

Deny, Deceive, Delay (Vol.3)

Annex 1: Methodology

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Section 1.1: #ClimateScam

Analysing the #ClimateScam hashtag

Analysts collected all original posts containing either #ClimateScam, #ClimateCrisis or #ClimateEmergency between 1 July 2022 and 31 October 2023 on X (formerly Twitter), using the commercial tool Brandwatch. To compare dynamics since COP27, all public posts in the same time period containing any of these hashtags were collected from Facebook and Instagram via the Crowdtangle API. The posts were automatically categorised by these two respective systems to enable a differentiated analysis based on each hashtag. In some cases, posts contained more than one hashtag; these were counted once in each relevant category.

Testing auto-complete recommendations on X's search function

We sought to test whether the auto-complete recommendations within the search function on X/Twitter were impacted by activity across the platform at the time the search was conducted. This test was only conducted on X/ Twitter as the Facebook data available from Crowdtangle's API is a snapshot and not representative of the overall platform activity at the time of search, and so no equivalent testing would be methodologically robust.

To conduct this test, we set up 5 clean accounts (CAs) using 5 distinct, newly created email addresses. To reduce potential bias, we employed a [user agent switcher](#) and a VPN to 'locate' these new account users in different locations across the Anglosphere (United States, Australia, Canada, New Zealand, United Kingdom), since #climatescam is mainly an English-language hashtag. We logged into the accounts daily from 9 to 13 November 2023 using a browser with minimised tracking settings, and wherever possible cleaned cookies and trackers before each log in. We did not interact with the platform in any other way than typing hashtags into the search function.

It should be noted that X currently requires new users to select three interests and follow at least one account before completing their registration. We selected all interests available for each CA created in order to minimise potential bias in the data. To follow an initial account, new users are given a fixed list of partially localised suggestions; as such, two of our CAs ended up following Google and three followed SONY as the only available options that were major corporate accounts (thus suggesting the least explicit bias). We unfollowed these accounts immediately after creation, but this may already have affected the recommendations surfaced by the platform in later browsing.

Across the five days, we logged into the CAs at different times and took screenshots of the auto-complete suggestions when typing “#Climate”. On Day 1 it emerged that typing only “#Cl” already produced an auto-complete suggestion of #ClimateScam, so we also screenshotted these results on the following days for comparison. Subsequently, we collected the posts for all hashtags suggested by the auto-complete (#ClimateScam, #ClimateAction, #Climate, #ClimateCrisis, #ClimateJustice, #ClimateFinance, #ClimateActionNow) to investigate engagement at the time of recommendation and in the hours beforehand. This helped to assess if the auto-complete could be explained by user activity and ‘trending’ topics at the time the search was conducted.

Section 1.2: Advertising on Websites Sharing Climate Mis-/Disinformation

To determine which websites we would review for this study, CAAD analysts compiled a long-list of 99 domains highlighted in past research on climate mis- and disinformation. This includes recent studies from organisations such as [ISD](#), [EU DisinfoLab](#), [CCDH](#) and others. We then excluded any domains that were not currently monetised by advertising (75 websites), or where explicit examples of misinformation could not readily be identified based on [CAAD's three-tiered definition](#) (9 websites). This left a final sample of 15 websites for analysis.

All sites had to adhere to one or more of the following criteria for inclusion in the research:

1. The site has been ostensibly created specifically for climate change denial and/or 'discourses of delay' (i.e. single-issue websites);
2. The site has published high-traction examples of climate denial and/or 'discourses of delay' (e.g. outlets reporting on climate alongside other topics);
3. The site has platformed prominent climate deniers and/or delayists on more than one occasion (e.g. actors profiled in [DeSmog's Disinformation Database](#)), including where such voices are amplified via 'opinion' pieces or interviews without explicit endorsement from the host website;
4. The site has been cited frequently by online networks engaged in climate denial and/or 'discourses of delay', including around key events (e.g. as covered in ['Deny, Deceive, Delay'](#) and [CAAD Data Monitors](#)).

