

THE EUROPEAN GREEN DEAL
- AN OPPORTUNITY OR CHALLENGE FOR JOURNALISM AND RESEARCH?

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"Journalism amid Climate Change"



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THE EUROPEAN GREEN DEAL
- AN OPPORTUNITY OR CHALLENGE FOR JOURNALISM AND RESEARCH?

- Introduction
 - Thanks and presentation
- Background – The EU Green Deal
- Purpose
 - What does this and similar so-called green initiatives means for (climate) journalism and research?
- State of art
 - Climate journalism in practice and research
 - Methods used by journalists and researchers
- Opportunities for comparative work and future collaborations

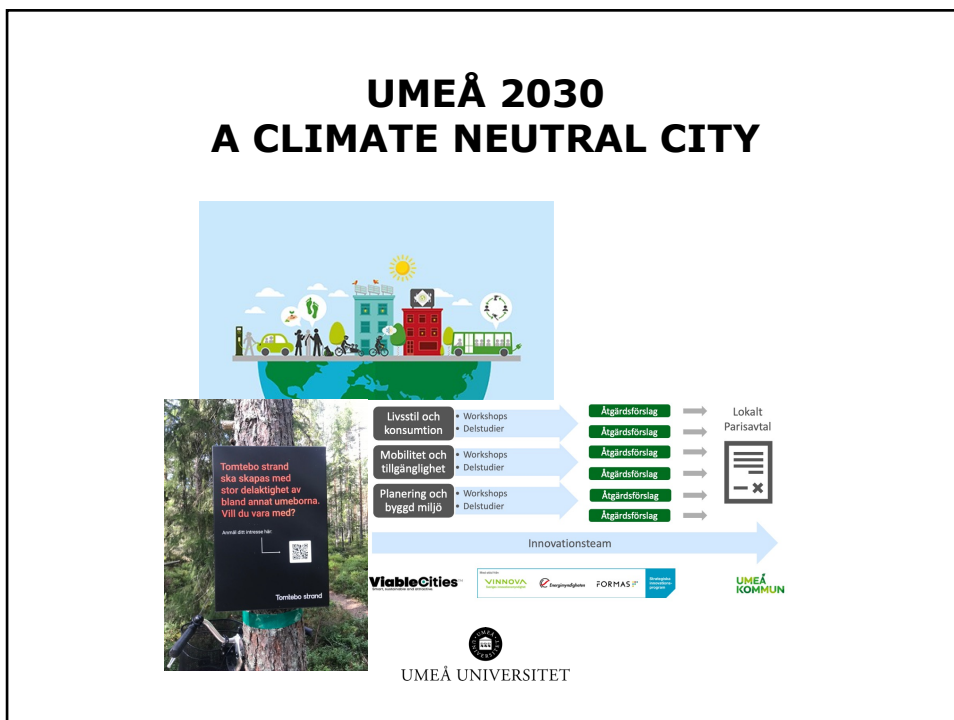


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COMMUNICATION FOR SUSTAINABLE SOCIETIES IN THE ANTHROPOCENE



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SCIENCE



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AGENDA 2030 THE ROLE OF MEDIA AND COMMUNICATION





| | | | | | |
|---|---|---|---|--|---|
| 1 NO POVERTY  | 2 ZERO HUNGER  | 3 GOOD HEALTH AND WELL-BEING  | 4 QUALITY EDUCATION  | 5 GENDER EQUALITY  | 6 CLEAN WATER AND SANITATION  |
| 7 AFFORDABLE AND CLEAN ENERGY  | 8 DECENT WORK AND ECONOMIC GROWTH  | 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE  | 10 REDUCED INEQUALITIES  | 11 SUSTAINABLE CITIES AND COMMUNITIES  | 12 RESPONSIBLE CONSUMPTION AND PRODUCTION  |
| 13 CLIMATE ACTION  | 14 LIFE BELOW WATER  | 15 LIFE ON LAND  | 16 PEACE, JUSTICE AND STRONG INSTITUTIONS  | 17 PARTNERSHIPS FOR THE GOALS  |  |



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COMPLEX DECISION-MAKING



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COMMUNICATION IS KEY

DN Debatt. 171 forskare: "Vi vuxna bör också klimatprotestera"



Klimatprotesten behövs språka upp våra tankar och göra det tydligt för politiska ledarskapet. Se länge detta inte sker delar vi helt av ert ansvar för att vi vuxna engagerar oss. Avsnitt av DN Debatt. Foto: Sören Sjögren/TTT

