COMMUNICATION AND JOURNALISM

Stakeholders' perspectives
Webinar series

BOOKLET



Climateurope2

About the Stakeholders' perspectives webinar series

This webinar series aims to understand the needs related to climate services and their standardisation from different stakeholders' point of view. Each webinar focuses on a specific stakeholder group, aiming to learn about their experiences and requirements for the integration of climate-related information in their day-to-day activities.

Communication and journalism

This webinar session took place on November 5, 2024, from 10:00 to 11:30 CET, and aimed to identify the needs and barriers for the use of climate information by the media and science communicators. The session featured the journalist Vera Penêda from the European Journalism Centre and the climate scientist and communicator Vladimir Djurdjevic from the University of Belgrade, and was moderated by the Climateurope2 partner Marta Terrado from Barcelona Supercomputing Center.

The speakers shared good practices in the sector and how standardizing some of these practices has the potential to improve the uptake and communication of climate information to different audiences. They also provided real-world examples of effective communication about climate and its uncertainty, and of how to connect with the audience by engaging their emotions in a meaningful way.

Throughout the session, the audience participated in interactive Mentimeter exercises. These activities helped us learn about their backgrounds and gather their opinions on specific topics related to climate communication.

You can also revisit the complete webinar on our **youtube channel**.



About the speakers



Journalism sector

Vera Penêda

Vera Penêda is the Director of Programmes and Impact at the European Journalism Centre. As a journalist with extensive experience working with international NGOs and major news organizations worldwide, she has designed and developed a myriad of training, grant, and accelerator programmes at the intersection of journalism and innovation at the EJC, to help newsrooms and journalists across Europe adapt to new challenges and become more resilient.



Science communication sector

Vladimir Djurdjevic

Vladimir Đurđević is a full professor at the Faculty of Physics, University of Belgrade. His research area includes numerical climate modeling, climate data analysis, risk and vulnerability assessment, and climate change adaptation. Vladimir has been a visiting scientist at NOAA (USA), CMCC (Italy), IST (Portugal), and ICOD (Malta). He is currently leading the EXTREMES project, funded by the SF-RS. He is a co-founder of the Green Art Incubator initiative and a collaborator on the Klima101 portal.



Moderator

Marta Terrado

Marta Terrado is a senior researcher in the Earth Sciences department at the Barcelona Supercomputing Center in Spain, where she co-leads the Knowledge Integration team working to bridge the gap between science and society. Recently, she has focused on the application of innovative tools for science communication and dissemination, stakeholder engagement and knowledge co-production to facilitate understanding and uptake of climate and environmental services.

In this booklet, you will find:

1. Catalysing climate narratives: Trust in Science & Solutions | Vera Penêda's slides 4
2. Numbers are not enough?! - Vladimir Djurdjevic's slides 15
3. Mentimeter results 26
4. Speakers' responses to questions from the chat 32

Catalysing climate narratives: Trust in Science & Solutions

Vera Penêda





10 challenges of reporting on climate change

6. Maintaining public interest in a prolonged crisis
7. Explaining the economic and social implications
8. Addressing solutions without giving a false sense of security
9. Dealing with political polarisation and ideological divides
10. Managing personal bias and psychological toll

Needs & barriers to the use of climate information

BARRIER	MATCHING NEED
Access to high-quality data	Open access to climate data repositories and simplified tools for analysis.
Technical complexity of data	Partnerships with scientists and easy-to-use data visualization tools.
Lack of climate reporting training	Specialised training programs on climate literacy and data interpretation.
Climate fatigue from 'doom & gloom'	Resources for solution-oriented and positive storytelling.
Funding and Resource Constraints	Grants and support specifically for in-depth climate journalism.

Needs & barriers to the use of climate information

BARRIER	MATCHING NEED
Need for localised data	Access to regional climate data and partnerships with local scientists.
Political and Legal Pressures	Legal protections for climate journalists and support networks for at-risk reporters.
Distrust in reliable sources (credible media, academia, scientists, etc)	Transparent, non-partisan reporting, plus open forums and Q&A formats.
Climate mis & disinformation	Fact-checking partnerships, educational initiatives, and misinformation monitoring.
Emotional toll on climate communicators	Mental health resources and support networks for journalists.

Good practices that can inspire us 💡

1. Solutions-oriented narratives
2. Partnerships & collaborations for accuracy & engagement
3. Creative storytelling & data visualisation tools
4. Science-based language standards and climate “Style Guides”
5. Localised reporting on climate impacts

Good practices that can inspire us 💡

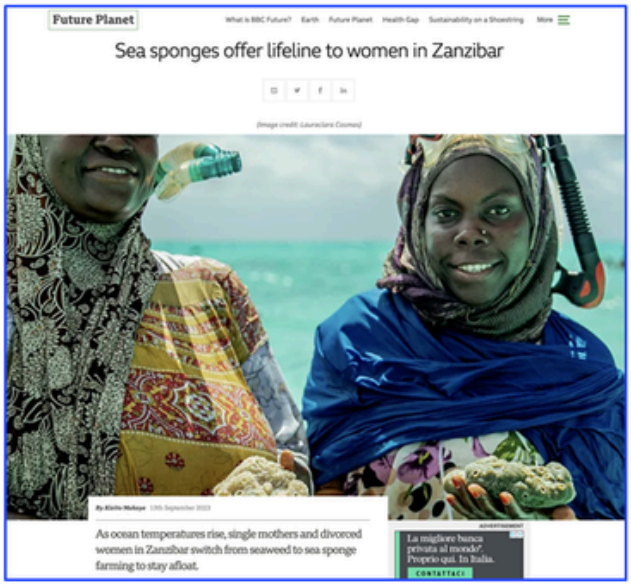
6. Engaging communities through participatory processes
7. Taking journalism & reporting "off the platforms" & closer to people
8. Pointing people towards mental health resources and self-care tips
9. Training in climate reporting and creating climate literacy resources
10. Using fact-checking and misinformation filters

Science-based language & solutions reporting


'It's a crisis, not a change': the six Guardian language changes on climate matters

A short glossary of the changes we've made to the Guardian's style guide, for use by our journalists and editors when writing about the environment

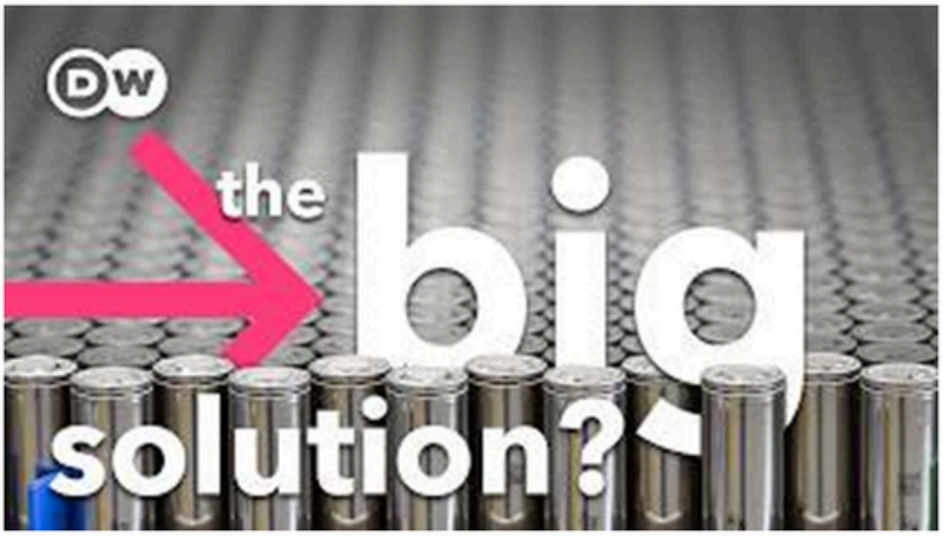
Support Guardian journalism today, by making a single or recurring contribution, or subscribing



