

The Global Initiative for Information Integrity on Climate Change

(As told by the Climate Action Against
Disinformation Coalition)

How influenced are **you** by **disinformation**?

Let's see!

- What percent of people around the world would give up 1% of their monthly income to fight climate change?
- What percent of people in Taiwan would give up 1% of their monthly income to fight climate change?
- What percent of people, globally, want more climate action from their leaders?
- What percentage of people in Taiwan say protecting the environment should be given priority over creating jobs?

Fact: climate policy is popular

The
Revelator
Wild, Incisive, Fearless.

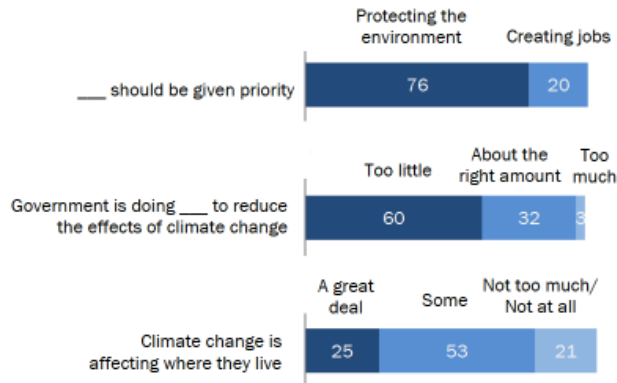
News

Ideas

Culture

Opinions on environmental protection and how much the national government is doing on climate change

% of adults in Taiwan who say the following



Note: Respondents who did not give an answer are not shown.

Source: International Science Survey 2019-2020. Q25, Q30, Q31.
"Science and Scientists Held in High Esteem Across Global Publics"

PEW RESEARCH CENTER

Here's the reality: According to multiple surveys and scientific studies, between 80-89% of people **want the world's governments to take stronger action against climate change**. At the same time, the people who want action don't realize they're in the majority because not enough people are talking about it — especially in the media.

One new study, published April 17 in *PLOS Climate*, found that this lack of media coverage contributes to a negative feedback loop that perpetuates "climate silence."

**The powerful prevent regulations
on pollution and harmful products,
using disinformation to obstruct
climate action and propaganda to
influence politics**

Partisan+Owned+Social Media Are Used to Pollute The Public's Information Environment



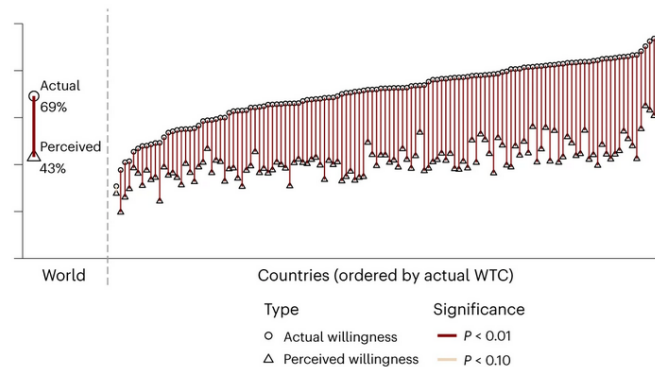
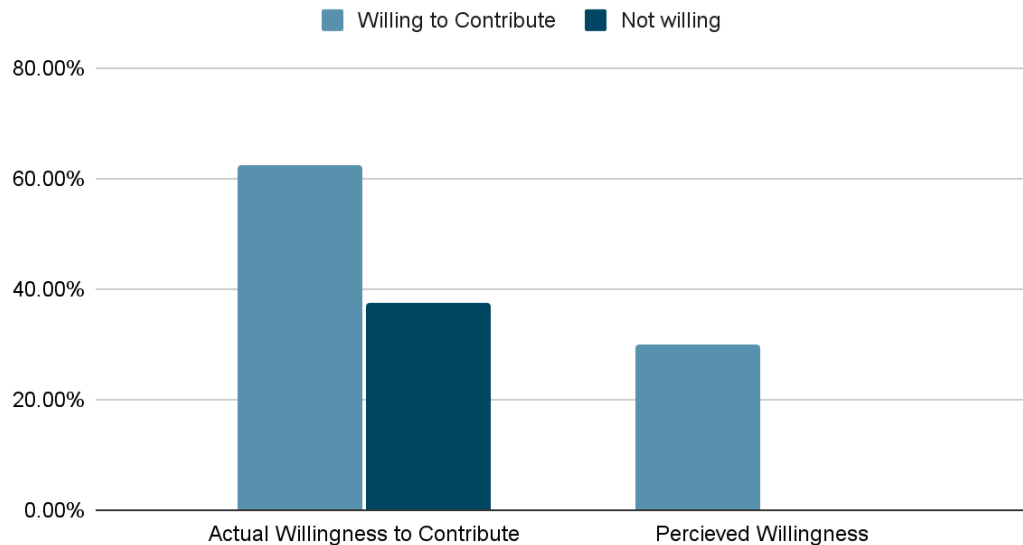
Disinformation makes us underestimate popular support for climate action.