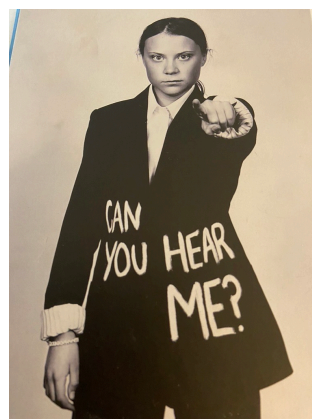
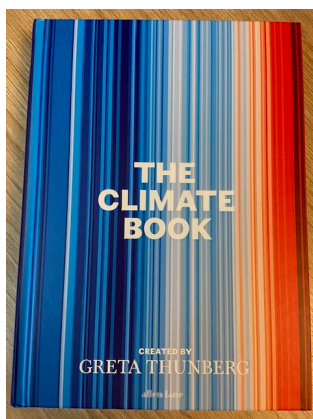
DN DEBATT 26/9. Vuxna bör följa uppmaningen från ungdomarna i Fridays for future-rörelsen och protestera eftersom det politiska ledarskapet är otillräckligt. Omfattande och långvariga påtryckningar från hela samhället behövs för att få de politiskt ansvariga att utöva det ledarskap som klimatkrisen kräver, skriver 171 forskare i samhällsvetenskap och humaniora.



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RESPONSE TO THE CLIMATE BOOK



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SWEDEN – NORRLAND "THE LAND OF THE FUTURE"

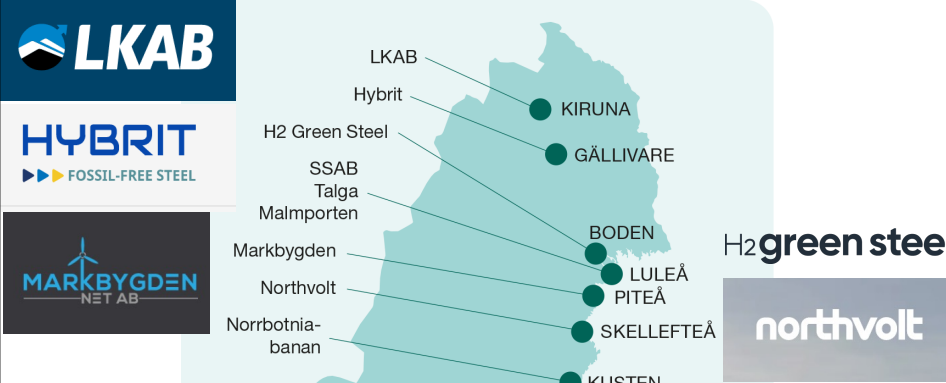
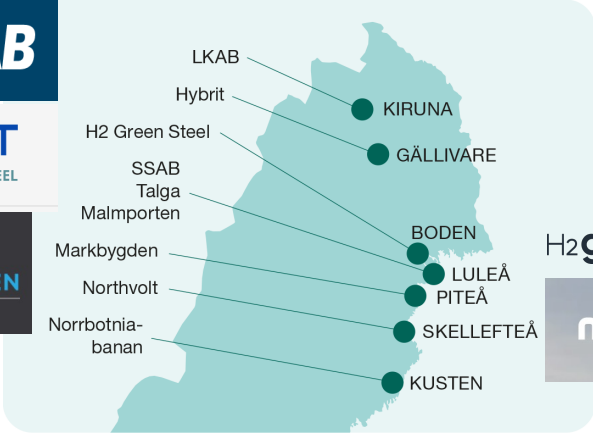


