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BIOM
ECOLOGICAL MOVEMENT

ANALYTIC REPORT

Based on the collection, analysis, and preparation of materials for the study of the climate agenda and journalistic practices in Central Asian countries, with a focus on working with the media, climate discourse, emergencies, and gender

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Asel Koilubaeva, MEDIA EXPERT
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| UNESCO AND ED BIOM PROJECT
"STRENGTHENING THE ROLE OF CENTRAL ASIAN MEDIA IN THE FIGHT AGAINST CLIMATE CHANGE AND DISASTER MANAGEMENT"
April 2025

Introduction

Against the backdrop of an escalating climate crisis, the role of the media as a bridge between expert knowledge and public perception is becoming increasingly vital. Journalists provide the crucial link that shapes public discourse and determines how climate issues are framed and prioritized in the information space. The focus groups conducted in this study gathered insights directly from media professionals – those who make daily editorial decisions on how to present climate-related topics, select experts, and navigate institutional or editorial constraints.

Discussions with journalists from Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan revealed both shared regional trends and distinct national features in climate-related media practices.

Research Methodology

Organization of Focus Groups

The focus groups included representatives of national and regional media outlets, independent journalists and bloggers, as well as press officers from relevant government agencies. A pre-developed moderation guide was used as the main tool, comprising questions across five key areas: the role of the media, understanding of climate change, coverage practices, barriers and training needs. The discussions were supplemented by individual interviews with representatives of ministries, including the Ministry of Emergency Situations (MES), and media organizations.

Four focus groups were conducted as part of the study, involving media professionals from Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan. Each group included journalists from leading national and regional publications, independent reporters, bloggers, and press officers from relevant government bodies.

Each focus group involved between 5 and 6 participants, representing both national and regional media.

The participants represented the following categories:

- Representatives of national and regional media, including television, radio, print and online outlets;
- Independent journalists and bloggers covering environmental and social change issues;
- Press officers and representatives of state authorities, including the Ministries of Emergency Situations and relevant media institutions.

The focus groups were held online (via Zoom). Each session lasted between 1.5 and 2 hours. A pre-developed moderator guide was used, containing questions across five key thematic areas:

- The role of the media in shaping the climate agenda;
- Understanding and perception of climate change;

• Coverage practices of climate, gender, and emergency-related issues;
• Main barriers faced by journalists and editorial teams;
• Training needs and professional development priorities.

The focus group discussions were complemented by individual interviews with ministry representatives (including the MES) and heads of media organizations, to conduct more detailed analysis of institutional factors and the specifics of interaction between the media and government structures.

List of Media Outlets and Participants:

List of Interviews:

1. Aynash Bolshubaeva, Press Secretary of the Ministry of Ecology and Natural Resources of the Republic of Kazakhstan;
2. Adil Chargynov, Head of Media Relations Department at the Ministry of Emergency Situations of the Kyrgyz Republic;
3. Umeda Yusufi, Acting Head of the Crisis Management Center at the Committee for Emergency Situations and Civil Defense under the Government of the Republic of Tajikistan.

List of Focus Group Participants:

Kazakhstan:
• Galina Artyukhina – Executive Director, kap.kz;
• Aleksey Bantsikin – Journalist, speechwriter;
• Ruslan Bakhtigareev – Editor, Time.kz.

Kyrgyzstan:
• Emir Sariev – Journalist, Akipress, Jalal-Abad;
• Daniyar Sadiev – Editor, Fergana Bureau, RFE/RL;
• Dayana Daniyar kyzy – Journalist, T-Media;
• Dilya Yusupova – Editor, Kaktus Media;
• Cholponbek Sabyrbekov – Editor, PolitKlinika.

Uzbekistan:
• Madina Muminova – Screenwriter, director, author of the children's book series on ecology "Time of Heroes";
• Lola Islamova – Editor-in-Chief, analytical news platform @anhor.uz;
• Nargis Kasimova – Journalist / Communications expert, Telegram channel "Talking with Nargis" https://t.me/govorimsnargis

Tajikistan:
• Aliya Khamidullina – Journalist, Asia-Plus online outlet;
• Firuza Mirdzhumayeva – Journalist, DIYOR TV;
• Guzal Mukhkamova – Editor, "Ecoheroines" project

KAZAKHSTAN

1.1. Media Content Analysis

In 2024, Kazakhstan significantly intensified its efforts in the field of climate education and media coverage of environmental issues. This content analysis is based on the study of more than 25 sources, including official reports from government agencies, publications from non-governmental organizations such as the Climate Action Network Eastern Europe, Caucasus and Central Asia (CANEECCA https://caneecca.org/), ECO Network, materials from mass media (Khabar.kz, Orda.kz), and social media content.

Climate Change Education Programs

Kazakhstan is actively implementing educational initiatives aimed at raising awareness and training specialists in the field of climate change. In 2024, the PRE-COP29 conference was held, focusing on uniting youth and educational institutions in addressing climate challenges. The conference served as an important platform for cooperation between the scientific community and young leaders (centralasiaclimateportal.org).

Climate Week at Nazarbayev University (NU) (March 2024).

As part of Climate Week at NU, lectures, workshops, and panel discussions were organized with the participation of students and faculty. Topics included climate policy, alternative energy, and sustainable development (https://nu.edu.kz/ru/news/climate-week-how-kazakh-students-foster-eco-activism).

Republican Forum of Young Local Historians, Ecologists, and Naturalists "Tabiğattı ayała" ("Protect Nature") (June 2024).

The forum involved more than 37,550 schoolchildren (according to official data). On May 29, 2024, the Republican Forum of Young Local Historians, Ecologists, and Naturalists "Tabiğattı ayała" was held online via the ZOOM platform. Participants presented research projects under the "Jasyl mektep" (Green School) nomination, showcasing their studies and developments in environmental protection and specific knowledge in the field of ecology (https://www.instagram.com/).

Various events on ecology and climate were held at the S. Seifullin Kazakh Agrotechnical Research University (KATRU) (kazatu.edu.kz).

Kazakhstan is engaged in international climate initiatives, such as the program for climate change adaptation and mitigation in the Aral Sea Basin (CAMP4ASB), aimed at developing a regional climate adaptation strategy. The program focuses on water conservation and reducing drought risks (ca-climate.net). The country has also joined the Climate and Clean Air Coalition (CCAC) initiative, which aims to reduce methane emissions by 30% by 2030 (CCAC).

A science competition for students in grades 9–11 included a section on "Environmental Protection and Human Health" within which 33 projects were presented. Winners received grants to further develop their initiatives.

The ECO Directors' Meet-Up held on April 23, 2024, in Almaty serves as an example of successful public-private partnership in environmental education. Organized by ECO Network with support from USAID and UNDP, the forum brought together business representatives to discuss key issues related to the green economy. The startup competition held within the event deserves particular attention as a successful example of support for eco-innovation. The winning project, focused on organic waste recycling, received financial and mentoring support.

The youth ECO FEST TURAQTY JOL 6.0 (https://www.instagram.com/reel/DKb8XWKCVdQ/) focuses on cultivating environmental awareness and sustainable development values among children and youth by supporting the best eco-projects and creative initiatives with subsequent funding and implementation across Kazakhstan. This educational program is designed to foster a sense of care for the local environment among the younger generation by instilling cultural, moral, and ecological values. The provider is the Kazakhstan National Federation of UNESCO Clubs. Information partners of the festival include the "Almaty" television channel and the "Amanat Media Group" holding.

The **Central Asia Turn-it-Around (TIA) Climate-Card Deck** is a project by CAPS Unlock and the Central Asian Alliance for Climate Education (TsAKO), in partnership with the UNESCO Regional Office (Almaty) and Arizona State University (USA). As part of the project, a unique and regionally distinct set of cards developed by youth in Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, and Turkmenistan during the 2024–2025 academic year, with a focus on climate change education and human security. The Central Asia Turn-it-Around (TIA) Climate-Card Deck serves both as a teaching resource and a policy tool. It emphasizes the role of youth as active agents of change rather than passive recipients of knowledge (https://capsunlock.org/projects/turn-it-around/).

Programs for Journalists

In Kazakhstan, training sessions were held for journalists aimed at improving the quality of environmental reporting. An educational course on environmental journalism conducted in January 2024 in Almaty included topics such as eco-data collection and fact-checking. Participants gained practical skills to enhance the quality of their materials (presscenter.kz).

A separate training was also held for women journalists (CANEECCA), focused on covering environmentally sensitive gender-related issues. The project, titled "Communicating Climate in Central Asia," was implemented by n-ost (Germany) and the International Journalism Center MediaNet (Kazakhstan), in partnership with the Media Development Center (Kyrgyzstan), the editorial offices of Anhor.uz (Uzbekistan) and Asia-Plus (Tajikistan), as well as the online magazine Vlast (Kazakhstan), with support from the Federal Ministry for Economic

Cooperation and Development of Germany (BMZ). The project is intended to support women journalists from Kazakhstan and Kyrgyzstan in covering environmental issues through a gender-sensitive lens (Facebook).

An environmental journalism course conducted by the publication Kazakhstanskaya Pravda was an attempt at a systematic approach to raising professional standards in environmental reporting.

Environmental Campaigns and Initiatives

Throughout the year, various initiatives were organized to improve the country's environmental situation:

"Earth Hour" (March 23, 2024). The international campaign "Earth Hour" drew attention to the need for careful treatment of the environment. More than 1,000 sites across the country participated, including the Presidential Residence, the Parliament building, and the "Baiterek" monument in Astana.

"Zhas Aǵash" Campaign. Implemented in April–May 2024, the campaign was recognized as successful in terms of quantitative results—more than 5,000 trees were planted with the involvement of over a thousand volunteers.

"Eco-Blogger" Contest. Held as part of the "Tabigatty Ayała" forum, the contest featured 180 participants who submitted social video content. A total of 27 winners were selected.

Republican Eco-Festival "Ayała". Organized for the first time in 2024, the festival included educational and cultural events on the theme of sustainable development (cisc.kz).

Media Coverage of Climate Issues

A quantitative analysis of publications in Kazakhstani media for 2024 revealed a significant increase in attention to environmental topics—with over 1,300 materials published in the dedicated sections of 30 media outlets. However, a qualitative assessment shows that only about 15% of these publications included elements of analysis or investigative journalism, while the majority were limited to retelling official press releases.

The experience of Orda.kz is particularly noteworthy, having published a series of articles based on data analysis regarding illegal landfills:

- https://orda.kz/svalka-vmesto-zavoda-kak-biznesmen-ustroil-vonyuchij-poligon-pod-talgarom/
- https://orda.kz/nezakonnye-svalki-zamakimov-oshtrafovali-na-million-tenge-v-zhetysuskoj-oblasti-376967/
- https://orda.kz/v-konaeve-gorel-musornyj-poligon-387671/
- https://orda.kz/tarify-na-vyvoz-musora-umenshili-v-desjat-raz-v-zhetysu-383223/

- https://orda.kz/utilizacii-net-akimaty-ne-rabotajut-minjekologii-o-stihijnyh-svalkah-v-rk-377567/
- https://orda.kz/musornyj-poligon-bliz-aktau-mogli-podzhech-dchs-377403/
- https://orda.kz/pochti-na-260-tysjach-tenge-oshtrafovali-musornyj-poligon-v-sarani-376136/
- https://orda.kz/perekroem-dorogu-zhiteli-balhasha-vozmuscheny-stroitelstvom-musornogo-poligona-375895/
- https://orda.kz/jekspert-podschital-skolko-milliardov-dollarov-kazahstan-terjaet-na-vtorsyre/
- https://orda.kz/musornye-intrigi-fantomnye-boli-i-nezakrytye-geshtalty-juzhnoj-stolicy/

This example demonstrates the potential of data journalism in covering environmental issues, while also highlighting the rarity of such initiatives in Kazakhstan's media landscape.

The activity of individual eco-activists also deserves mention. For instance, Ecostan News, authored by Aliya Vedelik (Tonkobayeva), covers current environmental events, initiatives, and success stories from Central Asian countries.

The blogger emphasizes that the Central Asian region is interconnected and faces similar environmental challenges. Therefore, it is important to stay informed about neighboring countries – how they address ecological problems, what obstacles they encounter, and what successes they achieve.

Increased Criticism of Environmental Policy

In addition to the previously discussed educational programs and media initiatives, an analysis of publications in Kazakhstani media has revealed a number of significant environmental issues and proposals for their resolution. In Time.kz, a critical narrative dominates (8 out of 11 articles), especially within the sections "Zloba" and "Territory":

- https://time.kz/articles/zloba/2024/09/24/chemu-nauchili-potopy
- https://time.kz/articles/territory/2024/11/26/segodnya-smog-i-zavtra-smog
- https://time.kz/articles/territory/2023/10/27/smrad-da-i-tolko
- https://time.kz/articles/territory/2023/06/06/pojmennoe-bezobrazie
- https://time.kz/articles/zloba/2023/05/15/na-povestke-ekologiya-i-voda
- https://time.kz/articles/territory/2023/02/03/razlom-trevogi-nashej
- https://time.kz/articles/territory/2022/10/17/ne-zakopatsya-by-v-musore

The issue of municipal solid waste (MSW).

In his article *"There Is a Ready-Made Solution"* (https://time.kz/blogs/hocu-skazat/2024/10/09/vitalij-hen-est-gotovoe-reshenie), Vitaly Khen draws attention to the catastrophic scale of MSW disposal problems in Kazakhstan. The author proposes an innovative disposal method using natural lignin obtained through steam-explosion hydrolysis

of plant material with humic acid. This approach helps neutralize unpleasant odors at landfills and promotes effective waste sorting and recycling (https://time.kz/).

