change. It will serve as a reference for governments, multilateral organizations, civil society, and the private sector, while also contributing substantively to the COP30 process.	https://climatedisinformationsummit.sphobackstage.ca/en/olab5u/mzm8/apenda7day1&lang=en

145	Interdisciplinary Observatory on Climate Change (OIMC is the acronym in Portuguese)	Brazil	Academia	https://obsinterclima.eco.br/	Janaina Pinto / Bruna Bataglia	jana.brav@gmail.com / brunabataglia@gmail.com	"Vibes of Climate" and "Climate Emergency Course: Introductory Module" as strategic climate communication tools	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	OIMC develops research, training, and advocacy activities related to climate change, including courses, webinars, in-person seminars, a map library with over 4,000 images, and the publication of books, policy papers, academic papers, and the Cadernos do OIMC series. Research on climate denial and disinformation in Brazil has led OIMC to develop strategic communication tools for academics, policymakers, and the broader public. Knowledge dissemination on the topic is also pursued through the production of teaching material. OIMC's 'Introductory Module' of the 'Climate Emergency Course' (CEC) comprises classes that provide information on the actors and practices involved in climate disinformation in Brazil and worldwide. The course is offered to educators and interested parties in the form of a comprehensive package, including the slides presented, the lecture recordings, and a lesson plan, allowing classes to be easily replicated and improved. Due to the careful construction of this product based on partnership demands, its teaching materials (lesson outline and research systematization figures) were widely requested by universities, public research institutes, education departments, schools, the ministries of Education and Health, city halls, courts of justice, UN system entities, companies, large-scale newspapers and cultural facilities from all regions of the country. Another format for disseminating and translating academic knowledge to the broader public is Criando um Clima (Vibes of Climate), a series of short videos for social media launched in 2025. It brings academic research closer to those already concerned about the phenomenon of climate misinformation. The first set of videos focused on presenting the main arguments used by climate deniers in Brazil and discussing social actors that benefit from them.	https://www.youtube.com/playlist?list=PLnIQ2k4gM3uZvMv6QV5tM1_BqAPYxvH , https://www.youtube.com/playlist?list=PLnIQ2k4gM3uZvMv6QV5tM1_BqAPYxvH , https://obsinterclima.eco.br/modulo/
147	InfluenceMap	United Kingdom	Civil society	https://influencemap.org/	Faye Holder	faye.holder@influencemap.org	LobbyMap	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	LobbyMap (lobbypmap.org) is the world's leading global platform tracking and analysing corporate and industry association engagement with climate policy. Corporate advocacy against climate action—including disinformation and misleading narratives—remains a key barrier to policies aligned with 1.5°C. LobbyMap addresses this through rigorous, transparent analysis, showing how companies and trade bodies either advance or obstruct science-based climate policy. The platform covers over 1,000 major companies and 300+ industry associations globally, covering all major sectors. It tracks positions on core climate policy topics such as support for the UN climate process, GHG regulations, and the energy transition. Updated weekly, LobbyMap captures and publicises real-time lobbying activity, filling a vital transparency gap. By exposing the gap between public pledges and behind-the-scenes advocacy, LobbyMap helps uncover corporate greenwash. It also provides science-based benchmarks, grounded in IPCC findings, to assess the accuracy of statements made to policymakers, investors, and the public (lobbypmap.org/benchmarks). These benchmarks work to ensure climate policy debates are informed by independent, reliable science rather than disinformation and misleading statements. InfluenceMap works with investors (including Climate Action 100+), media, civil society, legal analysts, and directly with companies and associations. LobbyMap's insights support accountability, demand transparency, and encourage corporate engagement aligned with science and the goals of the Paris Agreement.	https://lobbypmap.org/index.html
148	Chartered Institute of Library and Information Professionals (CILIP)	United Kingdom	Civil society	www.cilip.org.uk	Yvonne Morris	yvonne.morris@cilip.org.uk	Empowering Libraries as Hubs for Climate Information Integrity and Community Resilience	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The Green Libraries Campaign is building a movement across UK libraries to combat climate disinformation, promote climate literacy, and ensure communities have the tools they need to navigate the climate crisis effectively. The Campaign is also developing strong international links to equip libraries worldwide to act as key climate community hubs. The Campaign supports the goals of the 'Call to Action for Information Integrity on Climate Change' by: •Promoting climate information integrity through trusted, verified content and resources. •Being the library sector's reach and community trust to counter climate disinformation. •Building community resilience and critical thinking through open-access tools and inclusive engagement. •Developing digital and participatory tools for libraries to self-assess and track their progress in the sustainability journey. •Expanding international reach and collaboration across the library sector to enable positive climate action. The Green Libraries Manifesto is a deliverable of the Green Libraries Campaign. The aim of the Manifesto is to bring the library and information sector together towards a shared vision of equipping libraries worldwide to act as key climate community hubs. To date it has been signed by 255 library services in 29 countries. The seven pledges in the Manifesto cover the different processes and activities undertaken by libraries, all areas where libraries can drive transformational change. Pledge four pledges to share and help people find verified information, combat climate disinformation, improve climate and environmental literacy and understanding and help develop critical thinking. To deepen impact and broaden adoption of Pledge 4 we are launching a self-assessment framework to enable libraries to conduct a self-audit of their climate actions, working with 10 public libraries across the UK to provide climate information resources to their users and growing our Green Libraries Network.	https://drive.google.com/drive/folders/1iOTqu4L4pX0iHeo0hZpQCBPyeKvni?usp=drive_link
149	Instituto de Defesa de Consumidores - IDEC	Brazil	Civil society	idec.org.br	Elan Aurélio Nascimento	elan.nascimento@idec.org.br	Lançamento do Observatório do Greenwashing do Brasil	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	A partir do pré-lançamento do Observatório do Greenwashing, queremos debater como promessas de sustentabilidade têm sido utilizadas para dar aparência de responsabilidade a práticas que continuam impactando a natureza e a vida, atrasando transformações necessárias diante das crises socioambientais e climáticas. No contexto da COP30, essas falas soltas surgem como respostas às emergências do nosso tempo, mas reproduzem modelos já conhecidos de exploração, apenas revestidos de verde. O Observatório se propõe a ser uma plataforma digital que reúne evidências, estudos e ferramentas interativas para que qualquer pessoa possa identificar e questionar essas práticas. Ao mesmo tempo, busca fortalecer uma iniciativa concreta em andamento: o Decreto Anti-Greenwashing, que tramita na Senacoin/Ministério da Justiça, e que pode estabelecer parâmetros claros e proibir situações em que esse tipo de desinformação acontece. O debate de pré-lançamento reunirá vozes da pesquisa, dos territórios e das políticas públicas, ampliando a reflexão sobre caminhos efetivos para enfrentar a desinformação climática.	Site do Idec: https://idec.org.br/greenwashing ; Guia de enfrentamento à mentira verde para pessoas consumidoras: https://drive.google.com/file/d/12d8khcyq9bmppdcf87M9L0TAIXQVt1/view?usp=sharing
151	International Federation of Library Associations and Institutions	The Netherlands	International organization	www.ifla.org	Claire McGuire	claire.mcguire@ifla.org	Libraries for information integrity	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Embedded in schools, communities, and universities, libraries have established reputations as providers of accurate, consistent and reliable information, including information on global challenges like the climate crisis. IFLA's initiative, Libraries for Information Integrity, seeks to build on this foundation and help libraries uphold the UN's Global Principles for Information Integrity, delivering especially on the key principles of societal trust and resilience, public empowerment, and transparency in research. This initiative aligns with IFLA's work on Culture and Heritage for Climate Empowerment, in which IFLA acts as a global leader for bringing perspectives from non-formal, lifelong education and cultural institutions into efforts to deliver Action for Climate Empowerment, in line with the Paris Agreement. Outputs of this initiative include general awareness raising and the production of tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change. IFLA has been helping its global network of library associations and institutions engage with information integrity, which includes seminars in Latin America and workshops exploring the role of libraries in South-East Asia and in Europe. IFLA recently published Guidelines for Effective, Easy to implement, low-to-no Resource Media Literacy Interventions for Libraries and Information Professionals, and launched a global research project to better understand how libraries are being included in national and regional policy-making on information integrity. This complements IFLA's global research on the role of libraries in climate communication and education, which was published in April 2025. In July 2025, IFLA submitted a proposal to strengthen cooperation between major African university libraries and climate researchers on climate disinformation, as a part of the GIIICC.	https://drive.google.com/file/d/1J2Nj3dfoNhmXssDf8kLjHm8CEsE1JHw4/view?usp=drive_link
153	Conscious Advertising Network	United Kingdom	Civil society	https://www.consciousadnetwork.com	Alex Murray	alex@consciousadnetwork.org	CAN Guiding Principles: Effective Advertising that Works for Everyone	Promoting transparency and accountability in digital advertising to help address financial incentives for climate disinformation and foster climate information integrity	For seven years, the Conscious Advertising Network has stood at the intersection of advertising technology and human rights. What began as a coalition of concerned professionals has grown into a global movement of 200 members from the worlds of advertising and civil society spanning every continent, united by a common purpose – to make effective advertising that works for everyone. Our work on climate has included: - Research work on monetised extreme weather content on tech platforms, print and broadcast media in English, Spanish, Portuguese (covering Portugal and Brazil). Engaging with advertisers, agencies and NGOs we have advised on advised on climate disinformation monetisation policies for Google, Pinterest and TikTok. This work is ongoing. - We have worked together with the Climate Action Against Disinformation (CAAD) coalition during COPs since 2021, both on the ground as well as on their Intelligence Unit, doing research work. At our first COP in Glasgow, the COP President and delegates were not aware of the threats to information integrity. For COP30 it is a central part of the agenda. - We have worked to ensure that Healthy Incentives and advertising's role in funding threats to information integrity are understood by policymakers, governments and stakeholders in multilateral environments in our work advising on the Global Principles for Information Integrity and in the Global Initiative for Information Integrity. For the advertising industry, we have created the CAN Guiding Principles which offer practical steps to help advertisers align with this mission and support healthy incentives for information integrity. Our new resource also provides case studies to provide real world insights into conscious advertising in action. Our aim is to help advertisers achieve commercial success through transparent and responsible advertising – our Guiding Principles are here to help them on that journey.	https://www.consciousadnetwork.com/wp-content/uploads/2025/05/CAN_Guiding-Principles_v12.pdf

