

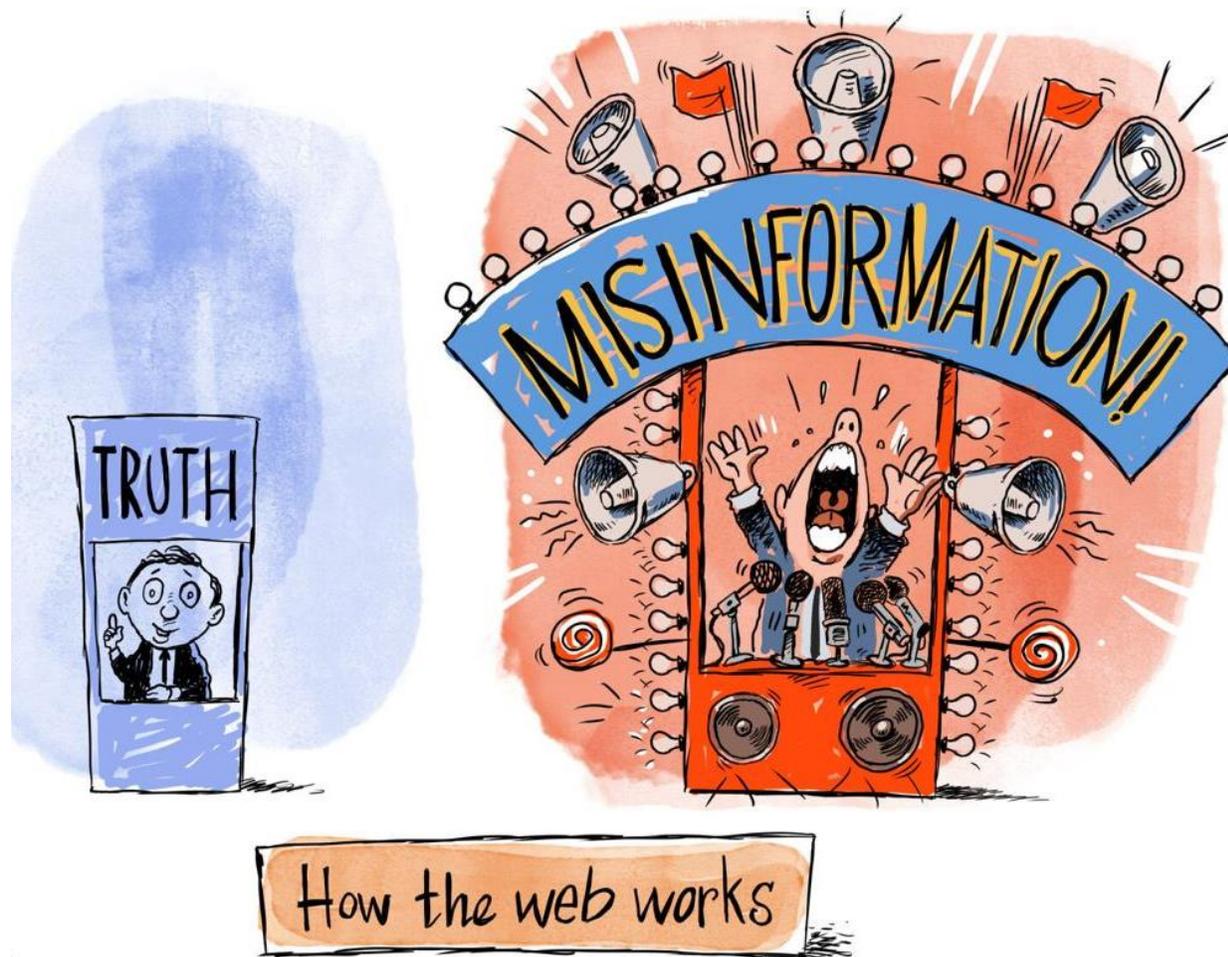
# Debunking myths and countering climate misinformation in 2024: All Hands on Deck

Corina Murafa, Energy & Climate Policy Expert

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# We live in the age of rampant misinformation

- fake news spreads distinctively from real news even at early stages of propagation, e.g. five hours after the first re-postings
- mainstreaming of the fringe and the marginalization of the mainstream
- on Twitter, false news travels faster than true stories



What  
caused the  
farmers'  
protests?

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# Myths I've heard lately #1 – The carbon passport

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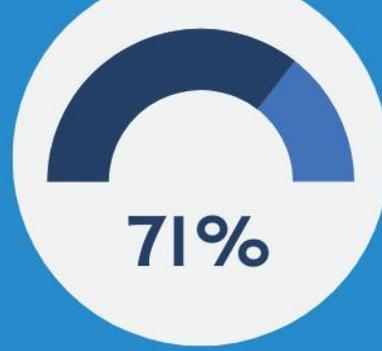
- Truths

- Yes, you can calculate your carbon footprint from travels
- Yes, there is a Digital Product Passport
- Yes, some Member States
  - Tax short flights
  - Ban short flights
  - Incentivize train travels



# Myths I've heard lately #2 – The EV (car)pocalypse

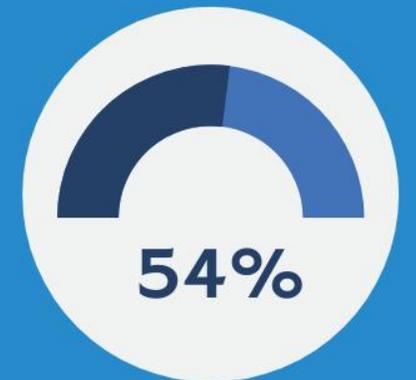
- more than 95 percent of rare metals inside EV batteries can be salvaged
- Science evolves (Swedish researchers have developed a recycling method that allows recovery of 100 per cent of the aluminium and 98 per cent of the lithium in electric car batteries.)
- total life-cycle emissions of hybrid and electric vehicles are reduced by up to 89 % compared to internal combustion engine vehicles



71% of Americans are concerned about end-of-life EV batteries ending up in landfills.