The need for a new Water Code. The article *"No more freebies"* (https://time.kz/articles/ugol/2025/03/05/halyavy-bolshe-ne-budet) highlights the rapid deterioration of Kazakhstan's water resources due to climate change, droughts, and floods. The article proposes the development of a new Water Code to strictly regulate water use and recognize it as a strategic resource. The proposed code would require all water users to develop five-year water conservation programs and implement modern water reuse technologies (https://time.kz/).

Flood risks during the spring season. In the article *"Thaw Usually Comes with Water..."* (https://time.kz/articles/territory/2025/03/11/ottepel-po-obyknoveniyu-prihodit-s-vodoj), Minister of Ecology and Natural Resources Yerlan Nysanbayev warns of an increased odds of floods in March and April 2025. Warm and rainy months are forecasted, increasing the risk of flooding in eight regions of the country. In response, the government instructed regional authorities (akims) to keep the situation under strict control, and emergency services have been placed on high alert (https://time.kz/).

Gender Aspect

The gender dimension of climate change in Kazakhstan remains insufficiently covered in the media. While women actively participate in environmental projects, their representation as experts in the media remains limited. CANEECCA and Medianet are working on training female journalists to cover gender-oriented cases. (https://linktr.ee/caneecca)

Challenges in Climate Coverage

The conducted content analysis reveals several key challenges limiting the effectiveness of climate education and media initiatives in Kazakhstan. Primarily, there is a notable predominance of formal, quantitative indicators over qualitative results. Many programs, particularly mass campaigns, measure success by the number of participants or events held, without evaluating their actual impact on the environmental situation or public awareness.

Of particular importance is the development of a professional community of environmental journalists capable not only of informing the public but also of conducting independent analysis of environmental policies.

1.2. Key Findings of the Focus Group with Media Representatives

The interviews revealed several key trends in climate coverage in Kazakhstan. Journalists mainly focus on events – floods, smog, glacier melting – but also note the absence of regional adaptation programs and the weak governmental response to environmental challenges. Water shortages and air pollution remain central concerns, especially in industrial cities, but reflection on these issues is often limited to stating facts, lacking in-depth analysis or solution-seeking.

Three narrative lines emerge in the rhetoric: critical, expert-driven, and skeptical. Some journalists mention a lack of funding and systemic support for environmental media. Some speakers attempt to analyze the situation in terms of business opportunities and the adaptation of international practices. Others question the very concept of anthropogenic climate change, emphasizing pragmatic solutions in industrial regulation.

Journalists highlight the need for training on climate issues and access to up-to-date analytical content. At the same time, media outlets themselves face resource constraints, which limit their ability to cover the topic in depth. Government agencies often fail to provide timely information, and the available data tends to be too formal or difficult to interpret.

The interviews show that the climate agenda in Kazakhstan is fragmented. Experts and specialized media outlets attempt to build dialogue between science, business, and the state, but without support, they risk disappearing. The conservative segment of the media community, viewing climate change more as a subject of debate than scientific consensus, stresses the need for explanatory work. Overall, journalists call for a systematic approach: transparency in government initiatives, accessible educational programs, and financial support for environmental journalism.

1.3. Analysis of the Interview with Ainash Tlegenovna Bolshubaeva, Press Secretary of the Ministry of Ecology and Natural Resources of the Republic of Kazakhstan

The interview conducted in March 2025 with Ainash Tlegenovna Bolshubaeva, Press Secretary of the Ministry of Ecology and Natural Resources of the Republic of Kazakhstan, reveals several key aspects related to the role of the media in covering climate change, the interaction between state bodies and the press, and current environmental initiatives in Kazakhstan.

Kazakhstan's Role in Combating Climate Change

Kazakhstan actively participates in international climate initiatives, including the Paris Agreement, and regularly presents its position at the United Nations Climate Change Conferences (COP). In 2023, the country organized its first national pavilion at the COP in Azerbaijan, where topics such as land degradation, renewable energy, and climate adaptation were discussed.

One of the most significant projects is the planting of two billion trees, including the restoration of vegetation on the dried-up Aral Sea bed. Positive changes are already visible: the return of animals (jerboas, ungulates) and the successful reintroduction of endangered species such as the Przewalski's horse and the Turan tiger. The saiga conservation program is particularly noteworthy – its population increased from 21,000 in 2003 to 2.8 million in 2024 due to stricter anti-poaching efforts and conservation measures.

Interaction with the Media: Successes and Challenges

The Press Office of the Ministry of Ecology of the Republic of Kazakhstan actively cooperates with journalists by providing prompt comments, organizing eco-tours to national parks, and distributing ready-made materials.

The Ministry ensures round-the-clock communication with the media, guaranteeing an immediate response to journalists' inquiries. The Press Office maintains an active presence on social media, which enables faster dissemination of information. The Ministry's official website serves as the primary source for publications, which are then relayed by media outlets.

The Ministry follows a clear media plan tied to relevant dates and events. Press releases, briefings, and public appearances are the main tools for delivering information to the public.

However, according to Ainash Tlegenovna, the main problem facing today's media is the lack of deep expertise and analytical content:

- **Brevity over analysis**: Journalists and bloggers often limit themselves to sensational headlines without delving into the substance of the issue.
- **Shortage of specialized experts**: In the past, newspapers had sections dedicated to environmental topics; now, authors "write about everything, but nothing in depth".
- **Dependence on speed**: In the race for timeliness, content quality suffers.

At the same time, the government is working to improve the situation:
A system called TASKYN has been implemented to monitor floods using satellite data. Emergency SMS alerts are sent through a unified number (112), reaching even basic mobile phone users. Contests for journalists and school students are held (for example, for the best environmental essay).

Conclusion

The interview revealed that despite an active state policy in the field of ecology, media coverage of climate issues remains superficial. To change this situation, it is necessary to:

- Improve the qualifications of journalists;
- Encourage the production of analytical content rather than only news briefs;
- Strengthen sustainable cooperation between media outlets, the scientific community, and government institutions.

These measures will help make climate change information more accessible and reliable for a wider audience.

Challenges and Issues

- **Lack of automation**: Despite continuous monitoring, the absence of modern analytical tools hampers the processing of large data sets;
- **Limited staff**: The press office experiences high workloads, especially during crisis situations;
- **Dependence on external factors**: The media plan is adjusted according to seasonal and climatic conditions, which can complicate event planning.

KYRGYZSTAN

2.1. Media Content Analysis

The media content analysis conducted from March 2024 to March 2025 revealed increased activity in Kyrgyzstan in the field of climate change and environmental issues. This manifested through educational programs, trainings for journalists, environmental campaigns, and greater media coverage of climate-related topics.

Activities Related to Ecology, Climate Change, and Emergencies

Training Program: "Ecotourism and Specially Protected Natural Areas"
In March 2024, the Kyrgyz-Turkish Manas University held a three-day training for employees of the Ministry of Natural Resources, Ecology, and Technical Supervision of the Kyrgyz Republic. The program was aimed at enhancing qualifications in the fields of ecotourism and the management of natural areas (https://manas.edu.kg/).

Ecological Dictation 2024
In November 2024, 3,000 participants tested their knowledge in the field of ecology (https://24.kg/obschestvo/310431_ekodiktant-2024_proverit_svoi_znaniya_poekologii_priglashayut_kyirgyizstantsev/).

10th Annual "Life in Kyrgyzstan" Conference
On October 10–11, 2024, the 10th Annual "Life in Kyrgyzstan" Conference was held, organized by the Institute of Public Policy and Administration of the University of Central Asia (UCA), the Leibniz Institute of Vegetable and Ornamental Crops, and the Center for International Security and Development. The event was supported by Acted, the American University of Central Asia (AUCA), the United Nations Population Fund (UNFPA), and the World Bank.

The "Life in Kyrgyzstan" Conference is an annual event held every October in Bishkek. It brings together national and international experts from academia, government, development agencies, NGOs, media, and research institutions. The LiK conference serves as a platform for sharing advanced knowledge and experience on the latest socio-economic and environmental

developments in Kyrgyzstan and Central Asia, contributing to the development of evidence-based public policy (https://ucentralasia.org/ru/).

The Ministry of Education and Science of the Kyrgyz Republic (now the Ministry of Enlightenment of the Kyrgyz Republic), in cooperation with the United Nations Development Programme (UNDP), launched the "Climate Box" program for schoolchildren in Bishkek. The program offered students and teachers interactive educational materials on climate change to help them understand climate issues and take concrete actions to protect the environment.

On November 5, 2024, the School of Arts and Sciences at UCA organized the conference "Scarcity and Limits: Environment, Economy, and Society in Central Asia" at the university's Naryn campus. The event brought together researchers, experts, and government representatives. Continuing from the previous year's theme, the 2025 conference focused on global and regional development amid growing ecological and socio-economic challenges (https://ucentralasia.org/).

From October 28 to 30, 2024, UCA held the conference "Scarcity and Limits: Environment, Economy, and Society in Central Asia" as a continuation of the 2023 event, shifting the emphasis to the intersection of global and regional development in the context of ecological changes caused by intensive resource use (https://ucentralasia.org/).

Internews published a new report by the Earth Journalism Network (EJN) and Deakin University titled *"Covering the Planet: A Global Assessment of Climate and Environmental Journalism,"* which highlights the pressing challenges faced by journalists covering climate and environmental issues around the world. According to the report, 39% of respondents reported facing threats in the course of their work, and nearly two-thirds emphasized the importance of including the perspectives of climate skeptics to ensure balance. The report is based on a survey of 744 journalists and editors from 102 countries, including Kyrgyzstan (Internews, 2024).

Environmental Education Events

Summer School under the Erasmus+ Project "Digital and Green Universities for the Sustainable Development of Kyrgyzstan (Green KG).

From July 22 to 30, 2024, an international conference was held as part of this project. The event took place at Lake Issyk-Kul and brought together representatives of 10 leading universities in Kyrgyzstan, the CBC group of companies, and the Ministry of Education. Participants studied advanced methods and practices aimed at promoting sustainable development and the digitalization of universities. The training included the creation of "green digital offices" and the implementation of a culture of corporate social responsibility that contributes to the development of national standards for green and digital excellence (https://www.instagram.com).

4-day training within the pilot content program "New Television." The training involved 23 journalists from eight editorial offices. It was conducted under the activities of the Internews "Media-K" project in Kyrgyzstan. The editorial teams were selected from 40 media outlets that applied for the program. The training concluded with a pitch competition for new TV and video production ideas. Winners received grants to produce their content, which could be created in any genre: analytical, informational, journalistic, educational, and more. During the training, journalists worked with experts in climatology, data journalism, and television production (https://internews.kg/).

Development of the Guide "Integration of Gender Considerations into National Adaptation Plans," which included the creation of training modules for civil servants and activists (UNDP, 2025).

MoveGreen and **BIOM** developed a guide for journalists and eco-activists titled *"How Can the Media Influence the Effectiveness of the Implementation of Kyrgyzstan's International Environmental and Climate Commitments?"* (https://www.instagram.com/movegreen.kg/p/DCRfbxyoXiF/).

The **"Wiki Loves Earth"** festival by Wikipedia encouraged the creation of content about Kyrgyzstan's environment in both Kyrgyz and Russian languages (Ministry of Natural Resources).

The **Institute for War & Peace Reporting (IWPR)** announced enrollment for the **School of Analytical Journalism**. The 2024 theme of the School was *Ecology and Water Resources*. The goal of the School was to enhance participants' skills by providing them with both theoretical and practical knowledge necessary for effective work in investigative journalism, environmental journalism, data journalism, analytical reporting, and more. The school was held within the framework of the *"Together for Sustainable Change"* project to support sustainable regional water resource management initiatives in Central Asia (https://cabar.asia/).

On April 27, 2024, as part of the national campaign **"Zhashyl Muras" (Green Legacy)**, forestry enterprises across the country conducted tree planting campaigns. A total of 6,850 seedlings were planted over an area of 11 hectares. The event involved employees of district administrations, forestry departments, and company representatives, with a total of 270 participants (https://eltr.kg/ru).

"Car-Free Day" Campaign. The aim of the campaign was to reduce traffic congestion, improve air quality, and protect the environment. It was conducted under the presidential decree *"On Ensuring Environmental Safety and Climate Stability of the Kyrgyz Republic"* (Presidential Decree of the Kyrgyz Republic: https://cbd.minjust.gov.kg/5-9509/edition/1088134/ru). This campaign was held for the first time (https://24.kg/).

An environmental campaign was held in the new residential areas of Ak-Ordo-2, Ak-Ordo-3, and Altyn-Kazyk in Bishkek, timed to coincide with World Health Day. The campaign aimed

to green the residential neighborhoods. During the event, local residents, activists, volunteers, the team of the Public Foundation "ArchA Initiative," and the "Araket" project planted 389 seedlings of various trees and shrubs, including apricot, maple, acacia, apple, lilac, pine, hibiscus, and others (https://www.vb.kg/).

Gender Aspect and Climate

This aspect was not explicitly addressed in the reviewed materials, but overall, environmental journalism requires a more systematic consideration of gender dimensions.

For example, in October 2024, the European Bank for Reconstruction and Development (EBRD) held a national multilateral seminar titled *"Gender and Climate Finance"* within the framework of the Green Economy Financing Program in Kyrgyzstan (KyrSEFF III). The event brought together key stakeholders to discuss ways to promote the integration of gender aspects into green finance in Kyrgyzstan. The seminar presented the main findings of the Gender Baseline Assessment, followed by a panel discussion on the importance of strengthening women's roles in climate change mitigation through green financing (https://ebrdgeff.com/).

