

GSCC

Communicating
Extreme Weather
Attribution
Some Experiences

April 2025

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91% Indians worried about climate change: Yale survey

Yale's study "Global Warming Risk Perceptions in India" revealed that the single most frequent response among Indians was 'don't know' (25%), which was in contrast to the US public where this response was rare.

However,

Indians associated with "pollution" (21%), "heat" (20%), "Nature" (16%), "Climate" (14%), indicating they interpret global warming as an everyday lived experience in their local environment.

Most Importantly,

Unlike in the US, there were no naysayers indicating climate denial.

- **A broad lack of intersectional thinking in the quality of articles in these countries, despite the scale of the impacts of climate change across economies and lives**
- ❖ **The links between climate change and natural disasters was more muted in ASEAN ASEAN media made less connection between natural disasters and climate change compared to SAARC, especially in higher volume regions**
- **There is a tendency to focus on big events which quash the discussions on other issues of relevance**

	Malaysia	Philippines	Singapore	Thailand	Vietnam	Indonesia	India	Bangladesh	Pakistan
Total Articles	166,928	147,212	133,471	60,891	41,155	42,309	1,146,258	184,273	170,028
Climate Articles	7,300 (4.4%)	7,245 (4.9%)	7,238 (5.4%)	3,067 (5%)	3,701 (9%)	3,077 (7.3%)	37,261 (3.3%)	11,231 (6.1%)	9,967 (5.9%)
Disaster Articles	3,301 (2%)	3,743 (2.5%)	2,506 (1.9%)	1,154 (1.9%)	1,103 (2.7%)	720 (1.7%)	13,944 (1.2%)	5,666 (3.1%)	4,027 (2.4%)
Climate x Disaster Articles	971 (29.4%)	912 (24.4%)	747 (29.8%)	365 (31.6%)	436 (36.8%)	270 (37.5%)	2,989 (21.4%)	1,926 (34%)	1,852 (46%)

Key Findings - SAARC

India was a big outlier for SAARC countries

Pakistan and Bangladesh media shared anxiety about climate changes impact on these economically fragile countries, while Indian media was much more positive looking ahead to mitigation and cooperation strategies being developed for disaster response

Bangladesh/Pakistan media were among the most conscious of the relationship between climate change and natural disasters

Pakistan especially with almost half of articles mentioning natural disasters also mentioning climate change. Two of the most shared articles for Pakistan also included climate change in the title. The two countries also shared a growing focus on how climate change led disaster exacerbate existing economic frailties and the need for international financial support to minimise these impacts.

The SAARC region tended to be more solutions -focused compared to ASEAN

Whether it was adaptation or mitigation, SAARC media on average focused more on what is being done to prevent disaster impacts more than their ASEAN counterparts. For India, mitigation was much more prevalent, while Bangladesh/Pakistan focused more on what can be done to limit economic impacts without focusing on specific solutions.

Key Findings - ASEAN

Malaysia and Singapore were the only countries to see a more international than domestic focus

Within that, Malaysian reporting was fairly shallow, focusing on broad stroke issues like floods without focused coverage on particular disasters. When discussing local issues, human interest stories around climate disasters proved very popular on social media. Singapore also were very solutions focused in their coverage of domestic disasters, especially where technological innovation was involved.

El Nino/La Nina loomed large across the region

While the weather systems weren't present in the major stories of any SAARC countries (despite influencing the prevalence of natural disasters), nearly every ASEAN country had articles expressing anxiety about what impacts the systems will have, with some countries such as the Philippines reporting every year

Vietnam and Thailand had a strong focus on the impacts of natural disasters on agriculture

Media reported on the impact on rice production specifically due to a mixture of flooding and droughts that led to severe impacts on the economy generally. While climate change was presented as a factor in these economic shocks, the articles did look at alternative causes such as changing habits and energy prices.

