

Rapid Response Report: Speculation and Disinformation During and After the Iberian Power Outage, April & May 2025



## Introduction

Around mid-day local time on 28 April 2025, a power outage occurred across the Iberian Peninsula, knocking out electricity for the majority of people in Spain and Portugal, ranging from a few to 48 hours depending on location. Early reports ruled out <u>a cyberattack</u> and the impact of <u>excess renewables</u>. However, at the time of writing, the cause of the outage is <u>still under investigation and has not been confirmed by Spanish, Portuguese or EU officials</u>.

Electricity is one of the major topics in the global climate conversation, due to the role that electricity generation plays in global carbon emissions. Opponents of climate science frequently characterise renewable energy as unreliable and agenda-driven while portraying fossil fuels as dependable and ideologically neutral. In some conspiracy narratives, efforts to increase renewable energy are part of a larger effort by "liberal elites" to make electricity more expensive for working families, destabilize prosperous Western democracies, or undermine local sovereignty.

This briefing finds that the Iberian power outage was opportunistically seized upon by climate disinformation actors, set against the backdrop of ongoing Spanish, Portuguese, and overall European efforts to reduce greenhouse gas emissions and increase the share of energy generated by renewables, and amplified by media and social media platforms to fill the information void surrounding the causes of the outage.



## Summary

- In the immediate hours following the event, a lot of top content in online spaces was accurate, neutrally speculative reporting or content not attempting to explain the outage (e.g. humour or memes).
- However, it did not take long for speculation and disinformation about the outage to spread far and wide, gaining prominence in the first few hours as full explanations about the outage failed to emerge.
- In all languages, the first big narrative of this kind was speculation about a cyber attack, which died down somewhat after officials ruled out the possibility later the same day.
- In all languages, disinformation about renewables was found early, but particularly gained traction 12-24 hours after the blackout. This was spearheaded by a network of transnational English-language disinformation actors, which made up a large proportion of overall English-language conversation.
  - Conversations in Spanish- and Portuguese-language followed these actors' leads, increasingly posting about renewables.
  - One of the largest originators of disinformation about renewables was the UK press, with a Daily Mail online news article implying renewables were to blame released just two hours after the blackout occurred. A similar front page story in The Daily Telegraph the morning after the blackout implied "net zero" was at fault. Although it does not fall within the scope of this briefing, right-wing outlets across the world continue to speculate and blame renewables weeks after.
- In all languages, conspiracy-laden arguments were also frequently found from the first hour, including narratives suggesting a cover up, or a deliberate shutting off of power as a test for future control from governments, using "New World Order" or "Agenda 2030" frames. UK press also strongly contributed to suggestions of a cover up. In Spanish- and Portuguese-language, narratives on social media blaming the countries' respective governments were common, sowing discord.



 Based on the data we have available, which is a qualitative over quantitative analysis, X/Twitter appeared the most significant vector for speculation and disinformation narratives. YouTube was also a significant vector, followed then by TikTok, then Facebook, then Instagram. Conspiracy content was generally favoured by creators and the algorithms of video-sharing platforms TikTok and Youtube. Meanwhile, Youtube, Facebook and Instagram saw a lot of content blaming renewables, fuelled in particular by media outlets.



## Methodology

Our analysis focused on content in three languages: Spanish, Portuguese, and English – the two primary languages of the countries on the Iberian peninsula (and thus the most likely to be used in local conversation), and English because it is the "lingua franca" of the transnational climate disinformation conversation.

We used Brandwatch to analyse volume numbers, high engagement posts, and general metric analysis. This allowed us to source content from the most engaged users and posts, volume of content over time and top shared URLs – particularly from X where a high volume of climate disinformation messages occur. With this data, guided by previous knowledge about climate conversations online, we selected the most relevant narratives and trends.

Searches on Brandwatch in all three languages began with general searches for content relating to the outages to gather a sense of the overall conversation and the major themes and narratives arising from the power outages. Analysts then ran more specific searches on the narratives and topics they found in their respective languages.

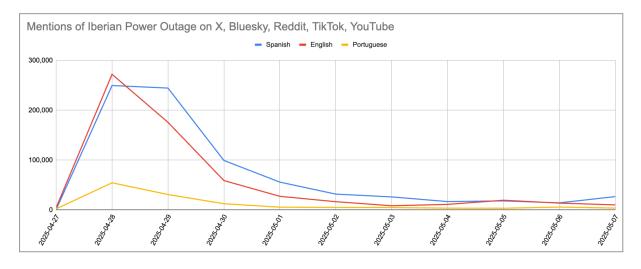
For limited coverage of platforms not included in Brandwatch (particularly Facebook, Instagram, Youtube and TikTok) we also ran manual searches using the platforms' own search tools. While these searches are by definition algorithm-driven and thus not reliable surveys of all content posted on a given topic, they do tend to capture the items with the greatest amount of engagement, as these are promoted by the algorithm to increase engagement even further.

After these searches gathered content from multiple platforms and sources, analysts tracked the development of disinformation narratives over time and by platform, tracking the most significant actors and themes and connecting them with larger narratives within the climate disinformation ecosystem.



## **Findings**

## **General Conversation About the Blackout**



#### **Figure 1: Volume of conversation about the Iberian blackout in three languages.** Data Source: Brandwatch<sup>1</sup>

This chart represents a general volume of conversation using Brandwatch, primarily searching X/Twitter but also including some content from Bluesky, Reddit, TikTok, and YouTube during the primary outage timeline. Note that In Spanish and Portuguese this is likely an underestimate of volume as the search terms used required mention of Spain, Portugal and Iberia, which is less likely when writing about a blackout that almost everybody knows is happening in your country; but this was deemed better than overestimating volume by not including it.

<sup>&</sup>lt;sup>1</sup>Search terms for chart:

*Spanish*: (apagón OR electricidad OR energía OR corte) AND (España OR Portugal OR iberia OR ibérica OR ibérico)

*Portuguese*: (eletricidade OR apagão OR elétrica OR energia OR interrupção OR poder) AND (Espanha OR Portugal OR ibéria OR ibérica OR ibérico)

*English:* (electricity OR blackout OR electric OR energy OR power OR outage) AND (spain OR portugal OR iberia OR iberian)

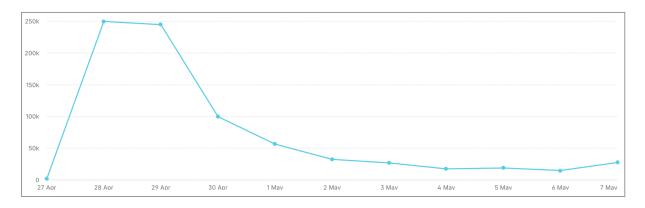


While not a perfect measurement, it does give a sense of online conversations, including where conversation was largest, where spikes occurred, and relative volume of trends.

In all three covered languages, conversation spiked on the day of the outage and continued at a high volume the following day, before tapering off as power was restored and other topics rose to the top of the conversation.

## Spanish

In Spanish, Brandwatch identified ~787,000 posts on X/Twitter, Bluesky, Reddit, TikTok, and YouTube mentioning the power outages on the Iberian Peninsula from 27 April to 7 May.



### Figure 2: Volume of conversation about the Iberian blackout in Spanish.

Data Source: Brandwatch<sup>2</sup>

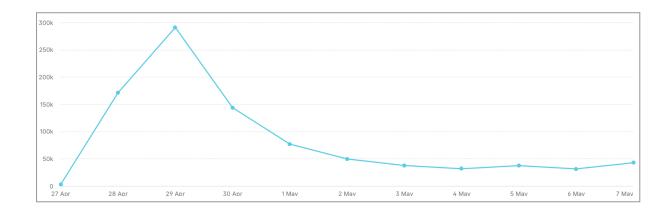
As mentioned above, including a location in the search terms is not a perfect method. We then removed the search elements that filter for only those posts mentioning Spain, Portugal, or the Iberian Peninsula in the text of the post, and adding a geographic filter to include only posts identified by Brandwatch as originating from Portugal or Spain. ~915,000 posts were identified during the same period mentioning electricity, energy, or the power outage:

<sup>&</sup>lt;sup>2</sup> Search terms: (apagón OR electricidad OR energía OR corte) AND (España OR Portugal OR iberia OR ibérica OR ibérico)



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# Figure 3: Less restrictive search terms for the Iberian blackout in Spanish, but restricted by geotargeting in Spain or Portugal.