155	Working Group on Climate Justice and Wikimedia Projects	Latin America	Civil society	https://meta.wikimedia.org/wiki/Justicia_clim%C3%A1tica_y_proyectos_Wikimedia	Evelin Heidel	eheidel@wikimedias.uy	Wiki for Human Rights Editing Campaign	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	For the past 3 years, the Working Group on Climate Justice & Wikimedia Projects has been organizing the “Wiki for Human Rights” campaign in Latin America, focused on the triple planetary crisis and the right to a healthy environment. This campaign tries to rally Wikipedia and other Wikimedia projects editors and volunteers to focus their attention on improving pages and content, including data and multimedia, around climate change, pollution and biodiversity loss, on Wikipedia and Wikimedia projects. Over the last years, the campaign has engaged with over +800 participants, created and improved +8000 Wikipedia pages on the topic, and added +3000 photographs that document different aspects of environmental issues and the climate crisis in Latin America. In the context of the campaign, we also organize dedicated trainings, provide microgrants for small projects and professional internships, and conduct panels with international and regional experts to provide their perspective on how to improve content on Wikimedia projects around climate change. These actions are oriented towards creating capacities among civil society to understand how they can use Wikimedia platforms and other digital tools for amplifying environmental knowledge and promoting information integrity on climate change. The Working Group on Climate Justice & Wikimedia Projects is formed by Wikimedia Argentina, Wikimedistas de Bolivia, Wikimedia Chile, Wikimedia Colombia, WikiAcción Perú, Wikimedistas de la Universidad de La Plata, and Wikimedistas de Uruguay. The Working Group main focus is to promote information integrity on climate change and other environmental justice issues through trainings and capacity building on digital skills, through Wikimedia campaigns organizing, through partnerships with knowledge holders, and by creating distributed leadership across Latin America on the topic. Some of our audiences include youth and indigenous leaders.	https://meta.wikimedia.org/wiki/Event:Wiki_for_Human_Rights_2025
157	Shayoni Lynn	United Kingdom	Private sector	https://lynn.global/	Shayoni Lynn	shayoni@lynn.global	Leveraging behavioural science to foster climate information integrity amongst Welsh audiences	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	Building effective and persuasive narratives that contribute towards community resilience against climate misinformation requires an in-depth understanding of audiences’ motivations. Working in partnership with Net Zero Industry Wales, Lynn developed an evidence-based, persuasive Narrative Playbook - created via participatory research and tested experimentally - that outlined the most effective frames for conveying Net Zero information to the Welsh population. Our research identified current awareness, support, and views about decarbonisation, and used these insights to inform the Playbook. We developed 6 nuanced alternative narratives to assess the impact of different ways of framing information on key outcomes. We tested these narratives experimentally on a nationally representative sample of the Welsh population. Narratives could either highlight different benefits of the decarbonisation of the Welsh industry, or act as a control, which presented a technical description of Net Zero targets. We found that whilst support for Net Zero as a concept is relatively high, understanding what it really means and the strategies to achieve it is low and polarised. The preferred frame across Wales was where we focussed on the benefits of decarbonisation on the climate and on people’s health. Conversely, framing benefits through the lens of job opportunities created backlash, particularly in certain locations in Wales. We found not all audiences are equally receptive to narratives about benefits; the oldest audiences (45-65+) and the youngest (18-24) in South Wales, were significantly less likely to support messages on decarbonisation or find them effective, developing negative views and attitudes towards decarbonisation as a strategy to achieve Net Zero. Our research provided first of its kind insights into Welsh citizens’ support, understanding, and acceptability of Net Zero narratives - an essential first step towards building information integrity and resilience.	https://drive.google.com/drive/folders/1GvQz3Dnv8UNo7U0entnqe0z6FWipTul7Uusp?sharing
158	We Mean Business Coalition	United States	Civil society	https://www.wemeanbusinesscoalition.org/	Dominic Gogol	DGogol@wmbcoalition.org	Responsible Policy Engagement: Climate Information Integrity through Improved Corporate Advocacy Practices	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Through its Responsible Policy Engagement (RPE) work program, the We Mean Business Coalition (WMBC) seeks to raise the standards and integrity of corporate advocacy on climate and prevent the spread of misleading climate information through corporate communications and the dissemination of information shaped by consultations with leading companies, investors, business groups and NGOs. WMBC’s RPE work has helped define best practice in responsible business advocacy and generate stronger corporate advocacy disclosures. To counter climate disinformation, we encourage companies to advocate for the policies they need to decarbonise, creating a strong pro-climate business voice with policymakers, customers, media and peers. Our concluding recommendation is that companies disclose all relevant advocacy, which improves accountability and supports democratic processes. Since its launch in 2022, WMBC’s RPE work program has produced resources that support responsible businesses in aligning their corporate transition plans with their advocacy efforts. This work is guided by our RPE Toolforce, which is composed of representatives from BSR, Ceres, Climate Group, C.I.C. High-Level Champions, InfluenceMap, SBTi, The B Team, and WBCSD. Together, we’ve influenced hundreds of companies to adopt these best practices, building a growing network of companies committed to high-integrity climate advocacy. Key work program actions include: RPE Framework: a set of foundational steps and resources to help companies elevate their climate advocacy and accountability. Climate Policy Engagement Reporting Template: a standardized annual reporting template that guides companies in disclosing their advocacy. Business Call for Accountability: a call to action with global business groups that urges multinationals and trade associations to disclose climate policy positions and advocacy activities as part of UNFCCC processes.	Here are several links where you can learn more about this work: 1) https://www.wemeanbusinesscoalition.org/rpe/ ; 2) https://www.wemeanbusinesscoalition.org/blog/rpe-corporate-climate-policy-engagement-reporting-template/ ; 3) https://www.wemeanbusinesscoalition.org/blog/business-call-for-accountability-to-raise-advocacy-standards/
159	Giulio Corsi	United Kingdom	Academia	https://www.kfi.ac.uk/	Giulio Corsi	gc540@cam.ac.uk	Identifying Online Threats With AIM (Authenticity & Impact Monitor)	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Climate disinformation is one of the most urgent and underestimated threats facing the international community today. While growing scientific consensus calls for accelerated global climate action, the digital information environment on which political will, public trust, and social mobilization depend is increasingly polluted by coordinated campaigns of deception. These campaigns range from outright climate denial and greenwashing to the harassment of scientists and journalists, and they increasingly rely on the accelerating capabilities derived from artificial intelligence. For example, artificially generated images and videos circulating through social platforms are being deployed not merely as creative experiments, but as deliberate tools to confuse audiences, to delegitimize climate science, and to delay effective policy. At the very moment when the world must continue to coalesce around the commitments of the Paris Agreement, the credibility of scientific and multilateral institutions risks erosion at the hands of these tactics. Disinformation does not only distort facts but corrodes trust in the possibility of collective action. Left unchecked, this erosion undermines the very legitimacy of processes like COP30. It is against this critical background that we present AIM (Authenticity & Impact Monitor): a real-time monitoring system that ingests social media data, samples content strategically by tracking attention patterns, and classifies both climate disinformation and AI-generated content - focusing not just on what’s misleading, but <i>on what is actually being seen and shared by millions of online users</i>.	https://drive.google.com/drive/folders/143Qw89w5eTolDGGZJldnwpPmmb-26?usp=drive-link
160	AletheiaFact.org	Brazil	Civil society	www.aletheiafact.org	Tamiris Tinti Volcan	tvolcan@aletheiafact.org	Integridade Climática Aletheia: Plataforma Aberta de Dados e Mobilização pela Informação Climática	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	A integridade da informação sobre mudança do clima é condição essencial para enfrentar a desinformação que ameaça comunidades, políticas públicas e o alcance das metas globais. O projeto Integridade Climática Aletheia responde a esse desafio por meio de duas frentes complementares: (1) um repositório analítico aberto com inteligência artificial e supervisão humana para mapear, classificar e antecipar narrativas desinformativas; e (2) hubs comunitários de educação midiática e checagem popular que fortalecem a resiliência informacional em territórios vulneráveis. No Módulo 1, a Plataforma Aletheia coleta conteúdos de forma ativa e passiva, aplica técnicas de processamento de linguagem natural para triagem e detecção de padrões emergentes e disponibiliza painéis multilíngues (PT/EN/ES/FR) com filtros por tema, região e grau de risco. Para garantir confiabilidade, denúncias de cidadãos passam por fluxo de aprovação humana antes de integrar o banco de dados. Interfaces de mediação (WhatsApp, Telegram e web) facilitam consultas, denúncias e encaminhamentos a fontes confiáveis. O módulo prevê ainda relatórios periódicos, alertas antecipados e pacotes de dados destinados a redações ambientais, fortalecendo a sustentabilidade do jornalismo e a formulação de políticas públicas baseadas em evidências. No Módulo 2, três hubs-piloto regionais formarão até 300 agentes comunitários, promovendo oficinas, escutas públicas e produção de conteúdos locais. Um Kit Popular de Checagem Climática será distribuído em escolas, rádios comunitárias e redes locais. A proposta diferencia-se por integrar tecnologia aberta, dados multilíngues, transparência reforçada e soberania de dados a serviços práticos para jornalistas, educadores e comunidades. A ação terá impacto imediato durante a COP 30 e criará um legado duradouro de integridade da informação no Brasil e além.	https://drive.google.com/drive/folders/145CqWwhGRT1A60ZGQ6m3Jua798AWD?usp=share-link

