

Re.Climate™

COMMUNICATING FOR CHANGE

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CLIMATE CHANGE AND POLICY ROLLBACKS IN CANADA'S NATIONAL MEDIA

Coverage without climate context is leaving Canadians in the dark

2025

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PREAMBLE

About Re.Climate

Re.Climate is Canada's go-to centre for training, research and strategy on climate change communications and public engagement. Based at Carleton University, we provide strategic services to help practitioners reach new audiences, overcome polarization, communicate urgency and motivate change.

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Methodology

The project analyzed climate coverage in Canada's legacy national media outlets. The analysis focuses on traditional, legacy media to assess the coverage and narratives of climate policies in some of the most widely read national publications (see more on limitations below). The outlets included the Globe and Mail, National Post, Financial Post, CBC News, Toronto Star, Maclean's, along with wire stories (e.g., Canadian Press) appearing in those outlets between January 1 to March 31, 2025. This three-month period was also the timeline for Re.Climate's previous media analysis reports, which allowed us to observe shifts and trends.

The analysis of wildfire and extreme weather event coverage reviewed articles published between May 1 and August 31, 2025

(also tracking reports from past years). The project surveyed news, opinion and analysis articles gathered using the Cision media monitoring database.

A high-level review of mentions, frequency and linkages in media stories was conducted using Cision's media monitoring platform. This was followed by a deeper analysis of a random sample of 82 articles from legacy media outlets that focused on climate policies, particularly ones being cancelled, suspended or receiving backlash (for example, policies identified by climatebacktracker.ca). Three analysts reviewed this sample using a shared codebook to identify common frames, topics, messengers and narratives. Another detailed analysis compared local media stories to those in the national media regarding an offshore wind moratorium and the B.C. carbon tax.

Limitations

The assessment of Canadian outlets operating nationally in English does not represent media coverage in Quebec. The focus on legacy national media reflects the scope of this report, which is centred on understanding how climate policy rollbacks are being framed in public debate. It does not address independent outlets, regional and broadcast media, or assess narratives on social media. The analysis does not assess visual imagery, and the findings are limited to the articles available through the Cision media monitoring system.

Cover image: Prime Minister Mark Carney speaks at a press conference as he is joined by Industry Minister Melanie Joly at a manufacturing facility in Mississauga, Ont., on Friday, Sept. 5, 2025. (SAMMY KOGAN/THE CANADIAN PRESS VIA CP)

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EXECUTIVE SUMMARY

Climate change remains a mid-sized topic in terms of volume of coverage within Canada's national media compared to other issues. However, the narratives and tone surrounding climate action have been souring in recent years and have worsened since the inauguration of U.S. President Donald Trump, accompanied by the intensification of economic concerns.

Climate change is roughly as prominent an issue as mental health, which is similar to past years. The legacy media outlets are giving it significantly less coverage than immigration or housing, and vastly less coverage than the economy or tariffs.

Coverage is usually focused on politics and delivered without meaning and context about climate change itself.

Coverage without context is noise

Measures to address climate change are typically presented without context regarding the current state of the climate or the impacts of intensifying extreme weather events. It rarely names the primary cause of climate change (the burning of fossil fuels), perpetuating the gaps in the public's mental model of the problem. Media coverage is similarly decontextualized from trends in the global energy transition. National media coverage generally excludes:

- The negative context: accelerating climate change and its impacts, increased fossil fuel burning and extraction, Canadian climate policies and pollution compared to other relevant countries.
- The positive context: accelerating clean energy deployment around the world, global trends in electrification and Canada's relative position, the health and economic benefits of decarbonization.

Darkening narratives

Media narratives have darkened and increasingly focus on government rollbacks of climate policy, the decline in public prioritization and the economic rationale for delaying climate action. This year's media analysis has a particular focus on climate policy, looking at policy reversals, the voices that dominated coverage and the frames that shaped debate. Coverage of climate policy is dominated by the voices of politicians and business executives and rarely describes the need, purpose or effectiveness of policy measures under discussion.

The coverage of policy rollbacks and policies at risk overwhelmingly frames climate action as economically costly, while neglecting potential benefits, the costs of inaction and the momentum of the global energy transition.

Climate coverage ignores the climate

There is a striking lack of media attention about the recent escalation in global temperatures and worsening impacts. Global heating surged dramatically in 2023, and by 2024 the annual temperature exceeded 1.5° C for the first time. Almost all recent months have been hotter than the 1.5° C objective of the Paris Agreement.

Scientists warn that climate change is now accelerating, but most coverage that touches on climate change focuses on domestic politics and seldom provides context about the state of the climate itself. In fact, the amount of climate coverage in Canada's national media is declining.¹

Media coverage rarely draws the connection to the causes of climate change or its impacts. Only 12 per cent of climate coverage contained in our sample mentions

fossil fuels (in 2024, the figure was 10 per cent), even though fossil-fuel burning generates the lion's share of CO₂ emissions. Meanwhile, over 85 per cent of the media attention on fossil fuels (pipelines, oil, natural gas) makes no mention of climate change at all.

When it comes to climate impacts, only 18.6 per cent of wildfire coverage mentions climate change (an improvement from 13 per cent in 2024, but similar to 17 per cent in 2023).

Increased context for floods and heat waves

The national media has increased its linkage between climate change and floods and heat waves. Almost half of flood coverage (49 per cent) makes the connection, as does coverage of extreme heat (45 per cent). This is a marked improvement from 2024 when the figures were 31 per cent and 25 per cent.

Solutions skepticism

Electric vehicles (EVs) continue to be the most cited example of a low-carbon solution. EVs garner 10 times

more attention than heat pumps and eight times more than solar power. However, the headlines and narratives have shifted to skepticism about the demand for EVs and government objectives to electrify transportation. It is rare to find context explaining the reasons for the change in EV adoption, such as the elimination of incentive programs.

Global trends in clean energy and electrification are not often provided as context. In general, the costs of climate measures are cited three times as often as the benefits and over 10 times as frequently as the costs of inaction.

Unproven solutions (like carbon capture) are much more likely to be framed as climate solutions than renewable energy. Carbon capture is more than twice as likely to be framed as a climate change solution than either wind or solar power. Over one-third of stories about carbon capture make a climate link, while EVs are framed as climate progress in less than 10 per cent of stories.



