



Inter-Parliamentary Union  
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# 150th IPU Assembly

## Tashkent, Uzbekistan (5–9 April 2025)

### Workshop

### *Enhancing parliamentary communication and advocacy for climate action*

*Organized jointly by the IPU and the United Nations Development Programme (UNDP)*

*Monday, 7 April 2025, 13:00–14:30*

#### Concept note

#### **Background**

Parliaments play a key role in driving climate action through effective communication and advocacy. As representatives of the people, parliamentarians are uniquely positioned to connect governments, experts, scientists and the public. They hold a dual responsibility: to advocate for strong climate legislation and policies that reflect the needs of the people and communities they represent, and to actively engage their constituents to encourage wider societal action on climate issues.

However, fulfilling this role comes with significant challenges. Parliamentarians, and indeed many other actors, often face challenges when it comes to communicating about, and engaging the public on, climate-related issues. These include the challenges of conveying complex scientific information in an accessible and relatable way that is easy for the public to understand,<sup>1</sup> addressing widespread misconceptions, and countering misinformation that can mislead the public and act as a barrier to effective policy-making.<sup>2</sup> For example, misinformation has been shown to undermine public trust in climate science, downplay the perceived urgency of taking climate action and discredit the proposed solutions that are essential for addressing the climate crisis.<sup>3</sup> Declining trust in institutions further complicates this challenge, making it harder for parliamentarians to engage with the public effectively and build consensus around climate policies. When misinformation and political divisions delay effective climate policies, they also slow progress on the related Sustainable Development Goals, including ensuring access to clean energy (SDG 7), building sustainable cities and communities (SDG 11), fostering responsible consumption and production (SDG 12), and protecting life on land (SDG 15).

In a rapidly shifting political landscape, parliamentarians must also navigate the overwhelming volume of climate data and reports available, determining which information is credible, relevant, and necessary to share with their constituents. They need to make strategic decisions about what to communicate, when to communicate it, and how to ensure the public is informed about key climate milestones – such as international climate negotiations, national policy decisions, and local climate initiatives – that may impact them directly.

<sup>1</sup> Climate Outreach, [Principles for effective communication and public engagement on climate change](#) (Abingdon: Climate Outreach, 2018).

<sup>2</sup> Yale Program on Climate Change Communication, [“Facts About Climate Change”](#).

<sup>3</sup> London School of Economics and Political Science (LSE), [“Why countering climate misinformation must be a priority”](#), 2 December 2024.

As climate-related discourse becomes increasingly polarized, parliamentarians must find ways to frame their messages in a way that resonates with diverse audiences. The politicization of climate change can turn the issue into a partisan debate rather than a shared priority. Parliamentarians must address political and societal divisions that undermine the achievement of consensus,<sup>4</sup> and work to ensure meaningful public participation and action despite varying levels of awareness, understanding and interest in climate issues within their constituencies. Traditional media channels remain important, as does direct in-person engagement with communities. At the same time, in an era of digital communication, social media and other online platforms offer opportunities for real-time updates and more interactive discussions. Understanding which communication strategies work – and which do not – is critical to fostering public trust and mobilizing support for climate action.

### **Objectives**

This IPU and UNDP workshop aims to strengthen parliamentary efforts in addressing these communication challenges and promoting effective climate advocacy. The event will serve as a platform for dialogue for parliamentarians, offering guidance and insights to help them break down communication barriers, increase understanding, engage diverse audiences and ultimately drive collective climate action. It will address the following questions:

- How can parliamentarians effectively communicate complex climate science, data and policies in ways that increase knowledge and awareness, build trust, and enhance support for climate action?
- How can parliamentarians tailor their communication to engage diverse audiences, as well as bridging cultural and political divides?
- How can parliamentarians ensure they are using up-to-date and reliable scientific data to frame their climate messaging while also making it understandable for their constituents?
- What communication platforms and strategies are available to parliamentarians, and how can they be leveraged effectively to reach and engage with the public?

The session will be facilitated by a communications expert from UNDP, followed by a discussion with parliamentarians.

### **Practical arrangements**

This session will be open to all participants at the 150th IPU Assembly. Interpretation will be provided in English, French, Spanish and Arabic.

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<sup>4</sup> UK Government, "[What impact do climate change misinformation and disinformation have?](#)", 21 November 2023.