

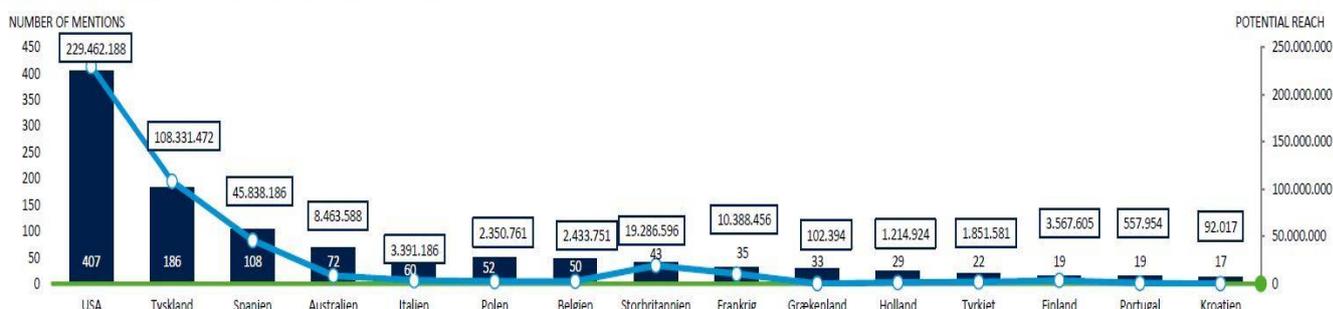
CLIMATE IMPACTS REPORT LAUNCH JANUARY 2017– PRESS COVERAGE – MONITORING AND ANALYSIS REPORT

OVERALL COVERAGE

(data based on monitoring reports from Infomedia and complemented by media coverage report from European Climate Foundation)

There was widespread coverage across all of Europe. Pick up of the press release by global wires including Associated Press (in English, Spanish and German), Reuters, Bloomberg and DPA ensured wider coverage outside of Europe as well, with heavy pick-up in the United States (Washington Post, New York Times, other subscribers to AP, Reuters). China’s Xinhua news agency’s English service also picked up the story. In total there were just over 1,000 articles published either online or in print. With a potential reach of between 530-740 million.

TOP 15 COUNTRY OVERVIEW – NUMBER OF MENTIONS AND POTENTIAL REACH



TARGETTED OUTLETS

A select number of reporters covering the EU from key and influential outlets, including the Guardian, El Pais, Sueddeutsche Zeitung, Le Figaro, Gazeta Wyborcza, De Morgen attended an organised pre-launch briefing with Hans Bruyninckx, and two experts, Andre Jol and Hans-Martin Füssel on 24 January.

(Jyllands-Posten, La Stampa and de Volkskrant were also invited, but could not attend. Jyllands-Posten did cover the report and conducted a short phone-interview with the Executive Director for the story, La Stampa also covered. Gazeta and Volkskrant were the only outlets not to cover)

The coverage from this group was factual but included a strong news peg to signals and moves by the US Trump administration to scrap/curb environmental policies including combatting climate change. There was also heavy focus on the impacts affecting the Mediterranean region, and the costs of climate change. Both issues featured high up in stories.

The strategy behind holding only a limited briefing was to secure coverage in leading European dailies on the day (exclusive embargo) that the report was launched to create a ‘buzz’ and awareness of the report, which tends to lead to wider coverage overall. A further mail out to ‘regular’ followers of the agency was done just ahead of the EPC event followed by a wider general press release notification via our ‘campaign monitor’ tool. We noticed

quite high level of ‘clicks’ on the mailed press release across Europe. The Guardian article had 5.2 thousand Facebook interactions and 1.6 thousand Twitter shares, for example. (*according to monitoring data sources presented by European Climate Foundation*) Another leading Spanish daily, El Mundo also picked up the story and asked for a written interview with the two experts.

- <http://www.sueddeutsche.de/wirtschaft/klimawandel-das-risiko-der-ignoranz-1.3348508>
- http://internacional.elpais.com/internacional/2017/01/24/actualidad/1485287371_111725.html
- <https://www.theguardian.com/environment/2017/jan/25/europe-faces-droughts-floods-storms-climate-change-accelerates>
<https://jyllands-posten.dk/protected/premium/indblik/ECE9315513/det-ekstreme-vejr-er-allerede-en-realitet-og-der-kommer-mere-af-det/>
- <http://www.lefigaro.fr/sciences/2017/01/24/01008-20170124ARTFIG00377-climat-l-europe-se-rechauffe-et-gronde-contre-trump.php>
- <http://www.demorgen.be/plus/klimaat-verandert-al-volop-ook-in-europa-b-1485305408603/>
- <http://www.lastampa.it/2017/01/26/scienza/ambiente/focus/clima-per-leuropa-e-litalia-un-futuro-di-siccit-e-tempeste-xvppdtFlAKbjM8Fdzs7VUM/pagina.html>

PRESS BRIEFING (Brussels – 24 January)

Journalists were very receptive to the data and slides presented, however, after receiving some feedback, there was a feeling it was a bit dense and too much data/information presented, keeping in mind that only one reporter in the group was a specialised environment reporter. It might help for future to cater slides specifically for press. Still, interest in the report, resulted in a briefing that lasted just over 1.5 hours.