Kathy Harris, whose well regularly runs dry in the summer, sits near a barrel used to hold water ahead of this year's drought season at her home in Shelburne, N.S. on Wednesday, March 19, 2025. In addition to drought conditions, Harris' community—a historically Black neighbourhood—deals with high rates of coliform and E. coli due to environmental issues, forcing Harris and her husband to use bottled water year-round. (DARREN CALABRESE/THE CANADIAN PRESS)

STATE OF THE MEDIA



Reporters attempt to ask questions of Conservative Party Leader Pierre Poilievre during a federal election campaign stop in Montréal-Est, Que., Friday, April 18, 2025.
(CHRISTOPHER KATSAROV/THE CANADIAN PRESS)

- Local media is collapsing despite its importance to communities and democratic engagement.
- Media consumption is fragmented, decontextualized and increasingly tailored to reinforce pre-existing perspectives.
- People increasingly receive news intermingled with entertainment and social updates.
- For many audiences, journalism is not a direct lens on the world, and influence has shifted to creators (e.g., on social media, podcasts and Substacks) rather than traditional news outlets or institutions.²
- Local media contains more nuance, but outlets have shrinking capacity.
- Public trust in news media has declined by 20 percentage points in the past seven years. However, most Canadian legacy media remain trusted by a majority of their users (ranging from 49 per cent to 62 per cent), and are actively distrusted by 20 per cent or less.³

The traditional news media model is continuing to crumble, and the problem is particularly acute for local news. Government support may have slowed the decline, but over two million Canadians now live in an area with only one or no local news outlet at all.⁴

After the last federal election, 63 per cent of people in news-deprived areas reported being unfamiliar with their local candidates (versus 35 per cent in areas with local news). Across the country, 57 per cent of Canadians said they didn't have enough information from the media to make an informed choice about voting.⁵

Although the traditional media still plays a foundational role in news gathering, the dissemination of information has changed radically. The shift to smartphones is widespread, and news is now received predominantly online (and predominantly free: only 14 per cent of Canadians say they have paid for any online news in the last year). In Canada, platforms owned by Meta reject links to stories from established journalism outlets. Despite the shift online, it is worth noting that 53 per cent of Canadians still report getting news from TV.

Among networks of people who engage with topics related to climate and the environment, information is most commonly shared across YouTube and Facebook. These two platforms carry roughly equal volume (with Instagram and TikTok in the second tier), so YouTube is widely underestimated for its role in disseminating news.⁶

In terms of political leanings, Liberals are split across platforms while Conservatives prevail on X and YouTube. NDP partisans lean into TikTok and Instagram.⁷

Although patterns vary by demographic, people are increasingly operating in isolated information environments and largely receive information embedded within feeds of entertainment and lifestyle content on social media platforms, mediated by algorithms and influencers.⁸

TWO REGIONAL CASE STUDIES

Re.Climate conducted a comparative analysis of local and national media coverage on two topics.

- Offshore wind moratorium for Georges Bank (Nova Scotia) amidst the broader push for wind power in Atlantic Canada;
- B.C. carbon tax—the province had introduced Canada’s first consumer pricing policy in 2008 but eliminated it following the cancellation of the federal program.

Local media coverage of the two topics generally included more nuance, frames and voices. But local outlets also present fewer expert or scientific perspectives. Narratives about fairness were more prominent in local coverage, although the narrative typically relates to climate policy as a burden on local residents, workers and households.

Local journalism generally speaks to what people are already concerned about, while investigative journalism and analysis of climate policies are infrequent. Although the analysis was based on a small sample, examining only two regional policies, it illustrates the potential for local journalism to connect community experiences with national policy debates.

HOW IS CLIMATE CHANGE COVERED IN 2025?



Assembly of First Nations Chief Cindy Woodhouse Nepinak speaks during the First Nations Summit at the Canadian Museum of History in Gatineau, Que., on Thursday, July 17, 2025. (SPENCER COLBY/THE CANADIAN PRESS)

The national media was increasing its coverage of climate change in recent years. But that trend appears to have reversed in 2025. With the exception of a spike during the LA fires in January 2025, coverage has been declining overall. Coverage of climate impacts is also decreasing: June 2025 saw 19 per cent less coverage compared to June 2024, despite the major wildfires across Manitoba and Saskatchewan.⁹

The media narratives have also soured. The prominent storylines focus on the public's lack of appetite for climate action in the face of affordability concerns, U.S. tariffs and economic distress. There is currently a narrative emphasis on "rollbacks" to climate policy.

However, climate change is generally accepted as a scientific fact when it receives coverage. The National Post and Financial Post (Postmedia) frequently publish opinion pieces questioning the urgency or need for climate action, whereas all other national outlets broadly accept the scientific consensus in their news coverage and opinion sections.

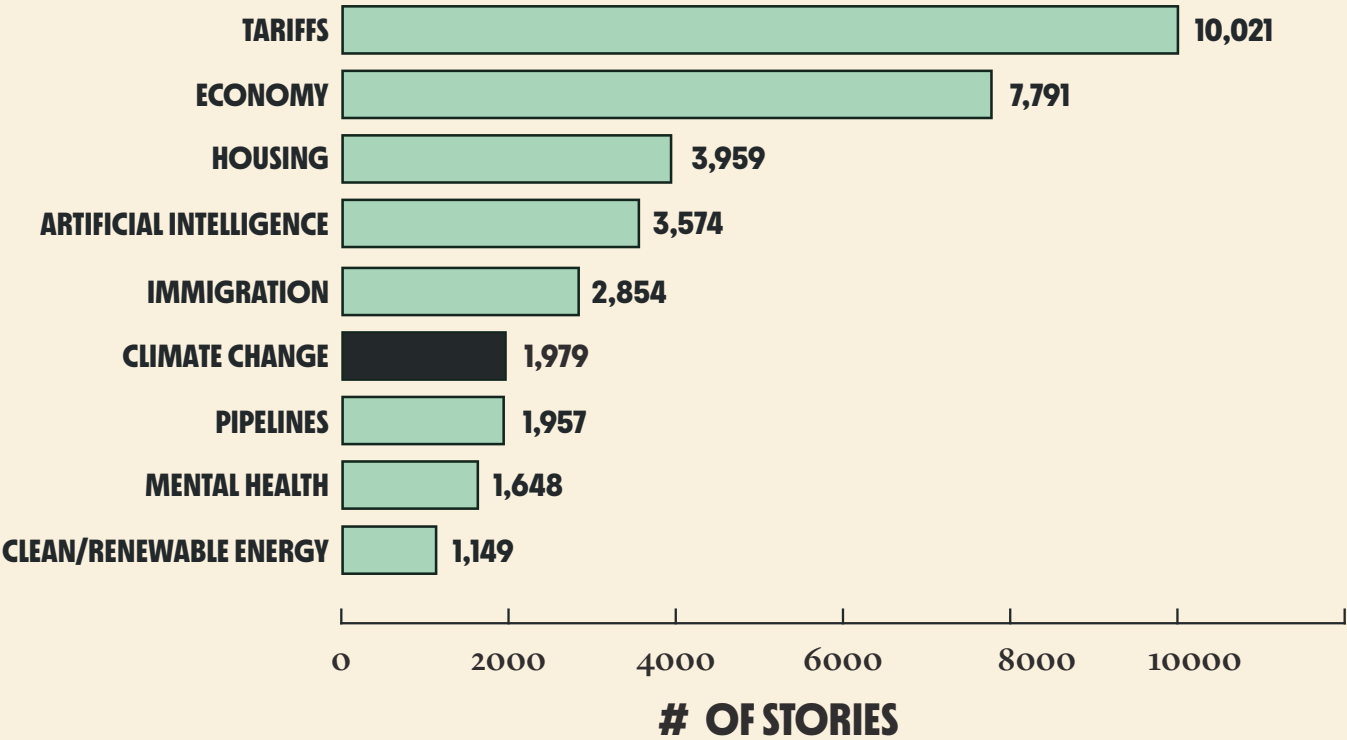
Media coverage is most focused on political messages and positioning, while the causes and consequences of climate change are usually omitted from media narratives or presented in abstract terms.

