Deliverable 2.6: Report on communication and awareness-raising activities (Slovakia)

Technical Support Instrument
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Revision and update of the national strategy on adaptation to climate change in Slovakia and Slovakia

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Rotterdam, 10 November 2025

REFORM/2021/OP/0006 Lot 1 - TSIC-RoC-20036

Revision and update of the national strategy on adaptation to climate change in Slovakia

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*Please note that Annexes referred to in the text were provided to the Ministry as a separate package due to the size of the files.

1. Introduction

Public outreach by the Slovak government on climate change adaptation (CCA) is expected to operate under the revised National Adaptation Strategy (NAS) strategic objective (SO) 4: Informed and Empowered Society.[1]

Awareness raising is a fundamental process in public communication. It serves as a foundation for inspiring action and influencing attitudes and behaviours about CCA. According to the EU's Climate ADAPT[1], "public awareness is important to increase enthusiasm and support, stimulate self-mobilisation and action, and to mobilise local knowledge and resources". The EU Adaptation Strategy 2021 [2] considers "the local level to be the bedrock of adaptation, so EU support must help increase local resilience".[3]

Climate change communication by Slovak public entities across the national, regional, and local levels, has been gradually mainstreamed to the broad population since the adoption of the Strategy for Adaptation of the Slovak Republic to the Adverse Impacts of Climate Change in 2014.[4] Other actors in the climate communication space in Slovakia are the media, non-governmental organisations (NGOs), academic and research institutions, private sector enterprises, and natural persons. Typically, the Slovak authorities collaborate with a combination of these actors to implement climate change (environment)-related projects (and thus, communicate) to various stakeholders. Consequently, climate change communication by the Slovak government has tended to occur within the framework of formal, time-bound projects and their linked objectives and events.

According to the EU Adaptation Strategy 2021, climate change communication needs to become more systemic and structured across all levels of government.[5] In light of this high-level recommendation, the relevant guiding question that emerged for this research report was related to the existing system: Are the underlying communication systems and institutional coordination mechanisms of the beneficiary authorities sufficient to support the awareness raising of CCA / NAS in the Slovak Republic?

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[1] To be adopted by the Slovak Government.

[2] Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Forging a climate-resilient Europe - the new EU Strategy on Adaptation to Climate Change, COM/2021/82 final

[3] European Court of Auditors, Special report 15/2024: Climate adaptation in the EU – Action not keeping up with ambition, p.25

[4] Ministry of Environment (2014). Stratégia adaptácie Slovenskej republiky na nepriaznivé dôsledky zmeny klímy. https://climate-laws.org/documents/strategy-of-adaptation-of-the-slovak-republic-to-the-unfavorable-consequences-of-climate-change_55de?id=national-adaptation-strategy-resolution-of-the-slovak-government-no-148-2014_05e4

[5] EU Adaptation Strategy 2021

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2. Approach

2.1. Overview

This report has been drafted as part of the Deliverable 2.6. (D2.6) in the project 'Revision and update of the national strategy on adaptation to climate change in Slovakia'. The aim of the report is to provide an analysis of public communication about climate adaptation in Slovakia, identify shortcomings/gaps, summarise the support provided, and the main lessons learned. An overview of the tasks under D2.6 is presented in the table below.

Deliverable 2.6: Report on communication and awareness-raising activities (Slovakia)	
Aim	• Provide an analysis of public communication about climate adaptation, elaborate proper tools, test them through in-person events and provide the beneficiary with analytically based tools to raise awareness among the public to support the implementation of the draft strategy developed under Deliverable 2.4.
Tasks	• Conduct desk research as well as interviews and consultations with stakeholders to identify and evaluate key audiences, topics, narratives, and messaging. • Identify shortcomings and gaps in public communication and awareness of climate adaptation. • Identify and elaborate proper tools and present them to the steering committee for approval. • Organise, at least, 8 in-person events in different regions to test the previously developed tools. • Draft a report summarising the above analysis, the support provided and the main lessons learned.
Outputs	• Public communication and awareness raising tools • 8 in-person events to test developed tools • Report on communication and awareness raising activities (Slovakia)

2.2. Data collection phase

2.2.1. Literature review

The research phase encompassed literature review of several Slovak and international documents, such as:

- Raising awareness of climate change: A handbook for government focal points, UNEP 2006
- Special report 15/2024: Climate adaptation in the EU
- Communication Strategy of Zilina, 2023
- Communication Strategy of Banska Bystrica
- Draft update of the Communication Strategy of the Local Authority of the Bratislava-Petržalka Municipal District for the years 2022-2026
- Communication strategy of the city of Topolcany (Nitra)
- Climate Change Adaptation Action Plan of the Capital City of the Slovak Republic Bratislava 2017 – 2020
- Tackling local needs: the development of an adaptation strategy using a citizen survey Kispest - Budapest District XIX, Hungary, 2020
- MIP4ADAPT Stakeholder and Citizen Engagement in Climate Adaptation: A DIY Manual (2024)

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- REACHOUT (2024). How to build a climate story – A practical guide. EU Horizon research and innovation program, grant agreement no. 101036599. DOI 10.5281/ zenodo.14228928
- Varazzani et al. 'Spotting the sludge: Behavioural audits to improve public services across countries', October 2023
- Howell, E. L., Behrman, S. L., Kirschner, E., & Goodwin, S. S. (2024). Storytelling in Science Film: Narrative Engagement Relates to Greater Knowledge, Interest, and Identification with Science. *Science Communication*, *47*(2), 211-249. (Original work published 2025)
- Reuters Institute Digital News Report 2025, Slovakia, A. Chlebcová Hečková and S Smith
- Negrete, A., & Lartigue, C. (2010). The science of telling stories evaluating science communication via narratives RIRC method. Journal Media and Communication Studies, 2(4), 98–110
- König, L. M., Altenmueller, M. S., Fick, J., Crusius, J., Genschow, O., & Sauerland, M. (2025). How to Communicate Science to the Public? Recommendations for Effective Written Communication Derived from a Systematic Review. Zeitschrift für Psychologie, 233(1), 40-51.
- International Panel on the Information Environment [E. Elbeyi, K. Bruhn Jensen, M. Aronczyk, J. Asuka, G. Ceylan, J. Cook, G. Erdelyi, H. Ford, C. Milani, E. Mustafaraj, F. Ogenga, S. Yadin, P. N. Howard, S. Valenzuela (eds.)], "Information Integrity about Climate Science: A Systematic Review," Zurich, Switzerland: IPIE, 2025. Synthesis Report, SR2025.1, doi: 10.61452/BTZP3426.

2.2.2. Survey

The Consultant designed a survey to gather information from across Slovak government entities at all levels about their communication facilities, actions, and capacities.

The survey was sent to 414 addressees. Its duration was from 4 – 17 April 2025 (10 working days / 14 calendar days). A total of 50 respondents completed the survey (percentage response rate: 12%). The main findings are presented in the graphs and charts below.

Based on the total number of respondents, the most represented regions were Zilina, Banska Bystrica, and Bratislava, while the least represented were Nitra and Trnava.

Table 1: Survey respondents per region

Region	Number of respondents
Nitra	3
Trnava	3
Trencin	5
Kosice	5
Presov	7
Zilina	8
Banska Bystrica	8
Bratislava	10

Source: Consultant's survey

The majority of respondents were civil servants who work in the Departments of Environment / Construction / Spatial Planning, and Department of Communications / Public Relations. For the purposes of the research, the latter were the primary intended targets of the survey.

Figure 1: Survey respondents by department represented

Respondents by department

Department	Value
Environment / Construction / Spatial Planning	19
Communications / Public Relations	13
Internal Affairs	8
Climate science	4
Research and Development	2
Economics / Finance / Budget	1
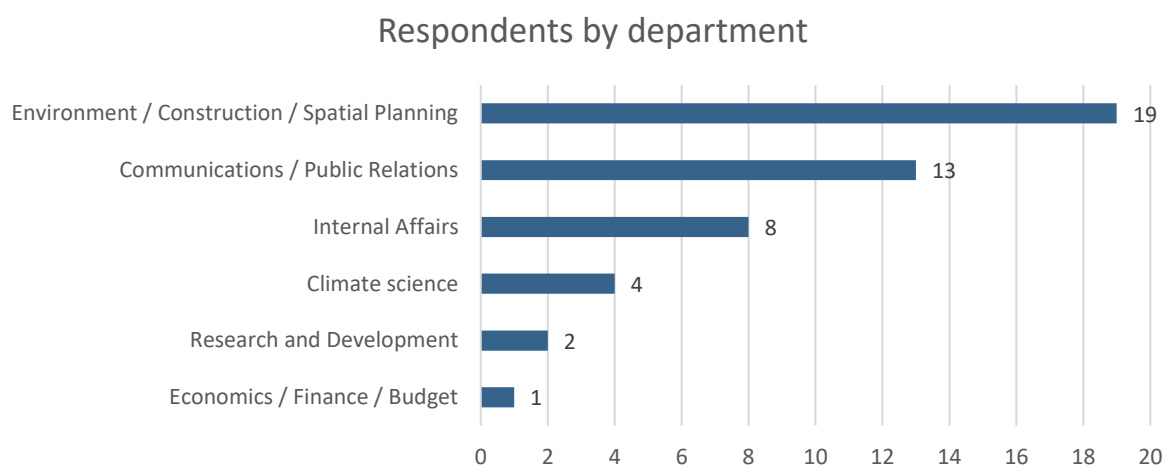
Of the 13 respondents who were from the Department of Communication / PR (and thus communicators by profession), the most represented region was Kosice. All eight regions of Slovakia were represented by at least one communicator.

Figure 2: Regional representation of respondents from the Department of Communication / PR

No. of respondents who are Communicators per region

Region	Value
Banská Bystrica	2
Bratislava	1
Košice	3
Nitra	1
Prešov	1
Trenčín	2
Trnava	1
Žilina	2
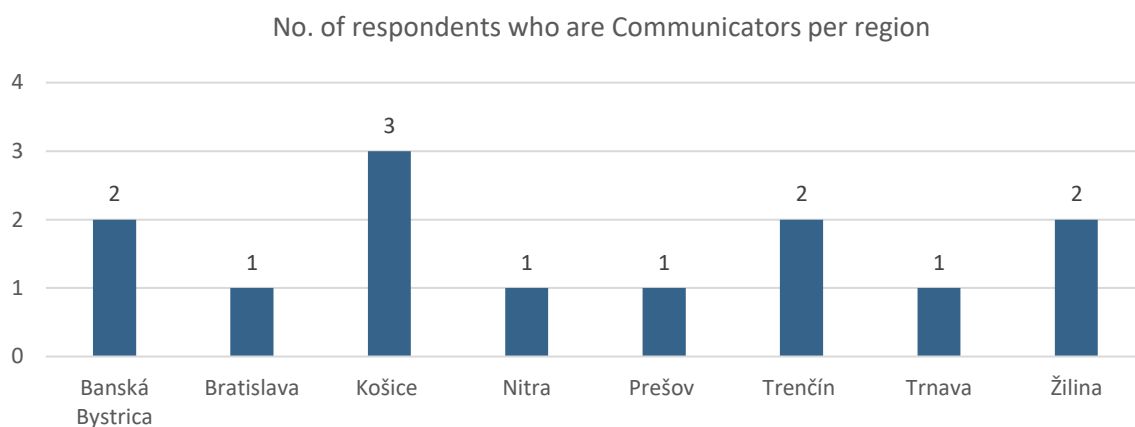
According to an overwhelming majority of respondents (34 out of 50), their organisation does not have an official communication or public relations (PR) strategy.

Figure 3: Awareness of existing official communication / public relations strategy

Does your organisation have an approved public relations strategy?
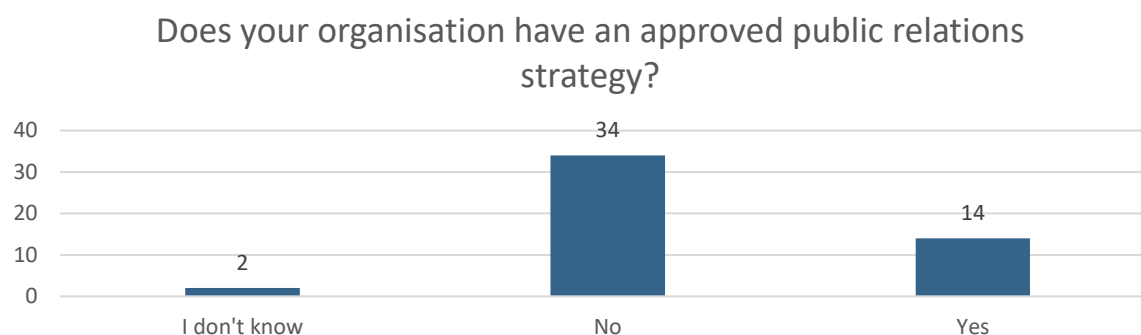
According to the opinion of all respondents, a moderate majority (58%, i.e. 29 out of 50) of them consider their current CCA communications to be effective, as opposed to 42% (21 out of 50) who think it is ineffective.

Figure 4: Total respondents' opinion on effectiveness of their CCA communications

For respondents who work in the communications department, their opinion of the effectiveness of their CCA communications is overwhelmingly positive (10 out of 13), while only three consider it to be ineffective. However, the Consultant found that there was no formal performance data that measured, against a standard baseline, the actual (extent of) effectiveness or ineffectiveness of their communication actions, especially for climate communication. Further, there is no uniform empirical monitoring and evaluation (M&E) syst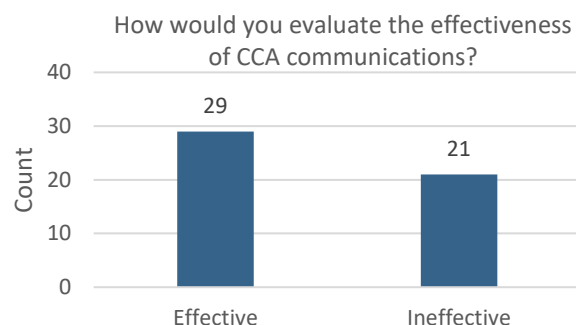em, with institutionalised, standardised metrics and indicators for communication activities (and particularly lacking for climate-related communication) for these public bodies. Based on the responses given by Communicators' cohort (who are in the best position of knowing about these), the metrics they mentioned were limited and varied, while the only seemingly common metrics that seemed to be monitored by most of these Communicators were Reach, Traffic, Interactions, and Feedback (Suggestions and Requests received from the public were considered by the Consultant as classifiable under Feedback). Only one Communicator respondent from Banska Bystrica stated "Number of communication activities *focused on climate change*" (emphasis is Consultant's) as a metric. The same respondent highlighted that "We have an internal communication strategy, a communications team and a professional structure within the office dedicated to climate change."

