

090 Developing knowledge of biodiversity issues among the media and general journalists

RECALLING the influence of the media and their role in shaping public opinion through the information they transmit directly to the public, but also through their role in challenging the economic and political spheres;

RECALLING that the responsibility of journalists is huge and notably allows for a connection between the scientific world and civil society;

NOTING with regret that climate, nature and biodiversity issues are insufficiently and poorly covered in the media, and particularly from an alarmist, anxiety-inducing perspective;

RECALLING the wonder inspired by nature;

RECOGNISING the advantages of positive emotional communication to better reach different audiences, in particular by recalling the successes of species and ecosystem conservation and by making the link between the different disciplines (human and social sciences, arts, etc.);

AWARE of the role the media has played in recent years in raising public awareness of biodiversity loss and the climate crisis; and

NOTING the many interesting initiatives in the world, such as the charter for journalism that reflects the ecological emergency adopted in France;

The IUCN World Conservation Congress 2025, at its session in Abu Dhabi, United Arab Emirates:

1. URGES the media to fulfil their role of raising public awareness about major current and future environmental issues such as the biodiversity crisis and climate change;
2. ASKS scientists to partner with interested journalists to jointly develop guidelines on how to cover biodiversity and climate crises;
3. ASKS scientific institutes and other relevant organisations to promote training for journalists, and governments to provide the necessary resources;
4. INVITES journalists to rely on documents produced by specialised international platforms (IUCN, IPBES, etc.);
5. INVITES journalists to cover topics related to nature in all its forms;
6. ENCOURAGES the media to dedicate space to biodiversity through:
 - a. recurring moments;
 - b. programmes during prime time;
 - c. reports on actions and solutions;
 - d. content aimed at young audiences; and
 - e. charters for the environment;
7. URGES the media to examine the legitimacy of experts, ensure their diversity (gender, age, socio-professional categories, origin, etc.), and encourage the interdisciplinarity of experts: nature/culture, arts/sciences, links with local and cultural heritage;
8. INVITES journalists to learn about nature issues (biodiversity, geodiversity, climate, etc.) from scientists; and

9. RECALLS the importance of verifying sources and citing references based on scientific consensus.