Climate change is a mid-sized issue in the Canadian media, mentioned roughly as often as mental health and significantly less frequently than immigration or housing.

“Climate action is becoming less of a priority around the world. Trump isn't helping.”

—CBC News Mar. 15, 2025

How big an issue is climate change in the national media?

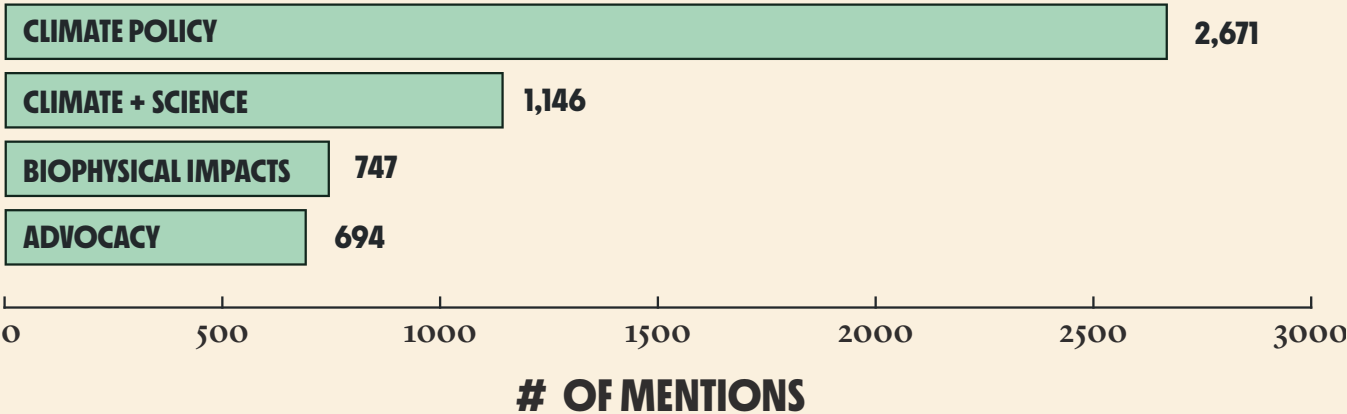


Source: Number of stories with relevant search terms in sampling of national news outlets searched using Cision; Jan-Mar 2025.

Climate change is most frequently presented as a matter of politics and policy, where the dominant narratives are political messaging and economic conditions. Stories about policy are more than twice as common as any reference to science and more than three times the volume of narratives about impacts, climate justice or advocacy.

Media coverage is also typically insular and rarely provides context from outside of Canada. For example, Canada’s progress towards reducing emissions is not usually compared to other countries. Solutions are also presented parochially, and most stories about electric vehicles or renewable energy deployment do not provide meaningful comparisons to other jurisdictions.

How is climate change covered?

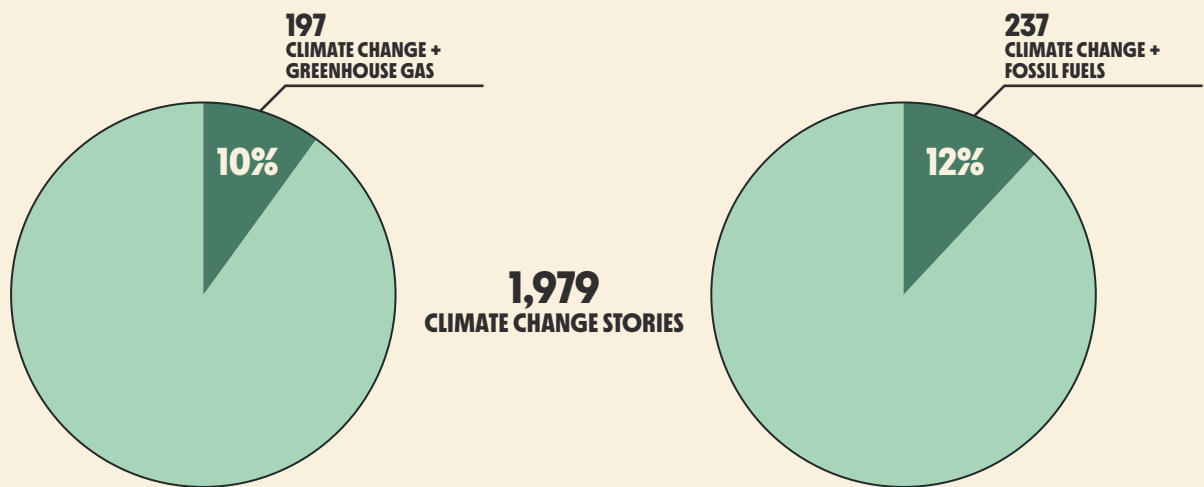


Source: Number of mentions of related terms within each category in sampling of national news outlets searched using Cision; Jan-Mar 2025.

Climate coverage ignores climate change and its causes

Although climate change is accelerating and global temperatures are now regularly exceeding 1.5° C, coverage is dominated by political and business voices. The actual state of the climate is rarely provided as context for media stories. The primary cause of climate change is also barely mentioned. Fossil fuels are cited in just 12 per cent of stories that reference climate change, despite accounting for over 90 per cent of carbon dioxide emissions. The percentage is basically unchanged from 10 per cent in 2024.

Change without a cause



Source: Proportion of media stories mentioning climate change compared to all stories on climate change mentioning greenhouse gases, fossil fuels, using Cision; Jan-Mar 2025.

The pattern is similar for stories about oil, gas and fossil fuel infrastructure. Pipelines have returned to the headlines, but climate change is mentioned in just 9 per cent of that coverage.

