



Promoting information integrity on climate change: an essential milestone for the Paris agreement.



3pm – 3:35 pm

Presenting the global initiative on information
integrity

SB62 – June 18th



Benoit Faraco

Climate Ambassador

France



João Brant

*Digital Secretary of the
government of Brazil*

Brazil



Katarzyna Wrona

*Head of the Polish climate
delegation*

Poland



Eva Morel

Secretary General at QuotaClimat

France





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France



3:35pm – 4:15 pm

Displaying the most recent data on climate
disinformation proliferation



Roland Meh Buh

*Technical adviser of Green and
Better World*

Cameroon



Klaus Bruhn Jensen

*Chair, Scientific Panel on Information Integrity
about Climate Science*

Denmark



Lou Welgryn

Secretary General

France



Jean Sauvignon

Head of Data

France



Eva Morel

*Secretary General at
QuotaClimat*

France



Elevating information integrity on
climate change: *a fundamental
prerequisite for the Paris agreement*



« Global warming is a real chance. Notably for India. »

January 31st, Sud Radio

« Planes are more sustainable than trains. »

March 5th, France 5

« Renewables do not work. »

March 30th, LCI

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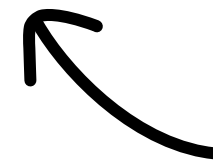
Rhetoric and **misinformation on climate change** and the deliberate undermining of science have **contributed to misperceptions** of the scientific consensus, **uncertainty**, **disregarded risk** and **urgency**, and dissent.

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Traditional media – print and broadcast – frame and convey climate change information. They play a **crucial role in shaping public perceptions**, understanding and willingness to act.

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**We are not
saying it, IPCC is**

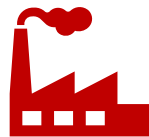
When disinformation reaches mainstream media, it's **getting normalized**

It blurs the line between facts and opinion

It leads to a **general loss in confidence**



Attention / Willingness to
act / Anxiety **for citizens**



Free pass to pollute **for**
companies

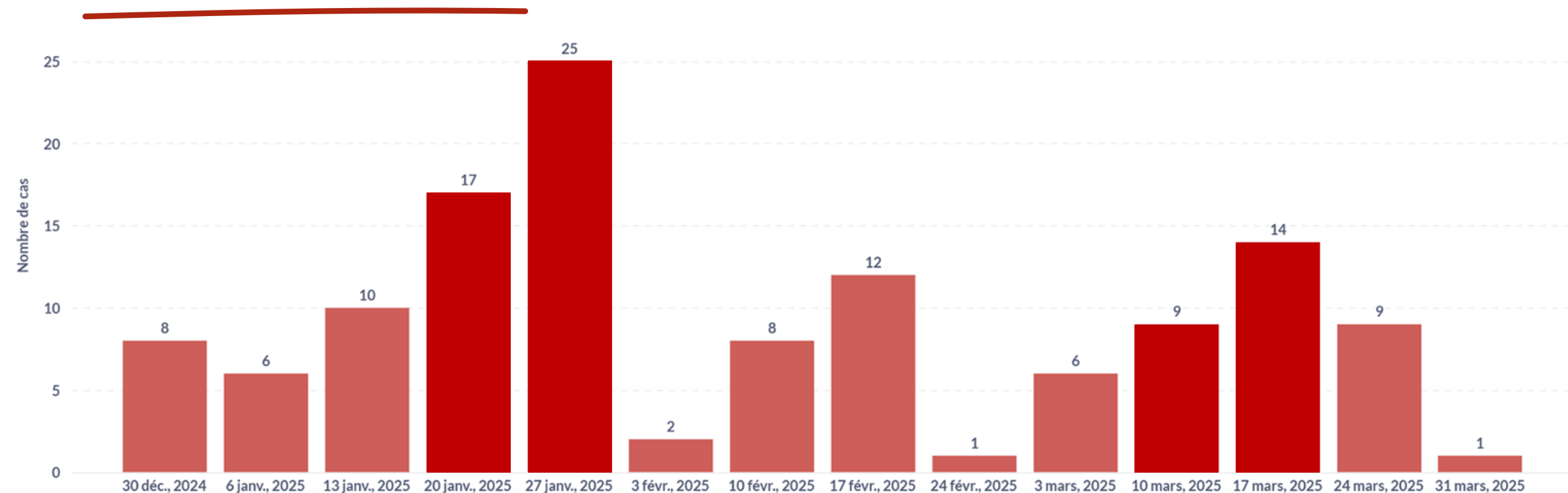


Political disincentive

128

that's the number of **disinformation cases**
identified in only **3 months** of French TV and Radio
*with a combination of Artificial Intelligence &
Human Fact-checking*