161	C40 Cities	Global organisation	International organization	https://www.c40.org/	Alessio Bai, Head of Campaigns	abau@c40.org	URBAN ACTIONS FOR INFORMATION INTEGRITY: C40 CITIES EXPERIENCE	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Mayors are battling a surge of climate disinformation. This "culture war," driven by powerful interests, aims to delay emissions cuts by targeting initiatives like 15-minute cities and low-emission zones. This actively undermines climate progress and the ability of city leaders to act. As a network of nearly 100 global cities, C40 is on the front lines. Our members consistently cite disinformation as a primary concern. To fight back, we've established a new Inclusion and Global Leadership Department and a Disinformation Taskforce. Our goal is to equip mayors and their teams with the tools to detect and counter false narratives, establishing C40 mayors as leaders in this fight. Our actions so far: Campaigns: We've successfully plotted campaigns to build public support. In London, our "Clean Air Wins" campaign countered disinformation around the Ultra Low Emission Zone, resulting in a 40% positive shift in media sentiment. In Milan, our "Milano Futura Ora" Academies fostered a shared understanding of mobility. Our "It's in the Air" campaign engages audiences in cities like Seattle, Joberg, Rio, and Bogotá. Knowledge: We provide cities and partners with toolkits, best practices, and training. Our "Disrupting Climate Disinformation" webinar engaged participants from 32 cities. The C40 Knowledge Hub offers proactive strategies for cities. We produce crucial resources like "The Clean Air Zone Toolkit". We also facilitate mayoral masterclasses for peer-to-peer exchange, workshops on fossil fuel ad bans, produce the "Cities 1.5" podcast, and create engaging videos. Global Leadership: C40 mayors are respected global leaders. During London Climate Action Week, C40 Co-Chair Mayor Khan and Vice Chair Mayor Hidalgo publicly condemned climate disinfo in a joint op-ed in The Guardian. We collaborate with partners like CAAD and GC&M to promote the positive benefits of climate action. By empowering cities to combat disinformation, we can secure a sustainable future for all.	https://docs.google.com/document/d/1HkRyyG9v5d12pW4-RhCgcnmVOPM9tPeS3AbedRU/edit?tab=t-0
162	Ibict - Instituto Brasileiro de Informação em Ciência e Tecnologia	Brasil	Government	https://ibict.br	Tiago Emmanuel Nunes Braga	diretoria@ibict.br	US: Laboratório de Informação para a Sustentabilidade	Protecting scientific data and data sets related to climate change	O Laboratório de Informação para a Sustentabilidade (LIS) é um Laboratório e Biblioteca Digital que visa promover e preservar, com integridade, informações e documentos científicos, técnicos e legais sobre sustentabilidade, contribuições para tomada de decisões baseadas em evidências, em prol dos Objetivos de Desenvolvimento Sustentável (ODS) e da Ciência, Tecnologia e Inovação no Brasil. Desde 2006, o LIS tem se consolidado como uma das principais iniciativas do Instituto Brasileiro de Informação em Ciência e Tecnologia (IBICT), que coordena o SICV Brasil (Banco Nacional de Inventários do Ciclo de Vida de Produtos Brasileiros). O SICV Brasil <sicv.acv.ibict.br> abriga e gerencia mais de 200 inventários de produtos da economia brasileira, visando agregar informação (como consumo de energia, resíduos e emissões) desde a extração da matéria-prima até o descarte final, o que facilita a mensuração e a comparação de impactos ambientais resultantes da fabricação e utilização de determinado produto ou serviço, além de permitir escolhas bem informadas ao consumidor. O SICV Brasil colabora para o atendimento do ODS 12, quantificando a eficiência ambiental e a implantação da sustentabilidade nas práticas de produção e consumo, e apoia-se em outros serviços correlatos, como o Lavoisier <lavoisier.ibict.br>, sistema inovador feito com software brasileiro e utilizado pelo Programa das Nações Unidas para o Meio Ambiente (PNUMA) para converter dados de sustentabilidade, permitindo a comparação entre centenas de variáveis na Rede Global de Acesso a Dados de ACV (GLAD, na sigla em inglês) <www.globaldataaccess.org>, o que facilita o uso de sistemas de avaliação de produtos no mundo todo. Por meio dessa ferramenta, que tem impacto global e elevado grau de escalabilidade, garante-se não só a integridade da informação sobre perfis ambientais de processos produtivos como a interoperabilidade entre diferentes formatos de inventários, contribuindo para fundamentar políticas e ampliar as discussões sobre mudança do clima e economia verde.	https://lis.ibict.br
164	Ibict - Instituto Brasileiro de Informação em Ciência e Tecnologia	Brasil	Government	https://ibict.br	Tiago Emmanuel Nunes Braga	diretoria@ibict.br	Biblioteca e Repositório dos Prêmios Professor Samuel Benchimol e Banco da Amazônia de Empreendedorismo Consciente	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Os Prêmios Professor Samuel Benchimol e Banco da Amazônia de Empreendedorismo Consciente foram instituído em 2004 para pensar a Amazônia em suas dimensões diversas, estimulando a criação e a implementação de projetos a partir de quatro paradigmas fundamentais para o desenvolvimento da região: ser economicamente viável, ecologicamente adequado, politicamente equilibrado e socialmente justo. Os Prêmios estão sob a égide da Confederação Nacional da Indústria (CNI), das Federações de Indústrias da Região Amazônica e do Instituto Brasileiro de Informação em Ciência e Tecnologia (IBICT), unidade de pesquisa do Ministério da Ciência, Tecnologia e Inovação (MCTI). Desde a 14 edição, 187 premiações foram outorgadas anualmente pelo Conselho de Instituidores a projetos e indicações, contemplando instituições universitárias ou de pesquisa sediadas no país e no exterior, além de empreendedores autônomos e instituições e empresas públicas e privadas, todas com atuação no desenvolvimento sustentável da Amazônia. Nesses 20 anos, foram de mais de 3.000 inscrições diretamente relacionadas com o desenvolvimento da Região Amazônica, originadas de quase todos os estados brasileiros. A Biblioteca virtual dos Prêmios é responsável pela captação, guarda, preservação e difusão dos conhecimentos produzidos e das iniciativas premiadas. Seu acervo é de acesso gratuito, permitindo a livre distribuição para fins educacionais, científicos, culturais e de interesse regional ou nacional. Em conjunto com o Repositório Digital Professor Samuel Benchimol <repositorioamazonia.ibict.br>, compõem um ecossistema de informações que armazena, preserva, organiza e dissemina amplamente os resultados dos trabalhos apresentados nas edições dos Prêmios, resultando em benefícios tanto para pesquisadores quanto às instituições ou sociedades científicas, proporcionando visibilidade aos resultados de pesquisas e possibilitando a preservação da memória científica e a integridade dos dados e informações produzidos.	https://amazonia.ibict.br
168	Ibict - Instituto Brasileiro de Informação em Ciência e Tecnologia	Brasil	Government	https://ibict.br	Tiago Emmanuel Nunes Braga	diretoria@ibict.br	Minerva: Rede de Pesquisa para Promoção da Integridade da Informação	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	Minerva é uma rede de pesquisa para promoção da integridade da informação criada em 2023 visando ao protagonismo da comunidade científica na compreensão do ecossistema da desinformação e na proposição de soluções diante de um dos principais desafios contemporâneos globais: a propagação de notícias falsas, cujos custos econômicos já atingem cifras de quase US\$80 bilhões, causando ainda danos sociais e políticos, que vão do negacionismo climático e de ameaça à saúde pública até o enfraquecimento do estado democrático, alimentados por informações deturpadas que dificultam a capacidade de intervenção e resposta do Estado. Para enfrentar o desafio, a rede já realiza 3 projetos replicáveis e escaláveis: 1) Poliedro, parceria do Instituto Brasileiro de Informação em Ciência e Tecnologia (IBICT) com a Coordenação de Aperfeiçoamento de Pessoal de Nível Superior (CAPES), o Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPq), a Financiadora de Estudos e Projetos (FINEP) e o Instituto de Pesquisa Econômica Aplicada (Ipea), que fomenta projetos de pesquisa científica para entender como o ecossistema da desinformação atua, além de formar profissionais habilitados para lidar com o tema; 2) Plataforma Multidisciplinar de Escuta Social Digital, Combate à Desinformação e Promoção aos Direitos Difusos (PMESDI), em parceria com o Ministério da Justiça e Segurança Pública (MJSP), que indexa dados públicos digitais <index.minerva.ibict.br> sobre assuntos relacionados a políticas públicas e aos direitos difusos (como é o caso do direito ao meio ambiente ecologicamente equilibrado e ao sistema climático seguro), avaliando o impacto da desinformação no ambiente digital na manutenção do bem-estar social e da ordem democrática; 3) Painel Informacional online de Detecção de Narrativas Antivacina (DNA), em parceria com o Ministério da Saúde (MS), que visa identificar especificamente a ocorrência da disseminação de informações falsas sobre vacinação nas redes sociais.	https://minerva.ibict.br
170	Ibict - Instituto Brasileiro de Informação em Ciência e Tecnologia	Brasil	Government	https://ibict.br	Tiago Emmanuel Nunes Braga	diretoria@ibict.br	Civis: Plataforma de Ciência Cidadã	Protecting scientific data and data sets related to climate change	A Civis é a Plataforma digital, interativa e colaborativa mais abrangente de Ciência Cidadã no Brasil, desenvolvida pelo Instituto Brasileiro de Informação em Ciência e Tecnologia (IBICT) em código aberto, baseada no modelo European Citizen Science (ECS) <citizenscience.eu>. O objetivo é oferecer infraestrutura e conteúdos que contribuam para desenvolver e disseminar iniciativas e metodologias no campo da Ciência Cidadã [uma das vertentes do movimento pela ciência aberta, para promover a contribuição o o engajamento de não cientistas nas atividades de produção e análise de conhecimentos, dados e informações relevantes à ciência e às questões de importância social, ambiental e territorial]. Atualmente, a Civis reúne mais de 340 iniciativas e projetos, além de ferramentas, cursos, guias, eventos na área, a maior parte relacionadas às temáticas socioambientais e a questões climáticas. Será publicado o dossiê "Ciência Cidadã, Desastres e Emergências Climáticas", que visa reunir e articular colaborativamente informações, iniciativas, projetos, ferramentas e reflexões sobre como a Ciência Cidadã pode apoiar o enfrentamento, a compreensão e a atuação diante de emergências climáticas, evidenciando ações de: 1) Conhecimento do risco; 2) Monitoramento e alerta; 3) Comunicação e disseminação; 4) Capacidade de resposta, em ações de adaptação baseada em ecossistemas e gestão de riscos de desastres baseada na comunidade, valorizando saberes locais e fortalecendo redes colaborativas para a ação climática e Redução de Riscos de Desastres (RRD). Almejando seu impacto mais global, a plataforma Civis mantém cooperação internacional com iniciativas europeias e latino-americanas em Ciência Cidadã, gerando inclusive subsídios a políticas públicas. Ao fornecer conteúdos periodicamente e manter espaço de trocas e aprendizados, a Plataforma permite também replicar e escalar métodos e abordagens de Ciência Cidadã em diferentes contextos.	https://civis.ibict.br
171	Observatório Internacional da Juventude International Youth Watch	Brasil	Civil society	https://oijuventude.com.br/	Ian Lima Silva	ian@oijuventude.combr	Youth Voices for Climate at COP 30 Vozes Jovens pelo Clima na COP 30	Fostering targeted media, information and digital literacy related to climate change	O Vozes Jovens pelo Clima na COP30 é um programa nacional de formação e incidência voltado ao enfrentamento da desinformação climática e à ampliação do protagonismo juvenil na agenda internacional do clima. A iniciativa capacita jovens de todos os biomas brasileiros para compreenderem os processos centrais das negociações climáticas e comunicarem, com ética e diversidade, os debates da COP30, que será realizada na Amazônia em 2025. O programa é realizado pelo Observatório Internacional da Juventude (OIJ), em parceria com a UNESCO no Brasil e a Secretaria Municipal de Meio Ambiente e Clima do Rio de Janeiro, fortalecendo a presença das juventudes brasileiras nos espaços de decisão global. O curso é estruturado em dez módulos divididos em três blocos temáticos: mudanças climáticas e governança internacional, transição energética e bioeconomia, e letramento midiático e produção de conteúdo climático. A metodologia combina aulas curtas e dinâmicas, fóruns de discussão, exercícios práticos e estudos de caso, ministrados por especialistas de diferentes áreas — acadêmicos, jornalistas, gestores públicos, ativistas e lideranças comunitárias —, garantindo diversidade de perspectivas e rigor científico. Como desdobramento, 12 jovens serão selecionados para integrar o Programa de Comunicação Climática da Juventude, recebendo acompanhamento técnico. Eles atuarão como comunicadores climáticos, produzindo conteúdos digitais acessíveis e territorializados sobre as negociações da COP30, traduzindo informações complexas em linguagem clara e confiável para suas comunidades e para o público em geral. Ao unir formação técnica, valorização das vozes dos territórios e combate à desinformação, o programa fortalece a integridade informacional, a democracia e a presença das juventudes brasileiras nos espaços de decisão climática.	https://oiu.azoalac.com/@riwv/foibers/aeP2uacPFIk0uMuPbN20b?vs=_aICnqP2uacPsharing

