



TFCC_Group D: Informing the broad public

Interviewing journalists

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29-09-2022

Terms of reference

The Paris Agreement calls for the governments to enhance climate change education, training, **public awareness, public participation and public access to information**, recognizing the importance of these steps for enhancing global climate action and achieving global climate objectives. Producing timely and relevant climate change-related statistics is **key contribution of NSOs towards addressing this call and increasing public awareness of climate related issues.**



Questions to answer in Guidance

- a. What information is needed to inform the broad public?
- b. How it should be disseminated and communicated?
- c. What audiences are there?
- d. How to work with the press office/communication experts within the NSO?



Sources of Input

- a. Experience of the TF/Group D members
- b. NSO/international organizations' communication experts/press offices
- c. **Workshop with journalists**
- d. Any existing resources? E.g. CES Recommendations from 2014



Interviewing Journalists

- We decide to choose for structured interviews instead of one workshop.
- We were aiming at two journalists per country: one from the 'serious' media and one from the popular.
- We chose for the countries which were in the taskforce plus a stratified sample from other countries within the ECE-domain.
- In the end we would like to have 15-20 interviews



Results of the first interviews

- We made a first-step analysis and guide you through it.
- Processed until now seven interviews with journalists from Italy, Azerbaijan, Denmark, Netherlands, France and Poland.
- In progress are interviews in Armenia, Canada, UK and one more in Poland and Italy.
- Ideally we do additional interviews in USA, with Euro-news oriented journalists and - with lower priority - in Spain and Germany.



Structured interview

1. Which data source do you use most frequently and why?
2. How often do you use: [list of portals]?
3. Do you know that there are different approaches to measuring greenhouse gas emissions?
4. What do you think about the availability of data in general?
5. What data are missing to tell the stories that you want to tell?
6. What is one example of a data dissemination that went really well and one thing that could have gone better?



Key findings (1)

- Three broad ‘clusters’ of journalists:
(1) Data miners, (2) Mid-range and (3) End users
- Wide range of topic areas
- Official and hydrometeorological used widely
- Social media can be useful
- **Climate change is a complex topic**
- Variation in statistics resources used
- Huge variation in ability to understand and wrangle data sets



Key findings (2)

- **Very few understand the different approaches of GHG emissions**
- Data availability is sufficiently good
- Issues accessing local-scale data
- **Key gaps include: adaptation metrics; carbon footprint; financial and business data; links to health; waste management; local-level and regional data**
- Data visualisations always work well
- Offer services to help find data



Key discussion points

- data dissemination via social media
- **how to better support journalists**
- **how provide guidance that suits all three ‘clusters’**
- are these clusters reflective of the general public?
- **having different measurements of GHG emissions**
- accessibility and availability of regional data
- **help to fill the gaps, need to prioritise**
- need to support “non-journalists” (researchers, policy makers, schools/education)



Thank You

