



Transition away from fossil fuels faces coordinated obstruction: the fossil fuel industry and other vested interests continue the decades-long disinformation campaign to maintain the status quo. Tactics used to undermine reliable information on and support for just transition policies include:

- disseminating false narratives around climate solutions, such as exaggerating transition costs while obscuring fossil fuel industry subsidies;
- seeding doubt among vulnerable communities about transition feasibility and climate change causes and impacts;
- seeking to mislead policy makers to assume that most citizens oppose climate action, while evidence shows citizens want climate action by governments; and
- targeting and harassing climate researchers, advocates and journalists.

A just transition cannot be achieved while coordinated disinformation obstructs evidence-based decision-making and undermines support.

Information integrity refers to an information ecosystem in which reliable and accurate information is available to all, enabling people to engage meaningfully in public life, make informed decisions, and exercise their rights. Without information integrity, the discredit of evidence distorts public perception and weakens or delays urgent science-based policies.

During COP30, UN Secretary-General António Guterres stressed that “We cannot achieve climate action without information integrity”<sup>2</sup> and welcomed the Belém Declaration on Information Integrity on Climate Change<sup>3</sup> currently endorsed by 24 countries<sup>4</sup> and the European Union. The crucial role of information integrity was also addressed in the mandated Action for Climate Empowerment (ACE) event “Empowering an Informed and Engaged Society for Effective Climate Action”<sup>5</sup>.

The UN Global Risk Report 2024<sup>6</sup> identified mis- and dis-information as the top current global vulnerability, a major risk for which multilateral institutions are not sufficiently prepared. Likewise, the World Economic Forum’s Global Risks Report 2026<sup>7</sup> identified mis- and

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<sup>2</sup> [https://www.linkedin.com/posts/antonio-guterres\\_cop30-activity-7396333651015147520-97Z4/](https://www.linkedin.com/posts/antonio-guterres_cop30-activity-7396333651015147520-97Z4/)

<sup>3</sup> <https://www.unesco.org/en/information-integrity-climate-change/cop30declaration?hub=780>

<sup>4</sup> Armenia, Austria, Belgium, Brazil, Canada, Chile, Czechia, Denmark, Estonia, Fiji, Finland, France, Germany, Iceland, Luxembourg, Netherlands, Norway, Peru, Poland, Portugal, Slovenia, Spain, Sweden and Uruguay

<sup>5</sup> <https://unfccc.int/event/ace-presidency-event-empowering-an-informed-and-engaged-society-for-effective-climate-action>

<sup>6</sup> <https://unglobalriskreport.org/>

<sup>7</sup> <https://www.weforum.org/publications/global-risks-report-2026/>

disinformation as the second most severe risk in the short term and the fourth in the long-term – right after three environment-related risks.

The report “Information Integrity about Climate Science: a Systematic Review”<sup>8</sup> (2025), released by the International Panel on the Information Environment (IPIE), concluded that: (1) the human response to the climate crisis is being obstructed and delayed by the production and circulation of misleading information about the nature of climate change and the available solutions; (2) denialism has evolved into strategic skepticism: campaigns now focus less on denying climate change and more on discrediting the effectiveness, costs, or fairness of proposed solutions; (3) powerful actors—including corporations, governments, and political parties—intentionally spread inaccurate or misleading narratives about anthropogenic climate change; (4) these narratives circulate across digital, broadcast, and interpersonal communication channels; and (5) the result is a decline in public trust, diminished policy coordination, and a feedback loop between scientific denialism and political inaction.

Fossil fuels companies are pinpointed by the IPIE as one of the main economic sectors promoting climate disinformation and greenwashing. According to the report, “The fossil fuel industry has engaged in a dual deception of the public. Companies in this sector have, on the one hand, employed diverse techniques to deny the reality of climate change, to obscure their own responsibility, and to obstruct or delay mitigating measures. On the other hand, the same companies have deployed so-called greenwashing to portray themselves as environmentally sustainable enterprises.”<sup>9</sup>

More sustainable alternatives to fossil fuel energy are often the target of orchestrated disinformation campaigns. When assessing the outcomes of COP 30, the CEO of the Global Wind Energy Council and chair of the Global Renewables Alliance affirmed that “The official inclusion of Information Integrity on the COP agenda also marks a watershed moment for global awareness and action on the growing threat of deliberate disinformation campaigns aiming to undermine key climate solutions like wind energy.”