Content on the monetised domains was assessed against [CAAD's universal definition](#) of climate disinformation and misinformation, which identifies three key pillars:

1. *Undermines the existence or impacts of climate change, the unequivocal human influence on climate change, and the need for corresponding urgent action according to the IPCC scientific consensus and in line with the goals of the Paris Climate Agreement;*
2. *Misrepresents scientific data, including by omission or cherry-picking, in order to erode trust in climate science, climate-focused institutions, experts, and solutions; or*
3. *Falsely publicizes efforts as supportive of climate goals that in fact contribute to climate warming or contravene the scientific consensus on mitigation or adaptation.*

For reference, we have compiled an Evidence Matrix with indicative content from each website below.

To provide further rationale for inclusion, we also assessed the reach and influence of these websites on wider discourse, searching for citations of URLs across social media. Since these are mostly outlets publishing content on a range of issues, searching social media for citations of their topline domain (e.g. <https://www.breitbart.com/>) would not give us precise information. Instead, we could only assess the reach for specific URLs within these websites, which were found to contain climate mis- or disinformation based on the CAAD definition (e.g. <https://www.breitbart.com/politics/2014/01/04/ice-and-cold-global-warming-believers-are-todays-climate-deniers/>). **We pulled citations for a total of 70 URLs across the 15 websites**, a sample of which are detailed in the Evidence Matrix below. We have likely missed examples of high-traction content fitting our criteria from these websites which were also shared across social media. **To Note:** The Evidence Matrix is not intended as an exhaustive list of climate mis- and/or disinformation presented by these websites. Rather, it serves to illustrate why each site was considered relevant for this study, with indicative examples based on CAAD's definition.

To provide metrics on how widely links to these respective articles were shared on social media, researchers used the social media listening tool Brandwatch (for X/Twitter data) and the Crowdtangle API (for Facebook). We searched for posts including any URLs listed in the Evidence Matrix. On Brandwatch, this was done using the "links:" operator which includes shortened URLs and provides a more accurate picture. For Crowdtangle, this was done using the "/links" endpoint, which also includes matches for shortened URLs, hence giving a more complete picture of the links' prevalence (both shortened and full length) on the platform.

For both platforms, the data collected only includes public posts. On Twitter, posts are public by default, but for Facebook we only analysed public pages, public groups and verified profiles. This means **our reach metrics may not reflect the true extent of citations and reach**, since they exclude posts shared on the more substantial private and personal profiles on Facebook or among public profiles that have [not been included](#) in the Crowdtangle database. The numbers for how many times a public post has been shared includes the wider platform, as these are based on share count metrics attached to the individual post.

Once the content from these sites was determined to fall within the research criteria, we reviewed the adverts which appeared alongside said content. To find the ad exchanges responsible for selling advertising on the 15 websites in our sample, we analysed each domain's ads.txt file using the tool Well-Known, as well as the website's page source code. Ads.txt is the industry standard directory each publisher is expected to host, listing the companies that work with the website to deliver ads. Using these methods, we recorded every ad tech company and active ad exchange in each website's supply path. We then compared them with the entries listed by ad exchanges in their own directory, called sellers.json, and recorded the results.

