



Co-funded by  
the European Union



# MODULE 5 - ETHICS, DISINFORMATION, AND THE ROLE OF AI IN CLIMATE COMMUNICATION

Greenscape - Unlocking Youth Civic  
Engagement for a Sustainable Future





Co-funded by  
the European Union

# LIST OF CONTENTS



Why Climate  
Communication  
Matters

What Is Disinformation

How to Spot  
Disinformation

AI at a Crossroads:  
Combating the  
Climate Crisis of Truth

The Dangers of AI in  
Disinformation

How AI Can Also Help

Ethical Climate  
Communication

Representation and  
Justice in Climate  
Stories

Why This Matters for  
You(th)

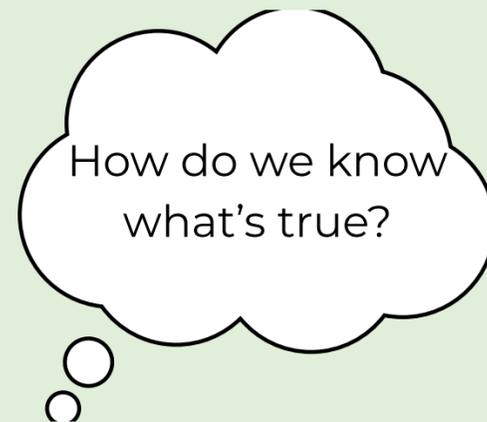
Activity: True or False –  
Climate Headlines

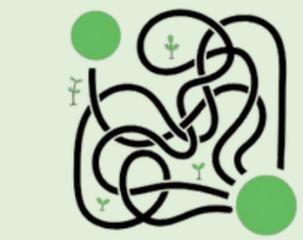


# OUR WORLD IS FULL OF CLIMATE TALK



Climate change is everywhere: social media, news, politics, and daily conversations. This module provides the tools to think critically and share responsibly.





# WHY CLIMATE COMMUNICATION MATTERS

## Good Communication:



- Inspires action
- Helps communities prepare
- Pressures leaders for change
- Builds understanding and hope

## COMMUNICATION IS POWER



## Bad Communication:



- Causes fear, confusion, delay
- Divides people
- Undermines science
- Blocks solutions





# WHAT IS DISINFORMATION?

## DISINFORMATION

False or misleading information shared on purpose to create doubt, confusion, or division.



### Sources of Climate Disinformation:

- Groups benefiting from pollution
- Political actors delaying change
- Unverified social media influencers
- Bots and troll accounts

## MISINFORMATION

False information shared by people who don't know it's false.





# EXAMPLES OF CLIMATE DISINFORMATION

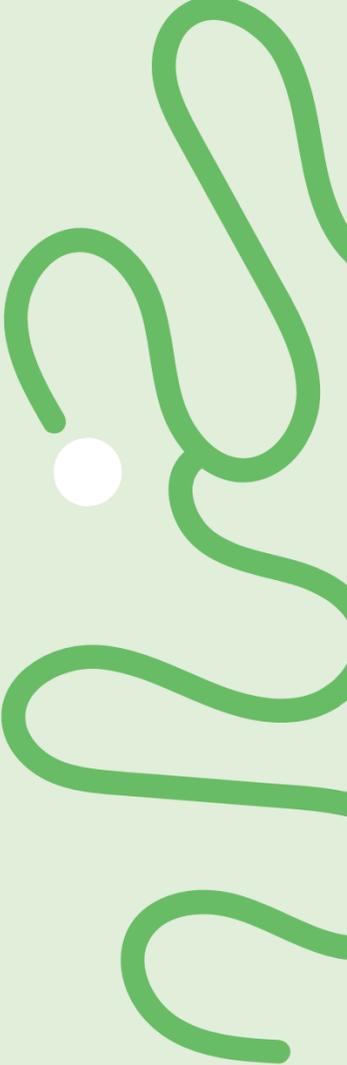
*Common False Narratives*

"Climate change is a hoax."

"It's too late to do anything."

"Green energy will destroy the economy."

"Only rich countries need to act."





# I. HOW TO SPOT DISINFORMATION



*Your Disinformation Detective Kit*



Who created this? Is it a trusted source (NASA, EU, major news outlet) or an anonymous account?



Does it use emotional tricks? Fear, anger, and extreme claims are red flags. Is it trying to provoke you or inform you?



Is there evidence? Are there facts, numbers, and cited sources?





# II. HOW TO SPOT DISINFORMATION



## *Your Disinformation Detective Kit*



Is it being shared for the wrong reasons? Shocking posts often go viral. Check fact-checking sites like EUvsDisinfo, Climate Feedback, or Snopes.