JOINT EVENT WITH EUROPEAN POLICY CENTRE (EPC) – 25 January

Just over 100 people attended the event which ran just over 1.5 hours. After the event Hans Bruyninckx conducted a further three interviews, with VRT Radio and TV, De Tijd (Belgian-Flemish media) and with Politico (see interview below which does not specifically touch on the report’s conclusions. They also filed a separate story on the report itself)

- <http://deredactie.be/cm/vrtnieuws/wetenschap/1.2874509>
- http://www.tijd.be/nieuws/archief/Snelle_opwarming_van_de_aarde_haalt_akkoord_van_Parijs_in.9855790-1615.art?ckc=1&ts=1485854132
- http://www.tijd.be/nieuws/archief/Wereld_wacht_niet_op_Trump.9855793-1615.art
- <http://www.politico.eu/pro/q-and-a-with-european-environment-agency-director-hans-bruyninckx/>

SOCIAL MEDIA

FACEBOOK LIVE TEST:

For the EPC event, we tried Facebook live, which allows live streaming on our Facebook wall. It gives anyone online the possibility to watch the event, comment, react and share the video. Based on this first experience:

- We think FB Live is a very useful and a very low cost tool to bring our events closer to broader audiences. (We had received a quote of EUR3.000 for live streaming, which we did not accept).
- The video was 'recorded' by an iPhone on a compact tripod, placed relatively close to the presenter. Compact and relatively discreet set up.
- The video lasts 1hr and is stored on FB, and does not take any storage space on the recording device. No uploading issues but can be downloaded anytime. The access to the video can be customised any time (accessible to all vs to a selected group).
- The sound quality was very good – clear and understandable.
- A reliable internet connection is a MUST.
- The video was 'watched' (mostly a short bit) by more than 1,000 unique viewers on Facebook, reaching close to 7,000 people within the first 36 hours.

EEA Social Media First 7 days:

Twitter:

- 9 tweets
- 69,650 impressions (number of views)
- 1,441 engagements (link click, replies, retweets, likes etc.)
- 338 re-tweets

Facebook

- 5 posts
- 168,695 impressions
- 4,487 engaged users

TOP EEA TWEET



EU EnvironmentAgency @EUEnvironment shared an image



Europe facing rising sea levels, more extreme #weather, heatwaves, #floods, droughts, storms due to #climate change. goo.gl/MQWQUu pic.twitter.com/2zr70HHEwF

79 RETWEETS, 41 LIKES

published on 25/01/17 at 10:10 | Twitter | Denmark | twitter.com

TOP TWITTER MENTION



UN Climate Action @UNFCCC shared an image



Climate change poses severe risks for ecosystems, health, and economy in Europe, @EUEnvironment reports bit.ly/2k3SxSp pic.twitter.com/UfpFKoSdzK

162 RETWEETS, 194 LIKES

published on 26/01/17 at 12:12 | Twitter | Germany | twitter.com

TOP EEA FACEBOOK POST



Timeline Photos



European Environment Agency shared an image

Climate change poses increasingly severe risks for ecosystems, human health and the economy in Europe. Rising sea levels and more extreme weather, such as more frequent and more intense heatwaves...

211 SHARES, 315 LIKES, 5 COMMENTS

published on 25/01/17 at 08:51 | Facebook | Denmark | facebook.com



INFOMEDIA



MEDIO AMBIENTE • El norte de España podría sufrir sequías en el futuro

España, un punto crítico del cambio climático

BILDplus NE
26.01.2017 - 14:03 UHR H

KLIMA

Klimawandel bedroht Europa: Küsten und Süden stark gefährdet

Europe faces droughts, floods and storms as climate change accelerates

Europe and northern hemisphere are warming at faster pace than the global average and 'multiple climatic hazards' are expected, says study