Media Coverage of Climate Issues

From March 2024 to March 2025, there has been an increase in publications dedicated to climate change and environmental issues. Media actively covered the results of public environmental assessments, air pollution problems, and initiatives for climate change adaptation (ekois.net). Over the course of the year, more than 350 articles on air pollution were published, including investigations into the impact of industrial emissions on public health (Kaktus.media, CABAR.asia, Politklinika.kg, T-media).

Popular topics include:

- Air pollution in Bishkek (25% of all materials);
- Glacier melting, heavy precipitation, and mudflows (18%);
- Uranium mining (12%).

Among the most active ecological content providers are:

1. **News and Analytical Platforms:**

- Eco.akipress.org — specialized ecology section on Akipress (link);
- 24.kg — regular news on climate, emergencies, and natural resources (example);
- Kaktus.media (Ecology) — articles on pollution, uranium tailings, and climate change (example);
- CABAR.asia — analysis of Central Asian environmental policy (example).

2. **Environmental NGO Websites:**

- MoveGreen — youth organization focused on air quality and climate (website, Instagram);
- BIOM — research, eco-education, and sustainable development (website);
- CAMP Alatoo — climate change adaptation in mountain regions (website);
- UNISON — environmental law and activist protection (website);
- NGO "Green Alliance.KG" — https://green-alliance.kg/o-nas/.

3. **Government Resources:**

- Ministry of Natural Resources, Ecology, and Technical Supervision of the Kyrgyz Republic — official reports and programs (website).

4. **International Organizations:**

- UNDP Kyrgyzstan — climate projects and reports (website).
- United Nations in Kyrgyzstan — sustainable development and SDGs (section).

From March 2024 to March 2025, Kyrgyzstan demonstrated significant progress in shaping the climate agenda and implementing environmental initiatives. However, challenges remain that require further attention and joint efforts from the government, society, and media. Overcoming these challenges will enable Kyrgyzstan to address environmental problems more effectively and advance toward sustainable development.

2.2. Key Findings of the Focus Group with Media Representatives

Journalists in the Kyrgyz Republic noted that the media play a key role in shaping public opinion on climate change, yet they face a number of challenges. Audience interest in the topic remains seasonal: in winter, publications predominantly focus on air pollution, while in summer, ecological issues concerning Issyk-Kul Lake and other water bodies receive more attention. At the same time, readers are more interested in the consequences of climate change than in its causes. As a result, the media primarily cover emergency events, often neglecting long-term climate processes.

Visual and interactive formats – short videos, reports, infographics, and analytical reviews – receive the greatest response from audiences. Although longer texts are read less frequently, they remain an important tool for explaining complex topics. Weather forecasts are particularly popular, potentially serving as an entry point for integrating climate topics into daily news.

The focus group identified significant challenges faced by journalists. First, there is a shortage of qualified experts fluent in Kyrgyz who can comment on climate change issues. Second, access to scientific data is limited due to its fragmented nature and complexity of interpretation, requiring additional analysis and adaptation. Third, journalists rarely receive specialized training in climate journalism, which limits the depth of their coverage.

Media outlets in Kyrgyzstan mainly rely on international climate agreements such as the Paris Agreement, but acknowledge that national climate policy remains insufficiently covered. Materials from organizations such as MoveGreen and BIOM are most commonly used as reliable sources of information. Some journalists have already started integrating digital technologies and artificial intelligence into their work for data analysis and content creation, though limited resources prevent full integration of these tools into editorial processes.

Conclusions and Recommendations

Journalists recognize the importance of climate topics, but to improve the quality of coverage, it is necessary to develop professional skills and enhance access to data. One possible solution is the creation of specialized courses on climate journalism, including training sessions involving international experts and educational programs for Kyrgyz-speaking journalists.

It is also important to facilitate access to scientific data by creating structured digests and expert databases that journalists can promptly use in their work. The development of multimedia content, including short videos and infographics, will help make climate topics more accessible and in demand among audiences.

Additionally, cooperation between media, scientific organizations, and international environmental institutions should be strengthened, enabling journalists not only to cover current events but also to shape a long-term agenda related to climate change and its consequences. A comprehensive approach – including training, access to quality information, and the use of modern technologies – can significantly raise the level of climate journalism in Kyrgyzstan.

It is also recommended to develop and implement protocols in major media outlets for emergency situations, and to designate specialists – not only journalists but also editors – who will oversee environmental topics, undergo specialized training, and help counteract the spread of misinformation within editorial teams.

2.3. Analysis of the Interview with Adil Chargynov, Head of the Public Relations and Media Department of the Ministry of Emergency Situations of the Kyrgyz Republic

As part of the study on the climate agenda and media interaction with government bodies, an interview was conducted in March 2025 with Adil Chargynov, Head of the Public Relations and Media Department of the Ministry of Emergency Situations (MES) of the Kyrgyz Republic. The main objective of the interview was to examine the impact of climate change on the frequency and nature of emergencies in the country, the MES's adaptation to new challenges, and the analysis of the department's interaction with media and international organizations.

Key Findings of the Interview

Climate change significantly influences the increase in the number and scale of emergencies in Kyrgyzstan. The main challenges include droughts, floods, mudflows, and landslides. High temperatures and insufficient precipitation in winter and spring lead to reduced water resources, which in turn causes soil destabilization and activation of landslide-prone areas. In recent years, the MES has observed an increase in sudden glacier melting events, leading to powerful water flows and unexpected floods.

The MES strategy remains unchanged; however, response tactics are adapted to new challenges. The Ministry intensifies preventive measures, cleans drainage systems, and conducts command-and-staff exercises in mudflow-prone regions. An important aspect of its work is informing the population through social media, video materials, and official warnings.

Journalists covering climate disasters often make errors related to the dissemination of unverified information. One ongoing issue is the publication of preliminary data without clarifying official figures. The MES strongly recommends using verified sources, including official press releases and departmental comments, and refraining from sensational statements unsupported by facts.

Recommendations and Prospects

- Strengthen information exchange between the Ministry of Emergency Situations (MES) and the media by creating a unified information platform (such as a Telegram/WhatsApp channel or a web portal) administered by the MES to disseminate official data on emergencies, and by organizing regular briefings for journalists;
- Expand training programs for journalists by conducting workshops on accurate coverage of emergencies and familiarizing them with the operational mechanisms of rescue services;
- Develop forecasting and preventive measures by enhancing the scientific and analytical base for predicting climate disasters, and by collaborating with Kyrgyzhydromet and other expert organizations;
- Actively implement digital technologies by expanding the use of artificial intelligence and online tools for risk monitoring and report preparation.

The interview demonstrates that climate change requires not only the adaptation of rescue services but also a new approach in media work. To reduce misinformation and increase public awareness, enhanced cooperation among journalists, government agencies, and scientific organizations is essential.

TAJIKISTAN

3.1. Analysis of Interviews with Journalists from Tajikistan

A conversation with a journalist from the media organization *Rasonanigor* provides an insider's view of the modern Tajik media landscape, which is gradually adapting to an increasingly relevant climate agenda. Her experience demonstrates how environmental topics, which until recently were barely represented in editorial policies, are beginning to occupy an important place in content production, especially with support from international donors.

One of the key factors influencing the professional development of the journalist and her team was the *Ecoheroines* project (https://www.instagram.com/rasonanigor/, https://www.youtube.com/@JMBpictures), dedicated to the impact of climate change on women's lives. This project not only stimulated an in-depth study of the topic but also highlighted the importance of local perspectives and fieldwork. According to Guzal Makhamova, it was the real-life stories of women from rural regions that helped the team gain a deeper understanding of how climate change manifests at domestic, economic, and agricultural levels. This combination of storytelling with an environmental focus has formed a sustainable editorial practice.

The *Rasonanigor* team favors video formats, particularly narrative storytelling and explainer videos. These materials are generally short (2–3 minutes), dynamic, and aimed at visually explaining complex topics. According to Guzal, such a presentation is most effective for the Tajik audience, a significant portion of which lives in rural areas and prefers to receive information via social media and messaging apps. The team actively experiments with content delivery, adapting formats used by colleagues in other Central Asian countries.

A key element of their work is expert involvement. Despite the limited number of journalists specializing in environmental topics in Tajikistan, as Guzal notes, the team compensates for this by including in-house consultants—ecologists and gender experts. This ensures both factual accuracy and sensitivity to social and gender-related aspects.

An interesting aspect is the method of topic formation: some stories arise from editorial discussions, while others stem from audience feedback. This indicates the formation of a sustained interest in the topic among subscribers and growing trust in media that operate at the intersection of education and journalism.

Guzal also emphasizes the lack of systematic training for journalists on climate topics. While there are schools for youth and some individual initiatives, targeted trainings and courses for practicing media professionals are rarely conducted. She highlights the need to develop accessible educational formats in the Tajik language, especially those designed for visual and emotional delivery – such as animation, infographics, and data journalism.

The team's approach to technology is also of interest: artificial intelligence is used primarily as a supporting tool – for idea generation, editing, and planning. The team remains

fundamentally committed to in-depth topic development, information verification, and maintaining the human factor.

At the conclusion of the interview, Guzal stresses the need to combat misinformation in the environmental sphere. According to her, the rise in unverified publications aimed solely at attracting views poses a challenge to quality journalism. That is why they are preparing a project application focused on fact-checking and raising awareness about climate-related misinformation.

Thus, the case of the Tajik team *Rasonanigor* demonstrates that quality climate journalism can develop even under conditions of limited access to thematic resources, provided there is a combination of engagement, partnership with expert communities, a commitment to learning, and a focus on active audience feedback.

Key Trends and Points of Convergence

Journalists in the region agree that climate change is no longer perceived as a distant issue. The increasing frequency of floods, droughts, dust storms, and landslides is seen as evidence of changes that have already occurred. However, in the media agenda, these events are still presented fragmentarily – primarily as emergencies rather than as part of a global or regional trend. All groups noted a lack of accessible and comprehensible sources, a shortage of specialized experts – especially in national languages – as well as a lack of knowledge and confidence among journalists themselves when working on climate topics.

3.2. Analysis of the Interview with Umeda Yusufi, Acting Head of the Crisis Management Center at the Committee for Emergency Situations and Civil Defense under the Government of the Republic of Tajikistan

The interview conducted in April 2025 reveals a comprehensive approach to crisis management amid intensifying climate changes. Umeda Yusufi emphasizes the importance of technology, international cooperation, and open communication with the public and the media.

Tajikistan, 93% of whose territory is mountainous, is facing an increase in natural disasters. Summer torrential rains, previously uncommon for the region, provoke mudflows, while the threat of avalanches increases in winter. Particularly vulnerable are the Rasht Valley, Sughd Region, and the Gorno-Badakhshan Autonomous Region. Glacier melting, which the country's president mentioned at the UN plenary session, exacerbates risks and demands global response (https://mfa.tj/ru/berlin/view/16133/vystuplenie-na-plenarnom-zasedanii-29-i-konferentsii-storon-ramochnoi-konventsii-oon-ob-izmenenii-klimata).

The Committee of Emergency Situations and Civil Defense of the Republic of Tajikistan (KHF) focuses on preventive measures. Key areas include bank reinforcement works, monitoring of hazardous zones (in 2023, 1,204 dangerous sites were identified, of which 500 are particularly hazardous), and relocation of residents from high-risk areas

(https://kchs.tj/node/3440). In cooperation with the National Academy of Sciences and international organizations, portals have been created for real-time tracking of climate changes (https://e-cis.info/news/569/115872/). These efforts help minimize human casualties and enable rapid response to threats.

Communication with the Public and Media

All available channels are used to inform the population:
• **Official resources:** The KHF website (kchs.tj) serves as the main source of information on the structure, legal acts, press releases, and announcements of the Committee. Social media channels include Facebook (https://www.facebook.com/khf.tj), Telegram (https://t.me/joinchat/AAAAAFYS-kB8t1NMv1t4QA), and a YouTube channel with educational videos (https://www.youtube.com/channel/UC2CorI3Cv_eRlQ6JL1LcBJQ).
• **Innovations:** The SOS mobile application in Tajik and Russian, developed by local IT specialists, provides concise instructions on emergency actions (https://kchs.tj/node/3608).
• **Interaction with the media:** The Press Service actively cooperates with journalists, including independent bloggers, to promptly convey information and correct errors in coverage.

Umeda Yusufi notes that misinformation on social media (for example, about the response time of rescuers) remains a problem, but the Ministry of Emergency Situations promptly addresses it by publishing accurate data.

International Cooperation

Tajikistan works closely with international organizations such as the United Nations, OSCE, the World Bank, and the European Union. These partnerships help strengthen the material and technical base of the Ministry of Emergency Situations (MES). For example, with support from the OSCE and the Government of Qatar, the Committee established a mini-studio for recording television and radio programs. Projects with the Asian Development Bank focus on building protective infrastructure and training specialists.

Recommendations
To further improve operations, the following measures are proposed:
• Expansion of technological solutions: implementation of satellite monitoring and use of big data for emergency forecasting.
• Strengthening youth engagement: involving bloggers and influencers to promote the SOS application and other tools.
• Journalist training: conducting workshops on climate crisis coverage with an emphasis on accuracy and timeliness.

