# Summary of the Roundtable with Media Representatives for the VNR Chapters: "Resilience of Society" and "Sustainability in Everyday Life"

**When:** 15.1.2025

**Where:** Ministry of the Environment of the Czech Republic

**Format:** Moderated discussion with pre-defined thematic areas

**Participating media and organizations:** Czech Television, Czech Radio, *Deník N*, Association for International Affairs (AMO), STEM, Czech Hydrometeorological Institute (CHMI), Institute 2050, Senate of the Czech Republic, Ministry of Agriculture PR team, Chaloupky Environmental Education Centre

**Purpose:** The primary goal of the roundtable was to discuss and map the perspectives of media representatives and organizations engaged in communicating climate change and sustainability topics in the Czech Republic. The discussion focused on the effectiveness of current communication strategies, barriers to public engagement, and examples of good practice.

**Methodology:** The roundtable served as a platform for an open exchange of experiences among journalists, climate communication experts, and other stakeholders. The discussion revolved around communication effectiveness, obstacles, and good practices, with outcomes serving as input for relevant VNR chapters.

## Key discussed topics

- Barriers to communicating complex societal and climate-related issues

- Climate-related disinformation

- Good practice examples in sustainability communication

## Main Outcomes of the Roundtable

- Effective communication of complex topics like sustainability and climate change requires positive narratives and relatable real-life examples
- Disinformation should be understood primarily as a lack of accessible and trustworthy information. Its goal is often not to spread falsehoods, but to undermine trust in truth → highlighting the need to reform and broaden media education in schools.
- There is a general lack of awareness of climate-related issues, not only among the public, but also among policymakers, journalists, and educators → there is currently no comprehensive educational infrastructure for climate change in the Czech Republic.
- Journalists report a pervasive fear of being publicly discredited when covering complex issues, which makes communication more cautious.

- Some regions lack trusted communicators or public figures who could consistently explain sustainability topics credibly and accessibly.
- Susceptibility to disinformation is shaped more by social background than age. Higher socio-economic status often leads to better education and media literacy. Younger people are not inherently more resistant to misinformation—it depends on their environment.

## Positive Observations

- There is noticeable mainstreaming of climate topics in Czech media. Climate skepticism is now less prominent compared to the early 2000s.
High-quality sources are increasingly available. Initiatives such as *Fakta o klimatu* and AMO received positive recognition.
- Using social media to reach the general population is seen as unrealistic. While "greenfluencers" are viewed positively, their influence tends to remain limited to specific social bubbles.

## Conclusion

- **Input for the chapter "Sustainability in Everyday Life":** A dedicated subchapter on the communication of sustainability topics and the role of media, reflecting the main outcomes of the roundtable.
- **Input for the chapter "Resilience of Society":** Contributions from the roundtable discussion on disinformation, with a particular focus on understanding disinformation as a lack of quality information. This highlights the need for a transformation in climate education—not only for youth, but also for educators, journalists, and other professionals—since climate change and green topics are now embedded in all aspects of our lives
- **Input for the chapter "Leave No One Behind":** Emphasis on how social background influences susceptibility to disinformation, skepticism toward climate change, and distrust in the system. This underlines the need to focus on socially vulnerable groups in this context.