

Climate Action Requires Truth: COP30 Must Codify Information Integrity

The global community calls on policy-makers to take immediate action

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“We must fight the coordinated disinformation campaigns impeding global progress on climate change” Antonio Guterres, UN Secretary General

This Open Letter is released on November 12, on the official thematic day on information integrity at COP30 in Belém. We, the undersigned individuals, civil society organizations, Indigenous Peoples, governors, mayors, faith leaders, agencies and companies urge all national government delegations to champion a strong, ambitious, and mandatory decision at COP30 to uphold information integrity on climate change. This crucial window of opportunity must not be wasted and the fossil fuel industry's manipulation of public discourse must be stopped.

While many extreme weather events worsen and the [2025 UNEP Emissions Gap Report](#) warns we are on track to **dangerously exceed the 1.5°C goal**, vested economic and political interests—**chiefly those in the fossil fuel industry**—continue to organize and finance disinformation campaigns. While the [vast majority](#) of people globally demand climate action, the calculated production and dissemination of misinformation and disinformation is designed to hold back climate action. By creating a false perception of public division and apathy, these campaigns are derailing effective climate policy and actively discrediting renewable energy solutions, slowing the essential energy transition.

The degradation and pollution in the information ecosystem is not merely a climate crisis; **it is a multi-faceted global emergency**. As demonstrated by recent studies from the [International Panel on the Information Environment \(IPIE\)](#) and [Climate Social Science Network](#), organized climate obstruction activities are actively delaying the human response to the crisis, directly sabotaging international cooperation, making the Paris Agreement goals unattainable, and putting the lives of millions at risk. Disinformation is thus a direct and immediate threat to:

- **Public Health:** Every falsehood delays climate action, translating into real harm: children breathing toxic air, families displaced by floods, and communities facing heatstroke and hunger. The same playbook once used by Big Tobacco is now weaponized by fossil fuel interests.
- **Human Rights and Security:** Disinformation erodes trust in institutions, misleads the public during disasters, and obstructs rapid, life-saving transitions. It is a fundamental threat to the just, democratic, and science-based action required, and must be treated as a security and human rights concern.

These threats to the general public are exacerbated by the unregulated and unchecked power of Big Tech and vested-interest media, as the primary vehicles for mass-producing and disseminating the manipulative and divisive content that is

hindering climate action and threatening freedom of speech, democracies, and human rights.

Information Integrity is Non-Negotiable

Access to accurate information is essential for effective climate action and the fulfillment of human rights. To secure the foundation of information integrity and accelerate climate action, national governments must move decisively from mere recognition to mandatory, verifiable action. We demand that all Parties at COP30 to:

UNEQUIVOCALLY RECOGNIZE that upholding **information integrity** on climate change is a **prerequisite** for effective climate action, the protection of rule of law, people's health and the fulfillment of fundamental human rights.

Such an official acknowledgement will underpin all actions grounded in scientific evidence and reliable data, promoting trustworthy policies and increasing public confidence and building on the important progress already made. The [IPCC](#) now acknowledges the detrimental impact of climate disinformation, the [EU Parliament](#) has officially recognized the threat, and the launch of the [Global Principles for Information Integrity](#) underscores international consensus. This is a vital step towards realizing the goals of the [Global Digital Compact](#), yet we must not stop at mere recognition. We must fundamentally change the structures, business models and incentives that create opaque, unfair, and unsafe communications systems.

A Call for Political Will and Robust Commitments

The global community has a window of opportunity to codify this commitment. We welcome the historic inclusion of information integrity on the COP agenda, thanks in large part to the advocacy of the Brazilian Government and the [Global Initiative on Information Integrity for Climate Change](#) (co-led by the UN, UNESCO, and Brazil).

Now, COP30 must be used to amplify the Global Initiative and galvanize further international action on climate information integrity. We expect this COP to deliver a concrete direction that showcases the political will of all Parties to uphold information integrity on climate change and commit to taking robust, verifiable action for its safeguarding.