■ Norrland
■ Svealand
■ Götaland

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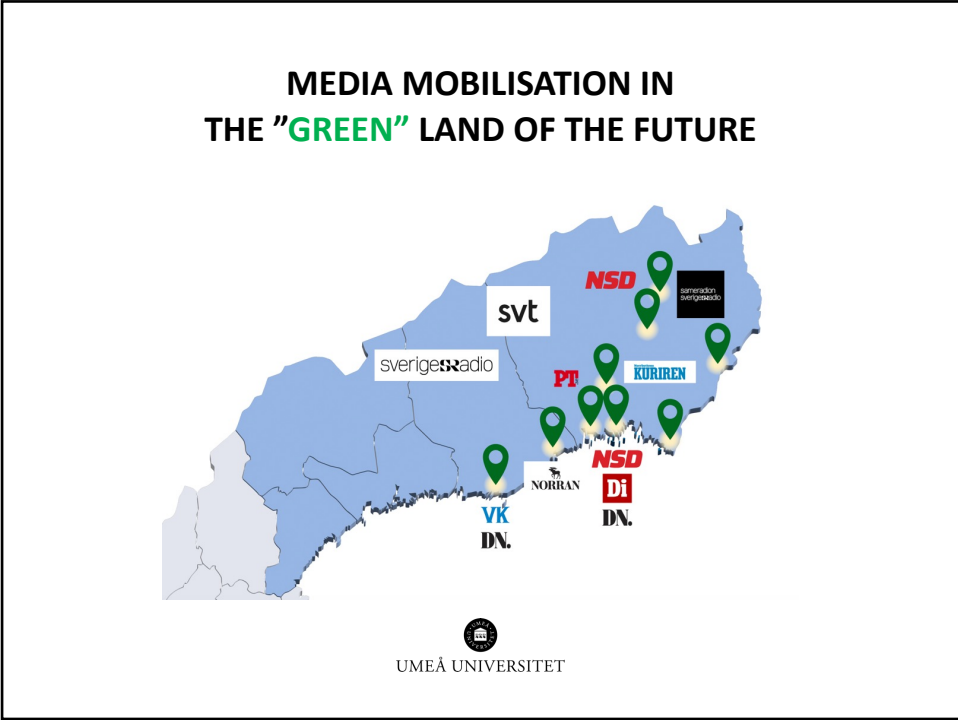
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"GREEN" RE-INDUSTRIALISATION



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THE EUROPEAN GREEN DEAL

- EU decision in December 2019
 - Paris Agreement Dec 2015
 - The first climate-neutral continent by 2050
 - At least 55% less net greenhouse gas emissions by 2030 (compared to 1990 levels)
 - Enormous investments (1€ trillion – growth)
 - Cities key transformation arenas
 - **”By and for the people”**



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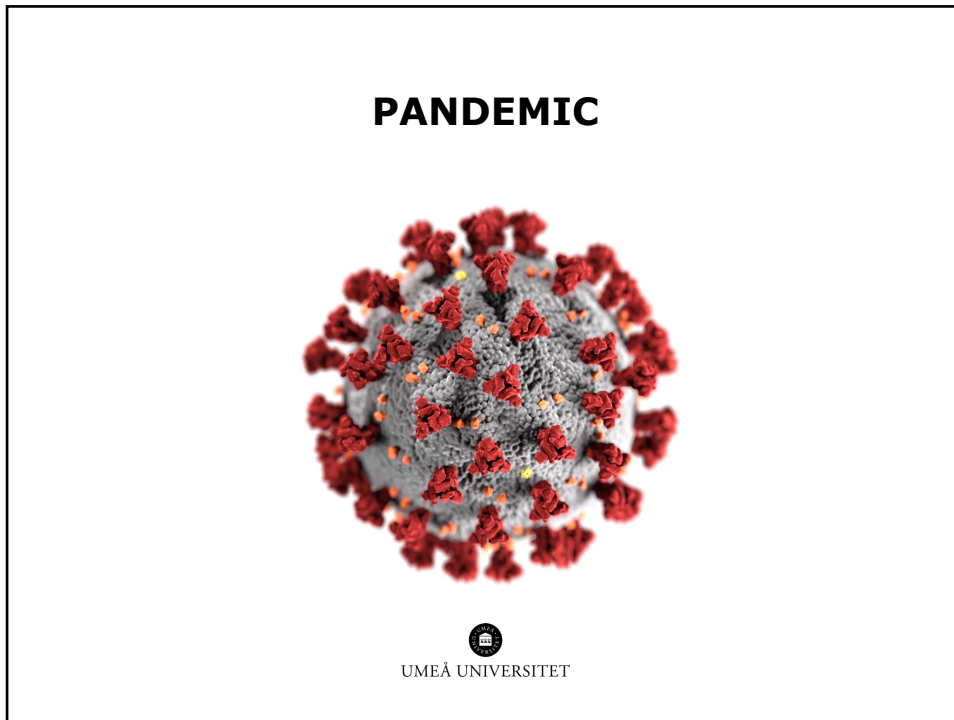
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PEAK IN 2019

