

Plan to Accelerate the Promotion of Information Integrity on Climate Change

Axis: 6. Unleashing Enablers and Accelerators including on Financing, Technology and Capacity Building

Key objective: 30. Information integrity in climate change matters

Solution: Promotion of climate information integrity

Host initiative: Global Initiative for Information Integrity on Climate Change

Scope: Global/international scope, focused on digital and communication policies

- Geographic: global/international
- Sectoral: digital and communication policies
- Other aspects:

Levers assessment: (each lever is described in the guidance document)

- **Risk-informed decision-making:** N/A
 - Rationale: [Risk assessment tools still need to be developed]
- **Technology shifts:** Low maturity
 - Rationale: [Technologies to promote climate information integrity are being developed, but didn't reach a high level of maturity]
- **Knowledge & Capacity building:** Low maturity
 - Rationale: [Knowledge and capacity building on climate information integrity are increasing, but is still concentrated in the Global North]
- **Inclusive decision-making governance & design:** High maturity
 - Rationale: [The Global Initiative for Information Integrity on Climate Change is the widest governance structure to deal with the matter, but it still needs to expand and increase its membership]
- **Standards & Taxonomies:** N/A
 - Rationale: [Policy recommendations related to different components of an integrated approach to climate information integrity exist, but the definition of technical standards still need to be developed and promoted internationally]
- **Supply:** Low maturity
 - Rationale: [A few tools, methods and policies to promote different components of climate information integrity exist, but they need to be further developed, adapted to different contexts and made available worldwide]
- **Demand:** Medium maturity
 - Rationale: [There is growing awareness on the matter and, consequently, growing demand for tools, methodologies and policies to promote climate information integrity]
- **Public/private finance:** Low maturity
 - Rationale: [There is only one Fund fully dedicated to promote climate information integrity worldwide, and it still needs to mobilize more financial resources]

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- **Partnerships and collaboration:** High maturity
 - *Rationale: [Through the Global Initiative for Information Integrity on Climate Change and the Activation Group on KO 30, a strong partnership was built between governments, international organizations and research and civil society networks working on the matter, even though we still need to increase the coverage to include more actors and countries/regions]*
- **Policy & regulatory:** Low maturity
 - *Rationale: [Few countries have developed legal frameworks and policies to promote climate information integrity]*
- **Public opinion:** Medium maturity
 - *Rationale: [Threats to information integrity in general as well as climate change are widely recognized by public opinion as important societal risks, according to the UN and the WEF Global Risks Report. The awareness of the connection between both threats is also growing but still needs to be further developed.]*

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Expected impact of this plan on the 2030 targets (if any): Medium

By 2028, this plan aims to unlock measurable progress through the following main impact pathways:

1. **Expanding international multistakeholder collaboration:** By expanding global coalitions dedicated to different components of the solution, the plan will allow for concerted action from governments, civil society, universities and the private sector to develop and implement tools, methods and policies to promote climate information integrity.
2. **Accelerating research and knowledge on risks to climate information integrity and their impacts on climate action:** Through country-level, regional and international institutions, fostering scientific research on disinformation and other information integrity risks related to AI and emerging technologies and their impacts on climate action, to contribute to the development of evidence-based tools, methods and policies to promote climate information integrity worldwide. A special focus should be given to the Global South, where research on the matter is less developed.
3. **Developing and implementing tools, policies and legal frameworks to promote climate information integrity, aligned with international human rights laws and standards:** Through the expansion of national and sub-national governments committed to the promotion of climate information integrity, the development and implementation of policies and legal frameworks will be accelerated globally. Such policies and legal framework shall be aligned with international human rights laws and standards and shall include measures focused on promoting platform and ad tech transparency and accountability; implementing media and digital literacy related to climate change; protecting journalists, activists, communicators and scientists; supporting media sustainability; protecting scientific data and datasets related to climate change; among others.
4. **Developing and implementing strategic communication campaigns:** Enhance climate awareness and climate action through strategic communication campaigns that promote information integrity on climate change and counter dis/misinformation, hate speech and other climate information integrity threats, through targeted, high-impact and science/evidence-based communication actions, at all levels.
5. **Mobilizing financial resources:** Through UNESCO's Global Fund for Information Integrity on Climate Change, such resources will fund research, strategic communications and investigative journalism that promote climate information integrity.
6. **Enhancing corporate responsibility:** Fostering corporate responsibility and accountability, including on sustainability claims through corporate reports, marketing and advertising practices, to promote climate information integrity.