The threat to information integrity requires action across the entire ecosystem. Technology platforms, the media, and the advertising sector have profound responsibilities. We insist that these stakeholders must take robust, proactive, and independently verifiable measures, including monitoring and evaluation, to uphold and improve the integrity of information on climate matters. Policy-makers and national governments must use their legislative and regulatory powers to curb the power of

platforms that profit from the spread of manipulative content. **Greenwashing, platform manipulation, and the monetization of disinformation must end immediately**

From Recognition to Action

Brazil, your leadership is historic. We applaud your commitment to the [Global Initiative on Information Integrity for Climate Change](#) and for ensuring this critical issue is a central part of the COP agenda.

But now, the world is watching for an actionable outcome from COP30. We urge Brazil, alongside the entire coalition of supporting nations, to champion a strong, ambitious COP decision that moves decisively beyond mere recognition to mandatory, verifiable action from all Parties.

We also call on all Parties of the UNFCCC to actively use their influence to ensure a rapid and widespread adherence to the Global Initiative on Information Integrity for Climate Change. The momentum generated here must be accelerated and sustained through Belém and future COPs, ensuring that upholding information integrity becomes a commitment supported by a broad and powerful international coalition.

We demand swift and robust global action to uphold information integrity and take measures against these threats. This transformation should be ignited here in Belém with an official acknowledgement of necessity to uphold information integrity and a signal to the digital media, legacy media, public relations and advertising sectors that governments are expecting them to carry out their responsibilities for information integrity on climate change.

Protecting information integrity is protecting our future. Let's ensure truth and transparency are protected to drive the climate action this generation, and the next, deserve.

Signed

Organisations

- | | |
|--|---|
| 1. 350.org | 8. Amigos da Terra – Amazônia Brasileira |
| 2. 350.org Australia | 9. ANMIGA |
| 3. Abaré – Escola de Jornalismo | 10. ARAYARA International Institute |
| 4. ACHED Association Citoyenne pour une Heure Équitable et Durable | 11. ASPOAN – ASSOCIAÇÃO POTIGUAR AMIGOS DA NATUREZA |
| 5. ACT Climate Labs | 12. Associação de Defesa Etnoambiental Kanindé |
| 6. Adfree Cities | |
| 7. AmazoniaTEC Institute | |

13. Associação Soluções Inclusivas Sustentáveis
14. Banka BioLoo Limited
15. Be Better Sustainability Ltd
16. Buni Media
17. Building Foundation for Development (BFD)
18. C40 Cities
19. Campaign Collective
20. CAN International
21. Canadian Association of Physicians for the Environment
22. CancerDisinfo
23. Casa Galileia
24. Center for Climate Change Communication
25. Center for Countering Digital Hate
26. Center for International Environmental Law
27. Center for Media, Democracy, Peace & Security; The Peacemaker Corps Foundation Kenya
28. ChangeNOW
29. Changing Markets Foundation
30. Clean Creatives
31. Clean Heat Edinburgh Forum
32. ClientEarth
33. Clima de Política
34. Climainfo
35. Climate Action Against Disinformation (CAAD)
36. Climate Action Monaro
37. Climate Action Network South Asia
38. Climate Ad Observatory
39. Climate Cares Centre, Imperial College London & University of Oxford
40. Climate Group
41. Climate Integrity
42. Climate KIC
43. Climate Outreach
44. Climate Psychiatry Alliance
45. Climate Reality Project Brasil
46. ClimateVoice
47. Club of Rome/Earth4All
48. Cogido Ltd
49. Coletivo Bereia – Informação e Checagem de Notícias
50. Coletivo Reocupa
51. Comms Declare
52. Community Action For Health And Development
53. Conectas Human Rights
54. Conscious Advertising Network
55. Creatives for Climate
56. Crynwyr Cymru – Quakers in Wales
57. DAWN Productions
58. Dean Hughes Consulting
59. DecarbonEaser
60. Déclic collectif
61. Doctors for the Environment Australia
62. E3G Third Generation Environmentalism
63. EarthMedic and EarthNurse Foundation for Planetary Health
64. Echiché Network
65. Ecotropica Foundation
66. ECO CONSCIENCE TV
67. Empower Agency
68. Envecso
69. Environmental Advocacy in Central Queensland
70. Equity Watch Initiative
71. Escola de Ativismo
72. Ethical Consumer
73. Extinction Rebellion
74. Extinction Rebellion Australia
75. FALA impact studio
76. Flourish (Flourishing World Ltd)
77. Fórum Carajás
78. Fossil Free Football
79. Fossil Free Lawyers
80. Fossil Free SA
81. France Nature Environnement
82. Friends of the Earth
83. Fundação SOS Mata Atlântica
84. Futerra Solutions Union

