

# LA COMUNICACIÓ DEL CANVI CLIMÀTIC: ACCIONS I ESTRATÈGIES PER AUGMENTAR-NE LA CONSCIÈNCIA EN L'OPINIÓ PÚBLICA I MILLORAR- NE LA PRESA DE DECISIONS

Dr. Tomàs Molina  
Universitat de Barcelona  
Informació i Comunicació



Grup de persones al bosc, Miró (1931)



Composició amb personatges al bosc incendià, Miró (1931)



Grup de persones al bosc, Miró (1931)

**Antecedentes**

“Cambio climático”

## Antecedentes

“Cambio climático”

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APRIL 1896.

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XXXI. *On the Influence of Carbonic Acid in the Air upon the Temperature of the Ground.* By Prof. SVANTE ARRHENIUS\*.

I. *Introduction: Observations of Langley on Atmospheric Absorption.*

A GREAT deal has been written on the influence of the absorption of the atmosphere upon the climate. Tyndall † in particular has pointed out the enormous importance of this question. To him it was chiefly the diurnal and annual variations of the temperature that were lessened by this circumstance. Another side of the question, that has long attracted the attention of physicists, is this: Is the mean temperature of the ground in any way influenced by the presence of heat-absorbing gases in the atmosphere? Fourier ‡ maintained that the atmosphere acts like the glass of a hot-house, because it lets through the light rays of the sun but retains the dark rays from the ground. This idea was elaborated by Pouillet §; and Langley was by some of his researches led to the view, that “the temperature of the earth under direct sunshine, even though our atmosphere were present as now, would probably fall to  $-200^{\circ}$  C., if that atmosphere did not possess the quality of selective

\* Extract from a paper presented to the Royal Swedish Academy of Sciences, 11th December, 1895. Communicated by the Author.

† ‘Heat and Mode of Motion,’ 2nd ed. p. 405 (Lond., 1865).

‡ *Mém. de l’Ac. R. d. Sci. de l’Inst. de France*, t. vii. 1827.

§ *Comptes rendus*, t. vii. p. 41 (1838).

## Antecedentes

“Cambio climático”



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# REPORT OF THE UNITED NATIONS CONFERENCE ON THE HUMAN ENVIRONMENT

Stockholm, 5-16 June 1972



UNITED NATIONS  
New York, 1973

## Antecedentes

### “Cambio climático”

6. A point has been reached in history when we must shape our actions throughout the world with a more prudent care for their environmental consequences. Through ignorance or indifference we can do massive and irreversible harm to the earthly environment on which our life and well-being depend. Conversely, through fuller knowledge and wiser action, we can achieve for ourselves and our posterity a better life in an environment more in keeping with human needs and hopes. There are broad vistas for the enhancement of environmental quality and the creation of a good life. What is needed is an enthusiastic but calm state of mind and intense but orderly work. For the purpose of attaining freedom in the world of nature, man must use knowledge to build, in collaboration with nature, a better environment. To defend and improve the human environment for present and future generations has become an imperative goal for mankind—a goal to be pursued together with, and in harmony with, the established and fundamental goals of peace and of worldwide economic and social development.



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# REPORT OF THE UNITED NATIONS CONFERENCE ON THE HUMAN ENVIRONMENT

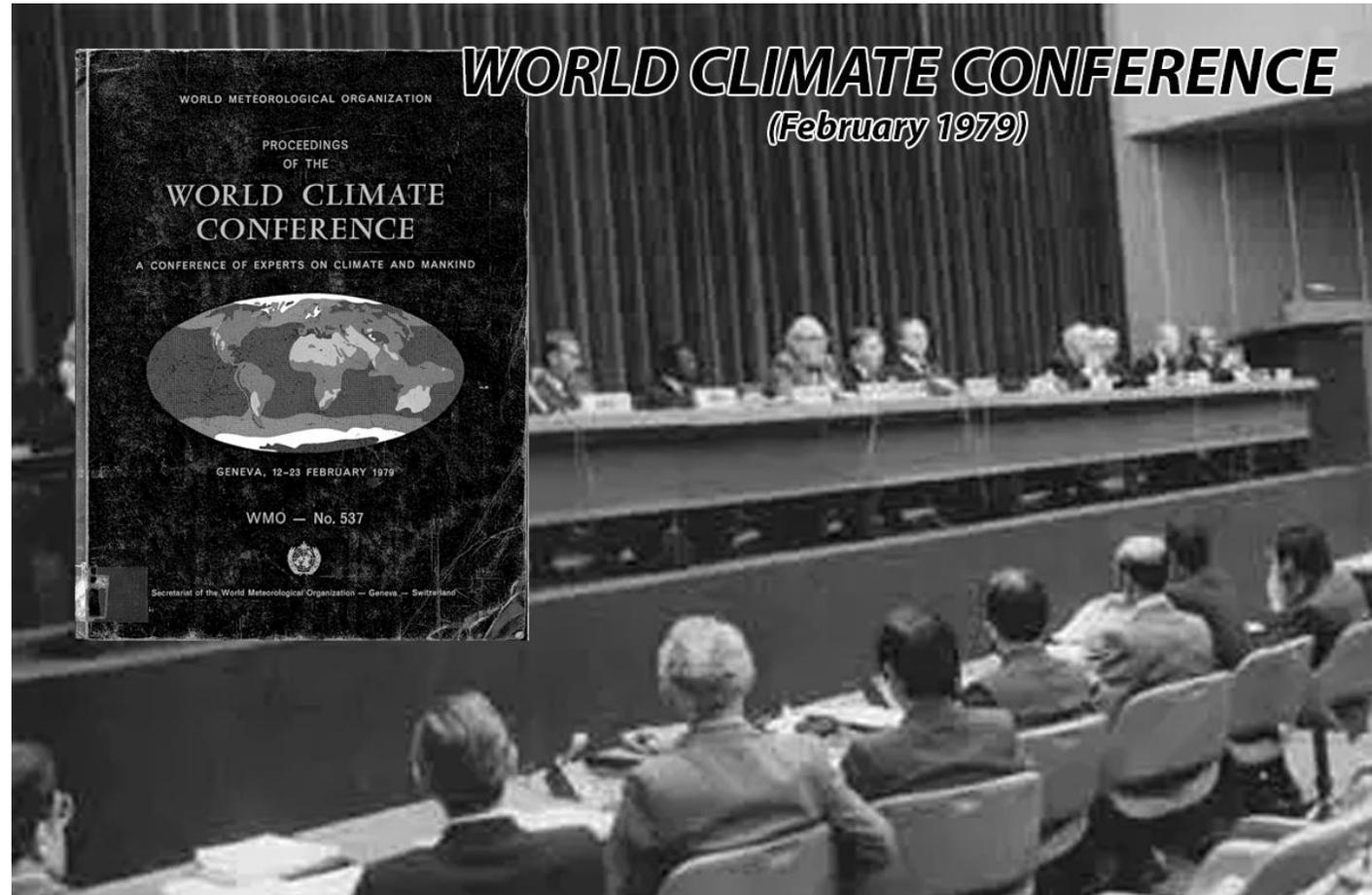
Stockholm, 5-16 June 1972



UNITED NATIONS  
New York, 1973

## Antecedentes

“Cambio climático”