172	Climate Change and Urban Health in Latin America (SALURBAL-Climate)	Argentina, Brazil, Chile, Colombia, Guatemala, Mexico, Peru, United States	Academia	https://data.lacurbanhealth.org/	Katy Indvik	kbi24@drexel.edu	The Climate Change and Urban Health in Latin America Open Data Portal and City Profiles: Practical tools to promote information integrity and drive action on climate change and health	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Rigorous scientific research plays a crucial role in providing citizens with reliable, consistent, and accurate information about the health impacts of climate change on human health, informing and supporting planning and decision-making. Ensuring that research is available to the community and policy actors who need it is a shared global challenge. The SALURBAL Portal seeks to promote climate and health data availability and integrity.	https://docs.google.com/presentation/d/1CPyCw1E3gdCvAY_vh_uTnM49_qTm3/edit?usp=sharing&ouid=16391971892189217178&pg=full#slide=id.g1d4-truc
173	Ibict - Instituto Brasileiro de Informação em Ciência e Tecnologia	Brasil	Government	https://ibict.br	Tiago Emmanuel Nunes Braga	diretoria@ibict.br	Canal Ciência: Portal de Divulgação Científica e Tecnológica	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Canal Ciência é o principal serviço de Divulgação Científica (DC) e parte dos esforços e iniciativas de combate à desinformação no âmbito do Instituto Brasileiro de Informação em Ciência e Tecnologia (IBICT), sendo considerado um dos portais pioneiros na internet nacional para aproximar ciência e sociedade, conhecimento e informação. Lançado em 2002, tem a missão de contribuir como instrumento pedagógico para a construção de uma sociedade mais informada e justa, promovendo educação híbrida e complementar à escola e reforçando o papel da ciência e da tecnologia nesse contexto. Já em 2003, o Canal Ciência foi considerado o 2º melhor da América Latina na categoria e-Science, do World Summit Award <wsa-global.org>, por executar políticas voltadas ao acesso do cidadão à informação pública e às novas Tecnologias de Informação e Comunicação (TIC), diferenciando-se de outros projetos de DC e de Jornalismo Científico por engajar o próprio pesquisador no processo de divulgação. Sua base de dados contém resultados relevantes de pesquisas científicas brasileiras, reunindo e disponibilizando produtos e serviços de informação em educação, DC e popularização da ciência e da tecnologia em linguagem não especializada. Seu portfólio oferece textos de DC em diferentes formatos, biografias de cientistas nacionais e internacionais, materiais lúdico-educativos e oficinas de competência em informação para professores e estudantes, materiais instrucionais e cursos EAD para profissionais da educação, jogos científicos, simulações em Realidade Virtual (VR), iniciativas de gamificação, além de pesquisas acadêmicas nas áreas de ciência da informação, educação e DC. O Jogo de Combate à Desinformação, por exemplo, mostra-se especialmente relevante para comunidades lidarem com questões sobre negacionismos científico e climático, por meio de uma trilha em tabuleiro gigante, onde os jogadores são as peças e contribuem com reflexões e ações sobre a integridade da Informação no mundo atual.	https://canaliencia.ibict.br ; https://drive.google.com/drive/folders/15FaiNq7eX8ev8VBu8rD3d_5F6Zt ; https://drive.google.com/drive/folders/1r_jyiddpF_Ajp_tqZ4N7z2OP45Z2f8A
175	Global Compact Network Brazil	Brazil	Civil society	https://www.pactoglobat.org.br/	Danielly Mello Freire	clima@pactoglobat.org.br	Global Compact Network Brazil Towards COP30 / Programa Pacto Rumo à COP30	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	The 'Pacto Rumo à COP30' Program, developed by the UN Global Compact Network Brazil, mobilizes companies to take part in collaborative projects across mitigation, adaptation, and means of implementation for climate action. By engaging the private sector in collective and concrete initiatives, the Program seeks to deliver long-lasting and transformative results, building a resilient and sustainable future for Brazil.	https://cop30.pactoglobat.org.br/index.php/en/home-english/
178	Alliance of Bioversity International and CIAT	Colombia	International organization	https://alliancebioversityciat.org	Bia Carneiro	B.Carneiro@cgsar.org	Promoting Evidence-Based Information Integrity about the Amazon Biome: mapping climate disinformation dynamics on Telegram	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Growing global attention to the climate crisis and implications to the Amazon rainforest have been accompanied by an increasing wave of disinformation that shapes public perception and influences policy decisions. Disinformation has significant implications for how people understand climate threats, climate action, and environmental conservation in the region. Such disinformation undermines evidence-based policy and public trust, particularly during election cycles that increasingly coincide with extreme weather crises. The Amazon biome, as a critical ecosystem for global climate stability, has become a focal point for such disinformation.	https://osf.io/7584v/
179	Yntro Inteligência Estratégica LTDA	Brazil	Private sector	https://www.instagram.com/missaoteritrio rio/	Thelopy Arruda Rocha	contato@yntro.com.br	Missão Território	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Project materials are available at Open Science Framework: "The Amazon Rainforest in Messages" and "Amazon in Messages – Portuguese Corpus Analysis", with the datasets in the public domain and available to the public, and both available as open access content.	https://drive.google.com/drive/folders/1CNkett1waPw6t72J2W0L46c4f1q6G7?usp=sharing
181	Fundación Multitudes	Chile	Civil society	https://fundacionmultitudes.org/	Fernanda K. Martins	fernanda.martins@fundacionmultitudes.org	Sin justicia digital, sin justicia climática. Enfrentando el doble reto de la desinformación contra defensoras ambientales en América Latina	Supporting the protection of environmental journalists, activists, communicators and scientists	Este policy paper, basado en una investigación de Fundación Multitudes sobre "Online Gender-Based Violence against Women Environmental and Human Rights Defenders in Latin America", analiza cómo la desinformación y la violencia digital de género afectan a las Mujeres Defensoras de Derechos Humanos y Medioambientales (WEHRDs) en América Latina, con énfasis en Brasil, Chile, Colombia, Ecuador y Perú. Estos ataques ponen en riesgo su seguridad, distorsionan la percepción pública de la crisis climática, debilitan la participación ciudadana y erosionan la integridad de la información ambiental que generan.	https://drive.google.com/drive/folders/1Gm548_Ld6c2fPMYAS7e4fV8H9ZQVw?usp=sharing

182	Wikimedia Brasil	Brasil	Civil society	https://wmnobrasil.org/	Diana Santos Souza	diana.souza@wmnobrasil.org	Financiamento Climático na Wiki	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	O projeto Financiamento Climático na Wikipédia em português (https://w.wiki/FCVL) é um projeto que tem como objetivo ampliar e qualificar o conteúdo enciclopédico disponível sobre financiamento climático na versão lusófona da Wikipédia. A iniciativa busca preencher lacunas de conhecimento sobre o tema, promovendo o acesso a informações confiáveis e atualizadas, especialmente em um contexto de crescente urgência climática e preparação para a COP-30, que acontecerá em Belém, no Brasil. A proposta inclui a criação e melhoria de verbetes relacionados ao financiamento climático, com recortes geográficos e temáticos relevantes para os cenários brasileiro e global. Com ações distribuídas ao longo de oito meses, o projeto pretende envolver a comunidade lusófona da Wikipédia em atividades de curadoria, produção e tradução de conteúdo, fortalecendo o ecossistema do conhecimento livre no apoio à ação climática. O projeto tem como principais objetivos e indicadores de sucesso: • Melhorar o conteúdo de 10 verbetes-chave relacionados ao financiamento climático na Wikipédia em português, como os artigos sobre financiamento climático, dívida climática e temas correlatos. • Criar pelo menos 10 páginas para situação a nível nacional, no formato "Financiamento climático em PAÍS", com base em apresentações ou artigos em inglês (por exemplo: Climate finance in Jamaica). • Criar entre 50 e 70 novos verbetes na Wikipédia em português sobre situações específicas de financiamento climático, incluindo artigos sobre o financiamento climático no Brasil e em seus principais estados. • Desenvolver um recurso/tutorial para orientar usuários e usuárias sobre como traduzir conteúdo da Wikipédia em português para outras versões linguísticas. A Wikipédia é o 5° site mais acessado do mundo. A melhoria de informações sobre o clima nesta plataforma contribui para a interoperabilidade de dados abertos sobre o clima e para a promoção da integridade da informação de forma gratuita e colaborativamente.	https://pt.wikipedia.org/wiki/Wikip%C3%A9dia:3AWWikiconcurso_Ju%C3%A7a_Clim%C3%A1tico_e_Amar%C3%B4nia?wprov=fsfa
183	Wikimedia Brasil	Brasil	Civil society	https://wmnobrasil.org/	Diana Santos Souza	diana.souza@wmnobrasil.org	Wikiconcurso Justiça Climática e Amazônia	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	O Wikiconcurso Justiça Climática e Amazônia é uma iniciativa voltada para melhorar e ampliar o conteúdo sobre a Amazônia e as questões relacionadas à justiça climática nos projetos Wikimedia, com foco na Wikipédia. 5° site mais acessado do mundo. Este concurso visa aumentar a visibilidade de temas cruciais que impactam o meio ambiente, as comunidades tradicionais e a biodiversidade da região amazônica, promovendo o conhecimento livre e acessível a todos. O concurso será dedicado à região amazônica e aos tópicos relacionados à agenda das Nações Unidas sobre Mudanças Climáticas (COP-30) e aos Objetivos de Desenvolvimento Sustentável (ODS). O objetivo é incentivar a criação e a melhoria de artigos sobre sustentabilidade, mudanças climáticas, direitos dos povos indígenas, políticas ambientais, biodiversidade e outros temas essenciais para a preservação da Amazônia e o combate à crise climática. O concurso de edição de verbetes na Wikipédia foi realizado durante os meses de outubro e novembro 2024. A iniciativa reuniu 320 pessoas, que contribuíram para a melhoria de 680 verbetes da Wikipédia sobre Justiça Climática e criação de 368 verbetes inéditos. A metodologia do Wikiconcurso pode ser aplicada à qualquer recorte temático na agenda do clima e engajar pessoas de todas as áreas na promoção da integridade da informação em língua livre e de modo colaborativo, promovendo, ainda, a interoperabilidade e sistematização de dados sobre o clima em diversos idiomas.	https://pt.wikipedia.org/wiki/Wikip%C3%A9dia:3AWWikiconcurso_Ju%C3%A7a_Clim%C3%A1tico_e_Amar%C3%B4nia?wprov=fsfa
184	Latinas por el Clima, LACLIIMA e Direito Internacional sem Fronteiras	Brasil	Civil society	https://www.direitointernacionalsemfronteiras.com/repositorio	Elisa Maffaioli Harwig	elisa.mharwig@gmail.com	Promotion of the Climate Law Dictionary	Fostering targeted media, information and digital literacy related to climate change	On August 22, 2025, the organizations Latinas por el Clima, LACLIIMA, and Direito Internacional sem Fronteiras (Disf) jointly released, in an unprecedented partnership, the first Climate Law Dictionary in Brazil, made available online and free of charge. This work comprises 306 pages and presents 36 concepts related to climate change. The entries go beyond etymology or the legal framework, addressing existing complexities and disputes, historical context, and their implications on topics such as ecocide, the right to a stable climate, and climate justice. Its purpose is to serve as a guide to the issues that govern the climate system, providing an accessible and didactic resource for students, researchers, and the general public. The authors of the Climate Law Dictionary are researchers from a wide range of disciplines, including geography, law, international relations, and political science, enabling a transdisciplinary approach. They represent the public and private sectors, civil society organizations, and academia. Among them are professors, activists, public servants, prosecutors, judges, and directors of leading non-governmental organizations in the climate field. With the publication of this material, the project now enters a second phase, dedicated to disseminating these concepts on social media, particularly on Instagram, through videos and written posts to be shared regularly during the 10 weeks leading up to COP30. The aim of this initiative is to promote environmental and climate education in the digital sphere, democratize access to knowledge, ensure free and inclusive access to information, and counter climate change disinformation.	https://drive.google.com/drive/u/1/folders/1XA1uUwWfNkNWn7i3CVW6BUKpF1TR
