

Climate disinformation as a rising challenge for news media

A data-informed analysis at EU level

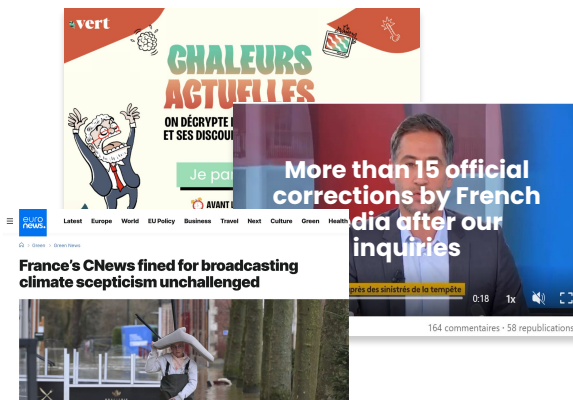
QUOTA CLIMAT MODUS OPERANDI



Data & AI



Mobilisation



Advocacy



We are leveraging advanced AI, partnerships with media and journalists, social media mobilisation and regulatory frameworks to preserve the integrity of information



Traditional media – print and broadcast – frame and convey climate change information. They play a crucial role in shaping public perceptions, understanding and willingness to act.



***We are not
saying it, IPCC is***

EUROBAROMETER 2025 - SOCIAL MEDIA SURVEY

Where do you get your information?

Top 6 sources used by EU citizens to stay informed about social and political current affairs, multiple answers possible



71%

TV



43%

Radio



41%

Newspapers / Magazines
(print or online)



40%

Search engines



40%

Social media platforms

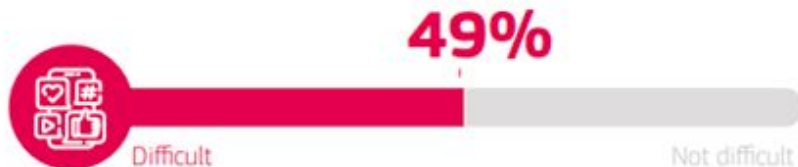


40%

Family, friends
and colleagues

EUROBAROMETER 2025 - CLIMATE CHANGE

Around half of EU citizens **find it difficult to differentiate between reliable information and disinformation** about climate change on social media



Just over half of EU citizens **don't think the traditional media from their country provides clear information** on climate change and its causes and impacts