Website	Indicative Content published on the Website
https://www.dailymail.co.uk	<p>Example 1 - <i>"Despite all pretences to the contrary, Paris was little more than an empty charade. But the good news is that this may well have not the slightest effect on the world's climate...We shall continue to have abnormally hot summers from time to time, just as we did in 1976 and 1846, way back before global warming was invented. Meanwhile, we can only keep praying for rain."</i> https://www.dailymail.co.uk/debate/article-5992913/Yes-scorching-claims-heatwave-climate-change-just-hot-air-says-CHRISTOPHER-BOOKER.html</p> <p>Example 2 - <i>"Even if every country did everything promised in the Paris agreement, the emission cuts by 2030 would add up to just 1 per cent of what would be needed to keep temperature rises under 2c."</i> https://www.dailymail.co.uk/news/article-10146381/What-cash-spent-flawed-eco-schemes-went-new-green-tech-TRULY-worked.html</p>
https://www.telegraph.co.uk	<p>Example 1 - <i>"Scientists and economists are divided on the pace of temperature rises, their impact and the correct response."</i> https://www.telegraph.co.uk/opinion/2023/05/20/time-to-restore-sanity-to-the-green-debate/</p> <p>Example 2 - <i>"Governments have decided to prioritise reversing warming, which is probably not possible, rather than adapting to it"</i> https://www.telegraph.co.uk/opinion/2022/07/17/must-learn-adapt-climate-change/</p> <p>Example 3 - <i>"A climate scientist has admitted overhyping the impact of global warming on wildfires to ensure his work was published in the prestigious science journal Nature."</i> https://www.telegraph.co.uk/news/2023/09/06/global-warming-climate-change-scientist-unrealistic-nature/</p>
https://www.spiked-online.com/	<p>Example 1 (Brendan O'Neill): <i>"We need to talk about Climate Derangement Syndrome and how frankly batshit crazy it has become. More to the point, we need to talk about how dangerous this way of thinking is to reason, freedom and the future prosperity of humankind. Indeed, it isn't climate change that threatens to undo the great gains of human civilisation – it's the hysteria about climate change."</i> https://www.spiked-online.com/2021/11/05/climate-derangement-syndrome/</p> <p>Example 2 (Bjørn Lomborg): <i>"We need to move away from saying 'this is the end of the world'. If global warming were a meteor hurtling towards Earth, it would make sense to throw the kitchen sink at the problem. But the reality is that global warming is a middling problem in a world of problems, many of which are arguably much bigger – like the lack of education, lack of good healthcare, lack of food, lack of security and lack of peace."</i> https://www.spiked-online.com/2021/11/02/the-developing-world-has-much-bigger-problems-than-climate-change/</p>

<p>https://www.newsmax.com/</p>	<p>Newsmax has used the term “climate hoax” several times in its outputs, including in some cases the headline itself:</p> <ul style="list-style-type: none">• “The Climate Change Hoax”• “Like Global Warming, EV Marketing a Hoax” <p>Example 1 - <i>“A certainty is that climate is always changing, sometimes abruptly, in long and short cycles, and for lots of complex entirely natural reasons. Nevertheless, humankind has survived and thrived in conditions that have varied greatly – both warmer and colder – than now. For that matter, present global temperatures are comfortably similar to those that existed two thousand years ago during the Roman Warm Period, a thousand years ago during the Medieval Warm Period, and far more recently during the 1930s . . . all when CO2 levels were lower.”</i></p> <p>https://www.newsmax.com/larrybell/edenhofer-frontline-ipcc-pbs/2021/02/15/id/1010026/</p> <p>Example 2 - Opinion piece that dismisses climate science and the need to mitigate climate change: <i>“But we’ve been ruled for the last 20 years by pessimists whose failed computer models have erroneously predicted doom for decades.”</i> https://www.newsmax.com/reagan/bennu-gas-nasa/2023/10/17/id/1138586/</p>
<p>https://www.breitbart.com/</p>	<p>Breitbart has used the term “climate hoax” several times in its outputs, including in some cases the headline itself:</p> <ul style="list-style-type: none">• “Climate change: the Hoax that Costs Us \$4 Billion a Day”• “Nolte: Scientists Prove Man-Made Global Warming Is a Hoax” <p>Example 1 - <i>“There are all kinds of reasons not to believe in Global Warming – the cover-ups, the media bias, the outright lies; the science just being plain old wrong; the absurdity of using a hundred-or-so years of data on a planet billions of years old; the oh-so bizarre coincidence that the only solution to the “crisis” is to check off every item on the Marxist wish-list; the fact that Global Warming Believers live their lives like the rest of us instead of preparing for imminent catastrophe...”</i></p> <p>https://www.breitbart.com/politics/2014/01/04/ice-and-cold-global-warming-believers-are-todays-climate-deniers/</p> <p>Example 2 - <i>“What’s more, in about 36 hours, spring is supposed to arrive. ... And yet, it is still freakin’ cold out there. You know it. I know it. We all know it, which means the Global Warming Hoaxsters know it. You see, according to the “experts” our planet is supposed to be warming – the “End of Snow” and all that. But it sure isn’t working out that way of late and the Global Warming Hoaxsters are not just worried over this inconvenient truth, they’re freaking all the way out...”</i> https://www.breitbart.com/politics/2019/03/19/ap-global-warming-hoax/</p>