185	Canadian Association of Physicians for the Environment	Canada	Civil society	www.cape.ca	Leah Temper	leah@cape.ca	Polluting Education: The Influence of Fossil Fuels on Children's Education in Canada	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	The Canadian Association of Physicians for the Environment (CAPE) and For Our Kids (FOK) published a report "Polluting Education: The Influence of Fossil Fuels on Children's Education in Canada" in February 2025 detailing the influence of the fossil fuel industry on primary school education in Canada. The report found that oil and gas companies are actively shaping children's understanding of climate science and climate change solutions while they are a captive audience in classrooms across Canada. At least 39 oil and gas companies and 12 industry-tied organizations are providing branded educational materials, establishing partnerships with government to develop curricula and resources, sponsoring school activities, and funding and supporting third-party environmental education providers. The report finds that industry-supported materials routinely downplay the fossil fuel industry's role in climate change, while they exaggerate fossil fuel companies' pro-environmental actions, oversell technical fixes to climate change, and emphasize consumer responsibility and modest individual behaviour change. This is a direct conflict of interest, akin to tobacco companies teaching health or McDonalds sponsoring nutrition classes and ensuring that the lessons include their "side" of the story. The report calls for immediate action and includes recommendations on how to remove fossil fuel industry influence from schools and implement comprehensive, science-based climate education that accurately describes the problem while addressing mental health concerns and climate anxiety and empowering youth. Alongside the report, CAPE and FOK have an ongoing campaign to mobilize parents, kids, educators and school boards towards fossil-fuel-free education to protect young people and safeguard their future. The report had wide media coverage and follow-up webinars have been attended by hundreds of concerned parents and educators.	https://drive.google.com/drive/folders/1wKX2uUw57HnQW5MSDhFMNmV6wyC9VQZusq-drive_link
186	Climate Action Against Disinformation	Global	Civil society	www.caad.info	Dana Schran	dana.schran@caad.info	CAAD policy asks	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Policy Asks to Combat Climate Disinformation Introduction Climate disinformation poses a major threat to the information ecosystem and an existential risk to humanity, hindering effective climate action. This document outlines key policy recommendations to mitigate its spread. I. Acknowledge and Adopt a Robust Definition Platforms and governments should adopt a scientific definition of climate disinformation, aligned with the UN and UNESCO. This includes content that: •Undermines the scientific understanding of climate change and the need for action. •Misrepresents data to erode trust in climate science. •Falsely promotes efforts as supportive of climate goals, including greenwashing. II. Prevent the Monetization To weaken financial incentives for disinformation, platforms must prevent tech companies and content creators from profiting from climate-denying content. Strategies should include: •Transparent ad placements. •Fair revenue-sharing schemes. III. Enhance Transparency and Content Moderation Platforms must implement comprehensive measures to increase user resilience and improve reporting. These measures include: •Education efforts •Editable content: Prioritize and amplify scientifically credible information. •Transparent plans: Publicize transparent plans for disinformation control with benchmarks. These must include community standards, enforcement (like downranking), multilingual response, an ad library, clear fact-checking processes, a user flagging system, and a dispute mechanism. •Increased reporting: Report on the prevalence of disinformation and enforcement of moderation policies. •Research access: Allow researchers to study disinformation risks and measure the effectiveness of mitigation. V. Address Emerging Technologies Platforms must enforce transparency and accountability measures for AI and other technologies, especially regarding their potential to accelerate the spread of disinformation.	https://caad.info/what-is-misinformation-disinformation/#policy-asks

187	Climate Action Against Disinformation	Global	Civil society	www.caad.info	Dana Schran	dana.schran@caad.info	Convening Civil Society for climate action against disinformation	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	CAAD unites movements against climate disinformation by acting as a central hub and providing essential resources. It strengthens the capabilities of its 90 member organizations, ensuring they can operate effectively without interruption. How CAAD Convenes and Unites Movements CAAD convenes and unites movements by creating a cohesive ecosystem where members can coordinate efforts and share resources. This is achieved through: Convening Platforms: CAAD provides a regular platform that brings members together, aligning their strategies and ensuring they promote unified narratives. This helps coordinate efforts and pool resources for a stronger, more collective defense against disinformation. Central Capabilities and Resources: The coalition provides key services and intelligence that empower members' strategic communications and help them drive narrative change. These resources are crucial for keeping the issue of climate disinformation prominent in public discourse. Collective Interventions: CAAD facilitates the joint development of campaigns and provides flexible, rapidly deployable resources for collective rapid response. This allows members to mount timely, unified actions and seize strategic opportunities to exert pressure and achieve tangible shifts in policy and public understanding.	
188	Repórteres Sem Fronteiras/ Reporters Without Borders/ Reporters sans frontières	Brazil/ France	International organization	https://rsf.org/pi-br	Thiago Mattos Moreira	tmattos@rsf.org	Support of local and independent media in Rio Grande do Sul, Brazil affected by 2024 floods	Fostering media sustainability, including its economic viability, to cover environmental and climate-change-related issues	In April 2024, the state of Rio Grande do Sul suffered unprecedented floods that directly impacted nearly all municipalities and caused severe disruption to local journalism. Independent media outlets lost newsrooms, equipment, archives, and operational capacity, yet continued to report under extreme conditions to ensure that the population had access to reliable information in the middle of chaos. In response, Reporters Without Borders (RSF), in partnership with AIOR, launched a project to strengthen the resilience of independent and community media in the region. The project began with a comprehensive needs assessment, including surveys and interviews with 37 outlets across 18 municipalities. This study mapped urgent priorities in infrastructure, safety, digital transformation, mental health, and the fight against disinformation, providing the foundation for targeted interventions and guiding how resources would be allocated. Building on these findings, RSF is distributing grants to eight independent outlets in Rio Grande do Sul to support the acquisition of essential equipment and the development of infrastructure for resilience. In addition, 100 emergency kits, designed from journalists' real experiences during the floods, will be delivered to strengthen safety and preparedness for future crises and disasters. The project also includes capacity-building through the course "Journalists for the Climate", and the public event "Journalism and Climate Crisis" held in Porto Alegre, which brought together local media, academia, and government representatives in the run-up to COP30. Finally, RSF will publish a practical guide based on the lessons learned from the needs assessment. This resource will consolidate field strategies, tested safety measures, and adaptive practices used by journalists during the floods, serving as a tool for resilience and preparedness for newsrooms across Latin America and other regions.	https://drive.google.com/drive/folders/18-vne8kuJ30e-14auF3yCGbu2HG1WPa7uag-sharng
190	Third Generation Environmentalism- E3G	United Kingdom	Civil society	https://www.e3g.org/	Juan Pablo Bickel	juan.bickel@e3g.org	Political economy of public discourse and priorities on climate action policy	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 33.e	The Political Economy analysis of the energy transition is crucial for E3G's global initiatives, as it offers a comprehensive understanding of the drivers and barriers to climate action within various countries. Regarding Information Integrity, we examine public discourse and priorities related to climate action. This includes analysing narratives and political dynamics, such as public support and political backlash to Net Zero policies, with particular attention to the roles of misinformation and disinformation in these discussions. Our research follows a stage-based methodology that begins with desktop research to formulate specific hypotheses. These hypotheses are then tested through focus groups and interviews with key local stakeholders during country visits. As part of a broader political economy analysis methodology, we also investigate the relationships between public discourse and priorities, and various underlying national factors. We analyse a total of 14 factors which include national conditions such as the economy and industry, characteristics of the political system such as governance and legal conditions, trust in institutions, freedom of speech, and external dynamics such like foreign policy and climate diplomacy. The goal is to identify the multidimensional levers and barriers to climate action in the countries we analyse. Currently, we are applying this analysis to key countries in the Global South, including Brazil, South Africa, and Indonesia, as well as the United States and Türkiye. A similar political economy analysis is also being conducted in the United Kingdom. Some of this analysis and various country profiles are publicly available on our Climate Transformation Hub as part of E3G's Political Economy Mapping Methodology (PEMM). For more information, visit: https://climatestransformationhub.org/ .	https://climatestransformationhub.org/ https://www.e3g.org/our-work/political-economy-and-governance/