Partnerships & collaborations



Creative storytelling



Creative storytelling



Creative storytelling: climate change humour is helping people cope with eco-anxiety







The potential of standardising good practices

1. **Accuracy and Trust:** Partnering with scientists and using standardized language and fact-checking protocols can enhance the accuracy and consistency of climate reporting, building trust and credibility.
2. **Engagement and Relatability:** Localised reporting, participatory journalism, and community engagement practices help audiences see how climate change affects them directly, making the information more relevant and actionable.
3. **Accessibility and Comprehension:** Standardizing the use of visualisations, solution-oriented frameworks, and educational resources can make climate reporting more accessible to diverse audiences.
4. **Audience Resilience:** Providing mental health resources and focusing on solutions helps mitigate the psychological impact of climate news, reducing "climate fatigue" and keeping audiences engaged.

Opportunity: ways to support climate change communicators

- Facilitating specialised training programmes
- Funding and grants for in-depth investigative reporting on climate change and greenwashing
- Creating a community of practice for knowledge exchange
- Publishing best practice guidelines & language guides
- Encouraging collaborative projects & partnerships
- Developing tools for audience engagement and education

Training in climate journalism

In 2023 the European Journalism Centre trained over 100 journalists and climate video creators from 8 countries and 40 newsrooms across Europe.

The programme helped journalists and news creators to elevate their quality content above mis and disinformation online and engage younger audiences.

EJC's climate journalism training highlights the effectiveness of **solutions-oriented climate reporting** to tell stories about the environment, based on evidence that solutions-oriented stories drive audience attention and engagement.



Journalists attend the session 'How to become a climate journalist', co-hosted by EJC at the International Journalism Forum in September 2023, in Athens.

Partnerships for accuracy & engagement

Events like the yearly News Impact Summit bring together over 250 journalists, scientists and, activists to discuss the best practices and latest tools to improve climate communication and environmental journalism.

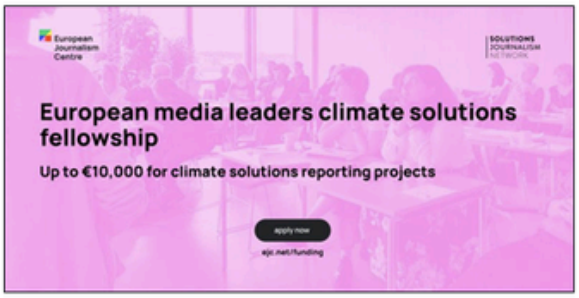
Topics covered:
- use of satellite imagery and data to visualise climate stories
-how to leverage short-form video in climate narratives
- ways to investigate environmental crimes across borders.

A partnership with the **European Space Agency** and the **Euro Mediterranean Center on Climate Change** highlighted the need for closer collaboration between scientists and journalists.

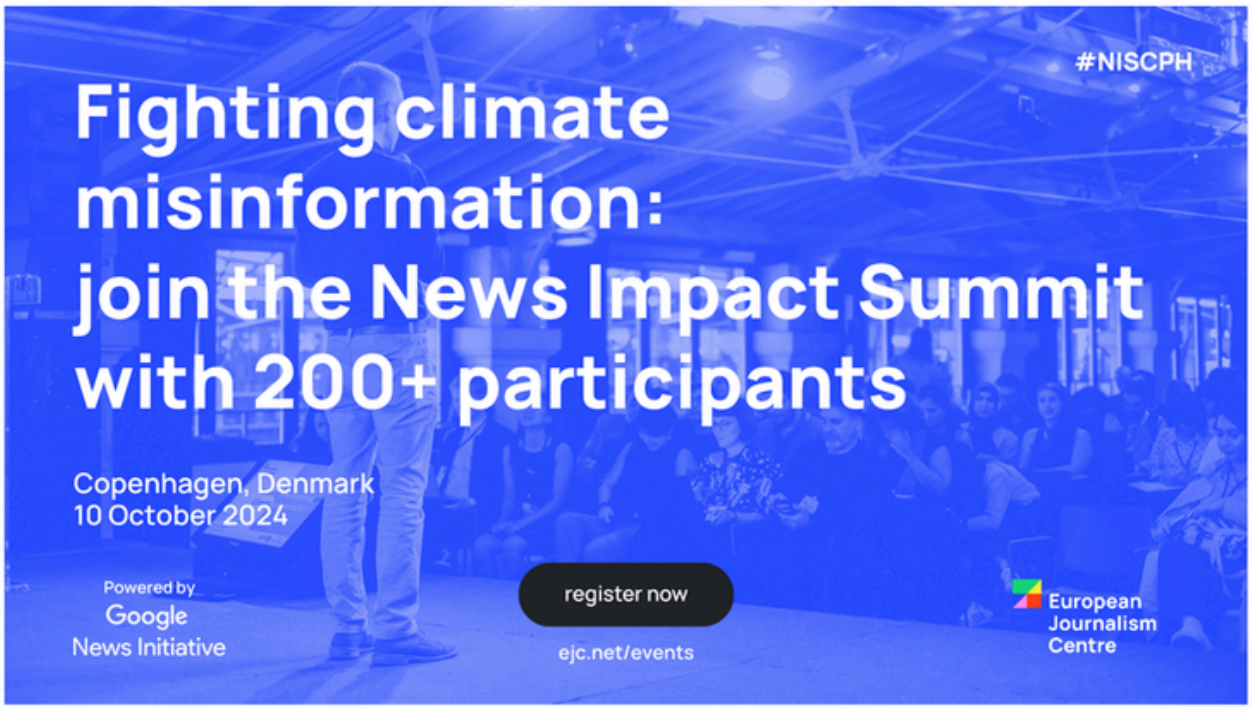


The summit's main sessions are available on YouTube.


