



## **Contributions to the COP 30 Presidency Roadmap for Halting and Reversing Deforestation and Forest Degradation by 2030**

Submission by the co-chairs of the Global Initiative for Information Integrity on Climate Change

The co-chairs of the Global Initiative for Information Integrity on Climate Change<sup>1</sup> (GIICC) welcome the opportunity to submit their contributions to the COP 30 Presidency Roadmap for Halting and Reversing Deforestation and Forest Degradation by 2030.

Information integrity is an underlying, crosscutting matter impacting climate action and underpins the halting and reversing of deforestation and forest degradation by strengthening information ecosystems against climate disinformation and securing the role of science in guiding climate action.

The areas to be addressed in the Roadmap more closely related to this submission are:

- Deforestation: drivers and solutions;
- Forests, climate change, international cooperation and capacity building;
- International institutional challenges and solutions in areas such as trade rules and transnational environmental crimes

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<sup>1</sup> <https://www.unesco.org/en/information-integrity-climate-change>

**(a) What are the most critical barriers — whether physical, economic, financial, institutional, technological or social — preventing the halting and reversing of deforestation and forest degradation?**

Threats to information integrity on climate change, like denialism, mis- and disinformation and hate speech, are one of the most critical barriers preventing urgent climate action in general, and the halting and reversing of deforestation and forest degradation.

Information integrity refers to an information ecosystem in which reliable and accurate information is available to all, enabling people to engage meaningfully in public life, make informed decisions and exercise their rights. Without information integrity, the discredit of evidence distorts public perception and weakens or delays urgent science-based policies.

During COP30, UN Secretary-General António Guterres stressed that “We cannot achieve climate action without information integrity”<sup>2</sup> and welcomed the Belém Declaration on Information Integrity on Climate Change<sup>3</sup>, currently endorsed by 24 countries<sup>4</sup> and the European Union. The crucial role of information integrity was also addressed in the mandated Action for Climate Empowerment (ACE) event “Empowering an Informed and Engaged Society for Effective Climate Action”<sup>5</sup>.

The UN Global Risk Report 2024<sup>6</sup> identified mis- and dis-information as the top current global vulnerability, a major risk for which multilateral institutions are not sufficiently prepared. Likewise, the World Economic Forum’s Global Risks Report 2026<sup>7</sup> identified mis- and disinformation as the second most severe risk in the short term and the fourth in the long-term – right after three environment-related risks.

The report “Information Integrity about Climate Science: a Systematic Review”<sup>8</sup> (2025), released by the International Panel on the Information Environment (IPIE), concluded that: (1) the human response to the climate crisis is being obstructed and delayed by the production and circulation of misleading information about the nature of climate change and the available solutions; (2)

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<sup>2</sup> [https://www.linkedin.com/posts/antonio-guterres\\_cop30-activity-7396333651015147520-97Z4/](https://www.linkedin.com/posts/antonio-guterres_cop30-activity-7396333651015147520-97Z4/)

<sup>3</sup> <https://www.unesco.org/en/information-integrity-climate-change/cop30declaration?hub=780>

<sup>4</sup> Armenia, Austria, Belgium, Brazil, Canada, Chile, Czechia, Denmark, Estonia, Fiji, Finland, France, Germany, Iceland, Luxembourg, Netherlands, Norway, Peru, Poland, Portugal, Slovenia, Spain, Sweden and Uruguay

<sup>5</sup> <https://unfccc.int/event/ace-presidency-event-empowering-an-informed-and-engaged-society-for-effective-climate-action>

<sup>6</sup> <https://unglobalriskreport.org/>

<sup>7</sup> <https://www.weforum.org/publications/global-risks-report-2026/>

<sup>8</sup> <https://www.ipie.info/research/sr2025-1>

denialism has evolved into strategic skepticism: campaigns now focus less on denying climate change and more on discrediting the effectiveness, costs, or fairness of proposed solutions; (3) powerful actors—including corporations, governments, and political parties—intentionally spread inaccurate or misleading narratives about anthropogenic climate change; (4) these narratives circulate across digital, broadcast, and interpersonal communication channels; and (5) the result is a decline in public trust, diminished policy coordination, and a feedback loop between scientific denialism and political inaction.

According to the IPIE report, research has identified disinformation practices across a range of business sectors, like fossil fuel industry, agriculture companies, commercial airlines and fast-food industry. Considering the role that agriculture might play in deforestation, promoting information integrity on sustainable agriculture practices and on the impacts of certain types of agriculture on forests, according to each national and local context, can contribute to halting and reversing deforestation and forest degradation.