Data Source: Brandwatch<sup>3</sup>

Overall, the Spanish-language conversation centered on speculation about the cause of the blackout. One of the dominant narratives was the theory of a cyberattack. Other key themes included coverage of first response efforts in various regions and criticism of the government for its handling of the crisis and perceived lack of transparency.

By the second day, the narrative began to shift. Claims blaming the blackout on the fragility of renewable energy gained momentum. Fossil fuel advocates seized this opportunity to spread disinformation, framing green energy as ideologically driven rather than evidence-based.

To a lesser extent, we also observed fringe conspiracy theories suggesting the blackout was a trial run for a larger, global event. These narratives often included claims about government control tactics, warning of a future where digital dependence could be used to restrict access to resources, which calls for personal reserves of fossil fuels and cash.

Parallels were also drawn between the blackout and the recent DANA in Valencia, with much of the criticism directed at Pedro Sánchez. Notably, mentions of the DANA surged

<sup>3</sup> Search terms: (apagón OR electricidad OR energía OR corte) Additionally, geographic filters were set on Brandwatch to include only posts that Brandwatch identified as originating from Portugal or Spain.



after a period of relative quiet, suggesting that the blackout reignited public discourse around the earlier extreme weather event.

## Portuguese

In Portuguese, Brandwatch identified ~86,000 posts on X/Twitter, Bluesky, Reddit, TikTok, and YouTube mentioning the power outages on the Iberian Peninsula from 27 April to 7 May.

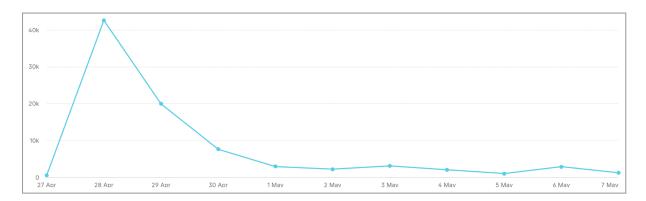


Figure 4: Volume of conversation about the Iberian blackout in Portuguese.

Data Source: Brandwatch<sup>4</sup>

As in the Spanish-language section above, we removed the search elements that filter for only those posts mentioning Spain, Portugal, or the Iberian Peninsula in the text of the post, and added a geographic filter to include only posts identified by Brandwatch as originating from Portugal or Spain. Using this method we identified ~333,000 posts during the same period mentioning electricity, energy, or the power outage:

<sup>&</sup>lt;sup>4</sup> Search terms: (eletricidade OR apagão OR elétrica OR energia OR interrupção OR poder) AND (Espanha OR Portugal OR ibéria OR ibérica OR ibérico)



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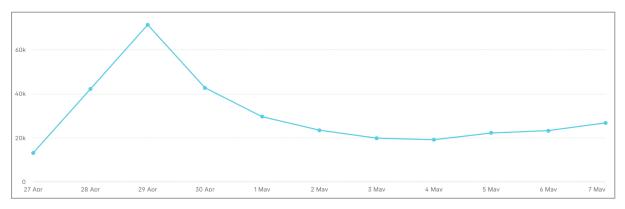


Figure 5: Less restrictive search terms for the Iberian blackout in Portuguese, but restricted by geotargeting in Spain or Portugal.

Data Source: Brandwatch<sup>5</sup>

Among the highest engagement posts, most identified posts were simply reporting or joking about the outage, especially in the initial 12–24 hours of the outage. As time passed, however, speculations around the causes of the blackout became more prominent among top posts. The most common speculations found were that the blackout was caused by a (usually Russian) cyberterrorist attack, and general conspiracies about a possible cover-up or purpose behind the outage, such as a possible "test" for future lockdowns and social control.

The role of renewable energy at the time of the blackout was also discussed within cause speculations, and was increasingly amplified by climate disinformation actors. Some linked this topic to conspiracy narratives around the "2030/globalist agenda". While Conspiracy narratives were more commonly/easily found on X and TikTok posts, discussions about renewables and the possibility of a cyberattack were also found on other platforms such as YouTube, Instagram Public, and Facebook Public, including by popular media outlets.

Approximately 18% of all identified mentions in Portuguese were made by Portugal-based authors, with Brazil-based authors being a significant part of the total conversation volume. However, compared to Brazil, Portugal had a higher proportion of outage mentions and total posts during that timeframe. When filtering mentions by geography

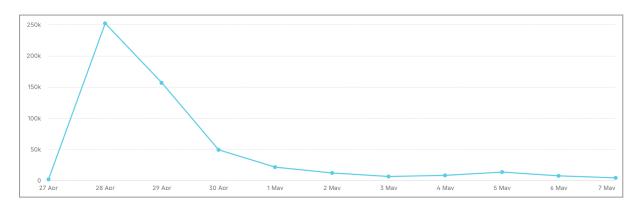
<sup>&</sup>lt;sup>5</sup> Search terms: (eletricidade OR apagão OR elétrica OR energia OR interrupção OR poder) Additionally, geographic filters were set on Brandwatch to include only posts that Brandwatch identified as originating from Portugal or Spain.



(Portugal), we could also find that among one of the most common conversation topics were criticisms of the Portuguese government, and the perceived failures of the country's energy system, particularly in regards to its connectedness and reliance on Spain.

## English

In English, Brandwatch identified ~528,000 posts on X/Twitter, Bluesky, Reddit, TikTok, and YouTube mentioning the power outages on the Iberian Peninsula from 27 April to 7 May.



#### Figure 6: Volume of conversation about the Iberian blackout in English.

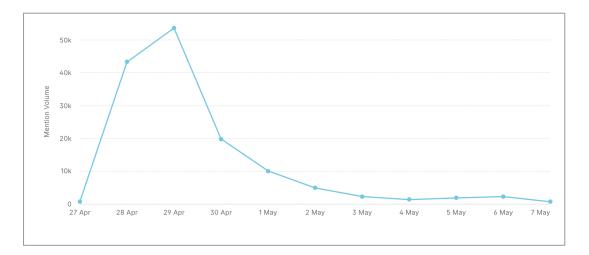
Data Source: Brandwatch<sup>6</sup>

This chart represents the same timeline, using key terms used in the disinformation narratives we identified in the English-language conversation, identifying ~140,000 posts using these terms.

<sup>&</sup>lt;sup>6</sup> Search terms: (electricity OR blackout OR electric OR energy OR power OR outage) AND (spain OR portugal OR iberia OR iberian)



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# Figure 7: Volume of conversation about the Iberian blackout in English, filtering for key speculation and disinformation terminology.

Data Source: Brandwatch<sup>7</sup>

While not all of these posts will be disinformation, it is telling that over 25% of the total conversation relates to key speculation or disinformation terminology.

The data indicates that the spike of mentions in disinformation conversations in English occurred on 29 April (day 2). The majority of engagement centered around blaming renewable energy, targeting net-zero initiatives, and pushing fear-mongering narratives around the reliability of the green transition.

Generally speaking, English-language conversations were dominated by anti-climate influencers exploiting the outage for political and social gain– seizing on the opportunity to discredit renewable energy sources and use as proof that climate change initiatives are both unrealistic and dangerous.

Lower engaged narratives also included conspiracy theories on this having been part of a government "test" for a future climate lockdown or a cyberattack that's being covered up.

<sup>&</sup>lt;sup>7</sup> Search terms: (("Spain" OR "Portugal") AND ("power outage" OR "power failure" OR "blackout" OR "energy grid" OR "power loss")) AND ("renewable energy" OR "renewables" OR "renewable dominated" OR "cyberattack" OR "cover up" OR "net zero" OR "government test" OR "climate lockdown")



# Speculation & Disinformation Narratives - Deep Dive

As is common in emerging or breaking news situations, press and social media immediately began speculating about the cause of the blackout, with rumors flying in multiple languages. This was catalysed by an understandable dearth of official information, although some public officials ruled out the possibility of <u>a cyberattack</u> and <u>excess renewables</u> early.

Such an information environment is fertile soil for agenda-driven disinformation campaigns to thrive. Within hours of the blackout, opponents of climate science began blaming the Iberian peninsula's ongoing transition to renewable energy for the blackout, part of an ongoing theme in their discourse that paints renewables as unreliable and agenda-driven compared to fossil-generated energy. This theme began as a minor one in the conversation, but quickly grew as anti-climate disinformation networks began to amplify it — particularly in English-language conversations.

Other themes included the idea that the outage was intentionally caused rather than an accident. Initial speculation within the first 24 hours of the outage was that it was the result of a possibly state-backed cyberattack, with Russia being identified as the most likely culprit due to the EU's ongoing support for Ukraine. When officials publicly ruled out the possibility of a cyberattack, conspiracy narratives largely moved on to speculating that the cause of the outage was either (a) the Spanish, Portuguese, or EU governments themselves, as a "test run" for larger disruptions and potential lockdowns, or (b) being covered up by the relevant governments in order to protect their renewable energy agenda.