Up from 54% in 2022.



**SOURCE:** 2023 Ascend Elements EV Battery Recycling Survey

As a result,  
the air is  
heavy in  
Brussels...

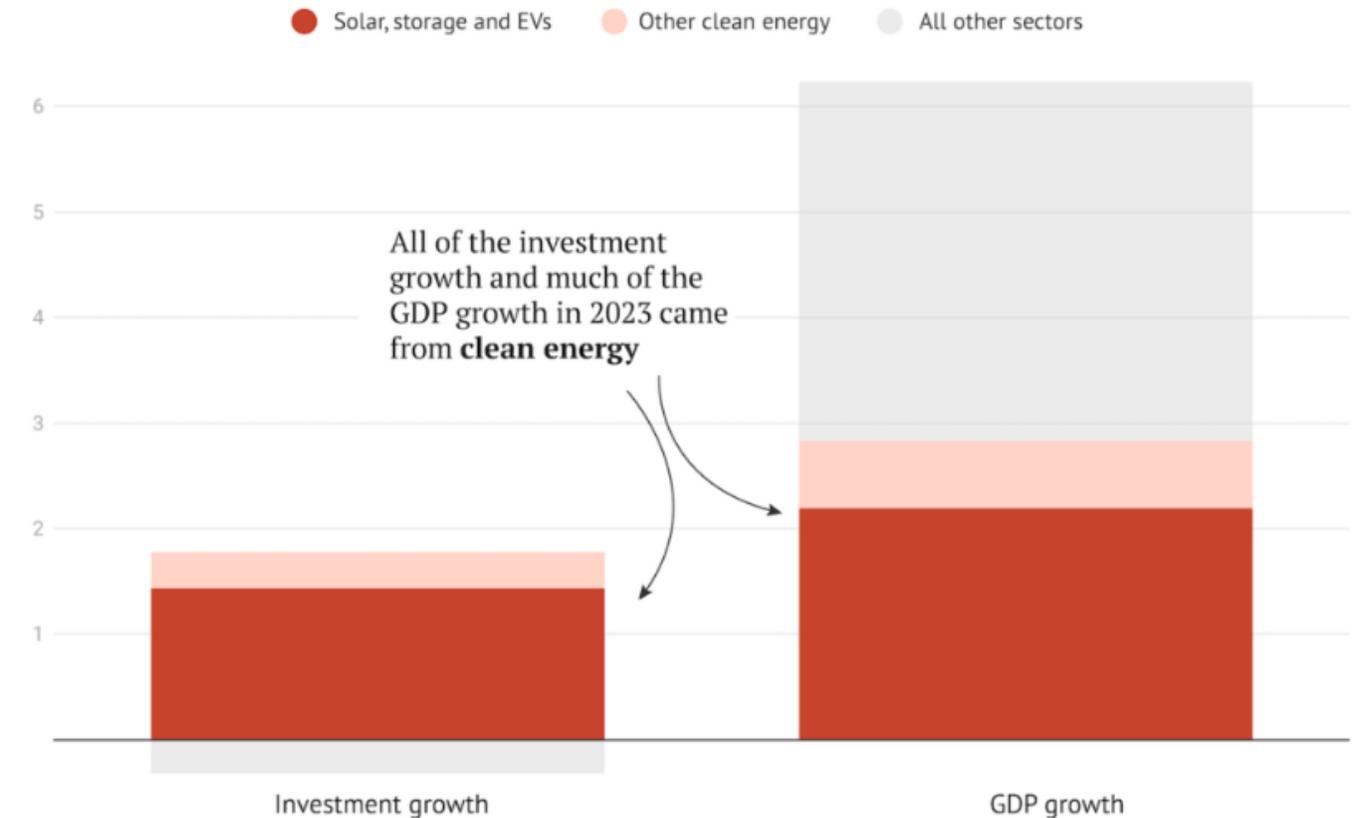


# BUT, inaction is more costly than action

- Global economic losses due to climate change (2023) – USD 120 billion, out of which 60% uninsured (SwissRE)
- 3.2 degrees scenario => 18% GDP loss
- The green economy is driving the global race to the bottom top

## Clean energy was the top driver of China's economic growth in 2023

Investment growth (left) and GDP growth (right) by sector, trillion yuan



Source: CREA analysis for Carbon Brief

# Idea #1 for a Mayor: A Climate Assembly

- A “deliberative wave” of citizens’ assemblies - Global, national, local, from Brazil to Skopje (details [here](#)).
- Taking part in Climate Assembly UK had a big impact on both the climate views and actions of assembly members, and possibly their political attitudes and actions.
- Check out [Knowledge Network on Climate Assemblies](#).



## Idea #2 for a Mayor: An Energy Community

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- 4% of EU citizens involved in 9000 energy communities
- Revenues 2 to 8 times higher for local communities than conventional RES
- Fostering democracy, trust, cooperation



# Idea #3 for a Mayor: Green schools

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- Green schools (evidence: *environmental quality and young people's well-being are inextricably linked + improved attainment, results, focus on other topics*)
- Programmes for climate education in schools
- Green weeks