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Expected contributions to global processes:

- **Global Stocktake (GST):** addresses gaps related to capacity building, access to information and empowerment of society to engage in climate action, under the Action for Climate Empowerment Agenda.
- **2030 Climate Solutions targets:** supports the availability of information, communication and education efforts, and public awareness on climate-related issues, enabling the achievement of several 2030 Climate Solution Targets.
- **SDGs:** contributes to SDG 13 (target 13.3 - Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning), SDG 4 (target 4.7 - Ensure that all learners acquire the knowledge and skills needed to promote sustainable development), SDG 12 (target 12.8 - Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature) and SDG 16 (target 16.10 - Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements).
- **UN Global Digital Compact:** contributes directly to the implementation of paragraphs 35 and 36 of the Global Digital Compact, related to the promotion of information integrity.
- **UN Plan of Action on the Safety of Journalists and the Issue of Impunity:** contributes directly to the implementation of the plan, raising awareness on the matter and fostering policy measures to prevent, protect and prosecute crimes against journalists.
- **The World Summit on the Information Society (WSIS) process:** contributes to the WSIS Plan of Action, particularly on Action Lines 3 (Access to information and knowledge), 7 (E-environment) and 10 (Ethical dimensions of information society).

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Output	Action Scope	Action	Type of action	Implementation Lever	Responsible	Time horizon	Stakeholder engagement ¹	Committed Stakeholders
<p>Increase to 30 the number of member States in the Global Initiative for Information Integrity on Climate Change, at least 6 of which with National Chapters, and increase their geographical representativeness.</p> <p>(Baseline: launch of the Global Initiative, Nov 2024: 7 founding member country: 2 Latin American and Caribbean, 1 African, 4 from Western Europe . Number of National Chapters until Nov 2025: 1)</p>	<p>Strengthening the international coalition to promote climate information integrity</p>	<p>(1) Expand the Global Initiative for Information Integrity on Climate Change to include member States from all UN regional groups</p> <p>(2) Promote the sharing of good practices, cooperation and capacity building to help countries interested in establishing National Chapters of the Global Initiative for Information Integrity on Climate Change</p>	Existing a...	Partnerships ...	Global Initiative for Information Integrity on Climate Change	June 20...	Multi-stakehol...	Global Initiative for Information Integrity on Climate Change members (States and organizations)
<p>Publish 3+ compendiums or policy briefs gathering evidence on topics related to information integrity on climate change, in collaboration with international research networks, guaranteeing geographical representativeness.</p>	<p>Accelerating research and knowledge on risks to climate information integrity and their impacts on climate action</p>	<p>(1) Until Nov 2026, map research on information integrity on climate change globally, using IPIE's "Information Integrity about Climate Science - A Systematic Review (2025.1)" as a reference baseline to track studies published in English, and mapping research published in languages other than English (IPIE)</p> <p>(2) Within the scope of the Digital Compact, paragraph 35,</p>	New action	Knowledge & ...	UN, IPIE; UNESCO; Global Initiative for Information Integrity on Climate Change	Novemb...	Multi-stakehol...	Research networks, international organizations

¹ Such as countries, companies, investors, cities and local governments, technical institutions, MDBs, regulators & public agencies, utilities & system operators, youth & indigenous groups, multi-stakeholders platform (non-exhaustive)