We go through the main speculation and disinformation narratives in detail below, in order of their time of highest prominence in the online conversation.

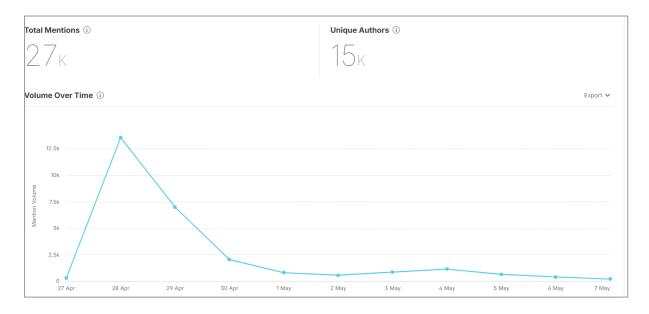
## Cyberattack

In all languages, much of the initial speculation about the cause of the outage centered around the possibility that it was an intentional cyberattack from malign foreign influences (with Russia or Iran identified as the most likely culprits). This narrative was



significant enough in the conversation to prompt grid officials to <u>publicly rule out the</u> <u>possibility</u> that the outage was caused by a cyberattack on 29 April, even as they had not otherwise confirmed the cause of the outage. After that point, speculation about a cyberattack continued as a minor narrative in some low-impact conspiracy spaces, while larger speculation moved on to other possible causes.

Spanish



# Figure 8: Volume of conversation about a potential cyberattack causing the Iberian blackout in Spanish.

Data Source: Brandwatch<sup>8</sup>

An <u>X post</u> by far-right populist <u>Vito Quiles</u> was among the ones with the highest engagement for this topic, gathering more than 500,000 views during the first 24 hours. Another widely shared post came from the Spanish TV show <u>Al Rojo Vivo</u>, known for its sensationalist tone. One of its analysts, <u>Pedro Rodíguez</u>, suggested that the attack may have originated in Russia, noting that this week has been particularly critical in the Russia-Ukraine conflict.

<sup>&</sup>lt;sup>8</sup> Keywords: (apagón OR "corte de energía" OR suministro energético OR energía) AND (España OR Portugal) AND (ciberataque OR "ataque cibernético" OR hackeo)



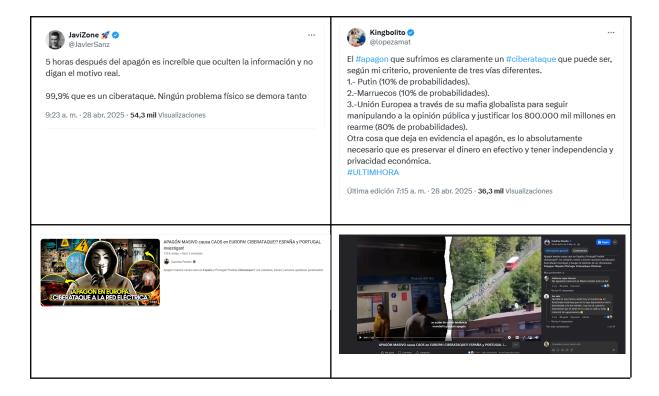
The theory of a Russian attack has also appeared in other, less viral posts. Some media outlets reported that Spain's intelligence agency, the CNI, was investigating the possibility that the attack originated from North Africa, citing unusual activity detected days before the outage. (1, 2, 3).

Miguel Ángel Durán @midudev El CNI indica que el apagón eléctrico producido en España podría s consecuencia de un ciberataque. Otro ataque más, de una larga lista, que nos recuerda lo important es invertir en tecnología y ciberseguridad a nivel de país. 6:50 a. m 28 abr. 2025 - <b>71,2 mil</b> Visualizaciones	Y ahora con Der Leyen culpando implícitamente a Rusia.
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<ul> <li>Witoquiles</li> <li>ÚLTIMA HORA   El CNI señala como "muy posible" el ciberataque omo causa del gran apagón.</li> </ul>	Conflicto     Conflicto     Conflicto     Conflicto     DÍA ZERO EN EUROPA     Apagón masivo en España y Portugal. Francia, Finlandia, Andorra y     Luxemburgo afectadas.
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#### Portuguese

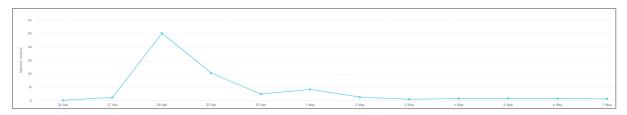


Figure 9: Volume of conversation about a potential cyberattack causing the Iberian blackout in Portuguese.

Data Source: Brandwatch<sup>9</sup>

<sup>&</sup>lt;sup>9</sup> Search terms: ("apagão" OR "eletricidade" OR "energia elétrica") AND ("cibernético" OR "ciberataque" OR "russia" OR "russos" OR "russo" OR "hacktivism" OR "cyberataque" OR "hackers" OR "hacking")



In Portuguese, the cyberattack theory was one of the most common speculations around the possible causes of the blackout found in the top posts, with 9.5K mentions identified between April 27 and May 7. The theory was not only present among conspiracy actors but mentioned as a possibility by large media outlets such as <u>Forbes</u>, <u>Folha de São Paulo</u>, and <u>Jovem Pan</u>. The theory's presence on mainstream outlets gained traction after Manuel Castro Almeida, <u>a Portuguese minister</u>, <u>mentioned it as a possibility</u> after being questioned about it by a journalist in the hours immediately following the outage. Despite this theory being quickly discarded by officials, the narrative continued on a smaller scale among conspiracy and far-right actors, who used the theory to spread conspiratorial narratives around the blackout.





#### Activista Águia Real 29 de abril às 07:31 · 🕲

Suspeitas sobre envolvimento do Kremlin em apagão na Europa levantam alerta entre especialistas

especialistas Nas últimas 48 horas, um vasto apagão afectou diversas regiões da Europa Central e do Leste, deixando milhões sem acesso a electricidade e serviços essenciais. Apesar das causas técnicas ainda estarem sob investigação, fontes de segurança e especialistas em ciberdefes admitem não excluir a hipótese de um envolvimento extermo — **nomeadamente do Kremin**. Vários analistas apontam para a possibilidade de um ataque cibernético coordenado, tendo em conta o contexto de tensões geopolíticas agravadas entre a Rússia e os países da NATO. Moscovo nega qualquer envolvimento, mas investigações preliminares indicam padrões semelhantes a operações anteriores atribuídas a grupos ligados ao Estado russo.

Enquanto decorrem as análises forenses às redes eléctricas afectadas, a União Europeia apela à calma e promete respostas firmes caso se confirmem actos deliberados.

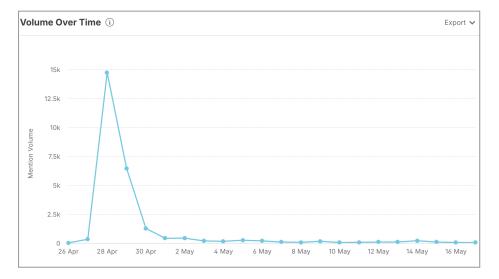






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#### English



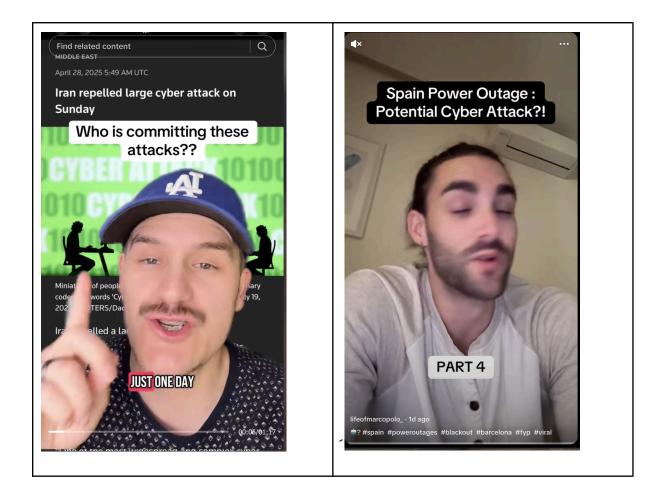
## Figure 10: Volume of conversation about a potential cyberattack causing the Iberian blackout in English.