Announcement
€680,000 in grants for investigative journalism in Europe


European Journalism Centre
SOLUTIONS JOURNALISM NETWORK
European media leaders climate solutions fellowship
Up to €10,000 for climate solutions reporting projects
apply now
ejc.net/funding


Announcement
Now available in French and German. Solutions Journalism: an introduction for journalists and newsrooms
Now available in French and German. Solutions Journalism: an...
European Journalism Centre


#NISCPH
Fighting climate misinformation: join the News Impact Summit with 200+ participants
Copenhagen, Denmark
10 October 2024
Powered by Google News Initiative
register now
ejc.net/events
European Journalism Centre

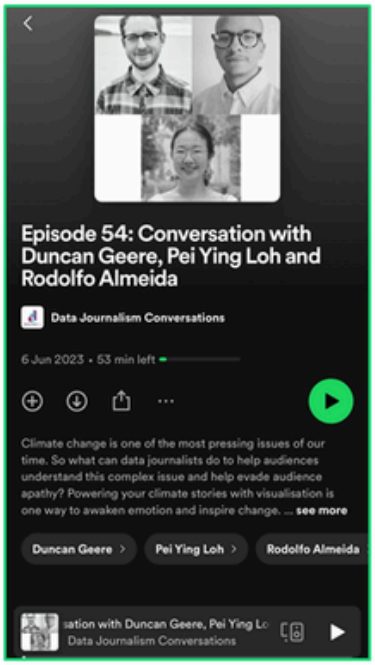
Data Journalism

In the podcast and newsletter series **Conversations with Data**, we highlight the best ways to **leverage the use of data for climate stories**.

We discuss topics like the importance of **using data to report on the racial justice component of climate reporting**, and the **use of visualisations and OSINT** (open source intelligence tools) to make climate science and stories more engaging.

We also publish original articles on climate solutions journalism, climate metrics, and gender.

This programme is supported by Google News Initiative.





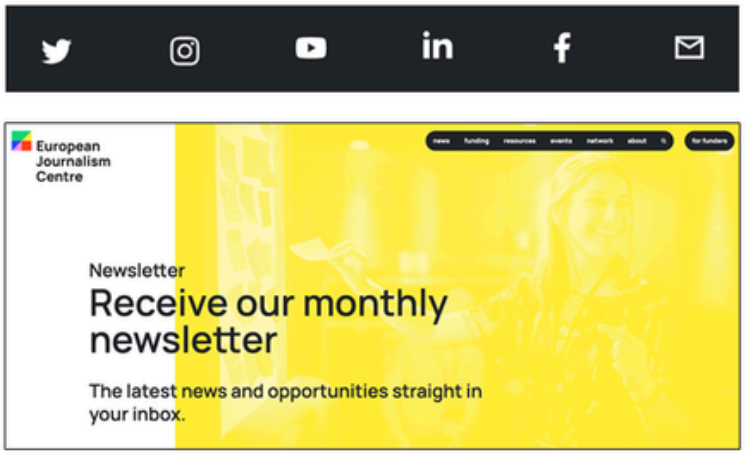
European Journalism Centre (EJC): Who we are & what we do

The European Journalism Centre (EJC) foundation is an independent nonprofit based in the city of Maastricht, The Netherlands.

Our purpose is to support, strengthen and develop journalism and media in the council of Europe.

We are a Centre for communities, knowledge and collaboration with partners and funders.

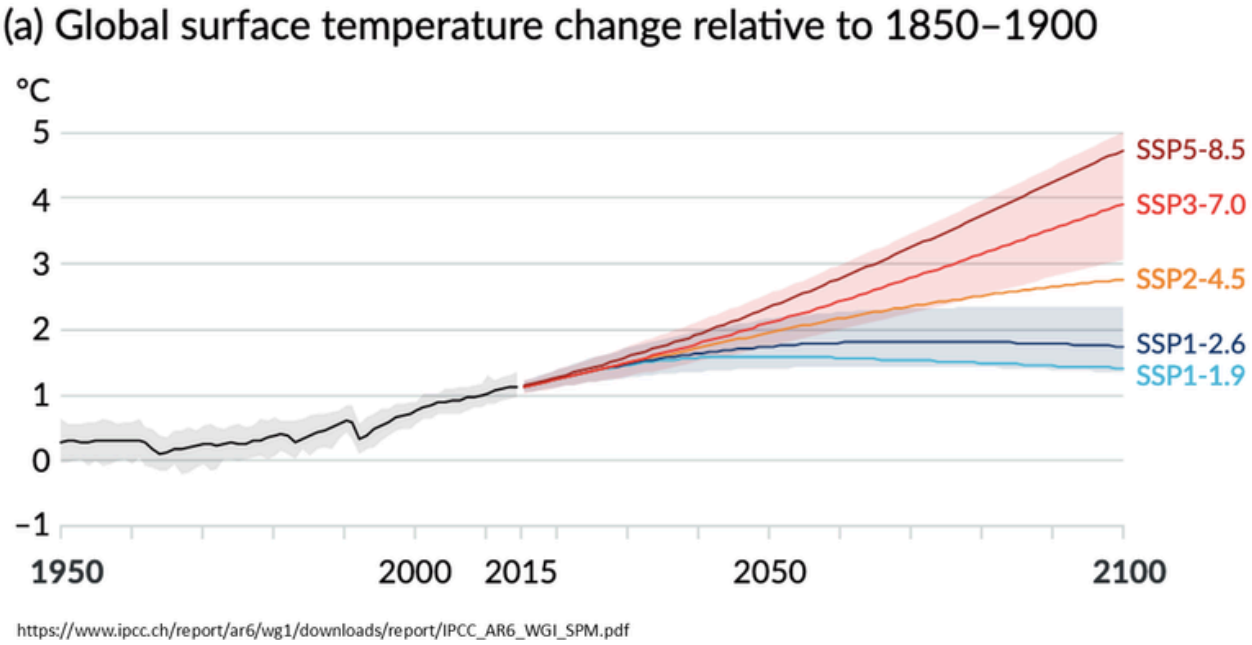
Follow the EJC



Numbers are not enough?!

