

# ABERJE LETTER TO COMMUNICATION PROFESSIONALS ON THE OCCASION OF COP30

Guidelines for communication in companies, the public sector, and civil society

COP30 will be a turning point in the global efforts to protect the planet and a unique opportunity to position communication as an essential pillar in monitoring the commitments made for the future. For public leaders, decision-makers, and corporate communication professionals, this is a chance to transform knowledge and data on the climate agenda into concrete action, ensuring that the agreements reached are effectively implemented.

At a time when polarization has reached a global scale, with the climate crisis at its core, established companies and institutions must position themselves as leaders in evidence-based communication. They have a crucial role to play in reinforcing sustainability commitments and raising awareness through science-based discourse.

Communication must be clear, accessible, and action-oriented, ensuring that governments, businesses, communities, and civil society move forward together in building effective solutions.

To this end, we propose the following guidelines to support communicators before, during, and after COP30:

## **BEFORE COP30:**

- Plan communication strategies while respecting the unique realities of the Amazon region.
- Develop narratives based on data, scientific knowledge, and real-life experiences to highlight the urgency of the climate crisis and the importance of the Conference.
- Engage opinion leaders, media outlets and influencers to amplify key messages and create broad public discourse.
- Include communicators from the Amazonian states in the formulation of communication strategies.
- Map and monitor fake news and disinformation regarding climate change and environmental policies to proactively address false narratives.
- Develop educational campaigns that prepare society for the discussions and decisions of COP30.
- Integrate communication strategies with public policies to connect local, national and global climate challenges.

### **DURING COP30:**

- Produce accessible and transparent content that communicates key discussions, agreements, and commitments in real time.
- Provide platforms for local voices, particularly Indigenous and Amazonian populations, to share their perspectives and contribute to decision-making.
- Monitor the real-time impact of communication to assess engagement and effectiveness.
- Address disinformation swiftly and ensure that accurate interpretations of agreements are widely disseminated.
- Foster ongoing dialogue between communicators, policymakers, and private-sector leaders to strengthen climate commitments.
- Strengthen public communication as a critical tool in engaging communities and ensuring widespread awareness of the climate agenda.

### **AFTER COP30:**

- Follow up on the developments of the agreements and advocate for their implementation.
- Foster continued public and political engagement with the climate agenda through sustained messaging and campaigns.
- Establish permanent, easily accessible channels for sharing reliable environmental information.
- Develop and promote educational content that reinforces the importance of climate action beyond the Conference.
- Continuously monitor and counter disinformation to prevent the erosion of public and political commitment.
- Implement ongoing media and climate literacy campaigns to empower society distinguish facts from manipulation.
- Develop measurable indicators to assess the impact of communication on public awareness and behavioral change.

This document reinforces the need for strategic, ethical, and transparent communication that aligns with public policies and ensures that the commitments made at COP30 are not lost over time but are translated into concrete actions for the future of the planet. Communication professionals hold the key to connecting science, public policy, and social action for the benefit of the planet.