Data Source: Brandwatch<sup>10</sup>

Suggestions that the outage was due to a cyberattack also spread in English in the initial 12-24 hours after the outage before quickly fading. This theory was short-lived in general conversation, but remained a point of possibility in far-right spaces and social media– like TikTok, where several users continued to push the <u>cyberattack theory</u>, with <u>one user</u> pointing toward the "coincidence" that Iran repelled an attack just days before.

<sup>&</sup>lt;sup>10</sup> Search terms: (("Spain" OR "Portugal") AND ("power outage" OR "power failure" OR "blackout" OR "energy grid" OR "power loss")) AND ("cyber attack" OR "cyberattack")





## Conspiracy Theories

Even before the cyberattack theme began fading from prominence, other conspiracy narratives were gaining traction within the conversation in all three languages.

Particularly in the past ten years, anti-climate advocacy has increasingly been tied up with conspiracy narratives. The function of these conspiracy narratives can be linked to one of the most significant identity-based themes in anti-climate activism, in which pro-climate advocacy and policies are portrayed as impositions by global financial and cultural elites that will raise prices for food, energy, housing, and other necessities, place onerous restrictions on consumers' choice of transportation, home appliances, and food, and take away the livelihoods of people who work in energy, industrial, transport, or food production fields.



Climate conspiracy narratives play a crucial role in that overarching theme as they impute motivations of those global elites — not for their own short-term economic or political benefit, but to trigger a cataclysmic global "Great Reset" of national and international governments, economies, and cultures to create a "New World Order" in which the economic and democratic power of ordinary people is significantly decreased while these elites rule from the shadows.

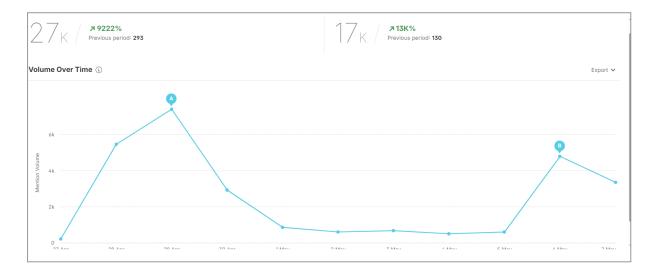
In the aftermath of the Iberian power outage and particularly over the following week as officials did not confirm any clear cause of the outage, multiple disinformation actors within the climate conversation appealed to the wider overarching "Great Reset" conspiracy theory, suggesting that the Iberian outage was a "test" by conspirators in Spain, Portugal, the EU, and/or the UN to determine the feasibility of, and further accustom the population to, the implementation of authoritarian regimes or future lockdowns.

We also saw a softer counterpart conspiracy theory that government officials in Spain, Portugal, and/or the EU did in fact know that the cause of the outage was renewable energy, but were covering that up in order to protect their pet cause from the righteous anger of the populace. This conspiracy will be discussed more widely in the "Blaming Renewables" section below.

#### Spanish

In Spanish, conspiracy theories had the lowest visibility and reach among the narratives analyzed. They drew on familiar and persistent tropes—such as population control, the New World Order, and climate terrorism—that tend to remain stable across various topics and regions. These narratives primarily resonated with audiences already predisposed to such content, as suggested by the relatively low volume and limited spread observed during the monitoring period.





#### **Figure 11: Volume of conspiracy narratives surrounding the Iberian blackout in Spanish.** Source: Brandwatch<sup>11</sup>

It's important to note that while the volume of mentions is significant, some of the terms used in the search—such as "control" or "fear"—can also appear in non-malicious contexts. As a result, not all of the 27k mentions will reflect conspiracy theories. However, including these terms was necessary, even at the risk of false positives, in order to capture a broad view of the conspiracy landscape and identify the most relevant posts.

Among the fringe conspiracy theories, the most prominent was the claim that the blackout was not accidental but was a test run for a larger and grand-scale blackout. This narrative stood out within the broader conspiratorial space, gaining slightly more traction than others due to its alignment with existing fears about control and systemic collapse.

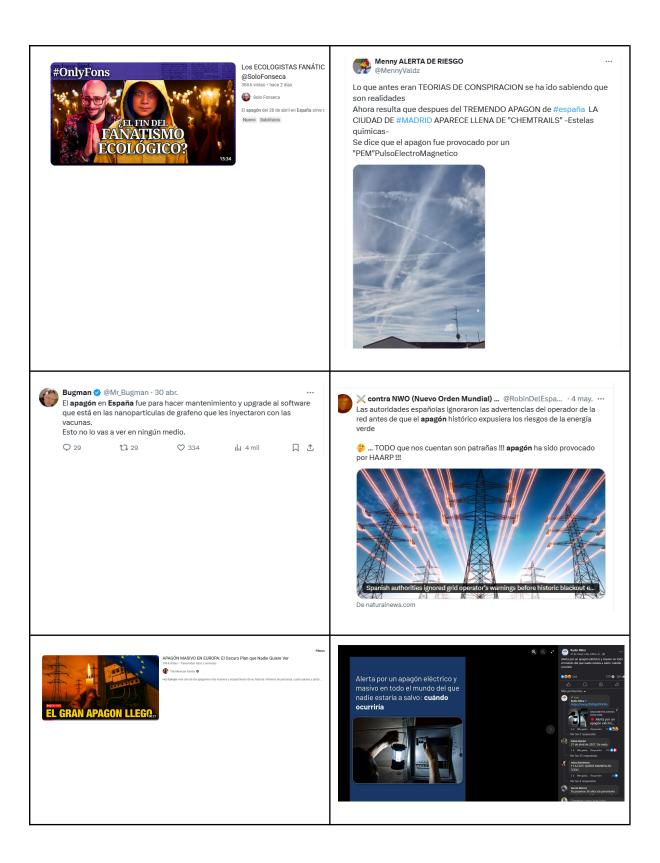


<sup>&</sup>lt;sup>11</sup> Keywords: ((apagón OR "suministro energético" OR energía) AND (España OR Portugal) AND ("control de la población" OR "Agenda 2030" OR miedo OR globalismo OR "Nuevo Orden Mundial" OR control OR ecoterrorismo)



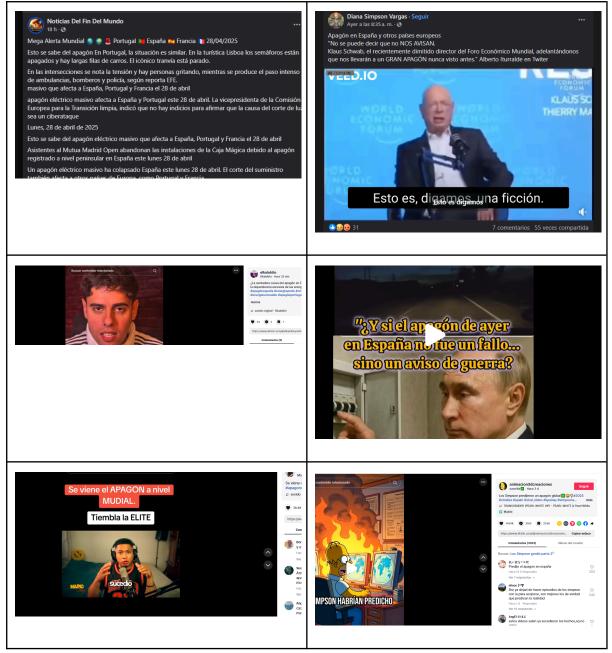
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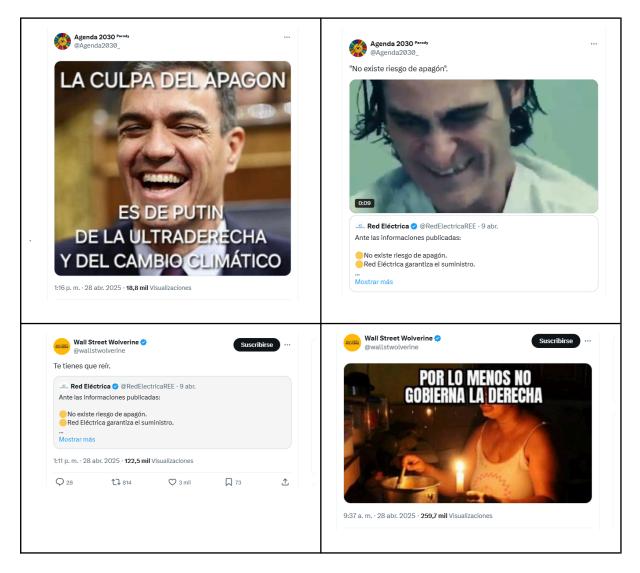


In addition to these conspiracies, there were attacks on the government in the Spanish-language. Many posts focused on Pedro Sánchez's handling of the crisis. Drawing parallels to the floods in Valencia, disinformers and opposition figures claimed that Sánchez once again shifted the blame to external factors instead of taking responsibility for the poor execution of government energy initiatives.