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This seems to support the reasoning that having delegated climate change communication resources is an enabler of targeted monitoring of the effectiveness of public communications about climate change. A variety of other metrics listed by different communicators were Readership (of articles, newsletters), Number of followers, Public participation in activities, and Number of people registered in the application (i.e., the local government services applications also referred to as public consultation platform / citizen feedback recording system / announcement whiteboards such as Podnet pre Mesto, Message for the Mayor, Odkazprestarostu, tvormespolu, Munipolis, ROZaNA. Many Slovak cities, towns, and municipalities have such platforms, and a few even have a combination of these.

Figure 5: Communicators' opinion on effectiveness of their CCA communications

Effectiveness rating of CCA comms according to Communicators
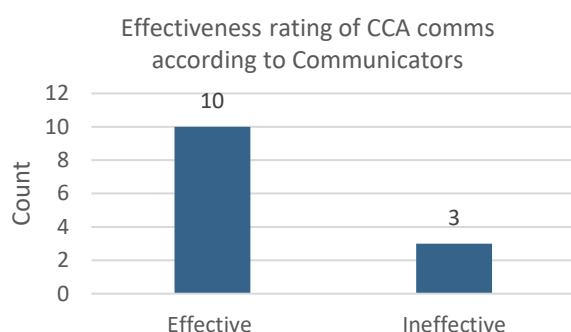
2.2.3. Interviews

Interviews were conducted in written format with the SAZP and Life Populair. Ten questions (semi-open ended) were posed and detailed responses written. An attempt was made to elicit written interview responses from an entity (ZPVVO[6]) to cover the NGO and private sector, but to no avail. See the Annexes for the two detailed interview responses.

Major findings from the interviews

The most striking finding was that both respondents evaluate the success of their initiatives based on the number and composition of participants involved. There was no reference to a consistent and empirical data that measured performance based on the level of awareness or adaptive capacity of the targeted audiences. In terms of audience, the most interested and engaged audiences for both respondents' activities were children, pupils, students, teachers, as their initiatives are heavily education-oriented. Both respondents employed expert sources / citations and causal links in their content. The communication elements and strategies found to be the most valuable and persuasive were practical demonstrations, storytelling, language style and tone, whereas statistics and warnings (also, laws, orders, regulations, sanctions) were identified as being more complex elements not readily comprehended by the general public. Storytelling narratives was also deemed to be difficult because of the creative skills it requires. Both respondents highlighted that their selection of topics

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[6] ZPVVO / ARDIO is a nationwide, award-winning organisation holding many cross-national accolades. It was deemed by the Consultant to be a very suitable choice for further interview because it represents a wide range of business entities and therefore has critical insights into the private sector (including the entrepreneurs', employers' and employees' perspectives) while it is itself an NGO and non-profit entity. Also, ZPVVO is from the cutting-edge sector of industrial research and development and innovation, and thus a highly relevant stakeholder in climate change and adaptation. Moreover, the Secretary-General had stated, in his response to the Consultant's initial survey, that he considered the organisation's current communication activities on climate change adaptation to be rather ineffective – an issue the Consultant sought to further explore via the interview.

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to disseminate in their campaigns are heavily influenced by the needs and interests of the intended target groups. They consider this to be a safe approach that ensures public engagement.

SAZP has implemented a wide range of communication activities and information on climate change aimed at various target groups at the local, regional, and national levels. These have been mainly under the auspices of projects funded by external donors and national budget operational programme. SAZP has implemented most of these activities in collaboration with experts. For Life Populair, their most successful climate-related educational and communication activities, have been the professional conferences Effective Air Quality Management (2021), Cleaner Air in Our Cities and Municipalities – How to Do It? (2023), and Let's Breathe Cleaner Air – Effective Solutions for Cities and Municipalities (2025). The average participant attendance was stated as 150.

Likewise, a key objective of SAZP's climate-related communication actions has been to educate, train, catalyse individual climate action to inspire behavioural change, and to provide methodological guidance and practical examples to further climate change adaptation policy development, governance, and implementation. For example, through the KlimaTyzuj campaign, the Application of the Methodological Guideline for the development of an adaptation strategy to the adverse consequences of climate change at the local level for the city of Púchov, the municipality of Dubová and the city of Lučenec[7]. The recently established klima-adapt platform acting as a CCA information hub including a newsletter, has more than 6000 visits per month. Moreover, the developed Green Infrastructure in the Process of Adaptation to Climate Change contains about 35 catalogues and manuals, about 46 examples of adaptation strategies and many other publications on adaptation to climate change. As a general overview of its activities, SAZP did not consider any target groups to be particularly unreceptive or uninterested, and emphasised consistent noticeable interest of all target groups because the activities implemented were addressing their requirements. However, SAZP did highlight that the elderly aged 60+ as a recently observed decline in that age group's involvement. It reasons that it is due to their lack of technical skills or preoccupation with health issues or disinterest in overload of climate information.

When asked if they measured the level of awareness of climate change policy and action among various target audiences, SAZP stated that it did but referenced an (old) nationwide survey in 2020 that was conducted as part of a national project. It stated that awareness was also gauged informally during onsite interactions.

The online social media evidence of strong public engagement with SAZP's climate actions is less considerable however. SAZP admitted that it does not publish news or information about all its activities on Facebook; this seems to be a shortcoming and an untapped resource in awareness raising given the popularity of the social media platform in Slovakia. SAZP has 2.7K Facebook followers as of November 2025.

The following data (for the last 12 months) were provided as analytical evidence to the Consultant's metrics.

	Metric	Measure (data from the past 12 months)
1.	Number of visits to official webpage on Climate from external (not government staff) traffic source	www.enviroportal (1,698,581 visits per year, 268,180 visits per month) its subpage dedicated to climate change: https://www.enviroportal.sk/zmena-klimy (number of visits 781, this subpage was created relatively recently and its content is currently being updated).
2.	Number of downloads of climate/environment related documents from your website	www.enviroportal (513 downloads)

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[7] This is an ongoing work for Lučenec.

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	Metric	Measure (data from the past 12 months)
3.	Number of reactions to the most popular Facebook post on the topic of climate change / environment	The most popular post with a topic related to climate change had an impact on 346 users/followers. Not all activities are published on Facebook.
4.	Number of comments on the most popular Facebook post on the topic of climate change / environment	No comments have been posted on the post.
5.	Number of shares on the most popular Facebook post on the topic of climate change / environment	3 shares
6.	Number of participants at the most popular climate change / environment-related event which SAZP organised or was co-organiser.	International conference RISK MANAGEMENT, CLIMATE CHANGE AND WATERCOURSES (2023, 253 participants, the report on this conference was watched by 120,000 people on TV).
7.	Most popular communication elements used by SAZP in its campaigns. (For example: audio, soundbites, jingle, videos, photos, images, colour scheme, topic, message style, story, etc. These elements can be categorised into five main aspects: visual, audio, message, event activities, call to action)	In its campaigns, the SEA uses a combination of communication elements depending on the topic it communicates and the target group. These are mostly photos, videos, spots, various illustrative images, graphs, diagrams, specific messages, as well as calls to action.
8.	Degree of relevance of climate/environment related content communicated by SAZP as evidenced by audiences' feedback	Feedback on topics related to climate change or the environment is positive from followers on social networks, as evidenced by either comments, "Likes", or resharing of the posts on other sites or profiles
9.	Degree of accessibility of climate/environment related content communicated by SAZP as evidenced by audiences' feedback	All information on individual components of the environment is publicly available on the websites administered by the Slovak Environment Agency.
10.	Nature of impacts of communication strategies (speech/text-based) on the intended aims of SAZP. i.e. positive or negative effect on their attitude, intention, trust, perceived quality of the information, risk perceptions, behaviour, understanding, knowledge, of the issue/information communicated. This contributes to measuring the effect of storytelling narratives, facts lists/statistics, expert sources, citations, methods, causal links, consensus messaging, conflicts, caveats, limitations, weight of evidence, lexical hedges, tone, structure, vocabulary. (In addition, such data and awareness could potentially contribute to the ongoing broader public -scientific- communication paradigm in the as-yet under-researched area of the impacts of communication strategies on science communication aims). Ultimately, such feedback would enable the Slovak public bodies to continuously refine and align their communication strategies to their desired aims.	SAZP uses an internal and external communication strategy for communication. In the case of an external communication strategy, this is mainly the publication of press releases, articles and newsletters on websites and the publication of posts on social networks. Information published in this way raises awareness of the institution, its activities and outputs, strengthens trust and sympathy towards the institution, and builds its image and reputation.

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2.2.4. Piloting of the Toolkit

Of the initial survey respondents, five volunteered to be part of the pilot group to give their feedback on the proposed draft Toolkit.

Region	Bratislava	Nitra	Presov	Banska Bystrica	Zilina
Department	Research and Development at VUVH (Water Research Institute)	Department of Environment	Regional Development Manager	Ministry of Internal Affairs / Municipal Office	Communication & Public Relations, Mayor's Office

Major findings

Factsheets on CRVA and CCA

Most respondents stated that they did not have a Factsheet dedicated to the theme of CCA. Although they consider it to be a difficult task, they would be willing to prepare and update such factsheets but admitted that they would require at least two months to do so, as well as additional resources (financial and human).

User-friendly website with a dedicated climate section

All except one agreed that their official website can be better structured so as to enable greater accessibility to information on climate change. They estimated a few months as the realistic timeframe for undertaking such a re-structuring. They all have a website system audit protocol in place for their institution, which tends to be carried out between once annually / biannually.

Audience / stakeholders

Stakeholders affected by CCA are essentially the target audience groups of CCA communications. When asked if they can review and update the list of specific stakeholders affected by CCA in their district, three out of five said yes but, interestingly, the duration given ranged from one month to a year. Those who said no reasoned that having an updated list of affected stakeholders was not a priority and the potential lack of willingness of stakeholders to cooperate.

Messaging

When asked if they agree with the suggested narratives and approach to message framing, while all agreed to storytelling and crafting of messages as useful, one respondent partially agreed but was doubtful about the public's ability to process and understand the topic of CCA in the case where "metaphor" is used as an example of a narrative style. It should be noted that a storytelling example briefly outlined in the Toolkit combines some elements of the genres of fiction, fable, allegory, animation, satire, comedy.

Topics and formats

The Toolkit contains ten suggested topics and proposed formats. The respondents were asked to comment on their feasibility. They had no objections to the suggested topics and formats especially at the national level, but rather were concerned that there is a lack of financial and personnel capacity and influence at the local government level to implement all of them, and especially in major formats such as radio and TV spots.

Artificial Intelligence

Most respondents have not used Artificial Intelligence (AI) in their communications work. The minority who do, use it for a general mundane tasks like writing emails and quick researching of topics. One respondent was

even averse to using AI because it would remove the 'personal dimension' to communication. There seems to be a missed opportunity in leveraging AI so that it fills the resource gap – i.e., the local level capacity shortages – commonly lamented by the respondents. There is a wide range of communication support tasks that can be 'outsourced' to several (generative) AI tools such as content creation, image/video/text/audio generation, communication calendar scheduling, media channels' suggestions, tailoring of messages for various target audiences, etc. They can save time, effort, and money, provided risks such as false/unethical/illegal information and data privacy breaches are monitored and avoided.

Fact-checking and proactive responding

Fact-checking tools exist to serve as a means to verifying information, and subsequently proactively clarifying / debunking any dis-/mis-information, especially in a controversial topic such as climate change. It was surprising, however, to find that none of the respondents use fact-checking tools in their communication activities.

Climate communication best practices

All respondents (except one) admitted to be lacking a list of climate communication-related lessons and best practices at their regional level. Only one respondent stated that they "gather experience and try to apply it in practice". They all consider that, having a systematised form of knowledge sharing such as through a climate communication community of practice, would be useful and valuable, and most are willing to participate.

Monitoring and evaluation

On the question of capacity to monitor and evaluate climate communications data, only one respondent gave an outright positive answer. Two other respondents claimed that that they only partly do so. Further, when asked if they have been reporting communications data to other departments in their institution, and if the data has been considered by senior levels in decision making on climate policy / action, only one respondent gave a positive answer citing dissemination to the "city council" of public feedback on the city's climate mitigation and adaptation plan. Although this seems like an example of facilitating the feedback loop in climate communication, it does not fully illustrate a monitoring and measurement mechanism per se. Also, it does not clearly indicate the existence of an institutionalised monitoring, evaluation, and learning (MEL) process that would systemically and empirically demonstrate the impact of the public communication efforts of these government institutions. In terms of support needed to undertake MEL, most respondents specified financial, technical, and personnel support. The only detailed response in this regard is worth quoting here below as it provides useful ideas:

> "Simple tool or template for data collection, Access to analytical software or service – either centrally provided (e.g. through the Ministry of the Environment or a higher territorial unit), or as part of inter-municipal cooperation, where both costs and outputs would be shared. Staff capacity or external support, as there is no dedicated communication specialist in smaller municipalities. Support for students/interns who would be trained for this task and help with the evaluation would also help." – (Presov respondent)

Resources and references covering CCA

The pilot group's responses revealed that despite the existence of numerous national and international resources/platforms/databases on climate change (and adaptation), including the dedicated online hub klima-adapt.sk, their vastly underutilized. This weakness is not predominantly seen at the local government level. Even the respondent, from the Slovak Water Research Institute (VUVH), which is a central/national level body who stated that they use the resources, only cited two of them (Enviroportal and EWOBOX). Making greater

use of these resources is crucial to help communicators gain insights into CCA and serve as references for CCA content.

3. Analysis phase

3.1. Climate communications in Slovakia

In the Trust Survey, an average of 11% of respondents identified misinformation (incidental dissemination of false information, which may also be done explicitly so as to generate confusion)[8] and disinformation (intentional spread of false information with malicious intent) as one of the main three issues facing their country; however, in the Slovak Republic, the share exceeded 20%.[9] To enhance trust and confidence in governmental communication, it is crucial to clearly explain (with empirical evidence) to a broad range of stakeholders, that the government is taking concrete climate action. This approach is in line with the OECD's recommendation that public institutions need to enhance public communication strategies, ensuring they clearly explain how policy reforms affect the public to build confidence and trust. In Slovakia, there have been multiple climate-related communication actions undertaken by public sector entities, and non-state entities, many of which were funded by the EU, Norway grants, or the state budget, and aimed at a wide range of target groups. These are highlighted in the next subchapter.