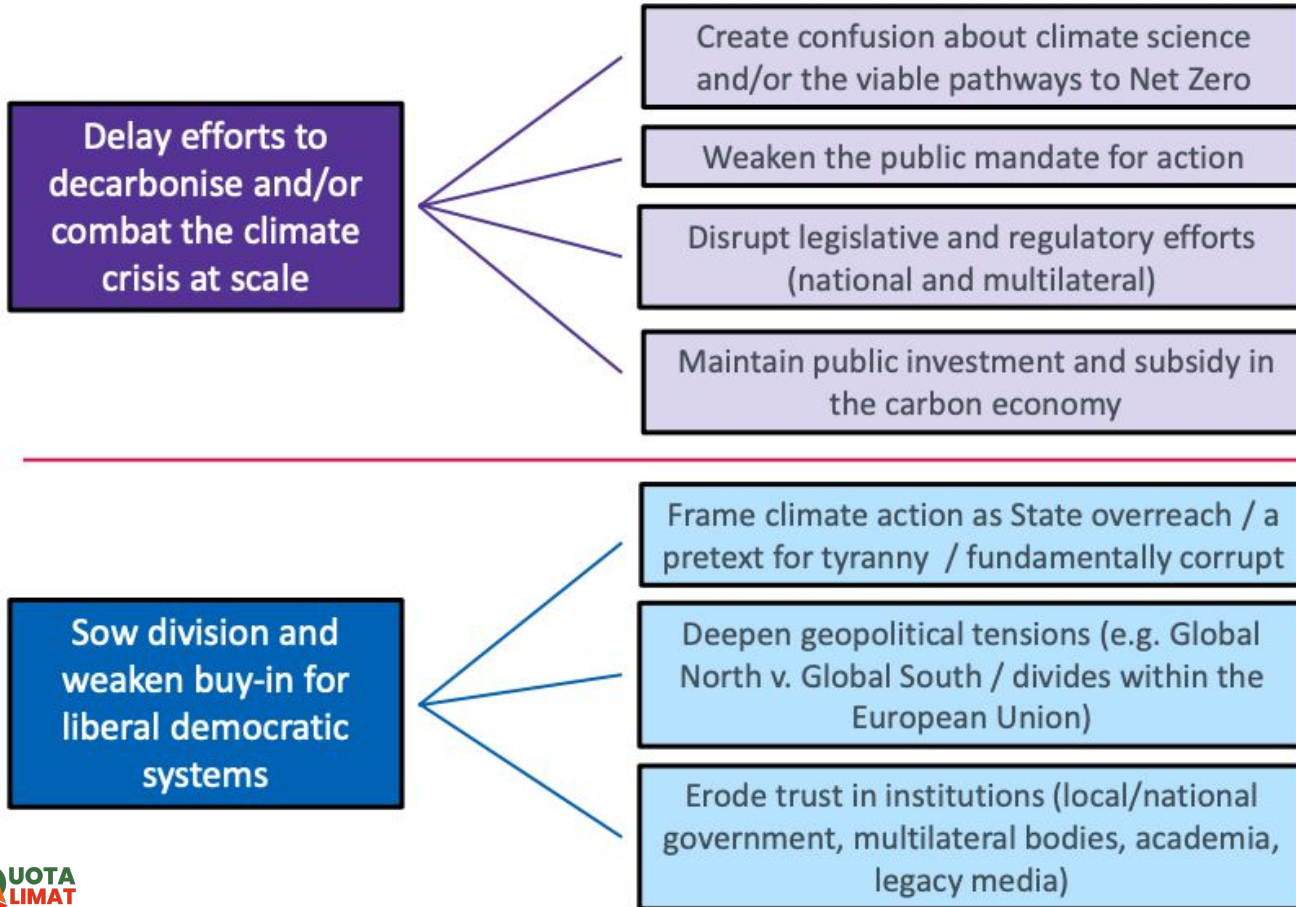


Why climate?



Climate as a **new hybridised threat**, merging traditional climate deniers/delayers with a broader universe of extremist and conspiracy movements, disinformation actors, 'outrage merchants' and right-wing media outlets.

Climate disinformation : What are the end goals?