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		<p>item e, “encourage United Nations entities, in collaboration with Governments and relevant stakeholders, to assess the impact of misinformation and disinformation on the achievement of the Sustainable Development Goals (SDG 17)”</p> <p>(3) Taking into account the above mentioned mapping effort, publish at least three compendiums or policy briefs gathering evidence on topics related to information integrity on climate change until Nov 2028, that can serve as example and stimulus to further research worldwide.</p>						
Map policies and legal frameworks related to information integrity on climate change globally, and assist 10+ countries to establish new policies and legal frameworks on the matter	Strengthening the promotion of climate information integrity on national level	<p>(1) Until Nov 2026, map initiatives taken by public institutions (including but not limited to public policies, legal frameworks, strategic communication) dedicated to climate information integrity in the 56 countries of the Partnership for Information and Democracy. (FID)</p> <p>(2) Until Nov 2026, track legal frameworks to prevent greenwashing (Oxford Climate Policy Monitor)</p> <p>(3) Until Nov 2028, promote cooperation, capacity building</p>		Policy & regul...	Forum on Information & Democracy (FID); Oxford Climate Policy Monitor; UNESCO; Global Initiative for Information Integrity on Climate Change	New activi... Novemb...	Countries	Research networks, international organizations, UNESCO member countries; Global Initiative for Information Integrity on Climate Change; organizations and movements representing indigenous and minority

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		and sharing of good practices to help countries interested in developing and implementing policies and legal frameworks to promote information integrity on climate change, including to protect indigenous and minority populations, as well as investigative journalists						populations
Enhance the resilience of climate communications against disinformation and develop 5+ high-impact climate communication campaigns	Developing and implementing strategic communication campaigns	<p>(1) Enhance the resilience of climate communications against disinformation by developing Guidelines and Principles for Information Integrity and a supporting Best Practices Repository, and mainstreaming them into at least five high-impact climate communication campaigns led by partner governments, inter-governmental organizations, or major NGOs. (CAN/CAAD)</p> <p>(2) Mobilize media, advertisers and communication stakeholders to design and implement multi-platform strategic communication campaigns on climate matters, to counter climate mis/disinformation</p> <p>(3) Identify relevant references of quality in communication campaigns (i.e. Cannes Lions, Clio award, and others to be</p>	New action	Public opinion	CAAD and CAN; UNESCO	Novemb...	Multi-stakehol...	Advertising stakeholders

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		defined) and mobilize then to award campaigns related to climate and information integrity, or to establish dedicated categories to the topic. (UNESCO)						
10 million USD donated to the Global Fund for Information Integrity on Climate Change and allocated with priority to the Global South (Baseline: launch of the Global Fund: USD 1 million)	Mobilizing financial resources	(1) Develop a strategy to engage potential donors and expand the number of donating member countries of the Global Initiative (2) Monitor the allocation of funds and the implementation of funded projects to ensure the priority to the Global South and the delivery of clear and direct data-driven benefits for civil society from the Global South	Existing a... ▾	Public/private ... ▾	Global Initiative for Information Integrity on Climate Change; UNESCO	Novemb... ▾	Investors ▾	Global Initiative for Information Integrity on Climate Change members States and organizations
Establish a Charter of Principles for Accountable Climate Advertising by Nov/2026 (guided by the United Nations Global Principles on Information Integrity and including healthy incentives, oversight, data availability, supply chain transparency, client disclosure, accountability and	Strengthening corporate responsibility	(1) By Nov/2026, establish a Charter of Principles for Accountable Climate Advertising. This should be guided by the United Nations Global Principles on Information Integrity and should include but not be limited to: healthy incentives, oversight, data availability, supply chain transparency, client disclosure, accountability and protection of	New action ▾	Standards & T... ▾	CAN and CAAD	June 20... ▾	Companies ▾	Advertising stakeholders, private sector

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protection of human rights) and secure its adoption by 15+ influential publishers, digital platforms, AI businesses and advertising firms by Nov/2028		human rights. (2) By June/2028 secure its adoption and demonstrated implementation by a coalition of at least 15 influential publishers, digital platforms, AI businesses and advertising firms.						
Strengthen science-based sources of information on climate action	Accelerating research and knowledge on risks to climate information integrity and their impacts on climate action	(1) Strengthen the information ecosystem tracking credible climate action (Oxford University) Define what good looks like: Develop and promulgate meaningful standards for science-based climate action (e.g. SBTi, ISO Net Zero Standard, Race to Zero) Benchmark against good practice: Ensure strong tracking of country and non-state climate action (UNFCCC, NAZCA, TransitionArc, WBA, TPI, Net Zero Tracker, C-CID)	Existing a... ▾	Knowledge & ... ▾	Oxford University	Novemb... ▾	Multi-stakehol... ▾	Research networks, international organizations, Global Initiative for Information Integrity on Climate Change