Fig. 3: Beliefs and perception gaps.

From: [Globally representative evidence on the actual and perceived support for climate action](#)

Taiwan's Willingness to Contribute 1% to Climate Change



Individuals willing to contribute 1% of their income and the average perceived proportions of others willing to contribute 1% of their income. We use sampling weights to derive the country-level WTC and perceived WTC. Number of bins, 20; we use the linear regression. **b**, Gap between the global and country proportions of respondents who are willing to contribute 1% of their income. The gap between the global and country average perceived proportions of others willing to contribute (triangles). We are testing whether the proportion of individuals who are willing to contribute is equal to the proportion of individuals who are willing to contribute. We use sampling weights to derive the global averages and the standard sampling weights otherwise. We derive the missing responses separately for each question. See Supplementary Figure 4 for additional 75% quartile range).

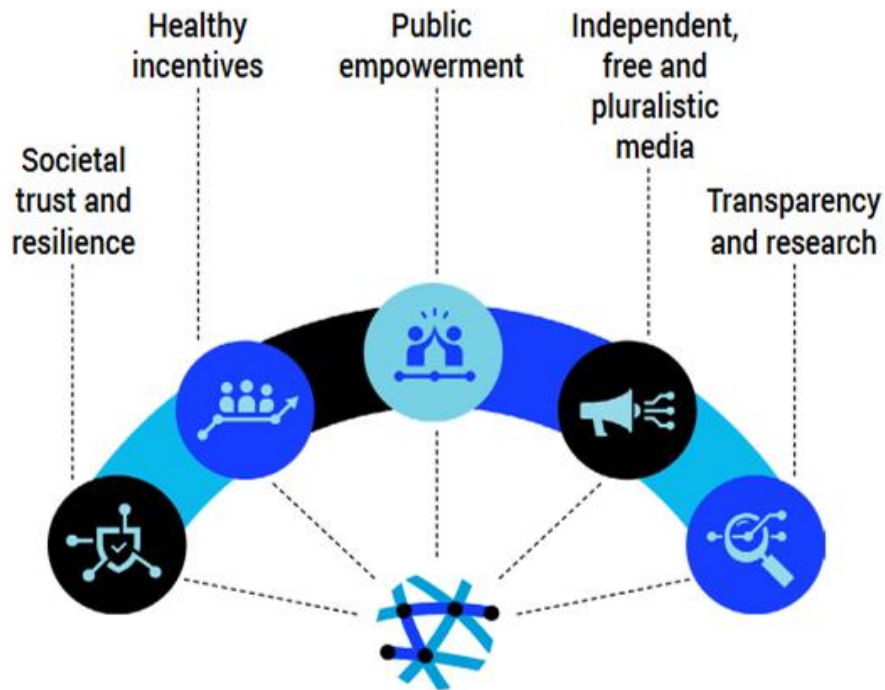
Disinformation is used to inflate perceived popularity of climate denial, then destroy the connection between public opinion, and political action.

We must stop them, and rebuild it.



United Nations Global Principles For Information Integrity

Recommendations for Multi-stakeholder Action



SUSTAINABLE DEVELOPMENT GOALS



Press Release | UN launches recommendations for urgent action to curb harm from spread of mis- and disinformation and hate speech



Global Principles for Information Integrity address risks posed by advances in AI

United Nations, New York, 24 June 2024 – The world must respond to the harm caused by the spread of online hate and lies while robustly upholding human rights, United Nations Secretary-General António Guterres said today at the launch of the United Nations Global Principles for Information Integrity.



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United Nations

Global Digital Compact

An open, safe and secure digital future for all.