Threats to journalists, communicators, community leaders and scientists also hamper the availability of reliable data on climate and deforestation from diverse sources and, thus, information integrity. The monitoring of violence against journalists by UNESCO reveals that environmental reporters now face a heightened risk. The Report “World Trends in Freedom of Expression and Media Development Report 2022-2025” points out that 749 attacks on journalists covering environmental issues have been recorded by the organization between 2009 and 2023, with a sharp rise in recent years<sup>9</sup>. According to 2024 report “Press and Planet in danger: Safety of environmental journalists – trends, challenges and recommendations“, out of every ten physical attacks on journalists and media outlets, two involve land conflicts, two relate to mining, two to deforestation, and the remaining four cover extreme weather, pollution, fossil fuels, and other topics<sup>10</sup>.

Another crucial element is the dual role of social media and digital platforms in the climate information landscape. According to the 2024 report of the UN Special Rapporteur Elisa Morgera<sup>11</sup>, while they can be powerful tools for disseminating crucial information and fostering international collaboration, their business models, which often prioritize engagement and profit, contribute to the spread of misinformation and disinformation. The report emphasizes the need

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<sup>9</sup> <https://www.unesco.org/en/articles/new-report-unesco-warns-serious-decline-freedom-expression-and-safety-journalists-worldwide>

<sup>10</sup> <https://mediatalks.uol.com.br/wp-content/uploads/2025/05/389501eng.pdf>

<sup>11</sup> <https://documents.un.org/doc/undoc/gen/n24/213/32/pdf/n2421332.pdf>

for these platforms to take proactive measures to mitigate the risks associated with information manipulation and ensure the dissemination of quality, trustworthy, and evidence-based climate information.

To summarize, threats to information integrity on climate change and forests are a barrier preventing the halting and reversing of deforestation and forest degradation that: relates to drivers of deforestation and to solutions to tackle them – such as protecting environmental journalists; is connected to systemic risks of economic models employed by digital business; affects the perspectives of decision makers and general public about the impacts of economic activities on forests; and requires institutional and governance frameworks to be adequately addressed.

**(b) What potential levers, whether economic, financial, institutional, social or technological, exist for accelerating the implementation of the commitment to halt and reverse deforestation and forest degradation?**

Promoting information integrity on climate change and forest and addressing threats to it is a lever for accelerating the implementation of the commitment. Paths to promote this lever are manyfold and include: (a) advancing equitable access to accurate, consistent, evidence-based, and understandable information on climate change and its relation to forests for all stakeholders; (b) supporting and ensuring funds to research on information integrity on climate change, especially in developing countries, including through international cooperation; (c) ensuring the safety of environmental journalists, defenders, scientists, researchers and other public voices; (d) promoting the sustainability of public interest journalism on climate change; (e) promoting media literacy, education and campaigns on climate change and forests; (f) regulating and/or endorsing voluntary commitments to ensure transparent, human rights-responsible business and advertising practices that bolster information integrity on climate change and support reliable information and journalism; (g) establishing and enforcing the necessary policies and legal frameworks to implement and support the aforementioned measures, aligned with international human rights law; (h) fostering international cooperation to promote those measures<sup>12</sup>.

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<sup>12</sup> Drawn from the commitments and calls to action contained in the Belém Declaration on Information Integrity on Climate Change: <https://www.unesco.org/en/information-integrity-climate-change/cop30declaration?hub=780>

**(c) What country, regional or sector experiences, best practices, and lessons learned can be shared regarding forest conservation and restoration?**

Multistakeholder mobilization to promote information integrity on climate change and addressing threats to it is intensifying. One example is the launch of the Global Initiative for Information Integrity on Climate Change, in November 2024, co-chaired by Brazil, the UN and UNESCO. In just a year, the Global Initiative has already delivered meaningful, measurable results: the number of member countries more than doubled, from 7 to 15 countries<sup>13</sup>; a Declaration on Information Integrity on Climate Change was launched by the Global Initiative during COP30 and 24 and the European Union have signed it; The Global Initiative played a central role in securing the inclusion of information integrity as a priority topic, for the first time, in a COP decision and in the COP Action Agenda; a dedicated Multipartner Global Fund is financing 10 projects to improve information integrity with a focus on the Global South; and it has mobilized action through civil society partners around the world.