Several points of criticism converged around this issue. Some users highlighted the irony that both the government and media outlets previously labeled warnings of a potential energy crisis as "bulos" (misinformation), particularly referencing an <u>April 9th post</u> from Red Eléctrica, which stated there was no risk of outages and that the electric grid guaranteed a stable supply.

Some well-known disinformation accounts (see examples below) capitalized on the event, framing it as yet another left-wing vs. right-wing clash. They also claimed that discussions about climate change will resurface as part of the so-called "woke" agenda's indoctrination efforts.







We also found a sharp increase in mentions related to the Valencia flood, as shown in the chart below. The renewed attention to this topic serves as a precedent on how public discourse might unfold in the event of another energy or climate-related emergency.



#### **Figure 12: Volume trend of Valencia's Dana at the beginning of the blackout.** Data source: Brandwatch<sup>12</sup>

<sup>&</sup>lt;sup>12</sup> (DANA OR inundación OR "gran riada" OR "catástrofe ambiental") AND (Valencia)



Finally, while outside of the timeframe of other content in this report, we observed the widespread circulation of an article in <u>The Telegraph</u> that attributes the blackout primarily to government actions, particularly its aggressive push for green energy. This article has been translated and replicated across various Spanish-language outlets, often under headlines claiming the blackout was caused by a government "experiment." This framing oversimplifies the content of the original article and appears to be used as an ad verecundiam—invoking the authority of *The Telegraph* to lend credibility to a specific political interpretation.

#### Portuguese

Conspiracy narratives were also present in Portuguese conversations, especially on posts made by authors who are known to frequently criticise climate policy or deny climate science. We found 6.6K mentions of conspiracy keywords. The authors of posts captured in this search suggested the blackout was orchestrated, as a "test" or an "experiment", to implement authoritarian regimes or future lockdowns. It was mostly present among far-right authors, with little evidence of its presence in large media outlets.

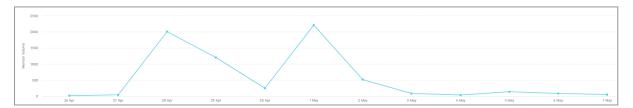


Figure 13: Volume of conspiracy narratives surrounding the Iberian blackout in Portuguese.

Data Source: Brandwatch<sup>13</sup>

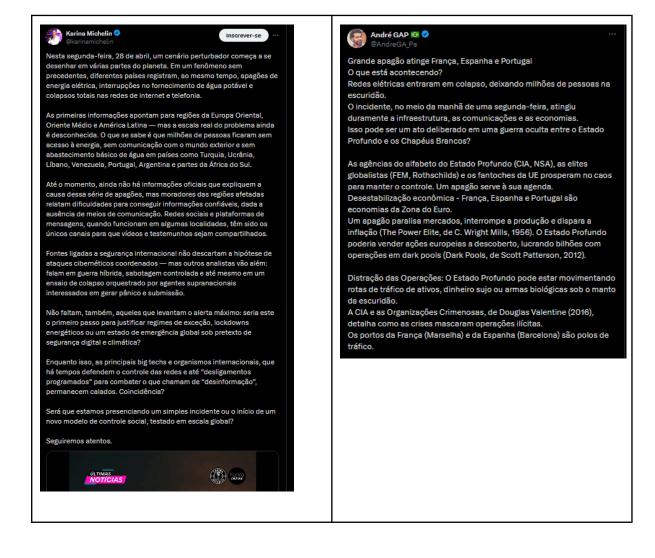
As shown above, there was a second peak in mentions of these narratives around 1 May. The identified mentions suggest that this happened after a story about a "digital blackout"

<sup>&</sup>lt;sup>13</sup> Search terms: ("apagão" OR "eletricidade" OR "energia elétrica") AND ("agenda 2030" OR "agenda verde" OR "globalista" OR "globalistas" OR "globalismo" OR "chapéus brancos" OR "lockdown" OR "lockdowns" OR "controle social" OR "great reset" OR "grande reset" OR "nova ordem mundial" OR "new world order" OR "teste" OR "experimento")



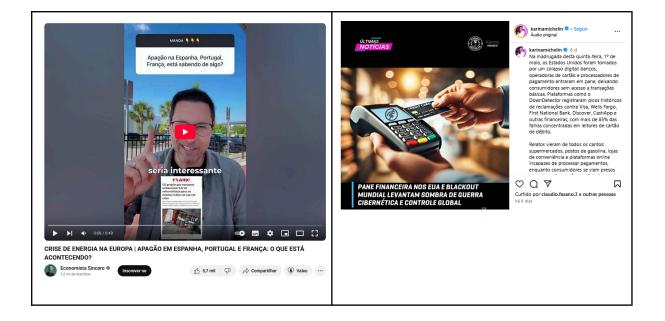
in the United States, affecting banking systems. This fueled conspiracy narratives around a worldwide attack, or "test". We could not find reliable sources confirming this story.

Another talking point used to spread conspiracy narratives was the recent <u>EU request for</u> <u>residents to prepare a 3-day emergency kit</u>. One notable instance was a <u>post by Karina</u> <u>Michelin</u>, a journalist for the Brazilian right-wing outlet *Gazeta do Povo*, claiming that other countries such as Turkey, Ukraine, Lebanon, Venezuela, Argentina, and South Africa were also affected by the blackout, connecting all occurrences as evidence of an orchestrated attack. This narrative also overlapped with the cyberattack theory in some instances.





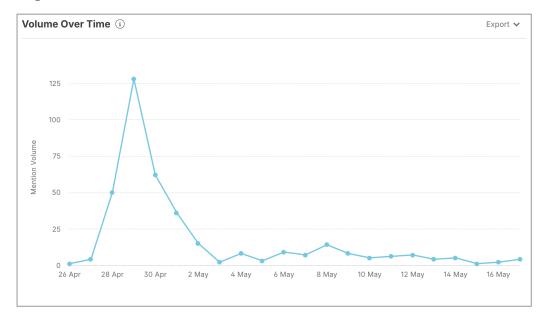
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#### English



#### **Figure 14: Volume of conspiracy narratives surrounding the Iberian blackout in English.** Data Source: Brandwatch<sup>14</sup>

Both American and Australian outlets suggested that liberal governments are potentially hiding the true cause of the multi-national blackout, or at least downplaying the role of renewable energy, suggesting that the initial response from Spain's leaders was seen as elusive and even nonsensical. How could a weather event cause this large scale of a power outage on a beautiful Spanish day?

Conspiracy theories initially pointed toward a cyberattack from the previous section, but quickly turned toward a government cover-up. One suggestion was that liberal leaders do not want their net zero agenda to appear unreliable or flawed, and are prioritizing green policies over energy stability.

*The Telegraph* published <u>an article</u>, "Spain's PM accused of putting net-zero ideology first after blackout chaos," where it platformed the Spanish opposition leader accusing Sanchez of "putting green ideology ahead of energy security."

<sup>&</sup>lt;sup>14</sup> Search terms: (("Spain" OR "Portugal") AND ("power outage" OR "power failure" OR "blackout" OR "energy grid" OR "power loss")) AND ("government test" OR "climate lockdown" OR "2030 Agenda" OR "cover-up" OR "ignored warning")



*The Daily Mail* published <u>a similar article</u>, "Spanish grid operator 'ignored five years of warnings' over green power blackouts risk as socialist PM Sanchez faces mounting fury over 'cover-up' after deadly outage." <u>The Daily Mail also reported</u>, based on an opinion piece in Spanish outlet *El Español*, that Spain's government is trying to cover up the reason behind the outage.

In addition to the implications that liberals are refusing to accept or acknowledge that renewable energy is to blame for the event– some transnational disinformation actors took it further and implied that this blackout was a "test."

The 2030 Agenda for Sustainable Development, adopted by the United Nations in 2015, has long been the source of criticism within right-wing circles as climate adversaries view the plan as a means to enact more <u>government control</u> and implement ambitious green policies that threaten national sovereignty and economic success. In a 2023 post, the <u>Heritage Foundation</u>, a long-time recipient of fossil fuel money, <u>quotes development</u> <u>economist William Easterby</u> saying that the Agenda was "senseless, dreamy, and garbled." Right-wingers used the Iberian power outage to recharge conversations around the plan- supplementing with conspiracy theories akin to "The Great Reset."