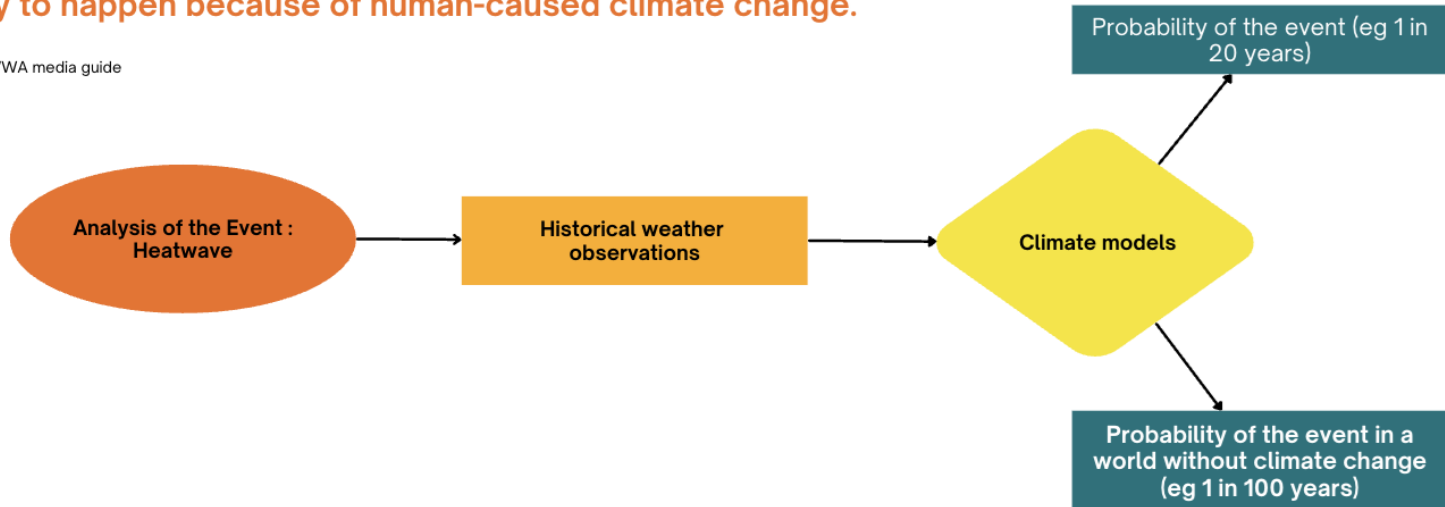
Large, critical events can quickly contextualise all further reporting

Typhoons Julian for the Philippines and Yagi in Vietnam came to dominate the focus of broader climate disaster reporting for these countries as the volume of articles but also the lifecycle of them meant they dominate headlines. There's some suggestion that this leads to a certain weariness with Julian not among the most shared stories in the Philippines (however Yagi appeared in 2/4 in Vietnam).

GETTING CLIMATE CHANGE INTO THE STORY: **ATTRIBUTION SCIENCE**

Every heatwave in the world is now made stronger and more likely to happen because of human-caused climate change.

source: WWA media guide



CLIMATE RISK **COMMUNICATION**

- Climate information is mostly presented in the form of data. Science must be linked with climate impacts and possible solutions
- Risk communication strategies should be capable of supporting multi-sectoral, multistakeholder decision-making for adaptation
- Identifying and understanding localised risks, focussed around hyper-local sensitivities and should be tailored to those needs
- Active dialogue between local communities and policymakers through regional communications brings accountability to the fore
- Physical impacts are most talked about, but it should also talk about the economic impacts that include business, insurance, etc
- Cost of inaction: Identifying the vulnerabilities and what you lose if administrations don't act



Salience of Climate Impacts

**Power demand surge isn't just a sign of development.
Heatwaves sparked 41% spike in summer consumption**

Most of the increased power demand was fulfilled by fossil fuels, with a three percent overall increase in the consumption of fossil fuels, says a Climate Trends report.

**Will climate change allow India to hold another
election in summer months?**

**Climate crisis cooks up costly meals: Why your 'thaali'
could be on fire**

As the climate blows cold and hot, it puts wheat, milk, coffee, and even Hilsa in peril

**Climate change exposed 2 billion to more than 30 days of health-
threatening temperatures between June-August**

**Uttarakhand's apple orchards shrink as
climate change hits India's fruit basket**

Relevance of Localisation

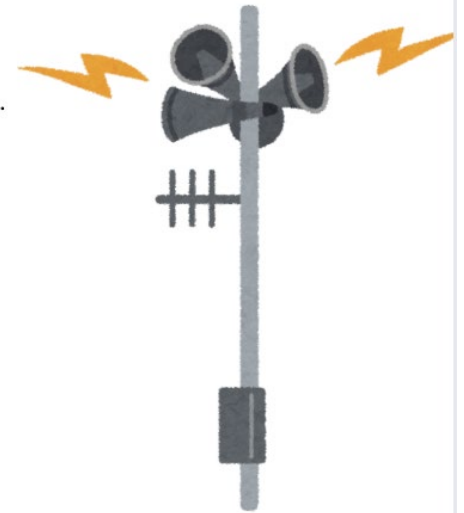
Localised, Tailored communication to reflect the climate and associated risks for local communities, as relevant to their cultures and specific vulnerabilities

Communicate in Local Languages to ensure climate attribution is understood by communities.

Don't Underestimate Anecdotal Evidence in regions where impacts are more lived experiences than scientific knowledge.

Utilise Multiple Communication Platforms like digital technologies for health advisories, early warning systems; community based networks; and media collaborations

Organise Stakeholder Consultations with financial solutions



Solutions, Not Fatigue

Financial Solutions to mobilise partnerships and innovations to accelerate climate action

Levers of Decarbonisation are in motion despite pushback or lack of resources, with a focus on energy transition, electric mobility and green steel

Attribution Aids Preparedness. Shaping narratives on building resilience & preparedness in governance frameworks, systems and infrastructure

Global Climate Leadership. Despite geopolitical turbulence, there is opportunity for emerging economies to fill in the climate leadership vacuum

Inspire local and individual action towards low-consumption and sustainable lifestyles, which raise awareness and engage audience



Thank You.

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