Does it fit a pattern? Repeated attacks on climate science often follow a script. If it sounds familiar, it may be a coordinated campaign.

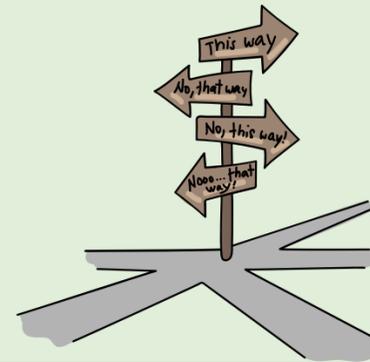




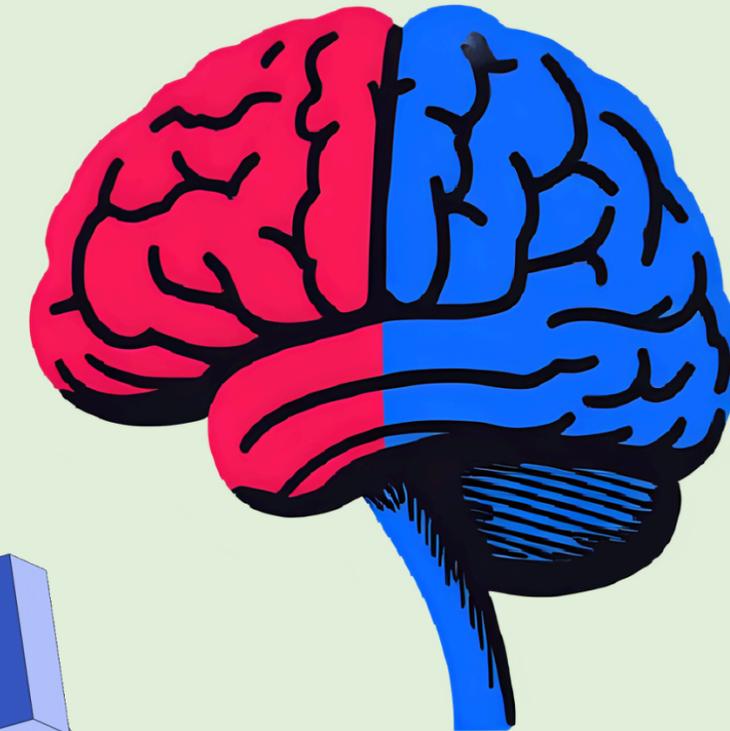
# AI: A DOUBLE-EDGED SWORD



*AI at a Crossroads: Combating  
the Climate Crisis of Truth*

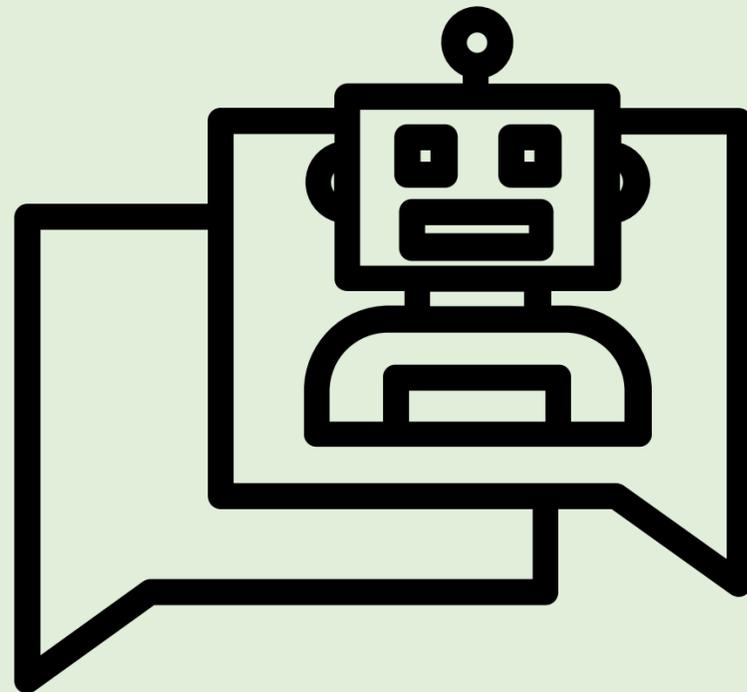


Artificial Intelligence (AI) is transforming how information spreads—and not always for the better. In the wrong hands, it can amplify disinformation at an unprecedented scale.