## Antecedentes

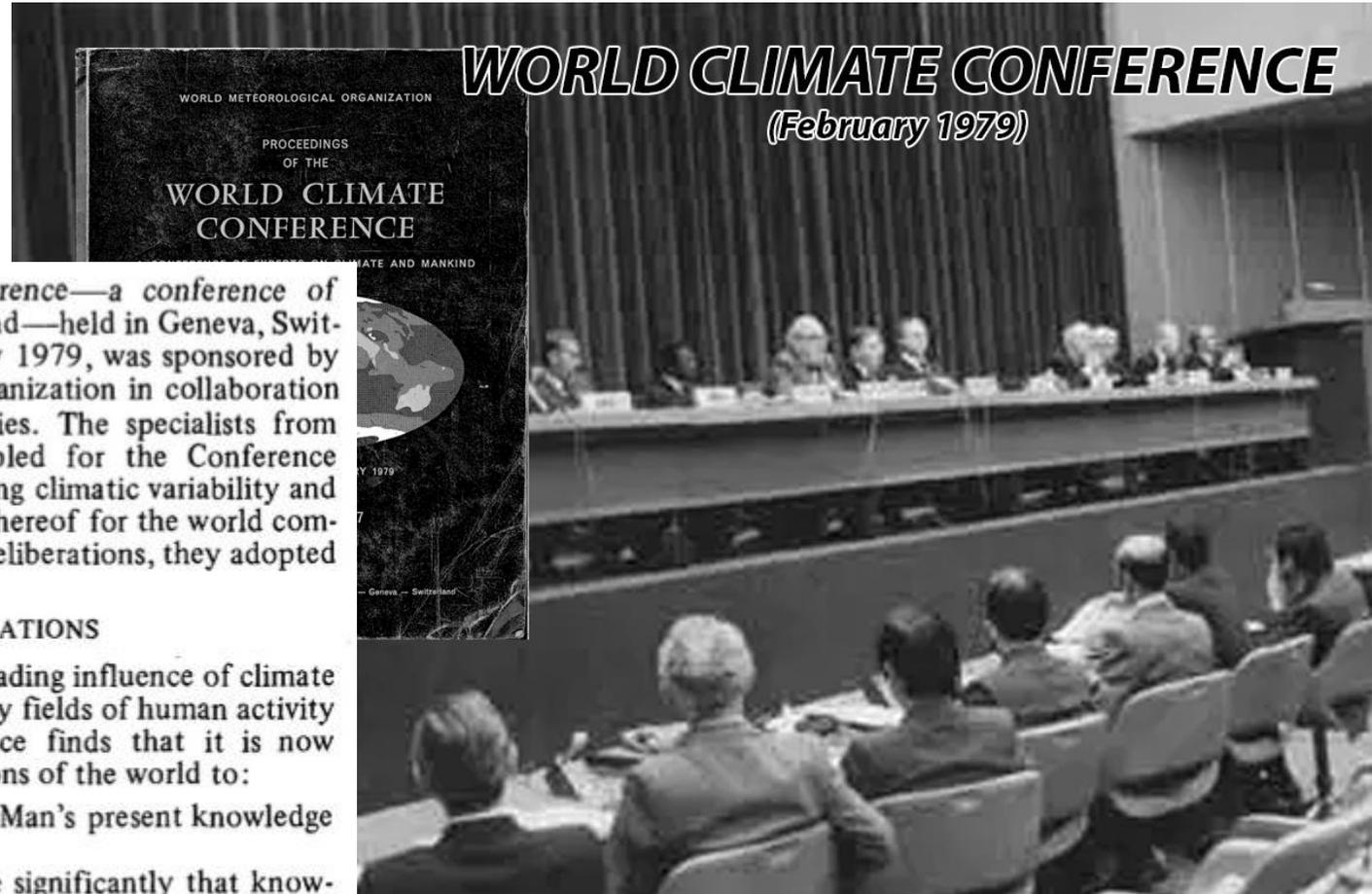
“Cambio climático”

*The World Climate Conference—a conference of experts on climate and mankind—held in Geneva, Switzerland, from 12–23 February 1979, was sponsored by the World Meteorological Organization in collaboration with other international bodies. The specialists from many disciplines who assembled for the Conference expressed their views concerning climatic variability and change, and the implications thereof for the world community. On the basis of their deliberations, they adopted the following:*

### APPEAL TO NATIONS

Having regard to the all-pervading influence of climate on human society, and on many fields of human activity and endeavour, the Conference finds that it is now urgently necessary for the nations of the world to:

- a) Take full advantage of Man’s present knowledge of climate;
- b) Take steps to improve significantly that knowledge; and
- c) Foresee and prevent potential man-made changes in climate that might be adverse to the well-being of humanity.



## Antecedentes

“Cambio climático”

IPCC

UNITED NATIONS: GENERAL ASSEMBLY RESOLUTION ON PROTECTION OF  
GLOBAL CLIMATE FOR PRESENT AND FUTURE GENERATIONS OF MANKIND\*

[December 6, 1988]

+Cite as 28 I.L.M. 1326 (1989)+

### I.L.M. Content Summary

RESOLUTION ADOPTED BY THE GENERAL ASSEMBLY - I.L.M. Page 1326  
[A/RES/43/53]

[Preamble]

Paras. 1-13 [Recognizes that climate change is a common concern of mankind; considers the World Climate Programme to be of high priority; endorses joint actions by WMO and UNEP; urges governments, organizations, and institutions to treat climate change as a priority issue; calls upon support of the Intergovernmental Panel on Climate Change and requests the Panel itself to take certain specified actions; encourages the convening of conferences at all levels; requests the Secretary-General to report on the implementation of this Resolution at the 44th Session of the General Assembly]

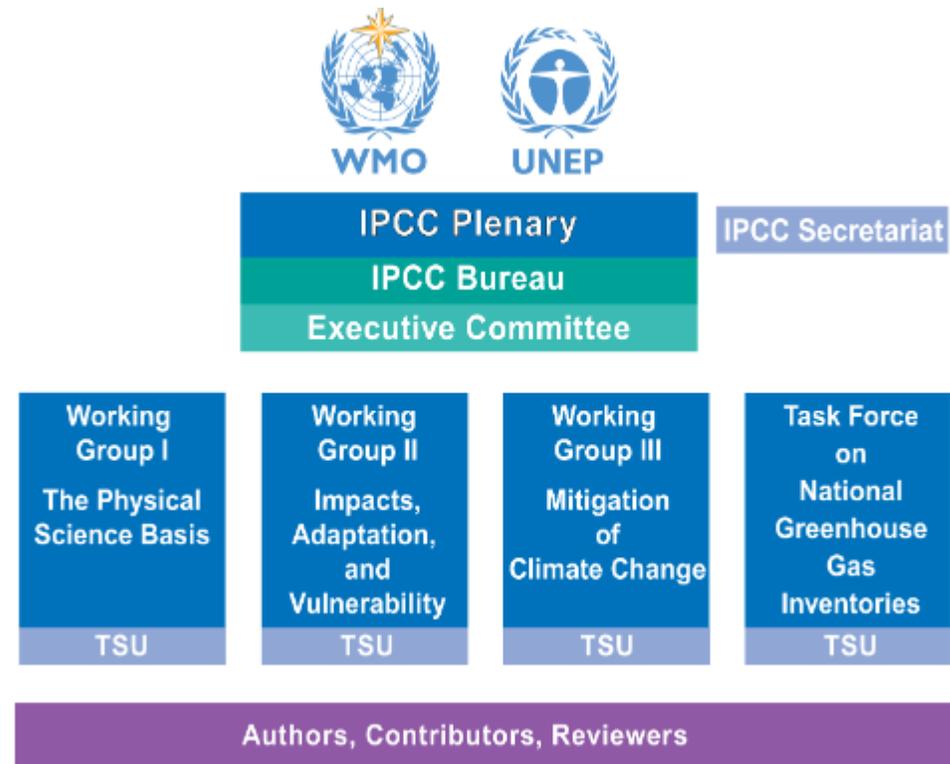
[Adopted 6 December 1988]