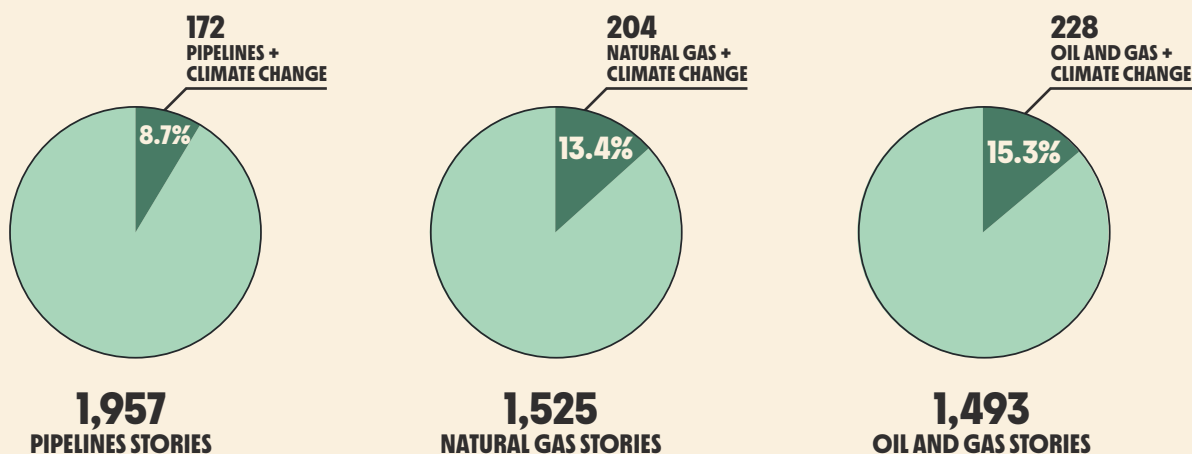
Stories about “oil and gas” mention climate change more frequently, but that linkage is still a small minority of coverage: 15 per cent. Stories about natural gas mention climate change 13 per cent of the time.

The linkage between fossil fuels and climate change has declined since last year. In 2024, one-fifth of natural gas stories and 31 per cent of stories about oil and gas made a connection to climate change.

“Nothing spells relief quite like conventional energy.”

—*Toronto Star Opinion*, May 21, 2025

Linking fossil fuels to climate change



Source: Proportion of media stories mentioning pipelines, natural gas, oil & gas that also mention climate change searched using Cision; Jan-Mar 2025

Fire, flood, heat and smoke: Extreme events and climate change

The media are increasingly linking floods and heat waves to climate change, but stories about wildfires remain strangely disconnected from the increasing temperatures and tinder-like conditions.

2025 was the second-worst fire season on record in Canada—second only to the disastrous fires of 2023. Wildfire smoke meant that Canadian cities competed for the title of the world’s most polluted air, prompting U.S. lawmakers to issue demands that Canada stop ruining their summers. Wildfires are intensifying and now burn four times more forest carbon than in the 1990s.

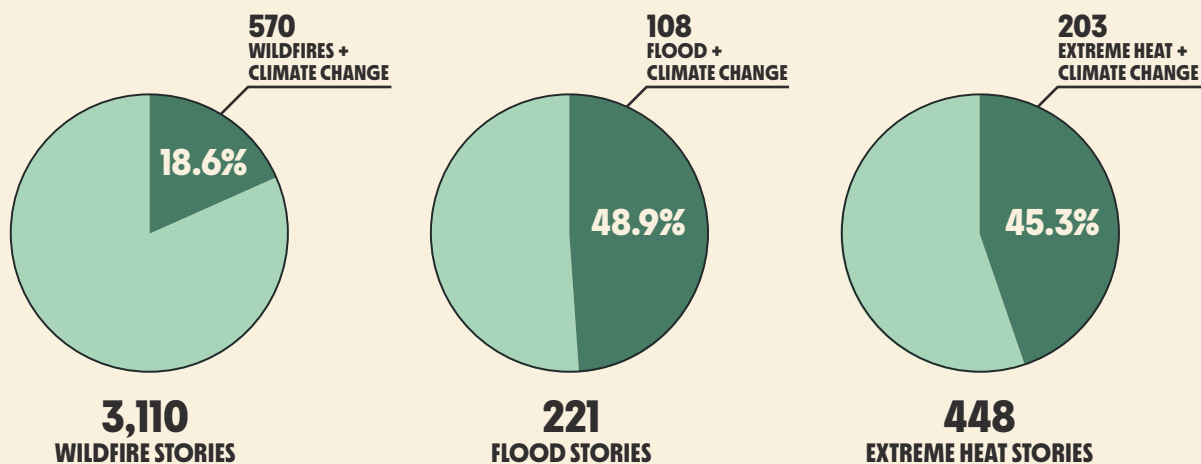
However, over 80 per cent of wildfire coverage made no mention of climate change in 2025. Even after omitting news stories about smoke forecasts and evacuation alerts from the analysis, just 18.6 per cent of wildfire stories make the connection to global heating.

The media provides much more clarity about the underlying cause of heat waves and floods. Floods were linked to climate change almost half the time in 2025 (48.9 per cent).

And 45.3 per cent of stories about extreme heat and heat waves made the connection to climate change.

The frequency of climate change linkage for floods and heat waves represents a marked improvement from last year’s media coverage, when floods were linked 31 per cent of the time and 25 per cent of extreme heat stories made the connection.

Connecting extremes and climate change

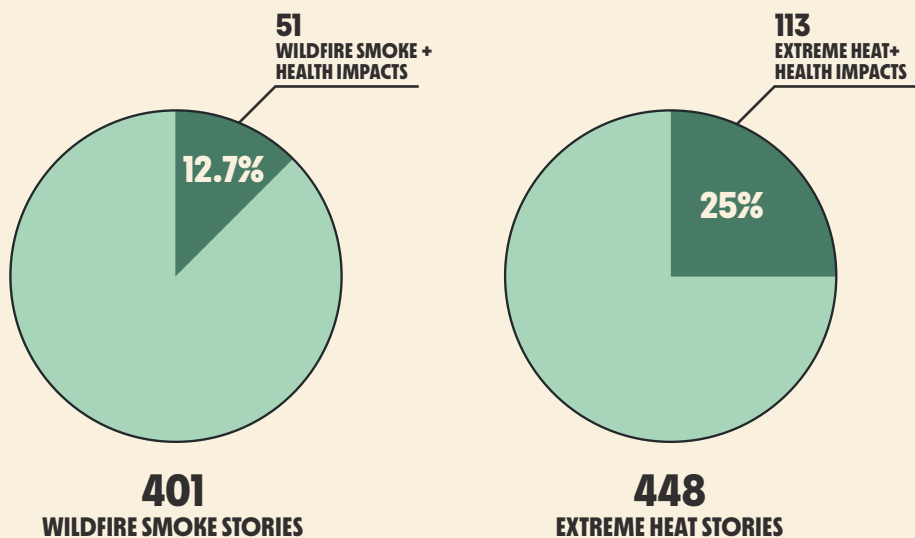


Source: Proportion of media stories mentioning wildfires, floods, extreme heat that also mention climate change searched using Cision; May-Aug 2025.