Commitments and actions

Negotiated by 193 Member States and informed by global consultations, the Compact commits governments to upholding international law and human rights online and to taking concrete steps to make the digital space safe and secure.

The Compact recognizes the critical contributions of the private sector, technical communities, researchers and civil society to digital cooperation. It calls on all stakeholders to engage in realizing an open, safe and secure digital future for all.

Close all digital divides and deliver an inclusive digital economy

- Connect all people, schools and hospitals to the Internet
- Make digital technologies more accessible and affordable to everyone, including in diverse languages and formats
- Increase investment in digital public goods and digital public infrastructure
- Support women and youth innovators and small and medium enterprises

Build an inclusive, open, safe, and secure digital space

- Strengthen legal and policy frameworks to protect children online
- Ensure that the Internet remains open, global, stable and secure
- [Promote and facilitate access to independent, fact-based and timely information to counter mis- and disinformation](#)

Strengthen international data governance and govern AI for humanity

- Support the development of interoperable national data governance frameworks
- Establish an international scientific panel on AI and a global AI policy dialogue
- Develop AI capacity-building partnerships and consider options for a Global Fund on AI

Global Initiative for Information Integrity on Climate Change



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G20: Leaders' Summit: Brazil, UNESCO and UN launch Global Initiative for Information Integrity on Climate Change

The Brazilian government, UNESCO and the United Nations launched a joint effort Tuesday to strengthen research and measures to address disinformation seeking to delay and derail climate action. The Global Initiative for Information Integrity on Climate Change is an important intervention to boost support for urgent climate action at a time when scientists are warning that the world is running out of time.





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Secretaria de Comunicação Social

> Mutirão pela Integridade da Informação

Mutirão pela Integridade da Informação

Publicado em 09/07/2025 15h37 | Atualizado em 10/07/2025 12h57

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Chamada para Ação ("Mutirão") pela Integridade da Informação sobre Mudanças Climáticas na preparação para a COP30

▶ english below ◀



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**Global
Initiative**
for Information Integrity on Climate Change



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COP30 BRASIL AMAZÔNIA BELÉM 2025

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COP30

COP30 announces ambitious Thematic Days, invites the world to Belém

Daily debates are aligned with the Action Agenda and aim to engage civil society in discussions about real solutions for the climate



Global Initiative
for Information Integrity on Climate Change



Objectives

- Expose and dismantle climate-related disinformation through targeted research, strategic advocacy and diplomacy.
- Promote information integrity on climate change in the international institutional agenda and establish specific goals as well as common lines of action.
- Strengthen global information integrity and tackle disinformation by supporting public communications campaigns, civil society and scientific groups worldwide, and engaging key audiences and stakeholders.





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Article | [Open access](#) | Published: 04 August 2025

United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action

[Ximeng Fang](#), [Joshua Ettinger](#) & [Stefania Innocenti](#)

[Communic](#)

39 Altmet

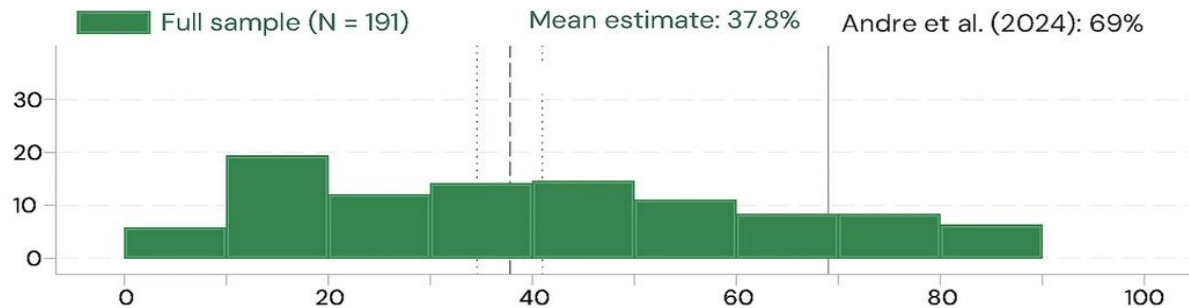
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Research
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Fig. 1: Distributions of responses to perceived willingness to contribute income to fight climate change.

From: [United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action](#)



PLAY

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IF THE SITUATION WAS HOPELESS



THEIR PROPAGANDA WOULD BE UNNECESSARY