**UNITED  
NATIONS**

## Antecedentes

“Cambio climático”

IPCC



## Antecedentes

“Cambio climático”

IPCC

## Comunicación



## Antecedentes

“Cambio climático”

IPCC

## Comunicación

	IPCC 2 (SAR) (1995)	IPCC 3 (TAR/AR3) (2001)	IPCC 4 (AR4) (2007)	IPCC 5 (AR5) (2014)
<b>Crida a l'acció (%)</b>	32.8	43	68.9	70.2
<b>No crida a l'acció (%)</b>	67.1	56.9	31	29.7
<b>Nivell mitjà d'incertesa</b>	3,09	3.45	3.87	3.89

Taula 3.4 Agrupacions de les manifestacions sobre els coneixements del canvi climàtic per a cada informe, segons si impliquen “cida l'acció” o “no crida a l'acció”

## Antecedentes

“Cambio climático”

IPCC

## Comunicación

“Crisis Climática”

“

**I CALL ON ALL LEADERS WORLDWIDE TO  
DECLARE A STATE OF CLIMATE EMERGENCY  
IN THEIR COUNTRIES UNTIL CARBON  
NEUTRALITY IS REACHED.**

António Guterres,  
United Nations Secretary-General

12 December 2020



'A landmark study in the struggle to contain climate change, the greatest challenge of our era. I urge everyone to read it.'

Bill Clinton, 42nd President of the United States of America

ANTHONY  
**GIDDENS**  
**THE POLITICS OF  
CLIMATE CHANGE**

"Por grandes que sean los peligros que supone el cambio climático, su falta de visibilidad inmediata en el mundo cotidiano hace que la gente no actúe para hacerle frente; cuando los peligros sean visibles inmediatamente, será demasiado tarde para que cualquier acción que haga la gente sea efectiva."

Porque de la inacción contra el cambio climático

'A landmark study in the struggle to contain climate change, the greatest challenge of our era. I urge everyone to read it.'

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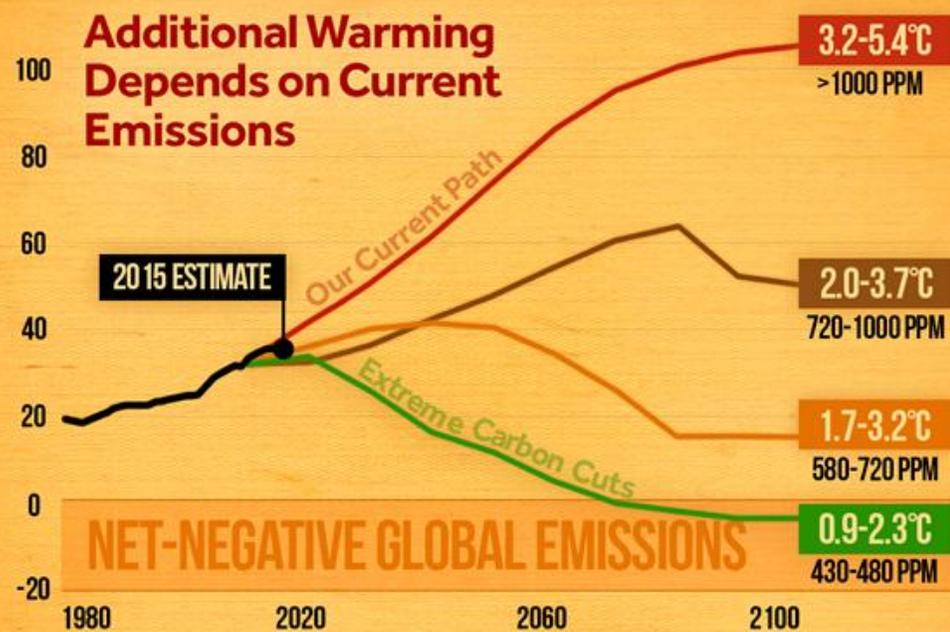
ANTHONY  
**GIDDENS**  
THE POLITICS OF  
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Es real la inacción contra el cambio climático?

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Es real la inacción contra el cambio climático?



Emissions based on billions of tons of CO2 per year from fossil fuels and cement  
Source: UNEP, 2014 Emissions Gap Report.

Es real la inacción contra el cambio climático?

+2,5ppm/año

Weekly average CO<sub>2</sub> at Mauna Loa

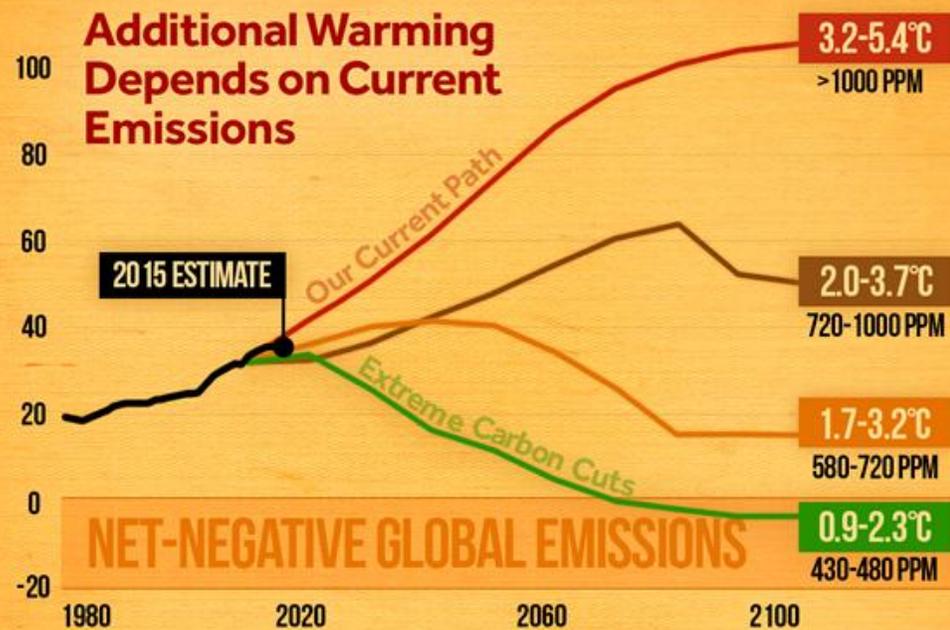
**Week beginning on February 01, 2026: 428.10 ppm**

**Weekly value from 1 year ago: 426.95 ppm**

**Weekly value from 10 years ago: 405.27 ppm**

*Last updated: February 10, 2026*

Es real la inacción contra el cambio climático?



480ppm en 22 años (2048)  
En 2100 650ppm

Emissions based on billions of tons of CO2 per year from fossil fuels and cement  
Source: UNEP, 2014 Emissions Gap Report.



Emissions based on billions of tons of CO2 per year from fossil fuels and cement  
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CLIMATE  CENTRAL



President Donald Trump criticized global efforts to address climate change during a speech Tuesday at the United Nations.