<p>https://www.washingtontimes.com/</p>	<p>Washington Times has used the term “climate hoax” several times in its outputs, including in some cases the headline itself:</p> <ul style="list-style-type: none"> • “When the young are brainwashed by the climate hoax” • “The ignorant mob’s climate crisis is a hoax” <p>Example 1 - <i>“The only unambiguous indicator of global warming I’m aware of is a slight decline in global sea ice. In the past eight years, sea ice has declined about 5% from the 1979-2021 average. So what? There is no responsible scientist who doubts the existence of the greenhouse effect. If the concentration of carbon dioxide in the atmosphere increases while other factors remain constant, the Earth’s average temperature will increase. Maybe that’s a good thing. Historically, cold weather has proven more inimical for the human species than warm. Longer growing seasons at high latitudes will increase agricultural yields. The increased concentration of carbon dioxide in the atmosphere is fertilizing plant growth and “greening” the planet. The positive benefits of carbon dioxide and warming ought to be balanced against any possible detrimental effects, yet they are rarely discussed.”</i> https://www.washingtontimes.com/news/2022/sep/5/the-ignorant-mobs-climate-crisis-is-a-hoax/</p> <p>Example 2 - <i>“Despite the world being increasingly at the risk of extreme cold weather and the poles showing no signs of unusual melting, the green lobby and politicians have managed to advance their climate-doomsday agenda with the help of naive media...However, at some point, the reality of heating bills, increasing sea ice and other data will raise the eyebrows of a sufficient number of the masses to relegate predictions of a climate apocalypse to the dustbin of hoaxes revealed. The foolishness of the COP26 attendees is unfolding before the eyes of billions.”</i> https://www.washingtontimes.com/news/2021/nov/4/consecutive-cold-years-reveal-climate-hoax-of-cop2/</p>
<p>https://www.skynews.com.au/</p>	<p>Example 1: <i>“Sky News host Alan Jones says ‘we’ve been here before’ when it comes to the ‘global warming hoax’. Mr Jones said ‘fear-mongering’ around the issue of global warming, as well as ‘scientific hoaxes’ and ‘apocalyptic predictions’, have been happening for decades.”</i> https://www.skynews.com.au/australia-news/global-warming-hoax-has-been-seen-before/video/6a4e84ed9c1610ee51eed5fc49495fb4</p> <p>Example 2: <i>“Scientists who are warning the world faces ‘untold human tragedy’ unless humanity takes drastic action to curb climate change are taking notes from activist Greta Thunberg according [sic] The Australian’s Terry McCrann... Mr McCrann told Sky News the paper ‘is absolute nonsense’ and the advocates are ‘behaving like loons’.</i> https://www.skynews.com.au/australia-news/climate-scientists-taking-cues-from-greta-thunberg/video/25c13b73c34cfbf20a297caeb7534c28</p>

