

# THE BALTIC CLIMATE SCHOOL

Coalition Clean Baltic

Fundacja
"NIERUSZ NATURA"

How to talk about Climate Change

Why raising awareness is important

BEATA BOROWIEC

POLISH GREEN NETWORK /

EKOWYBORCA

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### What's blocking climate awareness?

DisinformationExplosion: Social mediaamplifies climatemisinformation

fears of censorship "delay tactics"

Educational System
Failures: Lack of
effective civic education
until age 18

elections

Media Environment
Degradation: Weakened
journalistic ethics and
independence

financial
independence
"Climate Disinformation
Goes Mainstream: Time
for Strong Media
Watchdogs" Quotaclimat

#### Developing Energy Communities

## ENGAGED CITIZENSHIP

Building Social Networks and Trust

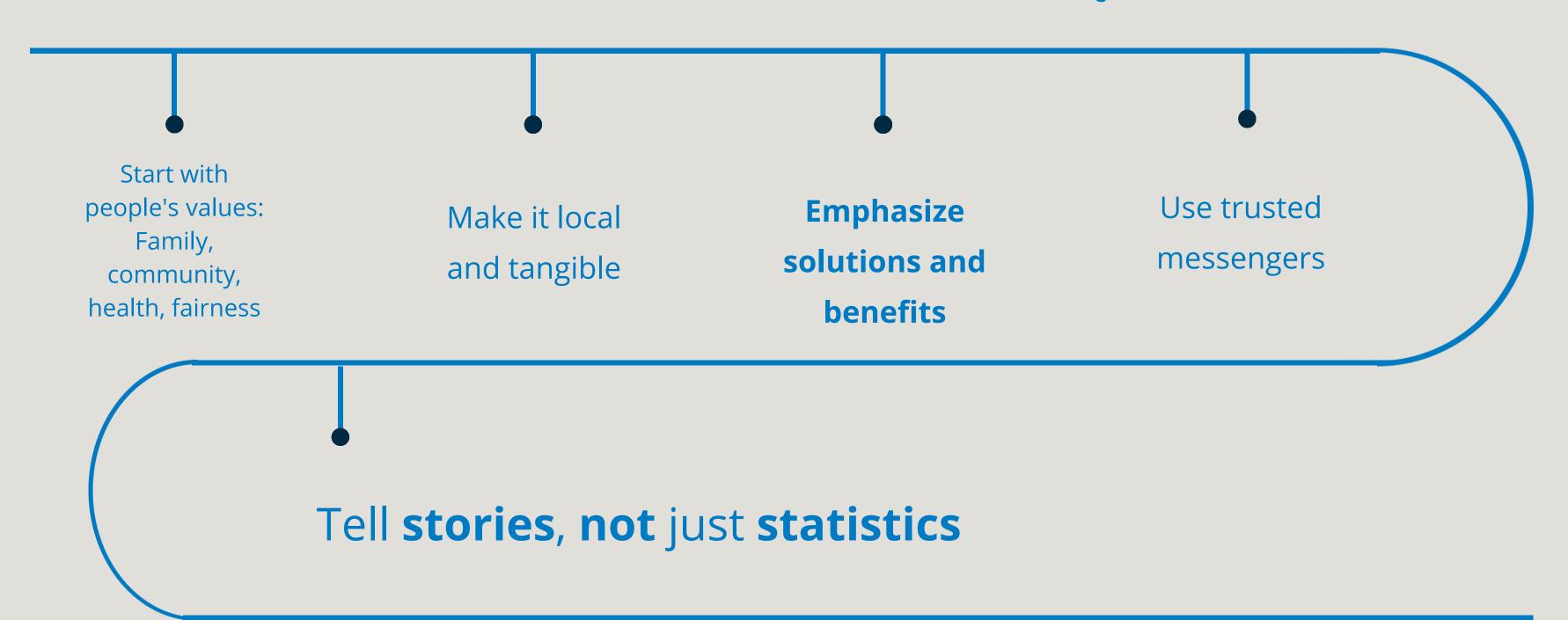
Participatory Planning and Local Knowledge

#### Approaches:

#### values-based / solutions-focused / community-driven

VS

traditional fear-based / facts-only



Success comes through community empowerment, not perfected messaging

#### The path:

**Solution**: Build engaged, empowered communities

**Shift focus**: Individual →

Collective action

Approach: Top-down messaging

→ Bottom-up organizing

**Goal**: Awareness → Active

engagement

Future: Community

empowerment and engaged

citizenship





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### THANK YOU

**BEATA BOROWIEC** 

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