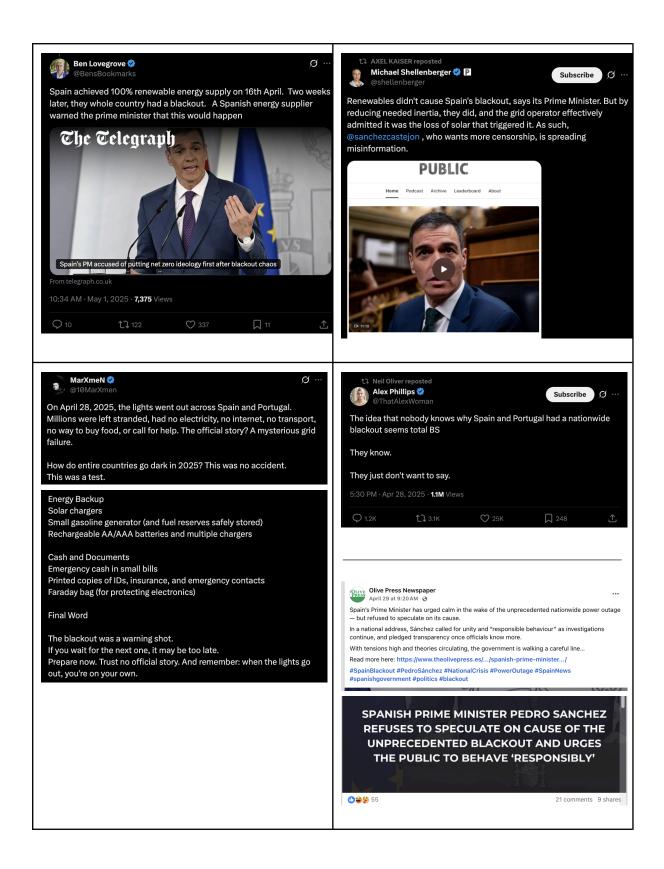
Right-wing podcaster Joey Mannarino called out Spain in an <u>X post</u> for having "Agenda 2030 plastered all over their trains", a post that was mimicked in a Spanish-language post the following day In the post he also said, "We're officially in the "rolling electricity blackout" phase of Agenda 2030." He went on to claim this blackout could be a <u>"climate lockdown test run</u>."

Other accounts posted similar language, with some going even further and suggesting this was a planned backout or a "<u>test"</u> of the agenda. The "government test" conspiracy was also prominent from <u>content creators</u> on TikTok, and in their comment sections. People claiming to be "<u>experts on power systems"</u> fed into these narratives by claiming that the official response is "crazy."

This narrative spiked a bit later, most likely due to officials focusing more on restoring power instead of publicly speaking on the cause of the outage. Without an official response that sounded credible, disinformers were left to fill in the blanks, suggest a cover-up, and spread wild conspiracies.



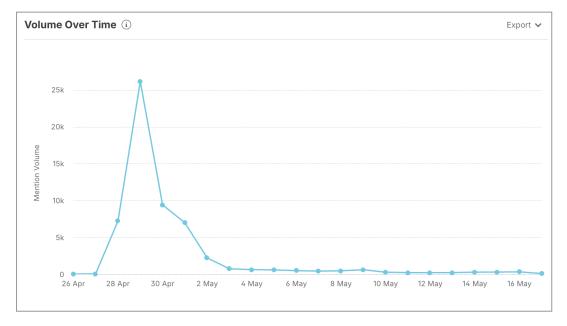
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## Blaming Renewables

#### English-Language Conversation



#### **Figure 15: Volume of narratives mentioning renewables and the blackout in English.** Data Source: Brandwatch<sup>15</sup>

Although our searches for renewable terminology will also include some legitimate or accurate information discussing renewables and the blackout, the volume chart shows just how much English-language conversation spiked around this topic in particular the day after the blackout.

Initial conversations coming out of transnational English-language disinformation circles, namely those critical of climate change policies, centered around Spain's recent <u>record</u> <u>on April 16th</u> – where the nation ran their entire grid on renewable energy for the day.

This unprecedented power outage across Spain, Portugal, and parts of France gave voices, particularly from right-wing spaces, an opportunity to attack that achievement and blame the transition to renewable energy options as the culprit for the mass power

<sup>&</sup>lt;sup>15</sup> Search terms: (("Spain" OR "Portugal") AND ("power outage" OR "power failure" OR "blackout" OR "energy grid" OR "power loss")) AND ("renewable energy" OR "renewables" OR "renewable dominated" OR "net zero" OR "green transition")



failure. Or more specifically, Spain's "reliance" on renewable energy, over more reliable fossil fuel sources.

*The Daily Mail* <u>ran an article</u> just two hours after the blackout began, positing: "Could renewable energy be to blame for huge Spain blackout? How outage struck days after country's grid ran entirely on green power for the first time?" Far-right conspiracy blog *ZeroHedge* also chimed in with their post <u>titled</u>, "6 Days After Celebrating '100% Renewable Power', Spain Blames "Rare Atmospheric Phenomenon" For Nation's Largest Blackout In History." Meanwhile <u>serial climate disinformer Michael Shellenberger</u> headlined <u>his</u> <u>substack post</u>, "Over-Reliance On Renewables Behind Catastrophic Blackouts in Spain."

Across social media, English-language conversation was also dominated by this narrative- mocking the renewable energy day and connecting it with the failure of the grid. Multiple accounts, including popular climate disinformer <u>Peter Sweden</u> and <u>@EndWokeness</u> posted mocking statements along the lines of "congratulations Spain for reaching net zero 25 years early." <u>One photo</u> that was widely shared, showing the two nations from a satellite view in total darkness, was given a community note alerting users that the image was digitally altered. However, that note only appeared on a limited number of shares, as copies circulated without the notice.

Javier Blas, a *Bloomberg* opinion columnist that covers energy and commodities, posted on X his take on the mass outage and "re-upping" an article he posted just days before. In his <u>*Bloomberg* piece</u>, he argued that questioning the green energy transition isn't climate denialism, but "energy realism".

This tactic allowed others on the right a pathway to go a step further– implying all net zero initiatives will result in the same catastrophe. They argued that the left's "obsession" with net zero targets is allowing for risky investments and this blackout is indicative of why we need to slow down, or even stop, the transition to green energy.

Gabriella Hoffman, *Townhall* columnist and director for IWF's Center for Energy and Conservation, <u>posted about the outage</u>, claiming that "Net-zero isn't sustainable." Oil & Gas Workers Association ("fighting to save America's oil and gas jobs!"), <u>posted</u>, arguing that unreliable renewable energy sources, met with high energy demands, spelled disaster.



*GBNews* <u>aired a report</u> - 'Critics of Net Zero are now questioning whether renewables were to blame'. The *Daily Skeptic* <u>published</u> "Net Zero Blamed for Blackouts." Along with a <u>second article</u>, "Spain and Portugal's Blackout Reveals the Achilles' Heel of Electricity Grids Dominated by Wind and Solar." And the *ZeroHedge* blog continued its claims blaming net zero in their <u>piece</u>, "Power Restored In Spain, Portugal But The Situation Reveals A Very Serious Underlying Problem..."

Similar to early reactions, the focus remained on the unreliability of renewable energy (primarily wind and solar), with @disclosetv <u>claiming</u> "Red Eléctrica warned about the risks associated with renewable energy." <u>The Telegraph</u> published an article, "Net zero blamed for Europe's biggest power cut," where they reported that "experts say a reliance on solar and wind power left Spain and Portugal vulnerable." Their article received some of the largest engagement, with over 3,000 comments, and was shared by the likes of climate disinformer <u>James Melville on X/Twitter</u>.

Right-wing voices also amplified fear-mongering tactics to argue that the net zero agenda could lead to a similar crisis for Britain. UK commentator Julia Hartley-Brewer <u>questioned</u> why the media isn't reporting on the 'true' cause of the outage, posting, "If the mass power outage in Spain and Portugal was possibly caused by "climate change", it would be the only topic on the BBC and Sky News all week. As it's likely the blackouts may have been caused by an over-reliance on unstable renewable energy, it's barely getting a mention."

Reform UK leader Nigel Farage also took the political opportunity to <u>post</u>, "If we carry on with net zero lunacy, the lights will go out just like in Spain!" Similar claims were made in the United States and Australia, where right-wing outlets claimed the blackout should be viewed as a warning call for other nations looking toward renewable energy as a means to phase out fossil fuels.