	<p>Example 3 - <i>“Modest global warming will be ‘beneficial’ for the planet and even if the temperature increases by two or three degrees Celsius the impacts will be ‘modest’, according to Professor Steven Koonin...The assessment reports say that a modest warming will actually be beneficial for the globe, and only when we get to two or three degrees do we start to see some impacts, and even those, the official reports say, will be modest.”</i></p> <p>https://www.skynews.com.au/opinion/outsiders/modest-climate-change-beneficial-for-the-globe-steven-koonin/video/1593860f1720415cdabcf75d88592b74</p>
<p>https://townhall.com/</p>	<p>Example 1 - <i>“The ideological presuppositions have changed, but not the goal—to control and enslave other human beings. For example, we see it now in their devotion to the man-made climate change hoax. They are using that lie as an excuse to attack fossil fuels and farmers, to make you drive electric cars and eat whatever they tell you to eat.”</i></p> <p>https://townhall.com/columnists/marklewis/2023/10/05/democrats-have-a-plan-republicans-dont-n2629366</p> <p>Example 2 - <i>“And other “risks” now justify other terminations of our sacred rights – the climate hoax, guns, “misinformation.” All of these are just cover for taking our rights because all of these things are “dangerous.” Of course, the real danger is that we normals have power and freedom.”</i></p> <p>https://townhall.com/columnists/kurtschlichter/2023/09/28/a-nation-that-wont-take-risks-risks-everything-n2628960</p> <p>Example 3 - <i>“As the Biden Administration and tyrannical central planners across the globe continue with their push to control people’s lives through an overbearing “climate change” agenda, implementing socialism under the guise of saving the planet, the human cost of their lunacy is becoming increasingly glaring.”</i></p> <p>https://townhall.com/columnists/katiepavlich/2023/09/01/like-communism-the-climate-change-agenda-will-kill-millions-n2627869</p>
<p>https://www.gbnews.com/</p>	<p>Example 1 - <i>“US Republican Vivek Ramaswamy criticised climate change alarmism in an exclusive interview with GB News, stating rising temperatures are not an existential threat. In an exclusive UK interview with Nigel Farage on GB News, the multi-millionaire said temperatures were rising due to the impact of mankind but that it was not something to worry about.”</i></p> <p>https://www.gbnews.com/news/world/vivek-ramaswamy-climate-change-nigel-farage</p> <p>Example 2 - <i>“Putting party politics aside, the pseudo-religion of the climate alarmists needs a radical rethink, as more and more people are speaking out – modern-day heretics (I count myself among this number) – to point out multiple flaws in the rationale for decarbonisation. The Climate Ambition Summit agenda expresses a corporate wish of the UN to “limit global warming to 1.5 degrees above pre-industrial levels”. But what does this mean? Do they want to take us back to the Medieval Cold Period, when the Thames froze over,</i></p>

