

FIGHTING CLIMATE DISINFORMATION



**A GUIDE TO RECOGNIZING
AND COMBATING FAKE NEWS**



FIGHTING CLIMATE DISINFORMATION

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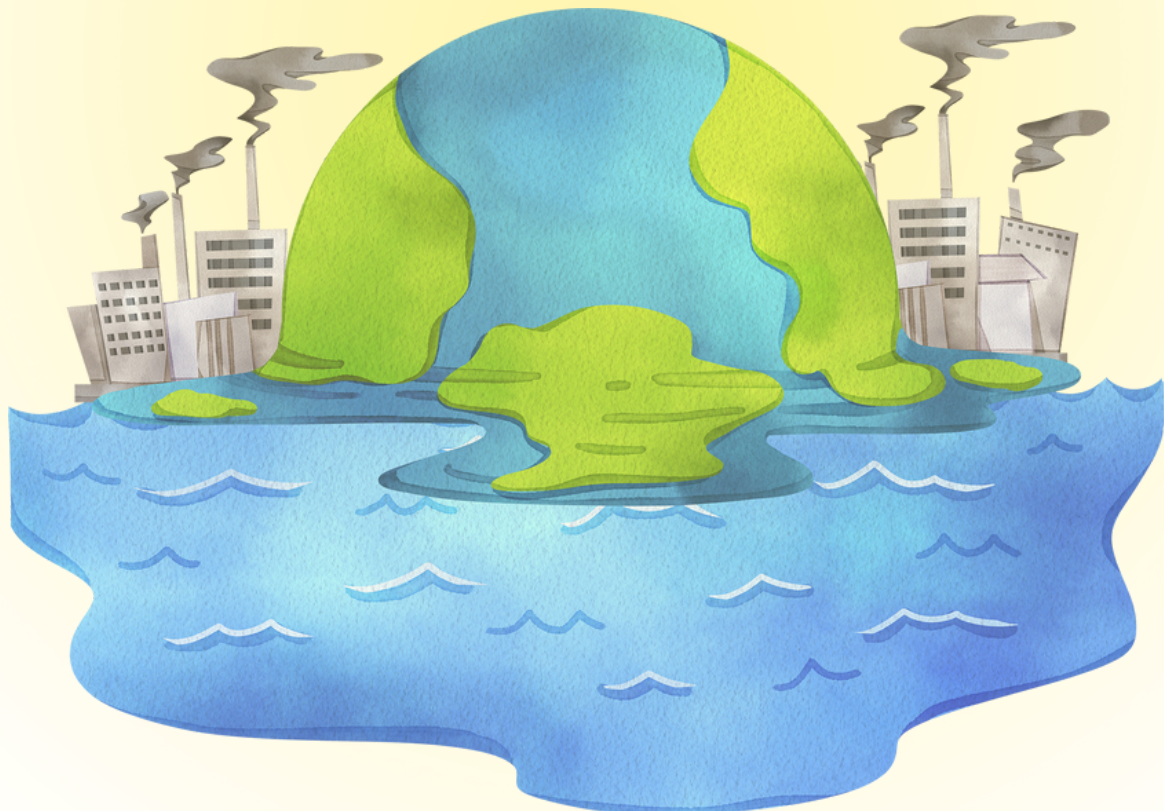
TAKING ACTION
TOGETHER





In an era where misinformation spreads at lightning speed, tackling fake news about **climate change** has become a pressing challenge. Disinformation not only distorts public understanding but also delays critical action needed to address the climate crisis. To combat this, it's essential to understand the dynamics of climate-related fake news and learn effective ways to identify and counter it.

At the forefront of this battle is **InfoReady**, a platform committed to helping individuals develop critical thinking skills and navigate the complex world of online information. By focusing on media literacy and equipping users to identify misinformation, disinformation, and fake news, InfoReady plays a vital role in empowering communities to take informed action.