85. Future Food Institute
86. GAIA Asia Pacific
87. GDI – Global Disinformation Index
88. Global Action Plan
89. Global Climate and Health Alliance
90. Global Renewables Alliance
91. Global Solar Council
92. Global Wind Energy Council
93. Green Anglicans
94. GreenFaith
95. Greenpeace Brasil
96. Gret
97. Grupo de pesquisa Mídia, conhecimento e meio ambiente: Olhares da Amazônia (UFRR)
98. GT Infraestrutura e Justiça Socioambiental
99. GWEV
100. Heinrich Böll Foundation
101. I4T Knowledge Network
102. Ilhas do Rio
103. Indian Youth Climate Network
104. InfluenceMap
105. Institute for Consumer Protection (Brazil)
106. Instituto 5 Elementos – Educação para a Sustentabilidade
107. Instituto Água e Saneamento
108. Instituto AmazoniAlerta
109. Instituto Árvores Vivas para Conservação e Cultura Ambiental
110. International Federation of Library Associations and Institutions (IFLA)
111. Intervenções – Coletivo Brasil de Comunicação Social
112. Ipas
113. Ipas Bangladesh
114. Jubilee Australia Research Centre
115. JW Collective
116. Kite Insights
117. Klimakultur
118. Koalicja Klimatyczna
119. La Maison Production Services Inc.
120. Leap.eco
121. Lighter Footprints
122. LOVE–Storm – gegen Hass im Netz
123. Lucky Generals
124. Mães pelo Clima
125. Magamba Network
126. Materialise Interiors
127. Medical Society Consortium on Climate and Health (MSCCH)
128. Mind and Gravity Foundation
129. Mobsta
130. Mother Earth Foundation
131. MOV – MOVIMENTO INTERNACIONAL DE JUVENTUDES
132. Moxii Africa (rebranding from Media Monitoring Africa)
133. MSI Reproductive Choices
134. NetLab UFRJ
135. New Weather Institute / Badvertising campaign
136. North of Impact
137. NOSSAS
138. not just ADZ
139. Notre Affaire à Tous
140. Observatório das Águas
141. Observatório Interdisciplinar das Mudanças Climáticas (OIMC)
142. Observatory on Social Media, Indiana University
143. Open Earth Foundation
144. OURHouse
145. Palmares laboratório Ação
146. Parents for Climate
147. People vs Big Tech
148. Peoples Climate Assembly
149. Plataforma CIPÓ
150. Population, Health and Environment Ethiopia Consortium
151. POWER–PlanetaryHealth Organizations for Wellbeing, Equity, and Regeneration
152. Projeto Hospitais Saudáveis
153. Projeto Saúde e Alegria
154. Proyecto Desconfío
155. Purpose

