

## PRESS RELEASE

# The European Narratives Observatory presents its work on New Narratives for Climate Action

**Members of the European Parliament and representatives for foundations, research and civil society organisations joined NODES project final events at the European Parliament in Strasbourg.**

December 5 2024

Drawing from the groundbreaking insights of its researchers' work, the [Narratives Observatory combatting Disinformation in Europe Systemically \(NODES\)](#) held the Depolarisation Exhibition “Bridging the Divide: New Narratives for Climate Action”, at the European Parliament in Strasbourg.

Hosted by [Leire Pajín MEP](#) and co-hosted by [Madgalena Adamowicz MEP](#), [Vytenis Andriukaitis MEP](#), [Brando Benifei MEP](#), [Klára Dobrev MEP](#), [Lena Schilling MEP](#), this engaging exhibition leveraged innovative narrative methodologies to combat polarisation and foster a united future.

Hundreds of persons - MEPs, representatives from different research, innovation, and civic society organisations - including the Evens Foundation, Global Citizen, Tataj Innovation, Cartoons4Change -visited the exhibition and participated in a satellite Expert Roundtable on New Narratives for Climate Action.

Climate change has emerged as one of the most polarising topics in public discourse, not only in Europe but globally. Despite the increasing prevalence of its consequences, such as unpredictable weather, the fragility of our food systems, altered migration patterns and pandemics, climate denialism seems to be growing across the continent.

Research reveals that most of the polarisation stems from misunderstandings and misinterpretations. The exhibition, through engaging fairytale characters, explored the cognitive paths that lead us to divergent conclusions and showed how to bridge differing worldviews and foster genuine dialogue. It sent a strong message to policymakers across Europe about the importance of moving beyond entrenched positions and engaging in meaningful deliberation.

During the launch of the exhibition, which counted with a presence of more than a dozen MEP from several political groups, Leire Pajín MEP highlighted that “*the two issues—climate*

*change and disinformation—are deeply connected. As a society, we must defend the truth. We must defend the facts. But this doesn't mean we should stop trying to understand why certain perspectives exist. This is the purpose of this exhibition”.*

This idea was seconded by [Erika Staël von Holstein](#), Chief Executive Officer at Re-Imagine Europa: *“Difference of opinion is a good thing because depolarisation does not mean consensus. That’s why hosting this exhibition at the European Parliament, a house built on the ideal that diversity is a strength, has a special meaning”.*

The exhibition featured seven fairytale characters representing the seven main narratives that dominate the public discourse on climate change, according to the NODES research team results. Applying insights from neuroscience, behavioural science, and psychology, visitors were invited to explore the stories behind the narratives, to learn how to “listen” to deeper subtext and to the underlining values. Those values establish bridges between narratives and pave a path to start building a meaningful dialogue beyond each narrative community.

The co-hosting MEPs attending the Exhibition Inauguration also expressed their concern on the impacts of disinformation and on the necessity to address the consequences of climate change. Magdalena Adamowicz MEP argued that *“disinformation has become a weapon of mass destruction and it should be treated as such”*, and in order to fight it Vytenis Andriukaitis MEP defended that *“we need to foster an ethical dialogue where trust is a must”*.

Additionally, Brando Benifei MEP and Klára Dobrev MEP insisted on the urgency of bringing people together and promoting unity to ensure the success of the measures to tackle climate change. Lena Schilling MEP, the youngest Member of the European Parliament, delivered a message of hope, recalling that *“we (the youth) are going to channel our energy and show that we can fight for our future, and we will keep promoting actions and measures to protect our planet.”*

The Narratives Observatory combatting Disinformation in Europe Systemically (NODES) is a pilot project financed by the European Commission and set up by seven research and media partners from across four EU countries – Belgium, France, Poland, Italy. The project created the first European Narrative Observatory and analysed the narratives dominating the public sphere working in four languages (English, French, Spanish and Polish) and focusing on Climate Change, Migration and Covid-19.

The NODES consortium is led by the [European think tank Re-Imagine Europa](#) and includes top level institutions and organisations as [Agence France-Presse \(AFP\)](#), the [French National Centre for Scientific Research \(CNRS\)](#), [PlusValue](#), [Sotrender](#), [Science Feedback](#) and [Università Ca’ Foscari Venezia](#).