Conclusion

The Committee for Emergency Situations and Civil Defense of the Republic of Tajikistan (KHF) demonstrates a progressive approach to risk management by combining traditional

methods with modern technologies. Openness, collaboration with international partners, and active use of digital platforms allow for effective mitigation of natural disaster consequences. However, additional efforts are needed to combat misinformation and engage younger audiences.

Next Steps:

Analyzing the effectiveness of the SOS application and developing a strategy to counteract fake news on social media could be a logical continuation of this work.

TURKMENISTAN

4.1. Media Content Analysis

The media environment in Turkmenistan remains highly centralized, with limited access to independent sources of information. The main state media outlets – including the newspaper *Neutral Turkmenistan* and the television channel *Altyn Asyr* – cover the climate and environmental agenda predominantly through the lens of official statements and international cooperation. Analysis of available publications from 2023-2024 shows that the topic of climate change is mainly mentioned in the context of official visits, participation in international conferences (such as COP28), and reports on plans to develop "green" energy.

At the same time, there is a lack of regular coverage of domestic climate risks such as droughts, desertification, water conflicts, or the impact of climate change on the agricultural sector. Publications containing scientific data, expert opinions, or analytical reviews are practically absent. Materials focused on adaptation measures (e.g., sustainable agriculture, local practices, or climate education) are extremely rare.

Despite Turkmenistan's participation in a number of regional climate projects (including UNESCO, UNDP, and CAREC initiatives), mentions of these programs in the media are minimal. This indicates a low level of integration between project activities and media coverage.

4.2. Focus Group

Conducting a focus group in Turkmenistan proved impossible for a number of objective reasons, including limited access to independent media and regulatory barriers to cooperation with international partners in the fields of surveys and media research. However, indirect opinions of Turkmen journalists were recorded during regional events and online surveys (see the relevant section).

4.3. Interviews

No direct interviews were conducted with representatives of the media and government bodies of Turkmenistan within the scope of this study. Nevertheless, during the CACCC-2025

conference and other international meetings, general positions of the Turkmen side on climate issues and environmental communication were noted, providing a basis for preliminary conclusions about the nature of official information policy.

4.4. Key Findings

- Turkmenistan's media agenda on climate change is predominantly shaped within the framework of the official international discourse.
- Domestic climate challenges are scarcely discussed in the public sphere.
- There is a gap between international climate projects and their reflection in national media.
- There is potential for the development of climate journalism, especially within regional platforms and with the involvement of independent experts from scientific and educational communities.

UZBEKISTAN

5.1. Media Content Analysis

Uzbekistan is steadily strengthening its climate policy, including through the establishment of the Climate Council under the President (https://lex.uz/uz/docs/7044892), which has become the highest advisory body on climate change mitigation and adaptation issues. Uzbekistan participates in international climate initiatives, including COP28, and plans to open an International Expo Hub for climate technologies in the Aral Sea region. Uzbekistan's climate policy is reinforced both through international cooperation and local initiatives.

Key Events:

In May 2024, an international conference on climate change adaptation was held in Tashkent, organized jointly by UNDP and the Green Climate Fund (https://aral.uz/wp/2024/05/06/6-7-мая-2024-года-в-ташкенте-состоялась-между). Participants discussed strategies to reduce risks related to droughts and desertification. Uzbekistan declared 2024 the "Year of the Saiga," launching programs to preserve this species as part of the Aral Sea ecosystem (https://saiga-conservation.org/2024/06/21/2024-год-год-сайгака-и-видение-узбекистан/). The country adopted a National Electronic Waste Monitoring system, becoming part of efforts to transition to a "green" economy (https://www.scycle.info/wp-content/uploads/2024/10/National_E-waste_Monitor_Uzbekistan_RU_WEB.pdf).

In April 2025, the first summit of the European Union (EU) and Central Asian countries under the Global Gateway initiative took place in Samarkand. Special attention during the summit was given to issues of climate change, sustainable development, and regional cooperation in addressing environmental threats.

A central event of the climate agenda was the International Climate Forum, organized by the Government of Uzbekistan with support from the EU, UNDP, the Organization for Security

and Cooperation in Europe (OSCE), and other international organizations. The forum united representatives of all five Central Asian countries, as well as experts, youth, representatives of scientific circles, civil society, and the private sector. The main goal of the meeting was to develop a unified regional approach to climate challenges, strengthen coordination, and pool resources for more effective response.

Uzbekistan's President Shavkat Mirziyoyev, in his speech, called for the creation of a unified platform for joint work on climate change adaptation and mitigation.

One concrete outcome of the forum was the announcement of the establishment of the Central Asian Climate Initiatives Center headquartered in Tashkent. The Center will coordinate data exchange, promote adaptation practices, and facilitate climate investment attraction in the region. It also plans to develop climate-related scientific research, conduct training programs, and actively involve women and youth in the climate agenda.

The European Union confirmed its readiness to allocate a significant portion of funding from the Global Gateway investment package (amounting to €12 billion) to projects related to the "green transition": development of renewable energy sources, improvement of energy efficiency, digitalization of climate monitoring processes, as well as support for gender-inclusive and socially oriented climate initiatives.

Additionally, during the summit, measures were discussed to ensure sustainable water use, biodiversity conservation, reduction of air pollution, and the implementation of environmentally safe technologies. A decision was made to develop a joint platform for monitoring climate risks and exchanging best practices, with a focus on integrating gender indicators into national and regional environmental policies.

Thus, the climate agenda has become an integral part of the EU–Central Asia political dialogue. The Samarkand summit marked a shift from declarative statements to institutionalizing mechanisms of cooperation and the formation of infrastructural mechanisms for sustainable development. The approach proposed by the participants includes both technical support and a socially inclusive aspect, emphasizing the key role of women, youth, and vulnerable groups in shaping the climate-resilient future of the region.

Environmental Campaigns

In 2024, Uzbekistan held a series of significant environmental campaigns aimed at improving the state of the environment and raising public ecological awareness. Key events include:

"Help Birds in Winter" Campaign.

On February 3, 2024, at the Tashkent Botanical Garden, a campaign timed to coincide with International Bird Feeding Day took place. About 200 young eco-activists and volunteers installed birdhouses and fed birds, helping to preserve them during the winter. The event was

organized by the Ministry of Ecology, Environmental Protection, and Climate Change. (https://www.gazeta.uz)

World Cleanup Day:
On September 21, 2024, a large-scale eco-campaign "Make Space for Life" was held across all regions of Uzbekistan, dedicated to World Cleanup Day. More than a thousand people participated, including the Minister of Ecology, eco-activists, students, and media representatives. During the campaign, 36.5 tons of waste were collected and sent for recycling. (https://uz.sputniknews.ru)

"Leaves Are Not Trash, but Fertilizer!" Campaign:

On November 9, 2024, an environmental initiative was launched in Tashkent by the Tashkent Hokimiyat in cooperation with eco-blogger Mutabar Khushvaktova (https://www.instagram.com/urikguli/). The campaign aimed to convince city residents to stop burning fallen leaves and instead use them as natural fertilizer. The leaves collected in Elbek Park were buried in the soil to be converted into organic compost by spring. (https://vzglyad.uz/ru/post/2024/11/09/ecoactsiya-tashkent)

"Top 10 Days" Campaign:
From December 25, 2024, to January 5, 2025, Uzbekistan held a campaign aimed at maintaining environmental cleanliness during the New Year holidays. During the event, 124 sanitation enterprises collected and removed 135.2 thousand tons of waste from over 800 thousand public places across the republic. (https://uz.sputniknews.ru/20250107/uzbekistan-aktsiya-musor-sbor-47470172.html)

Flashmob #TozaHavoKerak (over 100 posts with this hashtag, receiving up to 4,200 likes per individual post): In January 2024, well-known activists in Tashkent, including bloggers and performers, organized a flashmob aimed at drawing attention to environmental issues, particularly air pollution (https://www.gazeta.uz/ru/2024/01/14/tozahavokerak/).

Eco-campaign "One Day Without Paper": In October 2024, Uzbekistan observed the "International Day Without Paper," during which a campaign was conducted to reduce paper consumption and conserve trees (instagram.com/aktualno.uz, gov.uz).

National Project "Green Space": In spring 2024, as part of this project, 138.1 million tree seedlings were planted, contributing to the improvement of urban ecology and aesthetics (strategy.uz).

Work with the Media: Growth of Environmental Journalism

The journalistic community has actively engaged in the climate discourse. During the review period, there was an increase in attention within the media to topics such as biodiversity, international cooperation on environmental issues, and the green economy.

The program **"Eco-Journalism 2.0"** (CABAR.asia) combined training sessions on climatology and data journalism. Participants created a series of materials on glacier degradation using visualization tools. The "Eco-Journalism 2.0" program has become one of the significant initiatives that combine theoretical modules on climatology with practical data handling skills.

Thanks to the Law on Accession to the Aarhus Convention, signed on March 11, 2025, the country's residents will have greater opportunities to influence decisions related to nature (https://upl.uz/). The Convention regulates people's rights to information about the state of the environment, participation in decision-making, and access to justice in courts if something goes wrong. Thus, with the accession law, the country commits to implementing these rules at the national level. For example, if a factory construction or deforestation is planned somewhere, people will be able to learn the details, express their opinions, and even appeal to courts if their rights are violated.

Gender Aspect: Progress and Gaps

The gender dimension of climate programs has become more pronounced, especially in educational projects for women in rural areas. However, the gender aspect remains insufficiently covered in the media. Achievements include: 35% of participants in adaptive agriculture programs in rural areas are women (FAO). Forest conservation projects include training for women environmentalists (yuz.uz).

The European Union delegation in Uzbekistan launched grant projects aimed at developing civil society. Funding of €3.5 million was distributed among 8 civil initiatives focused on supporting women, youth, as well as ecology and sustainable water management. The grants aim to strengthen the capacity of civil society organizations in inclusive development, gender equality, the promotion of the "green agenda," and enhancing gender responsiveness (https://www.gazeta.uz/).

Emergencies

In May 2024, dust storms in Karakalpakstan revealed weak coordination among agencies. The media promptly reported on the consequences but rarely analyzed the causes, such as the disappearance of the Aral Sea (sreda.uz). It should be noted that Karakalpakstan is one of the most affected regions in Uzbekistan by sandstorms. The local population suffers from a high incidence of respiratory diseases, anemia, cancer, and digestive system disorders. According to recent data from the Ministry of Ecology, Environmental Protection and Climate Change, the probability of premature death for a citizen of Uzbekistan from cardiovascular diseases, diabetes, chronic respiratory diseases, or cancer is higher than one in four (https://savearal.uz/all-categories/11-news/91-uzbekistan-sazhaet-les-tam-gde-kogda-to-bylo-more).

In October 2024, the project **"Green University"** was launched to train specialists in climate risks (gazeta.uz).

Eco-Education and International Cooperation

Uzbekistan became a co-organizer of the Central Asian Climate Conference (CACCC-2024), where transboundary water projects were discussed (carececo.org). In 2025, the country will host the 20th meeting of CITES, emphasizing the fight against illegal trade in endangered species (uzdaily.uz).

The international multidisciplinary engineering consulting company NIRAS, which operates in construction and infrastructure, supply chains, environment and nature, climate and energy, as well as planning and development facilitation (https://www.niras.com/), in cooperation with the Regional Environmental Centre for Central Asia (CAREC), implemented within the framework of the GIZ Program "Climate Risk Management in Central Asia," conducted a series of capacity-building trainings for government officials and NGOs from five Central Asian countries working on climate change issues. These trainings aim to assist in the development of national and local development plans designed to increase resilience to natural disasters and climate risks (https://centralasiaclimateportal.org).

Challenges in Covering the Climate Agenda

There is a divide between capital city and regional media – only 20% of publications about the water crisis in Karakalpakstan included expert commentary (upl.uz).

There is a lack of analytical depth and local context – most materials are news-oriented, while the impact of climate change on specific regions is insufficiently explored.

Limited access to data – journalists face difficulties obtaining accurate information, which hinders investigative reporting.

Weak coordination during crises – the absence of clear protocols for interaction between media and government agencies during emergencies reduces the timeliness of information dissemination.

5.2. Key Findings of the Focus Group with Media Representatives

Journalists in Uzbekistan note a significant impact of climate change on the country's environmental and socio-economic situation. Among the most evident consequences are rising temperatures, increased frequency of dust storms, drought, deteriorating air quality, and river shallowing, particularly in Karakalpakstan and Khorezm regions. These factors lead to a rise in illnesses, especially among women and children, as well as climate migration—relocation of people from regions facing growing water shortages.

The economic consequences of climate change manifest as reduced agricultural production, rising food prices, and increased unemployment. Many rural residents, losing the ability to engage in traditional livelihoods, are forced to migrate abroad for work, exacerbating social issues such as unattended children and family instability.

Journalists emphasize the difficulty of working with the environmental agenda due to its political sensitivity. Coverage of issues like air pollution, deforestation, and industrial environmental impacts often encounters resistance from government agencies and businesses. Many editorial offices prefer cautious information delivery to avoid pressure or threats of content blocking. Meanwhile, independent journalists and bloggers continue to raise environmental topics, although their audience remains limited.

Media use various formats for presenting information. Among the most popular are short videos (Reels, TikTok, YouTube Shorts), infographics, and analytical articles targeting an older audience. Television in the capital is losing popularity but remains a key information source in the regions. Specialized Telegram channels and podcasts play an important role in disseminating news quickly to a broad audience.