Another crucial element is the dual role of social media and digital platforms in the climate information landscape. According to the 2024 report of the UN Special Rapporteur Elisa

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<sup>8</sup> <https://www.ipie.info/research/sr2025-1>

<sup>9</sup> <https://www.gwec.net/news/gwec-response-to-cop30-final-deal>

Morgera<sup>10</sup>, while they can be powerful tools for disseminating crucial information and fostering international collaboration, their business models, which often prioritize engagement and profit, contribute to the spread of misinformation and disinformation. The report emphasizes the need for these platforms to take proactive measures to mitigate the risks associated with information manipulation and ensure the dissemination of quality, trustworthy, and evidence-based climate information.

To summarize, threats to information integrity on climate change are a barrier preventing a transition away from fossil fuels that: relates to systemic risks of economic models employed by digital business; affects demand-side perspectives about fossil fuels and other energy sources; is perceived as a hurdle from the perspective of suppliers of more sustainable energy sources; negatively affects decision-making on urgently needed policy instruments; and requires institutional and governance frameworks to be adequately addressed.

**(b) What potential levers, whether economic, financial, institutional, social or technological, exist for accelerating the implementation of the transitioning away commitment?**

Promoting information integrity on climate change and addressing threats to it is a lever for accelerating the implementation of the transitioning away commitment. Paths to promote this lever are manifold and include: (a) advancing equitable access to accurate, consistent, evidence-based, and understandable information on climate change and its relation to forests for all stakeholders; (b) supporting and ensuring funds to research on information integrity on climate change, especially in developing countries, including through international cooperation; (c) ensuring the safety of environmental journalists, defenders, scientists, researchers and other public voices; (d) promoting the sustainability of public interest journalism on climate change; (e) promoting media literacy, education and campaigns on climate change and forests; (f) regulating and/or endorsing voluntary commitments to ensure transparent, human rights-responsible business and advertising practices that bolster information integrity on climate change and support reliable information and journalism; (g) establishing and enforcing the necessary policies and legal frameworks to implement and support the aforementioned

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<sup>10</sup> <https://documents.un.org/doc/undoc/gen/n24/213/32/pdf/n2421332.pdf>

measures, aligned with international human rights law; (h) fostering international cooperation to promote those measures<sup>11</sup>.

**(c) What country, regional or sector experiences, best practices, and lessons learned can be shared?**

Multistakeholder mobilization to promote information integrity on climate change and addressing threats to it is intensifying. One example is the launch of the Global Initiative for Information Integrity on Climate Change, in November 2024, co-chaired by Brazil, the UN and UNESCO. In just a year, the Global Initiative has already delivered meaningful, measurable results: the number of member countries more than doubled, from 7 to 15 countries<sup>12</sup>; a Declaration on Information Integrity on Climate Change was launched by the Global Initiative during COP30 and 24 and the European Union have signed it; The Global Initiative played a central role in securing the inclusion of information integrity as a priority topic, for the first time, in a COP decision and in the COP Action Agenda; a dedicated Multipartner Global Fund is financing 10 projects to improve information integrity with a focus on the Global South; and it has mobilized action through civil society partners around the world.

International coordination and multistakeholder engagement have proven to be good practices in this realm. The Global Initiative counts with international civil society and research organizations as members of its Advisory Group, and collaborates with them in developing assessments, recommendations and tools. In 2026, they plan to develop a mapping of research on information integrity on climate change in languages other than English (led by the International Panel on the Information Environment<sup>13</sup>); a charter of principles for responsible digital advertising (led by the Conscious Advertising Network<sup>14</sup>), and an assessment plus recommendations on policies and frameworks on information integrity on climate and environment (led by the Forum on Information and Democracy<sup>15</sup>).