**SENSATIONAL
HEADLINE**

**QUESTIONABLE
SOURCES**

COMMON TRAITS OF CLIMATE FAKE NEWS

**CLIMATE CHANGE IS ONE OF THE MOST
URGENT ISSUES OF OUR TIME**

**CHERRY-PICKED
DATA**

**APPEALS TO
CONSPIRACY**

How to spot fake news

InfoReady emphasizes the importance of these steps

VERIFY THE SOURCE

Reputable organizations, academic institutions, and peer-reviewed journals are reliable sources for climate information.

CHECK THE AUTHOR

Investigate the credentials of the writer or the organization publishing the content.

LOOK FOR SUPPORTING EVIDENCE

Fake news often lacks credible citations or links to original research

BEWARE OF BIAS

Consider whether the article has a clear agenda or aligns with extremist views.

CROSS-CHECK FACTS

Compare the claims with trustworthy sources, such as reports from the Intergovernmental Panel on Climate Change (IPCC).





CASE STUDY

A **2022 report** by the **European Digital Media Observatory (EDMO)** analyzed key narratives of disinformation regarding climate change at the European level. The study highlights the most common false claims, including questioning the scientific consensus, exaggerating data, and promoting conspiracy theories about climate change.

These misleading narratives can cause **confusion**, **undermine trust** in climate science, and hinder support for essential policies aimed at tackling the crisis.



CLIMATE CHANGE DENIAL

The first disinformation narrative denies the existence of climate change or its link to human activity. Examples include claims that CO₂ emissions don't cause global warming, the idea that only 5% of global warming is human-induced, or that Arctic ice levels are at their highest in 30 years. False stories also circulate about climate change being caused by natural factors, like volcanic eruptions or solar activity. These messages suggest that climate change is either non-existent or irrelevant to human actions.





MEDIA PANIC ACCUSATIONS



A widely spread piece of disinformation in June involved fake temperature maps of Sweden, claimed to show the same data for 1986 and 2022, suggesting media manipulation to create panic. In reality, the maps referred to 2016 and 2021. Similar false claims about temperature maps were detected across Europe.

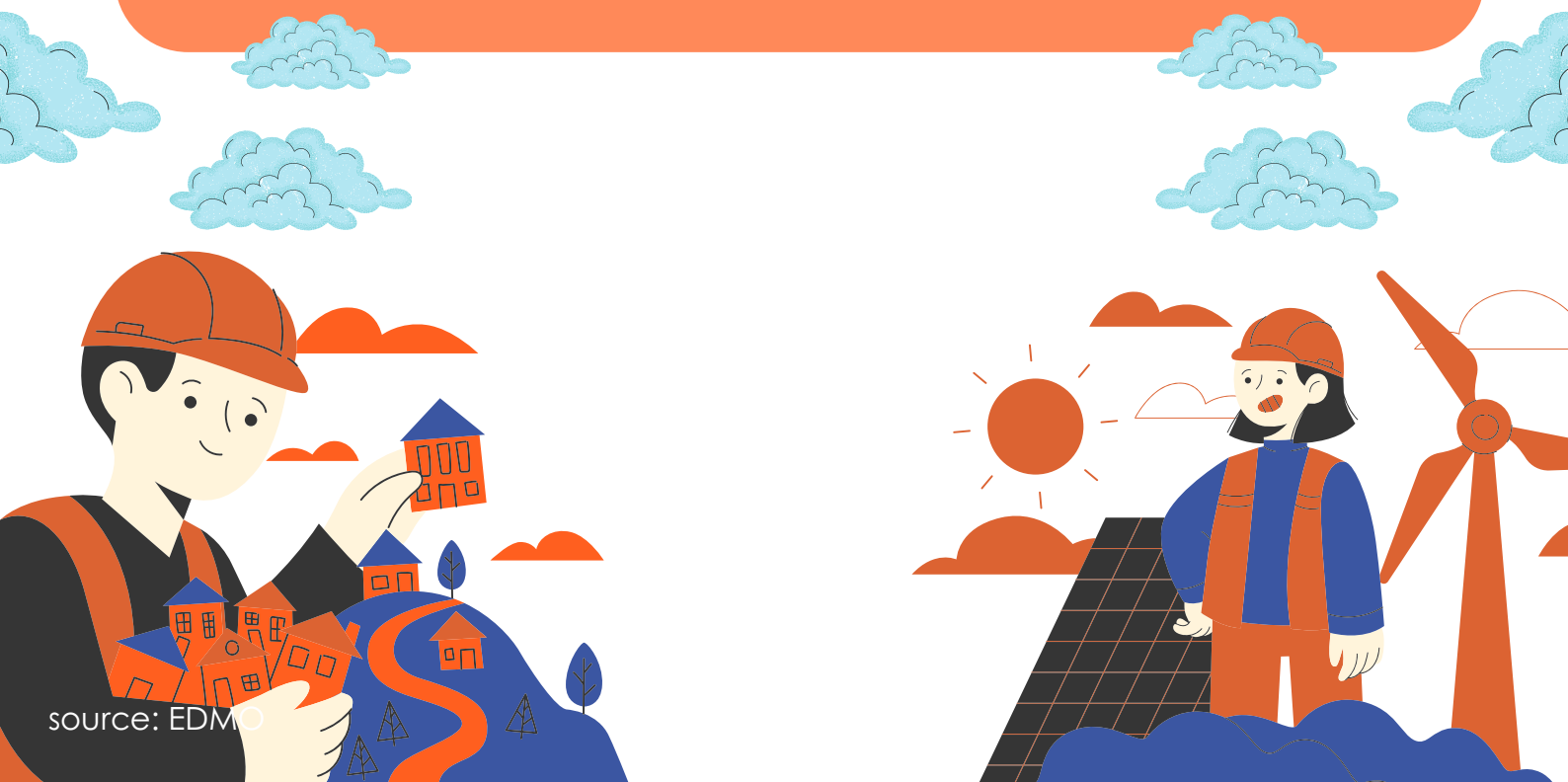
This narrative sought to discredit traditional media, labeling their climate coverage as panic-driven and baseless, and **promoting the idea that climate change is not real**, or not worse than past weather events.