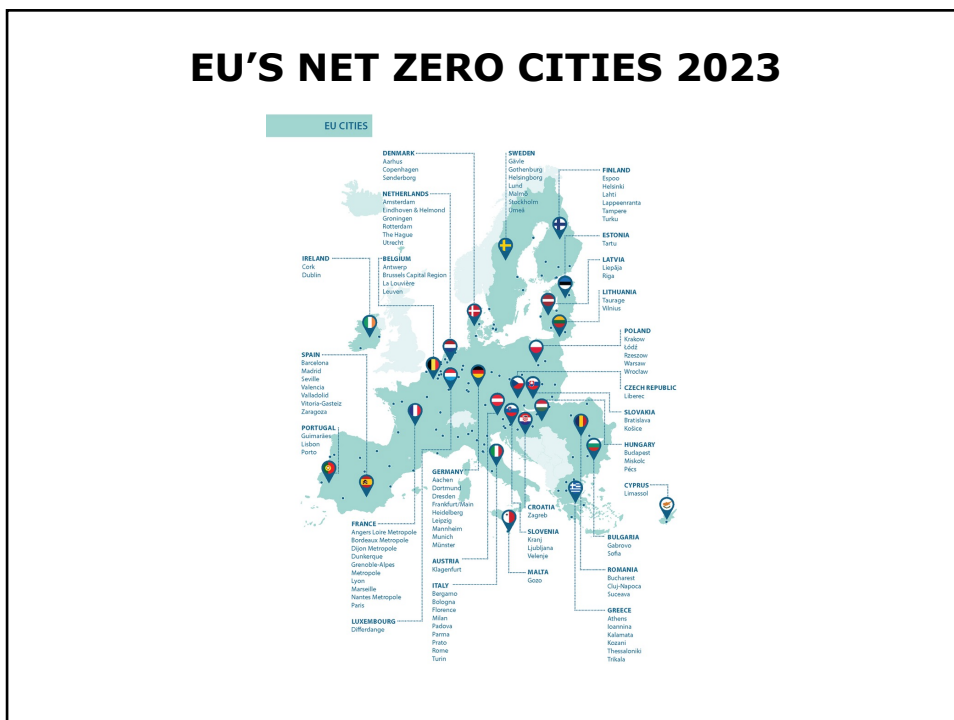


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CLIMATE JOURNALISM MATTER (EBU REPORT MARCH 2023)

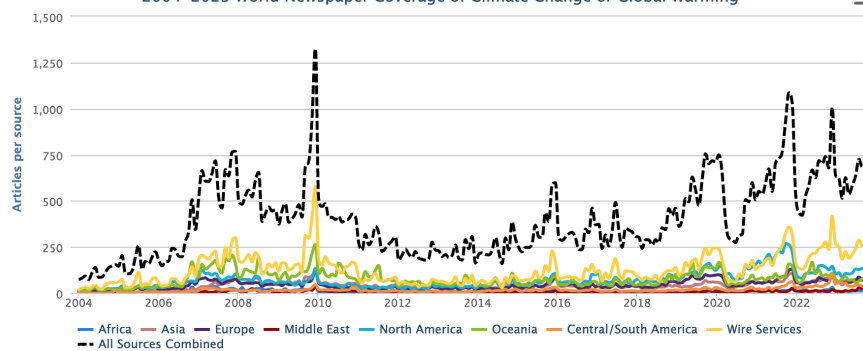


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CLIMATE JOURNALISM

2004–2023 World Newspaper Coverage of Climate Change or Global Warming



- Figure Citation: Boykoff, M., Aoyagi, M., Ballantyne, A.G., Benham, A., Bruns, C., Chandler, P., Daly, M., Doi, K., Fernández-Reyes, R., Hawley, E., Hwang, K., Lee, K., Lyytimäki, J., McAllister, L., Mervaala, E., Mocatta, G., Nacu-Schmidt, A., Oonk, D., Osborne-Gowey, J., Pearman, O., Petersen, L.K., Simonsen, A.H., and Ytterstad, A. (2023). World Newspaper Coverage of Climate Change or Global Warming, 2004–2023. Media and Climate Change Observatory Data Sets. Cooperative Institute for Research in Environmental Sciences, University of Colorado. doi.org/10.25810/4c3h-h819.



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ADVANCED REVIEW WIREs CLIMATE CHANGE WILEY

Climate journalism in a changing media ecosystem: Assessing the production of climate change-related news around the world


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Abstract
 Climate journalism gathers, evaluates, selects, and presents information about climate change, its characteristics, causes, and impacts, as well as ways to mitigate it, and distributes them via technical media to general and specialist audiences. It is an important source of information about climate change for many people. Currently, however, the media ecosystem surrounding climate journalism is changing, with economic conditions becoming more strenuous, more communicators joining the debate, and social media changing the affordances of communication. This advanced review synthesizes scholarship on both the status quo and the changes taking place in climate journalism in the Global North and the Global South. While it demonstrates that the scholarship has distinct gaps and biases, it does distill several robust findings. First, it shows that the organizational embedding of climate journalism is changing, with specialist reporters becoming scarce and working under more strenuous conditions and with the emergence of online-born news media and niche sites