Conclusions and Recommendations

Journalists recognize the importance of climate topics but face a shortage of specialized knowledge and experts capable of commenting on complex issues. To improve the quality of climate agenda coverage, it is necessary to:

- Develop training programs for journalists, including workshops, media clubs, and seminars involving international specialists;
- Create open platforms for interaction between media, experts, and government agencies to enable prompt data and commentary exchange;
- Encourage the creation of multimedia content accessible to a wide audience, including video podcasts, storytelling, and infographics;
- Strengthen cooperation between media outlets and international environmental organizations to expand access to reliable data and analytical materials.

A comprehensive approach combining educational initiatives, access to quality information, and the development of new content formats is needed to make climate topics more relevant and in demand among the population of Uzbekistan.

5.3. Uzbekistan Ministry of Emergency Situations on Climate from Official Sources

The increase in climate risks in Central Asia, including Uzbekistan, is accompanied by a rise in the number of emergencies caused by natural phenomena. In this context, interaction between government agencies – particularly the Ministry of Emergency Situations (MES) –

and the media becomes a key factor in resilience, public information, and adaptation to climate change.

In 2025, the Uzbekistan MES focuses on informing the population about risks associated with extreme weather conditions and safety measures. Topics directly related to climate change are covered by other state bodies, such as the Ministry of Ecology, Environmental Protection, and Climate Change.

Uzbekistan is experiencing a rise in climate-induced emergencies: sharp temperature fluctuations, anomalous frosts and heat, droughts, dust storms, floods, and landslides, as well as deteriorating air quality. This necessitates closer cooperation between government agencies and the media to ensure timely warning and information dissemination to the public.

The MES of Uzbekistan uses an official Telegram channel, website (@MCHSUzbek, https://gov.uz/ru/fvv/guides), and press releases for interaction with the media. The following shortcomings in media relations are noted: infrequent communications on climate adaptation topics, long-term strategies, or sustainable behavior; absence of media literacy programs for the population on safety and environmental issues; weak visual communication—infographics, stories, and video instructions are almost never used.

Analysis shows that the interaction between the MES and media in Uzbekistan provides operational information channels but does not cover key areas of sustainable communication in the context of climate change. There is a lack of focus on comprehensive analysis of the causes and consequences of emergencies and targeted work with vulnerable groups.

Recommendations

- **Conduct regular MES briefings for the media with analysis of emergencies and climate trends.**

  Briefings involving representatives of the MES, meteorologists, and environmental experts will help ensure comprehensive and systematic information delivery to journalists and the public. This will increase trust in official information, allow timely dispelling of misinformation, and strengthen the dialogue between the state and society. Formats include quarterly press conferences, open seasonal reports, and invitations to independent experts.

- **Joint creation of videos, infographics, and stories content adapted for youth and women**.
  To expand outreach and improve understanding among different audiences, multimedia content created collaboratively with media and creative teams is needed. This may include:
  • short safety advice videos;
  • animated explanations of the causes of climate emergencies;

• infographics with action algorithms for households, parents, and the elderly;
• information adapted into different languages (including Uzbek, Karakalpak, and Russian).

- **Implementation of information formats addressing the needs of vulnerable groups.**
  It is important to allocate separate sections or blocks in the information agenda targeting women, children, people with disabilities, rural residents, and residents of new developments. This may include:
  • advice for mothers on protecting children during emergencies;
  • recommendations for adapting housing to climate conditions;
  • interviews with representatives of vulnerable communities;
  • publications that amplify the voices of these groups in the public space.

- **Launching Interactive Formats: Live Broadcasts, Q&A, Expert Commentary**

  Dialog formats will help eliminate information barriers and engage audiences in adaptation processes. Particularly effective are live broadcasts on Telegram and YouTube analyzing current risks; open "question and answer" sessions allowing the public to ask specialists; and inviting independent experts, NGO representatives, and local residents to comment on events.

- **Publishing Regular Summaries and Analytical Reviews on Emergencies and Climate Trends**

  There is a need to shift from a reactive approach (reporting only during disasters) to a proactive one: publishing forecasts in advance, explaining trends, and summarizing seasons. Regular summaries analyzing causes and consequences of incidents will provide a more complete understanding of what is happening, improve public preparedness, and create a knowledge archive for further analysis.

Regional Climate Initiatives in Central Asia: Impact on the Media Agenda

In addition to national initiatives, the region implements a number of international and transboundary projects that significantly influence the development of climate journalism, expand access to data, shape a unified agenda, and engage civil society. These initiatives serve not only as sources of expert information but also as platforms for interaction among journalists, NGOs, government, and international organizations.

- **Earth Hour (WWF)**

An international campaign held annually on the last Saturday of March across all Central Asian countries—Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, and Turkmenistan. The campaign is widely covered in national and regional media and serves as an informational occasion to discuss climate change, energy saving, and environmentally friendly behavior. In several

countries, it is supported by government and non-government organizations. https://wwf.panda.org/es/?152441/-

- **GLOFCA — "Glacier Lake Outburst Floods in Central Asia" (UNESCO)**

The project, launched in April 2021, is a UNESCO initiative funded by the Adaptation Fund. It is implemented in Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan, aiming to assess and reduce climate risks associated with glacial lakes. The project includes scientific research, work with local communities, preparation of materials and visualizations used by the media. https://glofca.org/ru/

- **Project "Strengthening the Resilience Of Central Asian Countries By Enabling Regional Cooperation To Assess High Altitude Glacio-Nival Systems To Develop Integrated Methods For Sustainable Development And Adaptation To Climate Change" (UNESCO/GEF/UNDP)**

This project includes all five countries of the region. It focuses on monitoring snow and glacier resources and developing sustainable adaptation solutions. Its communication and educational components are actively used in environmental journalism. https://www.unesco.org/ru/articles/yunesko-zapuskaet-novyy-regionalnyy-proekt-po-kriosfere-v-centralnoy-azii

- **Journalism Development — Addressing Climate Change Issues in Central Asia (n-ost / MediaNet)**

Implemented from May 2020 to April 2021 in Kazakhstan, Kyrgyzstan, Tajikistan, and Uzbekistan. It included climate journalism trainings, support for transboundary editorial teams (Vlast.kz, Anhor.uz, Asia Plus, etc.), and a climate conference held in Almaty.https://www.n-ost.org/en/projects/climate-ca

- **Journalists' Workshop "Communicating the Climate Crisis: Causes, Pathways, and Solutions in Central Asia" (PIK Potsdam / n-ost)**

An intensive practical workshop held June 4–8, 2025, in Dushanbe. Organized by the Potsdam Institute for Climate Impact Research (PIK) together with n-ost. Participants included journalists from Tajikistan, Kazakhstan, and Uzbekistan. Topics covered climate data analysis, storytelling, and coverage of transboundary climate risks. https://www.pik-potsdam.de/en/institute/departments/climate-resilience/projects/project-pages/climpact/climpact-news/workshop-for-journalists-201ccommunicating-the-climate-crisis-causes-pathways-and-solutions-in-central-asia-was-held-between-june-4th-8th-in-dushanbe

- **CACCC 2025 — Central Asian Climate Change Conference (CAREC)**

The key regional climate forum held May 13–15, 2025, in Ashgabat. It included sessions on climate finance, adaptation, and media engagement, with representatives from all Central Asian countries. https://www.carececo.org/main/activity/mettings/caccc-2025/

- **CAN EECCA / Climate Dialogues Without Borders**

An initiative of the climate network CAN EECCA for Eastern Europe, the Caucasus, and Central Asia. It includes webinars, media trainings, joint publications, and a platform for exchanges among climate journalists. https://caneecca.org/en/climate-dialogues-without-borders/

Key Findings and Recommendations from Central Asia Interviews

The analysis of conducted focus groups and interviews revealed differences in the perception of the climate agenda and the level of media engagement in Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. However, there is a common need for support and the creation of local thematic environmental and climate media by Central Asian governments, as well as content production in the official languages of Central Asian countries. A shortage of experts fluent in the national languages is also observed across all Central Asian countries.

- **Kyrgyzstan**

Focus groups in Kyrgyzstan identified seasonal interest in climate topics, focused on local issues: air pollution in winter and the situation around Issyk-Kul Lake in summer. A serious challenge remains the lack of experts, especially Kyrgyz-speaking ones. Despite interest in AI and digital tools, their use remains limited. Journalists are willing to participate in training courses, especially those oriented toward national languages and regional cases.

- **Uzbekistan**

In Uzbekistan, the climate agenda is viewed through the lens of socio-economic consequences: environmental migration, health deterioration, and changes in agriculture. Working on environmental topics is complicated by political sensitivity – journalists often face self-censorship. At the same time, alternative channels are developing: Telegram and short video formats. There is a strong demand for local content, visual materials, and training for regional editorial offices.

- **Kazakhstan**

Kazakhstan demonstrates active state environmental policy, but according to journalists, the media do not keep pace with this trend. Content remains superficial, dominated by news and official statements. There is a lack of analytics and specialization among authors. Journalists propose reviving environmental sections, creating podcasts, and analytical materials based on experts and data.

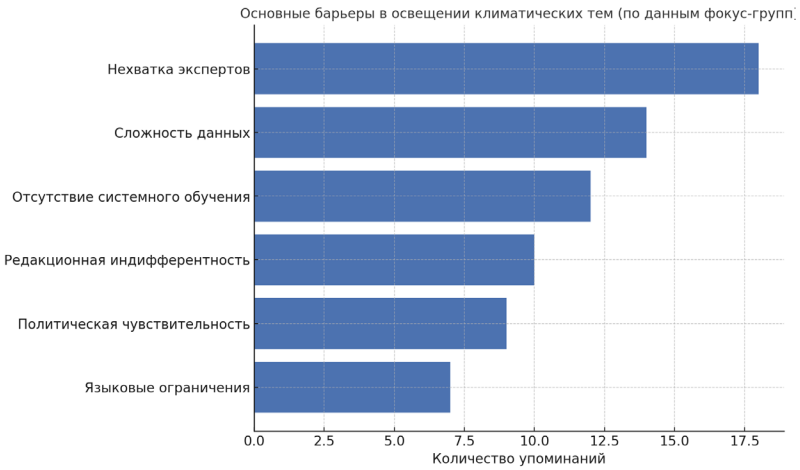
- **Tajikistan**

The Tajik team *Rasonanigor* demonstrated a successful case of using storytelling and explainer videos to cover climate topics. Content is created in the Tajik language, increasing accessibility. Internal experts are actively involved in the work. Journalists note a shortage of

climate materials in the national language and advocate for the development of multimedia formats, animation, data journalism, and fact-checking.

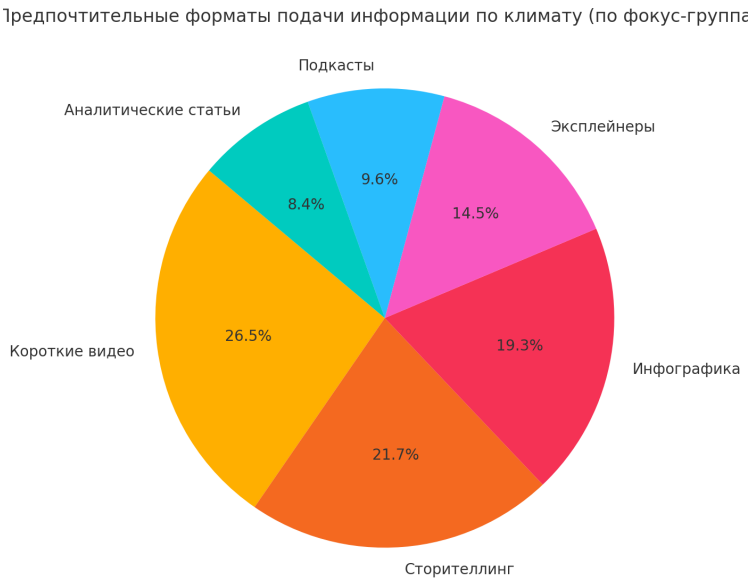
Main Barriers

The diagram below illustrates the most frequently mentioned barriers journalists face when covering climate topics. It clearly shows that the lack of experts, difficulty accessing reliable information, and the absence of systematic training remain the most critical challenges.



Preferred Formats of Information Delivery

The following diagram illustrates the formats of climate topic presentation that journalists consider most effective. Short videos, visual formats, and storytelling generate the greatest interest and are believed by participants to be the most well-received by audiences.



Summary of the Online Survey among Journalists in the Central Asian Region

1. **Demographic and Professional Profile of Respondents**

The survey audience consisted of media professionals from key Central Asian countries: Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan, and Kazakhstan. The dominance of journalists, editors, and media managers (who collectively form a significant portion of respondents) underscores the relevance of the data obtained for analyzing the climate agenda in the region. This professional composition ensures that the responses reflect the expert opinions of individuals directly shaping public opinion on environmental issues.

A total of 32 respondents participated in the survey, with 34% representing Bishkek, 12.5% Tashkent, and 6.3% each from Almaty and Khujand. Represented organizations included media outlets, NGOs, environmental organizations, and independent journalists.

