



TEACHING

ENVIRONMENTAL JOURNALISM

BB Cluj-Napoca, 16/10/2024

Wikipedia DEF

Environmental journalism is the collection, verification, production, distribution and exhibition of information regarding current events, trends, and issues associated with the non-human world.



Wikipedia DEF

- To be an environmental journalist, one must have an understanding of scientific language.
- The individual needs to put to use their knowledge of historical environmental events.
- One must have the ability to follow environmental policy decisions and environmental organizations.
- An environmental journalist should have a general understanding of current environmental concerns, and the ability to communicate information to the public in a way that is easily understood.

What's in a name?

- Terminology: climate journalism / environmental journalism / sustainable journalism / ...
- Specific branch of journalism vs part of general job of journalist?
(“Every journalist is a climate journalist.”)

Some topics

- Dealing with greenwashing: fact checking
- Dealing with news avoidance: how to engage the public?



Some topics



- Objectively reporting environmental news OR environmental advocacy?
- Constructive angle or dramatic reports?
- Risks and challenges for journalists.



Who are we?

Round of participants:

- Should EJ be part of the J curriculum?
- Examples of (best) practices in curriculum?
(Courses, modules, projects, exercises, ...)

Earth Investigations Programme



Journalismfund Europe



EJTA Teachers' Training

From project application:

Give journalism educators guidelines on how to teach:

- constructive storytelling about specific environmental topics;
- countering disinformation and false news about environment;
- fact-based investigation and datajournalism on local environmental issues.

Programme for TT?

- **Understanding** investigative environmental journalism about European affairs (overview, importance, context and evolution, key concepts and terminology)
- **Ethics and challenges** in investigative environmental journalism (How to stay safe? How to protect your sources and data?)

Programme for TT?

Reporting and storytelling with case studies & fact-based investigations on different environmental topics.

- How to find the environmental link (to every story)?
- How to tell constructive and solution-oriented environmental stories ?
- How to craft environmental narratives for local audiences?
- How to persuade editors to publish environmental stories?
- How to deal with false news reports on environment (and climate)?

Programme for TT?

Datajournalism and AI to engage the audience in environmental storytelling:

- datajournalism on local issues, with a focus on positive long-term environmental evolutions;
- importance of datavisualisation and infographics to engage the audience in your environmental story;
- extracting news from large data sets using AI to create engaging environmental stories.

Follow-up TT Rome

- Continue with this task force
- To create competences, learning outcomes, modules for teaching environmental journalism
- Part of the Tartu Declaration
- Two meetings: Utrecht (Oct. '25) and Budapest (May '26)

Now you!

1) Teachers' Training in Rome:

- proposals general programme
- your expertise / input from your J-school
- outcomes / take-aways

2) What are important **competences** for students in environmental journalism? (to be used in Tartu Declaration)

3) Suggestions for a green / environmental friendly / sustainable EJTA?

Now you!

- discussion in small groups
(write down main conclusions)
- 15 min. reporting to task force



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