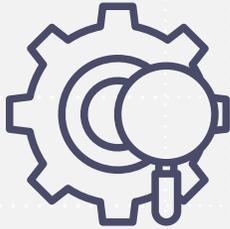
Richard Drew/AP

ontra el cambio

22 años (2048)  
650ppm

# Metodología

## Tipo de estudio



Cualitativo y cuantitativo

Ámbito internacional

## Métodos



Enuestas

Entrevistas

Análisis de Contenido

## Grupos de estudio



Comunicadores de ciencia

Creadores de ciencia

Tomadores de decisiones

## Análisis de los datos



Evaluativo

Prospectivo

Escala de Likert

Análisi comparativo de textos

**Aproximación metodológica a las limitaciones de la investigación**

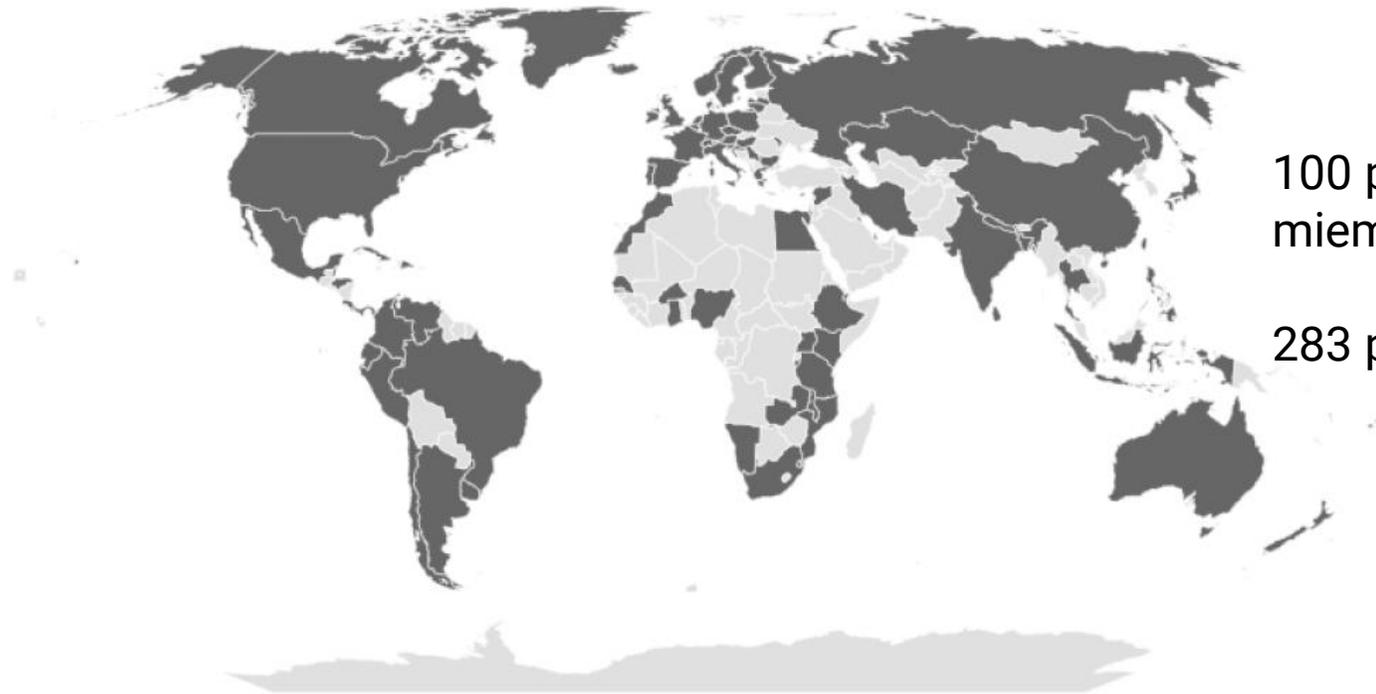
Máximo número de participantes, del mayor nivel posible y a escala mundial



# Metodología - Definición de los grupos del estudio



## Nuestra investigación



100 países del mundo, un 53,6% de los estados miembros de Naciones Unidas

283 personas encuestadas/entrevistadas

Figura 7.1 Extensió per països de la recerca

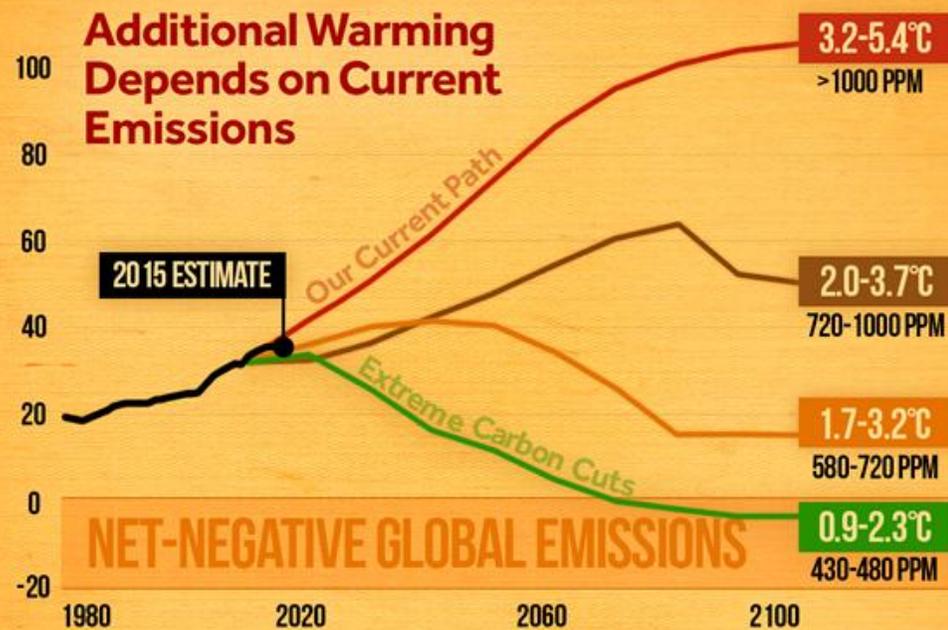
# Nuestra investigación



Toma de conciencia y estado de opinión sobre el cambio climático

Aspectos comunicativos del cambio climático

Opinión pública y gobernanza del cambio climático



Emissions based on billions of tons of CO2 per year from fossil fuels and cement  
Source: UNEP, 2014 Emissions Gap Report.

CLIMATE CENTRAL

Es real la inacción contra el cambio climático?

480ppm en 22 años (2048)  
En 2100 650ppm

+ 3 °C año 2100

# Nuestra investigación



Emissions based on billions of tons of CO2 per year from fossil fuels and cement  
Source: UNEP, 2014 Emissions Gap Report.

n contra el cambio

en 22 años (2048)  
650ppm

año 2100

# Nuestra inve

**PUTTING AMERICA FIRST ON THE GLOBAL STAGE:** President Trump has consistently fought to protect U.S. sovereignty and ensure international engagements serve American interests.

- Immediately upon returning to office, President Trump initiated the withdrawal of the United States from the World Health Organization and the Paris Climate Agreement.



President Donald Trump criticized global efforts to address climate change during a speech Tuesday at the United Nations.

Richard Drew/AP

Emissions based on billions of tons of CO2 per year from fossil fuels and cement  
Source: UNEP, 2014 Emissions Gap Report.

CLIMATE CENTRAL

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en 22 años (2048)  
650ppm

año 2100

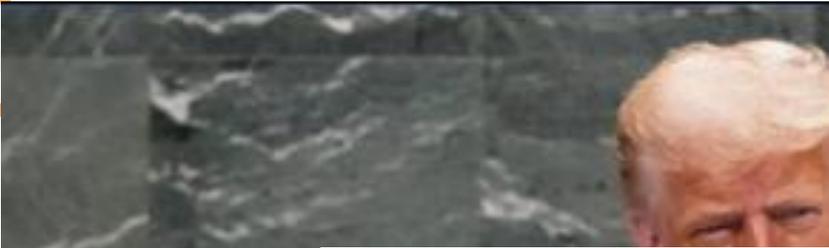
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FACT SHEETS

## Fact Sheet: President Donald J. Trump Withdraws the United States from International Organizations that Are Contrary to the Interests of the United States

The White House | January 7, 2026

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**WITHDRAWING FROM INTERNATIONAL ORGANIZATIONS:** Today, President Donald J. Trump signed a Presidential Memorandum directing the withdrawal of the United States from 66 international organizations that no longer serve American interests.