	<p><i>and people starved to death for lack of food? Or do they mean the Medieval Warm Period, when temperatures are generally agreed to have been substantially warmer than most of the 20th century?"</i></p> <p>https://www.gbnews.com/opinion/climate-crisis-is-just-a-political-fabrication-argues-alex-starling</p>
<p>https://www.dailywire.com/</p>	<p>Example 1 - "You've heard that climate change is going to put an end to all life on Earth; that it puts civilization in existential peril. That if we don't take drastic action, hundreds of millions – perhaps even billions – of human beings are going to die. These are lies." https://www.dailywire.com/news/shapiro-debunking-climate-change-hysteria</p> <p>Example 2 - "Scientists claim that global temperatures have increased 1 degree Celsius/2 degrees Fahrenheit since pre-industrial times. Even if that's true, which I doubt, that is actually a good thing. Fewer people die when the planet is warmer. We can grow more food. Heating requires more energy than cooling." https://www.dailywire.com/news/proof-cnn-knows-climate-change-big-fat-hoax-john-nolte</p> <p>Example 3 – article titled "9 Things You Need To Know About The Climate Change Hoax", listing numerous examples of climate change denial. https://www.dailywire.com/news/9-things-you-need-know-about-climate-change-hoax-aaron-bandler</p>
<p>https://www.thegatewaypundit.com/</p>	<p>Example 1: "The Great Global Warming Hoax: Researchers Find Antarctic Sea Ice Has Not Shrunk in 100 Years" https://www.thegatewaypundit.com/2016/11/great-global-warming-hoax-researchers-find-antarctic-sea-ice-not-shrunk-100-years/</p> <p>Example 2: "Eight Important Facts – Not Opinions – That Totally Debunk the Human – Caused Global Warming Hypothesis... Most scientists do not believe there is a climate crisis" https://www.thegatewaypundit.com/2023/07/eight-important-facts-not-opinions-that-totally-debunk/</p> <p>Example 3: "The National Oceanic and Atmospheric Administration fiddled with climate data to erase the actual hiatus in global warming." https://www.thegatewaypundit.com/2015/06/noaa-fiddles-with-climate-data-to-erase-global-warming-pause/</p>
<p>https://www.realclearenergy.org/</p>	<p>Example 1 - "A minority of climate scientists have consistently rejected the three axioms of government-approved climate science, a notable exponent being MIT's Richard Lindzen...The fundamental presumption of the UNFCCC is that human-caused climate change is dangerous and that all its impacts are bad. As Curry points out, this is irrational: "Few would choose the pre-industrial climate of the eighteenth century." If the world's climate were warming solely owing to natural causes, it is unlikely that humanity would feel obligated to slow down future warming..."</p> <p>https://www.realclearenergy.org/articles/2023/10/08/book_review_climate_uncertainty_and_risk_by_judith_curry_984521.html</p>

	<p>Example 2 - <i>"The numbers since the year 2000 provide convincing evidence that increasing CO2 has positive impacts and reducing emissions entails dire consequences....CO2 fertilization is not only greening the Earth, it's feeding the very fertile human race... The numbers don't lie. Allowing more CO2 emissions is better for ending world hunger, promoting world peace, and protecting global ecosystems."</i> [The 'global greening' narrative has been a core theme of industry disinformation for decades.]</p> <p>https://www.realcleanenergy.org/articles/2023/07/06/how_i_learned_to_stop_worrying_and_love_carbon_dioxide_964363.html</p> <p>Example 3 - <i>"A new study by energy analyst David Wojick devastates this repeatedly invoked justification for offshore wind. His report, "How Offshore Wind Drives Up Global Carbon Emissions," explains why adding offshore wind to our energy mix "will likely increase global CO2 emissions...Dr. Wojick's study exposes the frightening fact that an honest, complete analysis of offshore wind costs and benefits, including purported atmospheric CO2 reductions, has never even been attempted."</i></p> <p>https://www.realcleanenergy.org/articles/2023/08/14/offshore_wind_power_is_not_clean_and_green_and_it_doesnt_cut_co2_emissions_972920.html</p> <p>[While it does take minerals to create turbines, the claim that they would increase carbon emissions has repeatedly been proven false by the scientific community.]</p>
<p>https://www.washingtonexaminer.com/</p>	<p>Example 1- <i>"But worst of all, the Biden administration's basis for these policies, the claim that global warming presents an "existential threat," is fraudulent. It is not based on any scientific consensus, and in fact, it ignores evidence of environmental benefits of global warming that offset its harm."</i></p> <p>https://www.washingtonexaminer.com/opinion/op-eds/climate-change-is-not-an-existential-threat</p> <p>Example 2 - <i>"You may correctly see California's regular blackouts as a failure of environmentalist energy policy, but some climate-obsessed liberals see them differently. They see a whole new strategy to "save" the planet: climate lockdowns."</i> https://www.washingtonexaminer.com/opinion/california-wants-nation-to-start-pondering-climate-lockdowns</p> <p>Example 3 - <i>"The great failure of the climate models... they show only slight warming, mostly at night and in winter... He told a House Science Committee hearing in March 2017 that the U.N. climate models have failed badly.... Christy recently concluded that, on average, the projected heating by the models is three times what has been observed. This is a critical error."</i></p> <p>https://www.washingtonexaminer.com/opinion/op-eds/the-great-failure-of-the-climate-models [factchecked]</p>

