



Hello!

On 24 September we are hosting an [event](#) where we will explore the question: can climate communication overcome the bad news problem? With only one week left to the event, which will take place in Brussels and online, this newsletter edition contains updates about the program, the speakers and relevant news relating to the topics.

This month's topic: can we be hopeful about climate change? Henry David Thoreau asked his rhetorical question: "What is the use of a house if you haven't got a tolerable planet to put it on?" already in the late 1800s. And let's face it, with all the doom and gloom there is to report about climate change, it can be very hard to feel hopeful.

But there is good news to find - if you just know how to look at the data and find the balance, like scientist Hannah Ritchie does in her book *Not The End of The World*. Or if you look at inspiring innovations, like new father and journalist Bill Weir discusses in his book *Life As We Know It* (can be). Or if you just pick one of the numerous newsletters out there, that intends to keep your spirits up by showing you what is being done to fight climate change, like BBC's *Future Earth*.

And speaking of spirit, former head of the UN Climate Change Convention, Christiana Figueres, [stresses](#) that a fighting spirit helped achieve the Paris accords in 2015 – and we need it back, now as the world is on course to overshoot 1.5 degrees. "I understand climate scientists' despair – but stubborn optimism may be our only hope."

### Environmental optimist

: A person who is inclined to take a favourable view of the environmental crisis and what can be done about it, for example by believing that the development of new technology, better use of environmental economics, and improvement in resource management will further expand the Earth's carrying capacity. Also known as technological optimist. Contrast environmental pessimist.

Source: *Oxford Dictionary of Environment and Conservation*

## Can climate communication overcome the bad news problem?

Here's the program for the event, find out more about the different panels further on in this newsletter:

<b>09.30 – 09.45</b>	<b>Introduction</b> by Åsa Jamal, Vattenfall
<b>09.45 – 11.15</b>	<b>Session 1</b> – Can we be balanced about climate change?
<b>11.15 – 11.45</b>	<b>Coffee break</b>
<b>11.45 – 13.15</b>	<b>Session 2</b> – Can we grow the publics for climate change news?
<b>13.15 – 14.15</b>	<b>Lunch break</b>
<b>14.15 – 15.45</b>	<b>Session 3</b> – Whose facts matter in the climate change story?
<b>15.45 – 16.15</b>	<b>Collective session &amp; wrap-up</b>

### Hope in the Face of Climate Change



Image by Jon Tyson via Unsplash



Even in the smallest villages, there is a drive to rebuild and survive, putting into perspective the resources available elsewhere," says **Lagipoiva Chelle Jackson**, Director of Climate Journalism at the Solutions Journalism Network.

[Read the full story here](#)

#### Panel 1: Can we be balanced about climate change?

**Topic:** Various research findings confirm that how we discuss climate change matters. The words we choose in reporting the issues and in climate change policies themselves can make a significant difference. Meanwhile, navigating between neutrality and activism is becoming difficult for mainstream media. Will climate change alter the industry's operating assumptions?

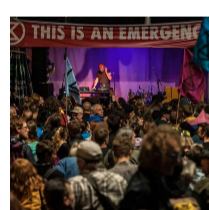
**Speakers:** Ulrik Haagerup, Kris De Meyer, Emilia Diaz-Struck, Angelika Pullen, Tom Brookes

***"Are we building more confidence among journalists? The answer is yes. Are audiences from our research always turning to climate scientists when you ask them who they trust the most? The answer is yes. And do they look to news and journalism to create change around climate policy? The answer is yes. We should always be hopeful and optimistic: we simply have no other choice!"***

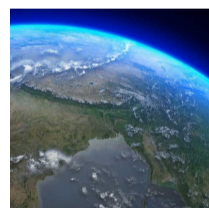


**Mitali Mukherjee**, from the Reuters Institute for the Study of Journalism and co-author of the 2023 report [How we follow climate change: climate change news use and attitudes in eight countries](#) will be taking part in the [event in Brussels](#) in the panel that discusses whose facts matter in the climate change discussion.

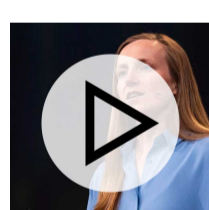
### Editor's Top Picks



Dance for the planet! Environmental campaigners and triphop legends Massive Attack organized a low-carbon festival late August, powered by renewable energy and battery sources, with plant-based food from local supply chains and minimized waste with the use of compostable plates and cutlery, [writes Euronews](#).



Informed optimism is key to unlock an effective response to the climate crisis, [tells Gill Einhorn](#) on the World Economic Forum website right before the launch of [Earth Decides](#), a diverse community of world-class experts and storytellers who cultivate informed optimism amongst decision-makers in support of credible Earth-centered action.