These activities are drawn from the Plan to Accelerate Solutions on information integrity on climate change<sup>16</sup> launched at COP30, as part of the Action Agenda. The Plan was developed

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<sup>11</sup> Drawn from the commitments and calls to action contained in the Belém Declaration on Information Integrity on Climate Change: <https://www.unesco.org/en/information-integrity-climate-change/cop30declaration?hub=780>

<sup>12</sup> Brazil, Belgium, Canada, Chile, Denmark, Finland, France, Germany, Morocco, Netherlands, Peru, Spain, Sweden, United Kingdom, and Uruguay.

<sup>13</sup> <https://www.ipie.info>

<sup>14</sup> <https://www.consciousadnetwork.com/>

<sup>15</sup> <https://informationdemocracy.org/>

<sup>16</sup> [https://climateaction.unfccc.int/assets/documents/24\\_.pdf](https://climateaction.unfccc.int/assets/documents/24_.pdf)

under the leadership of the Global Initiative and shall guide voluntary action from interested stakeholders, working as a sector roadmap.

Multistakeholder engagement has also been one of the pillars in establishing the first National Chapter of the Global Initiative, in Brazil. It is composed of a governmental body and a civil society and academia network of partners who interact and dialogue between them and with other sectors, having already delivered concrete outputs. This civil society network has developed a letter of commitment on information integrity on climate change for stakeholders in the advertising industry<sup>17</sup>, being supported by the two main associations of the sector: the Brazilian Association of Advertisers and the Brazilian Association of Advertising Agencies. The Government of Brazil has facilitated this exchange, advised on the drafting of the letter, and supported its launch during COP30. These sectors of society are working together – government, civil society and private sector – to expand the support to the letter and implement the commitments contained therein.

**(d) How can a just, orderly and equitable transition best reflect the diverse realities of countries at different stages of development and with different degrees of dependence on fossil fuels?**

Information integrity on climate change is relevant to every national context. Citizens, government officers, community leaders, indigenous peoples, private sector and other stakeholders require science-based information on climate change for climate decision-making, including to design their own path towards just, orderly and equitable transition way from fossil fuels.

Measures to support information integrity can be implemented in accordance with each country's priorities, needs, and circumstances. The Brazilian National Chapter of the Global Initiative for Information Integrity on Climate Change – the first and only one so far – showcases a good example implemented according to national context, including local norms, governance, social characteristics and specific needs.

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<sup>17</sup> <https://integridadeclima.org/documentos/carta-compromisso/>

Specific context is critical to design and implement resilient activities. IPIE’s report “Information Integrity about Climate Science: a Systematic Review”<sup>18</sup> points out that research on information integrity on climate change needs reinforcing, especially in the Global South.

Adequate means of implementation such as financial support, technology transfer, and capacity building should be provided to support developing countries in designing and implementing their transition plans. International initiatives such as the Global Initiative for Information Integrity on Climate Change play an important role in sharing experiences, levers and obstacles; access to reports, recommendations and tools; capacity building; and seed funding for pilot projects.

The Global Fund of the Initiative counted with an initial contribution of USD 1 million from the Government of Brazil. In 2025, the first Call for Partnerships received about 500 proposals from 93 countries and awarded ten entities to defend the integrity of climate information, with particular attention to the Global South<sup>19</sup>. Out of the 500 proposals, more than 300 are eligible and ready to be implemented once the fund is replenished.

Finally, the Global Initiative is also promoting the sharing of experiences and capacity-building through online seminars: one on Action for Climate Empowerment and information integrity was held in March 2026, and another about the Brazilian experience in designing and establishing its National Chapter of the Global Initiative, planned for May 2026. The Initiative builds upon contextualized knowledge and activities while creating a global movement to face the threats of disinformation against information ecosystems.

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<sup>18</sup> <https://www.ipie.info/research/sr2025-1>

<sup>19</sup> <https://www.unesco.org/en/information-integrity-climate-change/2025grantees?hub=780>