# THE DANGERS OF AI



## How AI Can Spread Disinformation

- Generates realistic fake content (deepfakes, articles)
- Automates disinformation with bots and troll farms
- Manipulates public opinion with tailored propaganda
- Overwhelms human fact-checkers with high volume
- Evolves tactics faster than humans can respond



Co-funded by  
the European Union

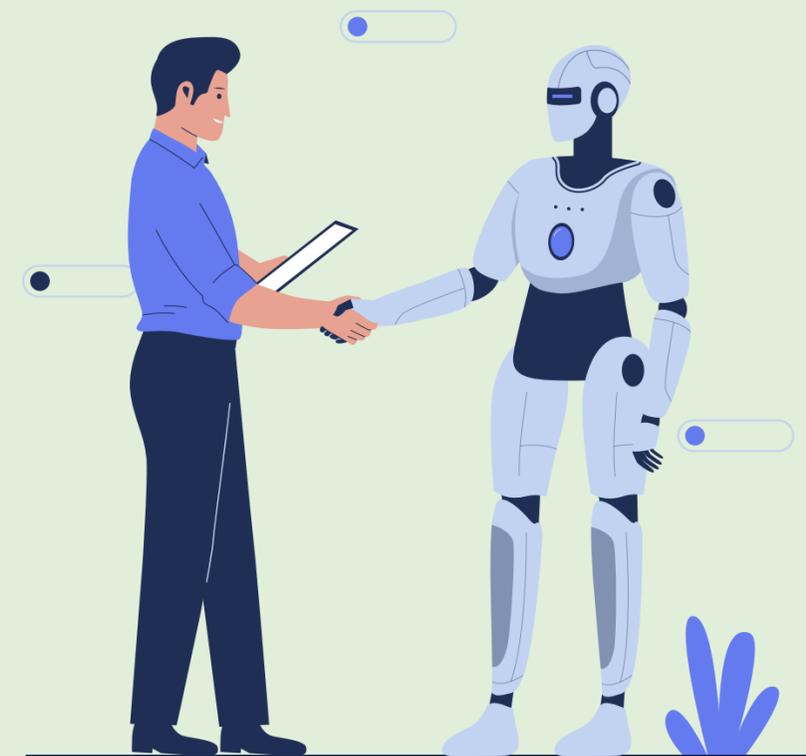


# HOW AI CAN HELP



## Using AI for Good

- Scans vast content for false narratives
- Detects bot networks and troll activity
- Flags manipulative language or doctored media
- Cross-checks claims against scientific databases
- Supports human fact-checkers by highlighting suspicious content





Co-funded by  
the European Union



# ETHICAL CLIMATE COMMUNICATION



## *How to Communicate with Integrity*

- ✓ Share facts and acknowledge uncertainty.
- ✓ Avoid exaggerating or causing unnecessary fear.
- ✓ Listen to others, even when they disagree.
- ✓ Protect the voices of the most affected communities.
- ✓ Avoid blaming individuals for system-level problems.







# WHAT YOU CAN DO

Be a Responsible Climate Communicator



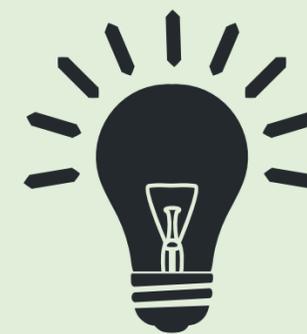
Fact-check before sharing. Double-check stats and headlines.



Correct gently. If a friend shares false info, respond kindly with facts. "Hey, I saw that post too, but here's what the science says..."



Amplify trustworthy voices. Share content from scientists, youth leaders, and affected communities



Include solutions. Don't just share problems. Show actions people can take. Hope is motivating!





Co-funded by  
the European Union



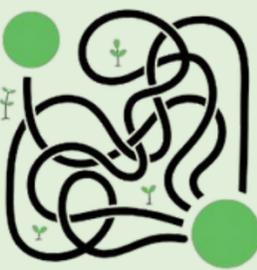
GreenScape



# YOUTH AND EU CLIMATE ACTION

Your Voice is Your Power

As a youth communicator, digital citizen, and future leader, your ability to navigate truth, challenge falsehoods, and communicate with care is one of your most powerful tools.



# Game : Activity: True or False?

Mark each headline as True (T) or False (F).

## QUESTIONS

“EU requires every household to own an electric car by 2024”

“The EU aims to be climate neutral by 2050”

“Plastic bags are now mandatory in all EU supermarkets”

“EU Green Deal includes energy-efficient buildings”



Co-funded by  
the European Union



# Module 5 - Ethics, Disinformation, and the Role of AI in Climate Communication

Unlocking Youth Civic Engagement for a Sustainable Future -  
GreenScape

