



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.

Adopted January 2023