

#4: How to successfully reach people about climate change



Hello!

On 24 September we are hosting an [event](#) where we will explore the question: can climate communication overcome the bad news problem? With just over a month to go until the event, which will take place in Brussels and online, this newsletter edition contains updates about the programme, the speakers and relevant news relating to the topics. Our next issue will focus on how to be hopeful about climate change, but let's first look at the audiences for climate change news and where best to reach them.

The [2024 Digital News Report](#) from the Reuters Institute shows that even if trust in the news is at a stable 40 per cent, news avoidance is on the rise: about four in ten say they tend to avoid the news. Why? For some it's simply too negative, leaving them feel anxious and powerless. So, who are the audiences for climate change news and how do we connect with them? That's what this month's edition is all about!

Doomscroll (verb)
: doom:scroll

to spend excessive time online scrolling through news or other content that makes one feel sad, anxious, angry, etc.

Merriam-Webster dictionary

Six ways to succeed with climate communication

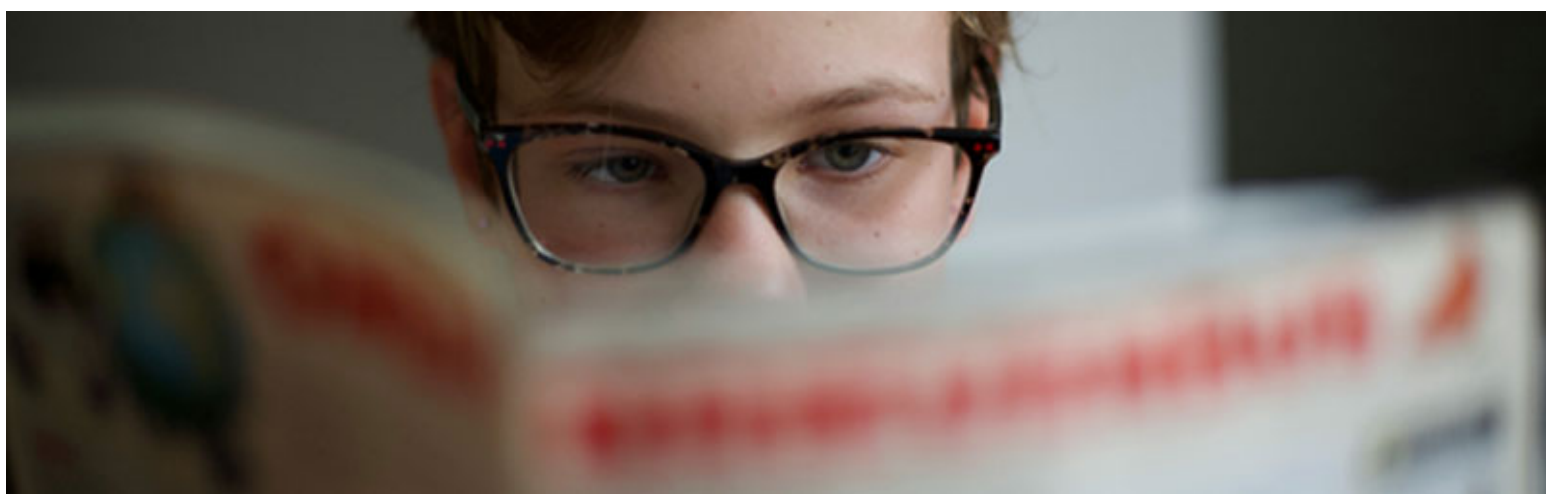


Image by Fer Troulik via Unsplash



People are tired of gloomy climate news reporting and stop listening to it, research shows. Still, the public's engagement is vital for the needed energy transition to become a reality. Researcher and journalist **Alexandra Borchardt** shares valuable tips on how to keep the public engaged while effectively communicating the urgency of climate action.

"Facts alone don't help. Research shows that more information doesn't necessarily change minds; the credibility of the messenger is paramount. Audiences engage more with climate news from voices they trust," says Borchardt, lead author of the 2023 and 2024 EBU News Reports "[Climate Journalism That Works: Between Knowledge and Impact](#)" and "[Trusted Journalism in the Age of Generative AI](#)".

Read the full story here

"We should meet audiences where they are at, learn what they want and need, understand the human side of the story and realise that the transition to a new world is upon us today, it is no longer an abstract thing of the future. Now is the time for betterment and inclusion on how we transition into a new climate reality and that can be exciting."



Shereen Daver, Programme Director climateXchange, about how to best reach audiences with climate change news. Shereen Daver will be taking part in the [event in Brussels](#) in the panel that discusses whether we can grow the publics for climate change news.

Editor's Top Picks



"More people care about climate change than you think", writes Hannah Ritchie, Deputy Editor and Science Outreach Lead at Our World in Data. "This 'perception gap' might be partly explained by the fact that people tend to be positive about themselves, but negative about other people they don't know", Hannah states in an [article about climate change support](#).



Having a clear understanding of your audience and its potential size is important for effective communication. Based on six distinct audiences it has identified, [The Yale Program on Climate Change Communication has researched this and more on Facebook users in over 100 countries](#), providing valuable insights.



[Watch](#) speakers from the BBC and Columbia University, among others, discuss "How to effectively cover climate change and reach an avoidant audience" at the International Journalism Festival in Perugia, Italy, earlier this year. About audiences and how to reach them, with plenty of takeaways also for non-journalists.

Digital summit
Find out more about the event, the speakers and for signing up:

[**Sign up**](#)

Thank you for reading!
Excited about the event in September and want to invite someone you know? Please forward this newsletter. If you got this newsletter forwarded to you, you can sign up for upcoming issues here. Just send your name and e-mail address to climatechange@vattenfall.com or click the link!

The Vattenfall Communications team

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