International coordination and multistakeholder engagement have proven to be good practices in this realm. The Global Initiative counts with international civil society and research organizations as members of its Advisory Group, and collaborates with them in developing assessments, recommendations and tools. In 2026, they plan to develop a mapping of research on information integrity on climate change in languages other than English (led by the International Panel on the Information Environment<sup>14</sup>); a charter of principles for responsible digital advertising (led by the Conscious Advertising Network<sup>15</sup>), and an assessment plus recommendations on policies and frameworks on information integrity on climate and environment (led by the Forum on Information and Democracy<sup>16</sup>).

These activities are drawn from the Plan to Accelerate Solutions on information integrity on climate change<sup>17</sup> launched at COP30, as part of the Action Agenda. The Plan was developed under the leadership of the Global Initiative and shall guide voluntary action from interested stakeholders, working as a sector roadmap.

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<sup>13</sup> Brazil, Belgium, Canada, Chile, Denmark, Finland, France, Germany, Morocco, Netherlands, Peru, Spain, Sweden, United Kingdom, and Uruguay.

<sup>14</sup> <https://www.ipie.info>

<sup>15</sup> <https://www.consciousadnetwork.com/>

<sup>16</sup> <https://informationdemocracy.org/>

<sup>17</sup> [https://climateaction.unfccc.int/assets/documents/24\\_.pdf](https://climateaction.unfccc.int/assets/documents/24_.pdf)

Multistakeholder engagement has also been one of the pillars in establishing the first National Chapter of the Global Initiative, in Brazil. It is composed of a governmental body and a civil society and academia network of partners who interact and dialogue between them and with other sectors, having already delivered concrete outputs. This civil society network has developed a letter of commitment on information integrity on climate change for stakeholders in the advertising industry<sup>18</sup>, being supported by the two main associations of the sector: the Brazilian Association of Advertisers and the Brazilian Association of Advertising Agencies. The Government of Brazil has facilitated this exchange, advised on the drafting of the letter, and supported its launch during COP30. These sectors of society are working together – government, civil society and private sector – to expand the support to the letter and implement the commitments contained therein.

**(d) How can forest conservation, sustainable management, and restoration best reflect the diverse realities of countries at different stages of development, the rights and knowledge of indigenous peoples and local communities, and different degrees of forest cover?**

Information integrity on climate change is relevant to every national context. Citizens, government officers, community leaders, indigenous peoples, private sector and other stakeholders require science-based information on climate change for climate decision-making, including to design their own strategies to promote forest conservation, sustainable management, and restoration.

Measures to support information integrity can be implemented in accordance with each country's priorities, needs, and circumstances. The Brazilian National Chapter of the Global Initiative for Information Integrity on Climate Change – the first and only one so far – showcases a good example implemented according to national context, including local norms, governance, social characteristics and specific needs. The governance of the Brazilian Chapter includes the Ministry of Indigenous Peoples.

Specific context is critical to design and implement resilient activities. IPIE's report "Information Integrity about Climate Science: a Systematic Review"<sup>19</sup> points out that research on information integrity on climate change needs reinforcing, especially in the Global South.

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<sup>18</sup> <https://integridadeclima.org/documentos/carta-compromisso/>

<sup>19</sup> <https://www.ipie.info/research/sr2025-1>

Adequate means of implementation such as financial support, technology transfer and capacity building should be provided to support developing countries in their efforts towards forest conservation, sustainable management, and restoration. International initiatives such as the Global Initiative for Information Integrity on Climate Change play an important role in sharing experiences, levers and obstacles; access to reports, recommendations and tools; capacity building; and seed funding for pilot projects.

The Global Fund of the Initiative counted with an initial contribution of USD 1 million from the Government of Brazil. In 2025, the first Call for Partnerships received about 500 proposals from 93 countries and awarded ten entities to defend the integrity of climate information, with particular attention to the Global South<sup>20</sup>. Out of the 500 proposals, more than 300 are eligible and ready to be implemented once the fund is replenished.

Finally, the Global Initiative is also promoting the sharing of experiences and capacity-building through online seminars: one on Action for Climate Empowerment and information integrity was held in March 2026, and another about the Brazilian experience in designing and establishing its National Chapter of the Global Initiative, planned for May 2026. The Initiative builds upon contextualized knowledge and activities while creating a global movement to face the threats of disinformation against information ecosystems.

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<sup>20</sup> <https://www.unesco.org/en/information-integrity-climate-change/2025grantees?hub=780>