America's *Fox News Business* published <u>an article</u>, "Spain's push for net-zero backfires with crippling power outage across 2 nations," calling the hours-long outage "the worst such event in living memory." The right-wing outlet questioned the Spanish government's response that the blackout was caused by a rare atmospheric vibration – suggesting they have not given a clear explanation and are "making excuses." The reporting went on to lay the basis for blaming renewable energy dependence, which forgoes balancing with fossil fuel resources, in Spain's drive to "to move closer to net-zero carbon emissions."

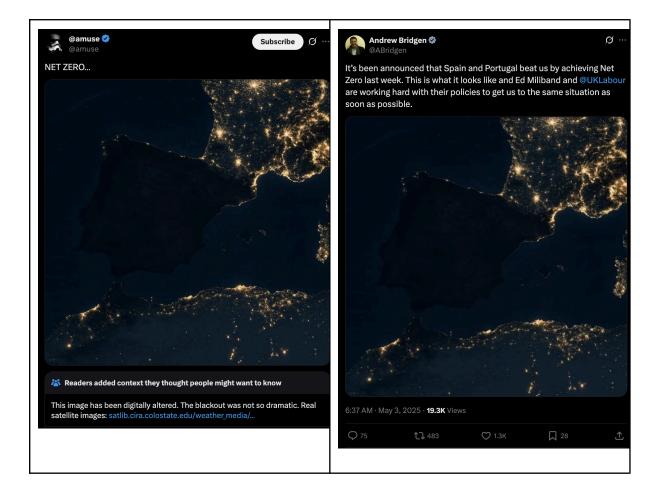


Australia reacted in a similar way to the outage, with *The Australian* publishing "Spain's blackout is a flashing warning light for our renewable energy system," and *SkyNewsAU* warning, "Chris Bowen flatly rejects risk of Spain-style blackouts in Australia, despite experts raising alarm over renewables." Energy Minister Chris Bowen was also targeted by <u>The Herald Sun</u>, who suggested the entire Labor Party is "hiding out." They wrote, "Evidence is firming that this week's power outage in Spain is the first mega-blackout of the global warming movement. If Chris Bowen keeps pushing wind and solar we'll be closer to a Spanish disaster right here."

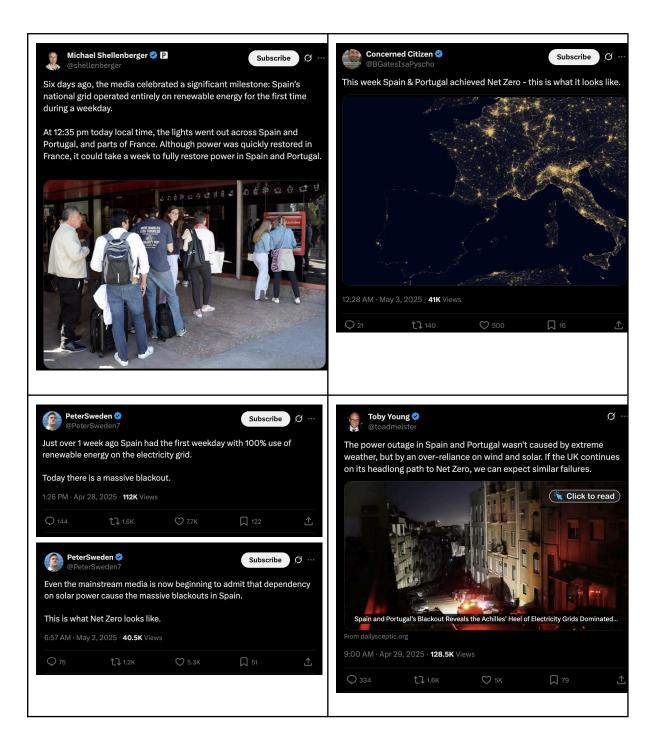
Attacks on net zero were also the focus of YouTube content in the week after the outage, with right-wing media, like <u>GBNews</u> and <u>SkyNews Australia</u>, utilizing the platform to amplify their attacks. Right-wing content creators like <u>Benny Johnson</u> (233,000 views) and <u>MGUYAustralia</u> (34,373) quickly posted their reactions as well- with paid advertisements. This monetization of disinformation has been something these creators have been relying on when they consider which content to push, as the platform does not readily monitor or regulate these actors.

Overall (as you can see from the chart above), this narrative had the highest engagement rate, peaking 48-72 hours after the outage.

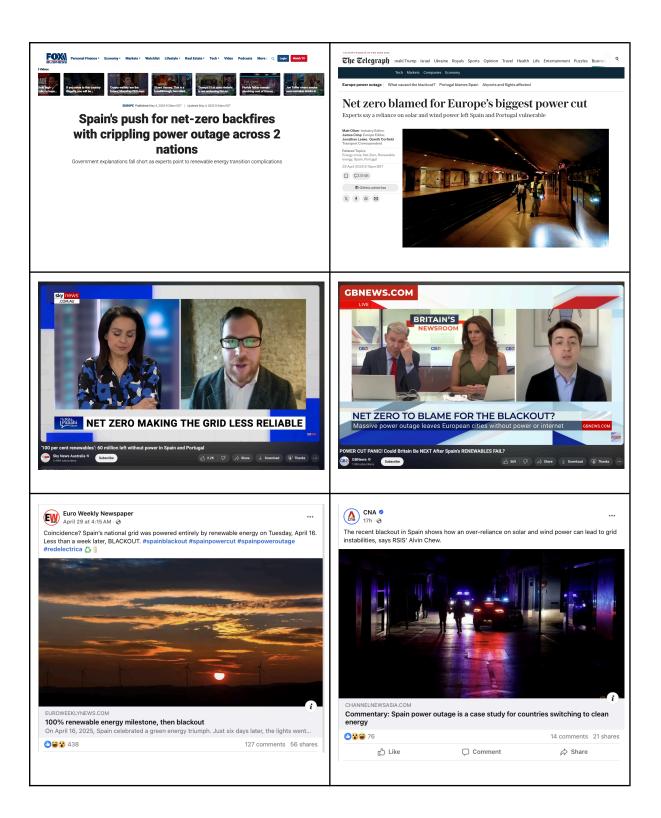








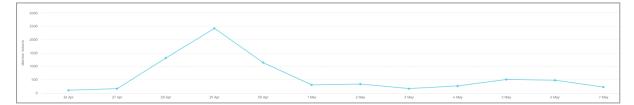






#### Portuguese-Language Conversation

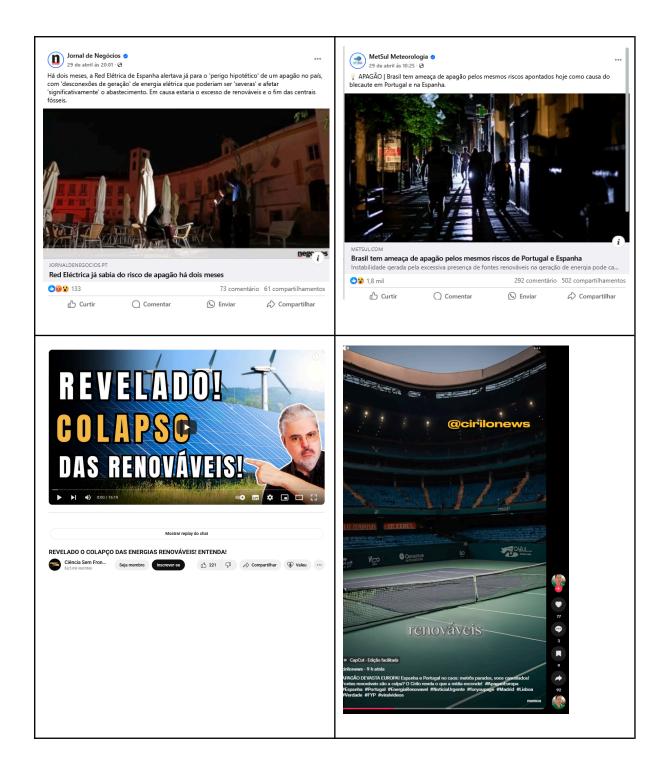
Mentions of the role of renewable energy sources in the blackout were also present in Portuguese-language conversations, found in 7.3K posts. Authors claimed that the strong presence of renewable sources on the Iberian electric grid was the cause of the power outage, illustrating the limitations of the energy transition. At first, this narrative was mostly present among climate disinformation authors and some news outlets, although the latter presented it only as a possible cause. Later, the narrative became more present in more wide-reaching online media and authors, who started presenting it as fact. Like other narratives, conversations dwindled after the first days. However, they noticeably surged a bit later than other narratives, following the initiative from the trans-national English-language misinformation, and remained for longer.



