

MAPPING INTERNATIONAL POLICY AND REGULATORY FRAMEWORKS FOR CLIMATE AND ENVIRONMENTAL INFORMATION INTEGRITY

Interim report of the Workstream
on Strengthening Information Integrity
on Climate Change and the Environment

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Introduction

Threats posed by climate and environmental disinformation, as well as attacks against press freedom, environmental journalists, and activists are on the increase. Recognising the importance of information integrity in tackling the climate and environmental crisis, the governments of Armenia and Brazil, in collaboration with the Forum on Information and Democracy, launched a dedicated workstream as part of the Partnership for Information and Democracy. The Workstream on Information Integrity, Climate Change, and Other Environmental Issues (as it was initially called) coordinates its efforts with the Global Initiative on Information Integrity on Climate Change.

The interim and final reports of the first year of the workstream provided an analysis of the landscape of climate mis- and disinformation,¹ together with recommendations on how to promote information integrity on climate and environmental issues.² They also directly contributed to the elaboration and adoption of the Belém Declaration on Information Integrity on Climate Change at COP30.³

This interim report provides the results of a mapping of states' legal and policy frameworks to promote information integrity on climate and environmental issues in line with the COP30 Action Agenda. The results also build upon the second year of the workstream. The aim of the mapping exercise was to identify best practices and gaps, and inform further governmental and multilateral responses.

This report defines information integrity as conditions and information ecosystems in which public discourse about climate and the environment is grounded in scientific evidence, and in which reliable and traceable information is accessible to the public and disseminated through diverse and pluralistic sources, thereby promoting societal trust, respect for fundamental rights, and appropriate disaster and crisis responses.⁴

Insights presented in this report were gathered through a mixed-methods approach. Tailored questionnaires were distributed to signatory states of the Partnership. Twelve countries submitted replies: Australia, Brazil, Bulgaria, Canada, Finland, France, Georgia, Italy, North Macedonia, Portugal, Ukraine and Uruguay. The UK's regulator submitted a reply concerning its mandate. Bilateral meetings and semi-structured interviews based on the questionnaires were conducted with government or civil society representatives of further countries: Armenia, Austria, Colombia, Estonia, Fiji, Morocco, the Netherlands, Poland, South Africa and Türkiye. This material was complemented by desk-based open-source research to identify additional relevant laws and policies.

Bringing together interested states from the Partnership, the workstream convened meetings on 19 February, 15 April, 3 June and 16 September 2026. Evidence from presentations delivered by representatives of these countries and other non-governmental stakeholders have been incorporated into the report. Due to the nature of the methodology adopted, the evidence presented strongly relies on information provided by a limited number of countries in a fast-evolving policy area. This makes the analysis illustrative of key policy and regulatory responses, rather than comprehensive. At the time of writing, several legislations and policies mentioned in the report remain pending.

¹ [Workstream on Information Integrity on Climate Change and Other Environmental Issues Interim report ahead of COP30 - Forum Information & Democracy](#)

² [New Report: Ten priorities to tackle climate disinformation - Forum Information & Democracy](#)

³ [Declaration on Information Integrity on Climate Change | UNESCO](#)

⁴ This definition is inspired by Brazil's draft law on the same topic and the UN Global Principles for Information Integrity.

The first section of the report provides an overview of key laws and regulations relevant to information integrity on climate and environmental issues, ranging from digital regulation frameworks and media laws, to advertising regulations relevant to the monetisation of mis- and disinformation and consumer protection laws, highlighting specific applicability to climate and environmental issues where relevant. The second part outlines key policy framings and thematic understandings of the issue of information integrity on climate. Information integrity is thus addressed through whole-of-government national strategies, education and societal resilience strategies, strategic communications measures, and counter-disinformation and national security approaches, with a strong focus on foreign information manipulation and interference (FIMI).

The third section explores the shared institutional responsibility for information integrity at a national governmental level and the involvement of diverse ministries, regulators and institutions. It outlines the role played by supranational, national and local government and non-governmental institutions and highlights cross-sectoral initiatives. The fourth part introduces the key legal, regulatory and institutional mechanisms for the protection of journalists applicable to climate and environmental media, and notable measures to promote the sustainability of public interest media. The report concludes by summarising key challenges and obstacles reported by governments in ensuring information integrity on climate and environmental issues and sustaining action.

About the workstream on information integrity on climate change and the environment:

Launched in February 2025 and co-chaired by the governments of the Republic of Armenia and the Republic of Brazil, this workstream of the International Partnership for Information and Democracy aims at addressing key challenges of the information space on climate change and other environmental issues. It provides a space for policy dialogue and recommendations and coordinates its work with the Global Initiative for Information Integrity on Climate Change, supported the COP30 and the forthcoming COP 17 and COP31.



MINISTRY OF
FOREIGN AFFAIRS OF
THE REPUBLIC OF ARMENIA

Key Findings

Most governments do not have standalone national strategies regarding information integrity on climate change and environmental issues. Climate and environmental mis- and disinformation are presently addressed through a combination of digital and platform regulations and diverse laws ranging from climate legislation to media regulation, advertising, and consumer protection. Alongside these laws, governments have implemented media and environmental literacy as well as information integrity strategies aimed at enhancing societal resilience to disinformative and misleading narratives, and measures to protect journalists. Existing legal and policy mechanisms are non-subject-specific and apply to mis- and disinformation writ large, with no specific provisions for climate or environmental topics.

The political salience of the issue has increased alongside growing recognition of the impact of climate disinformation on key climate and environmental policies, on information ecosystems and on societal cohesion. Several countries have embedded information integrity on climate and environmental issues into governmental policies and processes. Alongside its leadership of COP30 in 2025, Brazil has created a cross-ministerial architecture dedicated to the issue, put forward a draft bill which could enshrine information integrity on climate into law, strengthened its media literacy policies, and continued to oversee its National Chapter of the Global Initiative for Information Integrity on Climate Change. Other countries have signalled their intention to establish dedicated policies or provisions. In October 2025, Poland's Ministry of Climate and Environment established a Climate and Environmental Disinformation Prevention Unit within its Department of Education and Communication. A Select Committee on Information Integrity on Climate Change and Energy, appointed by the Australian Senate, put forward wide-ranging recommendations. In May 2026, French President Emmanuel Macron announced during the fifth Ecological Planning Council a national plan on access to climate and environmental education which aims to tackle information integrity.

Governmental approaches for supporting information integrity on climate and environmental issues are diverse and informed by context-specific threats. Policy approaches most frequently adopted by countries focus on media and environmental literacy, access to information and increasing societal resilience to mis- and disinformation. Governments have adopted national climate laws and action plans which include commitments to enhancing climate literacy and education, making evidence-based information more accessible, and increasing public participation in climate action and decision-making. These initiatives build on multilateral agreements, including the Escazú Agreement and Aarhus Convention. In some jurisdictions, climate mis- and disinformation is primarily understood through the lens of foreign information manipulation and interference (FIMI) threats. Countries including Ukraine, Estonia and Poland have reported a growing weaponisation of climate and environmental issues by foreign state-aligned interests, specifically the Russian Federation.

Institutional and governmental mandates to promote information integrity on climate and environmental issues are spread across diverse government departments, regulatory authorities and institutional bodies. Environmental ministries or equivalent bodies are tasked with making authoritative and science-based information accessible to the public, and as such are most frequently mentioned by governments as playing a leading role in promoting information integrity, alongside regulatory authorities which ensure the enforcement of digital regulation frameworks, consumer protection laws and advertising regulations. In France, the regulator Arcom has for example fined broadcast media over failures to correct misleading statements about climate change, a decision upheld by the country's highest administrative court. Local governments, cities and non-national stakeholders are playing a growing role in promoting information integrity by adopting advertising restrictions and leading local campaigns against mis- and disinformation.

Many respondents emphasised the role of civil society organisations, journalism and fact-checking organisations and academia in documenting climate mis- and disinformation, and filling gaps in governmental action. Most governments highlighted cross-sectoral partnerships and collaborations between government and non-governmental sectors as best practices which allow governmental actors to build their climate and environmental literacy, and improve institutional communication.

The protection of environmental journalists is frequently subsumed under criminal laws and legal or constitutional protections on press freedom. These protections apply to journalists across issue areas. Several governments have adopted national action plans for the protection of journalists and have adopted anti-SLAPP⁵ legislation.

Most countries reported having no dedicated mechanisms to fund or ensure the sustainability of climate and environmental public interest journalism. This omission creates a notable gap in actions for climate and environmental reporting, just as media outlets face a number of challenges such as declining traffic and reduced advertising income. In some jurisdictions, governments have taken steps to address the crisis facing traditional media ecosystems. Examples include the launch of a National Media Action Plan by Portugal, and of a Local Media Action Plan by the UK.

Respondents reported facing continued challenges to promoting information integrity on climate and environmental issues. They cited information ecosystem threats such as the accelerating effects of AI on disinformation production and circulation. Demographic and socio-economic inequalities were also mentioned by multiple respondents as an obstacle to information integrity, resulting in fragmented societal engagement with climate and environmental issues, and polarised public opinion, amid growing weaponisation of climate in 'culture wars' narratives.



⁵ SLAPPs – strategic lawsuits against public participation – are aimed at intimidating critics and silencing free speech

1/ Legal and Regulatory Landscape

The Belém Declaration outlining states' commitment to information integrity on climate and the environment is the first of its kind. It has been adopted by 15 of the countries analysed, and provides an overview of the different issues to be addressed and implemented by states, as well as a baseline for this report's analysis of states' actions.

The Belém Declaration calls for:

- ➔ policies and legal frameworks aligned with international human rights law that **promote information integrity on climate change**, and respect, protect and promote human rights, including the right to freedom of expression and access to information;
- ➔ policies to promote **the sustainability of a diverse and resilient media ecosystem** and to ensure the **safety of environmental journalists, defenders, scientists, researchers and other public voices**;
- ➔ **platform accountability and transparency**;
- ➔ facilitation of **access to public data and reliable information** on the climate;
- ➔ campaigns on climate change and support initiatives that **promote literacy**; and
- ➔ policies on **advertising transparency and accountability**

Based on the priorities outlined in the Declaration, the first section highlights some of the key laws and platform mechanisms that are relevant to information integrity on climate and the environment. While most legal and regulatory instruments, from platform regulation frameworks to media and advertising laws, have broad applications beyond climate and are not subject-specific, the section highlights these mechanisms' relevance to climate and environmental issues where applicable.

1.1/ Platform governance

Global platform governance mechanisms are diverse, ranging from overarching digital regulation frameworks to discrete criminal, national security, or cybersecurity laws which govern social media and online platforms. Recent years have seen widespread governmental recognition of the scale of harmful and illegal content circulating on social media platforms, and significant developments in platform regulation.

Key evolutions have been driven in particular by concerns over illegal content and specific forms of online harms, such as those affecting children.⁶ The UK Online Safety Act 2023 introduced obligations for platforms to mitigate risks of illegal activity and to implement child safety measures. Australia's Online Safety Act addresses severe forms of online abuse. Australia also became the first country to

⁶ At the time of writing, many jurisdictions are introducing social media bans for children. This topic is not covered in the report, as it does not have a specific relevance to climate disinformation, even though the law might hinder children's exposure to it on social media.

impose a social media ban for under 16-year-olds. Brazil signed the Digital Statute of the Child and Adolescent (ECA Digital) into law in September 2025 and introduced obligations of safety-by-design, risk mitigation, parental control and complaint mechanisms.⁷ Similarly, Colombia enacted a children's online protection Law 2489 of 2025, which includes child-protection provisions, awareness raising, education, and the development of a public policy.⁸ The EU has also introduced a proposal for a KidsAct, which aims to enhance child protection on digital services and AI systems.⁹

These frameworks, however, do not address mis- and disinformation outside of the scope of illegal harms and child safety. Regulatory mechanisms which address mis- and disinformation differ in their approaches.

Platform liability models make social media platforms responsible for the takedown of illegal and harmful content. In June 2025, for example, the Brazilian Supreme Federal Court (STF) declared Article 19 of the Civil Rights Framework for the Internet (Marco Civil da Internet) to be unconstitutional and insufficient in addressing the circulation of disinformation and other online harms. Under the previous wording of Article 19, platforms were only considered civilly liable for third-party content if they failed to implement court orders to remove the content.¹⁰ The June 2025 decision introduced requirements for online and social media platforms to proactively address a number of online harms, ranging from terrorism to gender-based violence and attacks on democratic principles.¹¹ Systemic risk approaches, by contrast, are illustrated by the EU's Digital Services Act (DSA) which under Article 34 and 35 mandates that very large online platforms (VLOPs) and very large online search engines (VLOSEs) take steps to mitigate systemic harms.

While diverse in nature, these mechanisms do not include subject-specific provisions for climate change and environmental topics. Climate change, for example, is not explicitly named a systemic risk under the DSA, thereby limiting transparency requirements, mitigation efforts and inclusion in platform risk assessment strategies, as noted by FID and the Climate Action Against Disinformation (CAAD) coalition.¹²

Some governments have adopted non-binding regulations on disinformation to complement online harms and digital regulation frameworks. The Australian Code of Practice on Disinformation and Misinformation, overseen by the Australian Communications and Media Authority (ACMA), outlines voluntary commitments for signatory platforms to address mis- and disinformation on their services. Commitments remain non-binding and the Code relies on self-reporting by signatories. At the time of writing, the Australian government has proposed a 'digital duty of care' bill which, if adopted, would significantly expand the current online safety regime, impose duties on platforms to proactively assess and mitigate the risks of harms and would give the eSafety Commissioner enforcement powers.¹³

In jurisdictions where overarching digital regulation frameworks are absent, governments have adopted criminal, cybersecurity, or media laws to address illegal content on digital platforms. In 2024, Uruguay adopted a comprehensive Cybercrime Law which tackles online harassment. In Ukraine, the 2022 'Law on Media', which establishes accuracy requirements for media, extends editorial obligations to some online media platforms, but largely excludes audio-visual content.¹⁴ However, enforcement challenges and lack of responses from social media platforms have prompted Ukraine to develop legislation specifically focused on online platform governance and aligned with the DSA.

⁷ [Brazil's new law seeks to uphold children's rights in the digital environment - Media@LSE](#)

⁸ Colombia, [Ley 2489 de 2025](#), & [Decreto 0769 de 2026](#).

⁹ [Proposal for EU KIDS Act - 'EU Keeping Internet Digital Spaces Accountable and Trustworthy' | Shaping Europe's digital future](#)

¹⁰ [Brazil Supreme Court Ruling Redefines Framework for Platform Liability | TechPolicy.Press](#)

¹¹ [Brazil Moves to Increase Citizens' Security Online | TechPolicy.Press](#)

¹² [Climate Disinformation and the Digital Services Oversight and Safety Act; A field guide to the climate and information crisis](#)

¹³ [Online Safety Amendment \(Digital Duty of Care\) Bill 2026—Exposure Draft](#)

¹⁴ [Media Law Update: Regulation of Online Media Under New Ukrainian Media Law - Lexology](#)

Where specific platform regulation legislation is missing, some countries, such as Colombia, participate in regional initiatives. Colombia notably participates in the UNESCO / OBSERVACOM regional initiative on the democratic regulation of digital platforms alongside Brazil, Chile and Uruguay, a framework that situates platform regulation within international human-rights standards.¹⁵ Colombia's communications regulator interprets its mandate as extending to the protection of audiences from disinformation, and has produced a counter-disinformation guide in partnership with the National Electoral Council. The guide includes election-focused chapters on veracity and the digital ecosystem, which could be adapted to climate and environmental themes.¹⁶

Disinformation-related legislation has come under scrutiny in several jurisdictions. Where general disinformation offences are broadly drafted, freedom-of-expression organisations have cautioned that they may restrict freedom of expression. In Fiji, academic and civil-society commentators have noted that the Online Safety Act's¹⁷ offence of causing 'harm' (Part 24), and the broad powers of the Online Safety Commission established under section 6, could affect legitimate expression.¹⁸ In Türkiye, Article 217/A of the Penal Code (2022) criminalises the public dissemination of certain kinds of 'false information'.¹⁹ Amnesty International reported that fourteen journalists and media workers had been detained by March 2026. A coalition of 24 organisations led by the Media Freedom Rapid Response has documented repeated use of Article 217/A of the Penal Code against journalists, and called for its repeal because the article fails to define untrue information and gives courts the power to arbitrate on what constitutes false information.²⁰ The country's 2020 social media law, Law No. 7253, operates separately, amending Law No. 5651 to impose obligations on social network providers including local representation, data localisation and content-removal timeframes, with bandwidth restriction as a sanction for non-compliance.²¹

As widespread adoption of and technological advances in generative AI continue, AI-related regulations have become increasingly relevant to combatting climate and environmental mis- and disinformation. Media reports have found that conversational chatbots amplify climate mis- and disinformation, and civil society organisations have warned that Gen AI could allow such content to be produced to scale.²²

Globally, however, comprehensive AI regulation is very limited. The EU's AI Act introduces a tiered risk system and imposes the strongest regulation on AI systems deemed to be 'high risk', a label which is unlikely to apply to conversational chatbots. A draft AI regulation bill (No. 2338/2023) is under examination in Brazil's Chamber of Deputies, and the Australian Parliament launched a joint select committee to examine current laws and regulatory gaps to address the impacts of AI.²³

¹⁵ [UNESCO/OBSERVACOM regional initiative on the democratic regulation of digital platforms](#)

¹⁶ [Guía de Integridad Informativa](#)

¹⁷ Republic of Fiji, [Online Safety Act 2018](#) (Act 8 of 2018)

¹⁸ J. Tarai, 'Controlling the internet: Fiji's Online Safety Act', Pacific Journalism Review, 2018; Global Voices/Advx, ['Is Fiji's Online Safety Act a trojan horse for online censorship?'](#), 22 Jan 2019, .

