



IMPLEMENTATION LAB

Effective Communication Against Climate Mis- and Disinformation

Concept Note

Version: 14 April 2026

Friday, 24 April 2026 | 12:30 – 14:00 (KST) | Room: Seminar Room 4

Background and Scope

At 2026 UNFCCC Climate Week 3 (CW3), Implementation Labs, as part of the Implementation Forum, are designed as hands-on, solution-oriented sessions focused on implementation bottlenecks and tested solutions for scaling implementation, convening non-Party stakeholders (NPS), including private sectors, civil society, and subnational entities as well as policy makers to discuss enablers and barriers to escalating solutions from perspectives of each stakeholder groups. Topics of the Implementation Labs will correspond to the six axes of Global Climate Action Agenda in alignment with the first GST outcome.

The truth is under attack. The World Economic Forum has identified misinformation as one of the top global threats both in the short and in the long term. It is becoming increasingly harder to identify reliable and trustworthy information – exacerbated by the rise of Artificial Intelligence (AI) that is altering how content and information are created and consumed in unprecedented ways and at unprecedented speed.

The climate crisis requires a global effort. This in turn requires a common and broad understanding of what the problem is and, perhaps more importantly, what the solutions are, and access to reliable and trustworthy information about it.

The **Implementation Lab: Effective communication against climate mis- and disinformation** focuses on practical approaches to identify climate mis- and disinformation and protect the integrity of climate information for communicators and stakeholders at all levels who encounter these challenges in their day-to-day work. In the panel segment, experts and communicators, including content creators, will shed light on tactics and narratives of climate disinformation and creative ways to respond to them. Participants will then engage in break-out discussion, where they will share their own experiences and discuss various aspects of tactics for countering misinformation in their communities or amongst their audiences. A special focus will be on AI, exploring both its challenges and opportunities for effective climate communication.

Objectives

The Implementation Lab aims to support participants in addressing misinformation as a barrier to climate action and implementation. It will:

- Connect the topic of climate mis- and disinformation with climate action under the Paris Agreement and raise awareness on the importance of considering misinformation counter measures a vital component of climate action.
- Support communicators and stakeholders at all levels by linking the challenges they face in countering misinformation with creative solutions for detecting, countering, debunking, and pre-bunking climate misinformation.
- Explore both risks and opportunities associated with AI in the climate information ecosystem.
- Connect different stakeholders to foster networking and sustained exchange of experiences, as no actor can tackle it alone.



- Address the concerns raised by some non-government actors regarding backsliding in climate action ambition connected to mis- and disinformation.
- Raise awareness of ongoing initiatives aimed at strengthening information integrity in the context of climate change, such as the Global Initiative on Information Integrity on Climate Change, including the Plan to Accelerate Solution on Promotion of Information Integrity on Climate Change¹.

Preliminary Agenda

12:30 -	1. Welcome and Introduction
12:35	Moderator: Ms. Nehmat Kaur , Director, Under2 Coalition
12:35 -	2. Panel Discussion: Lessons from the Frontline of Climate Communication
13:05	<ul style="list-style-type: none"> ● Ms. Julie Babin, Scientific Advisor, Government of Quebec ● Ms. Charmaine Caparas, Communication Manager, Stockholm Environment Institute (SEI) ● Mr. Guilherme Canela de Souza Godoi, Director of Division for Digital Inclusion and Policies and Digital Transformation, UNESCO ● Mr. Ikbar Alexander, Expert in Waste Management & Climate Change ● Ms. Khawla Rammali, Digital Communications Officer, UNFCCC secretariat ● Ms. Veronica Colerio, Transparency Division, UNFCCC secretariat
13:05-	3. Breakout Discussion: Practical Strategies
13:50	<p>Participants divide into two groups to explore practical approaches in greater depth. In the final 10 minutes, each group will identify two key takeaways to briefly share with the plenary:</p> <ul style="list-style-type: none"> ● <u>AI in the context of misinformation: Challenges and opportunities</u> <ul style="list-style-type: none"> ○ <i>How is AI shaping the spread of misinformation?</i> ○ <i>AI-based tools for identifying or responding to misinformation</i> ○ <i>How to use AI responsibly to strengthen climate communication</i> ● <u>Communicating climate facts:</u> <p>Facilitator: Mr. Ikbar Alexander, Expert in Waste Management & Climate Change</p> <ul style="list-style-type: none"> ○ <i>How can message carriers address news fatigue or backlash on a personal level (hate speech, trolling) when communicating climate change and climate solutions?</i> ○ <i>What role can content creators and local voices play in strengthening climate communication?</i> ○ <i>How to repackaging climate science in digestible formats for the wider public?</i>
13:50-	4. Remarks
13:55	Mr. Hassan Ali Ahmed Alsaleh , Global Negotiations Specialist, Ministry of Energy, Saudi Arabia
13:55-	5. Wrap-up and Closing
14:00	

¹ https://climateaction.unfccc.int/assets/documents/24_.pdf