156. Purpose Disruptors
157. Queensland Conservation Council
158. QuotaClimat
159. Rare
- 160.re•generation
161. Reclame Fossilvrij / Fossil Free Advertising
162. Rede Cerrado (Cerrado Network)
163. Rede Nacional de Combate à Desinformação–RNCD
164. Rede Vozes Negras pelo Clima
165. Religions for Peace Australia
166. Research+Action
167. Roots
168. SAF–TESO
169. Schools for the Climate Movement
170. Sea Shepherd Brasil
171. SER.
172. Skeptical Science
173. Stop Funding Heat / Reliable Media
- 174.Symbiotic Design Academy
- 175.Tasmanian Climate Collective
176. The American Sunlight Project
177. The Climate&Strategy Foundation
178. The Empathy Project
179. The Green Runners CIC
180. The Lemkin Institute for Genocide Prevention & Human Security
181. The Shed 28
182. The Sparrow Project
183. The YEARS Project
- 184.Transparência Internacional – Brasil
- 185.Transparency International
- 186.Transparency International Initiative Madagascar
- 187.Tu Sonrisa Colectiva
- 188.UK Faculty of Public Health
- 189.Union of Concerned Scientists
- 190.University of Leeds
191. Vert d'Iris
- 192.Viração Educomunicação
- 193.Vote Earth Now
- 194.WHAT TO FIX
- 195.Woka Foundation
- 196.Women and Gender Constituency
- 197.Women Empowered
- 198.Workshop for All Beings
- 199.World Benchmarking Alliance
200. World Health Innovation Summit – Global Social Prescribing Alliance
- 201.WWF
202. Yapay Gündem
203. Young professionals chronic disease network

Individuals

Please note: Organisations are listed for reference only. All individuals have signed in a personal capacity unless otherwise stated

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7. Alida Naufalia, Organic and climate campaigner, YPBB

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12. Andrew Simms, Director, New Weather Institute / Badvertising campaign
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16. Antoine Gatet, Président, France Nature Environnement
17. Attila Márton, Associate Professor, Copenhagen Business School
18. Barnaby Francis, Director, Climate Ad Observatory
19. Bel Jacobs, Writer, The Empathy Project
20. Ben Matthews, CoFounder, Empower Agency
21. Brandi Geurkink, Executive Director, Coalition for Independent Technology Research
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28. Carolina Santana, President, Instituto AmazoniAlerta
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30. Cecília de Carvalho Fortes, Assistente de Gestão de Pessoas, NetLab da UFRJ
31. Cecilia Espinoza, Senior Technical Advisor, Ipas
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33. Christine Smith, Retired Psychotherapist, British Psychotherapy Foundation
34. Christophe Gauthier, co-chair, I4T Knowledge Network, Founding manager, Vert d'Iris
35. Vert d'Iris
36. Christopher J.A. Coutinho, Performer, Laudato Si' Animator
37. Clarissa Canova, Founder, Mães pelo Clima
38. Claude Fourcroy, Analyst, Independent

39. Cody Wilkinson
40. Courtney Howard, Emergency Physician and Founder, POWER-PlanetaryHealth Organizations for Wellbeing, Equity, and Regeneration
41. Cristiana Losekann, Professor, Universidade Federal do Espírito Santo
42. Dagmara Szulce, Managing Director, International Advertising Association, International Advertising Association
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47. David Somervell, Trustee, Clean Heat Edinburgh Forum
48. David Starley, Director, The Green Runners CIC
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50. Deborah McNamara, Executive director, ClimateVoice
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54. Donald J. Wuebbles, Emeritus Professor, University of Illinois
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56. Dr. Emma L. Briant, Visiting Associate Professor, University of Notre Dame
57. Dr Gabor Erdelyi, Associate Professor, University of Canterbury
58. Dr. Gonzalo Raineri, Director Symbiotic Design Academy
59. Dr. Joe Vipond, Past-President, Canadian Association of Physicians for the Environment
60. Edson Grandisoli, Director, Schools for the Climate Movement
61. Edward Maibach, Distinguished University Professor and Founding Director Emeritus, George Mason University Center for Climate Change Communication
62. Egerton Verçosa Amaral Neto, Advisor, IPIE
63. Elisa von Joeden-Forgey, Executive Director, The Lemkin Institute for Genocide Prevention & Human Security
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66. Emma Lawrance, Director, Climate Cares Centre, Climate Cares Centre, Imperial College London & University of Oxford
67. Endashaw Mogessie Tiruneh, Executive Director, Population, Health and Environment Ethiopia Consortium