¹⁹ [Turkish Penal Code](#), Article 217/A (added Oct 2022),

²⁰ Amnesty International, ['Türkiye: End the crackdown on journalists'](#), 3 May 2026 (EUR 44/0957/2026), & [Turkey: International organisations condemn escalating use of "disinformation law" against journalists and call for its repeal](#)

²¹ [Law No. 7253](#) (2020)

²² [AI likely to increase energy use and accelerate climate misinformation – report | AI \(artificial intelligence\) | The Guardian](#)

²³ [Australian Parliament: Joint Select Committee on Artificial Intelligence](#)

Table 1. Overview of Key Platform Regulation Frameworks and Laws

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Australia	
Online Safety Act, 2021	Establishes a regulatory framework for online safety and provides powers to the eSafety Commissioner to address harmful online content and improve platform accountability. Addresses specific forms of online harms and abuse.
Online Safety Amendment (Digital Duty of Care) Bill 2026 - proposed / not yet adopted	Introduces a 'digital duty of care' obligation on regulated providers and requires them to take proactive measures to create a safe online environment, including by conducting risk assessments and taking mitigation measures. Under current proposals, the new regime would be enforced by the eSafety Commissioner, who would be endowed with enhanced enforcement powers.
Code of Practice on Disinformation and Misinformation, published by the Digital Industry Group Inc. (DIGI), 2021	Voluntary self-regulation code which commits signatories to reducing the risk of harm arising from mis- and disinformation, overseen by the Australian Communications and Media Authority (ACMA). Credible and serious threats to the environment are considered as one of the harms regulated by the Code.
Brazil	
Civil Rights Framework for the Internet (Marco Civil), Law No. 12.965, 2014	Establishes principles and guarantees rights and obligations for the use of the internet.
Statute of Children and Adolescents on the Digital Environment, Law No. 15.211, 2025	Extension of the existing Statute of the Child and Adolescent to the online environment.
Draft Bill No. 2338/2023 on AI regulation - proposed/not yet adopted	Comprehensive AI regulation framework for Brazil.
Canada	
Safe Social Media Act (Bill C-34) - proposed/not yet adopted	Proposes wide-ranging regulation for social media platforms, AI chatbots and other online services. The establishment of a Digital Safety Act and a Digital Safety Commission – an independent regulator to enforce the legislation.
Colombia	
UNESCO / OBSERVACOM regional initiative	Rights-based regional cooperation; regulator acts on a broad audience-protection mandate.
Fiji	
Online Safety Act, 2018	Harm offence carries up to 5 years' imprisonment or FJD 20,000 fine for an individual. Commissioner appointed by the minister, raising issues of independence.
North Macedonia	
Law on Electronic Commerce, 2007	Main legal basis for digital regulation. Defines information society services and sets out some requirements for online service providers (e-commerce sites, certain digital intermediaries) such as obligations about removing illegal content after complaints. Aligns with EU Directive on Electronic Commerce (Directive 2000/31/EC).
South Africa	
Films and Publications Amendment Act, 2019	Amends the act to cover online distribution, including social media and defines prohibited content such as hate speech and war propaganda.

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

Türkiye

Penal Code Art. 217/A, 2022

Criminalises publicly disseminating certain kinds of misleading information. Has been used to detain journalists.

Law 7253 amending the Law on Regulation of Publications on the Internet and Suppression of Crimes Committed by Means of Such Publications, 2020

Introduces a regime to cover social network providers, and certain obligations.

United Kingdom

Online Safety Act, 2023

Imposes safety duties on social media companies and search services, including to mitigate risks that services will be used for illegal purposes. Includes child safety provisions.

Ukraine

Law of Ukraine 'On Media', No. 2849-IX, 2022 and amended in 2025

Broad legal framework regulating the activities of all media actors in Ukraine; imposes accuracy rules on media actors. Applies to some online media and websites, but online media are subject to voluntary registration with the state media regulator, limiting enforcement powers.

Law of Ukraine 'On Digital Services' - **proposed/not yet adopted**

Aims to align Ukrainian legislation with the DSA.

Uruguay

Cybercrime law, 2024

Comprehensive cybercrime law which defines penalties for a range of digital crimes.

European Union (EU)

All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.

Digital Services Act (DSA), 2022

Mandates that online intermediary services and platforms address illegal content and harmful design, and, under Articles 34-35, adopt mitigation and prevention measures to address systemic risks.

Code of Conduct on Disinformation, 2025 (includes integrating the voluntary Code of Practice on Disinformation into the DSA)

Commits signatories (including social media platforms and search engines) to defund the circulation of mis- and disinformation and improve ad placement transparency.

AI Act, 2024 - **phased implementation**

AI regulation with a tiered risk system for AI systems: unacceptable risk (banned) and high risk (subject to regulation); transparency obligations and rules on manipulative practices.

Digital Markets Act, 2022

Identifies 'gatekeepers' (large technology companies) and imposes transparency requirements for ad placement.



France

SREN Law, No. 2024-449, 2024

Includes specific provisions to tackle deepfakes, and gives the regulator enhanced powers to address foreign disinformation.



Italy

Articles 656 and 658 of the Criminal Code

Article 656 penalizes the publication or dissemination of false, exaggerated, or biased news that may disturb public order.

Article 658 criminalises false alerts issued to authorities.

Law 70/2024 on cyberbullying

Broadens the legal definition of cyberbullying and mandates prevention, including in schools.

1.2/ Climate laws and regulations

Governments have adopted a range of laws and regulations to enshrine greenhouse gas emissions reduction targets, in line with international commitments, including the Paris Agreement, and to ensure transparent access to information about related public policies.

Countries' participation in multilateral agreements such as the Aarhus Convention (1998) and Escazú Agreement (2018) has shaped specific provisions related to information access. The Aarhus Convention establishes a binding right of public access to environmental information, public participation in environmental decision-making, and access to justice, while the Escazú Agreement for Latin America and the Caribbean establishes a right to environmental information, participation in decisions that affect the environment, and access to justice in environmental issues. Article 9 includes provisions for the protection of environmental human rights defenders.

While laws governing climate and environmental action are numerous and impossible to fully map, this section outlines key examples of national climate laws and their relevance to information integrity. Most national climate laws establish binding greenhouse gas emissions targets and mechanisms to monitor institutional action, with no direct references or provisions focused on information integrity or misleading climate communications.

Colombia's Law 1931 (2018) established the National Climate Change Information System (SNICC), a technical architecture for the monitoring, reporting and verification of mitigation, adaptation and climate finance. The law's contribution for information integrity lies in the provision of transparent and consistent public data over time.

Ukraine's 2024 Law 'On the Main Principles of the State Climate Policy' enshrines rules on public access to climate information and participation. Under Finland's amended Climate Change Act, the government has committed to ensuring better communication about institutional progress on emissions targets. Fiji's Climate Change Act 2021, complemented by the National Climate Change Policy 2018–2030, includes public-engagement, awareness and education components.²⁴ South Africa's Climate Change Act 2024 and its Just Transition Framework (2022) place public participation and justice at the centre of climate decision-making through the Presidential Climate Commission.²⁵

In Morocco, Framework Law 99-12 (2014) establishes a right of access to environmental information and to participation in environmental decision-making (Articles 3, 19 and 20). It further requires the collection and dissemination of environmental data, and provides for public consultations whose conclusions feed into policy (Articles 24 and 25). The law also mandates a state programme of environmental awareness, communication and education delivered in partnership with civil society (Article 32), and creates an ecolabel system intended to give consumers scientifically verified product information (Article 31).²⁶

Portugal's National Climate Law, amended in 2025, establishes a right to 'climate balance' and for citizens to access data on public and private entities' climate impact. Under the legislation, a Climate Action Portal was created to give civil society and citizens access to transparent information about climate and environmental policy. In parallel, Portugal's 2021 Charter of Human Rights in the Digital Age establishes the right of citizens to be protected against disinformation, and imposes obligations on the government to support fact-checking and media literacy.

France's 2021 Climate and Resilience Law offers an example of climate legislation which directly embeds anti-greenwashing mechanisms. The law empowers the audiovisual regulator Arcom to promote voluntary 'codes of conduct' on environmental communication. Binding anti-greenwashing

²⁴ [National Climate Change Policy 2018-2030](#), .

²⁵ [Presidential Climate Commission](#)

²⁶ Kingdom of Morocco, Loi-cadre n° 99-12 portant Charte nationale de l'environnement et du développement durable (6 March 2014).

mechanisms, however, remain lacking. The law also includes binding requirements applicable to carbon-neutrality claims in advertising, including substantiation and transparency requirements in force since 2023.

In 2026, a bill was submitted to Brazil's Chamber of Deputies to 'provide for the integrity of climate and environmental information, for combating climate and environmental disinformation'.²⁷ The bill proposes amending Brazil's environmental Law 6.938/1981 and Law 12.608/2012 on disaster prevention. The bill, which aims at establishing legal standards on information integrity for climate and the environment, and creating specific legislative mechanisms to address mis- and disinformation on these issues, thus recognises false and misleading climate narratives as an issue of public safety, which hampers disaster response, mitigation and preparedness.



Brazil's draft bill on information integrity for climate and the environment, and for addressing climate and environmental disinformation

Key elements:

- Defines climate and environmental information integrity and disinformation;
- Considers information integrity on climate and the environment as a duty of the state and a right and responsibility of all;
- Considers information integrity as a civil defence mechanism in crisis moments;
- Prescribes coordination between the different levels of government to promote information integrity;
- Foresees access to necessary information in crisis moments, establishing communication protocols, monitoring mechanisms and the necessary resources;
- Enshrines freedom of expression and pluralism of ideas as rights to be respected in the fight against disinformation;
- Considers information integrity as integral to achieving environmental policy objectives.

²⁷ [Projeto do Lei](#)

Table 2. **Key Framework Climate Laws and Relevance to Information Integrity**

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Armenia	
Climate Law, 2026	Establishes actions to reduce greenhouse gas emissions and adapt to climate change. Includes encouraging public awareness on climate change, publicity of reliable climate information and participation.
Australia	
Climate Change Act, 2022	Establishes binding greenhouse gas emissions reduction targets (net zero by 2050). Includes transparency and reporting mechanisms. The Minister for Climate submits a statement to parliament outlining the government's progress and policies. Public consultation is part of the mandate of the Climate Change Authority, the independent advisory body, which provides expert advice to the government on the Act and on climate policies.
Brazil	
Law 6.938/1981	Acts as the country's foundational environmental law, establishing the legal framework for environmental protection.
Law 12.187/2009, amended in 2024 to create a national carbon market, with Law 15.042/2024	Framework climate law, establishes Brazil's National Policy on Climate Change.
Draft Bill on Information Integrity on Climate and the Environment - proposed/not yet adopted	Establishes a state responsibility on information integrity on climate and the environment (see above).
Canada	
Net-Zero Emissions Accountability Act, 2021	Legally enshrines commitments to achieving net-zero greenhouse gas emissions by 2050. Includes public participation provisions in section 9 relating to emissions-reductions plans. The government must publish reports about the outcomes of public consultation processes.
Colombia	
Law 1931 establishing guidelines for climate change management (SNICC), 2018	Statutory public climate-data system (technical MRV).
Law 2169 (Climate Action), 2021	Foresees updating the Environmental Education Policy and integrating climate education into formal education; foresees public awareness raising.
Law 2427 of 2024 on education regarding environmental sustainability	Strengthens education on sustainability, climate change and disaster risk. Certified training compulsory for elected officials, with attendance a precondition for taking office, and for public servants; curricular inclusion left to institutional autonomy.
Fiji	
Climate Change Act, 2021	Framework law with public-engagement elements.
National Climate Change Policy, 2018-2030	Policy with awareness and education components.

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

Morocco

Framework Law 99-12 on the National Charter for the Environment and Sustainable Development, 2014

Framework for environmental protection, foresees participation in environmental public policy and decision-making, provides for access to reliable environmental information and education on these topics; creates an ecolabel.

South Africa

Climate Change Act, 2024

Sets out the responses to climate change, recognises the public's climate awareness and participation as essential. It enshrines the Presidential Climate Commission's role in advising the government. Creates an offence for providing false information to the minister (section 35).

Just Transition Framework, 2022

Developed by the Presidential Climate Commission sets out a plan for a just transition to a low-carbon climate-resilient economy and society.

Ukraine

Law No. 3991-IX on the State Climate Policy, 2024

Establishes binding net zero targets by 2050. Article 22 enshrines rules on public access to information on climate change and participation.

United Kingdom

Climate Change Act, 2008, amended in 2019

Framework climate law setting legally binding emissions reduction targets (net zero by 2050) through five-year carbon budgets, climate risk assessments and adaptation programmes. Overseen by the Climate Change Committee.

European Union (EU)

All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.

European Climate Law Regulation (EU) 2021/1119, amended by Regulation (EU) 2026/667

Sets a legally binding target of achieving net zero greenhouse gas (GHG) emissions by 2050.



Bulgaria

Climate Change Mitigation Act, 2014

National framework for climate change policy and greenhouse gas emissions reduction targets. Establishes requirements to keep public registers of environmental information, including registers of climate policies, natural protected areas and pollution incidents.



Finland

Climate Change Act (423/2022), amends previous legislation.

Establishes net zero targets by 2035. The new Act includes an enhanced Annual Climate Report to Parliament, and commitments to better public information about emissions trends and the appropriateness of climate measures.



France

Climate and Resilience Law, 2021

Establishes France's environmental roadmap for lowering its greenhouse gas emissions up to 55% by 2030. Empowers the regulator Arcom to promote voluntary 'codes of good conduct' related to environmental communication and to encourage broadcast and media actors to be involved in the energy transition. A decree (currently under examination) proposes a ban on all advertising for imported fossil fuel.

 Portugal	
National Climate Law (Law no. 98/2021), 2021 and amended in 2025	Codifies the right to 'climate balance' and includes the right for citizens to access data on public and private entities' climate impact. Resulted in the creation of a Climate Action Portal, allowing citizens and civil society to follow the evolution of climate policy.
Portuguese Charter of Human Rights in the Digital Age (Law 27/2021)	Establishes the right of citizens to be protected against disinformation. Imposes obligations on the state to support independent fact-checking and media literacy to empower citizens to identify disinformation and other forms of information manipulation.

1.3/ Media laws and regulations

Most governments have longstanding media, broadcasting and telecommunications laws which govern broadcast media and set editorial and impartiality rules. These laws' relevance to tackling climate disinformation is multifaceted.

Media laws empower regulators to set standards on accuracy, impartiality, and harm prevention which can be applied to inaccurate or misleading climate content. Long-standing media laws which have long applied to broadcast media have been amended to reflect the evolving information and technological landscape, including the growing consumption of on-demand video streaming services. This is reflected in the adoption by Canada of the Online Streaming Act in 2023, which amended the 1991 Broadcasting Act.

In some regions, media legislation has evolved to respond to growing concerns about FIMI. At EU level, the 2024 European Media Freedom Act (EMFA) includes provisions to protect journalists from foreign-state pressures and establishes a framework for national regulatory authorities to monitor and assess existing initiatives to respond to disinformation and FIMI. A range of governments including EU member states, Canada, the United Kingdom and Moldova have banned or restricted Russian state-affiliated media since the Russian invasion of Ukraine in 2022, using national and international sanctions legislation.

Countries on the frontline of foreign influence campaigns have taken further steps in amending media legislation to address FIMI threats. In 2025, Estonia's Ministry of Culture put forward a bill to amend the Media Services Act to give the Consumer Protection and Technical Regulatory Authority (TTJA) enhanced powers to block state-aligned Russian and Belarussian channels. The bill is currently on pause to allow for the implementation of the EMFA. Ukraine's 2023 Law 'On Media', which implements the standards of the EU's Audiovisual Media Services Directive (AVMSD), establishes a two-tiered approach to restricting foreign media, as well as specific wartime provisions under section IX of the law.

Under existing media laws, regulatory authorities have enforced climate accuracy rulings. Under the Léotard Law on freedom of communication, the French regulator ARCOM issued three warnings to radio station Sud Radio for failing to correct inaccurate statements about climate change.²⁸ In July 2024, ARCOM issued a EUR 20,000 fine against TV channel CNews after a guest's denial of anthropogenic climate change went uncorrected, a ruling which was upheld in November 2025 by the Conseil d'Etat, France's highest administrative court. Such climate rulings remain limited globally, and enforcement varies across jurisdictions. Between 2020 and 2025, the UK regulator Ofcom received 1,221 complaints about broadcasting that covered climate change issues, with none found

²⁸ [Propos climatosceptiques : l'Arcom met en garde un éditeur de services de radio - Le Club des Juristes](#)

to be in breach of the regulator’s rules. In March 2026, Ofcom confirmed that it had opened an investigation into a broadcasting complaint about climate change for the first time, with its findings to be published in due course.²⁹ Morocco’s audiovisual regulator, the HACA, may act on complaints or on its own initiative in respect of misleading information, yet the institution indicated in an interview that no complaints or own-motion proceedings on environmental coverage had yet arisen.