192	HumanizaCom - Jornalismo Humanitário e Media Interventions	Brazil	Academia	www.humanizacom.org	Clene Victor da Silva	clenevictor@gmail.com	HumanizaCom - Jornalismo Humanitário e Media Interventions	Fostering media sustainability, including its economic viability, to cover environmental and climate-change-related issues	HumanizaCom - Humanitarian Journalism and Media Interventions research group is coordinated by professor and journalist Clene Victor and is affiliated with the Graduate Program in Communication at the Methodist University of São Paulo. Established in 2018, it develops projects, publications, courses, and workshops in partnership with scientific institutions, government agencies, communities and civil society organizations. Among HumanizaCom's main areas of activity are the journalistic coverage of climate change and disaster risk management, integrating the perspective of humanitarian and peace journalism into risk communication practices. The group seeks to reduce human suffering caused not only by the direct impacts of disasters but also by disinformation and fragmented information, which increase vulnerabilities and hinder community adaptation processes. To address these challenges, it combines theory and practice, promotes journalistic ethics, attentive listening to affected communities, recognition of local knowledge, and rigorous fact-checking. In doing so, it contributes to strengthening climate information integrity, in line with national and global agendas for adaptation, mitigation, and disaster risk reduction. Among its initiatives are: the Ricardo Boechat Course and Award in Political Journalism, guided by the 2030 Agenda and SDG 13, which has trained more than 500 journalists in six nationwide editions; the courses "Risk Communication and Combating Fake News in Disaster Scenarios" (Civil Defense of Espírito Santo) and "Disaster Risk Communication and Media Interventions" (Civil Defense of Piauí), which trained hundreds of professionals; as well as participation in strategic projects such as the PN-POC - National Civil Protection and Disaster Risk Management Plan (2025–2035), the GIRD-10, developed in collaboration with universities, public institutions, and international organizations, and the Montanhão Climate Justice Project.	https://drive.google.com/drive/folders/1C-e7NGiYBD0x8by78pEc3oPHCcyRQUF7uag-sharing
193	Repórteres Sem Fronteiras (RSF)	Brazil	Civil society	www.rsf.org	Bia Barbosa	bbarbosa@rsf.org	Declaração em defesa da integridade da informação sobre mudanças climáticas e da proteção do jornalismo ambiental	Supporting the protection of environmental journalists, activists, communicators and scientists	A "Declaração em defesa da integridade da informação sobre mudanças climáticas e da proteção do jornalismo ambiental" é uma iniciativa da RSF que visa o comprometimento de países já envolvidos no combate à desinformação e na promoção da informação científica e jornalística com a garantia de condições seguras e sustentáveis para o jornalismo ambiental. Ela é uma das ações da campanha global da RSF "Proteger o jornalismo ambiental: o desafio do século XXI". A ser lançada no marco da COP30, a declaração propõe como compromissos aos países: 1. Estabelecer planos de ação nacionais para a segurança dos jornalistas ambientais, incluindo mecanismos de proteção adequados para a prevenção, proteção e acesso à justiça. Os planos devem trazer medidas adaptadas cultural, social e territorialmente. 2. Investigar, processar e punir os autores de violência contra a imprensa de maneira exemplar, com esforços investigativos que incluam a atividade jornalística como motivação para o crime. 3. Cooperar ativamente com os procedimentos especiais da ONU, relatores especiais e outros mecanismos que lidam com casos de jornalistas ambientais. 4. Promover e apoiar a sustentabilidade de um ecossistema midiático dedicado à cobertura de questões ambientais, com o desenvolvimento de políticas públicas de financiamento, subsídios e critérios para a distribuição de publicidade estatal, de modo que tal ecossistema seja capaz de resistir à pressão de instituições e empresas. 5. Incluir nas declarações internacionais a proteção do direito à informação confiável como parte da proteção ambiental e dos planos de ação sobre mudanças climáticas. 6. Regular o espaço digital para fortalecer o acesso a informações confiáveis e combater incentivos financeiros à desinformação climática, promovendo transparência e responsabilidade na publicidade digital. 7. Promover a colaboração entre governos, sociedade, plataformas e organismos internacionais a fim de construir ecossistemas de informação resilientes.	https://drive.google.com/file/d/1-y9Yt4Q7uItg4y_pwcReQ9i9HRZtN/view
195	Repórteres Sem Fronteiras (RSF)	Brazil	Civil society	www.rsf.org	Barbara Heliodora	bheliodora@rsf.org	PAJOR - Programa de Apoio ao Jornalismo	Fostering media sustainability, including its economic viability, to cover environmental and climate-change-related issues	O jornalismo comunitário na Amazônia Legal é uma das primeiras linhas de defesa contra violações de direitos humanos e crimes ambientais. O Programa de Apoio ao Jornalismo Ambiental Amazônico (PAJOR) atua diretamente com esses jornalistas, oferecendo suporte técnico, formativo e político para que suas vozes resistam e reverberem, mesmo sob ameaças constantes. Em 2020, o PAJOR reúne oito veículos de comunicação da Amazônia Legal, com trajetórias diversas e forte capilaridade nos territórios amazônicos. São eles: Abará (Escola de Jornalismo, TV & Rádio Quilombo Rampa, Amazônia Real, Agência Carta Amazônia de Comunicação, Jornalismo Parintins, Agência Tambor, Coordenação das Organizações Indígenas da Amazônia Brasileira (COIAB) e Taiaíró de Fato.	https://docs.google.com/document/d/1Gd0Vc6py5D8h0AAnqJd1-B1A0gw_W5Q_vYdIB4wV9ksc/edit?usp=sharing

197	PET Educom Clima	Brasil	Academia	https://www.ufsm.br/pet/educum-clima	Claudia Herte de Moraes	claudia.moraes@ufsm.br	Educom pelo Clima	Fostering targeted media, information and digital literacy related to climate change	"Educom pelo Clima" é um conjunto de iniciativas do programa acadêmico da UFSM que utiliza a educomunicação (educação + comunicação) para combater a desinformação sobre mudanças climáticas e promover ações, informação verificada e educação crítica sobre a crise climática. São realizadas oficinas sobre educação midiática e climática em escolas, centros de educação ambiental, junto a públicos escolares, comunitários e universitários, incluindo indígenas do curso de Licenciatura Intercultural Indígena. Além disso, realiza divulgação de vídeos de notícias semanais ("Clima em Pauta"); análise crítica no Observatório de Jornalismo Ambiental da UFRGS ("De Olho na COP"); produção de podcast "Vozes na COP" (estreia em 9 de setembro de 2025). Tem participação confirmada na cobertura jornalística e educacional, como uma Estação Central da COP, em resposta ao chamado do Observatório do Clima (OC), a partir de outubro. Toda a programação faz parte da iniciativa "Agenda COP 30 na UFSP", que reúne projetos de diferentes áreas da universidade para acompanhamento das discussões climáticas no ano de COP na Amazônia. O grupo PET Educom Clima tem como missão promover uma sociedade informada, a preservação ambiental, o combate à desinformação e o uso ético da tecnologia. O PET Educom Clima faz parte da Rede de Parceiros pela Integridade da Informação sobre Mudança do Clima, atuando no Eixo 6. Nossas divulgações: https://www.instagram.com/peteducumclima/	https://www.ufsm.br/pet/educum-clima
198	Wendel Palhares	Brasil	Government	https://alagoas.al.gov.br/noticia/alagoas-oficializa-nucleo-de-integridade-da-informacao-o-primeiro-da-america-latina	Wendel Palhares	wendelpalhares@gmail.com	Governo de Alagoas pela Integridade da Informação Climática: campanha de Letramento Midiático e Conscientização Pública	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	Em 4 de agosto de 2025, o Governo do Estado de Alagoas instituiu, por meio de portaria publicada no Diário Oficial, o Núcleo de Integridade da Informação do Estado de Alagoas (NI/AL), no âmbito da Secretaria de Estado da Comunicação (SECOM/AL). O Núcleo tem como finalidade desenvolver, articular e executar políticas públicas de promoção da integridade da informação, enfrentamento à desinformação e fortalecimento da confiança nas informações públicas. Estruturado em cinco subnúcleos temáticos, o NI/AL propõe, por meio do Subnúcleo de Meio Ambiente e Clima, uma ação concreta no eixo de campanhas e estratégias de comunicação climática, com base no parágrafo 35 do Pacto Digital Global da ONU. Em fase de planejamento para execução em outubro de 2025, a iniciativa prevê a realização de três workshops presenciais de letramento midiático nas cidades-polo de Maceió, Arapiraca e Delmiro Gouveia. Os encontros irão capacitar agentes públicos, comunicadores, educadores e lideranças locais para identificar e combater desinformação climática, promover o pensamento crítico e estimular o uso de fontes confiáveis. A proposta inclui oficinas práticas, produção de materiais educativos e articulação de redes locais de multiplicadores. Os resultados serão apresentados na COP-30, posicionando Alagoas como referência nacional na promoção da integridade informacional frente à crise climática.	https://drive.google.com/drive/folders/17ca6fVZWm-OR588g6R2mpIQV_mihp96?usp=sharing
199	Mary Landim	Brasil	Government	https://www2.ima.al.gov.br/	Mary Landim	mary.landim@ima.al.gov.br	IMA pela Integridade da Informação Climática: comunicação Estratégica para a Justiça Ambiental	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	O Instituto do Meio Ambiente de Alagoas (IMA/AL), órgão do Governo do Estado de Alagoas, fortalece a cultura da integridade da informação sobre mudanças climáticas por meio de campanhas, ações educativas e mobilização de vozes confiáveis. As iniciativas são realizadas em parceria com a Gerência de Mudanças Climáticas e Sustentabilidade e integram as ações do Subnúcleo de Meio Ambiente e Clima, vinculado ao Núcleo de Integridade da Informação do Estado de Alagoas (NI/AL), criado em agosto de 2025. Essas ações fortalecem o núcleo por meio da prática institucional já consolidada do IMA na promoção da transparência, responsabilidade ambiental e engajamento social. Entre os destaques, está a apresentação do catálogo com as fotos premiadas na 8ª edição do Concurso de Fotografia Ambiental. Com o tema "Resiliência Climática", o concurso reuniu imagens inéditas que retratam a capacidade do meio ambiente em enfrentar distúrbios ecológicos. Os primeiros colocados, entre fotógrafos amadores e profissionais, receberam prêmios em reconhecimento à qualidade e relevância de suas obras. A comunicação também tem sido estratégica para ampliar o acesso ao programa de Pagamento por Serviços Ambientais (PSA), com 91 imóveis inscritos e 83 vistorias técnicas realizadas. Ao todo, 83 contratos foram firmados em 23 municípios, contemplando os biomas da Catinga e da Mata Atlântica. O edital Agroecologia selecionou 76 participantes, dos quais 61 são mulheres camponesas, por meio da cota "Mulheres da Terra". Outras 7 propriedades foram contempladas pelo edital de RPPNs. O Prêmio IMA de Jornalismo Ambiental segue com inscrições abertas, valorizando reportagens comprometidas com a informação responsável. Também avança as estratégias de comunicação do Seto Alagoas pelo Clima, que reconhece organizações que medem e reduzem voluntariamente suas emissões de Gases de Efeito Estufa, fortalecendo o protagonismo climático no estado.	https://drive.google.com/drive/folders/1CaSejyppX6yegbY09_Im_L_yN27gH67usp=sharing
200	Dizatera	Brasil	Civil society	https://www.instagram.com/dizatera/	Ligia Takau	likaulgia@gmail.com	Dizatera: jornalismo jovem para combater a desinformação climática e ampliar a conscientização global	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	O Dizatera é uma iniciativa de jornalismo digital jovem que transforma informações complexas sobre meio ambiente e mudanças climáticas em narrativas acessíveis, criativas e confiáveis. Nosso propósito é combater a desinformação climática e aproximar a juventude dos debates que moldam o presente e o futuro do planeta. A proposta nasceu em 2022 a partir de um trabalho de conclusão de curso de jornalismo e, em 2025, ganhou escala ao integrar programas de aceleração de impacto socioambiental. Desde então, o Dizatera tem se consolidado como um espaço de informação ambiental para jovens, traduzindo ciência e política em conteúdos que engajam, educam e inspiram ação. Na prática, o projeto atua em três frentes: - Tradução e simplificação da informação climática → transformamos relatórios, conceitos técnicos e discussões políticas em conteúdos visuais, dinâmicos e de fácil compreensão. - Combate à desinformação e ao greenwashing → produzimos narrativas que desconstróem fake news e mostram os reais responsáveis pelas mudanças climáticas, sem cair no discurso de culpabilização individual. - Engajamento e formação da juventude → utilizamos linguagens e estéticas das redes sociais para alcançar os jovens Nosso projeto de expansão de impacto está focado em levar esse trabalho para os territórios por meio de oficinas de jornalismo socioambiental em periferias de Curitiba. Nessas oficinas, vamos capacitar jovens a produzir seus próprios conteúdos, conectando-os às pautas climáticas que afetam diretamente suas comunidades. Ao unir credibilidade jornalística, criatividade digital e formação de base comunitária, o dizatera fortalece a integridade da informação sobre mudanças climáticas e contribui para um futuro mais sustentável, inclusivo e democrático, alinhado aos princípios da Agenda 2030 da ONU.	https://drive.google.com/file/d/1V7uY1uW0P9NCQbAS1STxmV7I_uYnB3Q0/view?usp=sharing https://www.curitiba.pr.gov.br/noticias/jovens-de-curitiba-e-regiao-sao-premiados-por-projetos-que-promovem-a-justica-climatica/79017?utm_content=embed
