

THE BALTIC CLIMATE SCHOOL

How to talk about Climate Change

Why raising awareness is important

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What's blocking climate awareness?

🚫 Disinformation

Explosion: Social media amplifies climate misinformation

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

ENGAGED CITIZENSHIP

Developing Energy
Communities

Building Social Networks
and Trust

Participatory Planning
and Local Knowledge

Approaches:
values-based / solutions-focused / community-driven
VS
traditional fear-based / facts-only

Start with
people's values:
Family,
community,
health, fairness

Make it local
and tangible

**Emphasize
solutions and
benefits**

Use trusted
messenger

Tell stories, not just statistics

**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

THANK YOU

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