



Communicating Climate Rights:

An uphill struggle

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Mission

To enable strategic use of information and communication technologies by civil society

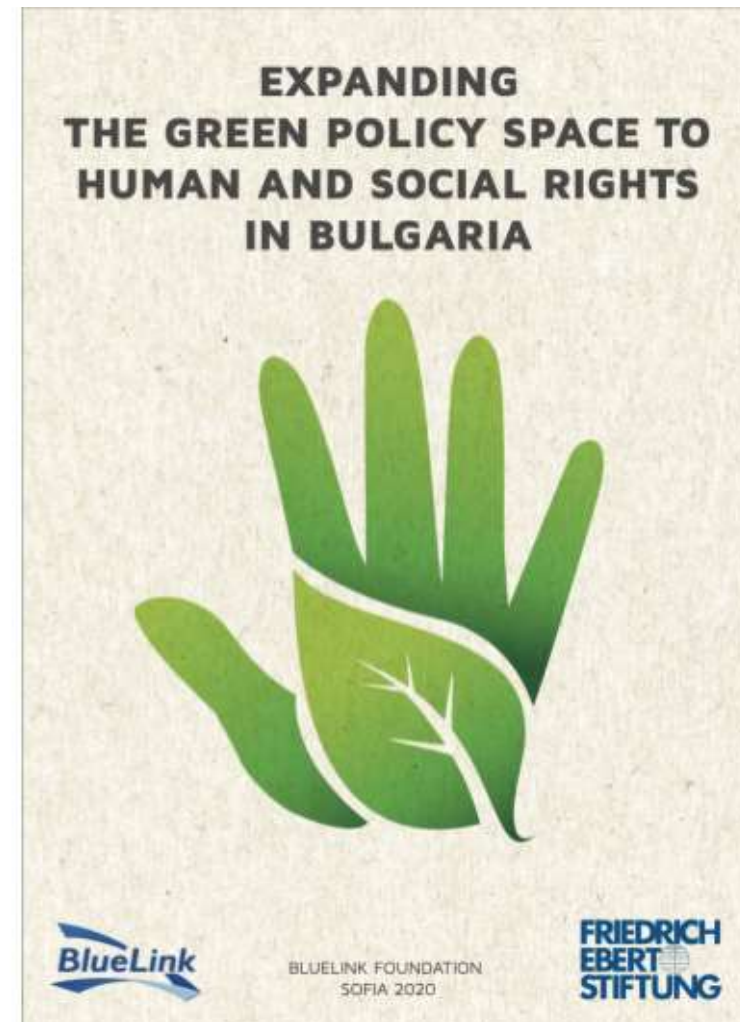
In support of:

- democracy (including citizen participation and rule of law);
- protecting the environment (including the climate); and
- promoting share European's values (including human rights, freedom, dignity, social equality, solidarity)

Bringing Green Policy Closer to Human and Social Rights

Purpose and methods

- to explore possible synergies and collaboration between green and human rights policy agendas in Bulgaria, assess the advantages they could bring, and map the steps to achieve them while avoiding risks
- Literature review, news and social media analysis
- Online survey (30)
- Interviews (5)



Strategy matrix

Action	Field	Enabling Information Communication Technology	Environment Protection (including Environmental Health, Climate change)	Democracy Civic Participation / Access to Justice	European values – Human, Social, Economic Rights	Empower- ing Civil Society	Freedom of speech online
E-networking		X	X	X	X	X	X
Watchdog journalism		X	X	X	X	X	X
Research, Analysis (Applied/ Social / Policy / Action)		X	X	X	X	X	X
Advocacy (Media / Policy)		X	X	X	X	X	X
Technical Support Capacity building / Training		X	X	X	X	X	X
Strategic litigation support			X			X	

The DACE Project



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PROJECT GOALS

To raise people's awareness (on a national and regional level) about:

- their climate rights
- climate adaptation policies in place that defend these rights
- relevant EU and national legislation that helps exercise climate rights

To empower citizens to exercise their climate rights (via informing them, stimulating discussions, debates among like-minded organisations and civic groups)

To support the Green Deal and the EU Strategy on Adaptation to Climate Change

To influence EU and national climate change adaptation policy.

DACE [ongoing]

PROJECT COMMUNICATION GOAL

To raise people's awareness of their climate rights and inspire them to seek to exercise these rights.

DACE Project Targets

- 3000 + EU citizens reached in each country (at least 18 000 people in all project countries)
- 10 000 more on the EU level, in other Member States
- 100 direct participants per member state will benefit from being engaged (700 project total)

- at least 5 journalists/ media contacted per partner
- at least 7 journalistic feature (in-depth) articles on selected climate related cases in published in partner countries
- at least 10 social media posts per country, reaching 50 000 people per country (7 x 50 000 = 350 000 for the project)
- at least 4 website articles per country
- event reports (10 pages per event) are also to be published on partner websites

A Hostile Journalistic 'Field'

Anglo-American liberal media model - over commercialized, promotes material values, individualism over collective interest, market over regulation (Hallin-Mancini 2004), now spreading globally;

Objectivity, novelty, authority order - norms serving the carbon industry Bennett (1996); Boykoff (2007).