Diagram 1. Distribution of respondents by gender

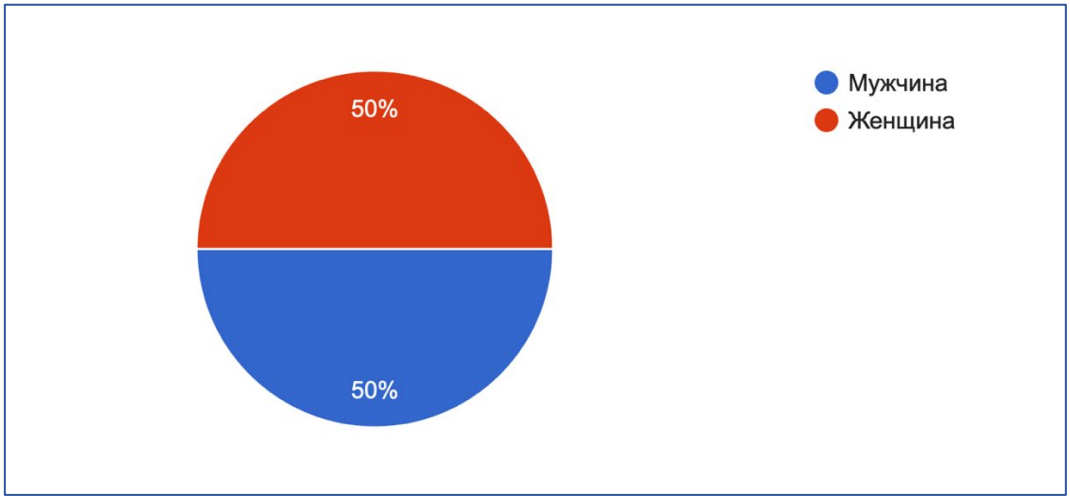
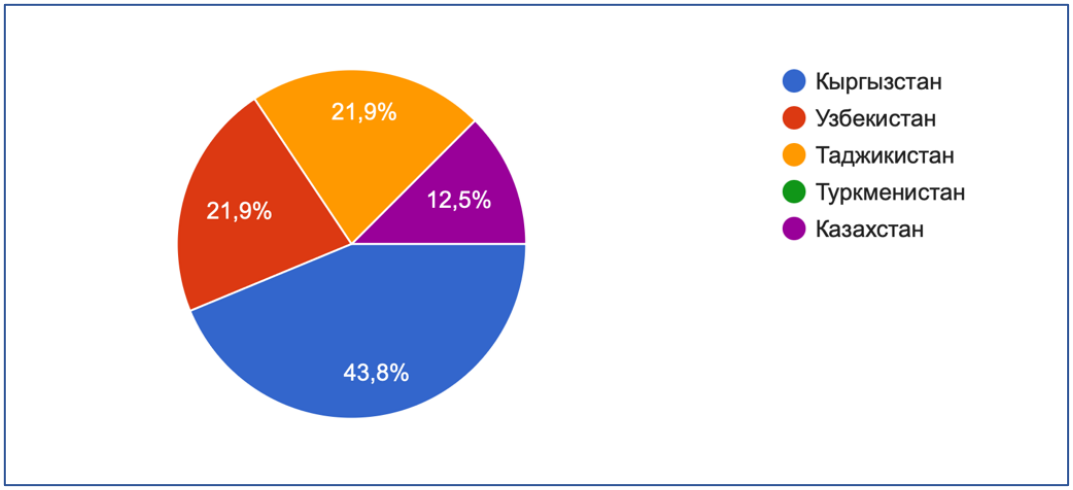


Diagram 2. Distribution of respondents by countries



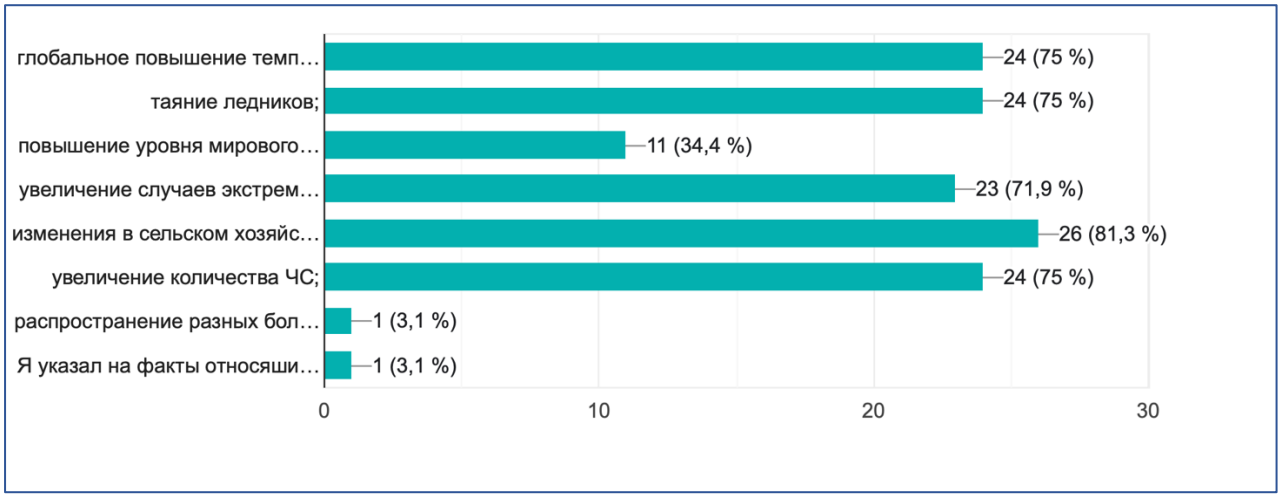
2. Global Awareness of the Issue and Local Priorities

Analysis of the responses shows that the majority of respondents (almost 97%) recognize global climate change as a real and pressing issue (Diagram 3). Half of them believe that changes are already occurring and require immediate action, while the rest think these problems will become inevitable in the coming decades. The most evident signs of climate change, according to respondents, are global temperature rise, glacier melting, and an increase in extreme weather events—accounting for 75% of the responses (Diagram 4).

At the same time, when assessing the most urgent problems for their country, priority was given to economic and social challenges such as poverty and economic hardships. This indicates the need for closer integration of the climate agenda into socio-economic development strategies to emphasize the direct connection between climate resilience and societal well-being.

Diagram 3.

Diagram 4.



The impact of climate change on the economy is felt through a reduction in arable land, noted by 50% of participants, rising food prices (25%), and increased damage to infrastructure due to natural disasters (21.9%). These data highlight that journalists and activists in the region perceive climate change not only as an environmental but also as an economic challenge (Diagram 5).

Respondents identified various consequences of climate change, including changes in weather patterns – 68.8%, problems in agriculture – 53.1%, economic losses from natural disasters – j 50%, and effects on human health – 62.5% (Diagram 6). About half of the respondents believe that all regions of the world are vulnerable to climate change, while 21.9% singled out Africa as the most vulnerable region (Diagram 7). This indicates a globalized perception of the issue, but also a lack of knowledge about the specific impacts of climate change in different zones.

Diagram 5

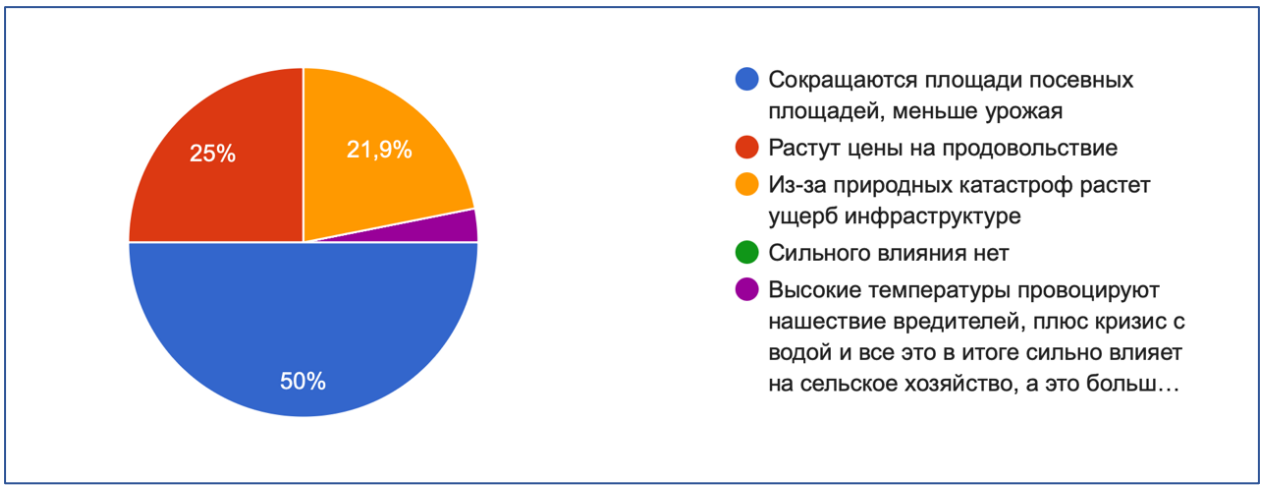


Diagram 6

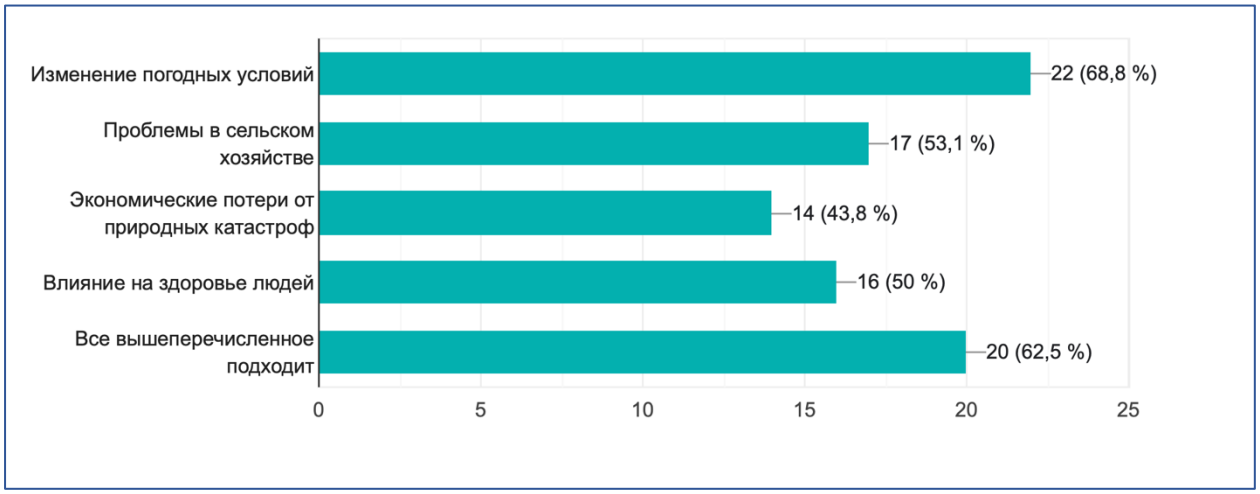


Diagram 7

An assessment of knowledge about international climate agreements revealed that the Paris Agreement is the most well-known, mentioned by 78.1% of participants. About half named the Kyoto Protocol and the United Nations Framework Convention on Climate Change (UNFCCC), while the Glasgow Climate Pact is familiar to less than 40% of respondents. Four participants admitted to not knowing any international documents in this field, indicating a need for educational interventions aimed at helping journalists understand the structure of climate diplomacy (Diagram 8).

Regarding the expected role of key actors, the majority of respondents place responsibility for addressing the climate crisis on government bodies: the executive and legislative branches, as well as heads of state. Meanwhile, the role of the private sector, the scientific community, and the media itself is rated significantly lower, which may suggest a prevailing paternalistic approach and insufficient development of the topic of multi-level climate governance in the media environment. As a result, 65.6% consider government measures to address environmental problems insufficiently effective (Diagram 9), while 68.8% of respondents see executive authorities as responsible for solving environmental issues (Diagram 10).