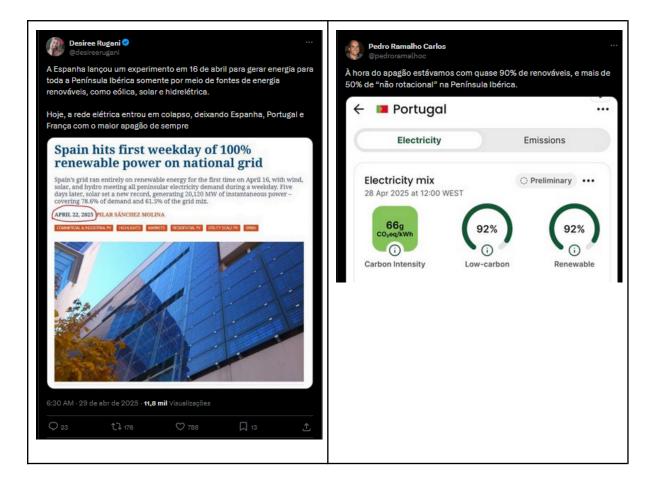
**Figure 16: Volume of narratives mentioning renewables and the blackout in Portuguese.** Data Source: Brandwatch<sup>16</sup>

<sup>&</sup>lt;sup>16</sup> Search terms: ("apagão" OR "eletricidade" OR "energia elétrica") AND ("renováveis" OR "renovável" OR "energia verde" OR "descarbonização" OR "eólica" OR "energia limpa" OR "transição energética"OR "agenda verde" OR "net zero" OR "agenda 2030" OR "agenda ESG")









A less mainstream branch of this narrative, mostly found among far-right and denialist authors, overlapped energy transition criticisms with conspiracy narratives. These claimed not only that renewables are not efficient enough, but also connected it with conspiracy narratives around the 2030/climate "agenda".



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#### Spanish-language Conversation

After the initial wave of speculation during the first two days of the incident, the conversation shifted toward analyzing the implications of an administration centered on renewable energy.



**Figure 17: Volume of narratives mentioning renewables and the blackout in Spanish.** Data Source: Brandwatch<sup>17</sup>

The content was a mix of legitimate criticism regarding the fragility of the energy grid and discussions on the timing and implementation of renewable energy reliance. However, as expected, disinformation actors leveraged the momentum to frame the energy transition as an ideological agenda rather than a science-based initiative.

<sup>&</sup>lt;sup>17</sup> Keywords: ((apagón OR "suministro energético" OR "crisis energética" OR "interrupción eléctrica" OR energía) AND (España OR Portugal)) AND (descarbonización OR "Agenda 2030" OR "agenda verde" OR "transición energética" OR renovables OR "energías verdes" OR "cambio climático" OR "energías limpias")



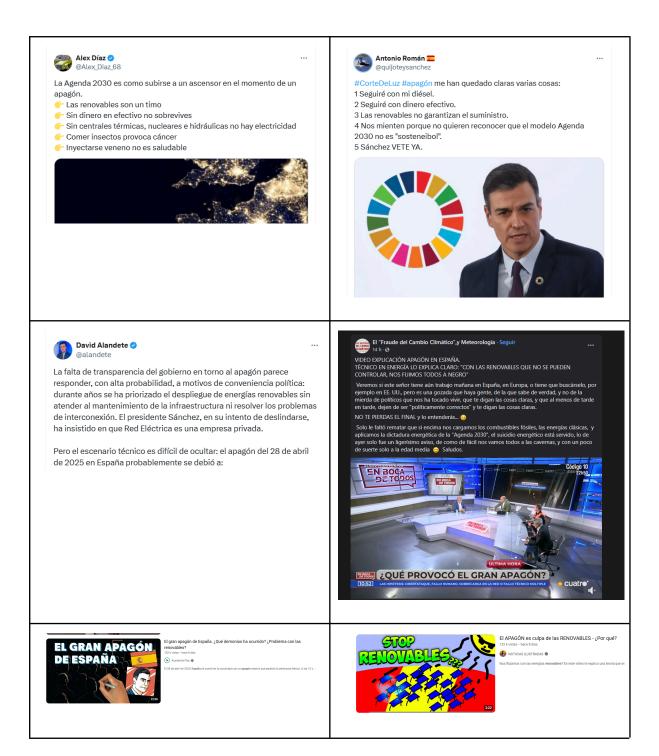
We've also detected posts questioning electric mobility, with some users claiming that fossil fuel-powered vehicles remain the most reliable form of transportation—using the blackout as supposed proof. These arguments, however, overlook the fact that gas station services were also disrupted, while solar-powered charging systems were among the few functional sources of energy during the outage.

The conversation maintained its relevance in the days following the initial 48-hour spike. The discourse evolved and became intertwined with broader political narratives, particularly the criticisms of and attacks on Pedro Sánchez, amplified in particular by right-wing actors. As a result, what began as a focused debate on energy vulnerabilities expanded into a wider cultural and political discourse.

This narrative also tapped into the broader conspiratorial framings around Agenda 2030, linking the energy transition to a globalist agenda. By framing the government's actions as part of a wider ideological push, the conversation extended beyond Spain, aligning with the global discourse that portrays sustainability goals as instruments of control.









# **Social Media Platform Discussion**

It's important to note that, aside from the data from X, findings below are based on extensive manual searches. While they offer good qualitative insights, they are not definitive in quantitative terms.

## English

X dominated English-language disinformation conversations. The majority of our studied narratives saw high engagement on the social media platform, and it was also utilized to further spread content from places like YouTube and TikTok.

Conspiracy theory content favored better on video sharing platforms, where a quick reel with little detail could grab the attention of followers and boost engagement.

Right-wing news outlets were seen posting videos blaming net zero from their YouTube channels, which then spread those further on X. YouTube has become a popular platform for right-wing content creators to monetize messages, as advertising was attached to many of the videos our research uncovered. The channels are quick to share controversial topics, without regard for factual evidence, and are often posting on a weekly, or even a daily basis. Events like this one provide a prime opportunity to push click-bait disinformation videos for "entertainment" in order to maintain follower engagement.

### Portuguese

Based on the available data, X showed the highest concentration of disinformation and speculative posts out of all the platforms studied. An analysis of the top 50 posts found per platform revealed disinformation in 9 of the top Instagram posts, 7 of the top YouTube videos, and 20 of the top X posts.

Furthermore, although Instagram dominated in terms of overall engagement within general blackout-related content, when focusing on specific disinformation narratives (such as conspiracies, renewable energy, or the cyberattack) the top posts predominantly originated from X.

Conspiracy narratives, particularly more extreme ones, were also notably prevalent and engaged with on YouTube and TikTok, compared to what was found on Instagram and



Facebook. YouTube in particular poses a significant risk due to the monetization of much of the content spreading these narratives. On Facebook and Instagram, disinformation was mainly centered around narratives related to renewable energy, with most of the authors being news outlets.

## Spanish

Among all platforms, X appeared the most active space for real-time exchanges between political figures and analysts. It also served as a primary channel for official communications from authorities, despite the quantity of misinformation there.

YouTube also showed high levels of engagement. Top-performing videos, which included both legitimate news coverage and biased commentary, reached hundreds of thousands of views. The content varied widely—from informed discussions on green energy policy, to right-wing political commentary (originating not just from Spain but internationally), to fringe conspiracy theories. However, the latter attracted significantly fewer views and was less visible, requiring targeted searches to locate the videos.

Facebook had similar content to X in Spanish-language, but with lower engagement, at least from what is publicly visible.

TikTok was mainly a space for visual content—primarily short clips showing scenes from the blackout and, to a lesser extent, conspiracy-themed videos. Due to the nature of the platform it did not serve as a space for debate or opinion exchange.



# Conclusion

The Iberian blackout was a dominant global news story for 24-48 hours. In this time, based on eyewitness accounts, speculation and disinformation was rampant on the ground. So too, this briefing finds, in many online spaces. The difference is that information in online spaces can reach thousands or millions, curated by news editors, trusted messengers and Big Tech algorithms.

Instead of sharing accurate, responsible or constructive information during crisis events, disinformation networks exploit them, spreading falsehoods - often thinly veiled as speculation or news reporting - as ideological ammunition to attack climate science and much needed solutions to the climate crisis. This content is amplified unchecked in poorly regulated media spaces, and thrives in particular on Big Tech social media platforms, whose profit models directly benefit from high engagement content - true or (usually) not - in times of crisis.