



RESIST

Regions for climate change resilience
through Innovation, Science and Technology

Media Insights Toolkit



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1. “Climate emergency reporting isn’t just journalism—it’s a public service. Our stories have the power to save lives.”

#ClimateReporting #RESISTproject

As we discussed, this quote emphasizes that climate reporting has evolved beyond simply informing the public. When journalists cover climate emergencies like floods, fires, or heatwaves, they are not merely presenting a story; they’re delivering potentially life-saving information that can directly affect people’s decisions and actions. In this way, climate journalism aligns with the role of a public service—protecting communities and enhancing public safety.

By elevating journalism to this role, the quote challenges reporters to recognize the critical weight of their work. It reminds them that timely, accurate reporting can influence safety precautions, mobilize emergency responses, and help communities prepare for and respond to imminent dangers.

World Meteorological Organization (WMO) Report on Early Warning Systems

Overview: The WMO emphasizes the role of early warning systems in disaster risk reduction. Media coverage complements these systems, ensuring the public receives critical alerts.

Read More: [WMO Early Warnings for All Initiative](#)

UNESCO’s Role of Media in Disaster Preparedness

Overview: UNESCO highlights the role of media in disaster preparedness, showing how journalists’ reports can reduce disaster risks by informing the public.

Read More: [UNESCO: The Role of Media in Disaster Preparedness](#)

Case Study: German Floods of 2021

Overview: The 2021 floods in Germany showed how rapid media updates could mobilize communities for evacuation and emergency response.

Read More: [BBC Report on Germany Floods and the Role of Warnings](#)

UNESCO on Disaster Preparedness for Journalists

Overview: UNESCO’s initiatives, such as strengthening disaster reporting in Albania, show how journalist training can build essential capacities in communicating risk and preparedness, helping media become a key player in public safety.

Read More: [UNESCO’s Efforts on Disaster Preparedness](#)

Deltares on Flood Risk Communication

Overview: Deltares underscores that clear, timely information on flood risk can improve public preparedness, highlighting the importance of clear communication in emergency scenarios.

Read More: [Deltares on Flood Preparedness](#)

2. “Every newsroom has the potential to be a climate newsroom. Are we ready to meet the urgency of this moment?”

#ClimateEmergency #Journalism

This quote serves as a powerful call-to-action, urging newsrooms everywhere to prioritize climate reporting. The message here is that climate issues are not confined to specific regions or niche publications—they affect all of us. With climate crises escalating across Europe and beyond, every newsroom should see itself as a “climate newsroom,” equipped and prepared to cover the impacts and adaptations of climate change as they unfold locally and globally.

The quote raises the question of *preparedness*: Are journalists equipped with the knowledge, tools, and strategies to handle these high-stakes, often complex stories? It suggests that climate emergencies require an elevated level of commitment and readiness within newsrooms. The question, “Are we ready?” prompts reflection and accountability, inspiring newsrooms to assess their current capabilities and step up to meet the rising demands of climate journalism.

Reuters Institute for the Study of Journalism, “Journalism, Media, and Technology Trends and Predictions 2024”

Overview: This report discusses the increased audience demand for climate reporting, prompting newsrooms to adapt by covering climate change regularly and accurately.

Read More: [Reuters Institute: Journalism Trends and Predictions 2024](#)

The Guardian’s Climate Desk

Overview: The Guardian’s dedicated climate desk models how newsrooms can prioritize climate issues. The approach integrates climate content across general news coverage.

Read More: [Guardian’s Climate Desk Initiative](#)

Case Study: RESIST Project Demonstration Regions

Overview: RESIST works with regions like Central Portugal and Catalonia to support newsroom readiness and resilience. These “lighthouse” regions mentor others on adapting climate strategies to their local context.

Read More: [RESIST Project Details](#)

COALESCE Project for Journalists in Crisis Situations

Overview: The COALESCE project provides essential guidelines for non-science journalists, helping them cover climate and disaster-related issues accurately and responsibly. This resource shows how any newsroom can quickly adopt crisis-reporting practices.