Legislation to ensure media pluralism and diversity and address media concentration is another relevant mechanism to responding to climate mis- and disinformation. Concentration of media ownership allows a small number of private sector interests to command significant influence over public discourse, including on climate change. A collaborative study produced by QuotaClimat, Data For Good, and Science Feedback focused on France, Spain, Poland and Brazil, found that 85% of climate mis- and disinformation on television and radio appeared on privately owned channels, with a limited number of channels playing an outsized role in disseminating misleading narratives about climate change.³⁰

Specific legislation on media concentration has been adopted as a result of growing concerns over the influence of specific private interests’ influence over national information ecosystems. France’s 2016 adoption of the Bloche Law aimed at reinforcing media freedom, independence, and pluralism emerged from concerns about the influence of a small number of actors, notably billionaire Vincent Bollore (who holds a controlling stake in CNews) over the national information landscape. The legislation includes provisions to protect editorial independence and journalists from external pressure. Despite these protections, research by civil society organisations has continued to document significant pressures on journalists, prompting calls for amendments to the law.³¹

Concerns over the impact of media concentration on climate information integrity are shared by other countries: a 2021 report by the Australian Senate’s Environment and Communications References Committee described the American conglomerate News Corps, largely under the control of the Murdoch family, and its national media outlets as major contributors to the circulation of climate disinformation.³²

Table 3. Overview of National Media laws

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Armenia	
Law on Audiovisual Media, 2020	The Television and Radio Commission oversees the implementation of the law, which foresees access to reliable information.
Australia	
Broadcasting Services Act, 1992	Enforced by the Australian Communications and Media Authority (ACMA). Regulation of broadcasting services and some online platforms. ACMA oversees the voluntary industry Code of Practice on Misinformation and Disinformation.
Brazil	
Brazilian Telecommunications Code, Law 4.117/1962 and General Telecommunications Law, Law 9.472/1997	Enforced by the National Telecommunications Agency (ANATEL), these laws form the foundation of Brazil's regulation of telecommunications and broadcasting.

²⁹ [Ofcom to investigate complaints of climate change denial for first time since 2017 | Climate science scepticism and denial | The Guardian](#)
³⁰ [Climate disinformation as a rising challenge for news media in France, Spain, Poland and Brazil - quotaclimat](#)
³¹ [Renforcer l'indépendance des médias et mieux protéger les journalistes \(exposé des motifs\)](#)
³² [Media diversity in Australia](#)

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

Canada

Online Streaming Act, 2023 (amending the Broadcasting Act, 1991)

Enforced by Canadian Radio-television and Telecommunications Commission (CRTC), it updates broadcasting regulation to include digital content.

Morocco

Law 77-03 on audiovisual communication, 2005

Enforced by HACA, it defines the broadcasting regulation. Enshrines the principle of pluralistic and reliable information and forbids incitement for environmentally harmful behaviour.

North Macedonia

Law on Audio and Audiovisual Media Services, 2011

Framework law regulating broadcast services and other types of media.

Law on Media, 2013

Currently being amended to align with EU legislation.

Electronic Communications Act, 2025

Updates the country's digital and telecommunications regulatory framework, with enhanced consumer protection provisions.

South Africa

Electronic Communications Act No. 36 of 2005 amending the Broadcasting Act 4, 1999

Enforced by the Independent Communications Authority of South Africa (ICASA), it defines broadcast rules.

ICASA Code Of Conduct For Broadcasting Licensees Regulations, 2009

Elaborated by ICASA, it defines conduct rules including truthful and accurate news reporting and providing opposing views on controversial issues of public importance.

United Kingdom

Communications Act, 2003

Enforced by Ofcom, this legislation regulates the broadcasting, telecommunications, and postal sectors, and ensures media diversity and pluralism. Established under the Communications Act, Ofcom's Broadcasting Code establishes the regulatory standards for broadcasting services.

UK Media Act 2024

Substantial reform of media legislation to adapt the regulatory framework to the digital age. Enforced by Ofcom, the Act introduces a content standards Code for major video-on-demand (VoD) streaming services.

Ukraine

Law 'On Media', 2023

Enforced by the National Council of Ukraine on Television and Radio Broadcasting, the law, which governs broadcasting and media, includes specific wartime restrictions on the dissemination of content from the 'aggressor state'.

European Union (EU)

All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.

Audiovisual Media Services Directive (AVMSD) or Directive (EU) 2018/1808, 2018, currently being amended

Establishes a regulatory framework for TV broadcasting, on-demand services, and video-sharing platforms. Under AVMSD, governments have taken steps to restrict or ban content from hostile state broadcasters.

European Media Freedom Act (EMFA), Regulation (EU) 2024/1083, 2024

Introduces a set of rules to promote media pluralism and independence. Article 22 requires national regulators to run a 'pluralism impact assessment' using criteria such as market share, editorial independence and influence on public.

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

 Bulgaria	
Radio and Television Act, 1998	Enforced by the Council for Electronic Media, this is the primary legislation governing national broadcasting and media.
 Estonia	
Media Services Act, 2011	Enforced by the Consumer Protection and Technical Regulatory Authority (TTJA), the Media Services Act is the primary national legislation for the regulation of broadcasting and on-demand audiovisual services. Estonia has put forward a bill (2025) which would give TTJA enhanced powers to limit the broadcasting of foreign state media services.
 Finland	
Act on Television and Radio Operations 744, 1998	Enforced by Traficom.
 France	
Léotard Law on freedom of communication, Law 86-1067, 1986	National broadcasting regulatory regime. Under France's Loi Léotard on freedom of communication, the regulator Arcom has enforced climate disinformation rulings. Includes provisions to safeguard editorial independence.
Law 2016-1524, or 'Bloche law', 2016	Broad legislation on media freedom and pluralism. Expands the powers of the regulator to ensure editorial independence, introduces journalistic source protection provisions and requires broadcast media to set up internal ethics committees.

1.4/ Advertising laws and regulations

In recent years, the digital landscape of climate mis- and disinformation has undergone significant changes. A substantial body of research has documented the shift from climate denial to discourse of delay. Research has also documented the weaponisation of social media platforms by a wide set of actors, ranging from fossil fuel interests to conspiratorial communities and outrage merchants, to spread hostile narratives, as well as the widespread monetisation of such narratives. At the same time, digital advertising has emerged as a significant component of such monetisation.³³ This section highlights key advertising laws and regulatory mechanisms which address this issue.

In multiple jurisdictions, self-regulatory standards for the advertising sector, enforced by the dedicated bodies, have been adopted to address greenwashing. These mechanisms are covered in the consumer protection and greenwashing section.

In some jurisdictions, the monetisation of disinformation is addressed through platform governance legislation. The EU's DSA, the Code of Conduct on Disinformation and the Transparency and Targeting of Political Advertising Regulation include provisions to promote advertising transparency, reduce the monetisation of disinformation, and prevent harmful audience targeting, including a ban on the targeting of minors. Obligations for Very Large Online Platforms (VLOPs) and Very Large Online Search Engines (VLOSEs) under Article 34 and 35 to mitigate systematic risks associated with their services apply to advertising. Under the DSA, VLOPs and VLOSEs are subject to several rules on digital advertising, including a ban on targeted advertising based on sensitive data, as well as increased

³³ [InfluenceMap Climate Change and Digital Advertising - The Oil & Gas Industry's Digital Advertising Strategy](#)

transparency and user control. VLOPs and VLOSEs are also required to keep a publicly available ads repository under Article 39.

The Code of Conduct on Disinformation imposes obligations on signatories to demonetise disinformation through ad placement scrutiny and mechanisms to prevent advertising from appearing alongside disinformation content. It also includes commitments to prevent disinformation from appearing in advertising messages, and requirements to cooperate and exchange best practices with stakeholders involved in online monetisation such as e-payment services and crowdfunding platforms.³⁴ The Code applies across a range of issue areas, including climate and the environment. However, the code is only voluntary and significant enforcement issues remain: in early 2025, before the EU Code of Practice was integrated into the DSA as the Code of Conduct, reports found that technological companies reduced their commitments to demonetisation under the Code of Practice by 31%.³⁵

The 2024 Transparency and Targeting of Political Advertising Regulation defines and regulates paid political advertising at a European, national and local level, mandating that offline and online ads be labelled and transparent, including by providing details about the source, cost and target audience of political ads. Under the definition established by the regulation, political advertising refers to any ad which can influence the outcome of an election, a definition which reports have noted can apply to climate change.³⁶ Technological companies have actively resisted such regulation. Several, including Meta, removed ad categories related to politics and social issues from the EU market in response.

Several countries have established legal frameworks and disclosure requirements for online influencers or extended advertising self-regulation mechanisms to influencers, a mechanism which can be relevant for tackling misleading climate content promoted by influencers. France's 2023 Influencer Law establishes transparency requirements for sponsored content and obligations for influencers to have written contracts with brands above certain payment thresholds. Canada's Competition Act and the Canadian Code of Advertising Standards, the country's industry self-regulation, both apply to influencers and include disclosure requirements for brand partnership and enhanced transparency of online influencer activity.³⁷

Civil society and multistakeholder coalitions have played a key role in advancing the regulation of the advertising sector and promoting demonetisation mechanisms. Brazil's Network of Partners for Information Integrity on Climate Change, a cross-sectoral coalition of 130 civil society organisations, universities and NGOs, launched a 'Letter of Commitment on Climate Information Integrity in Digital Advertising' on 13 November 2025 during COP30, outlining commitments for advertisers, advertising companies, and digital platforms to avoid greenwashing, curb advertising on disinformation-promoting outlets and pages, and increasing the transparency and labelling of sponsored content.³⁸ The Letter was adopted by the Brazilian Association of Advertisers (ABA) and the Collective Coordination Space for the Advertising Ecosystem, as a mechanism operating alongside the Brazilian Self-Regulation Code on Advertising.

³⁴ [2025_Code_of_Conduct_on_Disinformation.pdf](#)

³⁵ [Big tech is backing out of commitments countering disinformation—What's Next for the EU's Code of Practice? | Democracy Reporting International](#)

³⁶ [Backlash as new EU political ad rules kick in – POLITICO](#)

³⁷ [Canada's influencer marketing legal framework: material connection disclosures, enforcement and sanctions, and key terms for brand-influencer agreements - Legal Guidance - LexisNexis UK](#)

³⁸ [Charter for the Integrity of Climate Information in Digital Advertising](#)

Table 4. **Overview of Key Laws and Regulations on Online Advertising**

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Canada	
Competition Act, 1986, amended between 2022 and 2024	Can apply to online advertising. Applies to influencers and includes requirements for influencers to disclose partnerships with brands.
European Union (EU) <i>All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.</i>	
Transparency and Targeting of Political Advertising Regulation (EU) 2024/900, 2024	Outlines advertising transparency and other requirements applying to online platforms and search engines.
Digital Services Act (Regulation (EU) 2022/2065), 2022	Includes provisions focused on advertising targeting. DSA prohibits targeted advertising directed at minors and profiling based on protected identity categories.
Code of Conduct on Disinformation, 2025 (includes the integration of voluntary Code of Practice on Disinformation into the DSA)	Commits signatories (including social media platforms and search engines) to defund the circulation of mis- and disinformation and improve ad placement transparency.
 France	
Law No. 2023-45, relating to influencers, 2023	Legal framework for online influencers. Introduces transparency requirements related to sponsored content on online platforms and imposes obligations to have written contracts with brands above certain payment thresholds.
 Italy	
Code of Conduct for Influencers, 2025	Establishes editorial responsibility for content produced by influencers and mandates advertising and sponsored content transparency.

1.5/ **Greenwashing and consumer protection**

Nearly every jurisdiction has some form of consumer protection legislation which prohibits misleading or false commercial representations. However, specific anti-greenwashing legislation remains lacking in multiple countries, and where existent, varies in scope and strength. Existing mechanisms can be grouped under several distinct categories. General consumer protection may treat greenwashing as a form of misleading advertising but do not include climate- or environment-specific definitions or provisions, making enforcement dependent on national and local regulators and courts.

Anti-greenwashing mechanisms, adopted as free-standing legislation, as reflected by Canada’s Bill C-59 and Bill C-15, or as additions to existing unfair competition and consumer rights frameworks, are a second type of instrument. Examples include the EU’s Empowering Consumers for the Green Transition Directive (and its transposition into national legislation) and the UK’s Digital Markets, Competition and Consumers Act. Anti-greenwashing laws define environmental claims, prohibit vague or unsubstantiated language, and in some instances place the onus of proof on advertisers. While reversing the burden of proof has been a growing focus for legislators across multiple jurisdictions, some efforts have notably stalled. The EU’s Green Claims Directive, which would require green claims to be substantiated, was shelved in 2025 as a result of pushback from business groups and some member states.

Some anti-greenwashing instruments ban any advertising which promotes fossil fuels or fossil-fuel-based products (e.g., petrol cars, flights, and cruise ships). France became the first country in the world to enact a nationwide statutory ban on advertising promoting fossil fuels, through Article 7 of the 2021 Climate and Resilience Law, codified in Article L.229-61 of the Environmental Code. A draft decree specifying its scope and enforcement arrangements was submitted to public consultation from 31 July to 31 August 2026 and is awaiting final adoption at the time of writing. Fossil fuel ad bans are already a reality in municipalities. In the Netherlands, for example, The Hague³⁹ and Amsterdam⁴⁰ have banned advertising for high-carbon services and products, including meat and carbon-intensive travel, in line with their climate commitments. The Amsterdam fossil fuel ad ban must be implemented by January 2027. Some experts have argued that Article 9 of the European Audiovisual Media Service Directive (AVMSD) could be leveraged to ban advertising for environmentally harmful practices and products.⁴¹

Binding corporate sustainability disclosure obligations represent yet another lever of action, with examples including the EU's Corporate Sustainability Reporting Directive and Brazil's Central Bank Resolution No. 139/2021, which regulates social and environmental reporting by financial institutions.

In multiple jurisdictions, self-regulatory standards for the advertising sector have been adopted to curb greenwashing practices and promote ethical standards. These standards have been applied in a range of greenwashing claims, and some countries have taken steps to strengthen existing standards. In October 2025, Brazil's National Council for Advertising Self-Regulation (CONAR) approved updates to Article 36 of the Self-Regulation Code on Advertising, expanding its applicability to a broader set of issues including biodiversity, climate change, and waste disposal. Amendments to Annex U included obligations to substantiate environmental claims, restrictions on generic environmental claims and requirements for climate change and waste disposal claims to be disclosed in relation to the full life cycle of products.⁴²

Self-regulatory advertising bodies have examined a range of complaints across diverse jurisdictions. In South Africa, the self-regulatory Advertising Regulatory Board upheld two greenwashing complaints brought by the civil-society campaign Fossil Free South Africa: one against TotalEnergies (2024), concerning a claim of commitment to 'sustainable development' a ruling upheld when the company's appeal was dismissed; and the second against CNG Holdings (2026), concerning the marketing of natural gas as 'clean' and a 'fuel of the future'.^{43,44} Both rulings were significant because they engage fossil-fuel advertising directly. Though the Board is a self-regulatory rather than a statutory body, its rulings are binding for its members.

In Türkiye, the Advertising Board (Reklam Kurulu) operates under Consumer Protection Law No. 6502 and associated regulations, under which unsubstantiated environmental claims are prohibited in principle; the extent of enforcement in practice is, however, unclear. The Board also adopted specific guidelines concerning Environmental Claims.⁴⁵

Under the Act on Competition and Consumer Protection, Poland's competition and consumer authority, UOKiK, has brought greenwashing charges against Bolt, Tchibo and Zara (January 2025) and against InPost, DHL, DPD and Allegro (July 2025), with penalties of up to 10% of turnover per contested practice.⁴⁶ The Act on Combating Unfair Competition, whose Article 16 prohibits advertising that misleads consumers and may influence their purchasing decision is also relevant. The Dutch

³⁹ [Verbod op het maken van fossiele reclame in Den Haag blijft in stand](#)

⁴⁰ [Stop reclame die bijdraagt aan de klimaatcrisis](#)

⁴¹ [What does EU Law say about Banning Fossil Fuel Advertising?](#)

⁴² [Brazil: CONAR announces new rules to combat greenwashing - Global Compliance News](#)

⁴³ Advertising Regulatory Board (South Africa), [Ruling on TotalEnergies](#) (Aug 2024); Ruling on [CNG Holdings](#) (May 2026)

⁴⁴ Fossil Free South Africa, '[ARB dismisses TotalEnergies' appeal in landmark greenwashing case](#)',

⁴⁵ Consumer Protection Law No. 6502 and the Regulation on Commercial Advertising and Unfair Commercial Practices (Türkiye); Advertising Board (Reklam Kurulu).

