IPRA Climate Change Communications Guidelines

RECALLING the United Nations sustainable development goals and in particular goal 13 to “take urgent action to combat climate change and its impacts”;

RECALLING that public relations practitioners through their communication skills possess a unique means of influence;

RECALLING that public relations practitioners play a pivotal role to combat climate change because they are the link between organisations and stakeholders;

In the conduct of climate change communications public relations practitioners will implement:

1. article two of the IPRA code to act with honesty and integrity by
   ▪ ensuring honesty in climate-related communications
   ▪ translating the science into communication that can be understood in the public arena

2. article three of the IPRA code to establish the moral conditions for dialogue by
   ▪ fostering an internal culture in which colleagues feel safe to voice concerns
   ▪ partnering with external advocates of positive climate action
   ▪ promoting climate education in the professional and public arena

3. article four of the IPRA code to be open and transparent by
   ▪ reporting on their own organization’s emissions and reductions pathway

4. article five of the IPRA code to avoid professional conflicts by
   ▪ thoughtful consideration of work undertaken
   ▪ ensuring that work is in line with the UN’s sustainable development goals
   ▪ advising clients and management about societal expectations

5. article seven of the IPRA code to ensure truth and accuracy by
   ▪ encouraging reference to science-based sources in line with the Intergovernmental Panel on Climate Change
   ▪ encouraging clients to reference sources contrary to the client’s position
   ▪ calling-out inaccurate communication in the public arena

6. article eight of the IPRA code to not disseminate misleading information by
   ▪ preventing greenwashing in communication by referencing science-based data

7. article ten of the IPRA code to not use organisations serving undisclosed interests by
   ▪ not using institutes that are funded by organisations which are significant contributors of emissions or that deny climate change.

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