3.2. Current and previous climate change / environment-focused initiatives in Slovakia with public outreach components

3.2.1. Governmental programmes

In the past ten years, there have been a variety of initiatives in Slovakia aimed at awareness raising of different target groups to foster better understanding and engagement on environmental / climate issues. These are officially referred to as Environmental education, training and awareness-raising (EVVO), and mainly classified into formal activities (formalised education and training integrated into schools' curricula)[10] and non-formal / informal activities (for the professional and lay public).[11] All these projects and programmes involved public outreach activities.

Programmes (selection)

- SK-Climate Programme
- Environmental Fund
- Green Education Fund
- Village Recovery Programme
- Nature Conservation Programme

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[8] Misinformation also encompasses misrepresentations of facts, consensus, making misleading claims, and even discrediting and delegitimizing climate science. For further insights into the various dimensions of misinformation and disinformation, see International Panel on the Information Environment [E. Elbeyi, K. Bruhn Jensen, M. Aronczyk, J. Asuka, G. Ceylan, J. Cook, G. Erdelyi, H. Ford, C. Milani, E. Mustafaraj, F. Ogenga, S. Yadin, P. N. Howard, S. Valenzuela (eds.)], "Information Integrity about Climate Science: A Systematic Review," Zurich, Switzerland: IPIE, 2025. Synthesis Report, SR2025.1, doi: 10.61452/BTZP3426

[9] OECD (2024), OECD Survey on Drivers of Trust in Public Institutions – 2024 Results: Building Trust in a Complex Policy Environment, OECD Publishing, Paris, https://doi.org/10.1787/9a20554b-en. P. 119.

[10] "Environmental education was incorporated into the official educational system in Slovakia since 1996, when the cross-curricular curriculum for environmental education came into effect": Departmental Concept document 2015, SAZP-MOE.

[11] Departmental concept of environmental education, training and awareness by 2025, SAZP-MOE, 2015 (Rezortná koncepcia environmentálnej výchovy, vzdelávania a osvety do roku 2025)

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- Raising Awareness on Climate Change Mitigation and Adaptation in Schools

Table 3-1 Long list of specific climate and environmental communication actions[12]

Initiative	Objective	Format	Target audience
National project 3 "IMPROVING AWARENESS AND PROVIDING ADVICE IN THE FIELD OF IMPROVING THE QUALITY OF THE ENVIRONMENT IN SLOVAKIA (financed by OPKŽP, 2016 - 2023).	Sharing knowledge about the impacts of climate change and the environment at the local and regional level.	Examples of activities: International conference RISK MANAGEMENT, CLIMATE CHANGE AND WATERCOURSES in 2023 (with 253 participants).	Lay and professional public
		Climate Change 2019 – Challenges and Solutions (2019, more than 180 participants, international conference, participation of EU representatives – personal participation of the Director of the Directorate-General for Climate of the European Commission, Head of the Adaptation Unit of the Directorate-General for Climate, Head of the EEA Group on Climate Change Impacts, Vulnerability and Adaptation, representative of the EU Joint Research Centre).	Lay and professional public
EWOBOX	Environmental education Climate change education	Online hub	General public, kindergarten pupils to university students, NGOs, the professional public, and educators
klimaTYzuj campaign on EWOBOX	Every day activities towards climate action based on 10 different themes for the school term 2024/2025. Actions included ways to capture rainwater, how to iron without an iron, and how to save energy by turning off the stand-by mode.	After completing a specific challenge, participants will be entered into a monthly draw for valuable prizes, with a final draw after the campaign ends (July 2025). Part of the campaign was also a section dedicated to teachers – Teacher in Action.	General public (but mostly pupils and teachers) (2023/2024, 2024/2025, 14046 participants) A total of 666 completed forms were sent in for the campaign and 4,700 participants participated.

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[12] These are only a selection of initiatives to reflect the varied range of activity types implemented, and should not be regarded as an exhaustive list.

Trinomics

Initiative	Objective	Format	Target audience
Enviroprojekt	Serves to promote and support practical environmental education in primary and secondary schools.	Onsite activity. Pupils in different parts of Slovakia build nature trails, clean sections of watercourses or carry out activities related to renewable energy sources and waste disposal.	Primary and secondary schools
Eco-Schools	An international environmental programme organised by Spiral - a nationwide network of organisations dedicated to environmental education and learning.	Principles of environmental education and learning throughout the curriculum and the actions of students, pupils and teachers.	Students, pupils and teachers.
Ekostopa (Eco-Footprint)	For students to correctly identify how our daily activities affect the environment.	"Ecometer" is an interactive model of Earth, which is used to calculate the ecological footprint we leave behind.	Students
Učenie hrou (Learning through Play) Program	It aims to raise environmental awareness in the field of environmental protection	Interactive games and experiential learning	Kindergartens, Primary and secondary school pupils.
Enersol Project Jointly run by - the Czech Republic, Slovakia, Germany, Slovenia, Poland and Austria	International exchange of teaching experiences and the introduction of technical, ecological and environmental ideas and texts to secondary schools.	workshops	Students and teachers
Žiť energiou v školách (Living Energy in Schools)	Educational programme provides educational materials, interactive games and recommendations on how to save energy in schools	Educational programme	Schools
Lesná pedagogika (Forest Pedagogy) (National Forest Centre)	an environmental education that expands knowledge about the environment, life in the forest, its protection and sustainable development	Games and experiences	Schools and general public
Separujem, separuješ, separujeme (I Separate, You Separate, We Separate)	Promoting the lowest possible waste production through waste sorting that motivates and engages pupils	Practical environmental education	Primary school pupils
Tajomstvo hmyzu[13] (The Mystery of Insects)	Pupils investigate what would happen if there were no insects in the world. They	Interactive, building an insect 'hotel'	School pupils

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[13] https://www.sazp.sk/zivotne-prostredie/environmentalna-vychova-a-vzdelavanie/regionalne-programy#

Trinomics

Initiative	Objective	Format	Target audience
	will learn interesting facts about this miniature but diverse world		(in the BBSK region)
Preč s odpadom[14] (Waste Away)	The aim of the programme is to raise awareness of what waste is, where it is produced and where it goes from rubbish bins.	Class trainings Games and Activities Manuals Videos Images	Teachers and pupils (in the BBSK region)
Príbeh plastu[15] (The Story of Plastic)	Takes pupils through the life of a plastic bottle, from its creation to its end in a landfill or in the sea.	Class trainings Games and Activities Manuals Videos Images	Teachers and pupils (in the BBSK region)
Pod dekou[16] (Under the Blanket)	a programme aimed at showing how the planet feels under the layers of greenhouse gases, how we contribute to climate change, how to change it or how to adapt to it.	Class trainings Games and Activities Manuals Videos Images	Teachers, pupils, students (in the BBSK region)
Múdra príroda (Wise Nature)	To encourage and award quality creative works about nature / environment.	a literary competition with three categories: poetry, description and prose.	Primary school pupils
EnvirOtázniky	To awaken an interest in science and environmental issues in primary school pupils.	a national knowledge competition for pupils	Primary school pupils of 2nd level
Zelený svet[17] (Green World)	To strengthen children's relationship with nature and the environment through various artistic, literary and digital techniques.	international children's art competition.	School children
Hodina s ekostopou (An Hour with Eco-Footprint)	A competition for the best educational activity on the topic of ecological footprint.	a national competition with an environmental theme.	For kindergarten, primary and secondary school teachers
Hypericum	Competition to foster interest in nature	a natural science competition	Primary school pupils of 2nd level
ProEnviro	To promote and support projects towards sustainable development and to support environmental activities in schools.	a competition for the best environmental project organised by a school.	Schools

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[14] https://www.sazp.sk/zivotne-prostredie/environmentalna-vychova-a-vzdelavanie/regionalne-programy#

[15] https://www.sazp.sk/zivotne-prostredie/environmentalna-vychova-a-vzdelavanie/regionalne-programy#

[16] https://www.sazp.sk/zivotne-prostredie/environmentalna-vychova-a-vzdelavanie/regionalne-programy#

[17] https://www.sazp.sk/zivotne-prostredie/environmentalna-vychova-a-vzdelavanie/sutaze/zeleny-svet

Trinomics

Initiative	Objective	Format	Target audience
Úsmev pre strom (Smile for a Tree)	A competition aimed at schools to make art about trees, plant trees, and collect paper.	a national competition with three categories: Collect and recycle, Plant a tree and Create your own eco-project.	Primary and secondary school pupils
The national ETM (European Mobility Week) prize	Awarded to the local government that has done the most to raise awareness of sustainable mobility during European Mobility Week.	Prize/Award	Local governments
Enviróza	To gather and disseminate information about environmental burdens in Slovakia.	a school competition for pupils of the 2nd level of primary schools and of secondary schools. It takes place as a game outdoors. Players search for and identify environmental burdens and publish their results on the internet.	2nd level of primary schools and of secondary schools.
Invázne druhy rastlín (Invasive Plant Species)	To establish observation and research groups that focus on mapping areas of invasive plants and animals in the environment.	a school competition organised as part of the school programme "Na túre s NATUROU (Hiking with NATURA)"	Schools
Envirospektrum	To teach children to connect with nature through photography	Photography competition	Children
Global Action Programme - Jane Goodall's Roots & Shoots	Aims to cultivate respect and compassion for all living creatures, to promote and foster understanding between cultures and faiths, and to encourage individuals to take action to make the world a better place for people, animals and the environment.	An educational programme	General public
GLOBE programme	An international education programme in which pupils explore nature and actively improve the environment around their school. A specific feature of the GLOBE programme is the creation of an alternative community that goes beyond the borders of Slovakia, which significantly supports and develops learning.	access to a global database of measured data on the Earth's environment, managed by NASA, as well as the opportunity to participate in current global campaigns, competitions, international projects, research expeditions, meetings, etc.	Pupils and teachers internationally
Junior Festival is a unique part of the EKOTOPFILM festival	It brings real environmental education to selected cities in Slovakia. Children learn to sort waste, conserve forests,	international film festival on sustainable development	Primary and secondary school children

Trinomics

Initiative	Objective	Format	Target audience
	save energy and protect the environment.		
Enviro-i-fórum	To create, share and access environmental data.	Annual conference in the field of environmental science	Experts
Green Infrastructure Conference	To provide cost-effective alternatives to traditional "grey" infrastructure and offers additional benefits for the population and biodiversity.	A scientific symposium focusing on healthy ecosystem networks	Professional public
Environmental Protection Technology	Development of techniques and technologies in various environmental sectors	Conference focusing on the development of techniques and technologies in various environmental sectors	Professional public
Air Protection	Dealing with current air protection techniques, options for reducing air emissions, problems and experience with the measurement of tradable emission allowances.	an international conference held annually since 1985	General public
National Emission Allowance Register SR	A conference focused on co2 emissions	a conference that has been organised since 2005	participants in the emission allowance trading scheme, operators and verifiers of CO2 emission reports, experts and state administrators.
The conference for young scientists and experts		organised annually at the headquarters of the SHMÚ in the field of meteorology, climatology, hydrology and water management. The conference is combined with a competition for the best three projects.	young scientists and experts up to 35 years of age from the Czech Republic and Slovakia
Environment - Conditions and Options for Solutions	aimed at presenting and solving problems in the field of environment and waste management	a conference	General public
Bioclimate conference. Run by the Slovak Bioclimate Society of the Slovak Academy of Sciences and the Czech Bioclimate Society of the Czech Academy of Sciences.	This conference addresses the scientific aspects of climate (including climate change) in relation to the natural environment and socio-economic sectors.	an international conference organised annually since 1960	Professional public
Living lab	Center for Climate Change and Environmental Education (Living Lab) in Dropie (since 2021, funded	educational programs focused on adaptation and mitigation measures	General public

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Initiative	Objective	Format	Target audience
	by EEA and Norway grants, practical demonstrations, experiential activities, annual attendance of about 3000 visitors		

Other recent climate change related activities with their links are listed below:

Initiative	Stakeholders	Type of initiative	Description
Climate unites us	schools, local governments	project	Since 2018, the Živica organization, with the support of DM drogerie markt, has been implementing the program "Climate connects us", the aim of which is to popularize the topic of climate change by creating real climate measures in local conditions. It focuses mainly on the implementation of simpler adaptation measures, of which more than 30 have been created throughout Slovakia within the framework of this program. At the same time, the project managed to collect several problems, examples and solutions that had to be overcome when implementing each measure, for example in connection with legislative regulations.
Climate change adaptation and	local governments	workshop	Objectives: - Presentation of the

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territorial self-government		25	Slovak and European legislative framework in the field of climate change; - Measures aimed at mitigating the consequences of the creation of urban heat islands; - Greenery as one of the tools for protection against the impact of climate change in cities and municipalities; - Green roofs and green facades as thermoregulatory and water retention measures; - Light reflectance of building facades in the context of their energy efficiency; - Definition of climate resilience and how we can measure it at the level of cities/municipalities and buildings, what options we have to increase climate resilience and reduce greenhouse gas emissions; - Understanding green infrastructure in a broader context, types and functions of green and blue infrastructure in cities; - Pointing out examples of good practice of municipalities within