# ← Truth Details

5161 replies



Record Cold Wave expected to hit 40 States. Rarely seen anything like it before. Could the Environmental Insurrectionists please explain — WHATEVER HAPPENED TO GLOBAL WARMING???

8.52k ReTruths 32.3k Likes

Jan 23, 2026, 1:19 PM



Emissions based on billions of tons of CO2 per year from fossil fu  
Source: UNEP, 2014 Emissions Gap Report.

THE WHITE HOUSE  
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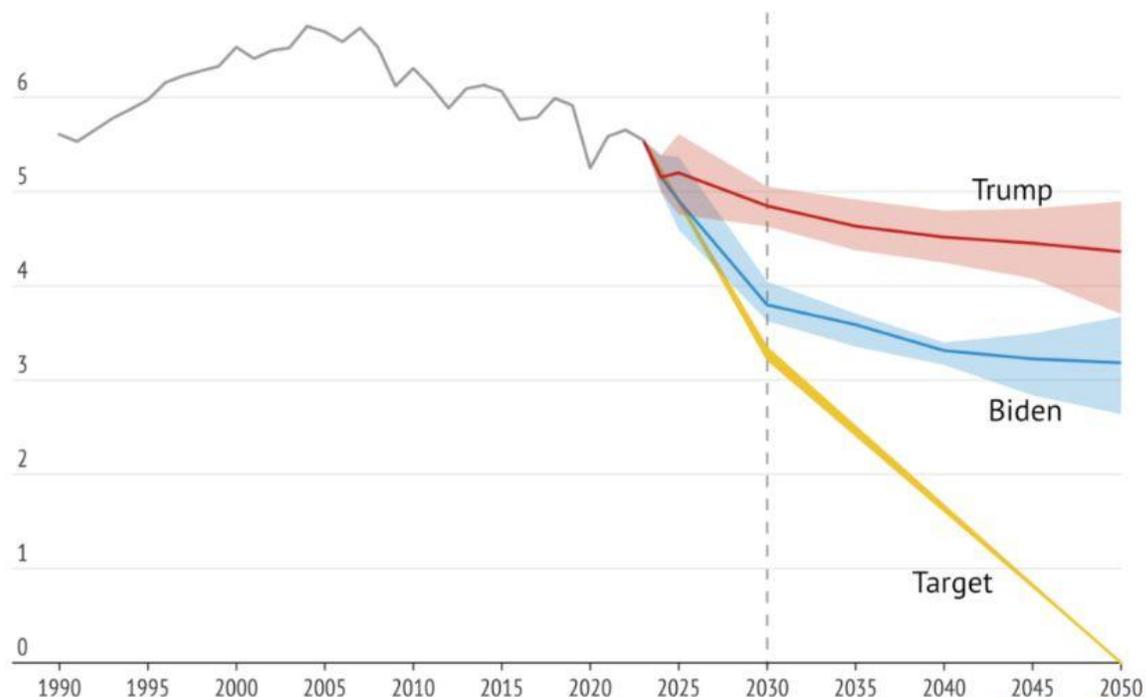
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Jan 23, 2026, 1:19 PM

## A Trump election win could add 4bn tonnes to US emissions by 2030

Greenhouse gas emissions, billion tonnes of CO2e



Source: Carbon Brief analysis of Bistline et al (2023) and Rhodium Group (2023)



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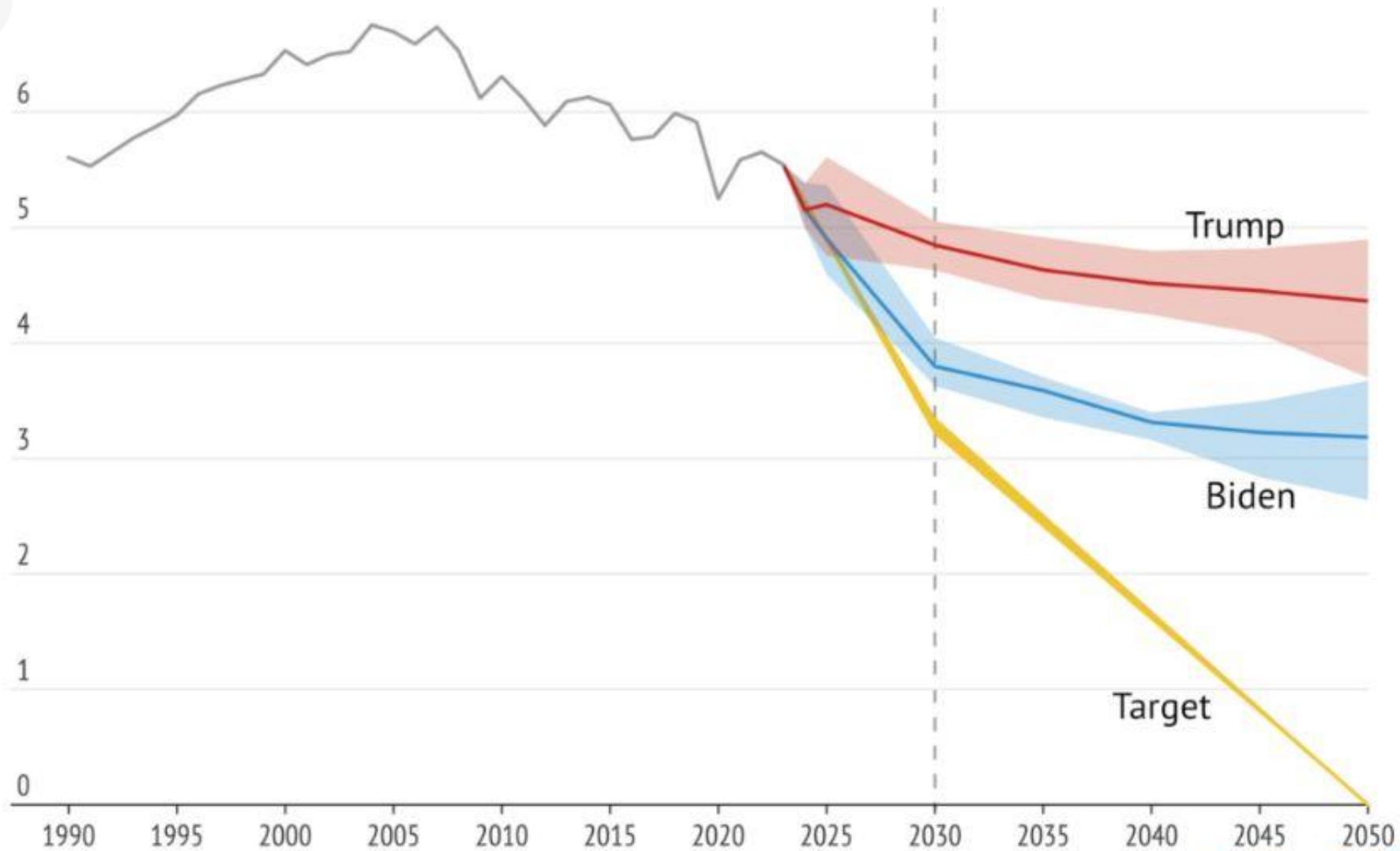
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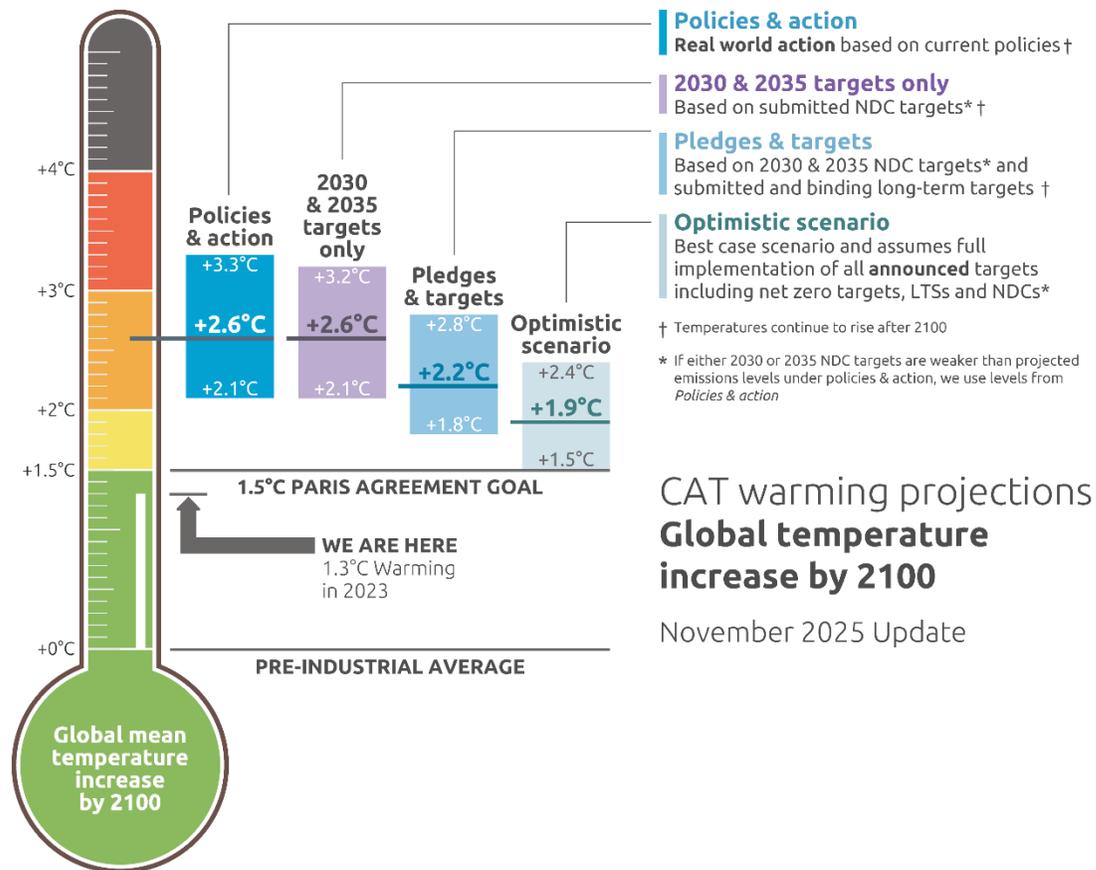
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Greenhouse gas emissions, billion tonnes of CO<sub>2</sub>e