⁴⁶ UOKiK (Poland), [greenwashing charges against Bolt, Tchibo and Zara](#) (Jan 2025), and [against Allegro, DHL, DPD and InPost](#) (July 2025)

Authority for Consumers and Markets has issued guidance on sustainability claims setting out clear rules of thumb,⁴⁷ but interviewees emphasised that enforcement has not been proactive and that a backlog of cases persists. Pressure from civil society has been central to processing cases. In one notable case in 2024, the Amsterdam District Court ruled that a number of KLM sustainability claims were misleading, following a litigation case brought by two civil-society organisations.⁴⁸

Existing mechanisms can remain under-utilised. Colombia's Decree 1369 (2014) regulates advertising related to environmental claims and requires that such claims be objective, proven, substantiated by recognised technical and scientific procedures, and held available for inspection by the Superintendency of Industry and Commerce.⁴⁹ However, no enforcement case could be identified. The Superintendency has instead acted under the Consumer Statute, Law 1480 from 2011. This instrument defines misleading advertising as any message which does not conform to reality or causes confusion through lack of clarity. It also requires advertisers to follow the conditions they announce. QUALA S.A. was sanctioned based on this law, not the 2014 decree. The Superintendency has also run a public campaign against misleading environmental advertising, but the dedicated regime itself appears untested.⁵⁰

In the UK, the Advertising Standards Authority (ASA) has repeatedly ruled against fossil fuel companies and carmakers for misleading environmental claims, including in digital advertising, though civil society organisations have described enforcement as inconsistent.⁵¹ In 2024, the ASA reportedly turned to AI tools to scan higher volumes of digital ads, highlighting the challenges that complaint enforcement bodies face in responding to the scale of digital and social media advertising, and related misinformation.

Table 5. Overview of Key Laws and Regulations Relevant to Consumer Protection and Greenwashing

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Australia	
Australian Consumer Law (Competition and Consumer Act), 2010	Prohibits misleading or deceptive representations about goods/services in trade or commerce; applied by the ACCC.
Australian Competition and Consumer Commission (ACCC) Greenwashing Guidance, 2023 (non-binding)	Non-binding guidelines for businesses centred on eight principles, including avoiding vague claims and using evidence to substantiate claims.
Brazil	
Consumer Defence Code, Law No. 8.078, 1990	Prohibits misleading and abusive advertising (Article 37). Greenwashing can be treated as a form of misleading advertising as it deceives consumers.
Brazil also has a number of sector-specific regulations. These include: Central Bank Resolution No. 139/202117	Regulates social and environmental reporting for financial institutions authorised by the Central Bank.

⁴⁷ Netherlands Authority for Consumers and Markets (ACM), [Guidelines on Sustainability Claims](#) (v2, 2023)
⁴⁸ Amsterdam District Court, [judgment](#) of 20 March 2024 (Fossielvrij NL v KLM), Interview, Netherlands (July 2026)
⁴⁹ Decree 1369 of 2014 ([Green marketing and environmental advertising](#)),
⁵⁰ Superintendencia de Industria y Comercio (Colombia), sanction of QUALA S.A.; SIC campaign against misleading environmental advertising,
⁵¹ [UK ad watchdog inconsistent in its rulings](#)

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

Self-Regulation Code on Advertising (**self-regulation**)

Overseen by Brazil's National Council for Advertising Self-Regulation (CONAR), the Code aims to promote ethical practices in advertising. The Code (non-binding) was updated to strengthen rules on environmental claims and discourage/combat advertising that promotes environmental harms (pollution, destruction of fauna, etc).

Canada

Fall Economic Statement Implementation Act 2023 (Bill C-59), came into effect in 2024.

Amends the Competition Act to require businesses to substantiate environmental claims about products and about climate commitments such as net-zero pledges.

Amended by Bill C-15.

Amends anti-greenwashing provisions and relaxes some environmental representation rules for businesses.

Canadian Code of Advertising Standards (**self-regulation**)

Self-regulatory framework for the advertising sector, overseen by Canada's Ads Standards.

Colombia

Decree 1369 regulating the use of advertising referring to the environmental qualities, characteristics, or attributes of products, 2014

Dedicated regime requiring environmental claims to be objective, proven and substantiated by recognised technical and scientific procedures.

Consumer Protection Law 1480, 2011

Prohibits misleading advertisement (article 30).

Morocco

Consumer Protection Law No. 31-08

Article 21 forbids any advertising containing misleading or false allegations. Article 172 demands proof for statements.

North Macedonia

Law on Consumer Protection, 2022

General consumer protection framework which prohibits misleading commercial practices.

Türkiye

Consumer Protection Law 6502

Regulates commercial advertising, requiring all claims to be accurate, transparent, and substantiated.

Regulation on Commercial Advertising and Unfair Commercial Practice, amended in 2026⁵²

Environmental claims must be substantiated with documents from authorized institutions and organisations, relevant departments of universities or accredited or independent research, testing and evaluation organisations.

Guide on Advertisements Containing Environmental Claims,⁵³ 2023

General concepts and expressions of an environmental nature cannot be used in advertisements without explanation

United Kingdom

Digital Markets, Competition and Consumers (DMCC) Act, 2024

Competition and Markets Authority (CMA) can investigate companies for misleading environmental claims and fine companies found guilty with a fine of up to 10% of global turnover.

Competition and Markets Authority (CMA) Green Claims Code, 2021

Non-binding Code which sets six substantiation principles for environmental claims.

⁵² <https://www.resmigazete.gov.tr/eskiler/2026/07/20260701-9.htm>

⁵³ <https://tuketici.ticaret.gov.tr/duyurular/cevreye-iliskin-beyanlar-iceren-reklamlar-hakkinda-kilavuz>

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

Advertising Codes, updated in 2025
(self-regulation)

Separated between the CAP Code (Code of Non-Broadcast Advertising and Direct & Promotional Marketing) which applies to digital and other forms of advertising, and the BCAP Code (Code of Broadcast Advertising), which applies to TV, radio and on-demand services. Both include specific guidance on environmental claims.

Ukraine

Law 'On Consumer Rights Protection', 1991

General consumer protection framework.

Law 'On Protection from Unfair Competition', 1996

Prohibits unfair competition in general, and covers specific instances of unfair competition such as trade label.

Law 'On Advertising', 1996, amended in 2023

Regulates advertising, including creation and placement. Includes restrictions on advertising activity for Russian residents. 2023 amendments extended the rules to social media and online communications, and to video-sharing platforms. Further amendments under review (Draft Law No. 12253) relate to AI disclosure in digital advertising.

Uruguay

Consumer Relations Law No. 17.250, 2000

Establishes consumers' right to be protected against misleading advertising but does not include specific provisions for greenwashing.

European Union (EU)

All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.

Empowering Consumers for the Green Transition Directive [Directive (EU) 2024/825], to be applied from September 2026

Addresses unfair commercial practices, including greenwashing, and introduces consumer information requirements.

Green Claims Directive, **currently on hold**

Targets green claims made by businesses and would require them to be substantiated.

Corporate Sustainability Reporting Directive (CSRD), 2023

Requires selected large EU companies and companies operating in the EU to disclose information on environmental, social and governance impacts.

AVMSD Art 9 (1)(c)(IV)

States that audiovisual commercial communications shall not "encourage behaviour grossly prejudicial to the protection of the environment".

Unfair Commercial Practices Directive, amended by the EmpCo Directive (EU) 2024/825

Bans vague and unsubstantiated claims in B2C advertising, applicable from September 2026.



Finland

Consumer Protection Act 38, 1978

Prohibits misleading marketing.

Consumer Ombudsman Guidelines on Environmental Claims, updated in 2025



France

Climate and Resilience Law, 2021

Encourages some companies to take voluntary commitments to reducing commercial communications for environmentally damaging products.

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

Draft Decree Forbidding Fossil Fuel Ads⁵⁴

Implements Article 7 of the Climate and Resilience Law and defines a general ban on advertisements relating to the marketing or promotion of fossil fuels, and on exceptions to the law.



Italy

Decree No. 30, 2026

Transposes EmpCo into national legislation. Introduces new rules to address greenwashing in commercial communications and curb the use of misleading environmental claims.



Netherlands

Book 6 of the Dutch Civil Code

Defines unfair commercial practices and misleading advertising.

Authority for Consumers & Markets
'Guidelines sustainability claims'

ACM explains to businesses the consumer rules regarding unfair commercial practices involving sustainability claims. Published before the transposition of the Empowering Consumers Directive, the guidelines call for substantiation of claims with facts, fair comparisons, future ambitions and clear labels.

Dutch Advertising Code & Sustainability
Advertising Code (self-regulation), 2023

Developed by the Dutch advertising sector the codes call for the prohibition of deception. The Sustainability Code provides rules concerning sustainability advertising and environmental claims.



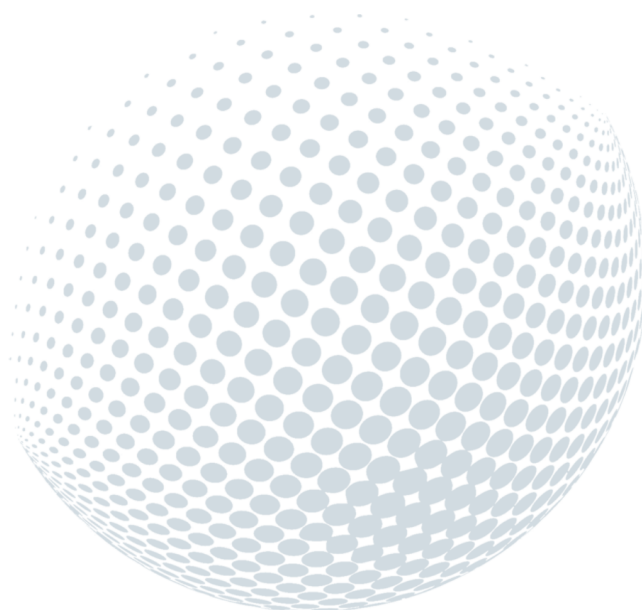
Poland

Competition and Consumer Protection Act,
2007

Protects consumer rights and enshrines a breach of the duty to provide consumers with reliable, truthful and complete information.

Act on Combating Unfair Competition, 1993

Article 16 forbids advertising misleading the customer.



⁵⁴ ["Consultation du public sur le projet de décret interdisant les publicités sur les énergies fossiles"](#)

2/ Policy Approaches

In the past two years, the issue of information integrity regarding climate change and the environment has been significantly elevated in the global political agenda, reflecting deepening recognition of the fundamental threat that climate-related mis- and disinformation poses to political action, information ecosystems and societal cohesion. This has been reflected in the work of the Global Initiative for Information Integrity on Climate Change since 2024, the inclusion of information integrity as a priority issue at COP30, and the signing of the Belém Declaration on Information Integrity on Climate Change at the summit by several countries of the Partnership for Information and Democracy.⁵⁵

Outside of legislation, promoting information integrity is also a matter of public and governmental policies. The section below provides an overview of key policies and governmental approaches to the issue, highlighting the increased and multifaceted attention it has received from national governments. Prominent policy approaches identified in this report cover: whole-of-government approaches, strategic communications, education and literacy, and disinformation and FIMI. While most governments incorporate multiple approaches and lead action across these areas, some countries are particularly representative of specific policy approaches.

2.1/ Whole-of-government approaches

While more and more governments are reflecting on their national strategy and considering adopting dedicated action plans on information integrity on climate, the workstream's research has found that Brazil has a particularly developed architecture in this respect.

Alongside its leadership of COP30 and promotion of multilateral action, Brazil has worked to integrate information integrity on climate across multiple policy areas and has built a governmental architecture to sustain progress on the issue, in what can be described as a whole-of-government approach.

Information integrity has been embedded into Brazil's climate policy architecture, including the 2024-2035 National Climate Plan (Plano Clima). The latter is structured around the three pillars of adaptation, mitigation, and transversal strategies for climate action, in which action against mis- and disinformation is integrated. The Brazilian Information and Climate Committee (Comitê Informação e Clima Brasil) has been established through Interministerial Ordinance No. 30/2025 to be co-coordinated by the Secretariat of Social Communication of the Presidency (Secom) and the Ministries of Environment and Climate Change and Foreign Affairs. Brazil's policies on information integrity on climate are coordinated by the Secretariat for Digital Policies (SPDig), established in 2023 within Secom, to enhance governmental action on digital rights and media literacy.

Brazil has also strengthened its media literacy policies to broaden access to media literacy across diverse sections of society, systematise media literacy training in schools and among education providers, and specifically promote climate literacy. The 2023 Brazilian Media Education Strategy, updated in 2025, has established provisions for teacher training in media and climate literacy in all Brazilian states, which is in the process of being implemented.

⁵⁵ See Appendix for detailed membership and signature of the different initiatives and declarations.

Brazil's strategy also involves public funding for research and cross-sectoral cooperation.

The country has contributed to the Global Fund of the Global Initiative for Information Integrity on Climate Change, which provides grants for projects worldwide dedicated to information integrity, selected through an open call.⁵⁶ Meanwhile, Brazil's national chapter and network of partners for information integrity on climate aim to strengthen action against harmful climate narratives. As of 2026, the network includes over 130 civil society organisations, and operates across six thematic pillars. They are: research and public-discourse monitoring; strategic communication; journalism sustainability and communicator protection; media literacy; information integrity in the digital environment; and legal measures to counter climate disinformation.

Other countries have announced plans to create dedicated strategies on information integrity. In May 2026, French president Emmanuel Macron announced that the country would put forward a national plan on access to climate and environmental education which includes information integrity. This plan, which will be published in the second half of 2026, will help drive coordinated action across ministries to support information integrity, both in France and internationally. Additionally, the High Council on Climate, an independent advisory body, was also tasked with examining the place of scientific facts and scientists in public debate on the ecological transition.

2.2/ Strategic communications

Strategic communications have been a notable lever of action in several jurisdictions.

This is the case at the level of the EU. In April 2024, the EU Commission's Directorate-General for Climate Action (DG-CLIMA) formally acknowledged climate disinformation as a serious threat in a communication to the European Parliament.⁵⁷ The EU has launched several strategic communications campaigns, including #ClimateFactsMatter in early 2026, an awareness-raising campaign run in partnership with the EDMO (the European Digital Media Observatory), and EU DisinfoLab, which provides advice on spotting information manipulation techniques and includes a website, handbook and toolkit.

The EU's strategic communications response has also taken the shape of support for fact-checking, media literacy projects, and research and monitoring. The European Fact-Checking Standards Network (EFCSN) operates EuroClimateCheck, an aggregator of climate fact-checking run by organisations across the continent. The EU's Eurobarometer survey started capturing specific data about access to reliable information and citizens' ability to identify information manipulation for the first time in 2025. The 2025 climate-change-focused Eurobarometer found that 49% of EU citizens struggle to differentiate reliable information from disinformation, and only about half (52%) believe traditional media in their country provides clear information about climate change.⁵⁸ The EU's research and innovation funding programme Horizon Europe has allocated EUR 15 million in funding to communications projects aimed at 'fighting disinformation and effectively communicating on climate change'.⁵⁹

The EU's strategic communications response also intersects with recognition of the security threat of climate disinformation and the EU's action against FIMI. *EUvsDisinfo*, a flagship project of the European External Action Service's East StratCom Task Force which monitors FIMI threats targeting Europe, has documented the weaponisation of climate and energy topics, including on the EU's Green New Deal and decarbonisation drive, by pro-Kremlin actors.⁶⁰

⁵⁶ [Agência Brasil](#)

⁵⁷ [EUR-Lex - 52024DC0091 - EN - EUR-Lex](#)

⁵⁸ [Climate change - June 2025 - Eurobarometer survey](#)

⁵⁹ [Fighting disinformation and effectively communicating on climate change | Horizon-europe.gouv.fr](#)

⁶⁰ [Weaponising climate change to undermine the West - EUvsDisinfo](#)

This policy framing was further reinforced by the Council of the European Union's conclusions on EU Energy and Climate Diplomacy adopted in April 2026. The Council called for systematic action against FIMI and disinformation relating to the clean transition, climate science, extreme weather events, environmental degradation, energy security and critical infrastructure. It called for strengthened tools and capacities to expose and respond to these threats, including proactive and tailored strategic communication, in full respect of human rights and fundamental freedoms. The conclusions also underline the importance of scientific integrity, transparency and reliable information, and identify the Declaration on Information Integrity on Climate Change among the plurilateral initiatives supported by the EU.



EU's strategic communications response

- > #ClimateFactsMatter, a digital campaign run by the European Digital Media Observatory, with a website and toolkit.
- > Eurobarometer, which has captured citizens' engagement with climate information.
- > EuroClimateCheck, a European aggregator of climate fact-checkers.
- > *EUvsDisinfo*, a flagship project of the European External Action Service's East StratCom Task Force which monitors FIMI threats targeting Europe, including the weaponisation of climate by state-backed or state-aligned actors.

While the EU's approach has focused on monitoring the threat and fostering resilience to false and misleading narratives, the Canadian government has placed particular emphasis on protecting and strengthening the governmental communication of climate science and protecting scientific integrity.