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			26	the framework of adaptation measures related to climate change in settlements, implemented in cities and municipalities.
Climate change adaptation plans and tools to support them	local governments	workshop	workshop for local governments
Climate change and what to do next	local governments, professional public	workshop	Objectives of the workshop: - to contribute to gaining an overview of applicable methodologies in developing adaptation strategies at the local and regional level - to obtain up-to-date information on current adaptation processes in Slovakia, including the possibility of obtaining financial resources for the implementation of specific measures (Ministry of the Environment of the Slovak Republic and Ministry of Agriculture of the Slovak Republic) - to become familiar with selected adaptation strategies for climate change and the steps leading to their implementation at the regional level (Košice Region) and at the local level (Zvolen, Košice)

| Impacts of transport on climate change | local governments, professional public | workshop | Joint reflections on motoring, support for public transport and the development of pedestrian transport, or the development of cycling infrastructure in cities and towns. What impact does transport (of people, goods) have on air quality or climate change? What is in our feet and heads, and what about the decisions of offices or authorities? |
| CLIMATE CHANGE 2019 CHALLENGES AND SOLUTIONS | local governments, professional public | conference | The aim of the conference is to share and disseminate knowledge and information in the field of climate change policy, climate change mitigation and adaptation to its adverse consequences, adopted procedures and solutions at the international, national, regional and local levels. The organizers' effort is to create a space for the exchange of experiences at the international level and discussion on the topic of global megatrends, prospective studies, forecasts and |

			scenarios, as well as tools to support their creation in connection with the preparation and implementation of strategic documents on climate change issues with a medium-term and long-term perspective. The intention of the conference is to invite representatives of social groups, including the business sector, to the meeting hall, whose cooperation and mutual information is essential for the adoption, coordination and management of the implementation of mitigation and adaptation measures. The conference will be implemented by lecture blocks, related panel discussions, a poster section and a thematic excursion will be provided.
		28	
Climate change and Slovak agriculture	professional public	workshop	The topic of the workshop was climate change and Slovak agriculture. Speakers from the Slovak Hydrometeorological Institute, the Slovak Agricultural University and the National Agricultural and Food

			Centre led discussions with participants about the expected impacts of climate change on Slovak agriculture and possible adaptation measures for it. The workshop took place at the Agricultural Cooperative Krakovany-Stráže near Piešťany, on Wednesday, September 7, 2022 from approximately 9:00 a.m. to 2:00 p.m. The workshop included discussions with employees of the SHMÚ, NPPC and SPU, a lunch break and an excursion to the Krakovany-Stráže cooperative, which has been cultivating no-till on approximately 600 ha for more than 10 years. The workshop was free of charge and was for a maximum of 30 people.
Climate Fresco	professional public	interactive workshop	Climate Fresk is suitable for anyone, at all levels of understanding of climate change. It is aimed at beginners as well as those who are already more informed and want to deepen their

			knowledge of climate issues. To date, more than 1 million people around the world have participated in this workshop, and Fresk is being played in more than 70 countries.
Reducing the risk of adverse impacts of climate change in the country	professional public	conference	The aim of the Conference activity will be to exchange information on new trends and approaches in the addressed issues of environmental education as well as in the issues of environmental protection, reducing the negative consequences of climate change and flood control measures. The target group of the conference is the professional public (secondary and higher education teachers, public administration, experts in the addressed issues), who will be able to familiarize themselves with the results of the project achieved so far during this activity. During the designated lecture panels, the conference participants will be

		31	introduced to new procedures in environmental education of secondary and higher education students, new adaptation measures to the negative impacts of climate change and overall modern trends in environmental protection. The conference will focus on information, knowledge, observations and research on reducing the risk of floods and the adverse consequences of climate change. The conference program will be divided into several sections and panels, which will allow participants to exchange information and knowledge in the field of nature protection. The main program will be the presentation of scientific and professional information about new trends in the field.
Adapting to climate change: challenges and opportunities in water management	professional public	conference	The aim of the conference was to open a dialogue between decision-makers and strategic

			stakeholders about activities that have an impact on improvement and methods that are appropriate to apply in individual situations. The event is thematically linked to the preparation of a new Water Policy Concept in Slovakia, which highlights water retention in the country.
CLIMATE CHANGE – HOW TO DO IT?	professional public	conference	Topics: - CLIMATE CHANGE - adaptation to climate change, mitigation of its consequences from global to local levels - SUSTAINABLE TRANSPORT - changes in transport systems with the aim of reducing its negative impact on the air and climate
LivingLab Conference	professional public	conference	The ambitious goal of this project is to build an eco-center with demonstration measures for climate change mitigation and adaptation, which will serve for the education of schools, local governments, organizations and the general public. As part of this transformation, the already implemented WATER

|			
			measures, a new wastewater treatment plant and a rain garden were presented at the event. The implementation of other, GREEN adaptation measures, mitigation measures SOLAR ENERGY and INFRASTRUCTURE, or the construction of a carbon-neutral building will be created in subsequent stages according to the plan.
Climate change – possible impact (not only) on the population and development projects	professional and general public	conference	It focuses on the importance of climate change in the field of development assistance and other processes that are under the scrutiny of the professional and lay public, as well as the media. Its aim is to gather and share experiences from various topics in the field of development cooperation, development education, international relations and development policy of the Slovak Republic, as well as the EU. Representatives of the academic and scientific community,

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			government authorities (responsible for development assistance), as well as non-governmental development organizations (providing humanitarian and development assistance, or cooperation) are invited to this conference.
Climate Change 2019	professional and general public	conference	The conference theme was measures that need to be implemented at the international, national, regional and local levels in relation to the fight against climate change, climate change mitigation and adaptation to its adverse consequences. Throughout the conference, participants had the opportunity to learn about the positive facts about the production and use of biofuels through ZVVB infographics, which were part of the poster section, and to discuss them with ZVVB representatives present.

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To a greater or lesser extent, the numerous initiatives target a wide range of major audience categories (schools, teachers, professionals are the predominant beneficiaries of education programs and events, while research and project activities have mostly targeted local governments and professionals). The general public are disproportionately represented in these actions. NGOs and the media appear to be the least targeted audience categories so far. In terms of publications on climate change, there seems to be a more even distribution of target audience groups. Ultimately, the outcomes and impacts of these initiatives and publications are not readily evident nor easily traceable due to the lack of structured monitoring and measurement. The only feasible means of getting a high-level indication of progress in the awareness of the Slovak *general* public is via public opinion surveys by international and EU institutions, and Slovak nationwide surveys that appear to be irregular in their frequency and rather project-induced.

3.2.2. Dedicated national (web) platforms

Klima-adapt.sk and Enviroportal.sk

The **klima-adapt** platform is officially the main national platform dedicated to information about climate adaptation in Slovakia. It is a new resource that was established in February 2024. The stated aim of the platform is to make information on climate change adaptation available to the general public and experts, focusing on the national, regional and local levels, with the potential to expand its content in the future and become part of the planned information system for providing climate information.
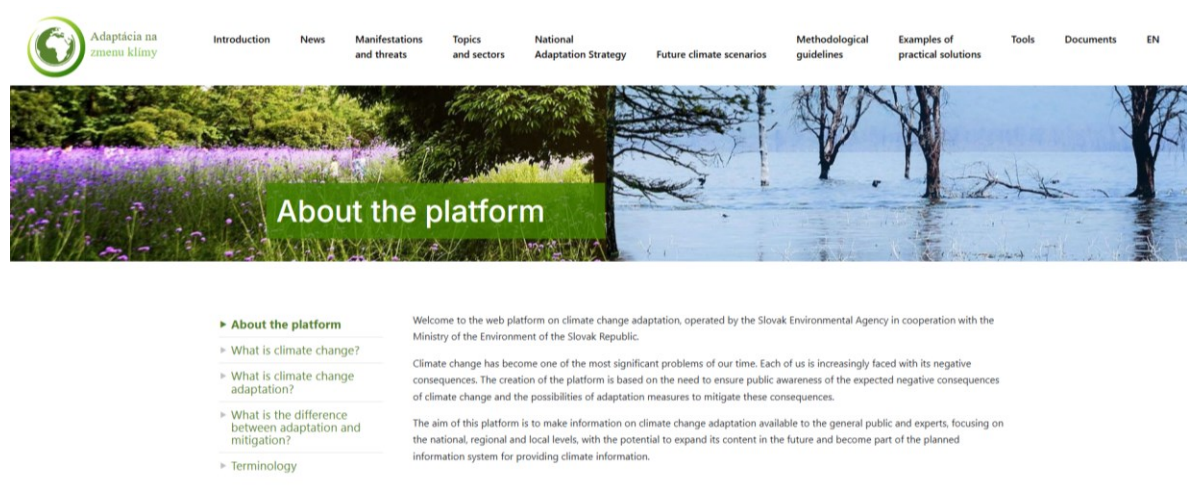
The much older and more widely known information portal is the **enviroportal.sk** platform, which was established in April 2005, over twenty years ago. Its focus is broader as it covers on the state of the environment in Slovakia.
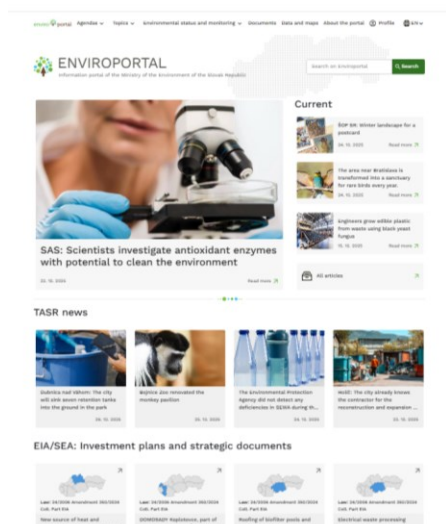
Both platforms are interlinked via the virtual library – a documentation repository for climate-related and environment-related reports, laws, regulations, guidelines, strategies, etc. This link between both portals is a helpful and intuitive, as together they represent a comprehensive hub within which any interested user can navigate and browse. The document filter functionality in the virtual library facilitates deep dive, research, and accessibility to documentation based on document type (a list of 18 document types to check), topic (26 topics including 'environment', 'climate change', 'industry', 'air', 'water', 'waste', 'energy', 'agriculture', 'health', 'households', etc.), year of publication (as far back as 1961), territorial level (European, international, national, regional). Another interlinkage between the two portals is the Terminology subsection; a virtual dictionary of environmental terminology hosted on the enviroportal.sk platform, and also contains climate-related terminology.
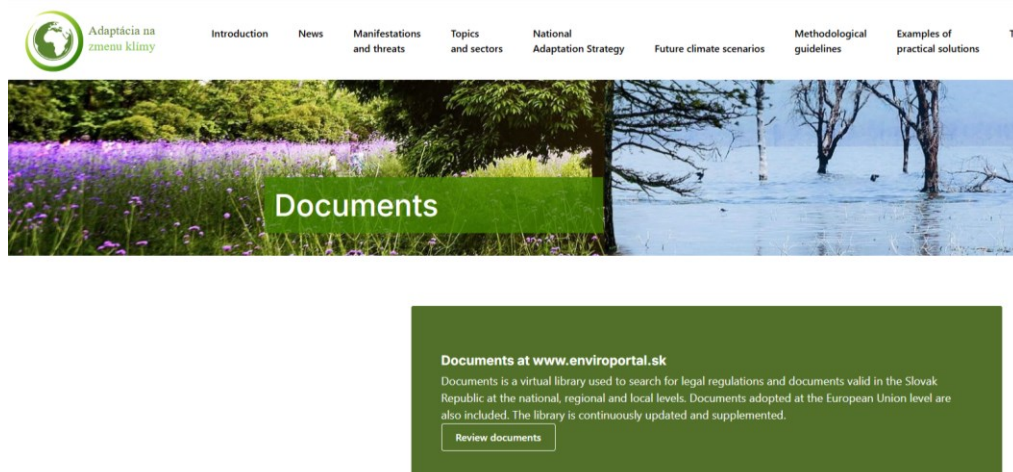
The primary technical operator and content administrator of both websites is the Slovak Environmental Agency (SEA/SAZP),[18] in cooperation with the Ministry of the Environment of the Slovak Republic.

Neither of these portals have their Facebook pages. This is a weakness. It limits the visibility and accessibility of these portals to the general public.

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[18] Slovak Hydrometeorological Institute SHMU is also stated as a content administrator for klima-adapt.

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3.2.3. Sub-national government entities

Union of Towns and Cities of Slovakia (Únia miest Slovenska - UMS)

UMS is a voluntary interest association of cities founded on April 29, 1994 in Košice on the initiative of the Club of Mayors of the Slovak Republic. Its membership base consists of large and medium-sized cities from various regions of Slovakia.[19] Among its main goals, include "defending the rights and interests of cities in relation to the legislative and executive state power"… "presenting the importance of cities as centers of regions"…and "supporting the building of healthy, safe and sustainable cities".

The association has been active in advocating climate action, sustainability, and resilience for local governments. It occasionally publishes Press Releases on these subjects[20].

The only official social media channel it has is a Facebook page, with a relatively small following of approximately 1500 followers.[21]

On the subjects of climate and environment, UMS collaborates with its members and civil society organisations. A recent example of a collaboration is the Pilot Communication Project of UMS "Communication of the Climate Crisis in the City through Human Language", in collaboration with the civic magazine CTZN and NGO Punkt. The project showcases real cases of climate adaptation or ecofriendly initiatives of various towns and cities, and publishes these in the CTZN magazine column, as well as on the UMS Facebook page. These showcased stories are deliberately selected by the UMS communicators who employ positive messaging and the storytelling technique as a narrative strategy in an attempt to be relatable and persuasive to the audience. Further employing tagging of approximately 10 – 14 associated towns/cities/NGOs, etc., in their Facebook posts, in an attempt to achieve the multiplier effect and gain broader reach. However, it is noteworthy that there is very minimal reaction on those Facebook posts despite the tagging of several entities, some of which have a relatively large following, especially those of large cities (for e.g. Bratislava 64K followers, Trnava 34K, Nitra 36K). In general, the reactions on UMS' Facebook posts have been relatively low. Since the start of the year 2025, the most reactions received on a Facebook post was 31 likes, and 10 shares. In view of this low level of engagement and outreach, the choice of Facebook as the *only* medium should be reconsidered. Given the formal nature of the organisation, as well as the serious issues it communicates about, more professional social media networks like LinkedIn and X, may be more appropriate and UMS' communication may be more effective in reaching an interested audience.

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[19] https://www.uniamiest.sk/o-unii

[20] https://www.uniamiest.sk/tlacovespravy/%C4%8Cfal%C5%A1ie-mest%C3%A1ie-mest%C3%A1-vstupuj%C3%BA-do-projektu-klimasken.-%C3%BAms-podporuje-mest%C3%A1-v-rie%C5%A1en%C3%AD-klimatickej-zmeny

https://www.uniamiest.sk/tlacovespravy/hrdinovia-v%C5%A1edn%C3%BDch-dn%C3%AD-sa-op%C3%A4%C5%A5-sp%C3%A1jaj%C3%BA.-tentoraz-v-r%C3%A1mci-jarn%C3%A9ho-upratovania

https://www.uniamiest.sk/tlacovespravy/verejn%C3%A1-v%C3%BDzva-%C3%BAnie-miest-slovenka%3A--potrebujeme-rie%C5%A1i%C5%A5-klimatick%C3%BA-kr%C3%ADzu

[21] https://www.facebook.com/uniamiest

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3.2.4. Non-governmental programmes / actions

Several NGOs are also actively implementing climate change awareness initiatives in Slovakia and have partnered with Slovak government entities. Notable examples are:

- Climate Conference Slovakia
- Klimatická koalícia
- Inštitút Cirkulárnej Ekonomiky
- Klíma ťa potrebuje

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3.2.5. Notable private individuals / content creators communicating about climate action

In climate change content, the search results showed two individual content creators whose view counts and followership on social media are significantly high and worth noting.