Climat : l'Europe se réchauffe et gronde contre Trump

Περιβάλλον

Πλανήτης Γη | Εξοικονόμηση Ενέργειας | Οικολογικά Προϊόντα | Ανακύκλωση

Που οφείλονται τα ακραία καιρικά φαινόμενα στην Ευρώπη

Κύματα καύσινα, έντονες και συχνές πλημμύρες, ξηρασίες και καταιγίδες, όλα εξαιτίας της κλιματικής αλλαγής

Δημοσίευση:
07:40 | 26/01/2017

ΠΛΑΝΗΤΗΣ ΓΗ

Like 1

Share 1

Tweet

G+1 0

Share

Email 0

Εκτύπωση



Expedia.dk

Η Ευρώπη βρίσκεται αντιμέτωπη με την άνοδο της στάθμης της θάλασσας και τα πλέον ακραία καιρικά φαινόμενα, όπως πιο συχνά και έντονα κύματα καύσινα, έντονες και συχνές πλημμύρες, ξηρασίες και καταιγίδες, εξαιτίας της κλιματικής αλλαγής, όπως έκανε γνωστό με έκθεσή του ο Ευρωπαϊκός Οργανισμός Περιβάλλοντος.

Jyllands-Posten
Indblik

FORSIDE PREMIUM
INDBLIK SERIER

03.01.2017 kl. 09:40

Det ekstreme vejr er allerede en realitet – og der kommer mere af det

En ny rapport fra EU's Miljøagentur, EEA, står fast, at de ekstreme klimaforandringer allerede er en realitet. Men det bliver værre, forudsør forskere.

ruyninckx
Europees Milieuagentschap

[POLITICO Q and A with European Environment Agency Director Hans Bruyninckx](#)

-- By Marion Solletty

1/26/17, 1:37 PM CET

Last year was pretty dire from an environmental point of view, and 2017 is getting off to a rocky start. NASA and the U.S. National Oceanic and Atmospheric Administration declared 2016 the [hottest year on record](#), and it's pretty clear that the measures agreed to during the Paris climate talks won't be enough to keep global temperatures from rising by more than 2 degrees Celsius — let alone the more ambitious target of capping warming at 1.5 degrees.

In Europe, cities across the Continent are [choking](#) under clouds of smog, largely caused by the [diesel-fueled](#) engines that power more than half of the cars on the road.

The [European Environment Agency](#) plays a crucial role in the EU's response to these challenges — providing independent environmental information to EU institutions.

POLITICO asked EEA Executive Director Hans Bruyninckx about some of the most pressing environmental issues facing the bloc.

Given the news that 2016 was once again the hottest year on record, how feasible is it to still make the 1.5 degree warming target set in the Paris climate agreement?

Before we talk about the 1.5 [degree] target, I must say it is already a huge challenge to reach the 2 degree target. We know that the commitments that have been made under the Paris agreement until now will not get us there. To reach the 1.5 degrees target we would have to take very strong additional measures: new break-through technologies on a large scale when it comes to capturing carbon; new decisions and policies, for example on reforestation. The 1.5 degree is an ambition that from a science perspective and an impact perspective has a lot of salience, but we have to recognize that the key focus is now on getting below those 2 degrees. Even this window is closing rather fast.

Which countries and sectors in the EU will struggle the most to cut emissions and why?

I think it is fair to say that Europe at this moment has by far the most integrated, long-term, binding policy vision on mitigation and reducing emissions. There are many countries that are just starting with those sort of policies. In Europe, we know that some countries are very strongly relying on coal and other fossil fuels, and they have a more challenging time. They are the ones who often ask for longer time horizons, who try to weigh on the ambition level.

In light of recent air pollution peaks across Europe, do you think member states are being ambitious enough to tackle this issue?

If we want to prevent the European population from living in an unhealthy environment when it comes to air pollution, we will have to move the ambition level toward World Health Organization standards. Right now, about 90 percent of Europe's urban population is living under conditions that do not meet those WHO requirements. European policies on air pollution and on emissions are gradually being strengthened and toughened. Increasingly, cities are also contemplating what they can do. Here in Belgium, Antwerp is now introducing a low emissions zone, Ghent is thinking about it. Some cities take a strong stand on diesel cars in their cities. Oslo is even thinking about banning combustion engine cars.

London reached the maximum annual limit for nitrogen dioxide exposure set by the EU only five days into 2017. Does that mean that EU standards are ineffective?

It always comes down to implementation. The only way to reach a number of these standards is to tackle the core, root causes. That means building a different transport and mobility system in the urban environment, reflecting on the emissions coming from the energy sector. So yes, we will not get there with small measures here and there. For example, it is by now clear that when it comes to diesel cars, we will probably not be able to reach any of the real needed breakthroughs if we stick to that technology.