Diagram 8

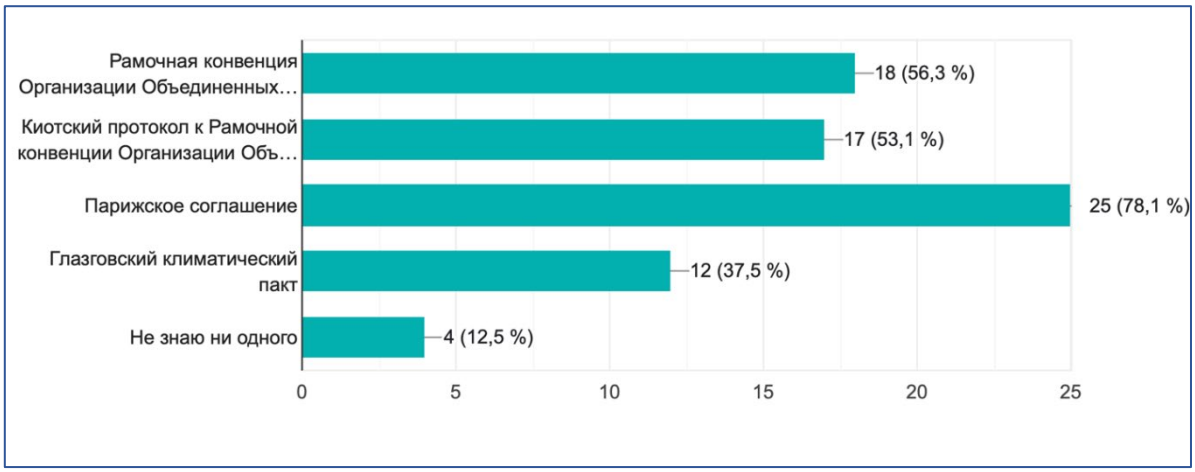
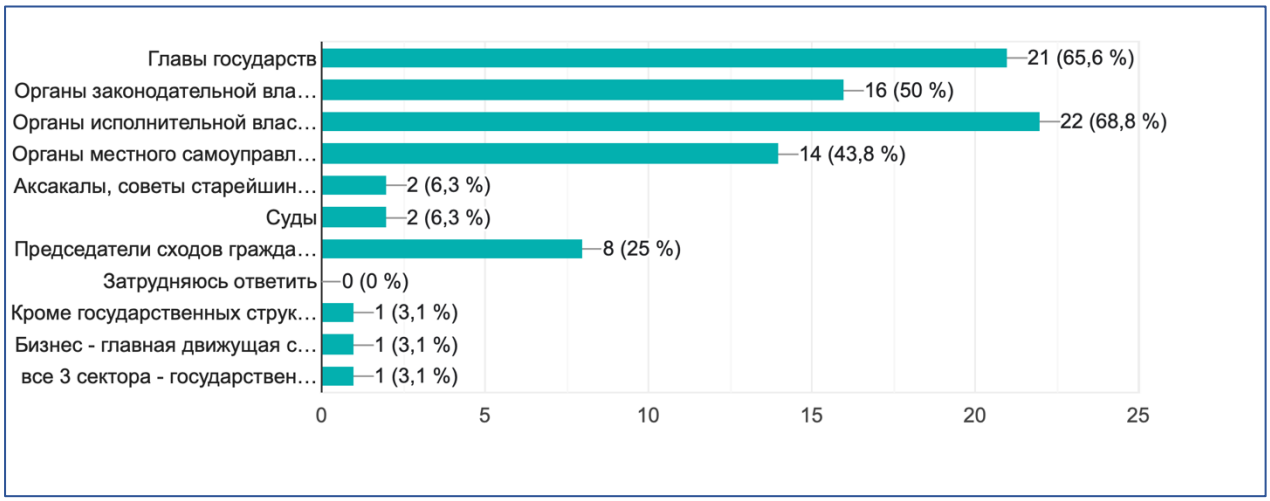


Diagram 9

Diagram 10



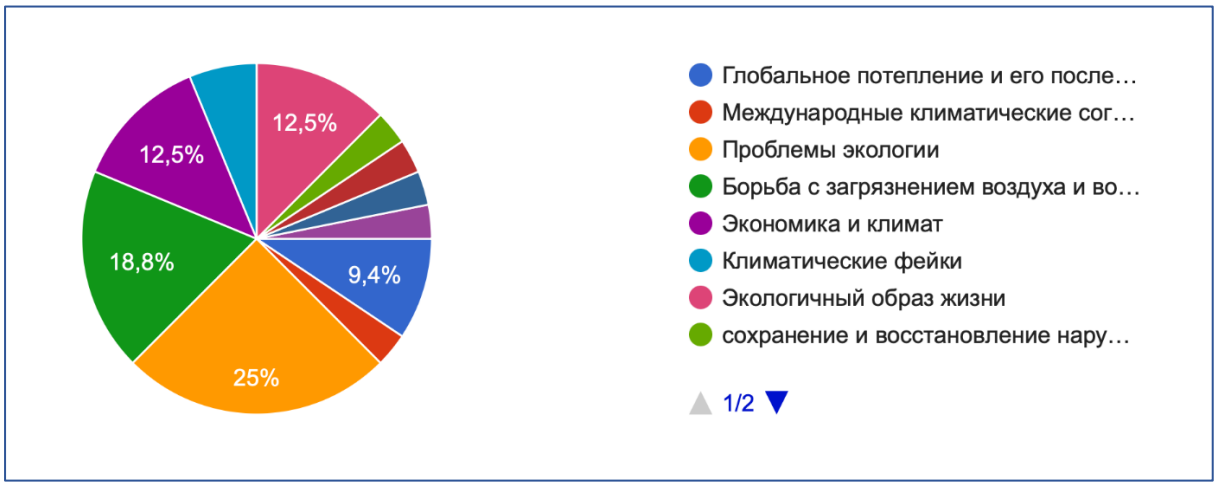
3. Coverage of Climate Topics in the Media: From News to Analysis and the Search for New Formats

The frequency of climate topic coverage remains irregular (Diagram 11). Most respondents publish materials on the topic about once a month (40.6%), while 25% address it only twice a year. Only 12.5% reported working on the topic weekly, and daily coverage remains an exception. This trend indicates that despite acknowledging the issue's relevance, the climate agenda has yet to secure a firm place in the editorial policies of most media outlets.

Diagram 11

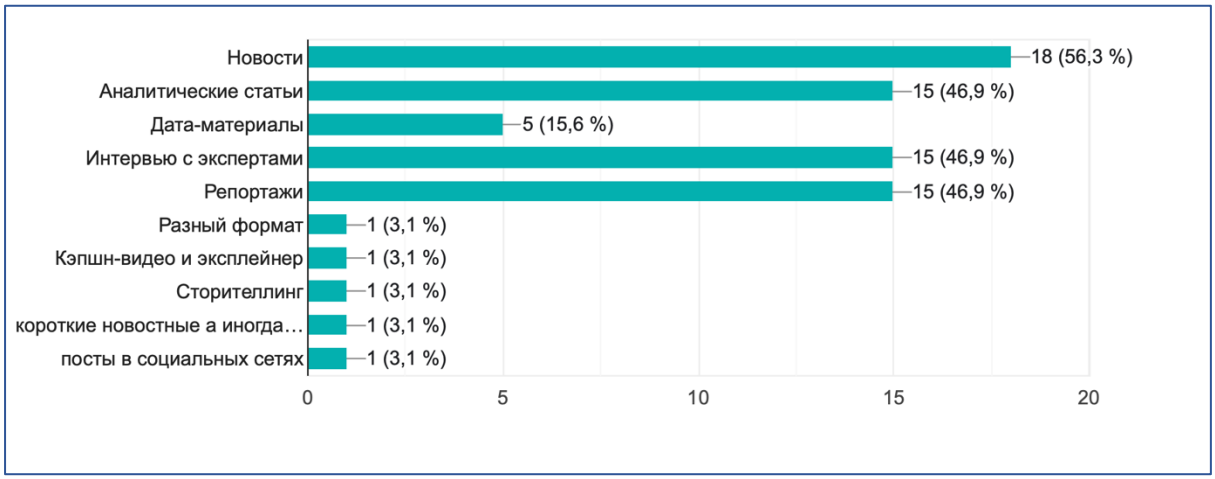
Interest in the topic is mainly focused on ecology in general, pollution issues, and the interconnection between climate and the economy. Only a small portion of respondents show interest in topics such as climate misinformation or international agreements, which may indicate a fragmented perception and a lack of a systematic approach (Diagram 12). It is also worth noting the weak attention given to adaptation and sustainable development – areas that have strategic importance for the region.

Diagram 12



Regarding content formats, news articles are the most popular (56.3%), followed by analytical articles (46.9%) and expert interviews (Diagram 13). However, interactive formats – such as data journalism, multimedia, and reports – are used infrequently. This may be due to both a lack of technical skills and limited access to visual data and analytical tools.

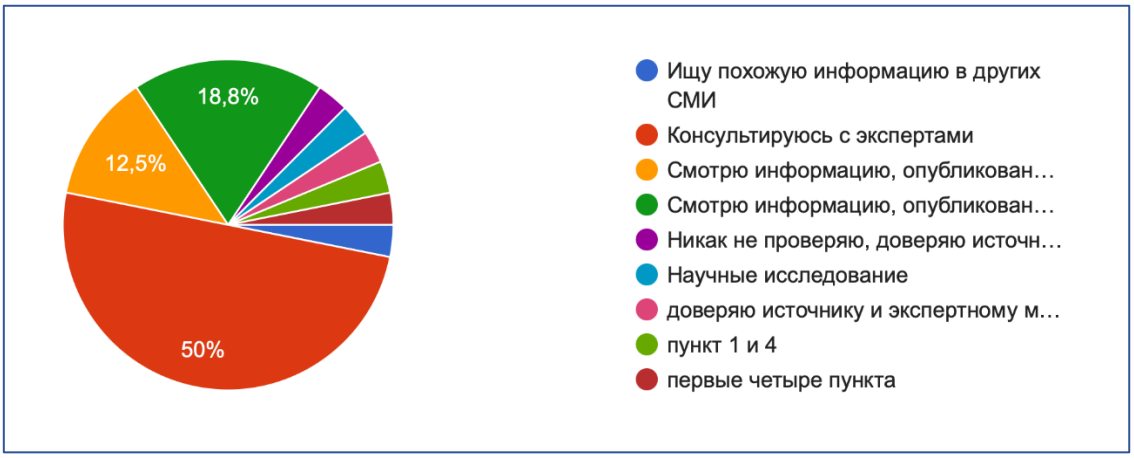
Diagram 13



Information sources for preparing climate materials most often include data from international organizations, government agencies, and non-governmental organizations (Diagram 14). However, scientific research and academic publications are used less frequently. This may indicate a reliance on "secondary" sources and insufficient scientific depth in coverage. At the same time, half of the respondents noted that they prefer to verify information through consultations with experts, while the rest use official websites, major media outlets, or rely on trust in the source (Diagram 15). Some responses indicate inconsistency and lack of a unified verification system, which may pose a risk to the quality of materials.

Diagram 14

Diagram 15



The availability of up-to-date climate data is assessed ambiguously by participants. More than one-third believe that data are updated infrequently and are difficult to use; nearly one-third are uncertain about the reliability of available sources; and one in three participants (31.3%) state that information about their country is practically nonexistent (Diagram 16). This underscores an information deficit at the local level, especially in the context of Central Asia.

Diagram 16

When preparing materials, journalists more often consult with experts they collaborate with on an ongoing basis (75%). Editors, representatives of the scientific community, and relevant government agencies are also actively involved. Just under half turn to NGOs. Only two respondents indicated that they rely solely on their own knowledge (Diagram 17). This model of interaction indicates a high level of trust in expert communities but also dependence on a limited circle of consultants.

Regarding the role of climate topics in editorial policy, 37.5% of respondents acknowledged that the topic is relevant but difficult to present in a way that engages readers. Only 15.6% stated that their publication specializes in climate issues, while about 25% said they publish

materials as interesting topics arise. None of the respondents called the topic "irrelevant" – an important indicator of the recognition of the agenda's importance, even if it is not yet a priority (Diagram 18).

Diagram 17

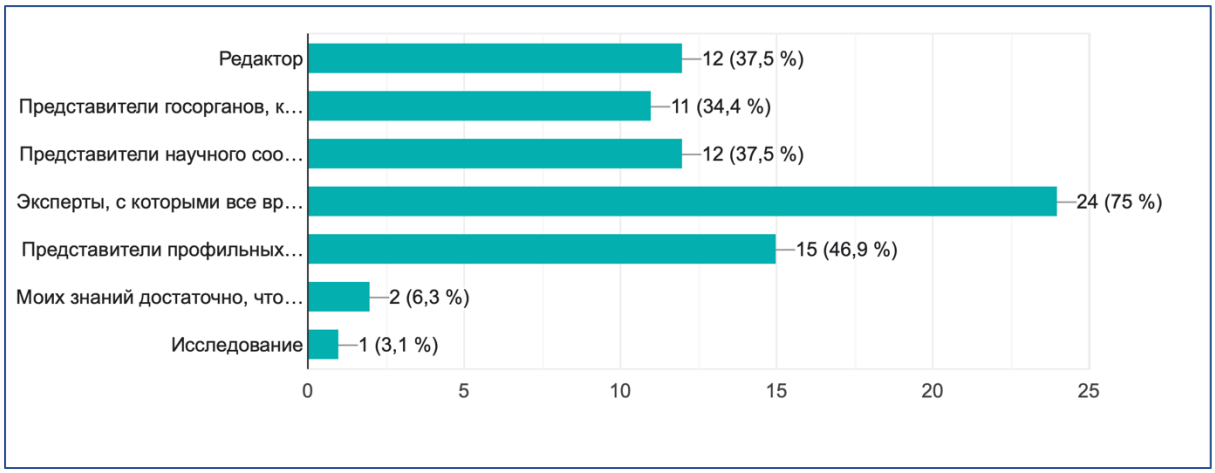


Diagram 18

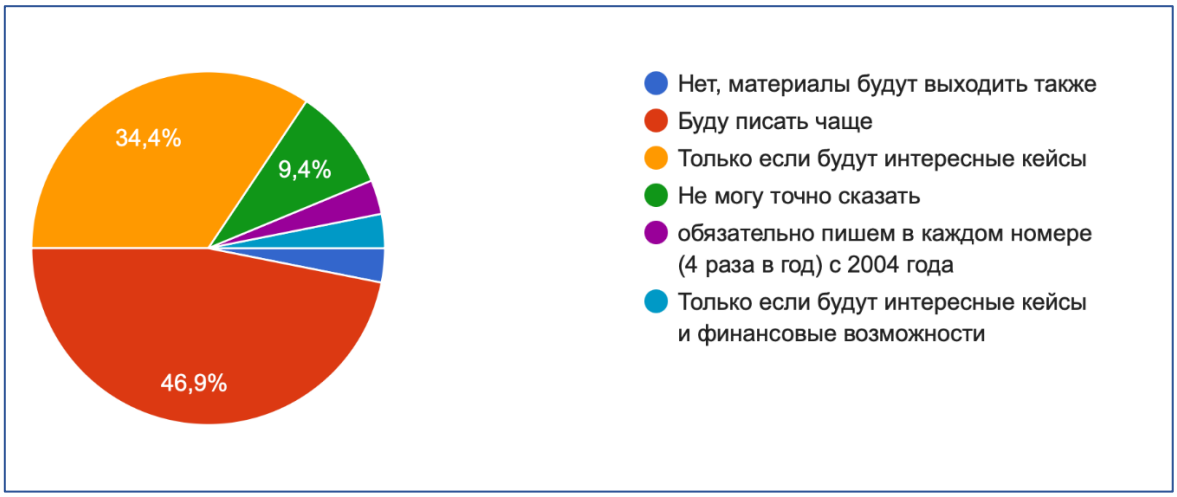
When asked about future topics they would like to explore, economic aspects – such as the impact of climate on agriculture, transportation, and finance – were most frequently mentioned. The issue of climate misinformation and fake news also attracted attention. There is strong interest in the situation within their own country. Modern technologies, including AI and big data, generate interest but currently remain on the periphery of attention, as do topics of climate migration and emission reduction technologies (Diagram 19).