201	Instituto Democracia em Xequê and ibict	Brazil	Civil society	https://www.digitalmethods.net/Dm/SummerSchool2025ContestingClimateFutures	João Guilherme Bastos dos Santos	santos.jgb@gmail.com	Mapping misinformation narratives and networks on Telegram	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 35.e	Presented at the University of Amsterdam in 2025, this research combined the Telegram data collection tool TeliCatch and semi-automated text analysis tools to understand climate information integrity issues inside Telegram (starting with more than 1.4 million messages from 2 thousand groups and reaching the final report in five days). The approach can be replicated in other information integrity issue. Our work shows that climate change disinformation on Telegram is not an isolated phenomenon but part of a broader, integrated, and profitable conspiratorial ecosystem. Extreme weather events act as catalysts, triggering the amplification of pre-existing narratives that merge climate denial with other conspiracy frameworks. These narratives are sustained and evolved through interconnected networks of channels and influencers, which blend emotional manipulation, pseudo-scientific production, and community mobilization strategies. Telegram's platform characteristics – minimal content moderation, forwarding mechanisms, and group-based organization – enable the persistence, rapid spread, and cross-pollination of these narratives. Our findings indicate that ensuring information integrity and combating climate disinformation requires approaches that go beyond fact-checking. Effective strategies should account for the commercial, emotional, and structural dimensions of these ecosystems, combining continuous monitoring, targeted interventions, and public education to address the coordinated narrative warfare that extends far beyond environmental issues.	https://www.digitalmethods.net/Dm/SummerSchool2025ContestingClimateFutures
202	Ambiental Media	Brazil	Civil society	www.ambiental.media	Thiago Medaglia	thiago@ambiental.media	Rio 60RC: Journalism, Science and Communities for Urban Climate Adaptation	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change	Brazilian cities are on the frontlines of the climate crisis. Heatwaves, floods, and landslides already impose severe social and economic costs, especially on residents of underserved urban peripheries. The project Rio 60RC, developed by Ambiental Media in partnership with Fundação Federal University (UFF) and supported by the Pulitzer Center and Instituto Serravallo, investigated and created the Extreme Rainfall Vulnerability Index (RICE-R), revealing that nearly 600,000 households in Rio de Janeiro are located in high-risk areas. At COP30, we propose to showcase Rio 60RC as a replicable case of urban climate adaptation, connecting data science, investigative journalism, and community participation. Launched in May 2025, the project combines reporting, interactive maps, and geospatial data with local storytelling to strengthen climate information integrity and counter disinformation that weakens community preparedness for extreme weather events. The project also incorporated artificial intelligence to generate educational visual content for public outreach. However, the AI initially produced racially biased illustrations that stereotyped levels of residents' income. We initiated a corrective process with community communicators from Rio das Pedras favela, ensuring more accurate and dignified representations, and improving algorithmic outputs. This experience underscores the importance of human oversight and participatory practices in the use of AI in vulnerable contexts. The COP30 action includes community roundtables with local communicators and public managers, aiming to inspire policies aligned with Brazil's Plano Clima 2035 and enhance climate information integrity in vulnerable territories.	C

203	Ambiental Media	Brazil	Civil society	www.ambiental.media	Thiago Medaglia	thiago@ambiental.media	Saving the Cerrado with Data: Reliable Information for Water Security in Brazil	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The Cerrado, Brazil's water heartland, is the source of eight of the country's 12 major river basins. Yet, over half of its native vegetation has been destroyed. Between the 1970s and the 2010s, six major river basins in the region lost 27% of their safe flow capacity—equivalent to 1,300 cubic meters per second, or 30 Olympic swimming pools per minute. In just one day, this water loss could supply the entire Brazilian population for over three days. Despite its strategic importance for climate, food, and energy security, the Cerrado remains marginalized in Brazil's public and political climate narratives. At COP30, we propose a series of dialogue sessions to translate these scientific findings into political action and foster climate information literacy. Our goal is to bring together communicators, journalists, scientists, business leaders, and decision-makers to elevate the Cerrado in national and global conversations. The action builds on the project "Cerrado – The Sacred Link of Brazil's Waters," a 12-month investigation by Ambiental Media using long-term data from the National Water Agency (ANA) and MapBiomas. It aims to turn environmental data into public engagement, mobilization, and accountability. By creating a collaborative learning space and fostering engagement across sectors, the initiative directly supports the UN's Principle of Trust and Social Resilience by making data accessible and involving communities in the dissemination of reliable sources. The goal is to influence decision-making around climate policies, water governance, and the full implementation of Brazil's 2035 Climate Plan.	https://cerrado.ambiental.media/en
206	Virgilio Teixeira Machado	Brazil	Civil society	www.mamiraua.org.br	Virgilio Teixeira Machado	virgilio.machado@mamiraua.org.br	Cinco Ações Abrangentes pela Integridade da Informação	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change O projeto Ações Abrangentes pela Integridade da Informação busca promover, através de cinco ações estruturantes, maior entendimento sobre como a ciência é construída e como o debate sobre barreiras de comunicação relacionadas às mudanças climáticas, incluindo a desinformação, pode apoiar a atuação de comunicadores. O Brasil carece de formação em comunicação científica e integridade da informação. Poucas organizações estimulam a contratação de profissionais especializados, e é comum que jornalistas generalistas cubram temas científicos. Os debates sobre comunicação, integridade da informação e mudanças climáticas são recentes no país. A estratégia central é oferecer um debate amplo sobre a construção da ciência, seus parâmetros e a comunicação dos riscos climáticos, aproximando a ciência do dia a dia profissional. O público-alvo inclui comunicadores tradicionais (índigenas, ribeirinhos, extrativistas, quilombolas), comunicadores institucionais e estudantes. As ações propostas são: 1) Seminário Online sobre ciência, barreiras de comunicação nas mudanças climáticas e boas práticas em divulgação científica; 2) Guia de Bolso sobre barreiras de comunicação nas mudanças climáticas; 3) Apoio técnico a comunicadores amazônicos durante a COP; 4) Simpósios e oficinas pós-COP; 5) Campanha de comunicação pela integridade da informação.	https://docs.google.com/document/d/1HWE8-KAB17rAn/cu/mpt6c5d0q6d723c-500t60/edit?usp=sharing&utm_source=gmail	
207	International Panel on the Information Environment (IPIE)	Switzerland	International organization	https://www.ipie.info/	Philip N. Howard	Secretariat@IPIE.info	Integridade Informacional para Resiliência Climática: De Experiências Locais à Estratégias Globais	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action—in line with UN Global Digital Compact, paragraph 35.e O IPIE enfrenta ativamente a crescente ameaça da desinformação sobre a ciência climática, transformando pesquisas em ações decisivas. Por meio do Painel Científico sobre Integridade da Informação sobre Ciência Climática, o IPIE mobiliza especialistas para avaliar evidências, acompanhar táticas em evolução e fornecer orientações confiáveis a formuladores de políticas, plataformas e sociedade civil. Nossas descobertas até o momento mostram uma mudança marcante: a negação climática passou da rejeição total da ciência para narrativas mais sofisticadas que minam as soluções — questionando a viabilidade, o custo e a justiça das políticas climáticas. Os agentes da desinformação reformulam a crise, visando formuladores de políticas, semeando dúvidas no debate público e explorando plataformas digitais. A próxima fase do Painel fortalecerá a ação climática, investigando como a desinformação mina a confiança — particularmente no Sul Global — e gerando ferramentas baseadas em evidências para combatê-la. Por meio de pesquisas multilíngues, workshops científicos cocriados, avaliações técnicas e uma campanha global de disseminação, o Painel fornecerá dados de acesso aberto e recomendações prontas para políticas, a fim de equipar instituições, formuladores de políticas e comunidades a reconhecer e responder à desinformação climática. O IPIE atua de quatro maneiras: - Regulamentação – fundamentar estruturas legislativas e regulatórias que exijam transparência, fortaleçam monitoramento e imponham medidas corretivas. - Responsabilização – apoiar litígios e a aplicação da lei contra práticas enganosas de greenwashing e práticas enganosas da indústria. - Construção de Coalizões – unir governos, pesquisadores, mídia e líderes da indústria para construir defesas intersectoriais. - Capacitação – fornecer briefings direcionados para formuladores de políticas e jornalistas, ao mesmo tempo em que promove iniciativas de alfabetização midiática e científica para o público em geral.	Scientific Panel on Information Integrity about Climate Science - https://www.ipie.info/panels/scientific-panel-on-information-integrity-about-climate-science Facts, Fakes, and Climate Science: Recommendations for Improving Information Integrity about Climate Science - https://www.ipie.info/research/ipe-2025-2 Information Integrity about Climate Science: A Systematic Review - https://www.ipie.info/research/sr2025-1	
208	RUMA	Brazil	Civil society	https://www.instagram.com/cemderuma/	Sabrina Cabral	sanyapeste@gmail.com	Agência Toró de Comunicação: Juventudes Nordestinas pela Integridade da Informação Climática	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers A Agência Toró é uma iniciativa de comunicação popular jovem que democratiza a informação no Nordeste, com foco em justiça climática, cultura e protagonismo juvenil. Atuamos na formação de correspondentes estudantes de escolas públicas, promovendo educação midiática e jornalismo comunitário voltados para o enfrentamento da desinformação climática. Nossa ação no Mutirão busca fortalecer a integridade da informação climática por meio da produção de conteúdo multiplataforma acessível, campanhas educativas e coberturas colaborativas sobre eventos socioambientais, incluindo a preparação para a COP-30. Ao articular comunidades periféricas, rurais, quilombolas e indígenas, ampliamos vozes historicamente invisibilizadas, promovendo resiliência contra desinformação e incentivando a participação ativa das juventudes no debate climático global. A ação também contribui para a segurança de comunicadores ambientais e para a criação de uma cultura de informação íntegra e confiável sobre a crise climática.	https://docs.google.com/document/d/12Vp8k4vVg3t6lpg0rM84t-CT1x1D_Q1t0q670d4qJed7uag/edit	