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COMMON TOPICS



BILEN



BOSTADEN



BIFFEN



BÖRSEN



BUTIKEN


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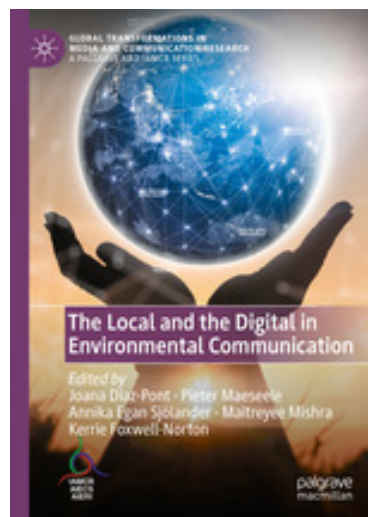
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Visualisation



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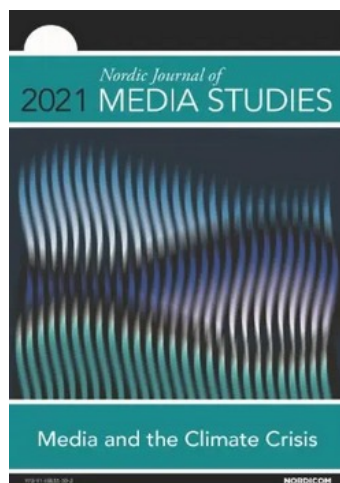
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LOCAL/REGIONAL NEWS MEDIA



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CLIMATE JOURNALISM

Agents of sustainable transition
or place branding promoters?
Local journalism and climate change in Sweden

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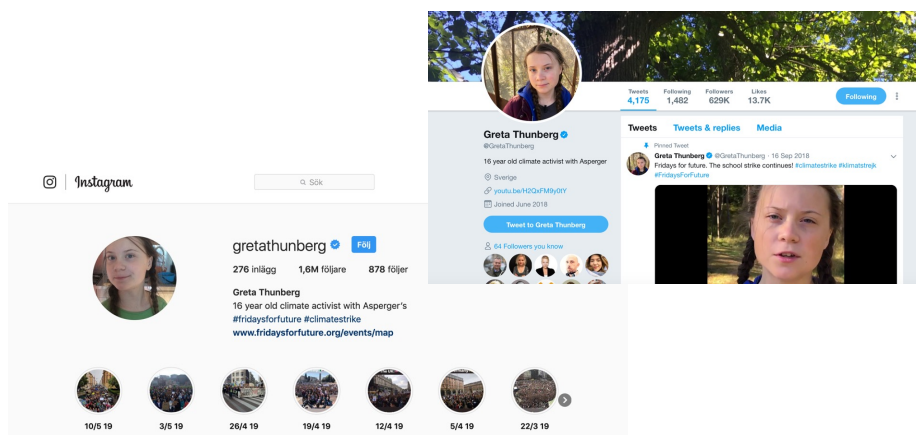
GRETA THUNBERG



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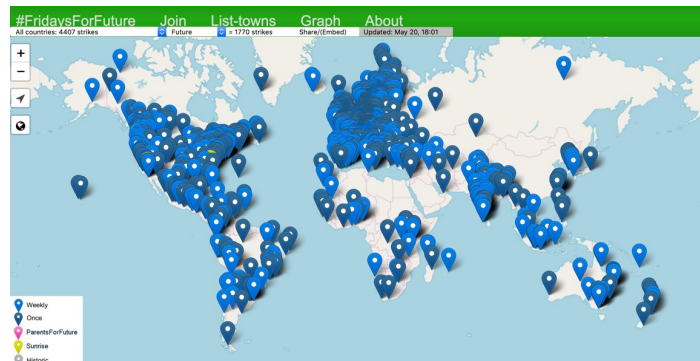
THE GRETA IMPACT – SOCIAL MEDIA



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VISUALISATION #FRIDAYSFORFUTURE



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II METHODS USED BY JOURNALIST AND RESEARCHERS?

- What types of methods are employed in this work by journalists and researchers (given that a business-as-usual approach can be highly problematic given the magnitude of the climate crisis)



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III OPPORTUNITY FOR COLLABORATION AND COMPARATIVE RESEARCH

- How can the 'green' and 'smart' cities initiatives be an opportunity for research collaborations and substantial comparative journalistic work of importance, not least for practitioners.



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THE EUROPEAN GREEN DEAL - AN OPPORTUNITY OR CHALLENGE FOR JOURNALISM AND RESEARCH?

- Purpose
 - What does this and similar so-called green initiatives mean for (climate) journalism and research?
- A great opportunity for collaborative and comparative work – of importance for the journalistic practice!



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Thank you



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