Mainstream media

*Referenced as
trustworthy
information sources*

***Hybrid media
ecosystem***

*Interdependent agenda
settings*

AI models

Online platforms

Climate disinformation as a rising challenge for news media

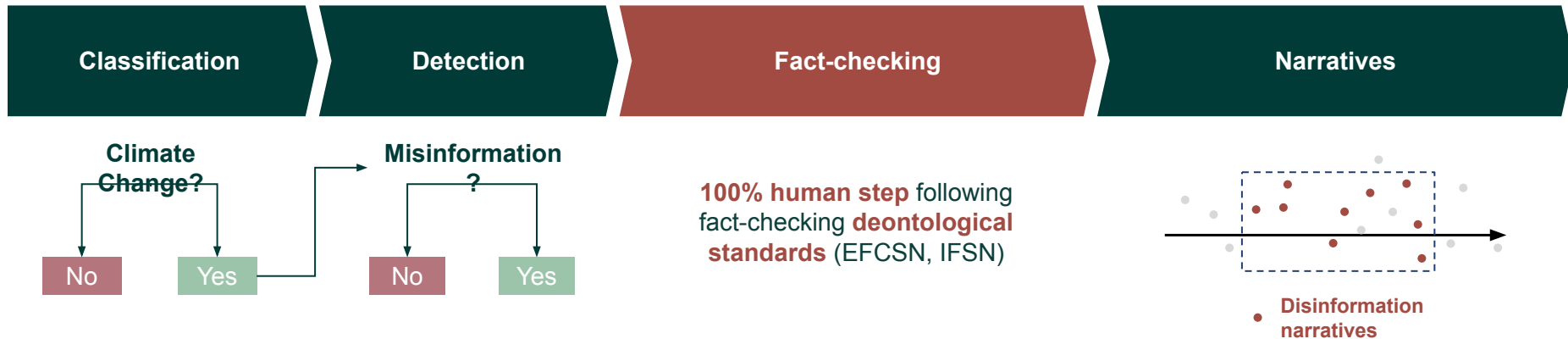
73 826 hours monitored

4 countries

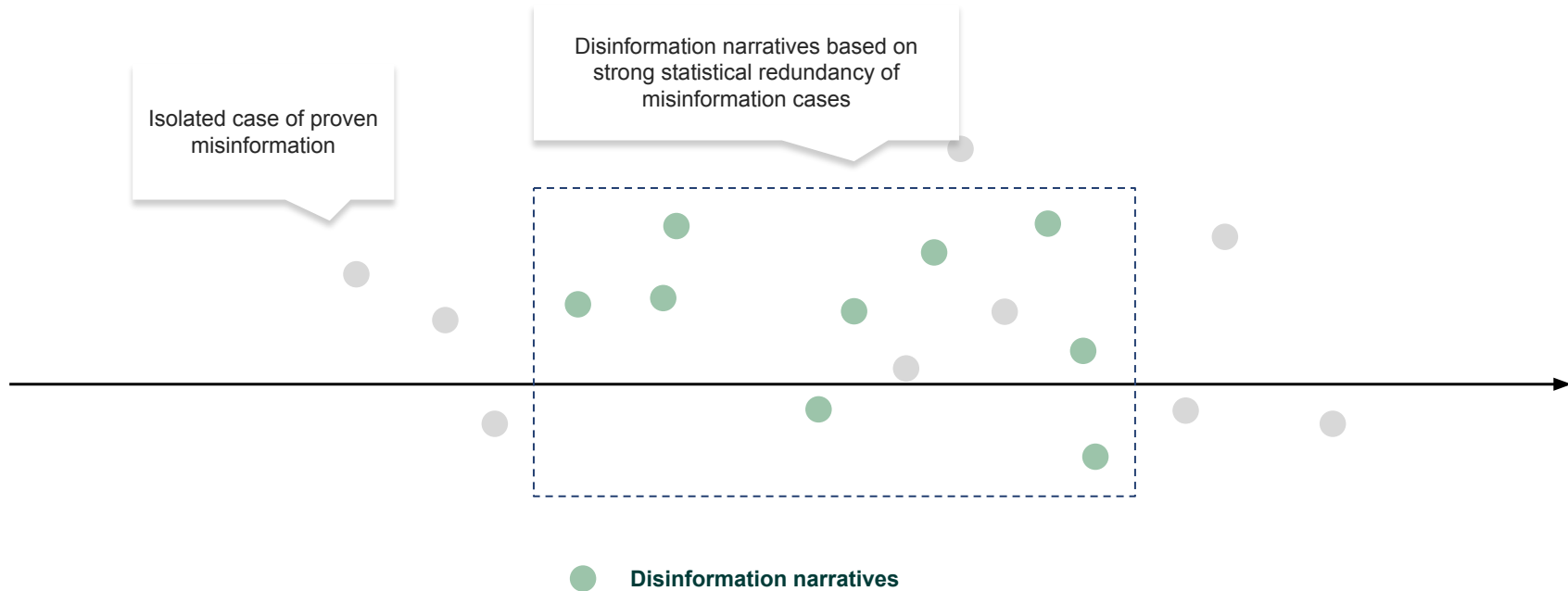
815 misinformation cases

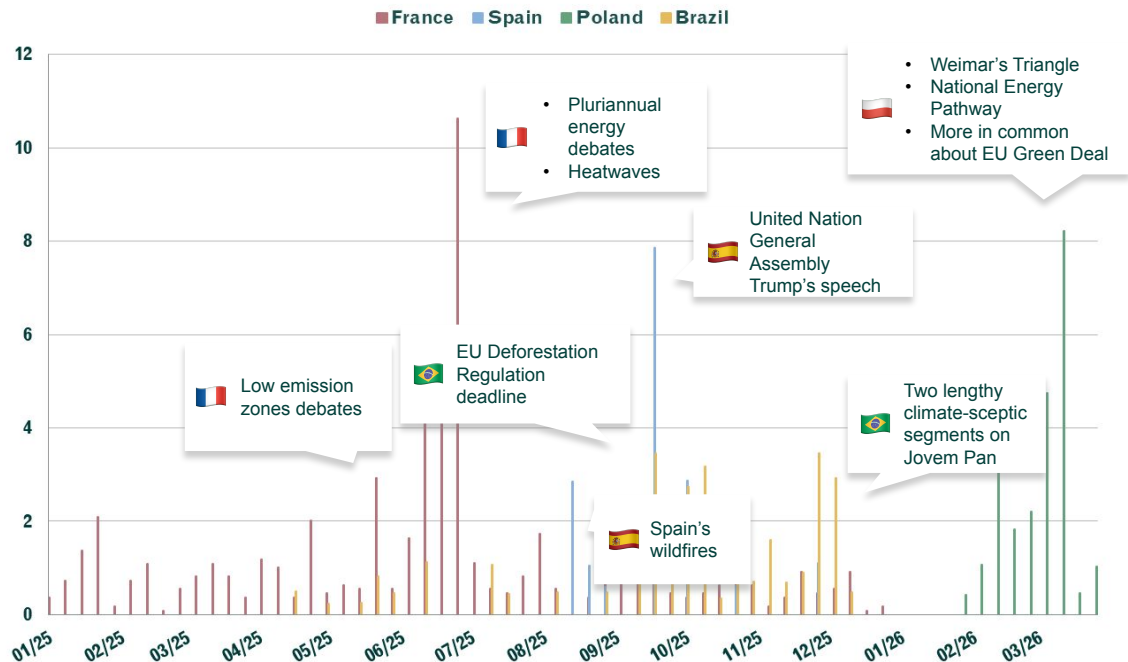
44 channels

Semi automated detection of climate disinformation



Climate disinformation campaigns VS misinformation cases





When energy transition planning policies are debated

During major international and European summits

In the wake of extreme weather events



France

- 50% of cases related to **renewable energy**
- 10% related to **electric vehicle and low-emission zone**



Poland

- Strong **anti-European Union sentiment**
- Peaks coincide with major EU events
- Draw on a sense of **industrial and social decline more heavily**



Brazil

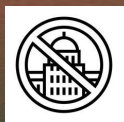
- **Pro-agribusiness rhetoric**
- Denial of both the **existence and human origins** of climate change



Spain

- **Limited amount** of climate **misinformation**
- **Small number of 24h-news channels** and presence of **experts**
- **Permeability to the 'chemtrails' conspiracy** theory stands in stark contrast