Vladimir Djurdjevic





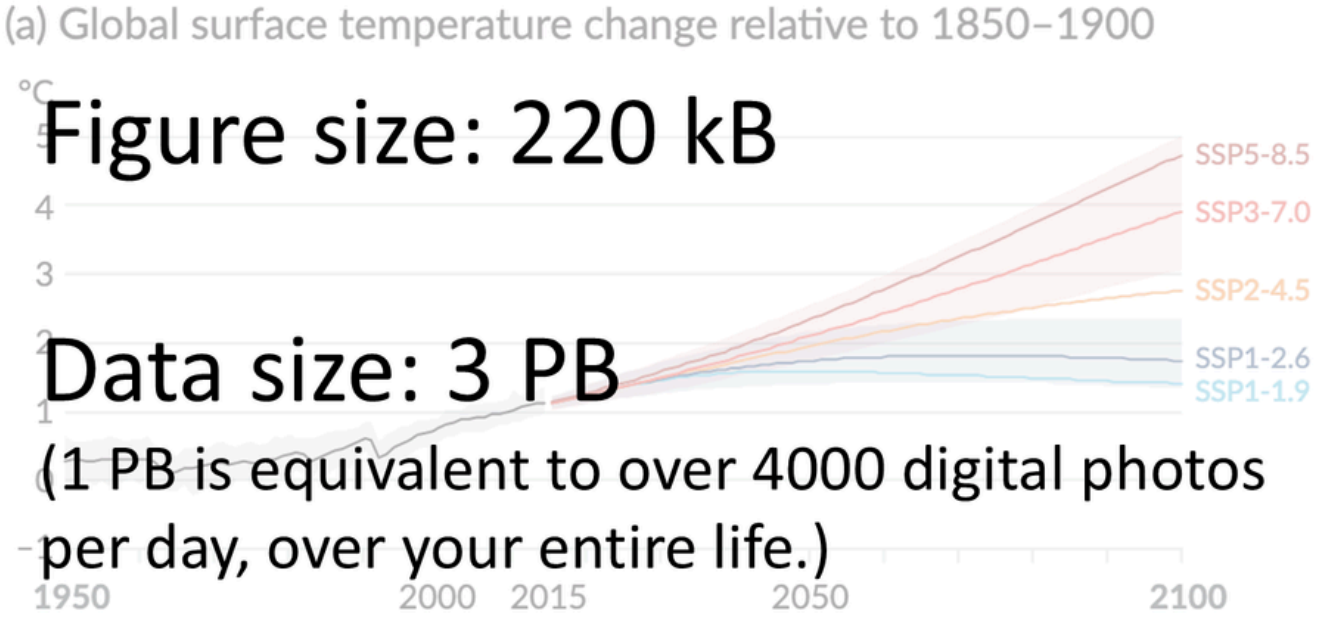
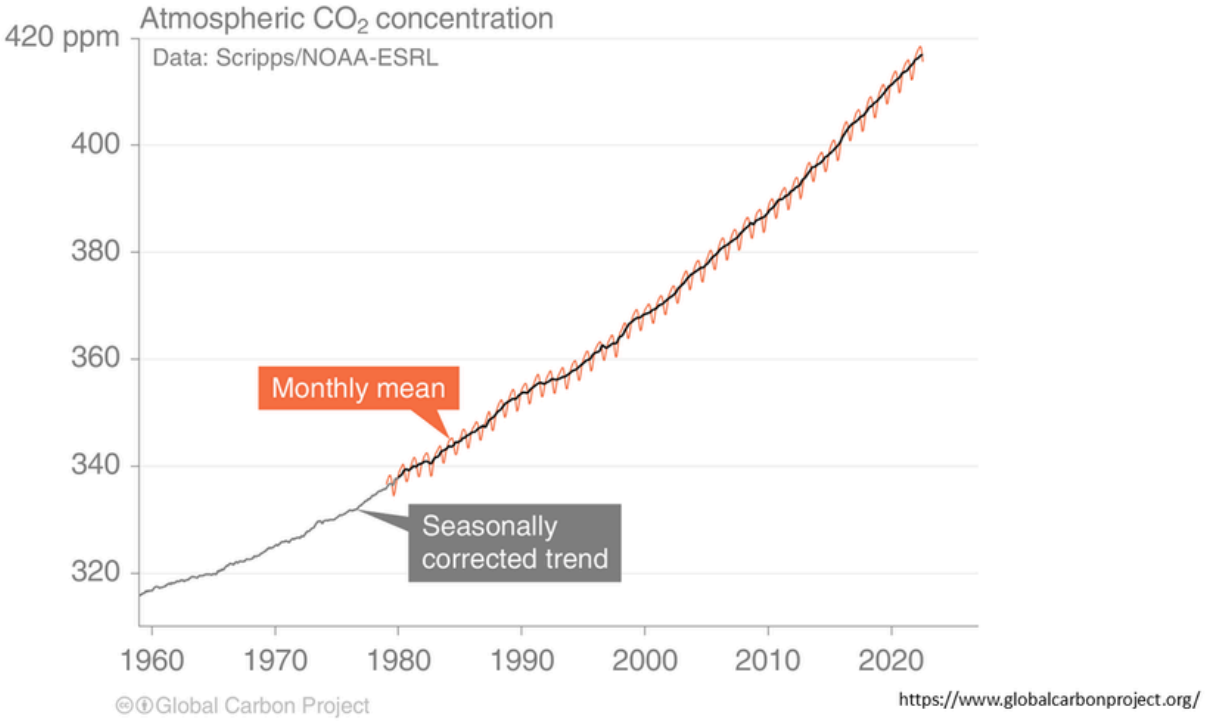


Figure size: 220 kB

Data size: 3 PB

(1 PB is equivalent to over 4000 digital photos per day, over your entire life.)



1995 – Start of Climate negotiation
Angela Merkel (as young politician)
president of UNFCCC COP1





She retired in 2021



MY “BINARY” CONTRIBUTION

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WCRP CORDEX
Coordinated Regional Climate Downscaling Experiment

The CORDEX vision is to advance and coordinate the science and application of regional climate downscaling through global partnerships.

Search

About Domains Experiment Guidelines Data access Publications FAQ News & Events

Region 12: Mediterranean (MED)



Ref: Description of the CORDEX domains
(23/10/2015 version)

A) For rotated polar RCMs (in rotated coordinates):

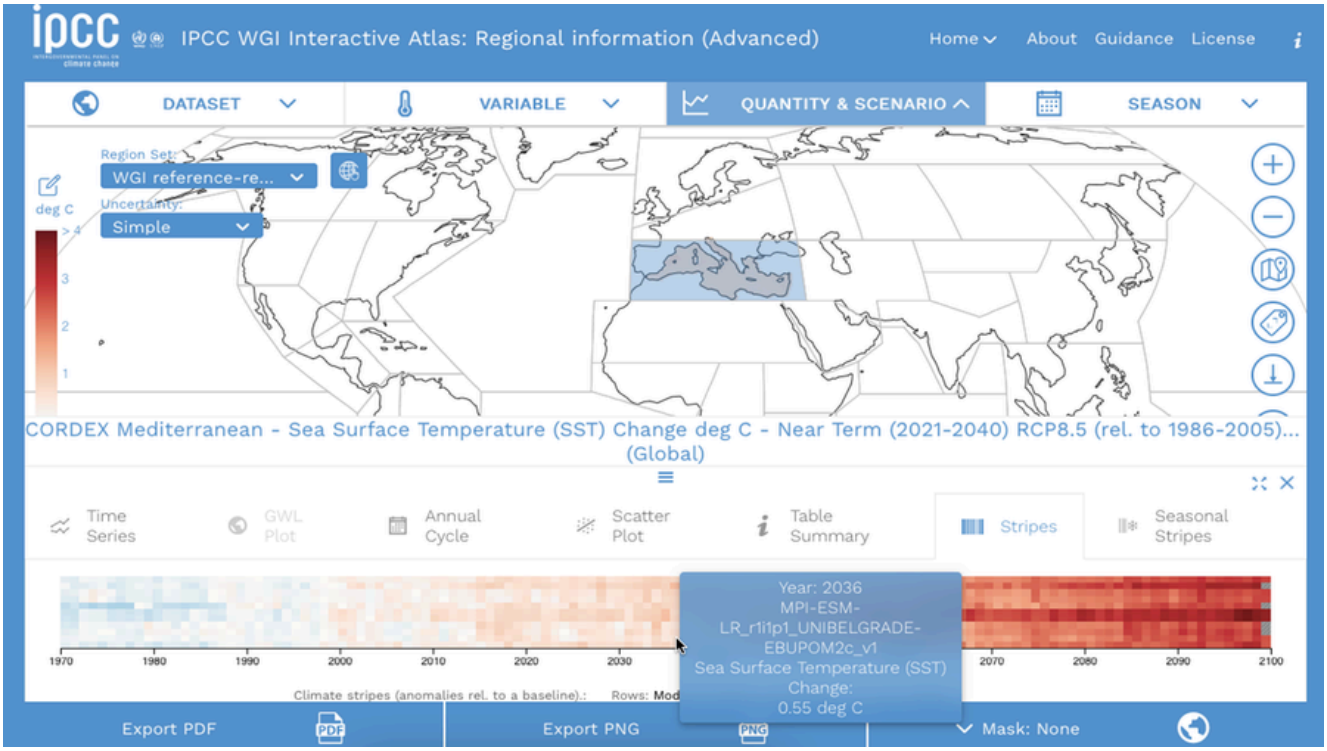
RotPole (198.0; 39.25)
TLC (336.78; 5.94)
Nx=98
Ny=63

