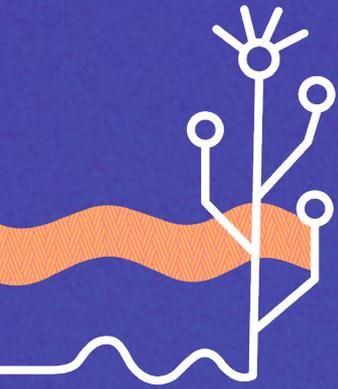


Supporting work at the intersection of Digital Rights (DR) and Environmental & Climate Justice (EJ-CJ)



▼ Intersection #2

Access to information and information disorder

“I’m working from home today just to be able to speak to you guys. I had to specially buy a data bundle so we don’t get cut off. But how many young people would be able to do that to share their experience with you?”



- CJ-EJ youth activist in a country where internet access is prohibitively expensive for many.

For some climate and environmental movements, as well as some communities affected by environmental and climate change related harms, simply **getting online** – where more and more climate activism is happening – is a persistent challenge.

As some struggle to have their voices heard, **climate-related disinformation** continues to spread and grow online, with inadequate content moderation. Those we interviewed asked whether it’s possible to **disrupt the incentives** behind the spread of climate disinformation on social media platforms.

A report by InfluenceMap⁰¹ found 51 climate disinformation ads running in the US on Facebook’s platforms during the first half of 2020. The ads garnered 8m impressions over a six-month period, and only one of the 51 ads was eventually taken down by Facebook; the remaining 50 ads ran their scheduled course. According to this same report, Facebook has earned a revenue of 68m USD per year from disinformation ads posted by known climate denier groups.

In our research, participants coming from climate work said that disinformation campaigns and internet access issues have to be **tackled simultaneously**.

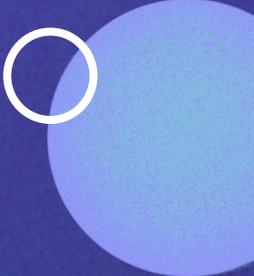
01 InfluenceMap (Oct 2020). [Climate Change and Digital Advertising: Climate Science Disinformation in Facebook Advertising](#)



Opportunities for the digital rights space to support EJ-CJ movements by addressing internet access challenges and information disorder



There are a number of areas where important work happening across DR and EJ-CJ spaces would benefit from further support and expansion. This could include, among other things:

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- Taking action around persistent **internet access challenges**, with particular support for community- stewarded telecommunications infrastructures and financial resources to help EJ-CJ actors participate remotely in collaborative DR and EJ-CJ convenings around the world
 - Further **research and advocacy** around climate-related disinformation, with a greater emphasis on the global south and support for global south based organisations
 - Supporting **collaborative projects** for practitioners across DR and EJ-CJ to work out issue intersections, such as online climate disinformation, through practice.



Find more intersections, opportunities and recommendations in our report:

At the confluence of digital rights and climate & environmental justice – a landscape review



- engn.it/climatejusticedigitalrights

About this info sheet: In 2022 The Engine Room, in collaboration with Ford Foundation, Ariadne and Mozilla Foundation, conducted research designed to support funders in advancing work at the intersection between Digital Rights (DR) and Environmental & Climate Justice (EJ-CJ). Our findings identified six cross-cutting themes, five key intersections, and a substantial set of recommendations for those interested in supporting work in this area.

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