Renewable energy in Europe: key disinformation themes



**Anti-elite
sentiment**



**Industrial and
social decline**



Sovereignty



**Anti-European
Union
sentiment**

19 identified disinformation narratives in France

Variable renewables make the price of electricity explode. 125	Renewable energy is ineffective or useless because of its intermittency. 71	State support for renewables is massive (on the order of tens to hundreds of billions of euros in the coming decades). 71	In France, nuclear power production is sufficient to meet energy needs and, thanks to it, the electricity and/or energy mix is already carbon-free. 42	France is one of the lowest greenhouse gas emitters in the world. 25	Combustion vehicles aren't an environmental problem [...]. 18	Scientific data on the magnitude of climate change is falsified and exaggerated [...]. 16	
		Variable renewables cause blackouts and compromise the security of the electricity supply. 44	Wind turbines are disastrous for the environment, for biodiversity and for health. 39	Reducing France's green-house gas emissions has no impact on the overall climate [...]. 23	The climate has always fluctuated in a natural fashion; [...] there's no reason to worry about it. 17	The human origin of global warming is uncertain or insignificant. 16	Air conditioning isn't a problem in the face of climate change, but a good solution to adapt. 15
				Low-emissions zones have no notable environmental effect and don't reduce greenhouse gas emissions. 20	Climate policies are adopted without [...] knowing the impact that they could have. 17	The solutions for decarbonizing the economy are driven by financial interests [...]. 14	We are led to believe that there's a consensus on climate change. This is false [...]. 13
					Electric vehicles pollute more than petrol vehicles or hybrids. 17	Agriculture and livestock farming are harmless [...]. 9	