Finally, regarding future plans, most participants stated that they would write more frequently, but only if interesting cases or additional resources are available. This underscores that

journalists are motivated, but the realization of this motivation largely depends on external factors – availability of data, funding, and editorial demand (Diagram 20).

Diagram 19

Diagram 20



4. Media Commitment for Covering Climate-Related Emergencies

Analysis of survey responses shows that the topic of the interconnection between climate change and emergencies is becoming increasingly relevant for the regional media community. However, practices for informing the public during climate-induced emergencies remain unstable and weakly institutionalized.

The level of awareness about existing international protocols for media conduct during emergency coverage yielded the following results (Diagram 21): the United Nations Principles were most frequently mentioned, known to 25% of respondents. Slightly less frequently

mentioned were the International Federation of Journalists' Code of Conduct (18.8%) and the International Red Cross Guidelines (9.4%). Nevertheless, the most common response (31.3%) was that respondents had never heard of such protocols. About 9% of respondents were unsure.

This indicates that despite the existence of several international recommendations and standards for journalist conduct during disaster coverage, knowledge and practical application of these in Central Asia is extremely limited. One participant specifically noted an intention to familiarize herself with all the mentioned documents, reflecting interest but also highlighting a gap in professional training.

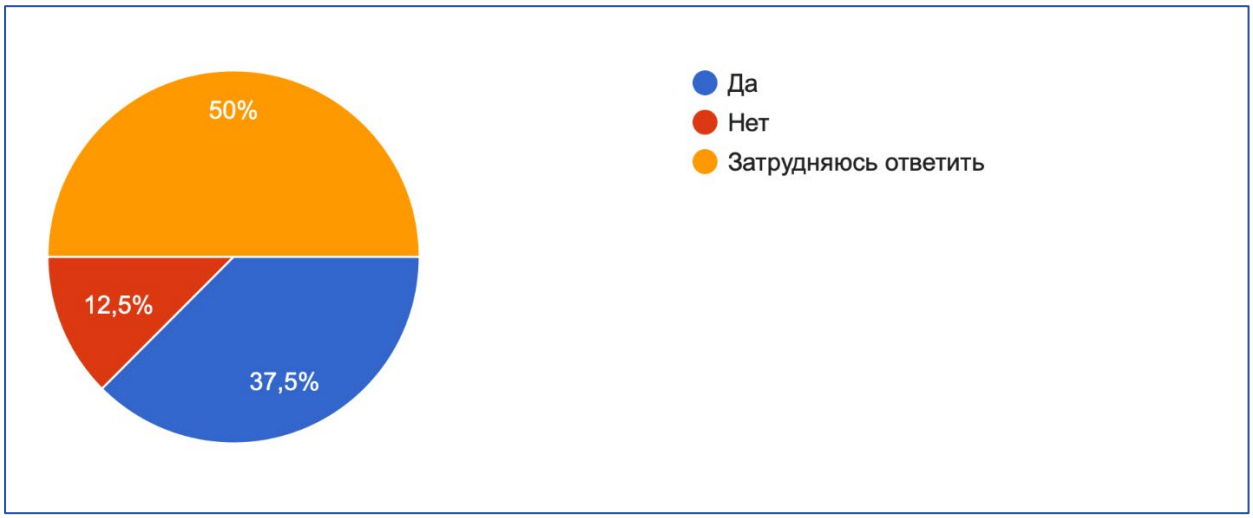
Diagram 21

Regarding the presence of internal editorial policies related to emergencies (Diagram 22), only 4 participants (12.5%) reported that such protocols have been developed and are regularly applied. Seven respondents (21.9%) indicated that emergency action policies are integrated into the overall editorial strategy, while another four stated that such a document is currently under development. At the same time, nearly half of the respondents (46.9%) admitted that no such document exists in their publication. Thus, there is a low level of institutional readiness among the media for crisis response, despite the high frequency of climate-induced disasters in the region (floods, mudflows, droughts, hurricanes, etc.).

When asked about the need to develop internal policies for information dissemination during emergencies, exactly half of the respondents (50%) found it difficult to answer, while 37.5% expressed confidence that such documents are indeed necessary. Only 12.5% believed such documents were unnecessary, which may indicate a lack of understanding of risks or low prioritization of the topic within specific editorial offices (Diagram 23).

Diagram 22

Diagram 23



5. Educational Needs and Interest in Training

The survey showed that the topic of education on climate change generates lively interest, but the experience of participating in training events among journalists and NGO representatives in the region remains fragmented (Diagram 24). Only 25% reported having undergone climate-related training several times. One-third of respondents (34.4%) study the topic independently without formal educational experience. Approximately one in three have completed only one training session or participated in online discussions. These data indicate a fragmented educational field and the absence of systematic preparation on the climate agenda.

Regarding the subject matter of training programs (Diagram 25), they were most often dedicated to environmental problems in general (37.5%) and rules for preparing climate

materials (25%). Topics related to national strategies or the link between climate and emergencies were addressed significantly less frequently. This points to insufficient development of areas requiring a systemic and interdisciplinary approach, as well as limited availability of training modules accessible to journalists. Additionally, some participants indicated that they had never undergone training or do not recall its content, highlighting the need to develop high-quality, structured, and easily replicable training formats.

Diagram 24

Diagram 25

6. Information Needs and Demand for Skill Development

In response to the question about which climate issues interest them, the overwhelming majority of respondents (78.1%) expressed interest in obtaining up-to-date information about the situation in their own country (Diagram 26). This underscores a strong regional and local focus in journalistic interest. Additionally, many participants showed interest in climate change mitigation measures, as well as global practices and the latest news on the topic. Thus, journalists strive to connect local context with global trends, creating a need for accessible and verified sources adapted to the realities of Central Asia.

Regarding skills for writing materials (Diagram 27), more than half of respondents (56.3%) want to understand how to make climate research more understandable to readers. Almost the same number are interested in which important climate topics remain uncovered and how to attract audience attention to this issue. This indicates a growing editorial demand for storytelling, a creative approach, and the use of modern media formats to present complex information.

Special attention is drawn to the interest in AI technologies (Diagram 28), which could become a new tool for preparing and visualizing climate data. More than one-third of participants indicated they would like to learn which AI tools are used for climate data analysis and how AI can be used to verify information accuracy. Some are interested in AI's capabilities for forecasting, visualization, and source selection, while a small portion expressed distrust of these tools or concerns about risks associated with their use. Nevertheless, the vast majority do not deny the potential of AI and express readiness to study its application in their work.

Diagram 26

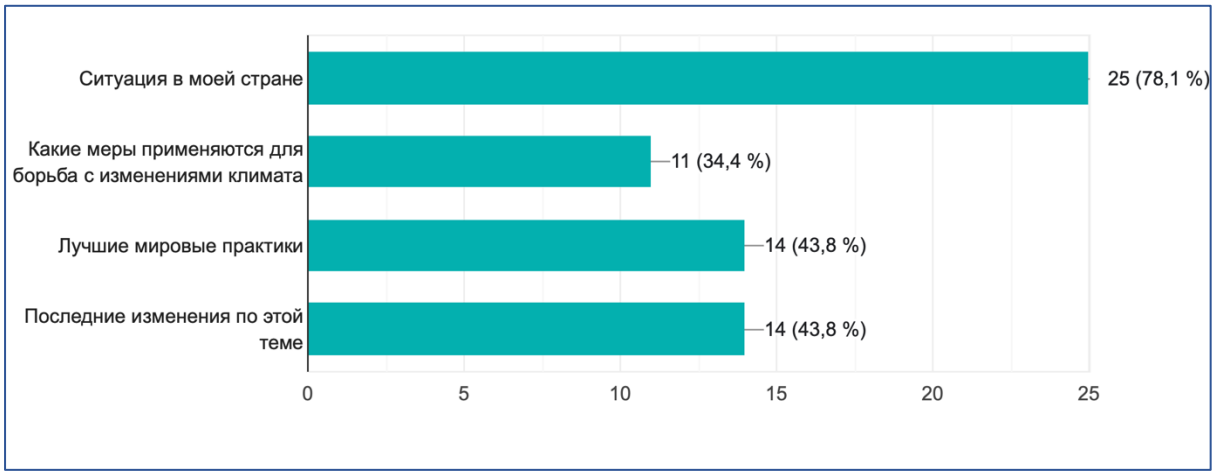


Diagram 27

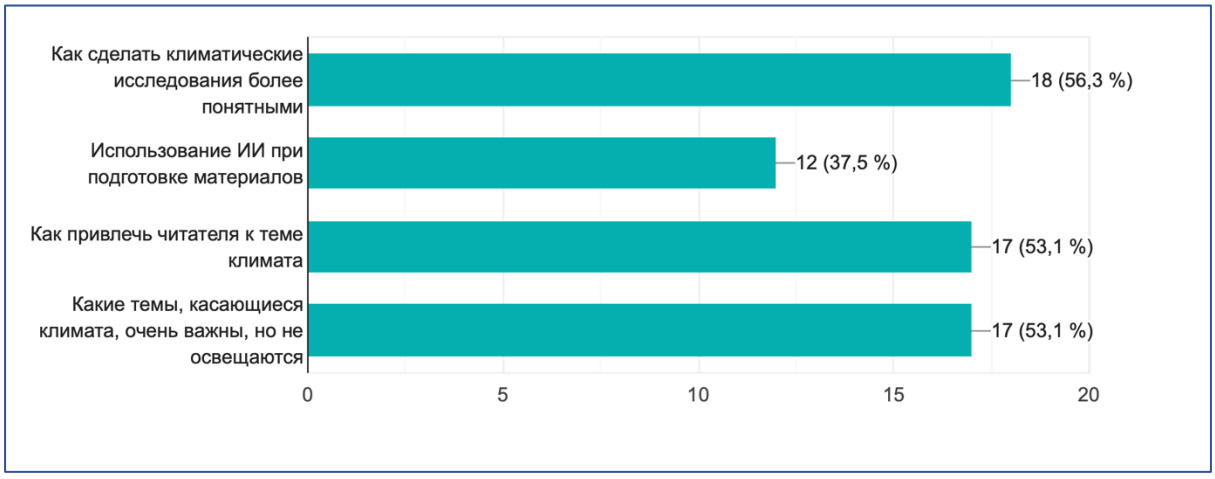


Diagram 28

Key Findings and Recommendations from the Online Survey

- **Recognition of the Climate Change Issue.** The majority of respondents acknowledge the reality and urgency of climate change, recognizing its consequences for the economy, agriculture, and human health. However, when identifying priority issues for their country, socio-economic challenges often prevail over climate ones.
- **Awareness of International Agreements.** The Paris Agreement is the most well-known international climate accord, reflecting its significance in global climate policy. Nevertheless, many respondents critically assess the effectiveness of governmental measures in addressing environmental problems.
- **Role of the Media in Covering Climate Topics.** Climate topics are regularly covered in the media, mainly in the form of news and analytical articles. The primary sources of information are official communications from government bodies and websites of international organizations. Journalists face challenges accessing up-to-date and reliable information, as well as in finding engaging formats and topics to attract audience attention.
- **Preparedness for Covering Climate-Related Emergencies.** Awareness of international and national protocols for media coverage of emergencies remains insufficient. Many outlets lack clear policies for informing the public during emergencies, highlighting the need to improve media preparedness for covering climate-related crises.
- **Need for Training and New Knowledge.** Respondents express interest in training on climate issues, particularly in preparing media materials, simplifying complex scientific data, and using artificial intelligence (AI) for climate data analysis and forecasting.

Recommendations Based on the Online Survey of Central Asian Journalists

- Develop and implement regular educational programs on climate journalism, including courses, workshops, and mentorship programs. Special attention should be given to localizing knowledge and linking it to regional contexts in the official languages.
- Create a platform providing journalists in the region with access to up-to-date climate data – complete with visualizations, maps, explanations, and adapted terminology. This will help address the shortage of reliable information and improve the quality of publications.
- Enhance skills in multimedia and data journalism. Support experimentation with formats such as storytelling, infographics, explainer videos, and AI tools. Regular thematic labs can accelerate the adoption of innovations in editorial practices.
- Provide methodological and technical support for developing editorial protocols for conduct during emergencies. This is especially relevant given the rise in climate-induced disasters. Ready-made templates, translations of international protocols, and checklists for editorial offices should be made accessible.
- Facilitate the formation of a regional network of climate journalists and experts united around the idea of experience exchange, joint publications, and mutual support. Such a network could become a platform for sustainable professional growth and improved content quality.
- Develop strategic communications among journalists, scientists, NGOs, and government bodies. Only through coordination and dialogue can systemic work on sustainable development and strengthening the climate agenda be achieved.