

#ALLFORCLIMATE: ROLE OF THE MEDIA

We are facing a climate emergency posing an existential threat to humanity. The crisis requires “rapid, far-reaching and unprecedented changes in all aspects of society”, says the UN’s IPCC*. If we want to ensure good living conditions for all, within the limits of the planet, we must redefine what living well means, and create an economy that does not depend on growth.

We have been waiting too long for others to solve the crisis. But all actors in society have important roles to play in the transition ahead. All of us, individuals and organisations, must realise that we are part of the problem and must act boldly now to become part of the solution. This is the core of the #AllForClimate campaign.

As the fourth estate, the media has a great share of the responsibility for how citizens, politicians and all other actors in society understand and act on the climate crisis. We call on the media to follow seven recommendations for a rapid and socially just transition to a carbon-neutral society.

* Intergovernmental Panel on Climate Change



1 TAKE THE CLIMATE EMERGENCY SERIOUSLY

Acknowledge that we are now in a climate emergency. Educate yourself on its causes and consequences. Provide constant updates on its development, its costs and the actions needed to counter it, as has been done with the coronavirus pandemic. Use your communications means and skills to accelerate the transition to a climate-neutral society and prioritise this task above everything else.



2 THINK CLIMATE IN ALL MEDIA CONTENT

Use all possible types of articles and programmes to mobilise for action. Cover all relevant news with the perspective of their climate impact. Make climate issues an intrinsic part of works of fiction and of journalism covering culture and lifestyle.



3 TELL THE TRUTH

Make it clear to everyone that the climate crisis is nowhere near being resolved. Explain the imminent risk of us triggering a chain reaction of catastrophic and irreversible climate change. Explicitly state that quick and radical changes are needed if we are to reduce CO2 emissions in time.



4 SHOW US WHAT IS AT STAKE

Describe and illustrate the dramatic consequences of the climate crisis so vividly that they become tangible, even if we are not yet experiencing their full extent; broken supply chains, water shortages, famines, natural disasters, mass migrations, wars, the possible collapse of civilisation.



5 STOP MISINFORMATION

Be critical of anyone who questions the severity of the climate crisis or the level of intervention needed. Remember that we humans often unknowingly deny or downplay challenges that require major changes from us. Challenge the prevailing economic models and thinking that are out of step with reality.



6 INSPIRE US TO TAKE ACTION

Use constructive and solution-oriented journalism to mobilise for concrete climate actions. Explain clearly how we can get involved, individually and collectively, and what we can gain from it. Focus on solutions that can be implemented here and now, rather than on hypothetical or uncertain future fixes.



7 CREATE A NEW STORY

Stop repeating the myth of continued growth and increasing material prosperity. Be honest about the fact that the climate crisis challenges the way we live and organise society. Explain the need for redistribution of wealth across social strata and countries. Explore other societal models than those responsible for the climate crisis. Lead the vital debate about what life and society on the other side of the crisis could look like.