The Canadian government's Model Policy on Scientific Integrity, adopted in 2018, provides the overarching framework for the protection of scientific integrity and for promoting the transparent and free communication of scientific evidence to the public. The policy was updated in 2026 to strengthen its implementation across government departments.⁶¹

In 2019, Environment and Climate Change Canada (ECCC) adopted a dedicated Policy on Scientific Integrity and Open Science Action Plan to support public trust in scientific information. The Indigenous Science Division (ISD) within the ECCC was established in 2022 to promote the integration of indigenous knowledge into government policy and programming. The ECCC's Science Strategy for 2024-2029, which establishes the department's policy framework on science and innovation, includes objectives to support scientists and experts in their efforts to communicate scientific evidence and combat mis- and disinformation.⁶²

Alongside policies to support scientific integrity, Canada has also taken steps to strengthen responses to mis- and disinformation across government departments. The Treasury Board's Policy on Communications and Federal Identity, in effect since 27 March 2025, requires every department to adopt a strategy to proactively identify and counter mandate-related mis- and disinformation. ECCC's Strategy for Countering Disinformation 2026, developed to fulfil these obligations, includes guidance on the prevention of disinformation, the communication of scientific information and the leveraging of cross-departmental partnerships.

⁶¹ [Model Policy on Scientific Integrity \(Updated February 2026\)](#)

⁶² [Environment and Climate Change Canada Science Strategy 2024 to 2029 - Canada.ca](#)

ECCC's strategy was developed in consultation with external actors, including academia and civil society. External consultation highlighted the need to build trust, make institutional communication meaningful and accessible, and use trusted messengers at the local, national and international levels. The strategy is implemented by a coordination group, advisory committee and steering committee, and is based on five pillars: prevention, detection, assessment, response, and evaluation. Prevention, described by a representative of ECCC as the most important aspect of the strategy, includes pre-bunking campaigns, science communication efforts, and planned inoculation campaigns. ECCC also reported using social media listening tools to monitor misleading narratives and related taxonomies, answering direct questions from constituents on its social media accounts and working on the establishment of an AI-driven detection system for coordinated information manipulation. Under the ECCC's strategy, significant disinformation incidents are addressed through a tiered response system aimed at reducing the risk of inadvertent amplification.

Canada's scientific integrity and institution counter-disinformation strategies are part of the country's broader national counter-disinformation and FIMI response, which includes the Digital Citizen Initiative and the counter-FIMI Rapid Response Mechanism Canada (RRM Canada), established during the 2018 G7 summit and housed within Global Affairs Canada.

2.3/ Environmental and media literacy approaches

Policies aimed at strengthening media literacy, ensuring access to reliable information and promoting societal resilience to misleading narratives were most frequently mentioned in questionnaire responses and in interviews.

Multiple countries have adopted environmental education and media literacy plans. While these policies operate in parallel, climate change and environmental issues are increasingly embedded into media literacy policies, while environmental education and literacy policies increasingly recognise the need to combat mis- and disinformation.

In 2024, Brazil updated its National Policy on Environmental Education to incorporate climate change, and integrated 'Awareness Raising and Combating Disinformation' in its National Climate Change Plan. Poland has also connected ecological education to information integrity in its national strategy. The National Environmental Policy 2030, adopted in 2019, provides the policy and legal foundation for ecological education in Poland. Building on it, the Ministry of Climate and Environment is preparing a Strategic Action Plan for Ecological Education, described as the first comprehensive document of its kind in the country. The draft plan identifies countering climate and environmental disinformation and greenwashing among its strategic objectives. If adopted, it would represent one of the clearest examples of a national education strategy naming both disinformation and greenwashing as objectives.⁶³

⁶³ Strategic Action Plan for Environmental Education (SPDEE, draft), <https://ios.edu.pl/en/projekt/27970/>

Table 6. Overview of Key Environmental Education Policies

LAWS OR REGULATION		PROVISIONS / KEY IMPACTS	
Australia			
Sustainability as cross-curriculum priority		One of three cross-curriculum priorities.	
Brazil			
National Climate Change Plan (2024-2035)		Includes a 'Cross-cutting Strategy on Education, Training, Research, Development, and Innovation' within which one of the pillars is 'Awareness Raising and Combating Disinformation'.	
National Policy on Environmental Education: launched in 1999 (Law No. 9.795/1999) and updated in 2024		Latest amendments include climate change, biodiversity protection, and disaster prevention in education requirements.	
Canada			
National Framework for Environmental Learning		National environmental education framework, framed as designed to equip Canadian citizens to take climate action and to develop resilience to mis- and disinformation.	
Colombia			
National Environmental Education Policy (2026)		Joint policy by the Education and Environment Ministries providing for an education approach at all levels combining environmental education with interculturality and diversity.	
United Kingdom			
Department for Education Sustainability and Climate Change Strategy (2022–2030), 2022 – England		Includes goals to promote skills and educate young people to act in a world impacted by climate change, including empowering them to take action.	
Learning for Sustainability Action Plan, 2023 – Scotland		Learning for Sustainability Action Plan embeds climate education within teacher training.	
Uruguay			
National Action Strategy for Climate Empowerment (ENACE), implemented in 2022		Focuses on education, training, public awareness, public access to information, public participation, and international cooperation.	
European Union (EU)			
All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.			
Council of the European Union recommendation on learning for the green transition and sustainable development, 2022		Encourages member states to make sustainability learning a priority in education and promote knowledge and skills to address climate change.	
GreenComp, the European Sustainability Competence Framework, 2022		Part of the European Green Deal, GreenComp outlines sustainability-focused competences to be incorporated into education programmes.	
 Poland			
National Environmental Policy 2030 (PEP2030)		Binding on public administration is the foundation for ecological education, including resilience to disinformation.	
Draft Strategic Action Plan for Ecological Education (SPDEE)		Names countering climate and environmental disinformation and greenwashing among its strategic objectives.	



Portugal

National Strategy for Environmental Education (ENEA), 2017

Provides a coherent strategic framework for building environmental literacy, structured around three thematic pillars: decarbonizing society, promoting a circular economy, and valuing the territory.

Multiple governments have adopted or strengthened media literacy policies to build societal resilience to mis- and disinformation. These policies increasingly recognise climate change and environmental issues as significant thematic issues.

The Finnish government incorporates media literacy into the formal education curriculum from primary school onwards and offers dedicated teacher training. Finland's Ministry of Education and Culture and its National Audiovisual Institute (KAVI), an associated governmental body responsible for advancing media education, regularly update educational resources to reflect ongoing developments in information threats.

Finland's media literacy policy also promotes partnerships between government and media outlets to encourage the latter to shape and disseminate media literacy content.⁶⁴ The country recognised climate change as a 'social problem that requires awareness in media education' in its 2019 National Media Literacy Policy. An update to this policy, published in May 2026, has highlighted the impact of climate change on citizens' wellbeing, together with a degraded information environment characterised by growing inequalities, increased influence operations and heightened polarisation. The 21 measures recommended in the policy to improve media literacy include enhancing access to media literacy at the local and municipal level and boosting the teaching of media literacy at higher education level, as well as increasing diversity and representation in media literacy. The updated policy includes 'promoting sustainability' as one of its three core objectives.⁶⁵

In 2025, Portugal adopted a Media Action Plan and National Media Literacy Plan (2025-2029), whose implementation is overseen by #PortugalMediaLab, a dedicated government structure established in 2024. Key objectives promoted by the National Media Literacy Plan include building media literacy among diverse audiences, combating disinformation, encouraging responsible and informed content consumption, and fostering a more informed and participatory citizenship. Media literacy measures closely intersect with initiatives aimed at strengthening public interest media. Portugal's Media Action Plan includes provisions to strengthen fact-checking, encourage media to publish media literacy resources, and support programmes and interventions directed at underserved regions and demographic groups.

Australia's National Media Literacy Strategy, currently in development, is focused on developing media literacy skills in the digital world. While the future provisions of the strategy remain unknown, stated priorities include helping citizens understand generative AI technologies and identify authoritative content online, as well as providing support to underserved groups and demographics.⁶⁶

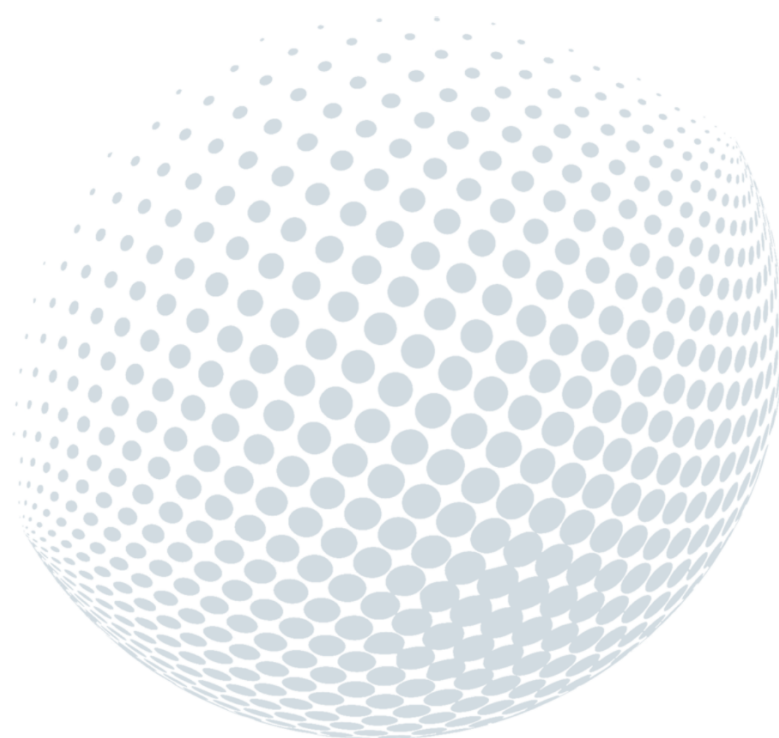
In some jurisdictions, media literacy policies have been actively shaped by concerns about national security. Ukraine's media literacy project Filter, established in 2021 and running through to 2026, was established to respond to an increase in foreign information manipulation and has supported the objective of strengthening citizens' resilience to hostile influence campaigns during the war with Russia. Coordinated by Ukraine's Ministry of Culture, Filter supports media literacy initiatives, the dissemination of resources and the creation of specific training for diverse sectors of society.

⁶⁴ [Media Literacy in Finland: A Model for Raising an Informed Society - FESIN - Finnish Education System Institute](#)

⁶⁵ [Media Literacy Education Policy in Finland](#)

⁶⁶ [Australia's first National Media Literacy Strategy a step closer | Ministers for the Department of Infrastructure](#)

France's media literacy agency CLEMI has produced resources for teachers focused on communicating accurate, science-based information on climate change in classrooms.⁶⁷ CLEMI notably has a strong international cooperation mandate and an established partnership with Brazil. This resulted in the launch of MídiaCOP, a joint teacher-training initiative, whose pilot project was deployed in Belém and aimed at equipping Brazilian students to report on COP30 and engage critically with climate and environmental issues.⁶⁸ The stated aim of the project is to train 300,000 teachers in media literacy by 2027.



⁶⁷ [Étudier l'impact du dérèglement climatique sur le traitement de l'information | CLEMI](#)

⁶⁸ [MídiaCOP : lutter contre la désinformation au Brésil | CLEMI](#)

Table 7. Overview of Key National Media Literacy Policies

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Australia	
National Media Literacy Strategy - in development	The strategy aims to build citizens' media literacy skills in the digital world.
Brazil	
Media and Information Literacy Strategy, 2025	Aims to strengthen citizens' critical skills and resilience to disinformation, including on topics such as environment and climate change.
Brazilian Media Education Week	Annual media literacy event, includes climate change as a cross-cutting theme.
Canada	
Digital Citizen Initiative, 2019	Run by Heritage Canada, the DCI funds media-literacy education and research, including on climate.
Colombia	
Law 2489 of 2025 and Decree 0769 of 2026	Pedagogical programmes on digital literacy and cybersecurity for families, teachers and schools, financed through the Fondo Unico de TIC with annual reporting to Congress.
Ukraine	
Media Literacy Development Strategy, valid until 2026	Includes the national media literacy project Filter, launched in 2021, which includes nationwide media literacy tests, educational campaigns, and the integration of media literacy skills into school curricula.
United Kingdom	
Ofcom's media literacy duties	Under the Communications Act 2003, Ofcom has a duty to promote media literacy. Ofcom's three-year media literacy strategy was published in 2024.
European Union (EU)	
<i>All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.</i>	
Audiovisual Media Services Directive (AVMSD), reviewed in 2018 and 2026	Requires member states to promote media literacy, and video-sharing platforms to provide media literacy measures.
European Digital Media Observatory (EDMO)	EU-funded hub coordinating fact-checkers, researchers and media literacy practitioners.
 Finland	
National Media Literacy Policy, 2019, updated in 2026	National media literacy policy, embeds media literacy into primary and secondary formal education.
 France	
CLEMI, French Education Ministry agency in charge of media literacy	Has developed specific resources on climate mis- and disinformation.
 Italy	
Law no. 92, 2019	Makes the transversal teaching of civic education, which includes environmental education, mandatory in schools of all levels.

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

 Netherlands isdatechtzo.nl, supported by the Ministry of the Interior and Kingdom Relations	Public platform delivered through Netwerk Mediawijsheid, helping citizens evaluate information and understand online manipulation and filter bubbles.
 Portugal National Media Literacy Plan, 2025	Aims to promote media literacy among diverse audiences and combat mis- and disinformation. Overseen by #PortugalMediaLab.

2.4/ Disinformation, FIMI and security-led approaches

In some jurisdictions, responses to climate mis- and disinformation are embedded in policies to counter disinformation and FIMI.

In countries like Ukraine, climate mis- and disinformation is primarily understood as an issue of national security. Ukraine's response to mis- and disinformation has been shaped by the ongoing context of war. In 2021, two bodies were established to counter foreign information operations: the Center for Countering Disinformation, established as a working body of the National Security and Defence Council, and the Centre for Strategic Communication and Information Security, under the Ministry of Culture. In the ongoing context of the war, both bodies lead and coordinate the Ukrainian government's efforts to counter disinformation and build national resilience to information manipulation.

Alongside these governmental instruments, Ukraine's policy to counter disinformation, including on climate and environmental issues, has relied on an architecture of civil society organisations, NGOs, journalistic outlets and private sector start-ups, which lead fact-checking, media literacy training and OSINT investigation efforts. This non-governmental architecture is diverse and includes AI-driven platforms such as Osavul, Open Minds and LetsData, fact-checking NGOs such as VoxUkraine and Detector Media, media freedom organisations including the MediaReformsCenter and the Institute of Mass Information (IMI), as well as OSINT-focused investigative outlet [Texty.org.ua](https://texty.org.ua).

While climate change and environmental issues are not treated as dedicated strands of work, they have become the subject of specific investigations, as Ukraine's civil society ecosystem has connected with transnational monitoring efforts to expose deceptive environmental narratives. Following the destruction of the Kakhovka Dam in 2023 and the associated destruction of natural habit, investigative reporting by *The New York Times* and the OSINT outfit Bellingcat – which used satellite imagery, seismic data and engineering analysis – revealed that the tunnel was blown up by the Russian army.⁶⁹ As indicated by Ukraine in the questionnaire submitted, the Kakhovka Dam disaster was the subject of a Russian-backed information campaign blaming Ukrainian shelling for the disaster. In December 2025, the IMI conducted a specialised online training titled 'Eco-disinformation: Detection, Refutation, and Tools for Journalists' to equip journalists to cover and fact-check climate influence operations.

In November 2025, France's National Assembly adopted a European resolution under Article 88-4 of its Constitution 'aimed at protecting information integrity on climate change in the face of climate disinformation and foreign interference.'⁷⁰ The resolution highlights the nexus between climate disinformation and FIMI, and recognises climate disinformation as a democratic threat. It also calls on the EU to take enhanced action against climate disinformation by creating a dedicated working group within the European Board for Media Services and establishing a roadmap for increasing

⁶⁹ [Why the Evidence Suggests Russia Blew Up the Kakhovka Dam - The New York Times](#)

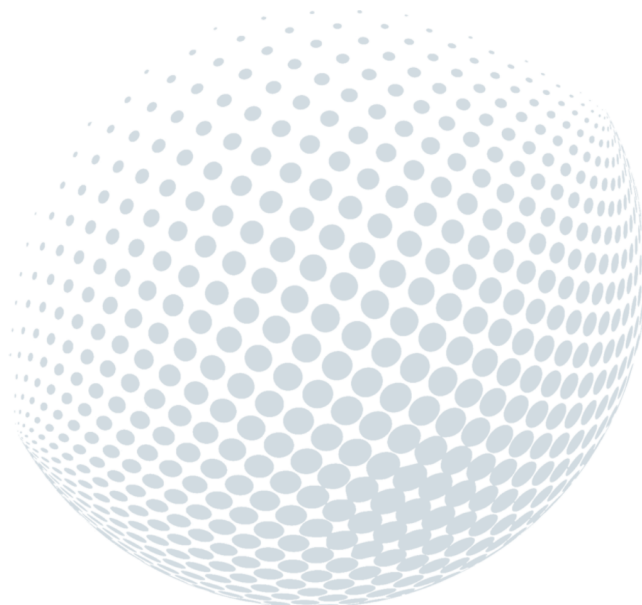
⁷⁰ [La première proposition de résolution européenne contre la désinformation climatique adoptée à l'Assemblée nationale - quotaclimat](#)

transparency on climate data. Under the resolution, the French government is encouraged to deploy specific national measures, including the creation of a national chapter dedicated to information integrity on environmental issues following the Brazilian example.⁷¹

Armenia sets out its approach in the National Security Strategy (2020) and, more concretely, in a dedicated Concept of the Struggle Against Disinformation 2024–2026 adopted by decree in December 2023, developed with civil society, and oriented to the pre-electoral period.⁷²

In addition, climate disinformation is increasingly recognised in some jurisdictions as a national security threat which can impede disaster mitigation and response. Austria's National Security Strategy, published in 2024, recognises climate change as a core security issue alongside information manipulation. The most recent National Adaptation Strategy, adopted in 2024, predicted that the security and defence-policy dimension of climate change would likely become more prominent in the years to come. On 1 January 2024, Austria's Federal Crisis Security Act came into force, establishing a nation-wide policy for crisis management and prevention with a focus on emerging and growing threats, a policy which could be applied to climate disasters and associated information threats.