The permeability of the traditional media to climate disinformation is particularly visible during geopolitical periods (e.g. US elections) or national debates on net zero policies

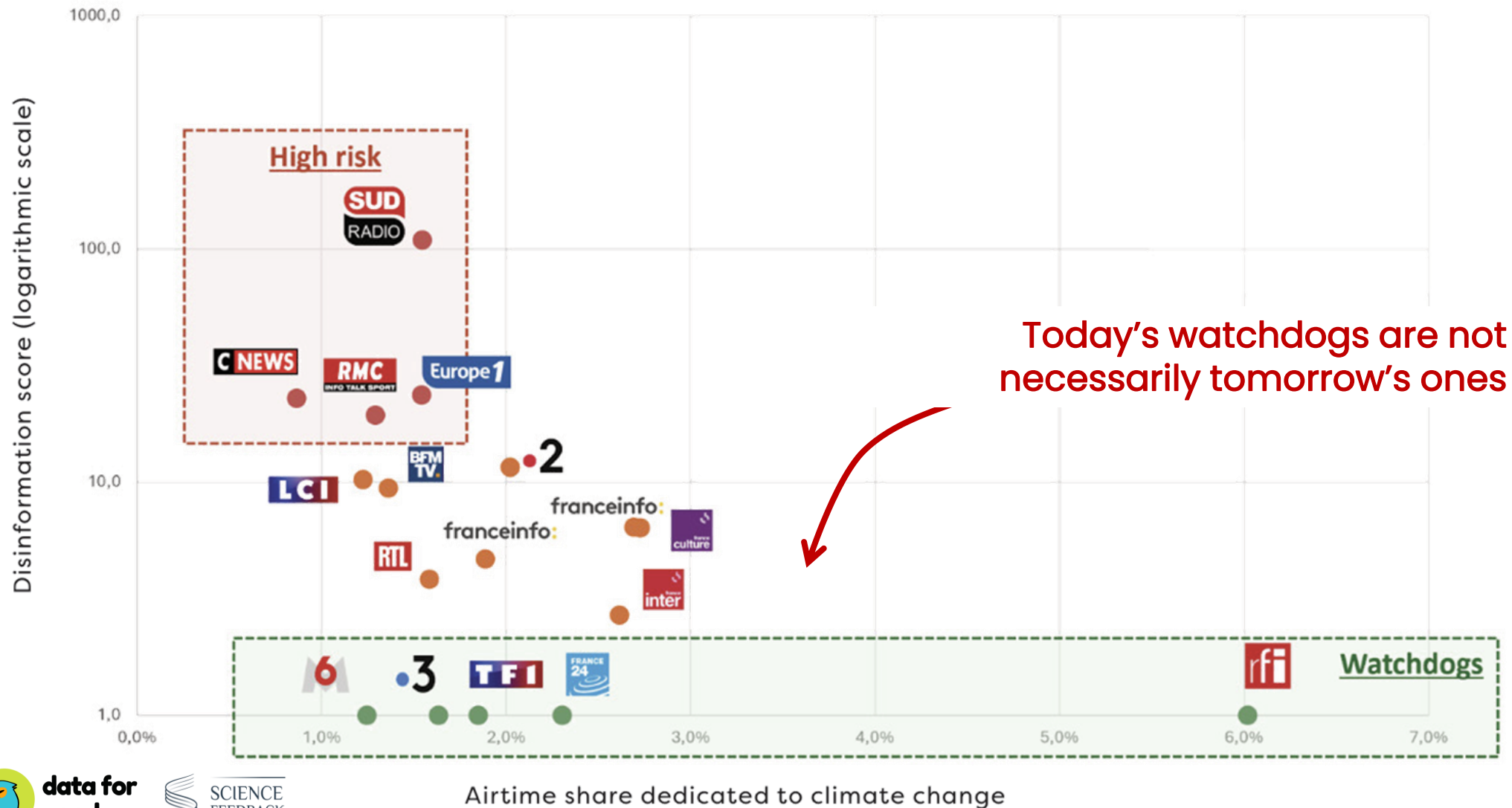


41%

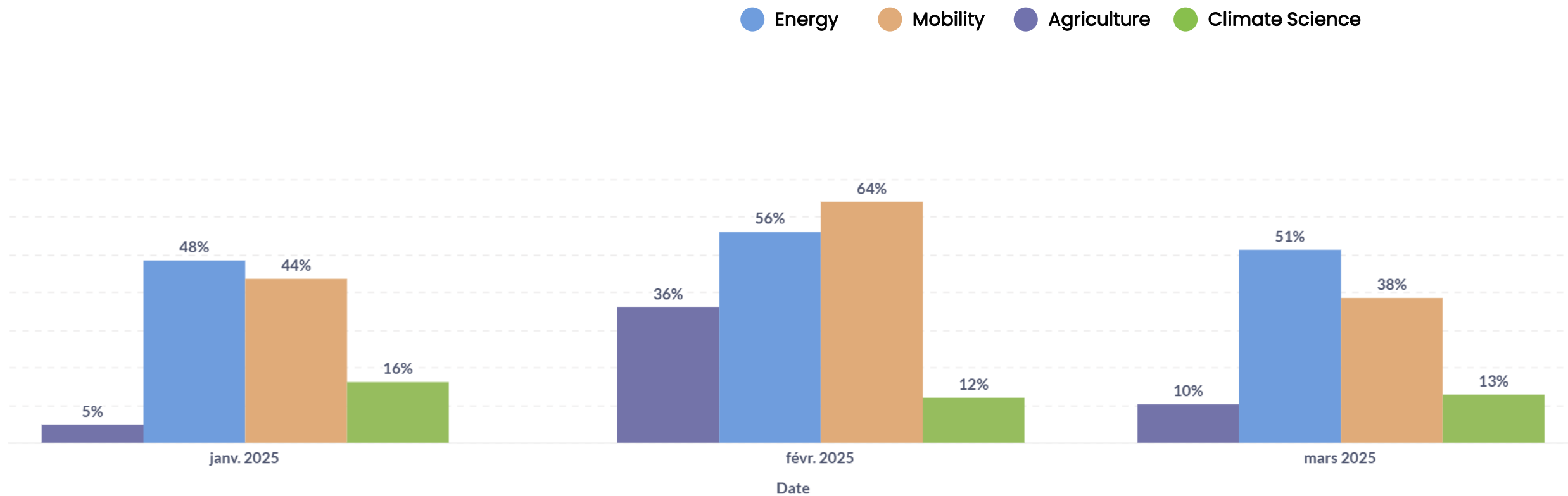
of climate disinformation over the period explicitly mentions Donald Trump in support of his comments on climate change

The launch of the public consultation on the Pluriannual Energy Program (PPE) and the release of the National Climate Change Adaptation Plan have given rise to a wave of climate misinformation.