Stefan Valo is an award-winning Slovak geoactivist, who has been dedicated to the issue of climate change and related disasters, such as floods and droughts, since 2009. He has participated in numerous conferences, interviews, lectures, consultations, excursions, etc. Mr Valo has several communication channels namely a dedicated website 'povodne.sk', a YouTube channel with over 4.28K subscribers, Facebook page with 1.9K followers, Instagram page with over 600 followers. Particularly noteworthy is that his videos on climate change impacts and solutions to them have gained visibility, with some of his videos such as that titled 'Climate Error' uploaded in 2016 about land drainage methods amassing an extraordinarily high view count of 583,093 views[22], Land drainage = Climate change (a film awarded by the Agrofilm festival in 2015) with 133K views,[23] and a documentary film titled 'Climate change, causes and measures' in 2013 with over 47K views.

Jirka explains things (Jirka vysvětluje věci)

Jirka is a young Czech YouTuber creating content about various societal issues since 2009. His YouTube channel has over 510K subscribers and its technology partner is Samsung. and his videos, made in expository/documentary style with infographics are popular especially with the youth. Jirka has made three climate change-related videos. The most views went to the 16-minute video titled 'Jak ochladit města?' ('How to cool cities?') in 2022 with over 524K views[24]. A second video titled Jak může klimatická změna způsobit ochlazení ('How climate change can cause cooling') in 2024 gained over 433K views.[25]

Further, his video titled 'Jak klimatická změna ovlivňuje povodně' ('How climate change affects floods') in 2024 has over 400K views, along with high audience engagement evidenced by over 900 comments on that video.[26]

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[22] https://youtu.be/oFOqiVyOzUw?si=cAB1i4p-41Ytlqfw

[23] https://youtu.be/GTyJHt8H3Ag?si=hH-GadcE3UdeN-Ub

[24] https://youtu.be/vv1WHzXbAzM?si=IzlI0dau7_9oHRLH

[25] https://youtu.be/2K04kz-EY-U?si=kJqX9-Kuw8QOc-zJ

[26] https://youtu.be/CcKcCLFcroc?si=PYYaLPlalfFrQLyj

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Jak klimatická změna ovlivňuje povodně

Jirka vysvětluje věci ✓
517K subscribers

405K views 1 year ago
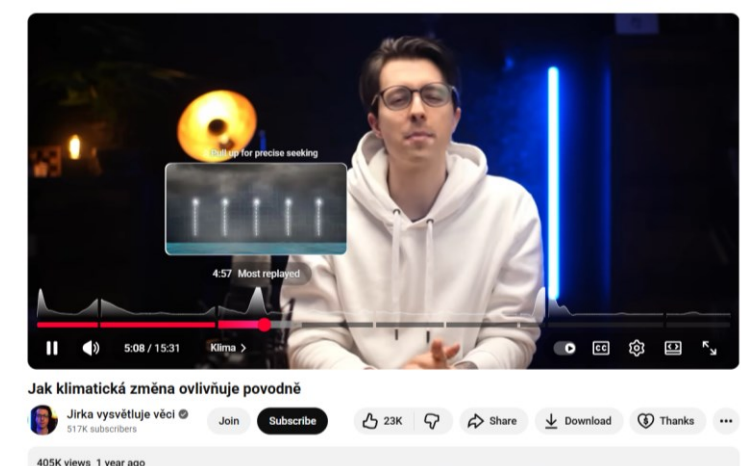
Asides the videos attempt to simplify in relatable language and illustrations poignant topics and complex concepts, The cinematic and high-tech sophisticated look and feel of his videos are naturally appealing and attractive to viewers.

Despite the vast array of outreach activities, formal and non-formal, the engagement levels of the target audiences, especially the general public, still remains relatively low.

Mass communications in Slovakia

In July 2024, new legislation on control of the national broadcaster TV and radio (STVR) was passed. In its wake, and since its passing, scrutiny and criticism of its interference with journalistic independence and information integrity have been investigated and argued by media freedom watchdog organisations and journalists.[27] There is consequently a notable decline in public trust of news media in Slovakia as they are perceived to be under the control of the central government and therefore partisan in their reporting. This is evidenced by the survey which shows a lower score of 23% compared to 27% in 2017.[28]

OVERALL TRUST SCORE 2017–25

23%
OVERALL TRUST
46/48 markets

Proportion that trusts 'most news most of the time'
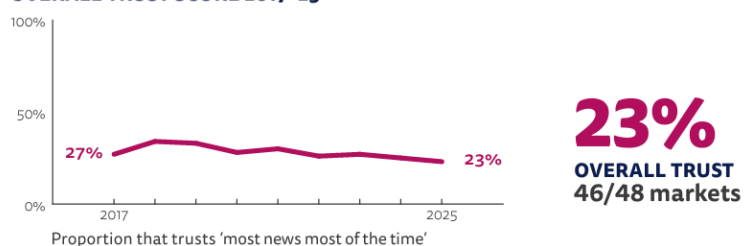
WORLD PRESS FREEDOM INDEX SCORE 2025 — Score: **71.93** — **38**/180

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[27] Mission findings: Media freedom in Slovakia under threat, December 2024 – ipi.media; A coalition of international press freedom, freedom of expression, and journalist organizations conducted a solidarity and fact-finding mission to Slovakia, on November 25 and 26th to assess the state of press freedom in the country amid a scaling back of democratic freedoms. The mission was led by the International Press Institute (IPI) and joined by ARTICLE 19 Europe, the European Federation of Journalists (EFJ), and the European Center for Press and Media Freedom (ECPMF).

[28] "Many of the 15 monitored brands saw a decline in their trust scores. The biggest fall – by 8pp – affected Slovakia's public broadcaster (PSB) following its effective capture by the state": page 107, Reuters Institute Digital News Report 2025, Slovakia, A. Chlebcová Hečková and S Smith.

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Although Slovaks' first source of news is from *online news* sources (as opposed to traditional news media like TV, radio, and print), whereas social media ranks third as a source of news, it should be noted that it has experienced the least decline, and therefore appears to be the most reliable and consistent source. This signals that public communication efforts should be consistently improved on social media channels as an enabler of effective communication.

Figure 6: Main sources of news for Slovaks
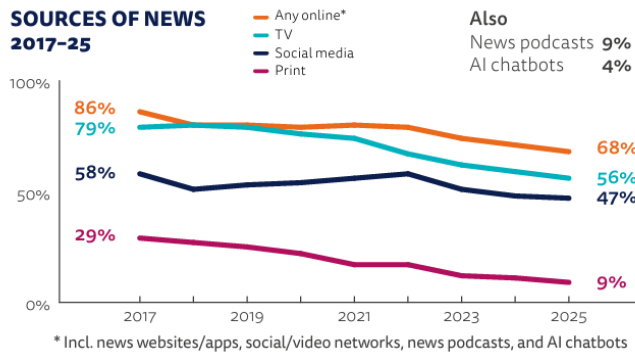
Source: Reuters Institute Digital News Report 2025, Slovakia

According to the latest Reuters Media Consumption survey, Slovaks are among those countries that have a relatively high interest in local news in relation to general news that is not about their community/region.

Figure 7: Interest in local news

Source: Reuters Institute Digital News Report 2025, Slovakia

However, the main source of local news is not regional and local (online or print) newspapers or websites, as these rank very low in the Reuters survey. Instead, social media serve as the most popular source for local news.

We live in a globalised and digitalised era with consistent uptake of digital tools. The mass communications landscape is consequently evolving and adapting to this trend. Slovakia has an over 90% internet penetration rate[29], and its society's information consumption trends is increasingly geared towards online platforms[30]. This trend should be leveraged to increase the reach and dissemination of the CCA communication. Studies[31] show that online communications facilitate public discourse and can influence behavioural change towards CCA and mitigation. Moreover, digital communication is a relatively cost-effective means of public awareness raising, and is undeniably an indispensable part of any communication campaign.

Table 3-2: Social Media Statistics in the Slovak Republic - October 2025

Social media	Percentage Market Share
Facebook	86.51%
Pinterest	4.32%
Instagram	4.24%
YouTube	1.59%
Twitter	1.5%
LinkedIn	1.27%
reddit	0.26%

Source: Ranking of social media usage in Slovakia[32]

Table 3-3: Social media as source of news and general information in Slovakia - June 2025

Rank	Social media	For news	For all other info
1	Facebook	43%	67%
2	Instagram	21%	56%
3	Pinterest	14%	34%
4	YouTube	12%	47%
5	Twitter	9%	39%
6	reddit	7%	15%

Source: Reuters Institute Digital News Report 2025, Slovakia

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[29] Digital 2025: Slovakia, https://datareportal.com/reports/digital-2025-slovakia

[30] Slovakia: online usage penetration 2020-2029, Statista Research Department, Jul 7, 2025

[31] Trollip, K., Gastrow, M., Ramlagan, S. and Shean, Y. (2024). Harnessing multimodal and multilingual science communication to combat misinformation in a diverse country setting *JCOM* 23(09), N01. https://doi.org/10.22323/2.23090801; Nguyen, Dennis, and Dennis Nguyen. "Public Discourses and Political Online Communication." *Europe, the Crisis, and the Internet: A Web Sphere Analysis* (2017): 71-129. Reif, A., Guenther, L. and Yokoyama, H. M. (2024). Public (dis)trust in science in digital media environments *JCOM* 23(09), E. https://doi.org/10.22323/2.23090501; Buturoiu, Raluca, Corbu, Nicoleta, Oprea, Denisa-Adriana and Boțan, Mădălina. "Trust in information sources during the COVID-19 pandemic. A Romanian case study" *Communications*, vol. 47, no. 3, 2022, pp. 375-394. https://doi.org/10.1515/commun-2020-0052

[32] https://gs.statcounter.com/social-media-stats/all/slovakia-(slovak-republic)

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3.3. Regional and local governments' digital climate communication via Facebook[33]

As use cases for a comparative analysis of the Slovak government's new media public communications on climate change (adaptation), the Consultant selected three regions – Banská Bystrica, Žilina, and Košice – which have existing local CCA strategies / action plans and accompanying internal communications plans/strategies and communication teams. A comparative analysis[34] of their most popular social media accounts (Facebook, which by far has the most followers compared to the other platforms) reveals useful insights and lessons. The choice of analysing their engagement on Facebook was also made in view of the fact the three cities (regardless of their population demographic size) have the same magnitude of followership (23000-26000 Facebook followers).

Table 3-4: Comparative analysis of Facebook communications of Banská Bystrica city, Žilina city, and Košice city (Jan-Apr 2025)

	Banská Bystrica city[35]	Žilina city	Košice self-governing region city
Population*[36]	76,000	80,000	779 000
Facebook followers*[37]	23,000[38]	26,000[39]	26,000[40]
Instagram followers*[41]	5400	6100	3600
Highest number of reactions to a post on Facebook (Jan-Apr 2025)	3.6K likes Post format: Video **(FASHIANGS, TURKEYS, EASTER IS COMING 🎵🎶)**	4.6K likes **LONGO! MRS. DARINA CELEBRATES 100 YEARS!** 👏👏👏 Post format: images and text describing in storytelling form the life and character of the elderly lady celebrated, and wishing her well. The next most popular post was: 3K likes Post format: Image Post theme: Local scenery **(GOOD MORNING, DEAR ZILINZIANS👋)**	445 likes Post format: Image and brief description of the 1st place award to a local gymnasium. (**Our Gymnasium Poštová 9 won 1st place 🏅**)
Highest number of reactions to a post on Facebook with a climate / environment theme (Jan-Apr 2025)	738 likes Post format: Image and text. **ALSO THE RESIDENTS OF BANSKO BYSTRICA DISTRICT PARTICIPATED IN THIS YEAR'S BIRD WATCH**	483 likes Post format: Audiovisual **BREAKING MYTHS ABOUT WASTE SORTING 👊**	210 likes Post format: Images and description of the developments around the city. **KOŠICE REGION IS BUILDING A HYDROIC VALLEY**

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[33] There is no publicly accessible data on the source and nature of the posts sampled in this report to know if they are sponsored / paid or organic. That level of granularity of data would require a more extensive inquiry from each government and non-government entity sampled.

[34] As of 29 April 2025.

[35] Also has a dedicated Department of Innovative Solutions and Adaptation to Climate Change

[36] Approximate values. Dashboard of Slovak Regional Cities, https://krajskemesta.statistics.sk/index.php?lang=en

[37] Approximate values

[38] https://www.facebook.com/banskabystricamesto/

[39] https://www.facebook.com/zilinaofficial?locale=sk_SK

[40] https://www.facebook.com/kosickykraj

[41] Approximate values

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Source: Consultant's research

3.3.1. Remarks on significant posts that can be adopted for effective online CCA communications

Banská Bystrica

4 March 2025

Post – Video: FASHIANGS, TURKEYS, EASTER IS COMING 🎭🎵

Reactions: 3.6K, 137 comments, 291 shares

This was a post showing a video clip of the local traditional carnival/festival to celebrate the end of winter and the advent of spring / Easter.

Significance: Appeals to the narrative of local identity, norms, and culture

21 February 2025

Post: ALSO THE RESIDENTS OF BANSKO BYSTRICA DISTRICT PARTICIPATED IN THIS YEAR'S BIRD WATCH

This post gave an account of the latest Bird Watch census, including four images of various bird species. It tagged the organiser of the event, SOS/Birdlife Slovakia. However, although the post mentions that thousands of participants took part, and over 80 people from the district, it could have tagged them, as well as other stakeholders to reach an even wider audience. Furthermore, the subject was about biodiversity – very closely related to the environment and climate – therefore it could have taken the opportunity to highlight the connection to climate change.