The health impacts from wildfire smoke and heat waves only make the news in a minority of stories (even when the analysis omits urgent reporting about forecasts and alerts). Extreme heat stories articulate health risks 25 per cent of the time. Wildfire smoke stories make the linkage less frequently, at 13 per cent.

It may be that reporters and editors believe the health risks of wildfire smoke are too obvious to need mentioning. But wildfire smoke is 10 times as toxic as typical air pollution, and the long-term effects of repeated smoke exposure may be much worse than most people realize, including risks of cancer, heart disease and even dementia.¹⁰

Extreme events and health impacts



Source: Proportion of media stories on wildfire smoke, extreme heat that mention human health impacts, searched using Cision; May-Aug 2025.



CLIMATE POLICIES AND POLICY ROLLBACKS

Climate policies are typically covered without reference to their purpose or effectiveness in cutting climate pollution. Climate policy coverage typically does not mention the state of climate change or its impacts.

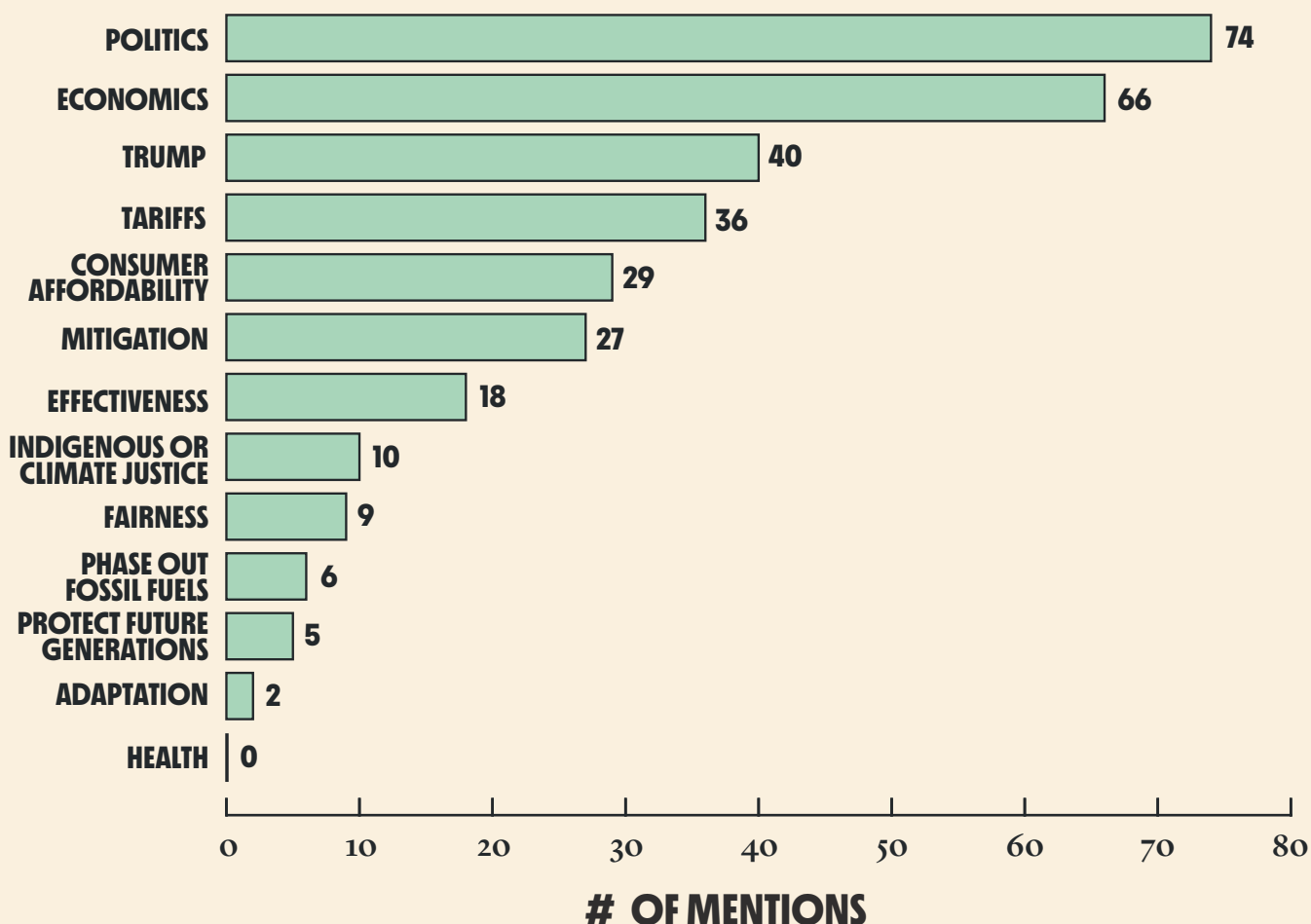
The coverage in 2025 has been dominated by narratives about the rolling back of climate policy. Once the consumer carbon tax was eliminated in April, critical attention shifted to the remaining suite of federal and provincial policies.

Coverage of climate policy is most commonly framed as a matter of politics or economics.

“After Mark Carney ends consumer carbon price, Pierre Poilievre pledges to scrap carbon levy on industrial emitters.”

—*Toronto Star*, Mar 17, 2025

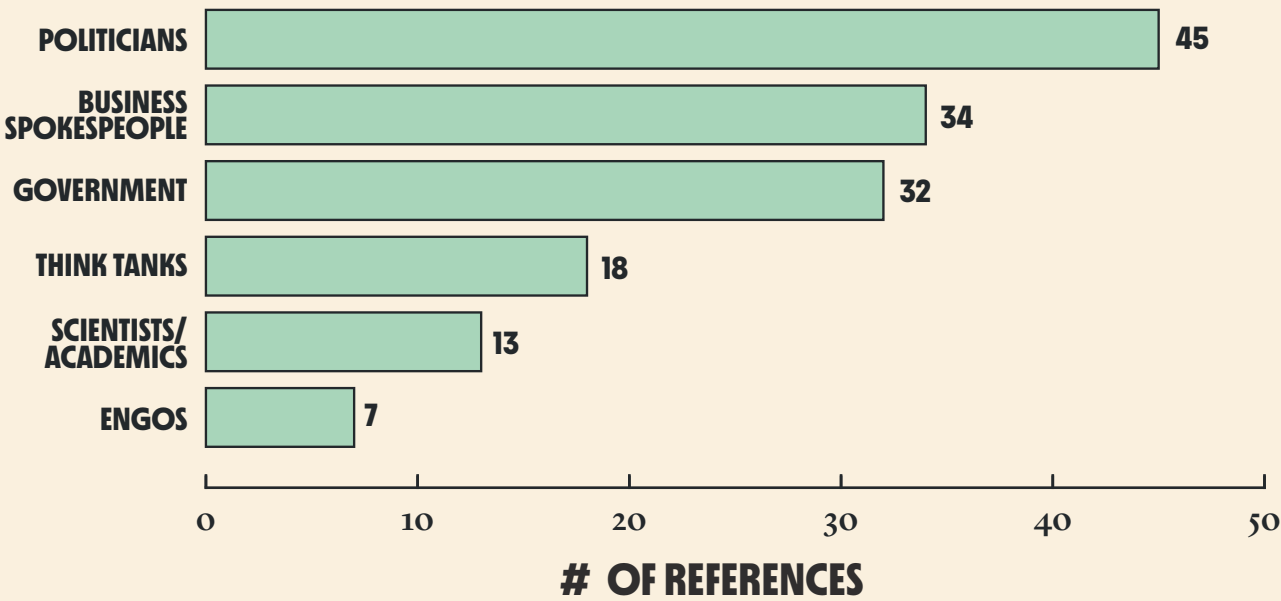
Policy frames



Source: Most common frames of policies based on detailed analysis of a random sample of national media coverage in 2025