B) For non-rotated polar RCMs (in actual coordinates):

TLC (339.79; 50.65)
CNB (15.0; 56.66)
TRC (50.85; 52.34)
CWB (348.12; 38.35)
CPD (15.75; 43.02)

CORDEX DOMAINS

Domains
- Cordex ESD
- Region 1: South America
- Region 2: Central America
- Region 3: North America
- Region 4: Europe (EURO)
- Region 5: Africa
- Region 6: South Asia
- Region 7: East Asia
- Region 8: Central Asia
- Region 9: Australasia
- Region 10: Antarctica
- Region 11: Arctic
- Region 12: Mediterranean (MED)
- Region 13: Middle East North Africa (MENA)
- Region 14: South-East Asia (SEA)
- CORDEX domain description



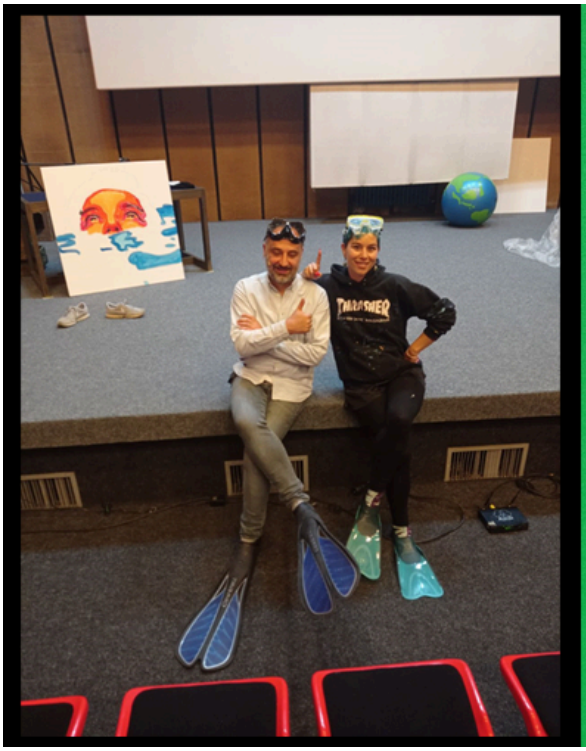
MY “OTHER” (WITHOUT NUM CONTRIBUTIONS





ANGRY FACE OF NATURE - Vladimir Djurdjević and Olga Radulović. Directed by: Miloš Tomić. Through the dialogue between Dr. Vladimir Djurdjević, a climatologist, and Olga





Augmented lecture: JUST ONE

THEATRE OF WONDER FESTIVAL 2021, FDA - CURIOUS Project

On stage: Vladimir Djurdjevic and TKV
Director: Ana Popovic
Script: Vladimir Djurdjevic
Script consultant: Mirko Stojkovic
Producer: Jovana Karaulic
Executive producers: Tijana Micanovic, Miljana Milojkovic
Video: Raininger
Sound: Nikola Eric
Light: Gordana Pantelic

SAMO JEDAN
3.11 FDU – VELIKA BIOSKOPSKA SALA; 20:30H


CLIMATE
CAPSULE
CENTER FOR THE PROMOTION OF SCIENCE


KLIMATSKA KAPSULA



Hemauer and Keller: observing the sky for the next 30 years | Arts · at · CERN

efekat pregleda.



CLIMATE POETRY NIGHT

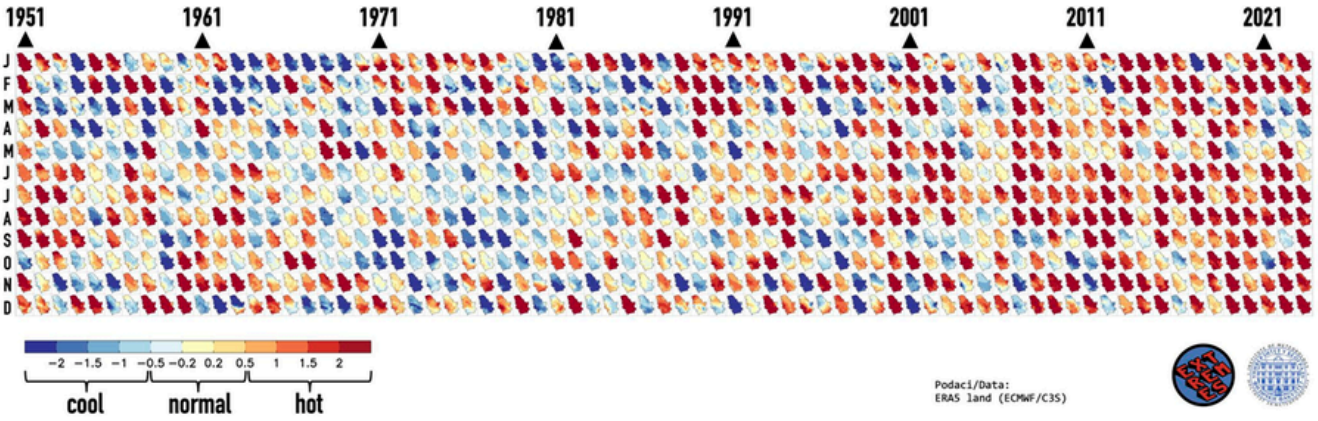
Roadshow
Climateurope2 project

Dnevni boravak, Rijeka
Jun, 2024



CLIMATE HOROSCOPE!