<p>https://www.iol.co.za/</p>	<p>Example 1: <i>“The utter falsehood of the claim that climate change is man-made cannot be overstated. The proof that it is a natural, historical reality, unrelated to fossil fuel emissions, is apparent for anyone who bothers to read and research beyond the propaganda which dominates the issue.”</i></p> <p>https://www.iol.co.za/mercury/opinion/the-just-energy-transition-partnership-jetp-which-ramaphosa-endorses-is-neither-just-nor-honest-fc85ef29-4603-4e1e-a77d-53c06f1e5a29</p> <p>Example 2: <i>“MSC Cruises sails into a greener future adding two liquefied natural gas vessels to its fleet... It said the vessels would have an even further reduced carbon footprint while the the [sic] new ships could run on a variety of alternative fuels including bio and synthetic methane and green methanol.”</i></p> <p>https://www.iol.co.za/sunday-tribune/travel/msc-cruises-sails-into-a-greener-future-adding-two-liquefied-natural-gas-vessels-to-its-fleet-a5adef22-43fb-4857-8faf-694079c173f8</p>
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Section 2.1: Russian State Media and Diplomatic Accounts on Facebook

We collected all posts from Russian State media accounts on Facebook between 1 January and 31 October 2023 via the Crowdtangle API, covering their respective outlets in English, French, Spanish and German. These languages were chosen to compare key geographies for both the energy transition and Russian influence operations, namely: Germany, Sub-Saharan Africa and Latin America. The specific outlets are listed in the table below.

English	French	Spanish	German
RT RT Documentary RT Play Sputnik	RT France Sputnik France	RT Documentales RT en Espanol RT en vivo RT Futuro RT Latinoamerica RT Play en Espanol RT Viral Sputnik Mundo	RT DE

In addition, we collected the posts of 41 official Russian Embassy accounts across the same four languages, to compare the framing used by diplomatic networks versus State-affiliated media and the potential interaction between these two ecosystems. This dataset did not cover all diplomatic missions within each language group, but was focussed on Embassies in key geographies of interest for the analysis (especially Sub-Saharan Africa and Latin America):

English	French	Spanish	German
RF Embassy Botswana RF Embassy Ethiopia RF Embassy Ghana RF Embassy Guyana RF Embassy Kenya RF Embassy Namibia RF Embassy Nigeria RF Embassy South Africa	RF Embassy Burundi RF Embassy Cameroon RF Embassy CAR RF Embassy CIR RF Embassy Congo RF Embassy Djibouti RF Embassy DRC RF Embassy Gabon	RF Embassy Argentina RF Embassy Bolivia RF Embassy Chile RF Embassy Colombia RF Embassy Costa Rica RF Embassy Cuba RF Embassy Guatemala RF Embassy Mexico	RF Embassy Berne RF Embassy Germany RF Embassy Vienna

RF Embassy Uganda RF Embassy Zimbabwe	RF Embassy Guinea and Sierra Leone RF Embassy Madagascar RF Embassy Mali and Niger RF Embassy Mauretania RF Embassy Senegal RF Embassy Togo and Benin	RF Embassy Nicaragua RF Embassy Panama RF Embassy Paraguay RF Embassy Peru RF Embassy Uruguay RF Embassy Venezuela	
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As these datasets were too large to code manually, relevant content was identified by filtering collected posts using keywords related to climate and energy issues (see table below). Such an approach is inevitably imperfect. Given the dynamic nature of language, and online vernacular in particular, it is possible we have missed some relevant content that did not contain the specific keywords used for filtering (e.g. less predictable or standardised vocabulary). Keywords that are frequently used in other contexts can also cause significant 'noise' in the data (e.g. 'energy' or 'environment'). It is not always possible to reduce this noise through exclude terms, since these can suffer from the same issues as keywords in general, albeit in reverse. As such, we refrained from quantifying narratives and focused on qualitative analysis by researchers - this accounts for the imperfections of filtering while establishing broad trends within Russian state media and diplomatic messaging.

