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## EU Endorses Landmark Declaration on Information Integrity on Climate Change

**Key policies:** *European Green Deal, EU Climate Law, Information Integrity on Climate Change Declaration, Climate Communication Strategy, UNESCO Global Initiative for Information Integrity on Climate Change, EU Climate Action Policy*

The European Union has officially endorsed the Declaration on Information Integrity on Climate Change following approval by the Council on 20 January 2026.

The Declaration was launched during COP30 under the Global Initiative for Information Integrity on Climate Change, a joint effort established by UNESCO, the Government of Brazil and the United Nations. It represents a significant international commitment to promote accurate, science-based information on climate change and to strengthen resilience against climate-related misinformation and disinformation.

The endorsement reflects the European Union's continued commitment to evidence-based policymaking, scientific integrity and informed public debate at a time when access to reliable climate information remains a growing challenge.

### Strengthening trust in climate information

The Declaration establishes a shared international framework aimed at improving the quality, accessibility and reliability of climate-related information.

Its objectives include:

- Promoting evidence-based public discourse on climate change
- Strengthening information integrity in digital and traditional media environments
- Countering climate misinformation and disinformation
- Supporting informed decision-making by citizens, institutions and businesses
- Reinforcing trust in climate science and scientific expertise

The initiative recognises that access to accurate information is essential for effective climate action and for maintaining public confidence in climate policies.

### Public concerns about climate information

The endorsement comes amid growing concerns about the quality and reliability of climate information available to the public.

According to the 2025 Eurobarometer on climate change:

- 84% of Europeans agree that climate change is caused by human activity
- 52% believe traditional media do not provide sufficiently clear information on climate issues

- 49% report difficulties identifying trustworthy climate-related content on social media platforms

These findings highlight the increasing complexity of the information environment and the need for stronger efforts to support media literacy and evidence-based communication.

### **Broad support across Europe**

Prior to the EU's collective endorsement, fifteen Member States had already endorsed the Declaration individually:

- Austria
- Belgium
- Czechia
- Denmark
- Estonia
- Finland
- France
- Germany
- Luxembourg
- Netherlands
- Poland
- Portugal
- Slovenia
- Spain
- Sweden

The EU endorsement further strengthens international support for coordinated action to address climate misinformation and uphold the integrity of public climate discussions.

### **Commission highlights importance of science-based debate**

Announcing the endorsement, European Commissioner for Climate Action Wopke Hoekstra emphasised the importance of factual and informed public dialogue in addressing the climate crisis.

He noted that the growing urgency of climate change coincides with increasing levels of misinformation and disinformation, making scientific evidence and informed debate more important than ever for effective climate policymaking and public engagement.

### **Launch of the #ClimateFactsMatter campaign**

As part of its broader efforts to strengthen information integrity, the European Commission's Directorate-General for Climate Action has launched the **#ClimateFactsMatter** awareness campaign.

The initiative aims to equip citizens across the European Union with tools and resources to better identify climate disinformation and understand the facts behind EU climate action.

Key objectives of the campaign include:

- Raising awareness of common climate disinformation techniques
- Improving public understanding of climate science
- Supporting critical evaluation of online content
- Promoting reliable and evidence-based information sources
- Enhancing public confidence in climate policies and actions

Through educational materials and communication resources, the campaign seeks to empower individuals to make informed decisions based on credible information.

### **Supporting effective climate action**

Reliable information is increasingly recognised as a key component of successful climate policy implementation. Public understanding and trust are essential for supporting climate mitigation and adaptation measures, fostering behavioural change and encouraging participation in sustainability initiatives.

By endorsing the Declaration on Information Integrity on Climate Change, the European Union joins a growing international coalition committed to protecting factual discourse and ensuring that climate decisions are informed by scientific evidence.

### **Background**

The Declaration on Information Integrity on Climate Change was launched during COP30 through the Global Initiative for Information Integrity on Climate Change, a partnership involving UNESCO, the Government of Brazil and the United Nations.

The initiative seeks to strengthen international cooperation in addressing climate misinformation and disinformation while promoting transparent, accurate and science-based communication on climate issues.

The European Union's endorsement aligns with its broader commitment to evidence-based policymaking, climate science and the objectives of the European Green Deal. As climate action accelerates globally, ensuring access to trustworthy information will remain essential for achieving climate neutrality and building resilient, informed societies.

Source: [https://climate.ec.europa.eu/news-other-reads/news/eu-endorses-landmark-declaration-information-integrity-climate-change-2026-01-27\\_en](https://climate.ec.europa.eu/news-other-reads/news/eu-endorses-landmark-declaration-information-integrity-climate-change-2026-01-27_en)