211	Amrita Gupta	United States	International organization	www.earthjournalism.net	Amrita Gupta	agupta@internews.org	Supporting Research and Providing Grant Support and Training to Journalists and Content Creators in the Global South to Better Identify Mis/Disinformation and Foster Climate Information Integrity	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action—in line with UN Global Digital Compact, paragraph 35.e Internews' Earth Journalism Network (EJN) was formed in 2004 with the aim to improve the quantity and quality of environmental coverage worldwide. Today EJN is a global community of over 34,000 journalists from more than 180 countries. Countering climate mis- and disinformation—and fostering climate information integrity—has been at the core of EJN's work for nearly 20 years. EJN has conducted two regional research studies recently on climate misinformation in East Africa and Middle East North Africa, to present a comprehensive picture of journalists' understanding surrounding climate misinformation. These studies offer insights on what form mis/disinformation takes in these regions, who is initiating it, how it spreads, how it is understood by the "supply side" of local information providers, what sources they trust, and what they do to try to counter the spread of misinformation. The studies highlight tangible recommendations for newsrooms and media development organizations to help tackle this information crisis. Our landmark global study, Covering the Planet, also sheds light on the challenges journalists face in not just combating mis/disinformation but identifying it, even as they bear the responsibility of fostering climate information integrity among their audiences. In addition to gathering and sharing data and rigorous research-based recommendations, EJN, through its Earth Shorts program and other projects, supports capacity building, peer learning and exchange between journalists and content creators in an effort to deepen knowledge of climate and environmental issues among audiences wherever they get their news and information—be it via social media or traditional media. This is particularly pertinent as research reveals many news consumers, especially from younger generations, pay more attention to influencers than journalists, yet these unregulated platforms do little to curb the rampant spread of climate mis/disinformation.	https://earthjournalism.net/what-we-do/our-research ; https://earthjournalism.net/what-we-do/projects/earth-shorts-supporting-content-producers-to-create-climate-focused-posts-on	
212	GridTech	Brazil	Civil society	https://peregrum.org.br/	Marcelle chagas do monte	Marcelle@mozillafoundation.org	GridTech – Ancestral Knowledge and Open Technologies to Tackle Disinformation and Build a Sustainable Future	Sharing practical tools, methods and materials to strengthen resilience against disinformation and promote information integrity on climate change GridTech bridges ancestral knowledge from Afro-Brazilian, Indigenous, and quilombola communities with open and participatory technologies to promote climate information integrity and combat disinformation from Mozilla Foundation and Peregrum Institut. Based on the principle that ancestry is technology, the initiative creates territorial labs in vulnerable communities to document and share traditional narratives, oral histories, and ecological practices, integrating them with digital mapping, open-source tools, and context-aware AI. This approach both generates evidence on how climate disinformation circulates locally and develops solutions rooted in community resilience. The project delivers: - An open repository of tools and methods to protect environmental journalists and community communicators. - Taining modules on digital literacy, data protection, and climate communication for grassroots leaders. * A territorial map "Digital Territories" showing intersections between climate disinformation, local vulnerabilities, and resilience strategies. By recognizing community knowledge as part of climate science and embedding it into replicable, open-access tools, GridTech contributes to UNESCO's agenda on information integrity and the UN Global Digital Compact (paragraph 35.e). It aligns with COP30's call for a global Mutirão—a collective effort to heal the planet through inclusive, evidence-based, and culturally grounded solutions.	https://www.mozillafoundation.org/pt-86/	

	Canada	Civil society	https://cape.ca/focus/health-and-economic-policy-program/	Leah Temper	leah@cape.ca	Fossil fuel ads make us sick - physician-led campaign to stem fossil fuel promotion and disinformation to protect health	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers	The "Fossil Fuel Ads Make Us Sick" campaign, led by the Canadian Association of Physicians for the Environment (CAPE) has mobilized a movement of over 700,000 health professionals across Canada to highlight the health risks of fossil fuels and to call for regulation of fossil fuel advertising and promotion. Campaign demands include a comprehensive ban on fossil-fuel advertising, robust regulation of misleading environmental claims, and mandatory disclosure of health and environmental risks. In 2024, CAPE and allies supported the introduction of Bill C-372, the Fossil Fuel Advertising Act, a private member's bill tabled by MP Charlie Angus, which proposed prohibiting fossil fuel advertising and sponsorship federally. The bill sparked a national conversation on fossil fuel pollution, health and industry deception. While the law died on the order paper with the election, it raised public awareness of the health risks of fossil fuels, exposed misleading fossil fuel advertising and built momentum for legislation banning fossil fuel ads. The campaign also spurred Competition Bureau investigations into fossil fuel greenwashing and was pivotal in passing truth-in-advertising amendments to the competition act under bill C-59. The amendments, enacted in June 2024, reverse the onus for green claims, requiring companies to substantiate their environmental and climate-related claims. The new rules have led many fossil fuel and financial companies to scale back dubious environmental marketing claims, add disclaimers, or pause ad campaigns. By exposing misinformation and mobilizing health messengers, the campaign has significantly advanced climate information integrity and corporate accountability in Canada. Just as physicians mobilized to ban tobacco ads to counter decades of deception, physician-led advocacy is ensuring that Canadians receive accurate information about fossil fuels to protect public health and courtier industry disinformation.	https://drive.google.com/drive/folders/1u8t28Mxycu0z4d5Cn0AC4whb4M46BM7yq9v0tne-4sk
215	Lincoln Bauer	United States of America	Private sector	www.spendwell.com	Lincoln Bauer	lincoln.bauer@spendwell.com	Corporate accountability reporting rebranding: the first submission form closed without a completion message and I received no confirm email	Sharing practical tools, methods, materials and policies, to strengthen resilience against disinformation and promote information integrity on climate change Integrity requires accountability. Accountability is almost entirely absent from global corporate climate initiatives. Integrity also requires an ideal, something to which we hold ourselves to. Too many corporate climate initiatives began with a compromised or negotiated ideal, unintentionally undermining these initiatives from the outset. Making matters worse, policy almost always aligns with popular narratives. If popular discourse does not prioritize accountability or set an ideal standard, chances are, neither will policy. Spendwell.com is working to help solve these problems with a multi-pronged, progressive and indefinite corporate climate accountability reporting campaign modelled on the UN High Level Expert Group's Integrity Matters recommendations. This campaign is focused on several interconnected themes of change: 1) If we want corporations to take climate as seriously as profits, the narrative around climate needs to reflect this, starting with open, urgent, comparative, and quarterly reporting. 2) Corporate climate data narratives are rarified. Protecting the integrity of this information means breaking it out of its bubble, starting by reporting on it locally with local relevance, everywhere. 3) Make this data relevant to broader audiences by integrating it with other aspects of inequity: parallel reporting on income inequality, sustainability, corruption and more. This reporting project began with an early pilot run around COP28, which was met with some success and media coverage. The reporting was then revamped with an improved format and approach going into COP29. Spendwell has been steadily adding reports throughout 2025 and should have report series in production by COP30 focused on the supranational, national and regional levels in addition to special reports covering UN-convened/backed corporate net-zero initiatives and others. Please see the Further Information & Contents document in the linked references drive folder for details.	https://drive.google.com/drive/folders/12AoHtKEN_ah0eCFB_1acm4H6z1280age7hup3shang
216	Rede Wayuri de Comunicadores Indígenas do Rio Negro	Brazil	Civil society	https://rio-negro.br/index-de-comunicadores-indigenas-do-rio-negro/	Claudia Ferraz	redewayuri@gmail.com	Podcast Wayuri Clima	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers O Podcast Wayuri Clima parte da ideia de conectar a comunicação comunitária indígena do Rio Negro, realizada pela Rede Wayuri, com o conhecimento dos Agentes Indígenas de Manejo Ambiental (AIMAs), que há 20 anos monitoram e registram as dinâmicas ambientais e climáticas na Bacia do Rio Negro, com base na cosmologia dos diferentes povos da região. O formato de áudio é uma forma de compartilhar esse conhecimento acumulado ao longo de duas décadas de forma acessível, respeitando e valorizando a tradição oral dos povos indígenas e ampliando a compreensão da sociedade sobre meio ambiente, clima e adaptação sob a perspectiva indígena. Em amo de COP30 na Amazônia, o produto é especialmente estratégico, pois reforça a urgência de discutir adaptação climática a partir das soluções de quem sempre viveu dos recursos naturais sem colocar em risco os ecossistemas: os povos indígenas.	https://drive.google.com/drive/folders/127NvUQoqH7B8mEmJLm4nTCSYwUwam
217	Jonathan Hernández Pérez	Mexico	Academia	https://ibi.unam.mx/index.php	Jonathan Hernandez Perez	jonathan@unam.mx	Disinformation: Interdisciplinary Dialogues and Citizen Engagement	Developing communications campaigns, strategies and efforts designed to raise public awareness and foster a global culture of information integrity on climate change, including through trusted voices and influencers The "Disinformation: Interdisciplinary Dialogues and Citizen Engagement" series serves as a dynamic forum for dialogue and collaboration, uniting academics, civil society experts, and other key stakeholders. The primary goal is to dissect the specific tactics of disinformation surrounding climate change, analyze their multifaceted consequences, and, most importantly, collaboratively construct effective strategies and responses. By doing so, we aim to counteract the impact of false narratives and foster well-informed climate action. The program featured a multi-perspective dialogue on the effects of climate change disinformation, complemented by a lecture on the United Nations' global initiative for information integrity and climate change.	https://efusion.ibi.unam.mx/desinformacion/cambio_climatico_hi.pdf#page=ama_and_... https://www.youtube.com/watch?v=Q_40_Qd_CgU&list=P11-1a0d038xwT_Bfw729-wQwWmmPmUf
218	Climate Social Science Network	USA	Academia	limmons_roberts@brown.edu	Timmons Roberts	limmons_roberts@brown.edu	Climate Obstruction: A Global Assessment	Gathering and sharing data, rigorous research, evidence and knowledge on risks to climate information integrity, including disinformation and risks related to AI and emerging technologies, and impacts on climate action – in line with UN Global Digital Compact, paragraph 16. The Climate Social Science Network is now in 49 countries, bringing together over 800 scholars seeking to understand who is obstructing action on climate change, and how. The CSSN is working on a major assessment volume on "Climate Obstruction: A Global Assessment" from Oxford University Press, which will be released in October. Just in advance of COP30, with 119 authors considering that of all the authors experts, this is a massive advance in our understanding of how obstruction varies and works, across countries, sectors, actors, and time and there are important examples from Brazil.	https://globaloup.com/academics/product/climate-obstruction-2380197761751717e1timmons20roberts@clangeenaccus