 Solutions – Energy

 Solutions – Mobility

 Solutions – France's role

 Climate science

 Solutions – General

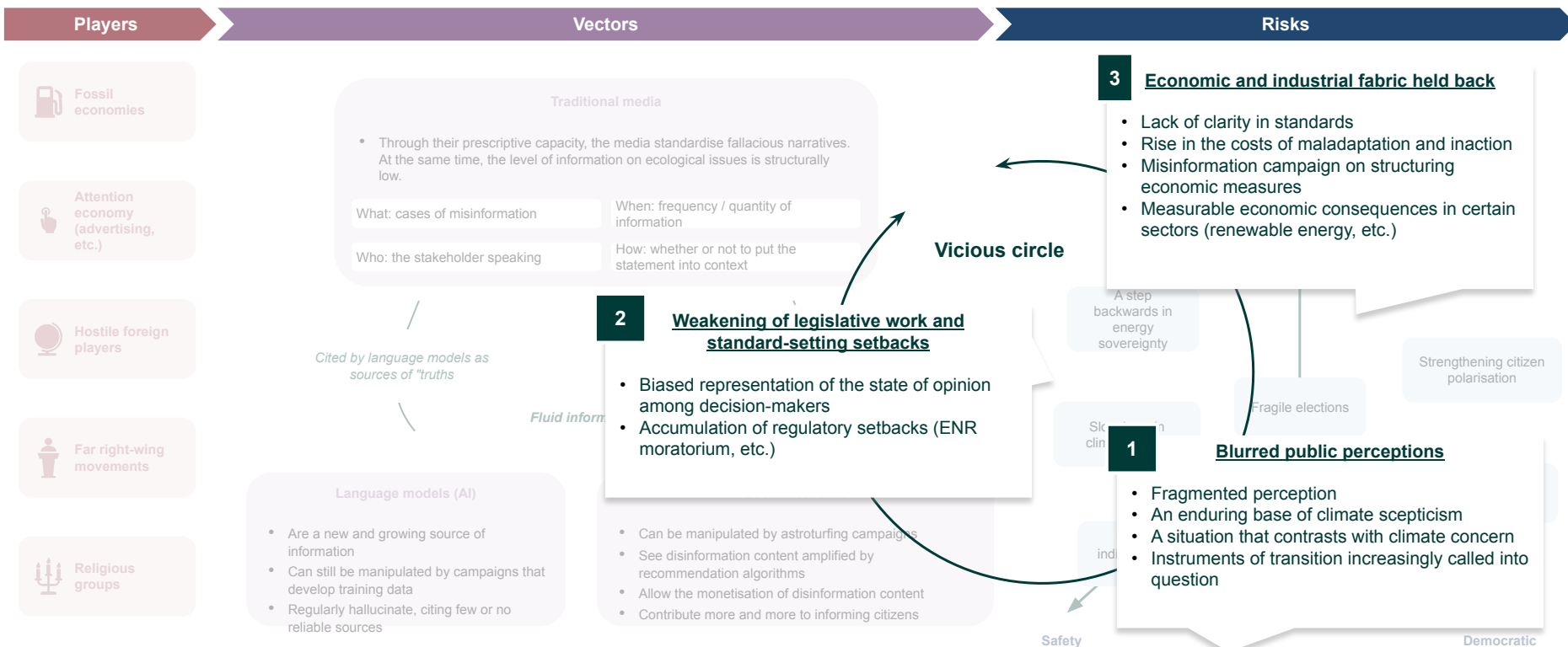
 Transition messengers

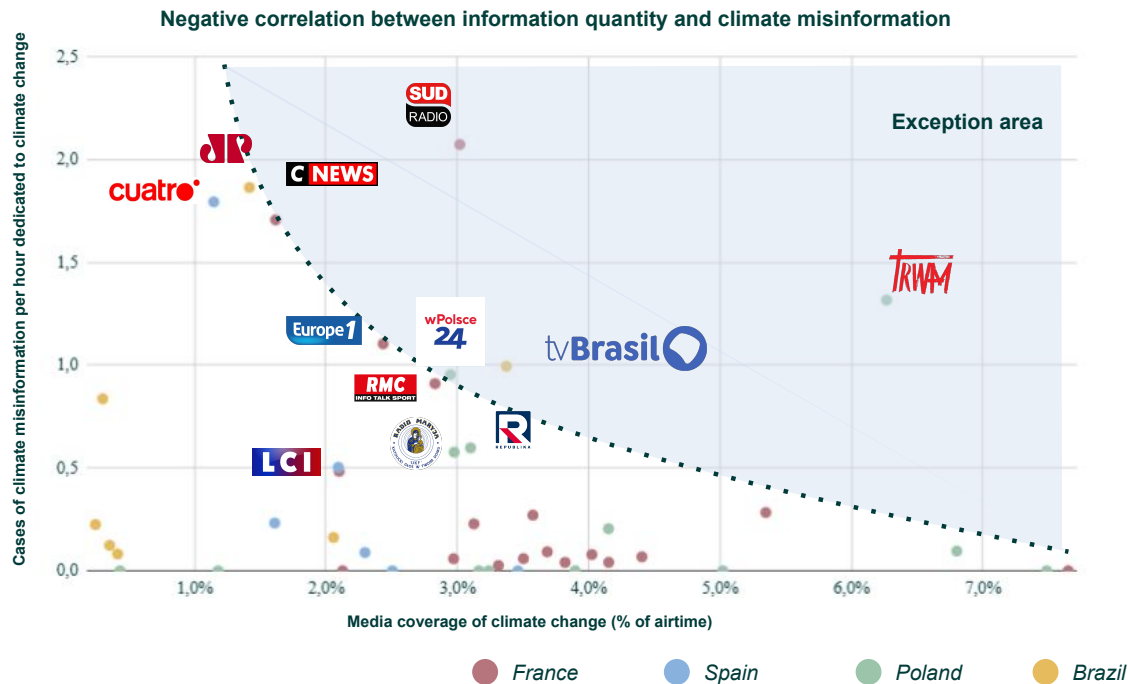
 Solutions – Adaptation

 Solutions – Agriculture



Systemic harms of climate misinformation in France





The more extensively the media cover climate issues, the less disinformation they spread

Three media are in the exception area: they inform relatively more, while being exposed to misinformation

#1 Training **journalists** on emerging obstruction narratives

#2 The establishment of **accountability frameworks** for those spreading disinformation

#3 Daily and **consistent coverage** of environmental issues

#4 A more **careful selection of panelists** on television programs to ensure expert input



contact@quotaclimat.org

<https://www.quotaclimat.org>