Odstupanje prosečnih mesečnih temperatura (°C) u Srbiji od 1951. do 2023. u odnosu na srednju vrednost odgovarajućeg meseca iz perioda 1961–1990.
[Monthly surface air temperature anomaly (°C) from 1951 to 2023, relative to the period 1961–1990]

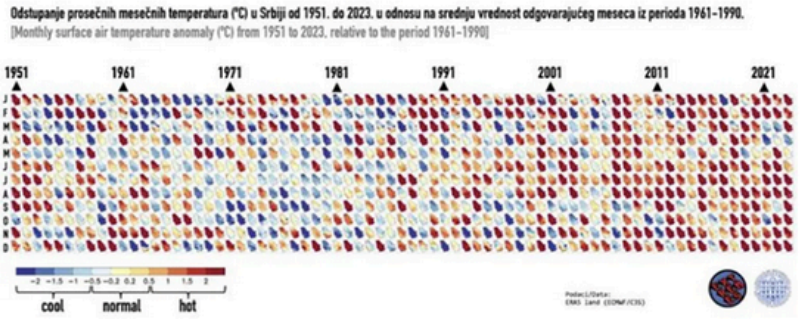


Danas

Kako izgleda klimatski horoskop: Proverite da li ste cool, normal ili hot

R. M.
24.01.2024. 09:06

0 komentara



NAJNOVIJE

Društvo • danas 12:22

Blokirani telefoni kragujevačke Hitne pomoći, građani mogu da zovu na 0608058300



CITY MAGAZINE VODIČ

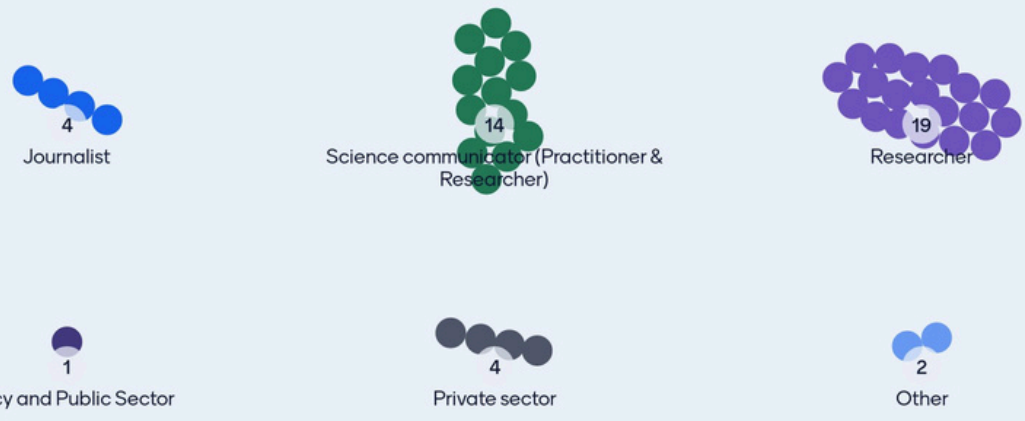
15.03. @ 19:00 - 23:30
Decapitated / Incantation / Nervosa / Kassogtha // Zappa Baza // 15.03.

15.03. @ 19:00 - 21:00
Aleksandra Bijelić – Neka druga // UK Parobrod // 15.03.

15.03. @ 20:00 - 22:00

Mentimeter results

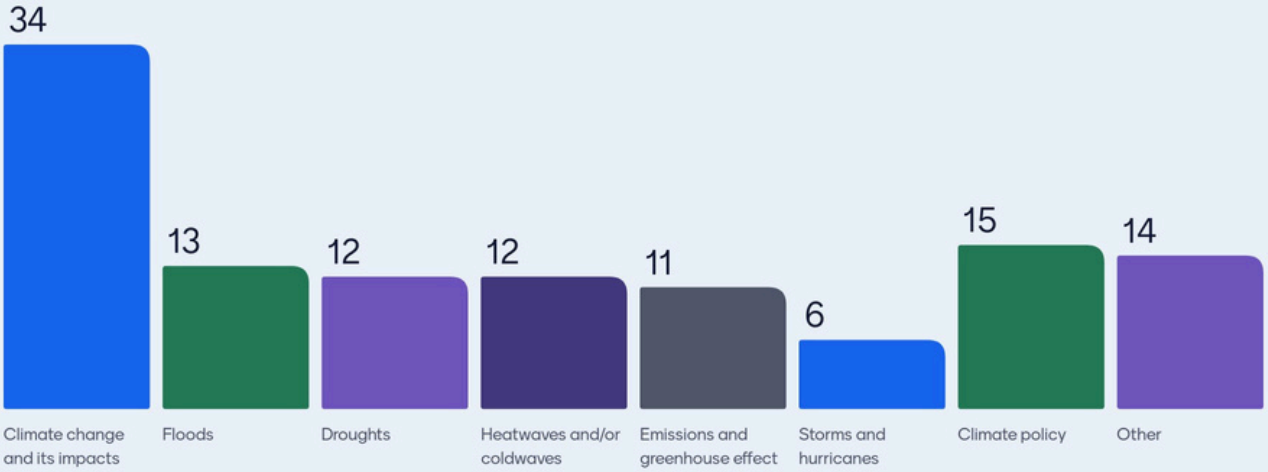
Who is in the room?



Which audiences do you primarily target in your communication?

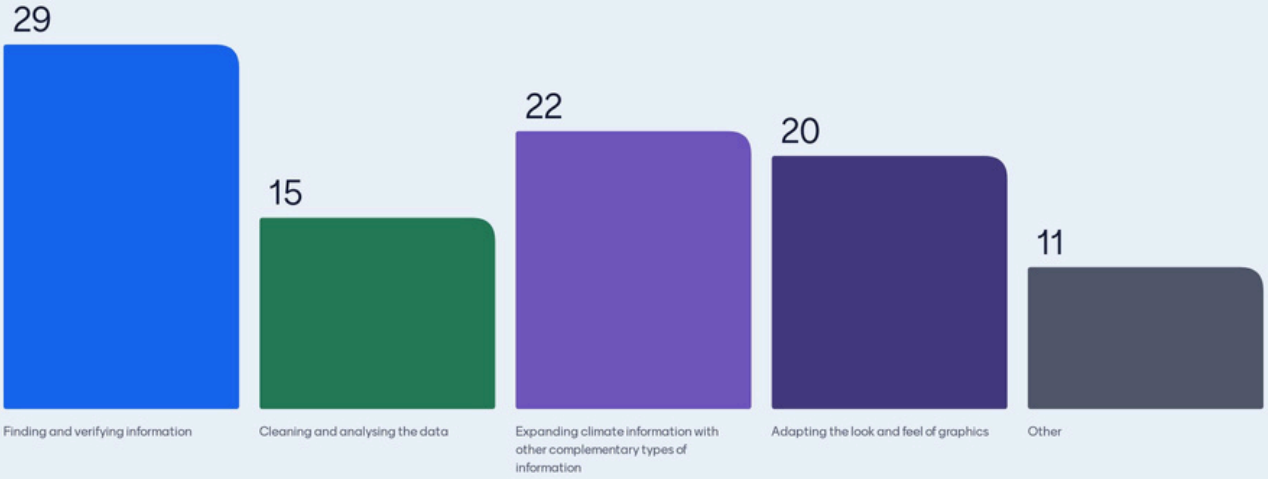


What topics do you communicate about most frequently in your daily work?