The share of voice on climate policy follows a similar pattern: politicians are most quoted, followed by business and other government spokespeople. Only 16 per cent of coverage cites any scientists or academic researchers.

Who gets quoted or referenced in climate policy coverage?



Source: Sources quoted or referenced based on detailed analysis of a random sample of national media coverage in 2025

“Given the intense economic uncertainty facing most Canadians right now, the lack of focus on climate policy in this election is understandable, even to environmental activists.”

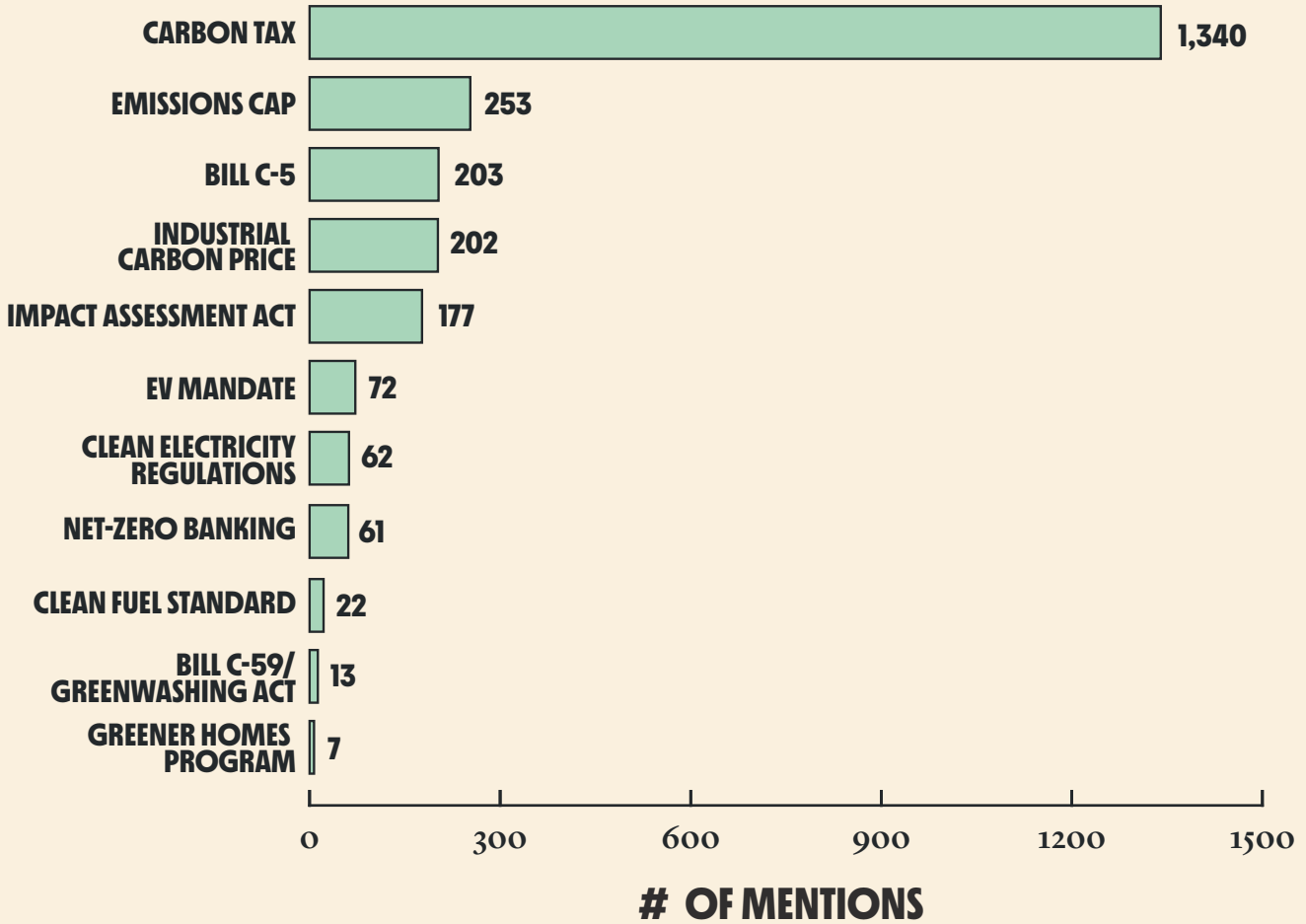
—CBC News, April 9, 2025



The consumer carbon tax was by far the most covered climate policy in Canada in the first half of 2025—over five times more coverage than the runner-up, the proposed emissions cap for the oil and gas industry.

Policies such as the Greener Homes Grant and the Greenwashing Act (Bill C-59) received minimal coverage. Those policies received just four per cent of the volume of coverage compared to the emissions cap.

Which policies get most attention?

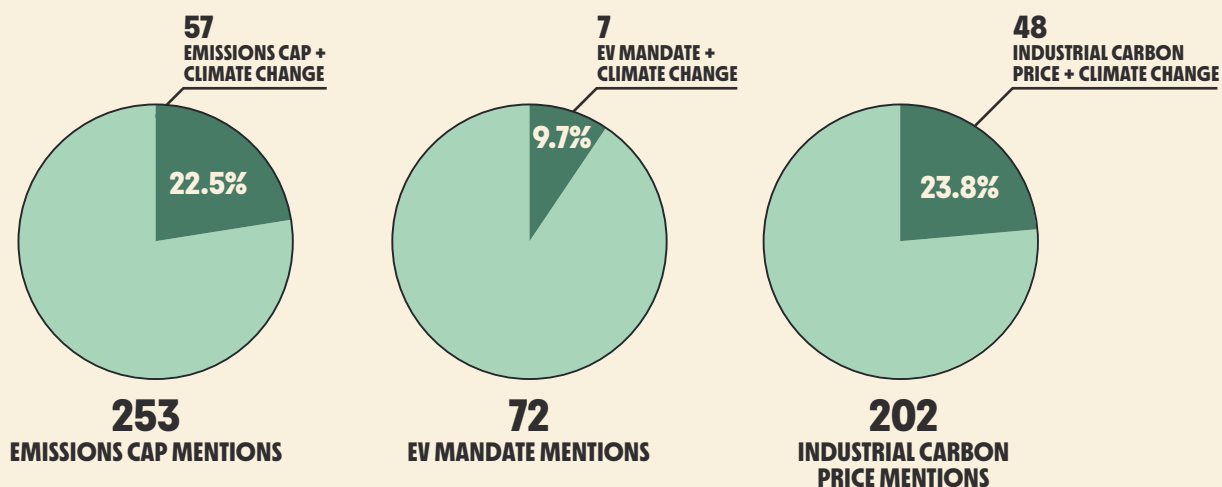


Source: Number of stories mentioning climate policies searched using Cision; Jan-July 2025