Loyalty to media owners' - political/economic bias against defending of public interest, common values, civil society activism;

Journalistic norms as basis for social exclusion - Allan (2010). The loss of 'Voice' - Nick Couldry (2010).

Tabloid "values", focus on entertainment, celebrity, personalisation, and over-emotionalisation over fact and evidence. Withdrawal from facts and science.

Occupational symptoms. 'New economy' influences - Örnebring (2009);

A new journalistic "field" serving its own interests – P.Bourdieu (1998)

Social networking online

Digital divide

Algorithmic bias

Commercialisation –
unfit for social action

Mistrust and divisions –
collective action undermined

‘Troll factories’ and digital warfare

Missing regulation,
inadequate self-regulation



Our response:

Safeguarding Watchdog Journalism

- Fact and science-based storytelling
- Ethical and professional norms of journalism
- Societal responsibility
- Checking sources
- Getting the opposite side
- Editorial oversight
- Award-winning story-telling
- Hands-on training
- Employment and fees for journalists
- Virtual Newsroom



International Journalism Workshop on Climate Rights

February 25-26, 2024
in Vienna, Austria

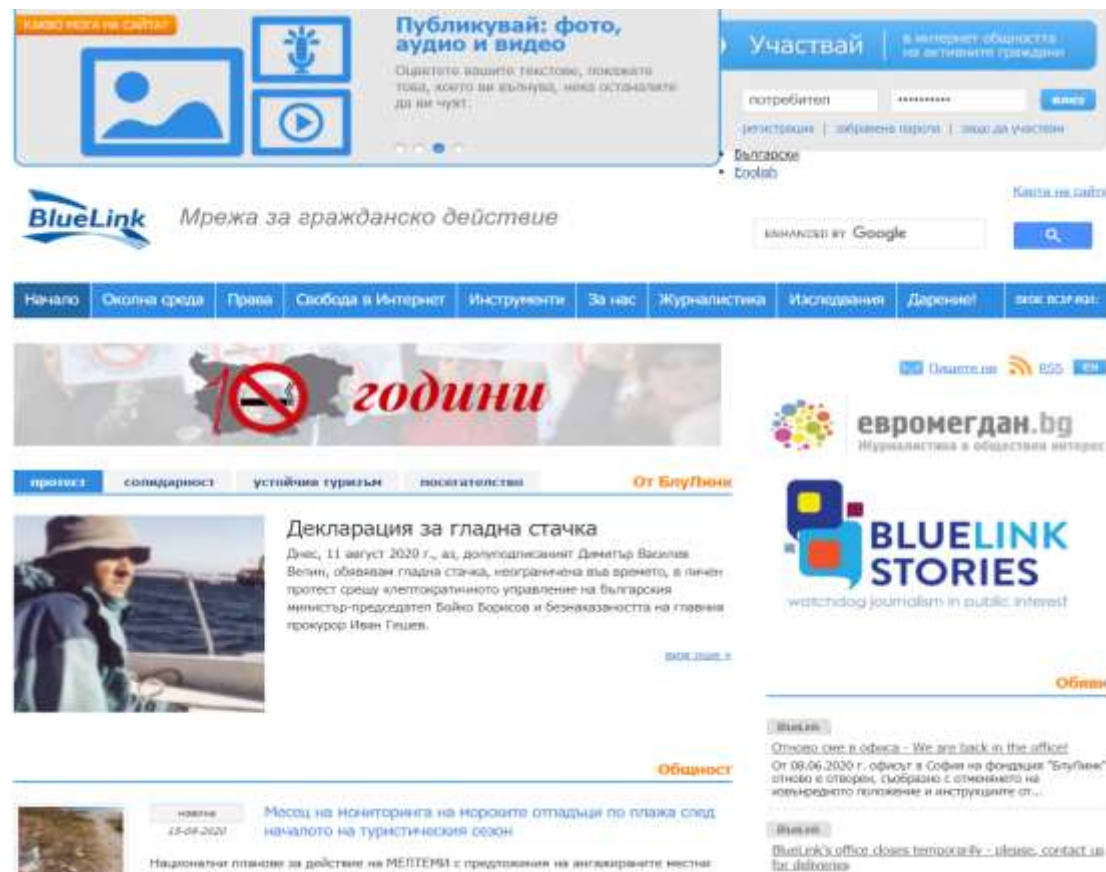


Enabling watchdog journalism



Our response: Mission-driven E-Network for CSOs

- value-based
- trust-based
- coordination
- exchange of information
- strategic e-tools
- news
- resources
- easy publishing



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Thank you for your attention!

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