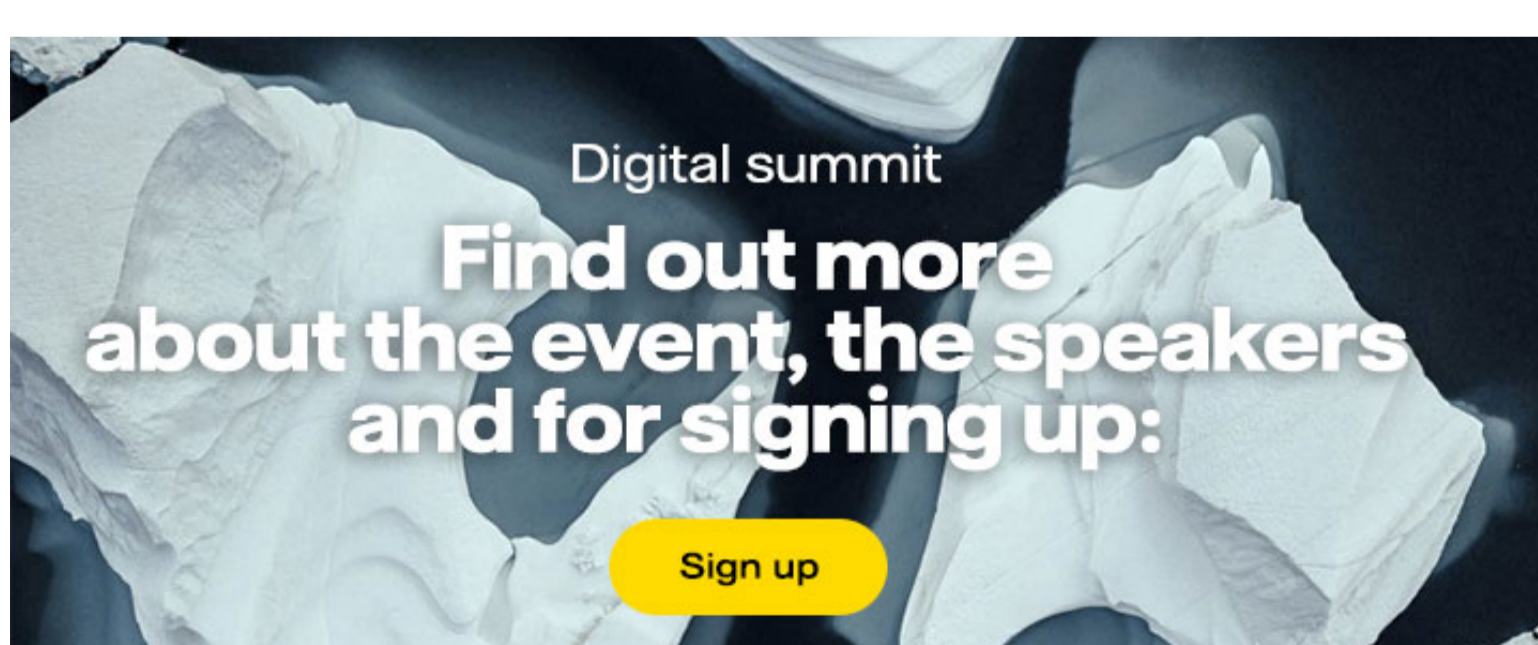


Our World In Data scientist Hannah Ritchie [discusses with BBC Future Planet](#) how she went from eco-anxious to climate hopeful, "I think the science is very clear that it's never too late; the impacts of climate change are on a spectrum and where we land on that spectrum depends on what we do today." Check out her [inspiring TED Talk!](#)

#### Panel 2: Can we grow the publics for climate change news?

**Topic:** Over the past years, traditional media have been hit hard. Overall trust and viewership for news is continuing its downward trend. Up to 40 percent of the audiences that have left say they tend to avoid news, because they find it too depressing. Who and where are the audiences for climate change news?

**Speakers:** Dr. Alexandra Borchardt, Ivan Couronne, Shereen Daver, Dr. Lagipoiva Chelle Jackson, Lars Tallert



***"The climate story is changing what we consider news. In news writing there was never a future, because news is what just happened, not what might happen. Now we are focused on a growing menace whose worst effects will be felt in the more or less near future. As Naomi Klein says, "This changes everything." Our language, how we work, the stories we tell, how we tell them, who cares about them – everything."***



**Mark Lee Hunter**, founding member of The Global Investigative Journalism Network, the principal author of *Story-Based Reporting: A Manual for Investigative Journalists* (UNESCO 2009) and the recipient of many awards for his reporting, will be co-moderating the [event in Brussels](#) and discusses his involvement in [this column](#).

#### Panel 3: Whose facts matter in the climate change story?

**Topic:** Facts are now more disputed than ever. Whose facts are legitimate and to whom has become a matter of faith. In practical terms: what constitutes "proof" for the publics of climate change communication?

**Speakers:** Sven Egenter, Syed Nazakat, Mitali Mukherjee, Alastair Bealby

Thank you for reading!

Excited for the event on the 24th September and want to invite someone you know?

Please forward this newsletter. If you get 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](mailto:climatechange@vattenfall.com) or click the link!

**The Vattenfall Communications team**

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