

Concept Note elaborated by the Brazilian Presidency, in coordination with UNESCO and the UN Department of Global Communications

Global Initiative for Information Integrity on Climate Change

Concept Note – June 2025

1. Background

Recent research has shown an important rise in the levels of disinformation circulating about the global environmental crisis of climate change, accompanied by the emergence of a new type of disinformation. This disinformation seeks not only to deny the scientific consensus around climate change, its consequences, and causes, but also delay action or discredited evidence-based policies that are being brought to the table to address this issue.

Latest available comparative studies have shown a discrepancy between research on different types of disinformation, with climate change disinformation studies representing only 6% of the papers analyzed. That said, it is also a fact that content analysis for this topic has become an increasingly and more widely available research tool, however this type of research:

1) Is highly focused on the Global North, and mostly available in English;
2) Tends to favor a perspective where disinformation is examined from a content point of view, but without taking into account other relevant parameters that are key to gaining a better understanding about the integrity of the information (processes, how tech companies work, who finances and who disseminates disinformation, its potential impact on policymaking, changes on narratives ...);
3) Often fails to provide a detailed analysis of local dynamics.

In this context of an acute need to produce evidence which can be used to elaborate solid, evidence-based information integrity policies on climate change, an initiative to support research that overcomes the above gaps is particularly urgent.

Besides, it is also important to be able to respond to disinformation strategies and to send coherent and strong messages from the global community about these topics. This includes informing and reinforcing UN climate communications and promoting the positive aspects of addressing the issues.

2. A Global Initiative for Information Integrity on Climate Change

The Global Initiative for Information Integrity on Climate Change (hereinafter “Global Initiative” or “Initiative”) will constitute a partnership of countries, international bodies

and other stakeholders from all regions of the world that will work together to promote and defend information integrity regarding climate change through funding for research and strategic action, advocacy, diplomacy, and, where possible, through support and cooperation with organizations working in relevant initiatives. Also, the Initiative will drive efforts to inform and bolster official communications on climate change.

Principles:

The work will be totally aligned with human rights principles and the preservation of fundamental freedoms.

The Initiative will align with and support the work developed by specialized agencies (such as WMO, UNEP and UNFCCC) and on the work on information integrity and tackling disinformation done by the UN Secretary-General, especially the Global Principles on Information Integrity, and UNESCO.

The Initiative will coordinate and dialogue with all other existing initiatives and workstreams, such as the UN campaign - Verified Climate and DGC's information integrity and climate communications work.

The Initiative will build upon scientific consensus, especially the reports of the IPCC.

The Initiative will seek to valve science, specially the need to invest in science in the south.

The Initiative will also seek to identify the impact of disinformation on climate justice issues and propose strategic responses to that.

The work will seek to strengthen information integrity, including through: (i) promoting diverse and resilient information ecosystems, including by strengthening independent and public media and supporting journalists and media workers; (ii) providing, promoting and facilitating access to and dissemination of independent, fact-based, timely, targeted, clear, accessible, multilingual and science based information to counter misinformation and disinformation; and (iii) promoting access to relevant, reliable and accurate information in crisis situations, to protect and empower those in vulnerable situations.

Adhesion to the Initiative will be made upon agreement on the above-mentioned principles.

The work of the Global Initiative will be structured upon the following lines of action:

2.1 A Global Fund for the Integrity of Information on Climate Change

A Global Fund for the Integrity of Information on Climate Change will be created at the initiative of interested members of the Global Initiative, to fund networked, in-depth research that will contribute to exposing and dismantling disinformation related to climate change, as well as the socialization of the results of the research.

The Fund will be administered and implemented by UNESCO, will be structured as a Multi-Partner Trust Fund (the modality of UNESCO's Global Media Defence Fund): the Fund will rely on voluntary contributions from donors, which will be pooled into a single, special account, and expenditures will not linked to specific donations. UNESCO will provide a consolidated narrative and financial report on the use of the pooled resources to all donors.