Climate policy without the climate

Media coverage typically does not mention the purpose or discuss the effectiveness of policies. This is unusual—akin to covering housing policy without mentioning the needs in the housing market or covering regulations on toxic materials without context about health impacts.

Are climate policies linked to climate change?



Source: Proportion of stories that mention climate policies in the context of climate change, compared to the total for each. Searched using Cision; Jan-July 2025



People rally against Bill C-5 on Parliament Hill in Ottawa, on Tuesday, June 17, 2025. (JUSTIN TANG/THE CANADIAN PRESS)

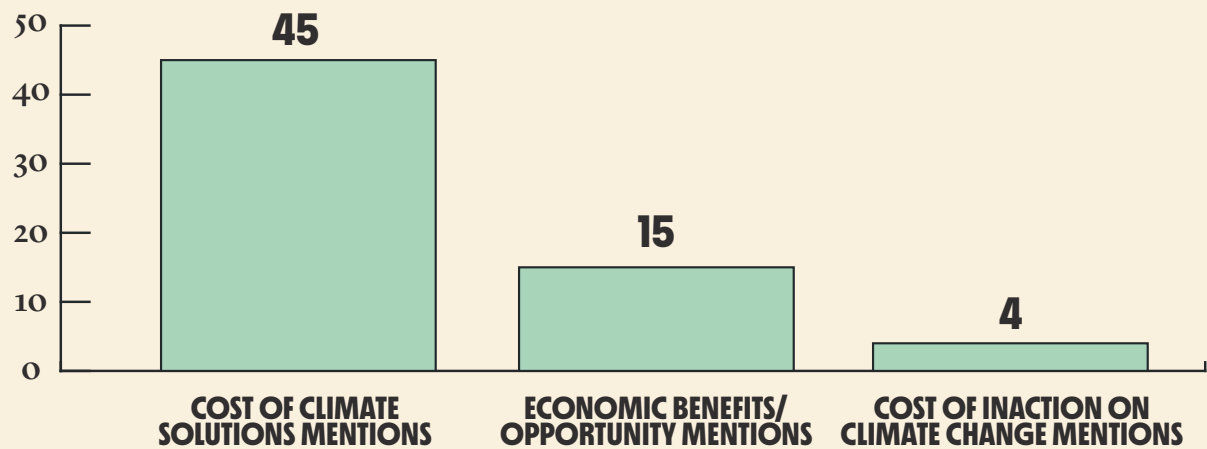
One side of the ledger

Climate policies are frequently portrayed as costly, a particularly resonant concern in the face of U.S. tariffs and the current economic environment.

Over half of news stories reference the cost of current or proposed policies. By contrast, 18 per cent mention benefits or economic opportunities. Context about the relative progress of clean energy measures in other countries is not common. Just five per cent of coverage communicates the cost of inaction on climate change.

The CBC, Globe and Mail and Toronto Star all provided some coverage about the benefits and economic opportunities of climate action. These outlets also sometimes mention the cost of inaction. The analysis found no coverage of opportunities or the cost of inaction in Postmedia’s coverage.

Cost of climate policy



Source: Mentions based on detailed analysis of a random sample of national media coverage in 2025

“The appetite for climate policy appears to be waning as it bumps up against economic urgency.”

—Globe and Mail, Sept. 27, 2025



COVERING SOLUTIONS

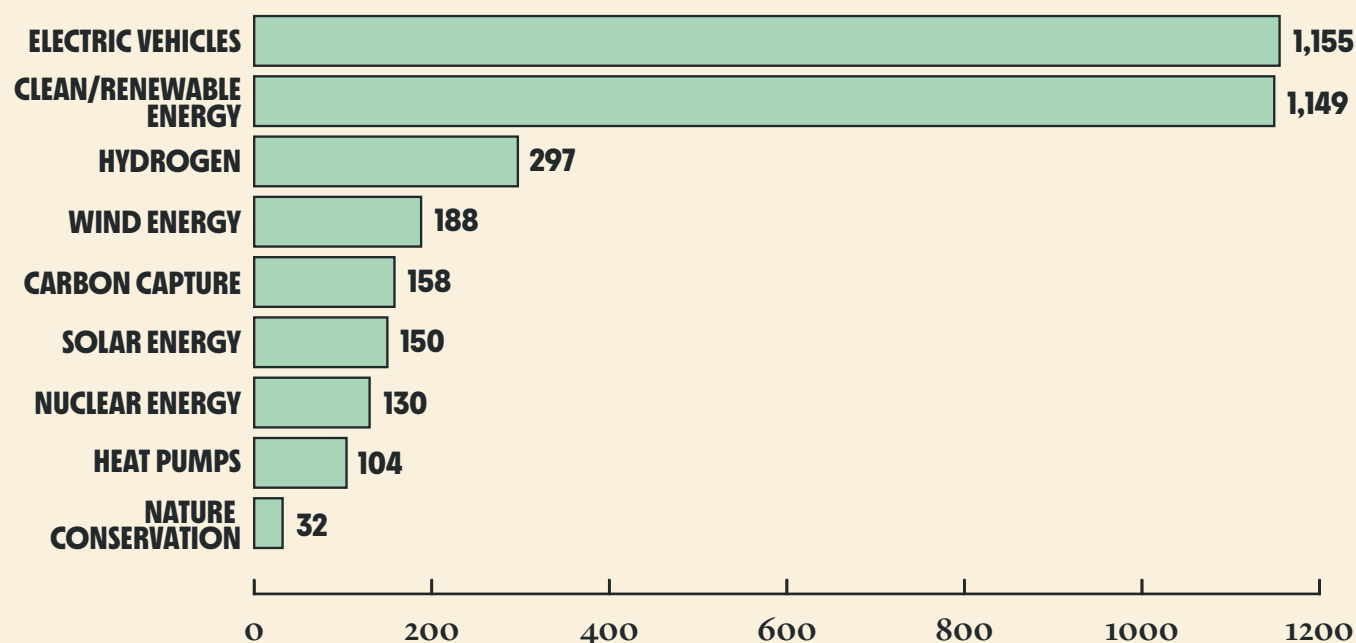
Electric vehicles are the most frequently covered climate solution, receiving over 10 times more coverage than heat pumps. The tone of coverage has shifted, now focusing on the weakening of EV sales and skepticism about targets for electrifying transportation.