The study demonstrates the existence of media that are specifically at risk: under-informing while actively disinforming; as well as a high degree of porosity in the 'traditional' media



In France, climate disinformation focuses mainly on renewable energies, electric vehicles and agriculture

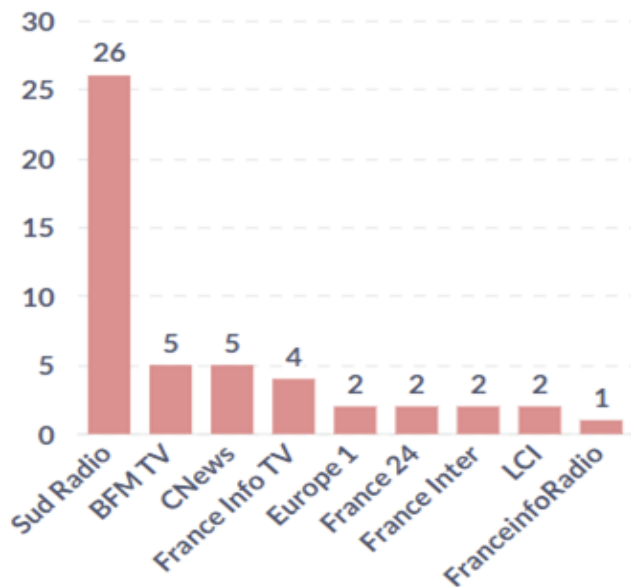


Extending the analysis from misinformation to the rhetoric of inaction, it identifies a strong tendency to discredit the messengers of transition, and to discredit the solutions