Reactions: 738 likes, 36 comments, 50 shares

Significance: Appeals to the narrative of local heritage

For Earth Day, there was one post **LET'S JOIN EARTH HOUR**🌍**,** and it received 58 likes. The format was of an image and open invitation to come learn about the planet.

Žilina

22 April 2025

There does not appear to have been any posts on Earth Day that specifically touches on the theme. This is a missed opportunity for promoting climate change awareness. However, later on April 25th and 30th, there was a repetition of the same post: **WE INVITE YOU TO CELEBRATE EARTH DAY**🌍 but it only received 9 likes and 2 shares. This is negligible.

Significance: Only shows a poster of an event of a project funded by INTERREG. This format clearly does not appeal to the majority of the audience.

8 April 2025

Post: BREAKING MYTHS ABOUT WASTE SORTING 🤭

Reactions: 483 likes, 90 comments, 29 shares

Significance: Appeals to the narrative of local identity, culture, humour.

This was a brief 20 second video parody that delivered practical advice in a humorous, entertaining way. Judging by the comments, viewers enjoyed this format.

Post with most likes:

6 February 2025

Post: LONGO! MRS. DARINA CELEBRATES 100 YEARS!👏👏👏

Reactions: over 4K likes, 465 comments, 71 shares.

Significance: Appeals to the narrative of local identity, pride, humanity, hope, good health and wellbeing. People like a happy ending and real stories that inspire hope and optimism.

14 April 2025

Post: Photo of a sidewalk with the cherry blossom tree **GOOD MORNING, DEAR ZILINZIANS**👋

Reactions: over 3K likes, 79 comments, 67 shares.

Significance: Appeals to the narrative of local heritage and nostalgia.

Also similar was a post on 27 January 2025

Post of a breathtaking fog but bearing only the message **GOOD MORNING, DEAR ZILINZIANS**👋

Reactions: over 1K likes, 39 comments, 32 shares.

Significance: Appeals to the narrative of local heritage and nostalgia.

During the period since January 2025 – April 2025, these two posts combined by far outperformed (in terms of reactions) any other post in the same period. They followed the exact same theme and format.

These posts were a missed opportunity to transmit a message about CCA.

These posts contain only one real life photograph of a place in Žilina, and no substantial information, yet they received many positive reactions. The choice of visual feels authentic and nostalgic; human beings are drawn to these.

Such post format evidently succeeds in attracting a lot of attention and arouse audience sentiment. This format (one beautiful photo of the city) can be adopted to communicate CCA related information. Counterintuitively, the posts which take the format of displaying a poster of a notice or of an invitation, do not seem to appeal to people. A reason for this could be that they are perceived as too formal or 'dry' and struggle to evoke heartfelt emotions.

Košice self-governing region

Although the post below did not generate a substantial number of reactions, it is significant because it relates to a climate-related topic: environment, and on a day that is particularly focused on the general theme of ecocentrism (Earth Day).

22 April 2025 (Earth Day 2025)

Post: LET'S CELEBRATE THE EARTH DAY TOGETHER🌍

Reactions: 42 likes, 0 comments, 1 share

The main attraction was a big 3D statue of a globe in front of the city office, from which the public can learn more about the Earth. It should have theoretically gained more attention on the Facebook page, more shares,

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and reactions, but instead got only 42 likes. For an account with over 25 000 followers, this level of user engagement is very low.

17 February 2025

Post: Our Gymnasium Poštová 9 won 1st place 🏅

Reactions: 445 likes, 45 comments, 6 shares

This post emphasised local pride in their students who won the competition.

Significance: Appeals to the narrative of local identity and pride.

6 February 2025

Post: KOŠICE REGION IS BUILDING A HYDROIC VALLEY

Reactions: 210 likes, 30 comments, 9 shares

The KSK author made an attempt to reply to comments/questions, but greater specificity and clarity with scientific references could have made KSK's replies more convincing and may have inspired positive change in audience attitude and behaviour.

3 January 2025

Although the post below garnered very minimal reactions, it is highlighted here (having a relevant climate theme) to point out some communication tactics that could have been adopted to yield better user response. These tactics can also be adopted by communicators in other regions.

Post: Restoration of damaged land 🌴**, water retention** 🌀**or biodiversity** ♻️**.**

Reactions: 6 likes, 2 shares

Only one entity was tagged (the Regional Development Support Agency (ARR), which only 400+ followers), whereas the post itself referred to "5 teams from high schools have participated in the 💧Water nad zło💧 competition" but none of the schools were tagged. This was a missed opportunity to increase audience reach. Besides the participating schools, many other stakeholders from other districts could have been tagged that were involved in the competition – they are mentioned in the news archive page of the KSK website.[42]

3.4. Audio-visual climate communication trending in Slovakia

In the preceding chapter, the current climate communication activities of Slovak local governments on Facebook were examined because of the popularity of the channel as the most widely consulted social network in Slovakia. YouTube is the second most popular source of news and other content in Slovakia.[43]
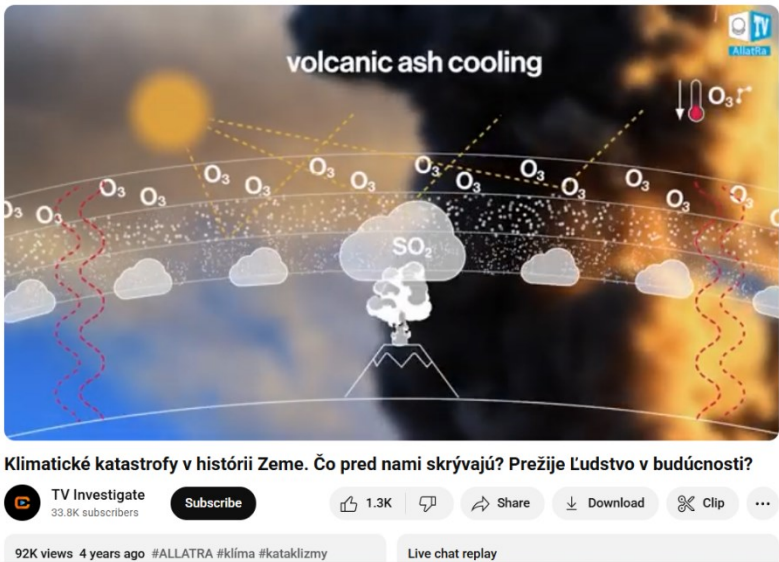
In the course of this research between June to August 2025, the Consultant researched the latest trending videos in Slovak language on the YouTube platform. Using the search terms: 'stratégia a akčný plán Slovenska pre adaptáciu na zmenu klímy a jej zmierňovanie', and hashtags: #zmenaklimy, #klimatickazmena,

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[42] https://web.vucke.sk/sk/novinky/pozname-vitazov-sutaze-voda-nad-zlato.html?fbclid=IwY2xjawJ-KHBleHRuA2FlbQIxMABicmlkETB2M0ZQcTNONjduTXBpUHZaAR4TUaNzFZBV43DoKWhNJ1E3A7WR60n5NdmrOnvuZ_ViVn_HWD9e7s_JlC-ysg_aem_84GmknNdk3T2GTHl0zXonw

[43] Reuters Institute Digital News Report 2025, Slovakia, A. Chlebcová Hečková and S Smith, pp.107.

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#calltoaction, within the period 2021 to 2025. The following climate change-related videos were trending as having high view counts in that period. These videos illustrate the range of public communication products that cover the climate change theme, albeit not all strictly focus on CCA per se. The videos are ranked in terms of highest number of views. It should be noted that the average number of views of CCA related videos for Slovakia is in the range of 100 – 2000 views at best. These videos below stand out for the high number of views[44] they received, and it is worth taking note of their key characteristics that could have led to their popularity.

Table 3-5 Slovak language climate change related videos trending on Youtube in Slovakia, June-August 2025

Video title	Author / Organisation	Video format	Narrative	Number of views	Date uploaded
Klimatické katastrofy v histórii Zeme. Čo pred nami skrývajú? Prežije Ľudstvo v budúcnosti? **Climate disasters in Earth's history. What do they hide from us? Will humanity survive in the future?** https://youtu.be/KHFcJR fHH4Y?si=UisaEZUDL91n 9mHS	TV Investigate @tvinvestigate • 33.7K subscribers This is a Czech channel.	37 minutes long Documentary style with dynamic images, graphics, and text boxes, with a mix of real footage of historical and modern explorations, spotlighting of several scientists, infographics, simulations to dramatically illustrate highly complex natural, geological, physical concepts and astrological phenomena. The video is accompanied by action cinema-like background sounds/music, and a male voiceover narrator using storytelling.	Apocalyptic, sensational, historical, expository, and thus appeal to the emotions of intrigue, fear, uncertainty, urgency, and curiosity. It is no coincidence that that the most replayed segment of the 37-minute-long video is the 30 second period at the 29th minute where real-life natural catastrophes of landslides and tectonic shifts are illustrated with a dynamic infographic of the planetary movement of Earth. For the viewer, this segment links theory with reality.	92,352 views	Sep 22, 2021
KLIMATICKÁ ZMĚNA – NEZkreslená věda VI **Climate change – undistorted science VI**	**Otevřená věda** @OtevrenaVeda • 67.8K subscribers (This a Czech channel.)	A 10 minute animated video in the style of a dialogue between a commentator and a pigeon conversing in a humorous light-hearted tone, with the use of animated infographic illustrations, accompanied by	This is part of an educational series. The episode focuses on climate change and explains the science behind it but concludes with only a message that humans should try to do their best to slow or stop climate change by reducing	85,429 views	May 10, 2021

[44] These view counts are not for Slovakia *only*, but as they are in Slovak language, it can be assumed that a high proportion of views were by Slovaks.

Video title	Author / Organisation	Video format	Narrative	Number of views	Date uploaded
https://youtu.be/52dFlY1WU7s?si=uoSK7_eDaHEWsz1b		upbeat jazz music in the background.	their consumption level. The most replayed segment is the illustration of the greenhouse effect.		
	KLIMATICKÁ ZMĚNA – NEZkreslená věda VI				
Klimatologička Slávková: Na Slovensku vidíme jasné zmeny klímy, mení sa aj forma zrážok **Climatologist Slávková: We are seeing clear climate changes in Slovakia, the form of precipitation is also changing.** **https://youtu.be/TyL2FvNuqfU?si=PXo_zfiAiirPYXja**	SME @SMEvideo • 126K subscribers	A 15-minute video shot in a studio in an uninterrupted interview style where the reporter is face-to-face with the guest expert – a climatologist – Jaroslava Slavková from the Slovak Hydrometeorological Institute. There are no other visuals or sounds included. (The subtitles feature was disabled)	The rhetoric style used is partly conversational and partly technical / scientific explanations when explaining the precipitation patterns. The topics discussed were the changing weather patterns, rain, hailstorms, flash floods, impact on infrastructure, climate change scepticism by some politicians, climate anxiety, examples of climate change mitigation which individuals can take such as riding bicycles, eating less meat, recycling, talking about climate change and signing petitions. The climatologist ends with a plea that evokes emotions by referring to the value of humanity and taking little individual steps towards climate change mitigation.	11,338 views	Jul 10, 2023

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Video title	Author / Organisation	Video format	Narrative	Number of views	Date uploaded
Voda mizne, sucho prichádza. Slovensko čaká horúca budúcnosť Water is disappearing, drought is coming. A hot future awaits Slovakia https://youtu.be/7yhiqm8EjXA?si=X15wSXMDGGQEogZL	TREND.sk 6.54K subscribers	Podcast recording of a 31-minute discussion between two colleagues from the media channel Trend Slovakia recorded in an indoor studio.	Water as Slovakia's greatest resource and strategically a valuable asset is the main theme of the discussion. The speaker claims that there are no political will nor local level plans to address the water crisis, and climate change in Slovakia (a UMS press release was cited). Further narratives perpetuated are that there is a lack of competences, lack of funds, and lack of clarity on the roles of the various government entities in climate change actions.	8,657 views	Jul 10, 2025
#19 Dobré správy z východu o tom, ako sa vysporiadať s dôsledkami klimatickej krízy **#19 Good news from the East about how to deal**	**Karpatská nadácia** @KarpatskaNadacia • 523 subscribers	Podcast recording in a studio where the host interviews the guest.	Mentions such adaptation measures like adding flood barriers in basements of houses, awnings on balconies and windows, saving water for irrigation in cases of drought, etc. The guest speaker hints	8,511 views	Aug 30, 2023

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Video title	Author / Organisation	Video format	Narrative	Number of views	Date uploaded
with the consequences of the climate crisis **https://youtu.be/05YIeQ suuRY?si=q8DUIGnHmo4 UTjZC**			that there are local and national adaptation strategies and actions plans, but no specific references made to direct audiences on where they can go to find further details relevant to their situation.		
Ladislav Miko - Ak nenaplníme ciele Parížskej dohody, chod spoločnosti sa dramaticky zmení **Ladislav Miko - If we do not meet the goals of the Paris Agreement, the course of society will change dramatically** **https://youtu.be/h4c-mU3ZUOA?si=NZ-kqMCitvQzjCcC**	**Braňo Závodský Naživo** 71K subscribers	Recording of a one-on-one radio interview between the moderator and Ladislav Mika, Head of the European Commission Representation in Slovakia	The discussion revolved around the Paris Climate Agreement and climate mitigation.	7,097 views	Dec 18, 2018
Klimatická zmena a Slovensko Climate change in Slovakia How will climate change affect Slovakia? Dr. Ján Horák from the Faculty of Horticulture and Landscape Engineering of the Slovak University of Applied Sciences in Nitra. https://youtu.be/_VWO0 H8clHk?si=x3NYN_AgADk 7Phvi	**FZKI SPU v Nitre** • 100 subscribers	A 4-minute monologue by the expert from the Faculty, shown in his office. The video is interspersed by some stock images and video clips of nature/outdoor scenes, and underscored with fast-paced instrumental sound.	The video was created as part of a set of audiovisual documents of the project "Support for information activities aimed at reducing flood risk and providing objective information about the adverse consequences of climate change". The project was co-financed by the EU.	2,939 views	Feb 24, 2021
Povinnosti projektantov podľa nového stavebného zákona – JUDr. Tatiana Prokopová	ADAPTUJ_SK 260 subscribers	Podcast – a studio interview of two experts.	Architect Miroslav Marko and JUDr. Tatiana Prokopová, lawyer and construction law expert, talked about the new obligations of architects under the new Construction Act 25/2025, including the architect's responsibility for the design of the building with regard to mitigating the negative impacts of climate change and adapting to the adverse consequences of climate change.	1,174 Views	Jun 23, 2025
Je nám teplo: riziká globálneho otepľovania (Jozef Pecho)	**Centrum vedecko-technických informácií SR @CVTISR** • **6.59K subscribers**	Science café – presentation by one expert and ends with open Q&A	Mainly discusses the impacts of global warming in the world and in Slovakia. Adaptation is not addressed.	1,172 views	Aug 15, 2023
Klimatická zmena: Zadržiavanie dažďovej vody Climate change: Rainwater retention	Agentúra na podporu regionálneho rozvoja Košice 47 subscribers	A 2-minute video of a young presenter on the field, visiting various sites related to water and sewage. There is a little animation character that attempts to add an element of fun to the monologue.	The topic in focus is Collecting and Utilizing Rainwater: Examples and a Call to Action. The young female presenter ends with a call to action: "In Zvolen, we can find more examples of what needs to be	961 views	May 19, 2021

