



Hello!

On 24 September we hosted an [event](#) titled "Can climate communication overcome the bad news problem?" at the Bibliothèque Solvay in Brussels and online. Participants heard from leading figures from journalism, politics, business, academia and NGOs who shared their insights on issues such as climate reporting, misinformation and public apathy.

The discussions focused on shifting climate change narratives from despair to hope, encouraging action. Key takeaways included promoting responsibility, focusing on solutions, and addressing the seriousness of climate change without instilling fear.

### Watch the sessions again

#### Session 1 – Can we be balanced about climate change?

Explore how agency in climate communication can inspire action, not just concern or apathy. Kris De Meyer, Ulrik Haagerup, Emilia Díaz-Struck, Angelika Pullen and Tom Brookes discussed how storytelling can empower people to take meaningful steps towards climate solutions. The panel highlighted how reframing climate news to emphasize actionable solutions rather than just problems can lead to greater public trust and engagement.

[Can we be balanced about climate change? - Vattenfall](#)

#### Session 2 – Can we grow the publics for climate change news?

How do we reach wider audiences with climate news? Alexandra Borchardt, Ivan Couronne, Shereen Daver, Lars Tallert and Lagipoiva Cherele Jackson on tailoring messages for different audiences, and why local and indigenous knowledge is vital in telling climate stories. The speakers emphasized the importance of using trusted messengers and platforms to connect with diverse communities that are often overlooked in mainstream climate reporting.

[Can we grow the publics for climate change news? - Vattenfall](#)

#### Session 3 – Whose facts matter in the climate change story?

Bringing more people into the climate conversation is key. Sven Egenter, Alastair Bealby, Syed Nazakat, and Mitali Mukherjee shared how diverse perspectives, especially from younger generations, are crucial to creating a sustainable future. The session underscored the need for collaborative journalism and cross-border efforts to combat climate disinformation more effectively.

[Whose facts matter in the climate change story? - Vattenfall](#)

***"The progress narrative is something that works. But very little coverage actually goes into envisioning a positive future," said Alexandra Borchardt.***



**Alexandra Borchardt** from the European Broadcasting Union is a senior journalist, media researcher, independent advisor, and university teacher. Alexandra Borchardt spoke in session 2 about "Can we grow the publics for climate change news?".



**Anouk Ilfs, Vice President, Media Relations, and Åsa Jamal, Senior Vice President, Group Communications**, introduced the event and set the stage for a multi-sector dialogue on climate communication.

[Watch the video](#)



Image by Vattenfall

### Shifting the climate narrative: Mark Lee Hunter's reflections on the event

When we began to think about this event, we understood that we were doing something different and risky. We were asking people from different sectors of communications, with very different values and roles, to share a stage and a common theme. If that theme – the necessity of finding new ways to alert and engage the public – had not been connected to the climate crisis, I think we would have found it impossible. When Anouk Ilfs and I were planning this event, we discovered that even the committed, very smart people we were talking with could get depressed about the climate. Well, me too. But I don't feel that way today, even with record rains pouring down on me from the sky over France. I feel inspired, because the people I met on this project are making something happen and won't give up.

[Read the full column here](#)



**Mark Lee Hunter**, founding member of The Global Investigative Journalism Network, the principal author of Story-Based Inquiry: A Manual for Investigative Journalists (UNESCO 2009) and the recipient of many awards for his reporting, co-moderated the event in Brussels.

***"What does land [in people's minds, red.] is protection. Protection of the things that we love, one way or another. Messages about nature and about protecting nature. Talking about water for example, and how water quality is impacted by climate change, how access to water is impacted by climate change. Those kinds of issues resonate significantly across political groups," said Tom Brookes.***



**Tom Brookes**, CEO of the Meliore Foundation, a leading philanthropic organization focused on funding fact-based strategic communications around climate change and related issues. Tom Brookes spoke in session 1 about the question if we can be balanced about climate change?



### Want to read more positive climate news?

Our monthly newsletter THE EDIT provides insights into the journey to fossil freedom and addresses the climate challenges of our time. Follow THE EDIT on [LinkedIn](#) or subscribe for the [email version](#).



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***"We need to tell stories of doing, not stories of concern," said Kris De Meyer.***



**Kris De Meyer**, Director of the UCL Climate Action Unit (CAU), is a Senior Research Fellow in the Department of Earth Sciences at UCL. Kris De Meyer joined the panel in session 2 about the question if we can grow the publics for climate change news?

This conference in Brussels showed us that in the challenge against climate change, facts and figures matter. But equally important is striking a balance between urgency and inspiration. Let's come together, share solutions, and work collaboratively towards a fossil-free future. Join us in acting today! Together we can make a difference.

Thank you for reading!  
The Vattenfall Communications team