English	French	Spanish	German
climate	climatique	clima	umwelt
emissions	climat	bateria	energie
fossil fuels	electriques	baterias	strom
co2 levels	bioenergie	bioenergia	elektro
global warming	carbone	emisiones carbonoCO2	erdgas
renewables	biomasse	combustion	erdöl
environmentalists	CO2	cobre	Klima
wind turbines	combustion	descarbonization	emissionen
environment	civre	descarbonizar	fossile
solar	transition	descarbonizado	CO2
electricity	ecologique	desindustrializacion	globale erwärmung
fukushima	diesel	diesel	erneuerbare

petrochemicals	electrique	fukushima	umweltschützer
refineries	emission	electrico	umweltaktivisten
oil	emissions	emision	windkraftwerk
coal	energie	emisiones	windkraftwerke
carbon	l'energie	energetica	Umwelt
environmentally	d'energie	energeticas	solar
renewable energy	energetiques	precio de la luz	Elektrizität
environmentalist	energetique	coste de la luz	fukushima
save the planet	environnemental	energia	petrochemisch
fracking	ecologistes	energetico	petrochemische
earth is experiencing	ecologiquement	activista ambiental	rafinerie
eat insects	fossile	ecologista	erdöl
co2	fossiles	activistas ambientales	Kohle
petroleum	fracturation	ecologistas	kohlenstoff
save the earth	gaz	ecologico	environmentally
net zero	ecologiste	EV	fracking
fossil fuel	gasoil	EVs	gasabkommen
environmental	transition verte	fosil	gasversorgung
energy vehicles	hydrogene	gas	wasserstoff
oilfield	GNL	agenda verde	stromnetz
greenery	methane	transicion verde	kälteeinbruch
recyclable	petrole	calefaccion	diesel
coral bleaching	eoliennes	GNL	benzin
radionuclides	eolienne	nethano	gasexporte
superionic hydride	photovoltaique	petrolero	klimaschützer
superionichydride	photovoltaiques	eolica	naturschutz
nuclear	fukushima	nuclear	gasleitung
billowing rivers	nucleaire	petroleo	ladeports
energy	oleoducte	fotovoltaica	ladestationen
offshore	gazoducte	fotovoltaicas	klimaaktivisten
nearshore	electricite	oleoducto8	heizkosten
health inequities	l'electricite	oleoductos	heizrechnungen
decarbonization	d'electricite	gasoducto	Kohlenbergbau
gas field	renouvables	gasoductos	tagebau
hottest year	militant	renovables	Nord Stream
natural gas	militantes	solar	frieren
gas plant		turbina	erdgas

Section 3.1: Fossil Fuel Advertising on Facebook

Using the API for the Meta Ad Library, researchers collected all ads run by major private fossil fuel companies (BP, Shell, Chevron, TotalEnergies, Eni, ExxonMobil) and their counterparts from the main Petrostates (Saudi Arabia, UAE, Nigeria, Venezuela, Norway, Russia, Qatar, Azerbaijan). We also included Chinese and Indian entities as, while neither country is traditionally understood as a Petrostate, both have significant state-owned fossil fuel sectors and play a major role in global climate negotiations.

The Meta Ad Library only provides data for advertisements labelled as affecting “Social Issues, Elections or Politics”. Advertising labelled as commercial is thus not available to researchers. Meta also does not provide accurate ad spend, only classifying ads into one of several spend brackets. This means that numbers provided in this report are the best possible approximation based on the data made available by the platform. We have either provided the minimum amount spent (based on the sum of the lower ends of the spend brackets for each ad) or a range between this lower boundary and the possible maximum spend (based on the sum of top ends of spend brackets).