The potential applicability of disaster response and prevention strategies to climate information threats has become more salient as disinformation increasingly targets frontline response services and institutions in charge of providing accurate information to affected communities. During the October 2024 DANA floods in the Spanish city of Valencia, for instance, waves of misinformation targeted Spain's State Meteorological Agency (AEMET).⁷³ In the same year, misinformation directed at the US Federal Emergency Management Agency (FEMA) surged in the aftermath of hurricanes Helene⁷⁴ and Milton.⁷⁵



⁷¹ [La première proposition de résolution européenne contre la désinformation climatique adoptée à l'Assemblée nationale - quotaclimat](#)

⁷² Republic of Armenia, [Concept of the Struggle Against Disinformation 2024-2026](#) (decree, Dec 2023), [National Security Strategy](#) (2020),

⁷³ [Floods in Valencia: main disinformation narratives and phenomena - EDMO](#)

⁷⁴ [Hurricane Helene brews up storm of online falsehoods and threats - Institute for Strategic Dialogue](#)

⁷⁵ [FEMA chief issues dire warning on hurricane disinformation](#)

3/ Key Stakeholders and Institutional Mandates

Climate information cuts across diverse policy areas, resulting in institutional responsibility being fragmented among various government departments and stakeholders. The section below provides an overview of key institutional responsibilities and mandates, informed by responses provided by countries. National institutional mandates are influenced by local contexts and priorities and by overall policy framings of the issue. As dispersed institutional responsibility can pose challenges to effective responses, respondents have reported placing emphasis on inter-governmental as well as cross-sectoral collaboration. Outside of national-level institutions, local stakeholders, from region to cities, play a growing role in promoting information integrity, from the implementation of anti-greenwashing measures to the adoption of campaigns against climate mis- and disinformation.

3.1/ National institutional stakeholders

Regulatory authorities

Regulatory bodies can play a key role in promoting information integrity on climate and environmental issues due to their enforcement mandate. Regulatory authorities across a range of jurisdictions ensure the enforcement of media, advertising and consumer protection legislation, as well as digital regulation mechanisms. Audiovisual and communications regulators hold accuracy and impartiality powers which can, in principle, be applied to misleading climate content in media coverage. Consumer authorities frequently lead anti-greenwashing cases, and self-regulatory advertising bodies have adopted and strengthened codes of conducts for the advertising industry.

The role that regulators can play in responding to climate disinformation in broadcast media has been illustrated by the French regulator Arcom's decision to fine CNews for uncorrected climate change claims, and the UK regulator Ofcom's decision to investigate climate complaints for the first time.

Regulatory authorities' mandate has been particularly notable in the realm of consumer protection and anti-greenwashing, with notable cases emerging in recent years across a range of corporate sectors, including transport and financial services. In late 2025, for example, 21 European airlines announced they would amend their environmental claims following a pan-European investigation led by the Netherlands Authority for Consumers and Markets (ACM) and consumer protection authorities from Belgium, Norway and Spain.⁷⁶ Following the investigation, commitments were made to (among others) substantiate references to 'sustainable aviation fuels' and ban suggestions that CO2 emissions from a flight can be offset or reduced by contributions to climate projects or alternative aviation fuels.⁷⁷

The Australian Securities and Investments Commission (ASIC), Australia's financial regulator, launched a civil penalty case against asset management company Vanguard Investments Australia over misleading environmental, social, and governance (ESG) claims made in relation to an 'ethically conscious' bond index fund. After investigations established that close to three-quarters (74%) of the fund's securities (by market value) were not screened for ESG criteria, Australia's Federal Court handed the company a landmark AUD 12.9 million fine.⁷⁸

⁷⁶ [21 airlines commit to stop greenwashing following a BEUC complaint](#)

⁷⁷ [Twenty-one European airlines agree to modify their practices regarding environmental claims](#)

⁷⁸ [Australia court fines Vanguard unit \\$9 mln over ethical investment claims | Reuters](#)

Advertising regulatory bodies in multiple jurisdictions have strengthened their action against misleading climate claims, as evidenced by amendments (October 2025) to Brazil's Self-Regulation Code on Advertising or the adoption in March 2025 of Australia's new Environmental Claims Code, developed by the Australian Association of National Advertisers (AANA). The amended Environmental Claims Code strengthens substantiation requirements for green claims and extends its reach to a broader range of formats, including audio and images. Potential breaches to the Code are evaluated by Ads Standards, the country's advertising complaints regulator.

Regulators can also issue guidance to broadcast media. The Haute Autorité de la Communication Audiovisuelle (HACA), Morocco's broadcasting regulator, oversees the Charte Nationale Médias, Environnement et Développement Durable a voluntary charter launched at COP22 in Marrakesh in 2016, which commits signatory media outlets to giving substantial coverage to climate and environmental topics, communication professionals to integrating environmental questions into their work, and ministries and government departments to supporting the media sector, including through legislation review, reliable access to information, capacity-building, and the periodic production of data on environmental media coverage.⁷⁹



France's Arcom: an example of regulatory powers and relevance to climate and environmental mis- and disinformation

- > Broadcasting regulation: Arcom's Délibération n° 2018-11 (2018) imposed 'a duty of honesty and independence' on broadcasting and audiovisual communications services.
- > Enforcement: Arcom can issue warnings and fines for breaches of broadcasters' obligations; precedent set by fines against CNews and Sud Radio
- > Anti-greenwashing: Arcom oversees voluntary codes of conduct (*contrats-climat*) under the Climate and Resilience Law
- > Monitoring and reporting: Arcom publishes annual reports about coverage of environmental issues in broadcast and audiovisual media. It supported and co-funded the NGO-led Media Observatory on Ecology, alongside environmental agency ADEME.

Environmental ministries and agencies

Questionnaire responses submitted and interviews conducted with the Forum most frequently located institutional responsibility for information integrity on climate within environmental ministries or their equivalents. These ministries ensure information integrity through the dissemination of authoritative and science-based information, the coordination of environmental education and literacy policies, and support for research and monitoring.

Across all jurisdictions reviewed, environmental ministries produce and coordinate the sharing of various forms of public-facing data, covering national climate commitments and policies, as well as environmental indicators. Several countries have taken steps to streamline institutional communication about climate and environmental issues, and facilitate citizens' access to reliable information.

⁷⁹ [Charte Nationale Médias, Environnement et Développement Durable](#)

Ukraine's Ministry of Economy, Environment, and Agriculture launched EcoSystem, a unified digital platform centralising data and information about environmental matters. France's Commissariat Général au Développement Durable (CGDD), a body of the Ministry of Ecological Transition, launched notre-environnement.gouv.fr, an online information platform on environmental and sustainability issues, which incorporates features such as a generative AI chatbot, to make environmental information more accessible, and has synthesised complex institutional reports, such as the National Report on the State of the Environment. Georgia highlighted events held by the Ministry of Environmental Protection and Agriculture for journalists and media outlets, aimed at promoting transparent governmental communication about environmental policies. Armenia's Ministry of Environment hosts a one-stop portal for climate and environmental data, bringing together data from different public institutions (ecoportal).

Environmental ministries frequently play a key role in the development, coordination and implementation of environmental literacy and education programmes, cross-sectoral and intergovernmental cooperation in training and education, and transnational collaboration. In Italy, a network of governmental and ministerial institutions including the Ministry of Environment and Energy Security, the Higher Institute for Environmental Protection and Research (ISPRA), the National Network System for Environmental Protection (SNPA) and Regional Agencies and Autonomous Provinces for the Environment (ARPA-APPA) contribute to making authoritative information more accessible to citizens, including through their support for national environmental fairs (e.g. KeyEnergy, ECOMED, ECOMONDO and REMTECH fairs) and public-facing science events (European Researchers' Night, Genoa Science Festival, Rome Science Festival, World Geodiversity Day).

In some jurisdictions, environmental ministries have launched specific policies to counter mis- and disinformation. This includes Environment and Climate Change Canada's 2026 Strategy for Countering Disinformation.

In October 2025 Poland's Ministry of Climate and Environment established a Climate and Environmental Disinformation Prevention Unit within its Department of Education and Communication.⁸⁰ The unit is at an early stage. It was staffed by a single official at the time of writing, and the Ministry identifies limited resources and slow administrative procedures as its principal constraints. The unit addresses the information environment through analysis, coordination, public communication, partnerships, conferences, seminars, workshops and press briefings focused on debunking and prebunking harmful narratives. The unit also initiates cooperation with research and analytical institutions, particularly in the field of monitoring, identifying and defining climate disinformation in public discourse, and contributes to the development of policy responses and strategic communication activities.⁸¹

The Ministry launched a grant scheme in late 2025 through the National Fund for Environmental Protection and Water Management, to provide direct funding to experts and civil-society organisations working on countering climate disinformation. A first cohort of organisations has been selected. In order to strengthen the projects already underway while broadening the reach of these efforts, countering disinformation will become a mandatory component of future educational and climate-related funding calls financed by the Fund.⁸²

⁸⁰ Interview, Ministry of Climate and Environment, 15 July 2026.

⁸¹ [NASK Disinformation Analysis Centre](#)

⁸² [Fund for countering climate and environmental disinformation](#) (NGOs and experts)



Poland's Climate and Environmental Disinformation Prevention Unit

- Established within the Ministry of Environment.
- Works to decode prevailing narratives with experts and civil-society organisations through the DezinfoRADAR initiative and the DezinfoLAB.
- Provides access to information and debunking of common narratives on its websites.
- Supports environmental education.
- Maintains a network of counterparts across ministries to coordinate communication.
- A public e-mail address allows members of the public to report cases of climate and environmental disinformation.
- Provides grants to CSOs and researchers to study climate disinformation.
- Initiates, prepares and coordinates public procurement procedures related to disinformation monitoring, research, awareness-raising and educational activities.
- Participates in international coordination forums and exchanges of experience on climate, energy and environmental disinformation.
- Initiates and organises conferences, seminars, workshops, coordination meetings and press briefings dedicated to debunking, prebunking and public awareness-raising.
- Develops communication materials, strategic messaging and educational content to counter false and misleading information.

More information: www.gov.pl/web/klimat/dezinfo

Education and culture stakeholders

Ministries of education and culture, or similar institutions, have assumed growing institutional responsibility for information integrity, primarily by supporting environmental education and media literacy policies, which in some contexts increasingly incorporate climate and environmental topics into their programming. Across multiple jurisdictions, education and culture ministries have entered into collaboration with other ministries, particularly environment ministries, to deliver a range of training, events and programmes. Portugal's 2017 National Strategy for Environmental Education, for example, is coordinated by the Ministry of Energy and the Environment, in collaboration with the Ministry of Education, and promotes the integration of environmental education across different governmental strategies and processes. It also establishes multi-stakeholder platforms for sharing evidence-based information on climate change.

Many ministries of education and culture have a mandate to promote media literacy and counter-disinformation efforts. In the UK, the Department for Culture, Media and Sport (DCMS) oversees the country's Online Media Literacy Strategy, while the regulator Ofcom has a statutory duty to promote media literacy. The Department of Canadian Heritage has overseen flagship media literacy and counter-disinformation programmes, including the Digital Citizen Initiative, which funds civil society

programmes and ventures. Ukraine's Ministry of Culture oversees the country's media literacy and the Filter project, and disseminates authoritative information, including on climate and environmental issues, through the Ukrainian National Information Agency, Ukrinform.

Education ministries also play a growing role in international collaboration, as evidenced by the MidiaCOP media literacy teacher training project, a partnership between Brazil's federal Secretariat of Social Communication (SECOM) of the Presidency of the Republic, and France's agency CLEMI, in the run-up to and following COP30.

In a meeting of the workstream, Portugal highlighted the centrality of international cooperation to its environmental education strategy, and its participation in the International Congress on Environmental Education of Portuguese-Speaking Countries and Communities, a platform for the transnational exchange of best practices on the integration of environmental literacy into countries' education policies, and the dissemination of evidence-based information about climate and the environment.

Security and foreign affairs stakeholders

The growing understanding of climate mis- and disinformation as a security threat has reinforced the role of national security, defence and foreign affairs governmental bodies in countering climate mis- and disinformation. In several jurisdictions, climate mis- and disinformation is understood as a prominent and growing vehicle for foreign state-backed or state-aligned influence operations. This framing was shared in questionnaire responses or interviews by Ukraine, Estonia and Poland, who expressed concerns about climate-focused information manipulation emanating from the Russian Federation.

During its Presidency of the Council of the European Union, Poland's Ministry of Climate and Environment placed climate disinformation on the agenda as a component of the security and safety priority, following expert engagement channelled through an advisory body to the prime minister. A Special Group on Information Integrity established by the prime minister includes experts working on climate.⁸³ Poland's governmental architecture for addressing mis- and disinformation cuts across different government departments, and involves the National Research Institute or NASK Department for Counteracting Disinformation, under the Ministry of Digital Affairs,⁸⁴ a Plenipotentiary for Countering International Disinformation (May 2024) at the Ministry of Foreign Affairs, and a dedicated Department for Strategic Communications and Countering Foreign Disinformation (August 2024).⁸⁵

Governments in multiple jurisdictions have established agencies and services dedicated to monitoring and disrupting FIMI, though evidence of dedicated workstreams focused on climate is still missing. Examples include France's FIMI-focused agency Viginum, under the prime minister's General Secretariat for Defence and National Security. In the Netherlands, the Ministry of the Interior and Kingdom Relations outlines its approach to disinformation in a letter addressed to all ministries, which includes guidance on strengthening public debate through media pluralism and citizen resilience and on reducing the impact of disinformation. In a bilateral interview with the Forum, Dutch respondents noted that the country's Ministry of Interior is working on establishing an agency dedicated to monitoring and countering FIMI, with no dedicated workstream on climate or the environment being envisaged at the time of writing. The Ministry has also developed specific resources, including a game-based resource⁸⁶ and guidance⁸⁷ to support local authorities in their responses to mis- and disinformation.

⁸³ [Special Group on Information Integrity and Interministerial Group on FIMI](#) (Prime Minister),

⁸⁴ QuotaClimat, Science Feedback & Data for Good, climate-disinformation monitoring (France, Spain, Poland, Brazil); Poland fact-checking partner [Demagog](#), 'Disinformation Through the Eyes of Poles' (Digital Poland Foundation, with NASK).

⁸⁵ Poland: Ministry of Foreign Affairs, [Department for Strategic Communications and Countering Foreign Disinformation](#) (est. Aug 2024) and Plenipotentiary for Countering International Disinformation (Order No. 14, 9 May 2024)

⁸⁶ [Desinformatie en je Gemeente](#)

⁸⁷ [Handreiking Omgaan met misinformatie voor medeoverheden](#)

At EU level, the European External Action Service (EEAS)'s StratCom service coordinates research on FIMI threats across member states. The EEAS has developed research methodologies for the classification of FIMI, such as FIMI Exposure Matrix,⁸⁸ which have been used by researchers and civil society to analyse climate influence operations.⁸⁹

Foreign affairs ministries' role in promoting information integrity is closely linked to their international cooperation mandates. Foreign ministries oversaw the signature of the COP30 Declaration on Information Integrity, and frequently manage their country's participation in the Global Initiative as well as in the PID. Foreign ministries also promote international cooperation and partnerships across different areas of policy intervention, including environmental and media literacy.

Parliamentary committees

Parliamentary committees have produced public evidence about information integrity on climate issues, and have shaped recommendations for governments. As such, they can significantly advance governmental action against climate mis- and disinformation.

In July 2025, the Australian Senate established a dedicated Select Committee on Information Integrity on Climate Change and Energy, whose report 'The Integrity Gap: Restoring Trust in the Climate and Energy Debate' was released in March 2026. The Committee received over 240 submissions and held 11 public hearings, and identified deliberate and coordinated efforts to manipulate public discourse about climate change in the country. As highlighted by its chair during a meeting of the workstream on 3 June 2026, the decision to establish a Senate Select Committee was informed by the need to ensure that parliamentary privileges and sufficient resources could be allocated to an issue which is considered to be polarising in the country. The Committee's report issued 21 recommendations for the federal government, which include a call to sign the Declaration on Information Integrity.