The Fund will seek to support the integration of international research collectives to address the gaps identified above and respond to the challenges posed by the increasing levels of disinformation to the full exercise of freedom of expression and other fundamental human rights, as well as to the implementation of evidence-based policies to address climate change.

Implementing partners will be selected through the launch of competitive calls for proposals or "Calls for Partnerships".

Synergies will be sought out with other information integrity initiatives by building on their existing work and sharing information as appropriate.

The initial proposal for funds distribution, excluding operational costs, is:

45% for research initiatives, balancing Global North and South
30% design and implementation of strategic response to disinformation strategies
25% bolstering communication initiatives on climate change communications from UN agencies

The Fundraising will be made by the chair, co-chair and the secretariat of the Global Fund, jointly or individually.

2.2 Institutional Agenda

The Global Initiative will seek to set information integrity on climate change in the international institutional agenda, positioning it as a specific issue of concern, establishing specific goals to be attained, and proposing common lines of action for the attainment of these goals.

The members of the Global Initiative will make a public commitment to making information integrity on climate change a key policy issue and working together with their peers to promote this agenda at the international level.

The Initiative will seek to support its members and other countries in their efforts to address disinformation related to climate change, adopt collective diplomatic approaches where appropriate and, when relevant, make collective statements on the issue.

2.3 Campaigning for Information Integrity on Climate Change

The Global Initiative will support and strengthen existing communications campaigns on climate change to mitigate and counter climate disinformation particularly in advance of COP30. It will also support ongoing advocacy and communications to strengthen the integrity of information environments globally. The Global Initiative will work to garner support from civil society and scientific groups worldwide, seek public support from prominent global figures, and engage key audiences and stakeholders.

3. Structure

The Global Initiative for Information Integrity on Climate Change will consist of a Steering Committee, a Secretariat, and a Scientific Advisory Group.

3.1 Steering Committee (SC)

A Steering Committee will be set up for the Global Initiative for Information Integrity on Climate Change, composed of States, international bodies and other relevant stakeholders that will provide strategic direction to the initiative, including the identification of strategic priorities and decision-making relevant to the attainment of the objectives of the Initiative.

Its decisions will be adopted by consensus.

SC will draw inputs from relevant UN institutions involved in addressing climate change, who will make their expertise available to the work of the Initiative.

The following members will be invited to compose the Global Initiative for Information Integrity on Climate Change SC:

UN Department of Global Communications – co-chair
Brazil – co-chair
UNESCO – co-chair
UNFCCC
G20 Presidency
States invited by the co-chairs, based on regional diversity, level of climate ambition and financial contribution to the Fund.

Observers may be allowed to attend the meetings of the Global Initiative for Information Integrity on Climate Change SC, by co-chairs discretion.

3.2 The Secretariat

The Secretariat of the Global Initiative for Information Integrity on Climate Change will be hosted by UNESCO.

It will provide administrative, technical and operational support to the work of the Global Initiative and implement the global Fund to be created under its umbrella.

3.3 Advisory Group (AG)

The Global Initiative for Information Integrity on Climate Change AG will be a group of national, regional and global organizations working on the issue of climate change and information integrity. Its objective will be to provide inputs to the work of the Global Initiative and thus contribute to the attainment of its objectives.

Particularly, the AG will:

Provide technical advice on technical issues;
Analyse the documents on the results of the research activities;
Validate the process and results of the research activities;
- Ensure that the best technical standards are respected;

The following organizations will be invited to compose the AG:

Scientific networks, such as the Observatory on Information and Democracy, the International Panel on the Information Environment and the Global Knowledge Network

Multilateral organizations or support organizations working on the topics, such as UNEP and WMO and the IPCC

The members will be invited at the discretion of the Steering Committee.

4. **Countries which confirmed adherence to the Initiative**

Chile

Denmark

France

Morocco

Sweden

United Kindgom

Uruguay (from July,10/2025)