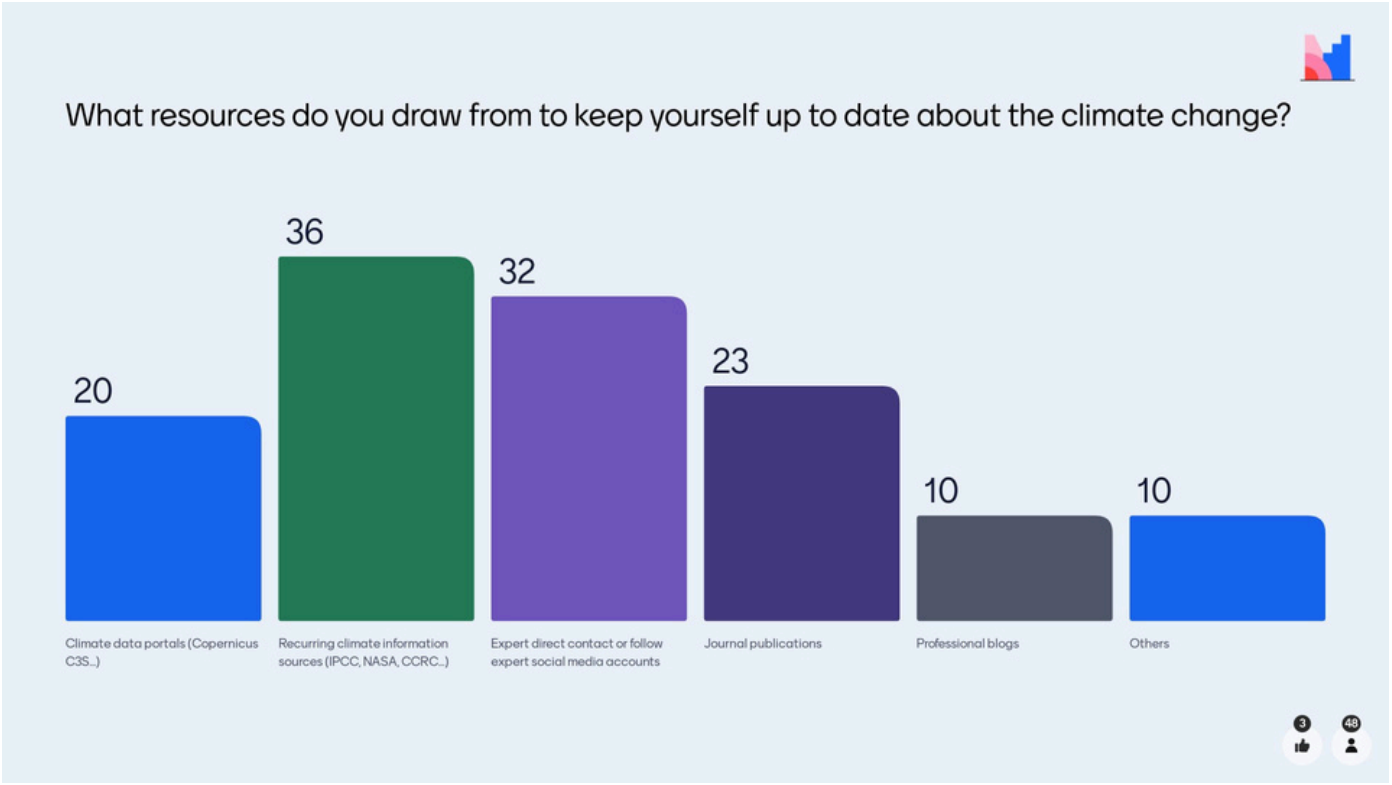


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Which tasks do you spend more time with for the preparation of communication pieces?

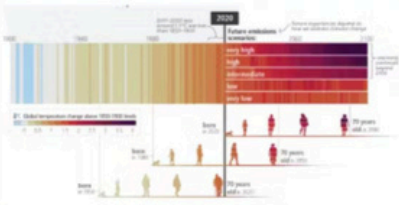


1 48


What resources do you draw from to keep yourself up to date about the climate change?
20
36
32
23
10
10
Climate data portals (Copernicus C3S...)
Recurring climate information sources (IPCC, NASA, CCRC...)
Expert direct contact or follow expert social media accounts
Journal publications
Professional blogs
Others
3
48

COMMUNICATION NEEDS







The Data Visualisation Catalogue

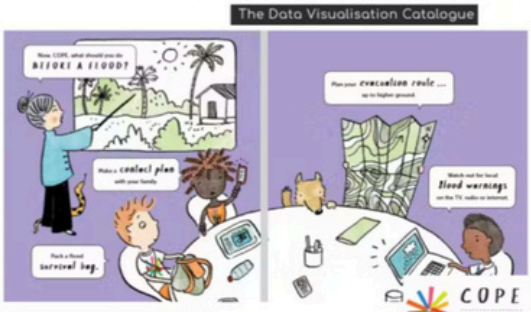
Climate Data Store



Copernicus Interactive Climate Atlas

The Copernicus Interactive Climate Atlas provides graphical information about recent past trends and future changes (for different scenarios and global warming levels)





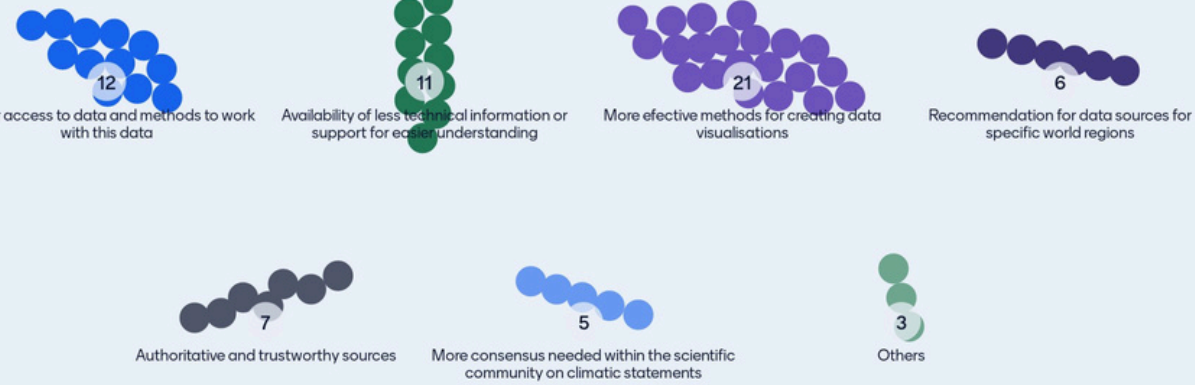
Coordinated by BSC Barcelona Supercomputing Center Centro Nacional de Supercomputación

Climateurope2

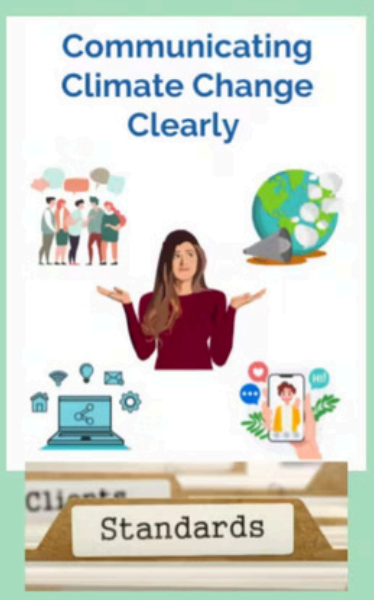
This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101056933