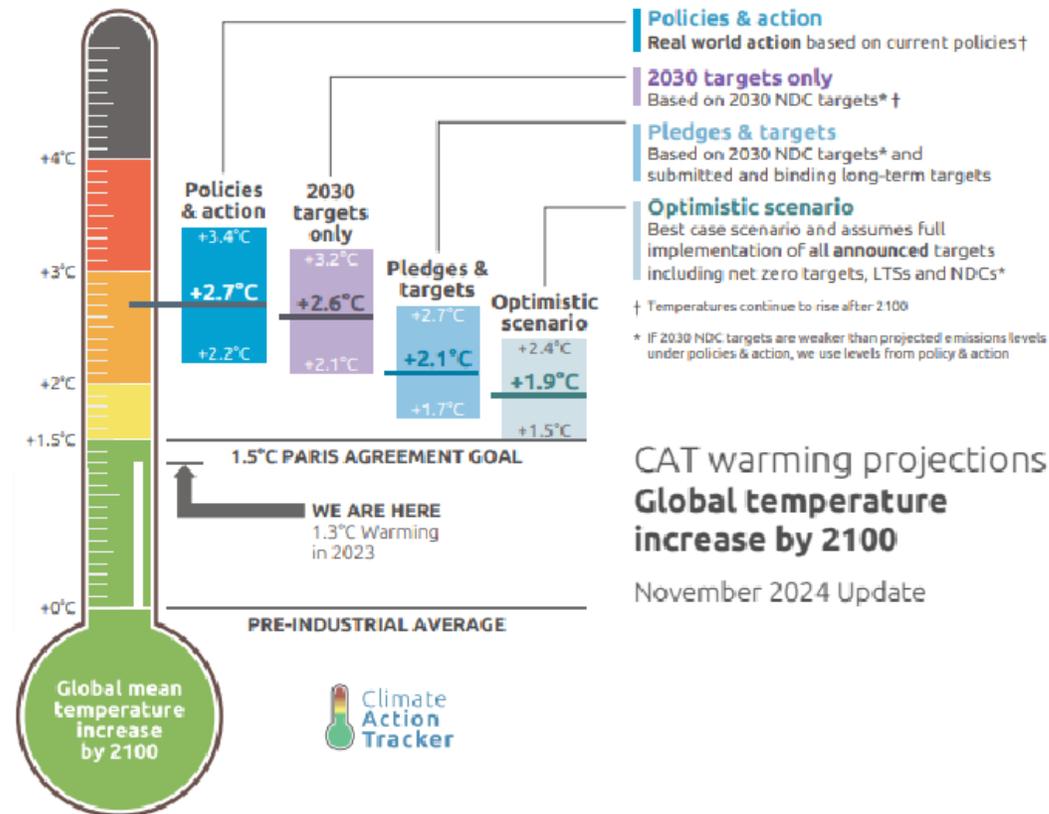
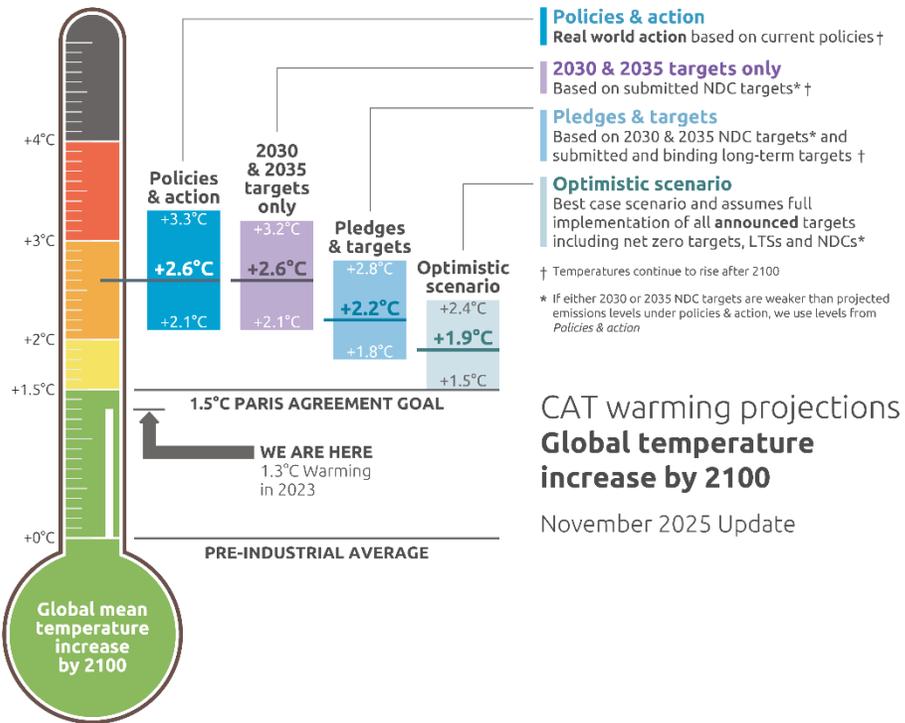