Video title	Author / Organisation	Video format	Narrative	Number of views	Date uploaded
https://youtu.be/AIsBNv hywYs?si=4g6c0_1akVl4t kMO			done to retain water in the city. How is it in your area? Ask your MPs."		
Klimatická zmena: Význam vody pre našu klímu The importance of water for our climate. https://youtu.be/2Ih3pq a0GNY?si=2Xdf3G22DAQ 0qscj	Agentúra na podporu regionálneho rozvoja Košice	A 24-minute video created by the Regional Development Support Agency of Kosice, with an invisible male narrator and various images and outdoor landscape scenes.	It focuses on the impact of climate change on the urban and rural landscapes, and outlines some adaptation measures for sectors like forestry, agriculture, and urban built areas.	810 views	Jun 1, 2021
Zmena klímy a ako ďalej? (v Slovenskej republike) - 1.blok	Agentúra na podporu regionálneho rozvoja Košice	Workshop presentation	Formal presentation by MoE civil servants about the implementation of the NAS and mention of the TSI project.	205 views	May 23, 2023

3.4.1. Good climate communication examples from other countries/entities:

Popularity and attention to CCA-related communication can be achieved without feeling compelled to infuse some sensationalism into content. These international examples are good illustrations of how employing the right narrative format and style can result in effective outreach (in terms of reach/impressions).

Table 3-6 Examples of good practice climate communication

Video title	Author / Organisation	Video format	Number of views	Date uploaded
Climate Change Adaptation: it's time for decisions https://youtu.be/FO46sPwm4xk?si=qLDVa9hEQHwg UUro	GIZ	A nearly 6-minute educational video in full cartoon / caricature format.	194,196	Nov 12, 2012
What is Climate Change Adaptation? @environmentcan, 10.2K subscribers https://youtu.be/1e15MnlVHFw?si=pSNSeqfvgu3IPq 8	Environment and Climate Change Canada	This is an educational video in animated format of 1:47 minutes.	192,573	Nov 18, 2022
Climate Change 2022: Impacts, Adaptation and Vulnerability, the Working Group ll contribution to the IPCC Sixth Assessment Report https://youtu.be/SDRxfuEvqGg?si=LR7sAjAQ- W6pI952	IPCC	A 13-minute video of Climate Change 2022: Impacts, Adaptation & Vulnerability, the Working Group II contribution to the IPCC Sixth Assessment Report.	440k	June, 2022

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A further example of how to promote a climate story, can be found in Lillestrøm, (Norway)[45]. This example provides a climate story about raising awareness in the community regarding the actions individuals can take to protect their property from water damage.

Channels used: QR-code ('digital totems') distributed around central parts of the city, where citizens could instantaneously access the story on the mobile phones. An interview about the climate story published in a local newspaper, further promotion of the story on the city's official website, Facebook and LinkedIn pages.

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[45] https://reachout-cities.eu/city-hub-lillestrom-launches-climate-story-life-with-water/

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4. Findings and Synthesis

4.1. SWOT analysis

Based on the data gathered, a SWOT analysis was conducted, and resulted in the following findings:

Figure 8 SWOT analysis of CCA communication in Slovakia

Strengths

- Several communication actions on the subjects of climate and environment exist in Slovakia, including cross-border initiatives.

- Collaboration in terms of climate communication between academics, researchers, scientists is evident in the existing videos, interviews, podcasts, posts, and articles across several regions in the country.

- Given the relatively small size and population of Slovakia, reaching out to raise awareness country-wide is feasible and can be more rapidly achieved provided there is a coordinated effort towards climate communication.

- Slovakia's children, youth and teachers are receptive to climate communication, and this bodes well for effective climate awareness of the future generation. The target audience group found to be generally the most interested and responsive to climate/environment communications are children, pupils and teachers.

Weaknesses

- The communication activities are predominantly organised and implemented at the national and regional level, and much less at the local municipal level.

-There is a general lack of structured, well-organised, and accessible content on CCA on the official communication channels (websites, social media, etc.) of several Slovak public authorities.

- There are relatively low levels of coordination inter-regionally and inter-departmentally on CCA-related communications.

- Limited knowledge at the sub-national level of available (EU and international) platforms and resources on CCA.

- Also, the government communicators have limited knowledge and understanding of CCA and the target groups at risk. From the Consultant's survey, only 60% of Communicators could list the five main stakeholders that are most affected by the implementation of the NAS / NAP. 40% admitted that they did not know the stakeholders.

- Insufficient interaction by the government entities to the public on social media, especially with regard to the handling of (negative) comments.

- Storytelling and narrative forms of communication are considered difficult to create as it involves creatively transforming highly technical abstract scientific concepts into engaging, relatable and creative content.

SWOT

Opportunities

- Relatively low costs for CCA communication if it is set up properly using the right tools, such as social media.

- Improving the communication capacity of the public institutions at all levels via tailored trainings.

- Willingness by several government entities at all levels to adopt new tools, resources, and best practices.

- The climate agenda is continuously advancing and prioritised as a policy area by the European Commission and in other international multilateral forums. The Slovak Republic can take inspiration from this.

- Private sector, NGOs, and academia are open to collaboration and cooperation opportunities on implementing CCA measures.

Threats

- Disinformation campaigns against climate change

- Lack of financial resources to implement robust communication actions.

- Development fatigue among government staff as their efforts are typically turned to other competing policy areas.

- No systematic monitoring, evaluation, and reporting by the public entities on the role of public communications in the CCA policy area.

- Media capture and erosion of press freedom if the current legislative framework and policy over the national broadcaster TV and Radio are further restrictive and if the central government's rhetoric and stance towards the independent journalist community continues. This would further erode public trust in the media, which would jeopardize the public's trust in the media's coverage of CCA content.

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According to the European Court of Auditors' report, there is an overall lack of efficient reporting on climate change adaptation from the national level, as well as a lack of awareness of related knowledge/information sharing tools. [46] It goes further to state:

"The member states' reporting on climate adaptation was insufficient and added little value in terms of tracking progress and supporting future policy decisions. We surveyed 400 municipalities and found that they were largely unaware of climate adaptation strategies and plans and were not using the EU adaptation tools (Climate-ADAPT, Copernicus and the EU Covenant of Mayors)."

The Consultant's survey during the piloting of the Toolkit confirmed this lack of awareness of such resources.

In response to the identified need for better adoption of the existing EU tools, it is advisable for the Slovak MoE and public entities to make use of **Climate-ADAPT**, **Copernicus**, **Eionet**[47] as a hub of valuable data and information on environmental and sustainability issues based on inputs from 38 member countries and thematic topics[48] the **EU Covenant of Mayors** platform, as well as other relevant tools such as the **EU Mission on Adaptation to Climate Change Portal** (which shares updates on the Mission and progress from regional and local authorities and research projects), and the **European Climate Risk Assessment** (EUCRA). These contain a wealth of data, insights, information, and real cases on climate change adaptation and mitigation across the EU.

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[46] European Court of Auditors Special Report 15/2024: Climate adaptation in the EU, page 5

[47] European environment Information and Observatory Network https://www.eionet.europa.eu/

[48] Currently, there are seven European Topic Centres (ETCs) as consortia of organisations in EEA member countries with expertise in specific environmental areas, contracted by the EEA such as: ETC on Climate Change Adaptation and LULUCF (ETC CA), ETC on Climate Change Mitigation (ETC CM), ETC on Sustainability Transitions (ETC ST), etc.: https://www.eionet.europa.eu/etcs/index

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5. Tools developed

Based on the analysis, a climate communication toolkit was developed with the aim to build Slovak authorities' skills in raising awareness among the public to support the implementation of the National Adaptation Strategy (NAS) for CCA.

The target audience groups of the toolkit align with those identified as stakeholders in the revised NAS[49]:

Box 5-1 Excerpt from the revised NAS subchapter "Target Groups"

> *The revised NAS will target the population of Slovakia and aims to guide and support a wide range of stakeholders in building a climate-resilient country. Its target audience includes:*
>
> - *Public Administrations: Public administration from the national to the local level responsible for implementation of the NAS measures within each strategic area / sector.*
> - *Businesses and Industries: Commercial entities ranging from small and medium enterprises (SMEs) to large corporations, involved in providing goods or services and larger private sector entities, such as manufacturing, agriculture, energy, transportation, or technology.*
> - *Civil Society Organizations: Non-governmental organizations, community groups, and environmental organizations.*
> - *Academic Institutions: Researchers, scientists, and educators working on climate change and adaptation.*
> - *The General Public: Individuals and communities who are directly affected by climate change and who can contribute to adaptation efforts.*

The toolkit encompasses principles, narratives, topics, and formats of messaging different target groups. It serves as a "how-to" guide for effective and meaningful engagement with different social groups about the revised NAS. It also proposes specific topics that would be suitable for different audiences, channels, and formats.

The toolkit also contains a comparative analysis of the recent online social media communication approaches of three different self-governing regions which have local climate adaptation plans, i.e. Banska Bystrica, Kosice, and Zilina. That comparative analysis proposed ways to improve online communications with the audience at large.

The toolkit was piloted by five local government officials using a checklist with opportunity to provide detailed responses to the various points. Their feedback was reviewed and considered in the finalising of the toolkit so that it proves to be hands-on and feasible for building Slovak public communicators' capacity. With the proposed toolkit, the Slovak government can take stronger data-centric, analysis-oriented actions at each stage of their future climate communication campaigns (pre-event/preparation phase, implementation phase, and post event).

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[49] The time horizon for the revised and updated National Adaptation Strategy (NAS) is 2040, with revisions planned along the way.

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6. Events

6.1. Communications activities implemented

The planning and implementation of events evolved during the course of the work, taking into account local context, timing, technical and logistical constraints. The following events (see Table 6-1)were agreed and implemented aiming to address a variety of different stakeholder types and different channels:

Table 6-1 List of communications events carried out during the work

Date	Event	Target Group	Format
12 Sept	Regional meeting/workshop in Presov (combined with activity under 2.5); includes a 1-hour training on climate change communication with an invited PR expert	Stakeholders in Presov	In-person
16 Sept	Regional meeting/workshop in Žilina (same format)	Stakeholders in Žilina	In-person
22 Sept	Regional meeting/workshop in Banská Bystrica (same format)	Stakeholders in Banská Bystrica	In-person
18 Sept	SLOVAKIATECH – specialised event; 1-hour panel discussion	Business sector, start-up community, students, general public	In-person
9 Oct	Meeting with the MoE, the Slovak Environmental Inspectorate, and staff from regional environmental offices (state administration) in Demänovská Dolina (~3 hours from Bratislava).	Regional office staff	In-person
20 Oct	Slovak Radio	General public	Online Radio show 1-hour online discussion[50]
30 Oct	Slovak Chamber of Commerce and Industry Conference (national assembly); 1-hour presentation	Business sector	In-person
3 Nov	Podcast of the Slovak Academy of Sciences	General public	Online
5 Nov	Meeting with the Association of Towns and Municipalities (ZMOS)	Public sector, Municipalities	In-person

6.2. Preparation and Outcomes of the events

The Consultant collaborated closely with the Slovak public relations expert who was hired to conduct the communication presentations at the four regional workshops/meetings. The presentation material was based primarily from the Consultant's proposed Toolkit including the comparative case study about three main cities' Facebook climate outreach strategy. The Consultant also drafted an ice-breaker quiz, a group activity, and a feedback questionnaire. The presentation also was supplemented by poignant and complementary illustrations from Slovakia and the Czech Republic collected by the Slovak PR expert.

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[50] Link to the broadcast https://www.stvr.sk/radio/archiv/11287/2655426

Please see the Annex for the presentation material and the participants' lists.

Overview of the group exercises at the regional meetings/workshops:

During the group activity, participants were divided into four groups, each tasked with preparing a communication campaign or strategy for a specific audience (private sector, NGO, and the general public), and a fourth group was tasked with countering disinformation. The participants excitedly got actively engaged in the exercise. They took away their group's outputs after the workshop. Below is a summary of their approaches and feedback:

1. Private Sector Campaign: Participants used their own experience with private companies to design tailored communication. They emphasised the importance of differentiating between sectors rather than generalising across all businesses. They proposed in-person meetings, newsletters, and cost-efficiency narratives as effective entry points.
2. NGO Campaign: This group proposed expert events and consultation formats to engage NGOs. They identified specific local NGOs as potential partners and highlighted the importance of collaboration and credibility in this sector.
3. Public Campaign: Participants designed a campaign around concrete climate adaptation measures, such as flood prevention and calls for project proposals. Their strategy included differentiated communication lines for various social media channels, with some suggesting the use of influencers to reach broader audiences.
4. Countering Disinformation Taskforce: The group developed counter-narratives for potential climate adaptation disinformation. Some still focused on general climate change disinformation and proposed active debunking. I provided feedback that proactive communication and positive messaging to mainstream climate adaptation is often more effective than directly countering disinformation.

Evaluation responses from the last two workshops:

- All participants successfully answered the quiz questions.

- Groups were active and engaged in all three cities: Prešov, Žilina, and Banská Bystrica.

- In Žilina, most participants came from the municipality, academia, and private sector, with a few NGO representatives. The NGO Klíma ťa potrebuje was also present and used in the workshop as an example of good practice.

- In Banská Bystrica, most participants were municipality subject matter experts or from the academic sector, with some representatives from the private sector and NGOs.