OPPOSITION TO RENEWABLE ENERGY AND SUSTAINABILITY

The third narrative of disinformation targets potential solutions to climate change, particularly renewables, electric vehicles, and recycling. False claims include that wind turbines release microplastics, recycling efforts are useless due to waste mixing, and electric vehicles have various issues, such as short battery life, fire risks, high CO₂ emissions during battery production, and abandonment due to battery problems. These narratives aim to undermine support for renewable energy and electric vehicles by focusing on perceived flaws.



DISCREDITING THE CLIMATE MOVEMENT

The fourth narrative in climate change disinformation targets **climate activists**, especially Greta Thunberg, portraying them as **hypocritical or foolish**.

False claims include activists leaving trash at events, Thunberg supporting child labor in cobalt mining, and absurd protest actions, such as burying heads in the sand to "cleanse the planet of CO₂." These misleading stories often rely on miscaptioned images to push an anti-climate agenda.



CONCLUSION

To effectively combat disinformation, stay informed through credible sources and environmental organizations. Share accurate information, support policies that promote media transparency, and engage in fact-based discussions online.

Misinformation hinders climate action, but initiatives like **InfoReady** play a crucial role in equipping people with the skills to **recognize fake news** and develop **critical thinking**. By fostering media literacy and fact-checking abilities, we can build a well-informed society, resilient against disinformation and ready to tackle the climate crisis with knowledge-based solutions.