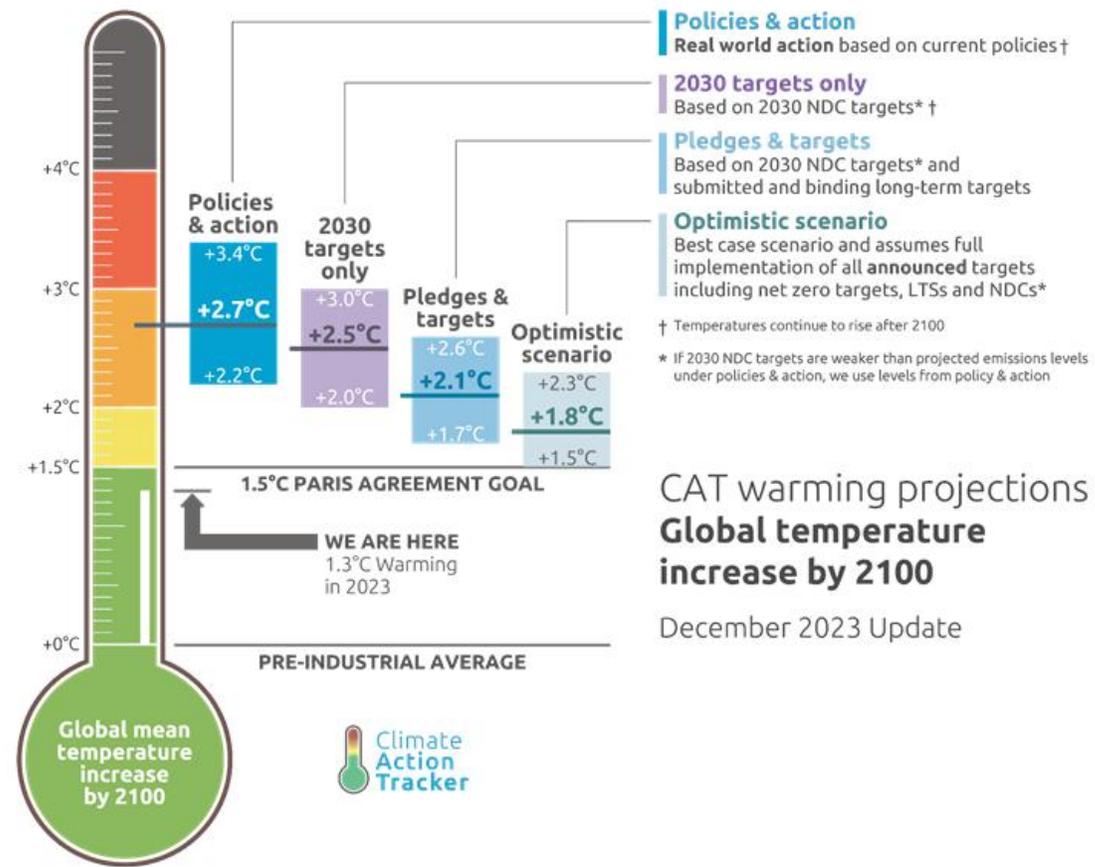
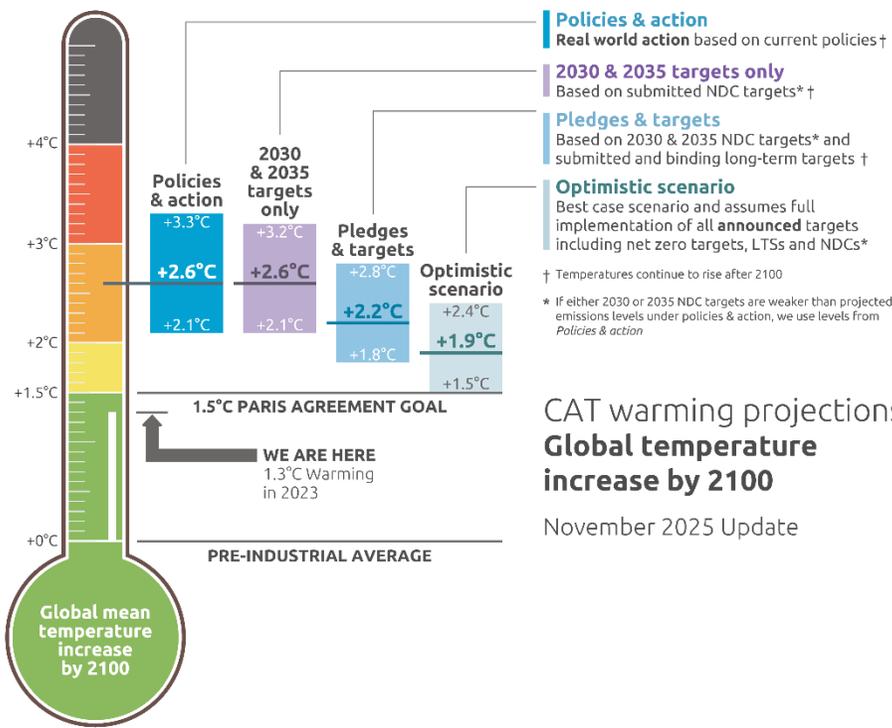
Source: Carbon Brief analysis of Bistline et al (2023) and Rhodium Group (2023)