68. Eugenio Vargas Garcia, Diplomat, Ministry of Foreign Affairs, Brazil
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71. Fabiana Schaeffer, CEO, Netza&Co
72. Fabrício Benevenuto, Associate Professor, Universidade Federal de Minas Gerais (UFMG)
73. Felicia Jackson, Managing Director, Cogido Ltd
74. Felix Paul, Director General, ClimAQ Nigeria/University of Uyo
75. Filippo Menczer, Director and Distinguished Luddy Professor of Informatics, Observatory on Social Media, Indiana University,
76. Francisco Iglesias, Presidente, ASPOAN – ASSOCIAÇÃO POTIGUAR AMIGOS DA NATUREZA
77. Frédéric Morand, Founding manager, Vert d'Iris
78. Gabriela Feitosa, Urbanist and Researcher
79. Gale Sinatra, Distinguished Professor, University of Southern California
80. Gave Cabral de Souza, Diretor-presidente, Abaré – Escola de Jornalismo
81. Genevieve Guenther, Founding Director, End Climate Silence
82. Gilson Antoinette, President, Future 3
83. Graham Randles, Director, Envecso
84. Guillaume Quelin, Responsable de projet climat/chef de file de la Commission Climat & Développement, GRET
85. Heidi Hautala, Former Vice President of the European Parliament, Heidi Hautala Consulting
86. Illana Adamson, Founder/CEO, Be Better Sustainability Ltd
87. Imran Ahmed, CEO & Founder, Center for Countering Digital Hate
88. Iracema Sena de Souza Marques, Diretora Executiva, SER.
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90. Jake Dubbins, Co-founder, Conscious Advertising Network
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95. Jess H. Brewer, Professor Emeritus, Univ. of British Columbia
96. Jéssica Miranda Pinheiro, Lawyer, THEMIS – Gender, Justice and Human Rights
97. Joel Clement, Climate Whistleblower
98. John Cook, President, Skeptical Science
99. John Kotcher, Interim Director and Associate Professor, Center

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100. Jonathan Valentine, Consultant
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 101. Jonathan Weise, Co-Founder,
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 102. Jorge Eduardo Ramirez
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 103. Joshua Halpern, Professor
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 104. Juliana Gatti Pereira Rodrigues,
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 105. Justin Crow, CASM Technology
LLP
 106. Justus Visagie, Editor, EVnow
 107. Karen Middleton, Senior
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 108. Kathryn Jane White, Founder,
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 109. Kevin E Trenberth, Climate
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 110. Kirsten Dunlop, Chief Executive
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 111. Klaus Bruhn Jensen, Professor,
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 112. Kumi Naidoo, President, Fossil
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Initiative, Global Ambassador
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Peace and Dignity, and
Co-Founder, Global Activism
Movement
 113. Laetitia Moreau Gabarain,
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Citoyenne pour une Heure
Equitable et Durable
 114. Lameya Chaudhury, Head of
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 115. Laura McCrimmon, Public
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 116. Laurence Tubiana, CEO
European Climate Foundation /
COP30 Special Envoy for
Europe, European Climate
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 117. Leonhard Rabensteiner,
Werbefrei (Austria)
 118. Lisa Boyles
 119. Livia Giuggioli, Activist
 120. Lone Sorensen, Associate
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 121. Lorena Regattieri, Advisor,
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 122. Lucas Louback Silva, Gestor de
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 123. Lucia Parejo-Bravo, Senior
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 124. Luciana Souza de Oliveira,
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 125. Luciane Moessa de Souza,
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 126. Madeleine Cooper, CEO &
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 127. Magali do Nascimento Cunha,
Prof., Coletivo Bereia -
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 128. Mali Okoi-Obuli, Founder &
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 129. Dr. med. Matthias Köster,
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130. Marco André Feldman Schneider, Tenured researcher and Professor, Rede Nacional de Combate à Desinformação
131. Marcos Antonio de Oliveira Junior, Research Impact Fellow, University of Exeter
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133. Mariana Franco Ramos, Coordenadora de Comunicação da Plataforma CIPÓ, Plataforma CIPÓ
134. Martin Wainstein, Executive Director, Open Earth Foundation
135. Mathieu Le Corre
136. Matt Hocking, Chief Evolution Officer & Founder, Leap.eco
137. Matt Longley, CEO, Mobsta
138. Matt Taylor, Director, Kite Insights
139. Max Boykoff, Professor, University of Colorado Boulder
140. Mellany Murgor, Africa coordinator, Young professionals chronic disease network
141. Meredith Odgers, Programme Director, BambooWorx
142. Mery de Fátima Alves da Silva, Assistente jurídico, Sendas s.a
143. Mithra Cox, GSCC
144. Mohamed ElGohary, Activist
145. Monique Galvão, Vice Presidente Brasil, Rare
146. Nathalie Gil, President, Sea Shepherd Brasil
147. Nicky Bull
148. Nicolas Rutherford, Senior Analyst, Information Integrity Lab, University of Ottawa
149. Nina Jankowicz, Co-Founder, Chief Executive Officer, The American Sunlight Project
150. Nnenna Hemeson, Founder & Chief Editor, Echiché Network
151. Olivia J Erdelyi, Professor, University of Canterbury
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153. Pamela Noakes, Group Sustainability Director, Corporate Sustainability Professional
154. Paul Randle, CEO, Pickle Consulting
155. Paula Pollini, Public Policy Specialist, Instituto Água e Saneamento
156. Paulo Lima, Executive Director, Viração Educomunicação
157. Philip Howard, Professor, Oxford University
158. Philippa Rowland, Co-Chair, Religions for Peace Australia
159. Prof. Fredrick Ogenga, Professor, Center for Media, Democracy, Peace & Security; The Peacemaker Corps Foundation Kenya
160. Prof. Jonathan Hardy, Professor of Communications and Media, University of the Arts London
161. Ramênia Vieira da Cunha Gallas, Coordenadora executiva, Intervenções - Coletivo Brasil de Comunicação Social
162. Renata Moraes, Climate Reality Brazil
163. Renato Barreto, Public Policy Manager, Institute for Consumer Protection (Brazil)