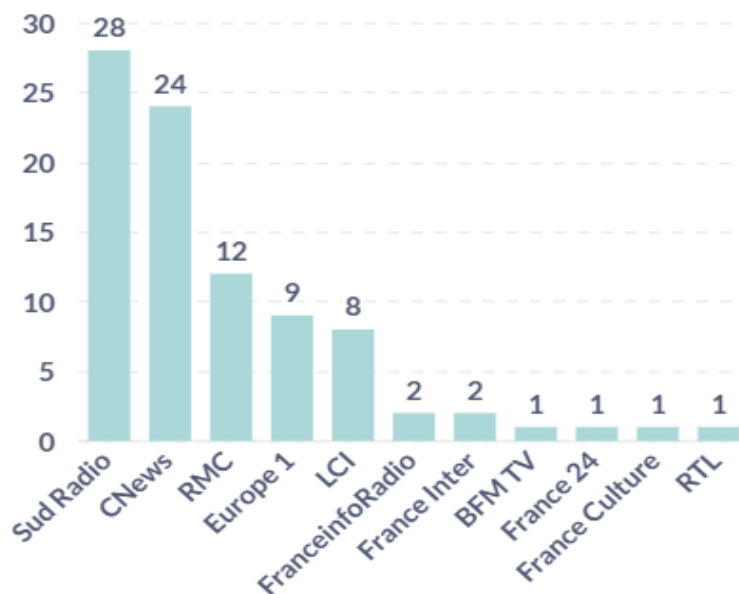
← Old Climate denial →

← New Climate Denial →

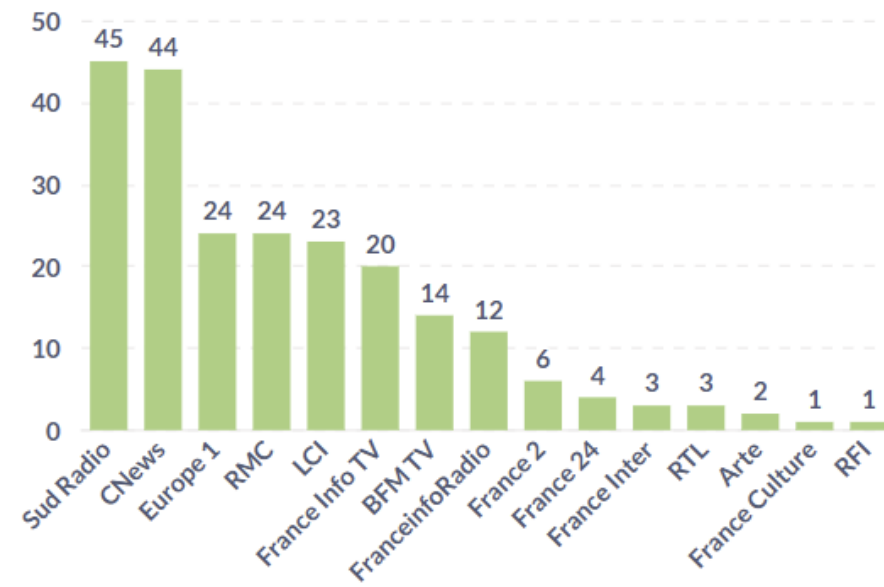
CARDS – About Science



CARDS – About Messengers



CARDS – About Solutions



Shifting perspectives: from west European climate disinformation to Brazilian specific narratives

10

first cases of climate disinformation detected after a first month of analysis of Brazilian TV, within three main topics

False narratives about
deforestation and
agriculture

False narratives about civil
society, NGOs &
multilateralism

False narratives about
indigenous population

We are not helpless



Monitoring
tools



Scientists, media
and journalists



Regulatory
frameworks

Leveraging advanced AI, partnerships with scientists, media and journalists and regulatory frameworks to preserve the integrity of information



Objectification of the phenomenon is a critical issue, made feasible thanks to **recent AI evolutions**: prevalence, narratives, actors, vectors, specific risks



Existing regulatory frameworks are not sufficient: climate disinformation is not defined, existing frameworks not applicable, media regulation not explicit



Fighting climate disinformation can only be done if quality information is being circulated and made accessible to the public

A dark teal world map with white outlines of continents and countries, serving as a background for the text.

What can you do now?

Invite your government to join the global initiative for information integrity on climate change

Organize training sessions on climate disinformation within your delegation

Invite your government to support the dedicated pledge, carried by QuotaClimat



Next events on Information Integrity in Bonn SB62



Thursday, 19 June, 5 pm – 6pm

Expert briefing discussing key findings from the first global, systematic assessment of information integrity about climate science.



Saturday, 21 June, 1 pm – 2:30 pm

Special Event Information Integrity on Climate Change
Panel 1 – The Urgency of Promoting Information Integrity on Climate Change
Panel 2 – Towards COP30: Paving the Way for Information Integrity on Climate Change