

Climate Mis-/Disinformation Backgrounder | Climate Action Against Disinformation

By CAAD

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The [explainer](#) covers key aspects of climate mis-/ disinformation: [Climate Mis-/Disinformation Backgrounder](#)

1. **Definitions:** It defines these terms, highlighting their obstructive role during critical climate action phases.
2. **Classification:** It categorizes major climate mis-/disinformation narratives, aiding recognition of deceptive tactics.
3. **Sources:** It reveals the climate change counter-movement (CCCM), encompassing various actors perpetuating misinformation.
4. **Mis-/Disinfluencers:** It explores actors spreading false information, varying from profit-seekers to attention-seekers.
5. **Tactics:** It examines CCCM strategies, from lobbying to greenwashing, that hinder climate action.
6. **Solutions:** It suggests measures like platform policies, government actions, prebunking, and debunking to combat misinformation effectively.

This concise overview equips readers with a clear understanding of climate mis-/disinformation and strategies to address it.

[...]

Source: [Climate Action Against Disinformation | Climate Mis-/Disinformation Backgrounder](#)