Nature protection and nature-based solutions receive very little attention in the national media—a total of 32 stories in the first quarter of the year, compared to over 1,000 for electric vehicles.

Solutions coverage is generally eclipsed by coverage of high-carbon pathways. For example, electric vehicles received 1,155 news stories in Spring 2025, while the pipeline debate received 1,957.

There were 188 stories about wind power, compared to 1,493 for natural gas over the same period. Hypothetical plans for hydrogen got more coverage than the existing forms of renewable energy. Meanwhile, carbon capture received more attention than solar power.

Which solutions get attention?



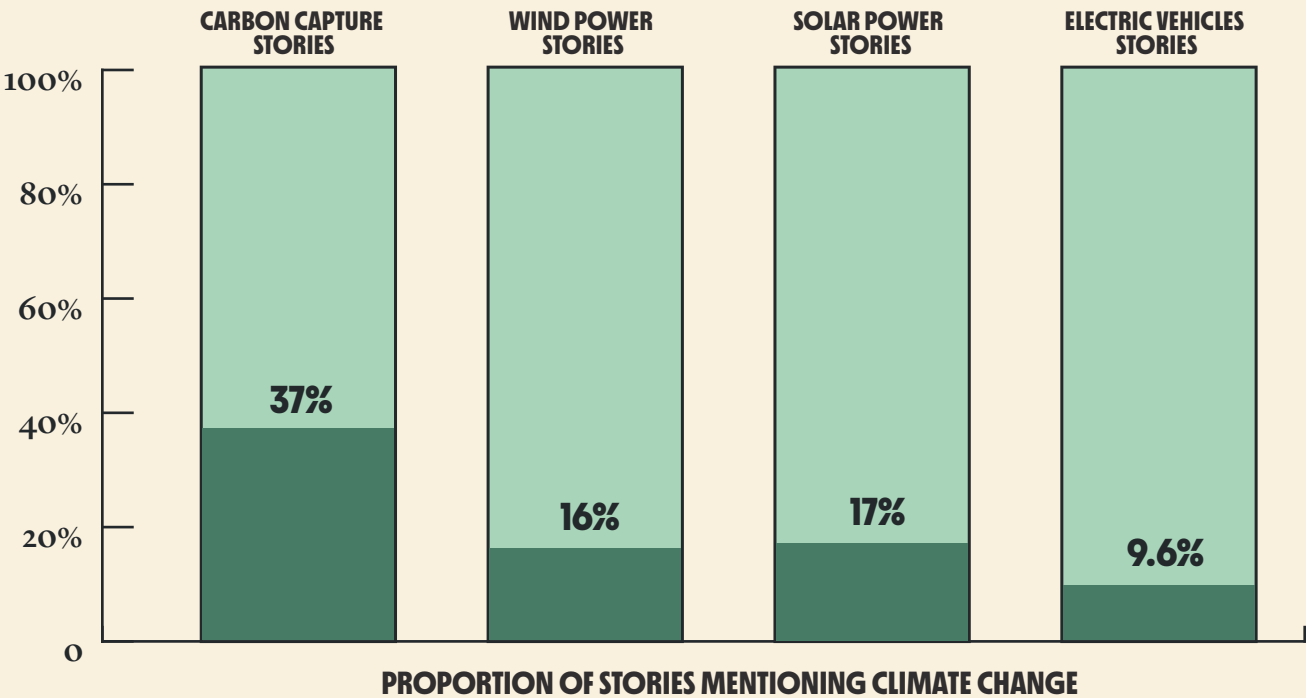
Source: National media mentions of climate change solutions, searched using Cision; Jan-Mar 2025

Climate solutions without climate change

The most dubious climate “solutions” receive the most climate framing. Carbon capture is more than twice as likely to be framed as a climate change solution than either wind or solar power. One result of this imbalance is that the fossil fuel industry’s perspective is far more prominent in coverage than that of clean energy.

The solutions that people can adopt are poorly represented compared to industry-led proposals or projects. Less than 10 per cent of stories about electric vehicles mention climate change, while 37 per cent of stories about carbon capture make a climate link.

Technologies commonly linked to climate change



Source: Proportion of stories that mention technologies in the context of climate change, compared to the total for each. Searched using Cision; Jan-July 2025



RECOMMENDATIONS FOR COMMUNICATORS

Provide the missing context

- A supermajority of Canadians are concerned and want climate action.¹¹
- The world is rapidly accelerating towards cheaper clean electricity.
- Climate impacts and climate change are escalating. Show how Canadian climate policies and pollution compare to other relevant countries.

Support meaningful coverage

- Provide journalists with the comparisons and broader trends needed to produce meaningful stories.
- Support journalists by providing local examples along with data and sources to humanize coverage with personal narratives, practical solutions, and day-to-day relevance.
- Localize coverage by contacting local media, suggesting stories and providing examples of projects making a difference in people's lives and delivering multiple benefits at once.

Articulate the cause

- Climate impacts are driven by the burning of fossil fuels, such as oil, gas, and coal, which thickens the blanket of heat-trapping gases around the Earth.
- Help your audience build a mental model of the problem so they understand real solutions.

Fairness is your frame

- Governments need to invest for future generations and regulate big polluters.
- Show where Canadians need support in making the shift to clean energy.
- Climate action is crucial to protect the safety of Canadians and prepare communities.

Emphasize the true 'costs'

- Shift the focus from "costs" of climate action to "investments" and the benefits for people's lives: local jobs, increased affordability, more efficient homes, health and safety. Check out these examples.¹²
- Highlight who is bearing the impacts of climate change and the cost of inaction in climate storytelling.

Authentic voices for new media

- Partner with content creators and influencers who can reach new audiences.
- Provide training to underrepresented voices and experts aspiring to be communicators and spokespeople.
- Establish creative labs within your organization to convert dense content into human engagement (e.g., shorts, live streams, and explainers)

Recommendations for newsrooms

PROVIDE CONTEXT AND CAUSES

- Include the climate dimension of energy stories.
- Incorporate the state of the international energy transition and climate change into coverage.
- Communicate the causes, context, and solutions around conflict and political debates.
- Focus on accountability reporting over industry coverage. Interview more broadly than elite government and business sources.
- Include health risks, especially for the public and frontline professionals, such as firefighters responding to wildfires.



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 - Advancing Adaptation, 11 Canadian Case Studies: <https://icleicanada.org/project/advancing-adaptation-case-studies/>

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