In January 2026, the European Affairs Committee in France's Assemblée Nationale (lower chamber of parliament) adopted a resolution aimed at 'safeguarding information integrity on climate change in the face of climate disinformation and foreign interference' calling on the French government and the EU to adopt dedicated strategies to ensure information integrity on these issues. Cross-party informal parliamentary working groups have been established to monitor attacks on information integrity on climate, including a transpartisan senate working group created in May 2025.⁹⁰

In other jurisdictions, parliamentary committees have gathered evidence about climate mis- and disinformation and industry-driven lobbying in recent years, contributing to a greater body of public evidence. The UK's Energy Security and Net Zero Committee, for example, has investigated the impact of climate mis- and disinformation on public support for environmental policies.

⁸⁸ [3rd EEAS Report on Foreign Information Manipulation and Interference Threats Exposing the architecture of FIMI operations](#)

⁸⁹ [Note - Climate Disinformation and Information Warfare : State Interference and Security Implications](#)

⁹⁰ [Médias : un sénateur écologiste lance un groupe de suivi transpartisan pour lutter « contre la désinformation climatique »](#)

3.2/ Non-national institutional stakeholders

Multilateral stakeholders

The role of multilateral organisations in promoting information integrity on climate is closely connected to their diverse mandates, and spans political leadership, the establishment of normative frameworks and governance mechanisms, as well as the production of and support for research and campaigns.

Multilateral cooperation has been a key lever of international and national action on information integrity on climate change, through the Global Initiative for Information Integrity on Climate Change and its Global Fund. The Global Initiative's first call for proposals in 2025 awarded funding to ten organisations working on the frontline of the information crisis on climate change.⁹¹ A Brazilian national chapter of the Global Initiative was established, comprising a Brazilian Network of Partners for Information Integrity on Climate Change (RPIIC), bringing together more than 130 civil society organisations to promote action across six pillars of work, as well as a Steering Committee with representatives of 12 different government ministries and public institutions. International public engagement related to the Brazilian chapter supports the potential, but still unconfirmed, international expansion of national chapters to other jurisdictions.

Multilateral bodies have promoted information integrity through normative frameworks, international governance mechanisms as well as non-binding guidelines. While these can apply to climate disinformation, they do not include specific provisions for climate. Examples of notable mechanisms include the 2024 UN Global Principles for Information Integrity and the Global Digital Compact, the first intergovernmental framework for digital cooperation and safety, which includes commitments to addressing mis- and disinformation and online harms, and UNESCO's Guidelines for the Governance of Digital Platforms.

Multilateral initiatives have also promoted access to information and transparency about climate action in line with Article 13 of the Paris agreement. ICAT is a voluntary multilateral initiative, launched in November 2015 and hosted by UNOPS. The objective of ICAT is to enhance the effectiveness of climate policies and actions by providing accessible tools, data, and analysis, helping governments, businesses, and civil society, particularly in developing countries, track and report progress on climate goals, particularly in the context of the Paris Agreement and the transition to a low-carbon, resilient future. The initiative is supported by several countries analysed in this report.

Multilateral frameworks which directly relate to information integrity include the Action for Climate Empowerment (ACE) framework, which under Article 6 of the UNFCCC and article 12 of the Paris Agreement, provides guidance for empowering societies to engage in climate action through education, public awareness, and access to information. In addition to its role in the Global Initiative, UNESCO has conducted dedicated climate literacy training, including the 5-module Navigating Climate Information with Media and Information Literacy course, and has established a Global Roadmap for Information as a Public Good in the Face of the Environmental Crisis.

As an official member of the Global Initiative's advisory committee, the Forum on Information and Democracy in cooperation with the governments of Armenia and Brazil launched a dedicated workstream on information integrity, climate change and the environment in February 2025. Bringing together policy representatives of the PID's signatory states as well as members of the FID's civil society coalition, this international forum enables exchange among countries to identify challenges, share best practices and set common standards. The workstream's findings contributed notably to the drafting and adoption of the Belém declaration, and its mapping exercise 'this report' is part of the COP30 Action Agenda.

⁹¹ [Sunlight in the Storm: Ten Entities Defending the Integrity of Climate](#)

Regional bodies

The EU offers one of the clearest examples of regional action to promote information integrity on climate. EU institutions oversee digital regulation frameworks (European Commission and DG-CONNECT), the monitoring of climate disinformation as part of FIMI (EEAS), strategic communications (DG-Clima), and research and monitoring efforts on disinformation, including those related to climate (EDMO). The EU has adopted a range of binding laws and regulations, which member states are required to implement at national level.

Other regional bodies have adopted non-binding guidance and frameworks for the promotion of information integrity. In 2018, the Declaration to Minimise the Harmful Effects of Fake News, a regional framework for cooperation on disinformation, was adopted at the 14th Conference of ASEAN Ministers Responsible for Information (AMRI). In 2022, ASEAN established a Task Force on Fake News and in 2023, at the 16th AMRI, adopted the Da Nang Declaration on 'Media: From Information to Knowledge for a Resilient and Responsive ASEAN', with signatories making commitments to promoting media literacy initiatives and supporting a diverse media ecosystem.

In Africa, the Addis Ababa Declaration on Media, Climate, Peace, Security and Justice, adopted at the Pre-Summit Forum to the Second Africa Climate Summit (ACS2) in September 2025, stated that the continent's peace, stability and climate resilience is dependent upon 'supporting independent journalism, embedding information integrity in climate, peace and security responses and ensuring that media freedoms are protected'. The same declaration called on the training of media practitioners to detect and respond to disinformation, and regional cooperation in establishing an early warning system to shape responses to disinformation and disseminate evidence-based information through reputable media channels.⁹²

Local stakeholders

Cities, municipalities and local authorities play a growing role in the promotion of information integrity on climate.

Multiple cities have implemented anti-greenwashing measures. In September 2024, The Hague became the first city in the world to prohibit ads for fossil fuels as well cruise ships, fossil-fuelled cars, and aviation across all advertising space.⁹³ In early 2026, over 50 cities around the world had taken or announced measures to restrict fossil fuel advertising.⁹⁴

Local and city-level stakeholders have led campaigns against local climate mis- and disinformation. C40 Cities, a global network of mayors and cities working to support local authorities in the adoption of climate policies, has led multiple anti-disinformation campaigns, including Clean Air Wins, in London in response to misleading narratives about the expansion of Ultra-Low Emission Zones (ULEZ).⁹⁵ At the 2026 London Climate Action Week, C40 Cities announced the launch of City Climate Facts, a global initiative to support mayors and cities in responding to climate disinformation, through data analysis, monitoring, support for communications and tailored advice to individual cities. Cape Town was announced as the first beneficiary of the latter.⁹⁶

The Canadian branch of ICLEI (Local Governments for Sustainability), a global network of more than 2,500 local and regional governments committed to sustainable urban development, has produced resources and toolkits to equip local authorities to respond to disinformation campaigns and build residents' resilience to false and deceptive narratives.⁹⁷

⁹² [Addis Ababa Declaration on Media, Climate, Peace, Security, and Justice Adopted at the Pre-Summit Forum to the Second Africa Climate Summit \(ACS2\), 6-7 September 2025 - African Union - Peace and Security Department](#)

⁹³ [The Hague becomes world's first city to pass law banning fossil fuel-related ads | Netherlands | The Guardian](#)

⁹⁴ [Amsterdam, Florence Become Latest Cities to Ban Fossil Fuel Ads](#)

⁹⁵ [London's ULEZ: A beacon of hope for cities worldwide](#)

⁹⁶ [Mayor of London opens London Climate Action Week with global fightback against climate disinformation - C40 Cities](#)

⁹⁷ [Responding to Climate Misinformation | ICLEI Canada](#)

3.3 Non-governmental actors

Civil society, research and non-governmental actors

While growing governmental action has focused on climate disinformation, many respondents to the Forum's questionnaire highlighted the prominent role played by non-governmental actors, including civil society, academia, and journalism in monitoring climate and environmental disinformation and shaping a wide range of responses, from media literacy and fact-checking to strategic communications. While a detailed mapping of this growing ecosystem falls outside of the scope of this report, governments highlighted several examples in their questionnaire replies, and noted that the non-governmental sector plays a defining role in cross-sectoral initiatives, bringing significant research and campaigning expertise.

In Ukraine, the government actively integrates data produced by the NGO SaveEcoBot, described as the first large-scale aggregator of environmental data in the country, into governmental platforms, providing citizens up-to-date information about environmental markers such as air pollution and environmental crimes. Ukraine also cited the fact-checking and OSINT investigations produced by its many investigative outlets and research networks. In France, a consortium of NGO and private sector organisations launched the Media Observatory on Ecology in 2024, an online platform to monitor the quality of media coverage on climate and environmental issues, with funding and support from Arcom and France's Ecological Transition Agency ADEME. Monitoring efforts by NGOs have taken on a transnational dimension. The Media Observatory, the NGO QuotaClimat and fact-checking organisations in Brazil, France, Poland, and Spain have produced comparative studies on climate disinformation. North Macedonia's Council for Media Ethics, a non-profit self-regulatory body for the media sector, has held journalism competitions on environmental issues including deforestation. In its questionnaire response, North Macedonia has highlighted the role of environmental NGOs in making evidence-based climate and environmental information more accessible to the public.

Transnational non-governmental initiatives are documenting and responding to climate mis- and disinformation. Research by the International Panel on the Information Environment (IPIE), an international science organisation focused on assessing the health of the world's information environment, has assessed the scale of disinformation targeting climate science.⁹⁸ Climate Action Against Disinformation (CAAD), an international coalition of over 50 anti-disinformation and climate organisations, has produced extensive research on the evolution of the climate mis- and disinformation playbook. The Conscious Advertising Network (CAN), a network of civil society organisations and advertising and media groups, promotes advertising transparency and regulatory standards to prevent the monetisation of climate disinformation.

Private sector

The COP30 Declaration has called on a wide range of stakeholders, including the private sector, to promote information integrity on climate change, particularly through the adoption of responsible advertising practices.

Action taken by the private sector primarily takes the form of participation in self-regulatory advertising codes and the adoption of voluntary commitments, as illustrated by the signature of the 'Commitment Letter for Climate Information Integrity in Digital Advertising' by a group of Brazilian advertising stakeholders at COP30.

Discrete initiatives and pledges by the advertising, PR and communications sectors have also emerged in recent years, including the Clean Creatives Pledge, which commits advertisers and PR companies to withhold collaboration with fossil fuel companies, or the PR companies which work

⁹⁸ [Information Integrity about Climate Science: A Systematic Review](#)

with them. In Australia, Comms Declare, a coalition of over 100 communications and advertising organisations, has produced lists of lobbyists and agencies which work with fossil fuel interests, as well as a 'Clean Directory' of advertising and PR companies. Comms Declare has led strategic communications campaigns such as Fossil Ad Ban, resulting in several local councils in Australia restricting fossil fuel advertising.

Evidence of private funding and support for research and responses to climate disinformation remains very limited globally, with dedicated funding primarily emanating from governments. Horizon Europe, the EU's primary funding programme for research and innovation, has launched a source of grants under the banner 'Fighting disinformation and effectively communicating on climate change.' While Horizon Europe incorporates private sector funding, private sector contributions to this specific programme remain unclear.

In several countries, private sector organisations play a notable role in the analysis of information manipulation, albeit without a specific or explicit focus on climate or the environment. Several Ukrainian start-ups have developed AI-driven systems to detect FIMI, with potential applicability to climate-focused campaigns.

3.4 Cross-sectoral partnerships

Respondents mentioned cross-sectoral collaborations as a best practice for promoting information integrity on climate, allowing evidence sharing, encouraging sustained action and shaping responses. While a detailed list of global initiatives falls outside of the scope of this report, a few illustrative examples gathered from questionnaire replies and interviews are provided here.

As previously highlighted, Brazil's national chapter of the Global Initiative represents a formalised cross-sectoral infrastructure to advance information integrity on climate, bringing together governmental bodies, civil society organisations, universities and research institutions. In a range of jurisdictions, coalitions bringing together government, civil society, research and other stakeholders play a prominent role in documenting climate information threats, increasing governmental and public knowledge of these threats, and shaping responses.

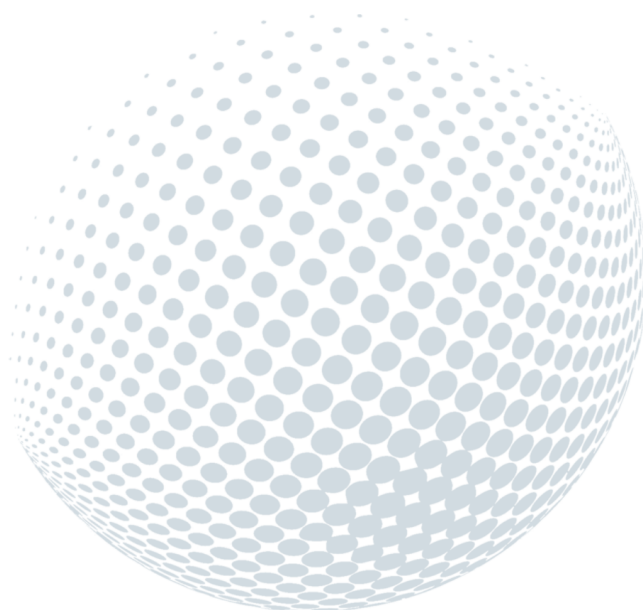
The interdisciplinary group of the European Digital Media Observatory (EDMO) brings together fact-checkers, media-literacy organisations, academics and media outlets and monitors climate-specific information threats. Under Portugal's National Media Literacy Plan, #PortugalMediaLab acts as a hub for collaboration between academia and government to monitor evolving tactics of climate mis- and disinformation.

Two Polish initiatives are particularly illustrative of how public authorities can convene actors across sectors. DezinforADAR, a rapid-response mechanism, convenes journalists, public authorities, research institutions and subject-matter experts for focused working sessions aimed at identifying emerging climate and environmental disinformation narratives, assessing their potential impact, and coordinating communication responses. A key component of the initiative is the presentation of rapid yet in-depth analyses by analytical and research institutions, including NASK, which examine how specific disinformation narratives spread across digital platforms and penetrate public debate. Under the Chatham House Rule, participating journalists are given access to analytical findings and expert assessments that support evidence-based reporting. Experts also provide early warnings about potential disinformation incidents linked to upcoming policy or legislative developments and facilitate connections between journalists and representatives of sectors affected by disinformation. The sessions further serve to develop public communication strategies and strengthen cooperation among stakeholders who would not normally interact in their day-to-day work.

DezinfoLAB is a complementary format of day-long working seminars bringing together communications professionals, journalism students and sectoral actors to diagnose disinformation, practise rapid response and reshape climate communication. A related initiative, BioDezinfoLAB, has been described by Poland as the first cross-sectoral laboratory addressing biodiversity disinformation in the country. The stated value of both formats is that they bring together actors which do not ordinarily interact.⁹⁹

Some cross-sectoral initiatives have also been noted for their value in improving environmental literacy across different governmental departments. An example mentioned by Uruguay in its response is the National Climate Change Response System, a coordination space bringing together government stakeholders, climate policy experts and research institutions to that effect.

Some countries highlighted civil society, particularly youth groups' contribution to key environmental policies. North Macedonia, as noted in its questionnaire submission, involved youth-led environmental groups and NGOs in shaping its Enhanced Nationally Determined Contribution (eNDC) under the Paris Agreement. Italy also highlighted Youth4Climate, a youth-led initiative jointly supported by the Ministry of Environment and Energy Security with (United Nations Development Programme) UNDP since 2022, which includes an annual event and a digital platform, as well as training and support for a wide range of projects aimed at building climate literacy and disseminating science-based information on climate change.



⁹⁹ DezinfoLAB and [BioDezinfoLAB](#) (Ministry of Climate and Environment)

4/ Protection of Journalists and Climate and Environmental Media

4.1/ Legal, regulatory and institutional mechanisms for the protection of journalists

Most jurisdictions have implemented a combination of legal, regulatory and institutional protections for journalists.

Protections are frequently embedded into constitutional guarantees on press freedom and freedom of expression. Many countries have adopted specific laws to protect journalists from pressure, threats and violence, though these laws are not subject-specific and apply to journalists across issue areas. These laws encompass source confidentiality mechanisms, safeguards against abusive lawsuits (anti-SLAPPs), legislation criminalising violence and threats against journalists, as well as measures to protect journalists from surveillance. While some mechanisms apply exclusively to journalists, others, such as anti-SLAPP laws, apply to a wide range of public interest actors, including human rights and environmental defenders, NGOs and other civil society stakeholders.

Table 8. Overview of Key National Laws and Regulations for the Protection of Journalists

LAWS OR REGULATION	PROVISIONS / KEY IMPACTS
Australia	
Evidence Act, 1995	Protects journalists from being compelled to reveal confidential sources in court proceedings.
Telecommunications (Interception and Access) Act, 1979	Includes limitations on law enforcement and intelligence agencies' access to journalists' metadata.
Criminal Code Act, 1995 and federal secrecy laws	Introduces some exemptions to secrecy offenses for public interest media and journalists.
Brazil	
Federal Supreme Court's Direct Action of Unconstitutionality (DIU) 6.792 and 7.055	Ruled that the abusive filing of numerous lawsuits against journalists and media outlets to hinder their work is a violation of freedom of expression.
Canada	
Journalistic Sources Protection Act, 2017	Legislation on protection of journalistic sources.
Colombia	
Constitution Article 20	Constitutional guarantee of press freedom and freedom of expression.
Decree 4065, 2011	Establishes the National Protection Unit.
Decree 660, 2018 and Decree 2137, 2018	Establishes a commission to coordinate protection programmes for human rights defenders, social leaders, and journalists.