Read More: [COALESCE Project: Crisis Guidelines for Journalists](#)

DIMSUM Digital on Climate-Conscious Journalism

Overview: This resource highlights how climate reporting can be integrated across

newsrooms, encouraging all media outlets to become climate-conscious news providers.
Read More: [DIMSUM Digital's Climate Journalism Insights](#)

Does your newsroom have plans for how to cover sudden disasters? Editors share ideas

Overview: The World Association of News Publishers (WAN-IFRA) collects in this article the outcome of the gathering of editors from 15 news organisations at the World News Media Congress in Taipei to brainstorm ways to prepare their newsrooms and responses for unexpected disasters.

Read More: [Does your newsroom have plans for how to cover sudden disasters? Editors share ideas](#)

3. “Effective climate reporting doesn’t just inform; it mobilizes communities and equips them for the future.”

This quote highlights a key distinction: *informing* versus *mobilizing*. While informing simply relays facts, mobilizing involves inspiring action and preparedness. Effective climate reporting goes further than describing what happened—it translates complex scientific information into actionable steps that communities can take to mitigate future risks. For example, a well-researched story about rising sea levels doesn’t only present the data; it might also highlight protective measures, profile resilient communities, or explore policy changes needed to protect vulnerable areas.

The phrase “equips them for the future” emphasizes the forward-looking value of climate journalism. Good reporting empowers people to understand the ongoing impact of climate change and prepares them to advocate for necessary changes or adopt protective measures. It turns readers from passive consumers of information into proactive participants in their community’s response to climate risks.

Science Media Centre on Flash Floods in Spain

Overview: The Science Media Centre’s response to the 2023 flash floods in Spain highlights the media’s role in interpreting complex scientific data for public benefit, showing how journalists can inform communities for immediate action.

Read More: [Science Media Centre on Spain Flash Floods](#)

SciComm Centre Crisis Navigator

Overview: The Navigator’s actionable framework for audience-centric communication ensures journalists don’t just inform but actively engage communities to prepare for and adapt to climate emergencies.

Read More: [Crisis Navigator by SciComm Centre](#)

Making the Climate Connection

Overview: Tips and examples from Covering Climate Now to help journalists make the connection between extreme weather and climate change. Available in English and Spanish.

Read More: [Making the Climate Connection](#)

Reporting Extreme Weather and Climate Change: A Guide for Journalists

Overview: This guide from World Weather Attribution (WWA) helps journalists address whether extreme weather events are linked to climate change, offering insights into navigating public inquiries. Available in 14 languages.

Read More: [Reporting Extreme Weather and Climate Change: A Guide for Journalists](#)

4. “Let’s make every story an opportunity to help prevent the next disaster.”

This quote encourages journalists to see each climate-related story as a chance to create impact and inspire change. By framing each article as an opportunity to help prevent future disasters, it calls on journalists to consider the long-term implications of their work. Climate reporting is not just retrospective—it’s preventative, offering readers insights and solutions that can mitigate the worst effects of climate crises.

The quote implies that every climate story has the potential to affect public attitudes, influence policies, or encourage individuals to adopt protective practices. It also reinforces the idea that small actions—like raising awareness of flood risks or spotlighting communities that have successfully adapted to drought—can add up to create significant, lasting changes. It’s a reminder that even the most routine reporting has the potential to become a catalyst for resilience and preparedness, ultimately reducing the likelihood of future disasters.

UN Office for Disaster Risk Reduction (UNDRR) on Risk Communication

Overview: UNDRR’s guidelines stress that consistent media coverage can reshape public understanding of climate risks, fostering preventive action.

Read More: [UNDRR Guide on Risk Communication and Disaster Reduction](#)

National Geographic’s Climate Change Coverage

Overview: National Geographic’s approach to climate reporting serves as a model for “solutions-based journalism,” which not only reports on climate risks but also focuses on adaptation strategies.

Read More: [National Geographic Climate Change Hub](#)

Case Study: Greek Wildfires of 2023

Overview: Media coverage during the 2023 Greek wildfires emphasized the need for preventive forestry and community preparation, inspiring action in regions with similar wildfire risks.

Read More: [The Guardian on Greek Wildfires and Preventive Measures](#)

Zenodo Resource on Journalism in Crisis and Disaster Contexts

Overview: Zenodo offers a comprehensive guide for journalists covering climate emergencies, with strategies for clear communication, scientific accuracy, and crisis response planning. This guide reinforces how every story can empower communities to take preventive actions and be better prepared for the future.

Read More: [Zenodo: Guidelines for Journalists in Crisis Contexts](#)