

Open Letter: Governments Should Act Now to Curb Climate Disinformation

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As the world convenes for the COP 29 climate negotiations in Baku, the urgent need to address the climate crisis has never been clearer. Yet, the spread of disinformation continues to undermine and delay our collective ability to act, jeopardising progress at crucial negotiations and the upcoming G20 Summit in Brazil. Climate disinformation, waged by vested interests, undermines climate action and puts our collective future at risk. Our information ecosystem is being damaged, and those responsible must be held accountable.

We, the undersigned educational, climate and information integrity organisations, including the members of the Climate Action Against Disinformation (CAAD) coalition and climate experts, call on **governments worldwide** to take immediate and decisive action to address this crisis. With the COP negotiations setting the stage for global climate action and the G20 Summit offering a crucial platform for international cooperation, it is imperative that governments **recognize the threat of climate disinformation** and take concrete steps to ensure information integrity, paving the way for meaningful climate action. Governments also need to encourage **social media companies, advertising technology providers, and broadcast and publishing companies to be accountable and stop acting as enablers to planetary destruction.**

Holding Platforms Accountable

Specifically, governments must encourage these companies to:

1. **Acknowledge the threat:** Publicly recognize climate disinformation as a major threat to the information ecosystem, hindering climate action and policy, and risking public safety and health.
2. **Adopt a universal definition:** Adopt a [definition of climate disinformation](#) as deceptive or misleading online behaviour that:
 - Undermines public understanding of the existence or impacts of climate change, the unequivocal human influence on climate change, and the need for corresponding urgent action to reduce global warming emissions (mitigation) and prepare for the current impacts and those we must expect (adaptation), according to the IPCC scientific consensus and in line with the goals of the Paris Climate Agreement;
 - Misrepresents scientific data, including by omission or cherry-picking, to erode trust in climate science, climate-focused institutions, experts, and solutions; or

- Falsely publicises efforts as supportive of climate goals that in fact contribute to climate warming or contravene the scientific consensus on mitigation or adaptation, including greenwashing.
- 3. **Produce, publicise and resource a transparent company plan to stop the spread of climate disinformation**
- 4. **Increase transparency and reporting**
- 5. **Have transparent and open pathways for researchers to access data**
- 6. **Prevent monetization of climate disinformation**
- 7. **Implement platform-wide inoculation efforts to increase the resilience of users to false or misleading content before they are exposed to it**
- 8. **Ensure strong labour policies**
- 9. **Address the impact of emerging technologies such as AI.**

As the recently published CAAD Report – [Extreme Weather, Extreme Content: How Big Tech Facilitates Climate Disinformation In a World on the Brink](#) – demonstrated, climate disinformation is rampant and continuously hindering climate action. Various tactics such as fossil fuel advertising, which UN Secretary-General António Guterres [denounced](#) in his World Environment Day address, are still widely used. This manipulation, often aided by big tech, PR firms, advertising firms and media outlets, demands a decisive response.

Governments should implement strong measures to address climate disinformation and embrace the **UN’s recently published [Global Principles For Information Integrity](#)**. These principles, launched in June 2024, provide a comprehensive framework for addressing the global crisis of misinformation and disinformation, which is fueling conflict, threatening democracy and human rights, and undermining public health and climate action. **By adopting these principles, governments can foster a healthier and safer online environment that supports informed decision-making and enables effective climate action.**

The Time to Act is Now

The climate crisis demands urgent action. Disinformation distorts our understanding of reality, putting people and organisations at risk and harming public policies. We cannot let these falsehoods weaken climate action and hinder progress. We call on governments worldwide to lead the way in fostering a truthful and informed public discourse, so we can build a more sustainable future together.

Signed

Organisations (in alphabetical order)

Action for the Climate Emergency (ACE)
ACT Climate Labs
Avaaz
Badvertising
C40 Cities
Center for Countering Digital Hate
Check My Ads
ClimaInfo
Climate Discourse Observatory
Coletivo Brasil de Comunicação Social
Comms Declare
Conscious Advertising Network
Corporate Europe Observatory
CTNEAC/FBMC
Divergent Dispatches
ecoAmerica
E3G
FALA
Fórum Informação & Democracia ta
Friends of the Earth
George Mason University Center for Climate
Change Communication
Global Action Plan
GreenLatinos
Greenpeace Brazil
Greenpeace Roots
Grupo de pesquisa Mídia, conhecimento e meio
ambiente: olhares da Amazônia (UFRR)
InfluenceMap
Instituto Democracia em Xequê
Institute for Strategic Dialogue (ISD)
Instituto Novos Paradigmas
Instituto O Mundo Que Queremos
Instituto Talanoa
Kairos Fellowship
LACLIMA
Laboratório de Humanidades Digitais da UFBA
New Weather Institute
Projeto Saúde & Alegria
Purpose
Observatório do Clima
QuotaClimat

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Reclame Fossielvrij (Fossil Free Advertising)
Rede Nacional de Combate à Desinformação
Rede Climatizando
Reporters Sans Frontières
School of the Environment, University of Toronto
Social Tipping Point Coalitie
Stop Funding Heat
The Ecosecurity Council
The YEARS Project
Union of Concerned Scientists
WWF-Brazil