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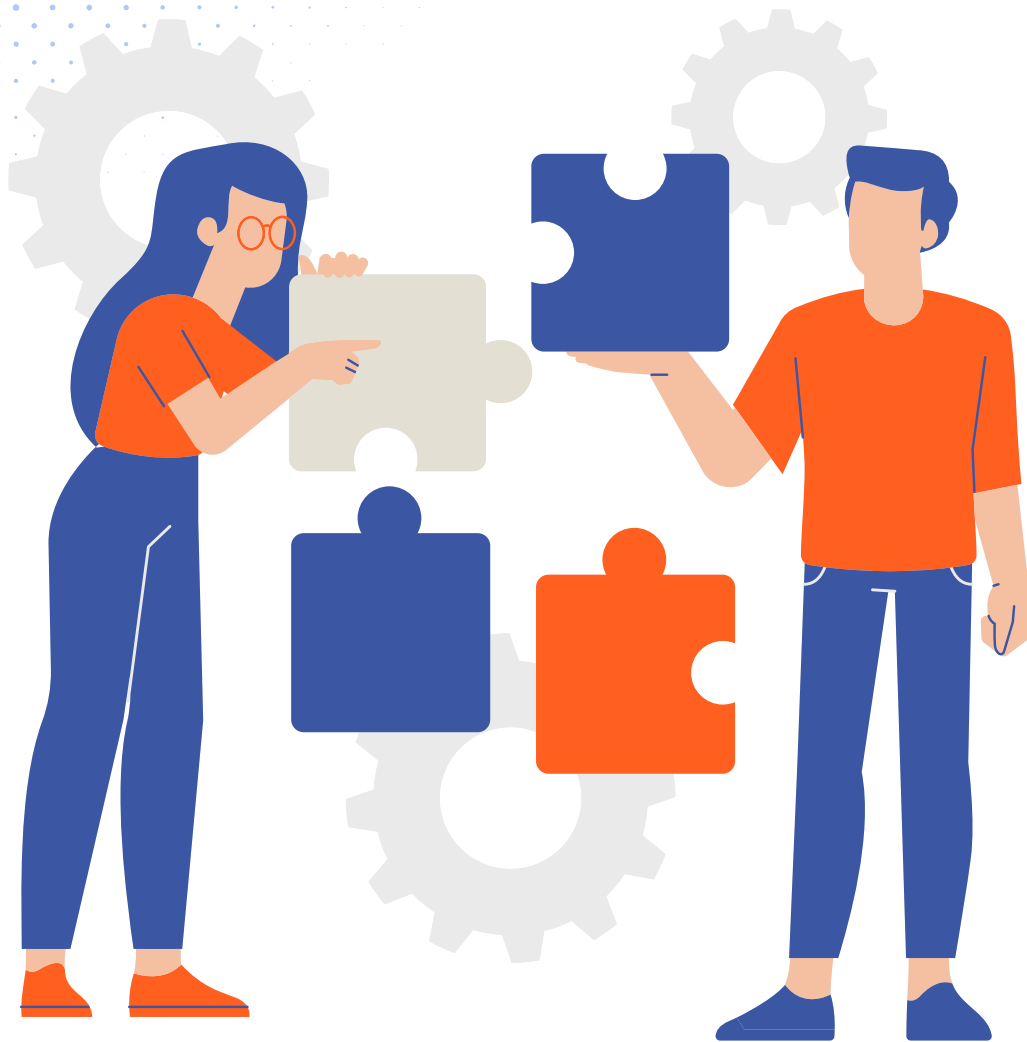


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INFOTEAM: Infoready's Partners

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In each edition of our newsletter, we'll introduce you to two of our trusted partners. Get a glimpse of their expertise and how they contribute to our shared mission. Stay tuned for updates and inspiring stories!





CulturePolis, based in Corfu, Greece, provides services to civil society through awareness raising, capacity building, training, digital transformation, and citizen-focused research. It specializes in cultural innovation, focusing on intercultural dialogue (especially between Greek and Arab communities), cultural tourism, heritage preservation, and capacity building for the cultural sectors. With over 45 European projects in 17 years, it has strong expertise in project management, especially in sustainable heritage, citizen participation, and training. In InfoReady, CulturePolis leads WP2 and manages activities in Greece.



RESET, with over 20 years of experience in research and education, focuses on creating social-driven systems that prioritize human well-being. Its mission is to promote a fair, nonviolent world through education, dialogue, and skill development. RESET excels in digital tools, content creation, and assessing technology's impact on learners. With extensive experience in national and EU projects (e.g., Erasmus+), it addresses migration, climate change, youth empowerment, and more. RESET also runs workshops on gender equality, cultural tolerance, critical thinking, and social inclusion. In InfoReady, it leads WP3 and manages activities in Cyprus.



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