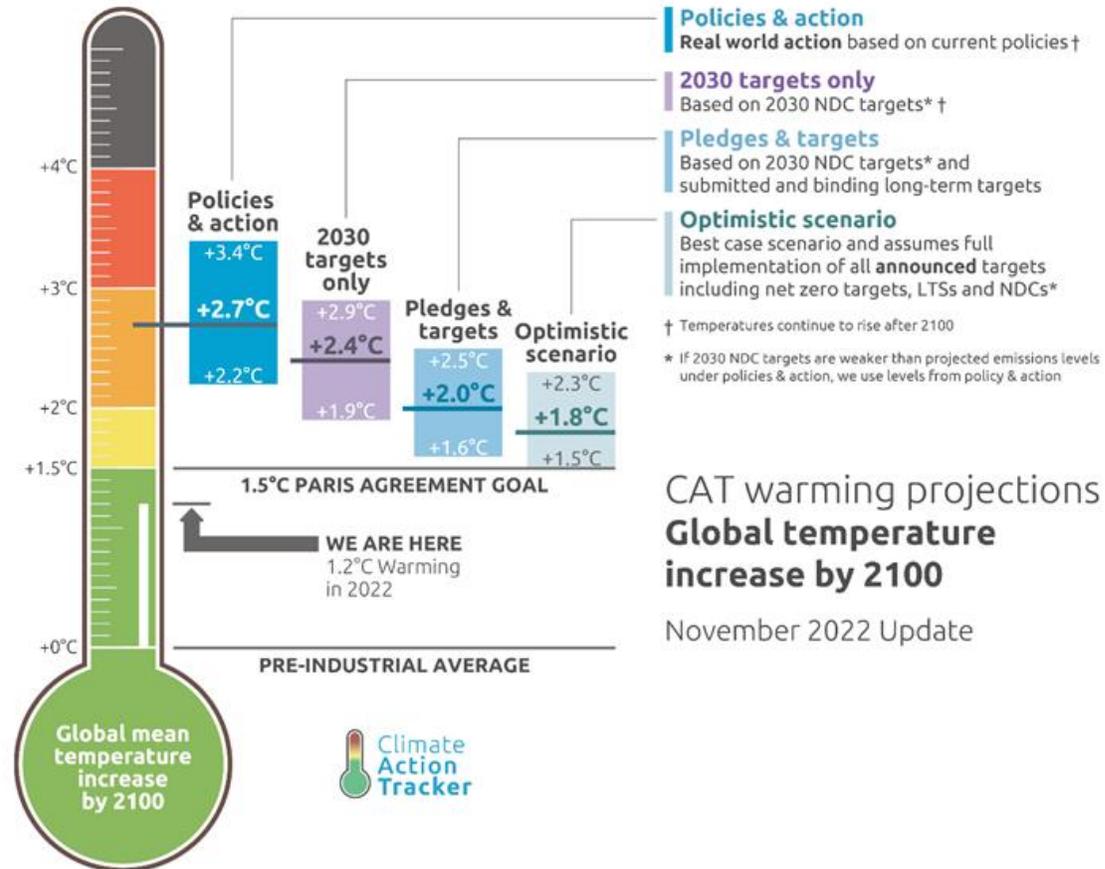
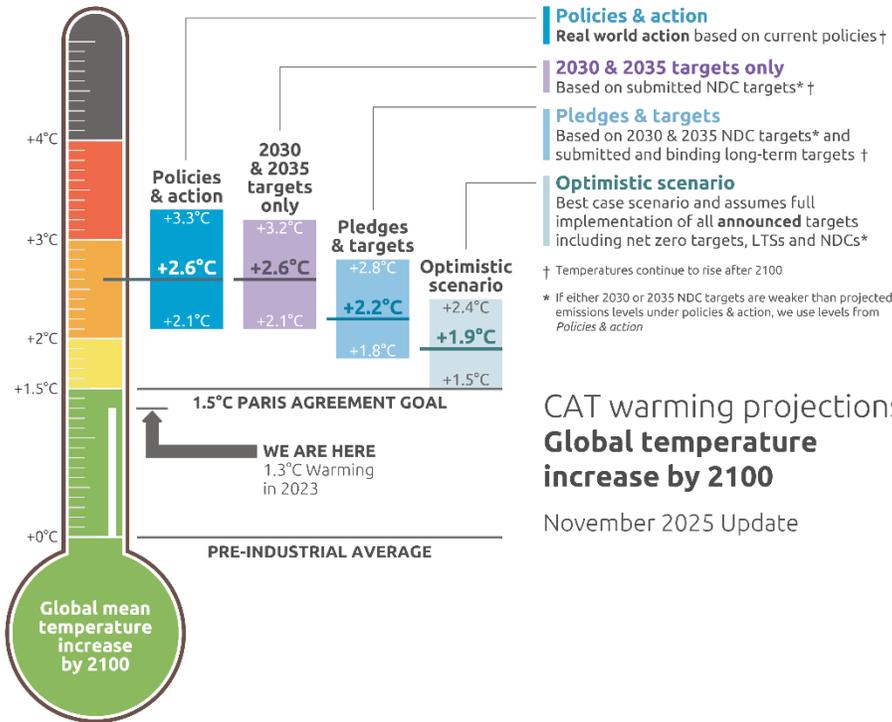
## CAT warming projections Global temperature increase by 2100

November 2025 Update





# Nuestra investigación



## Nuestra investigación



Toma de conciencia y estado de opinión sobre el cambio climático

Aspectos comunicativos del cambio climático

Opinión pública y gobernanza del cambio climático

Podemos concluir que el punto de vista común para mejorar la gobernanza del cambio climático pasa por una acción de toma de decisiones en todos los niveles de las administraciones y de la sociedad, basada en una disponibilidad conjunta del máximo conocimiento disponible que facilite la toma de acuerdos.

En realidad, es una forma de pedir unos a otros “**ir a una**” y compartir un estado de opinión que, como hemos visto, incluye también el estado de opinión de la sociedad de los respectivos países.

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**Tecno-paternalismo global  
tecnocrático**

**Despotismo ilustrado**

# Conclusiones



Es necesaria una estrategia de comunicación global sobre el cambio climático y sobre la adaptación y la mitigación, que aporte el mínimo acuerdo social internacional y que permita una toma de decisiones consensuada.

# Recomendaciones



## Recomendación 1

**Elaborar textos resumen de los informes del IPCC con puntos clave**

## Recomendación 2

**Evitar campañas negativas o que induzcan al miedo**

## Recomendación 3

**Lucha contra las teorías conspirativas y conspiranoicas**

## Recomendación 4

**Incluir el cambio climático en todos los niveles de la enseñanza, también el universitario**

## Recomendación 5

**Estimular el aumento de grupos de acción de base en sostenibilidad en las comunidades laborales y profesionales**

## Recomendación 6

**Gobernanza compleja informada**

## Recomendación 7

**Estrategia de la adaptación como motor de la mitigación**

# Recomendaciones



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Tomas Molina and Ernest Abadal

Status: Referee acceptance | Iteration: Initial submission



Withdraw

#### ASR-2024-17

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#### Contact

First contact: Tomas Molina

Second contact: Ernest Abadal [Delegate](#)

Corresponding author: Tomas Molina

Handling topical editor: Tanja Cegnar

#### [Initial submission](#)

# Recomendaciones



 Skea, Jim <j.skea@imperial.ac.uk>  
Per a:  Tomas Manel Molina Bosch

  Respon  Respon a tothom  Reenvia  

Dj, 8/8/2024 16:07

 Vau reenviar aquest missatge el Dj, 8/8/2024 16:35.

 Aquest missatge és en Anglès

Tradueix a Català

No tradueixes mai del Anglès

Dear Tomas

**Congratulations** on submission of your dissertation. All best wishes for the defence!

IPCC is carefully considering the implementation of its communications strategy for this cycle. This may include “derivative products”. But a caution: IPCC’s intergovernmental character means that we cannot change the formal outputs which are set in the principles and procedures.

Derivative products and encouraging third parties to interpret IPCC findings for different audiences may be productive ways forward.

Best wishes

Jim

Jim Skea

Chair of IPCC  
c/o International Institute for Environment and Development  
44 Southampton Buildings  
London WC2A 1AP  
UK

T: (44)(0) 203 463 7433

W: <https://www.iied.org/people/jim-skea>

...



**PREGUNTAS**

**MOLTES GRÀCIES!**

## **LA COMUNICACIÓN DEL CAMBIO CLIMÁTICO:**

ACCIONES Y ESTRATEGIAS PARA  
AUMENTAR LA CONCIENCIA EN LA OPINIÓN  
PÚBLICA Y MEJORAR LA TOMA DE  
DECISIONES

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Dr. Tomàs Molina

Facultat d'Informació i Mitjans  
Audiovisuals

Universitat de Barcelona

Programa de doctorat: Informació  
i Comunicació

Director de tesi: Dr. Ernest Abadal



Grup de  
persones al  
bosc, Miró  
(1931)