LAWS OR REGULATION

PROVISIONS / KEY IMPACTS

United Kingdom

Contempt of Court Act, 1981	Protects confidential journalistic sources.
Police and Criminal Evidence Act 1984	Gives statutory protection to some journalistic material.
Investigatory Powers Act 2016	Includes specific safeguards for journalists from surveillance by intelligence agencies.
Economic Crime and Corporate Transparency Act 2023	First UK anti-SLAPPs mechanism, applied to economic and financial crimes.

Ukraine

Law 'On State Support of Media'	Sets out a general national framework for the protection of journalists and includes specific provisions for wartime reporting.
Guarantees of Professional Activity and Social Protection of Journalists, 1997 (amended in 2025)	Amendments passed in 2025 include obligations for media outlets to provide life, health and disability insurance to journalists reporting in conflict zones.

European Union (EU)

All EU member states have obligations to apply the EU regulatory framework, though some governments have adopted specific legislation.

EU Directive 2024/1069	EU-wide protection against SLAPPs.
European Media Freedom Act (EMFA)	EU-wide protection of editorial independence and journalistic sources.

Some countries have established specific protection mechanisms for both journalists and environmental defenders. Colombia has developed a significant architecture, informed by a severe national context: the country has among the highest rates of killings of journalists and of environmental and land defenders globally. Colombia's National Protection Unit operates protection schemes for journalists and for environmental and land defenders. Colombia's participation in the Escazú Agreement adds treaty obligations concerning the protection of those who defend the environment under Article 9. The Ministry of Environment additionally operates a collective protection route in collaboration with the National Protection Unit, directed at environmental leaders, one of the clearest instances of a protection mechanism designed for the environmental sector rather than extended to it.¹⁰⁰

In Brazil, the Program for the Protection of Human Rights Defenders, Communicators and Environmentalists is the main federal instrument for the protection of journalists and environmental defenders.

In several jurisdictions, specific mechanisms have been established to monitor, report and address direct threats against journalists. In 2023, Brazil established the National Observatory on Violence against Journalists and Social Communicators, a cross-governmental monitoring body tasked with documenting attacks against journalists and proposing policies, coordinated by the Ministry of Justice and implemented by federal authorities. The Observatory is complemented by the National Protocol for the Investigation of Crimes Against Journalists and Social Communicators, a set of unified guidelines introduced in April 2026 for public security actors to investigate crimes against journalists

¹⁰⁰ [Unidad Nacional de Protección](#) (Colombia); [Escazu Agreement](#) (2018), Art. 9; [Ministry of Environment and Sustainable Development, ruta de proteccion colectiva with the UNP](#). Interview, Comision de Regulacion de Comunicaciones (CRC), Colombia, 2026.

and communicators.¹⁰¹

In the Netherlands, PersVeilig operates as a joint mechanism of the police, the public prosecution service, employers and the journalists' union, providing a single channel for reporting and responding to threats and violence against journalists. However, the data it generates indicate a rise in incidents across recent years, and press-freedom monitors note that coverage is less consistent for freelancers, who are disproportionately exposed. Interviewees confirmed that the scheme contains no provisions specific to environmental reporting.¹⁰²

In some jurisdictions, national protection plans for journalists have been established with a broad remit. Under the umbrella of its Media Action Plan, Portugal adopted a National Plan for the Safety of Journalists and Other Media Professionals in March 2025, a coordinated strategy addressing physical, digital and professional risks that is structured around five axes spanning public awareness, protection against digital threats, safeguards against physical and psychological threats, better understanding of the challenges journalists face, and stakeholder coordination. The UK's National Action Plan for the Safety of Journalists was launched in 2021 and is overseen by the National Committee for the Safety of Journalists, composed of the Minister for Media, Tourism and Creative Industries, the Minister for Safeguarding (co-chairs), law enforcement representatives, publishers and broadcasters, as well as NGOs and groups representing journalists. Commitments made under the plan include increasing evidence, strengthening non-legislative action against SLAPPs through a dedicated SLAPPs Taskforce, and offering specific training to law enforcement on threats directed at journalists.¹⁰³

4.2/ Approaches to supporting the climate media ecosystem

Support for journalism and a diverse media ecosystem appeared to be a notable gap across the jurisdictions examined, as most respondents indicated having no or very limited measures in place to ensure the sustainability of public interest media, or dedicated programmes for climate media and journalists.

This finding comes against the backdrop of reported decline in climate news coverage. The Media and Climate Change Observatory reported a 14% decline in coverage of climate issues in 2025, compared to the previous year, and 38% compared to 2021.¹⁰⁴ While the factors behind declining coverage of and engagement with climate news are diverse, analysis by the Reuters Institute for the Study of Journalism has pointed to the move away from broadcast news consumption, and decreased engagement among older demographics.¹⁰⁵ Public interest media writ large continues to face significant challenges, from budget cuts to AI-driven decline in traffic.

To respond to these challenges, some countries have recently established specific publicly funded media plans and programmes to support the journalism sector, though these measures are not climate or environment-specific.

A notable example is Australia's News Media Assistance Program (News MAP), a framework published in 2024 to support public interest media and media diversity. The News MAP includes an AUD 67.6 million budget allocation to the Journalism Assistance Fund to support the employment of journalists, including in regional media outlets. Under the strategy, AUD 31.5 million have been ringfenced to help newsrooms adapt to the changing news landscape through the News Innovation Fund. In August 2026, the federal parliament passed the News Bargaining Incentive legislation, which

¹⁰¹ [National Safety Mechanisms - Brazil | UNESCO](#)

¹⁰² [Stichting PersVeilig](#). MFRR and Free Press Unlimited, 'Safety of journalists in the Netherlands'. Interview, Netherlands, July 2026.

¹⁰³ [UK Department of Culture, Media & Sport \("DCMS"\) publishes new national action plan for the safety of journalists - Wiggin LLP : Wiggin LLP](#)

¹⁰⁴ [Media Shied Away From Climate Coverage in 2025 | Earth.Org](#)

¹⁰⁵ [Climate change and news audiences report 2025: Analysis of news use and attitudes in eight countries | Reuters Institute for the Study of Journalism](#)

places obligations on large social media platforms and search engines to strike financial deals with news publishers or be required to pay a fee equivalent to 2.5 per cent of their local digital advertising revenue, to be redistributed to publishers.

In October 2024, Portugal announced a Media Action Plan comprising thirty measures to support the media sector, including training of journalists in AI and support for transition to digital news.¹⁰⁶ In March 2026, the UK launched Amplify, a national strategy to support local media. The media action plan includes the establishment of a GBP 6 million local news fund and a GBP 1 million funding increase for community radio alongside a host of measures to support local and regional news coverage, including by the BBC.¹⁰⁷ Brazil's Secretariat of Digital Policies (SPDIGI)' mandate, since its establishment in 2023, includes ensuring the sustainability of independent, Black, and peripheral journalism. In May 2025, jointly with the Ministry of Science, Technology and Innovation, and the Ministry of Racial Equality, the SPDIGI launched an Incubator of Solutions for Black, Peripheral and Independent Journalism, a public policy initiative to support small and medium-sized outlets, particularly those black-led and operating in regional peripheries.

In Fiji, interviewees described a media sector that lacks economies of scale, leaving organisations unable to retain talent or build durable structures, and reported that the diversion of advertising revenue, accelerated by the ability of advertisers to generate and place their own material, has compounded the problem. Environmental journalism is described as generally underfinanced: a specialist course at the regional university has not been established for want of funding, and activity depends on ad hoc projects supported by foreign non-governmental organisations. Coverage of ocean issues, which are of direct national consequence, is reported to be thin, including of major intergovernmental meetings. Regional bodies and grant programmes partially fill the gap without resolving it.¹⁰⁸

Outside of dedicated action plans, respondents have highlighted ad hoc governmental support and funding to the journalism sector. Poland has indicated its intention of setting up a competition for climate reporting and investigations; however, funding for such an initiative has not been secured.

4.3/ International mechanisms

International mechanisms are also supporting the protection of journalists and the sustainability of media ecosystems. These mechanisms are similarly non-subject specific but can apply to climate and environmental journalists and media.

Key measures for the protection of journalists include the UN Plan of Action on the Safety of Journalists and the Issue of Impunity, coordinated by UNESCO through the Global Repository of National Safety Mechanisms, a database of relevant national policies and measures. Both the UN Action Plan and the Global Repository aim to promote global standards for the protection of journalists and inform national responses. The associated Groups of Friends on the Safety of Journalists – informal coalitions of member states within international organisations – have been promoting multilateral cooperation to improve journalists' safety since 2016.

The Global Media Defence Fund, established in 2019 and administered by UNESCO, provides financial support to local and national-level non-profit initiatives focused on legal protections for journalists. Journalists Matter, the Council of Europe's five-year campaign for the protection of journalists, was launched in 2023, and is being deployed across member states. At the EU level, the Media Freedom Rapid Response is a consortium-led initiative which monitors rights violations against journalists and provides assistance to at-risk journalists.

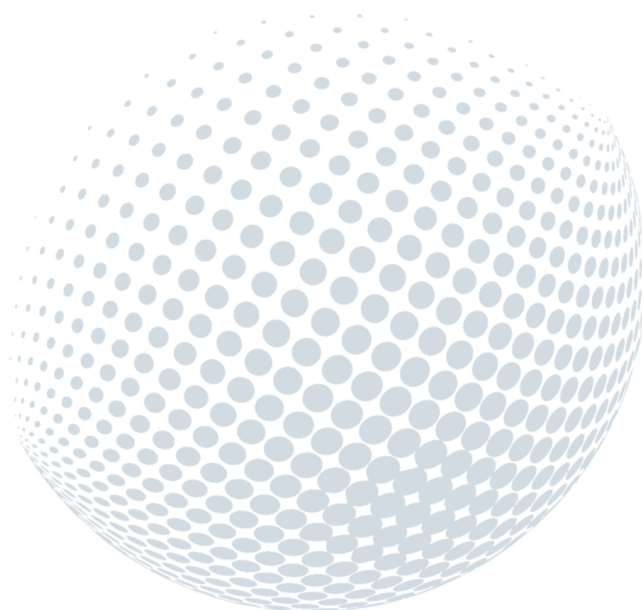
¹⁰⁶ [Portugal | Reuters Institute for the Study of Journalism](#)

¹⁰⁷ [Amplify: The Local Media Action Plan - GOV.UK](#)

¹⁰⁸ Interview, Fiji, July 2026 ; Earth Journalism Network Pacific programmes; Pacific Islands News Association, <https://www.pina.com.fj>.

Initiatives to support the diversity and sustainability of the media ecosystem have been adopted by the EU under the European Media Freedom Act and Creative Europe, the Commission's programme dedicated to supporting the cultural and audiovisual sectors. These include Creative Europe's Journalism Partnerships grant programme which has allocated a total of EUR 6.9 million to cross-border media collaborations with particular relevance to promoting democracy, including public interest news and investigative reporting.¹⁰⁹ The Pacific Islands News Association supports journalists across Fiji, Palau and Vanuatu, and regional programmes provide training and grant funding for environmental and ocean reporting.¹¹⁰

Launched in 2022, the International Fund for Public Interest Media (IFPIM) is the first multilateral fund dedicated to supporting public interest media in low- and middle-income countries. IFPIM receives financial backing from 20 governments, and in 2025 reported supporting over 140 media outlets in target regions.¹¹¹ IFPIM lists 'championing climate solutions' as one of its key priority areas, which includes combatting climate denial and disinformation, as well as reporting on polluters.



¹⁰⁹ [Call for Proposals: Journalism Partnerships - Pluralism \(2026\) | Shaping Europe's digital future](#)

¹¹⁰ [Pacific Islands News Association](#)

¹¹¹ [New Data Shows Resilience of Newsrooms in the Global South through Partnership with the International Fund ifpim](#)

5/ Challenges and Emerging Trends

Respondents to the Forum's questionnaire noted that a number of challenges continue to impede governmental action. The challenges most frequently highlighted by respondents span information threats, socio-economic and political factors, and structural gaps relating to lack of data, funding, and governmental infrastructure to sustain action. The obstacles encountered by countries are diverse and shaped by context-specific threats. As such, not all the elements presented below relate to all respondents or participants in the workstream.

5.1/ Information threats

- The evolution of information ecosystems has had a profound impact on the circulation of climate mis- and disinformation. The decline of broadcast news consumption and the widespread adoption of social media platforms, according to respondents, has increased exposure to misleading climate narratives. Generative AI is turbocharging the production and circulation of such narratives, making accurate and science-based information more difficult to recognise, and contributing to eroding trust in information.
- Some countries reported an increase in climate scepticism, a trend they attribute to adverse influence campaigns, fossil fuel lobbying and the weaponisation of climate change by a broad range of actors, from conspiracy networks to far-right parties. Respondents in the EU in particular noted that the topic of climate change has been drawn into the 'culture wars' as diverse actors use climate change to fuel polarisation and mistrust of institutions and science. Citing polling data, Polish authorities for example noted that the public's belief in man-made climate change has decreased since 2022.
- Some countries highlighted the chilling effect of online attacks against climate scientists and communicators, which can result in public disengagement and reduced participation in evidence communication. According to a study by France's Arcom, the proportion of environmental experts in broadcast news programmes about such issues dropped from 31% to 18% in 2024.¹¹²
- Increased hybrid threats from foreign states have been mentioned as obstacles to action by Ukraine and Estonia, resulting in competing priorities in the realm of counter-disinformation efforts.

5.2/ Socio-political obstacles

- Citizens' ability to engage with climate and environmental issues and access authoritative and science-based information is hampered by socio-economic, geographical, demographic and other inequalities, as respondents from a range of countries noted. Several highlighted generational media literacy gaps and societal divides driven by differing social media consumption habits. They also pointed to fragmented public engagement on climate and environmental issues, and broader relevant public action. Brazil for instance highlighted national polarisation on digital regulation legislative efforts, which see domestic actors pitting regulation against freedom of speech.

¹¹² [La prise en compte des enjeux environnementaux dans les médias audiovisuels et numériques - Bilan de l'exercice 2024](#)

- Several countries highlighted declining trust in media and governmental stakeholders, and the difficulties of reaching diverse audiences through institutional communication. France, for example, highlighted the need for such communication to be accessible, and the launch of notre-environnement.gouv.fr as an attempt to respond to institutional communication challenges.

5.3/ Structural gaps

- Several countries mentioned the lack of country-specific data about the scale and nature of climate and environmental mis- and disinformation as an obstacle to action. Interviewees in Austria stressed the need for monitoring and analysis which documents specific lines of attacks against climate science and action in diverse geographies. Evidence gaps have also been highlighted elsewhere. In Fiji, interviewees were unable to characterise the severity of climate disinformation regionally, while noting that disinformation more broadly is clearly present, particularly around election time.
- Respondents mentioned the lack of dedicated policies as a further impediment to action, noting that the absence of national strategies or frameworks on the issue can lead to deprioritisation, a lack of clear political objectives, and insufficient or no budget allocation. Poland has presented some proposed programmes and interventions as conditional on appropriate funding. Countries also highlighted the need to ensure sustained focus and engagement on an issue that is cross-cutting and can result in fragmented or siloed action.

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APPENDIX: COUNTRIES COVERED

COUNTRY	PID Signatory	Belém Declaration Signatory	Global Initiative Member	Source (in addition to desk research)
ARMENIA	•	•		• Presentation during workstream
AUSTRALIA	•	•	•	• Questionnaire reply • Parliamentary Committee presentation during workstream
AUSTRIA	•	•		• Interview with Ministry of Environment
BRAZIL	•	•	•	• Questionnaire reply
BULGARIA	•			• Questionnaire reply
CANADA	•	•	•	• Interview with Ministry of Environment • Presentation during workstream
COLOMBIA				• Interview with media regulator
ESTONIA	•	•		• Interview with Ministry of Foreign Affairs
EU		•		• Presentation during workstream • Questionnaire reply by EU member states
FIJI		•		• Interview with scholars
FINLAND	•	•	•	• Questionnaire reply
FRANCE	•	•	•	• Questionnaire reply • Media regulator presentation during workstream
GEORGIA	•			• Questionnaire reply
ITALY	•			• Questionnaire reply
MOROCCO			•	• Interview with media regulator and scholars
NETHERLANDS	•	•	•	• Interview with Ministry of Interior and NGOs
NORTH MACEDONIA	•			• Questionnaire reply
POLAND		•		• Interview with Ministry of Environment • Presentation during workstream
PORTUGAL	•	•		• Questionnaire reply • Ministry of Environment presentation during workstream
SOUTH AFRICA	•			• Interview with media actors
TÜRKİYE		•		• Interview with NGOs
UKRAINE	•			• Questionnaire reply
UNITED KINGDOM	•		•	• Reply from media regulator
URUGUAY	•	•	•	• Questionnaire reply



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