164. Richard Ostiguy, President & Executive Producer, La Maison Production Services Inc.
165. Ritumbra Manuvie, Assistant Professor, University of Groningen
166. Rob Harrison, Director, Ethical Consumer
167. Robert Feder, M.D., Psychiatrist, American Psychiatric Association
168. Robert Hinkley, Code For Corporate Citizenship
169. Rod Womer, CEO, Woka Foundation
170. Rodrigo Cetina Presuel, Associate Dean for Education and Academic Affairs/Senior Lecturer in Law and Public Policy, UPF Barcelona School of Management (member of I4T Global Knowledge Network)
171. Rolande Aziaka, Journalist / Director, Media ECO CONSCIENCE TV
172. Rupen Desai, Co Founder, The Shed 28
173. Sâmela Sateré-Mawé, Environmental Activist, Articulação dos Povos Indígenas do Brasil - APIB
174. Samm Farai Monro, Director, Magamba Network
175. Sandrine Dixon-Decleve, Honorary President/Global Ambassador, Club of Rome/Earth4All
176. Santiago Lefebvre - Founder and CEO of ChangeNOW
177. Sara Roversi, President, Future Food Institute
178. Sarah Chow
179. Sasha Fox, Senior Partnerships Director, Futerra Solutions Union
180. Shailendra Yashwant, Senior Advisor, Climate Action Network South Asia
181. Shitiz Jha, Member Delegate, Indian Youth Climate Network
182. Simão Farias Almeida, Professor, Grupo de pesquisa Mídia, conhecimento e meio ambiente: olhares da Amazônia (UFRR)
183. Sonia Livingstone, Professor of Social Psychology, London School of Economics and Political Science
184. Sono Aibe, Consultant, CHED Solutions
185. Sophie Lambin, CEO, Kite Insights
186. Sophie Morosoli, Postdoctoral Researcher, University of Amsterdam
187. Stephan Lewandowsky, Professor of Cognitive Science, University of Bristol
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190. Thais Lazzeri, Director and founder, FALA impact studio
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192. Tom Rivett-Carnac, Founding Partner at Global Optimism
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195. Trevor Alan Scott, Central Vic Climate Action

196. Veronica Wignall, Director,
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197. Vicente de Paulo Pereira Lima,
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198. Vicky Sins, Head of Climate,
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199. Victoria Hurth, Independent
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