Funded by the European Union

Is there any information/utility that you miss in the process of creating communication pieces? (Multiple choice)



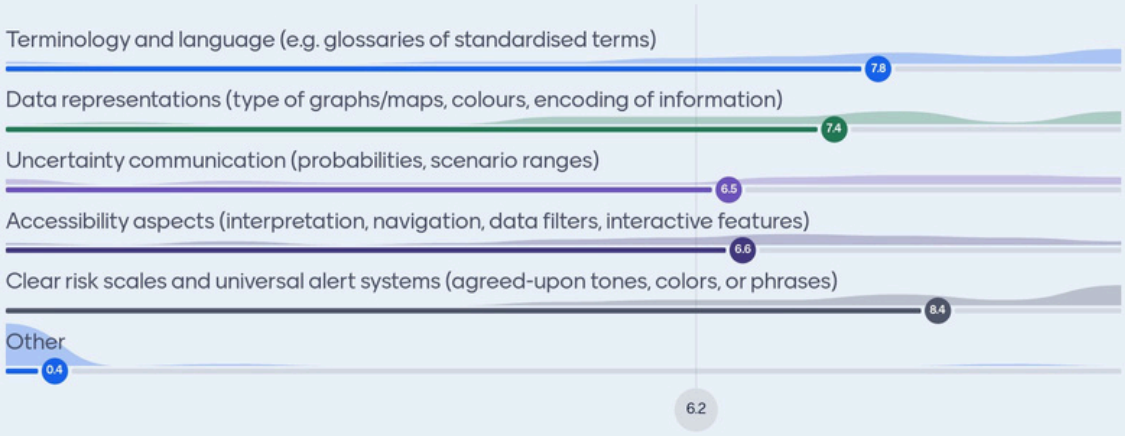
STANDARDISATION OF COMMUNICATION PRACTICES



- Using a consistent terminology
  - climate debate ---> climate emergency
- Being accurate
  - using reports from the IPCC
- Using data and graphics
  - temperature rise or CO_2 emissions
- Ethical reporting
  - society of environmental journalist *ethical guidelines*

Coordinated by BSC Barcelona Supercomputing Center Centro Nacional de Supercomputación
Climateurope2
This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101056933
Funded by the European Union

Which aspects are most important to 'standardise' (have guidelines for) when communicating climate topics to non-experts?



1 28

COMMUNICATION OF UNCERTAINTY


The communication of uncertainty is hindering climate change action

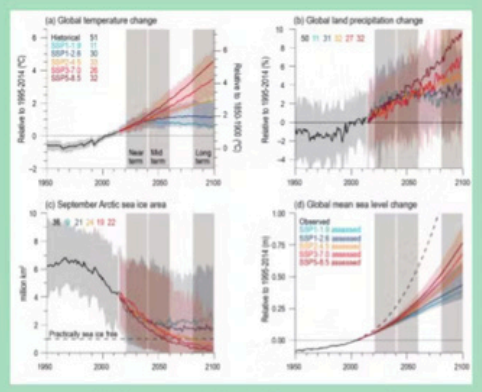
The longer the climate discourse is mired in the intricacies of uncertainty, the less likely a transformation will take place

The Guardian



Terms that have different meanings for scientists and the public

Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	ignorance	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long term average



Visualising uncertainty (IPCC, 2021)

Communication of uncertainty: wording does matter (Figure courtesy of J. Bessembinder (KNMI, 2023)

Coordinated by BSC Barcelona Supercomputing Center Centro Nacional de Supercomputación

Climateurope2

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What challenges do you experience when communicating uncertainty in climate information?



1 29

Speakers' responses to questions from the chat

How do we balance talking about local implications and personal stories given the uncertainty of climate change projections at a local scale without sounding sensationalists?

Vera Penêda: Hard data, visuals and interviews with experts are strategies that can help avoid sensationalism. It is also recommended to avoid 'doom and gloom' and this is not an easy task, but balancing coverage of problems and solutions can also help. The tone and use of language will equally help avoid sensationalism and fear, and rather point people towards a sense of agency and hope that something can be done.

The example of what happened in Valencia (Spain) is very representative. How to balance information about personal and human harm and climate risk without falling into sensationalism?

Vera Penêda: Spanish jornalist Lola García-Ajofrín Romero-Salazar tells great solution-oriented stories for a few years now. She just wrote a piece about the floodings in Valencia. More specifically, she reported about the failure of the alert system in the region of Valencia. But instead of ending the story by answering the "Who is to blame" question, she also decided to look at who has done better elsewhere and what we can learn from it: https://www.elconfidencial.com/mundo/2024-11-03/asi-fue-el-confinamiento-climatico-que-salvo-decenas-de-vidas-en-las-inundaciones-de-austria-y-republica-checa_3994824/?utm_source=twitter&utm_medium=social&utm_campaign=BotoneraWeb

Previous research (Kahan, 2014, https://dx.doi.org/10.2139/ssrn.2319992) has shown that, when analysing data, political bias is stronger than the mathematical capabilities of the audience. Therefore, my question is the following: when scientific proof is not enough, how do you overcome political bias?

Vera Penêda: Trust is a very emotional element that comes into play when we consume information. Research shows that all the data and experts in the world quoted in the most reliable media outlets may not convince people to believe in science instead of believing their neighbour or best friend. Climate literacy is key here and this is a task that is best done in partnership with government, academia, media, etc. Face-to-face dialogue is probably the best way to overcome polarization.

My impression is that, despite the significant efforts by the scientific community, activists, artists, and parts of the media, the real barrier to seriously addressing climate change is the lack of response from institutions, often accompanied by denial or procrastination. What can we do?

Vladimir Djurdjevic: That's a very hard and complex question, but let's try a short answer: 'be even more engaged,' 'get involved in every possible way.'

I'm a graphic and communication designer currently doing a PhD in Science Communication in relation to Copernicus C3S data. Would you have any scientific literature references to recommend me?

Vladimir Djurdjevic: Unfortunately, no, but maybe this can be inspirational: https://michaelmann.net/books/madhouse-effect

Can we add that communicating the exact geographical location is important? I live in Italy and yesterday many important Italian media said that the rains happened "in Barcelona". People thought it was the city when they did not occur even close to the city center. In reality they were in the Province of Barcelona. When checking with local people they all said that there were no problems. This is fuel for fake news and increases citizens' fatigue and distrust of the media.

Vladimir Djurdjevic: I agree. From my point of view, geographical location is very important, especially to avoid the so-called 'false alarm' effect, as in the situation you described.

Join the Climateurope2 network!

Festival and webstival series
For in-depth community discussions on standardisation needs for fit-for-purpose climate services.

Stakeholder's perspectives webinars series
Each session focuses on a specific stakeholder group to explore the role that standardisation plays in the integration of climate-related information into their daily activities.

Climateurope2 Roadshow
Combining science and art, the roadshow visits 10 locations in Southeastern Europe, an underrepresented region in the climate services landscape, to raise awareness on the importance of climate information.

And much more!

bit.ly/CE2_join_us

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Climateurope2

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