- During the exercise, participants were divided into four groups. Each group was tasked with preparing a communication campaign, including key messages, communication lines, and narratives tailored to a specific target audience. The fourth group focused on developing measures to counter climate adaptation disinformation. Participants actively prepared and presented their campaigns and ideas, which led to a fruitful and engaging discussion among the group members.

- Overall feedback was mainly positive: participants found the workshop interesting, useful, and creative. The most appreciated elements were the examples of good practices.

- Suggested improvements included providing more detailed feedback on the practical tasks and sharing additional examples from abroad.

The initially planned duration of two hours was reduced to 1 hour for each of the communication segments in the regional workshops, while the subsequent two-day meeting event with the MoE, the Slovak Environmental

Inspectorate , and staff from regional environmental offices in Demänovská Dolina, contrary to what was planned, was allocated even less time of 30 minutes by the meeting host despite the meeting being a two-day event. The 30-minute communication segment was the last session of the event.

The audience mainly consisted of representatives from regional municipality administrations, regional environmental offices, the State Nature Conservancy of the Slovak Republic, and the Ministry of Environment. It followed the same format as the preceding regional workshops.

The meeting was attended by more than 100 participants, signalling great interest. Due to limited time, the PR expert was not able to include the group work and feedback segments, so the focus was primarily on the theoretical foundation and good practice examples. The PR expert received positive feedback from employees of the MoE and representatives of regional municipalities during in-person conversations after the session.

Although having had the opportunity to incorporate the communication events into the existing meetings, workshops, and conference could be seen as fortuitous in terms of logistical and organisational efficiency, and, to some extent, created synergies, it should be stated that, on the other hand, the disadvantages experienced were critical limitations (such as time allocation and audience selection) to achieving effective outreach and awareness raising, and to receiving structured feedback from each event via the Consultant's formulated evaluation survey.

6.3. Other support provided for the public-facing events

For the three public-facing events, i.e. SlovakiaTech conference, the Slovak Radio interview, and the SAS Podcast interview, the Consultant tailored content and prepared the scripts (including a reference to this EU-funded project) as well as tips on communication style and tone for the Slovak counterpart who was interviewed and presented relevant points concerning the revised NAS and CCA measures. In all three occasions, the message delivered was said to be clear, coherent, and poignant. This is based on qualitative feedback received from the hosts and participants (SlovakiaTech conference).

6.4. Evaluation survey

The Consultant aimed to acquire formal, structured feedback in the form of a mixed qualitative-quantitative short online survey to be distributed during and/or after each event. However, this proved to be difficult to implement as the hosts had the ultimate decision-making power of whether or not to do so on their platforms, even though they had been informed and requested to facilitate dissemination. At the time of finalising this report, the podcast show has just been concluded but it is left to see if and when the survey link will be published alongside the recorded episode. Consequently, any forthcoming evaluation survey responses from listeners of the podcast can no longer be reported and analysed in this report. Please see the Annex for the survey questionnaire.

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7. Climate communication in the age of AI

The main (and commonly known) information source nowadays is still an organisation's website. Intuitively, parts of society still seek official information / documentation by visiting the website of the entity. However, with the rapidly evolving AI technology, communicators should realise that this is the age of AI. Now and in the near future, it is likely that an increasing number of people will turn to AI chatbots and virtual agents as their first source of help on any issue. This trend is a shift from traditional online search where the search query displays the most popular domains on a given query based on keywords and domain rankings.

Taking inspiration from the marketing and branding industries, which are already adopting their awareness raising (and demand generation) strategy with the so-called answer engine optimisation (AEO) alongside traditional search engine optimisation (SEO), Slovak public communicators could change their climate communication strategy to align with this growing trend. Climate change is not a temporary issue, and thus likely to become an ever-increasing concern of the population, nationally, regionally, and globally.

Crucially, in order to succeed with AEO as a strategy, Slovak public communicators should ensure that the CCA-related content they create is clear and comprehensible, well structured, well-researched and based on authoritative sources so as to boost content quality and trustworthiness. It should be recalled that AI algorithms tend to seek for citation content that have these features because such content can be easily extracted by the AI bot and used in generating answers to continuously build on each subsequent 'advice' it tailors to the user's queries/prompts. Furthermore, Slovak entities should carefully consider how much content they intend to generate using generative AI tools as there is a risk of loss in authenticity and originality of their content, if adopted as a cost- and time-saving means of creating CCA content for communication.

From the public's perspective, references and citations mentioned by the AI chatbot in response to their query, are not overlooked. In other words, being referenced by an AI chatbot, especially if the entity's content is increasingly referenced by various AI chatbots or virtual agents can lend the entity some credence and regarded as an authority / expert on the given topic / issue.

Entering a query about climate change and adaptation into an AI tool such as the popular ChatGPT[51], for example:

"I live in Slovakia. How can I protect myself from climate change and extreme weather events? What are examples of climate change adaptation actions in Slovakia?"

In the answer provided by the AI chatbot, it presented several measures, projects, and mentioned the NAS and NAP, as well as projects such as Living Landscape, Restoration of the Water Regime, or Climate Resilient Cities.

When prompted further to focus on a region for example, Zilina region, ChatGPT cited a few projects at the local and regional level.

It quite often referenced the following entities: SHMÚ, MoE, and SEA.

It advised the user to monitor the warning systems of the SHMÚ and municipal applications. This is an indication of the importance of such tools for CCA public outreach in Slovakia.

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[51] ChatGPT is the most widely known AI chatbot even though others exist on the market like Perplexity, Claude, Grok, Gemini, Co-Pilot, etc.

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Among the sources referenced were the klima-adapt.sk website, MoE's website, online news websites, EU bodies' websites, other donors' websites like the Norway Grants, NGOs and think tanks websites, etc. Publishing up-to-date information continuously about CCA is important, because it ensures that the AI chatbots can retrieve and refer to the latest (original) information developed by the Slovak entities. Greater emphasis and effort should be made in providing specific information (as opposed to just general information) about CCA. Specific, means, for example, providing information and encouraging dialogue about how various stakeholder groups / target audiences can contribute to, and benefit from, CCA actions in their respective sectors, as well as in their private lives. The more tailored and practical, the better reception and engagement can be expected.

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8. Evaluation framework for monitoring and measurement of CCA communications

With a view to harnessing harmonization with the EU in reporting on national progress in climate adaptation, the performance indicators and targets for the proposed communication actions have been designed to reflect the requirements in the **EU Adaptation Strategy**, namely for:

- **Smarter adaptation**
  - Increasing knowledge of adaptation – Through improved communication actions, the Slovak public and private stakeholders will gain better awareness and understanding of the country's climate adaptation strategy on a continuous basis.
  - More and better climate-related risk and losses data – The periodic surveys and metrics on public awareness across Slovakia as part of the monitoring of performance of the communication plan, the data collected, analysed, and reported by the Slovak government will contribute to the body of climate-related risk and losses data at national and EU levels.
  - Making Climate-ADAPT the authoritative European platform for adaptation knowledge – The communication actions led by the MOE and supported by stakeholders in the Slovak Republic, will refer, inter alia, to information and case studies found on the Climate-ADAPT platform. The implementing stakeholders will also be encouraged to contribute to the platform the best practices and lessons learned from their public communication efforts.
- **More systemic adaptation**
  - Improving adaptation strategies and plans – having communication plan that efficiently supports the public outreach and awareness objectives of the revised NAS and NAP will make these more robust.
  - Fostering local, individual and just resilience – communication actions proposed address not only the national level, but also the subnational level, and thus will garner broad preparedness and resilience.

Since the NAS (and NAP) is a high-level strategic framework, the CCA communication monitoring and evaluation (M&E) strategy should be aligned to the NAS (and NAP). In light of this therefore, in approaching CCA public communications M&E, the following metrics could serve as a means to harmonise and standardise the public communication performance evaluation exercise across the national and sub-national levels, while the details within each component would need to be determined locally:

Overarching Objective
Informed and empowered society (Strategic Objective #4 in the revised NAS).

The strategic objective is to inform and empower society, therefore it is crucial to systematically monitor and measure these metrics in order to know the level of engagement of any given target audience with regard to communication activities focused on CCA:

Metrics
- Organic reach
- Paid / sponsored reach
- Unique Views / Impressions
- Repeated views

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- Clickthroughs
- Shares
- Comments
- User sentiment (sentiment scoring)
- Website traffic
- Media coverage
- Mentions
- Hashtag trends
- Registrations
- Subscriptions
- Followerships
- Ratings (for example on podcast episodes, etc.)
- Survey responses

To measure impact, there must be a clear link to how these outcomes and impact support the overarching objective (stated above), i.e. Slovakia's national strategic objective of informing and empowering society. The following set of indicators could be considered, see Table 8-1:

Table 8-1 Draft metrics and key performance indicators for monitoring and evaluating implementation of CCA communication in Slovakia

	Metric	KPI
	Number of CCA topics communicated	20% increase from baseline (compared to the past 12 months)
2.	Number of visits to official webpage on Climate	20% increase from baseline
3.	Number of downloads of Factsheets on CCA	20% increase from baseline
4.	Number of reactions to social media (Facebook, Instagram) posts on the topic of CCA	20% increase from baseline
5.	Number of comments on social media (Facebook, Instagram) posts on the topic of CCA	20% increase from baseline
6.	Number of shares on social media (Facebook, Instagram) posts on the topic of CCA	20% increase from baseline
7.	Number of onsite events about CCA	20% increase compared to a similar event that took place in the past 12 months
8.	Number of participants at onsite events about CCA	20% increase compared to a similar event that took place in the past 12 months
9.	Number of survey respondents (post-event)	At least 51% of respondents compared to the total number of participants at the event
10.	Number of onsite events targeting vulnerable groups	20% increase compared to a similar event that took place in the past 12 months
	Number of participants at onsite events about CCA who are from vulnerable (disadvantaged) groups	20% increase compared to similar event that took place in the past 12 months
12.	Number of online events about CCA organised for vulnerable groups	20% increase from baseline
13.	Number of participants at online events about CCA who are from vulnerable (disadvantaged) groups	20% increase compared to similar event that took place in the past 12 months
14.	Level of knowledge of CCA measures	Respondents can outline at least three different climate adaptation measures
15.	Level of knowledge of climate change impacts	Respondents can outline at least three risks (this can include references to hazards, exposure, and vulnerabilities) affecting them (private life or business) and / or their country (national or subnational).
16.	Scale of outreach attained through allies / partner organisations.	Aggregated data calculated from 'Data from allies / partner organisations'.
17.	Degree of attractiveness of chosen communication elements in campaign	At least 51% of respondents were attracted to the event / information by one or more of the communication elements used, such as audio,

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	Metric	KPI
	(These elements can be categorised into five main aspects: visual, audio, message, event activities, call to action.)	soundbites, jingle, videos, photos, images, colour scheme, topic, message style, story, etc.
18.	Degree of relevance of content communicated	At least 51% of participants state that the content communicated was clear and comprehensible.
19.	Degree of accessibility of content communicated	At least 50% of participants state that they found further details they were hoping for via the public entity's own channels (or via a partner organisation's channel – which signposted them to the public entity's channels).
20.	Nature of impacts of (speech/text-based) communication strategies and elements on the aims of the communication.	Participants can identify at least two communication elements / strategies that had a positive or negative effect on their attitude, intention, trust, perceived quality of the information, risk perceptions, behaviour, understanding, knowledge, of the issue/information (CCA) communicated. This contributes to measuring the effect of storytelling narratives, facts lists/statistics, expert sources, citations, methods, causal links, consensus messaging, conflicts, caveats, limitations, weight of evidence, lexical hedges, tone, structure, vocabulary. (In addition, such data and awareness could potentially contribute to the ongoing broader public -scientific- communication paradigm in the as-yet under-researched area of the impacts of communication strategies on science communication aims). Ultimately, such feedback would enable the Slovak public bodies to continuously refine and align their communication strategies to their desired aims.

Source: Consultant's proposed KPIs

Data from allies / partners to support M&E

For partners, agree with them on a standard set of data to collect and report back to your department. To ensure timebound metrics, the relevant period for the data to be collected is two months before the event / info and two months after. The questions aim to avoid duplication in data measured and reported by the public body and those of its partner organisations for any given event or information:

1. How many people heard about the event / info uniquely through your (the partner organisation) channels?
2. What element(s) of the dissemination of the event / info was the most attractive to people, i.e., what made the communication memorable, left a lasting impression on them?
3. How many people have uniquely been in contact with your organisation to inquire about or discuss the event / info?
4. If a legal person (one that is not a direct event/project partner, but is an organisation/company, etc. as opposed to a natural person) engages with the content, how many members/employees/agents did that legal person forward the content on to? The reach of the further dissemination can be calculated in terms of the number of subscribers of that legal entity's newsletter, staff, specific meeting/conference participants, etc. depending on where the further dissemination was done.
5. How many people and entities signalled uniquely to you (the partner organisation) their actual interest in gaining more information about / or cooperation?

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9. Conclusions and Recommendations

For the lay person, the topic of climate change is typically comingled with environmental-, energy-, transport-, health-related, issues, etc. The majority of Slovaks are pro-climate.[52] The revision of the NAS is an opportune time to win over the hearts and minds of the Slovak population about the government's seriousness in dealing with the climate and environmental crises. As the research has shown, there is a lack of systematic M&E of the performance of climate-related initiatives and of the change in awareness level of various target audiences. Thus, it is not possible to provide any substantial statistics on how the population's perception of climate change has evolved over the years as a consequence of the effectiveness of the numerous communication activities implemented in Slovakia at all governmental levels so far.

A good practice would be to identify, collate, synthesise, and (further) disseminate those Slovakcase studies, themes and sectors, which are of topical interest to stakeholders and citizens of Slovakia. The MoE should also promote the use of these tools and resources among stakeholders at the central, regional, and local levels in Slovakia.

With regard to communicating the social vulnerability dimension of climate change, Slovak public communicators should ensure better targeting of information and engagement activities to raise the awareness of vulnerable groups, as well as ensure that these groups are actively included in public discourse alongside participation with the less-vulnerable sections of society. The discourse should not be narrowed down to the financial capacity dimension, i.e. where the socially vulnerable are projected as those who can not afford the insurance costs of climate-induced damage. Rather, the social vulnerability aspect entails physical vulnerability, being knowledge poor, etc., not just financially poor. Groups like the elderly, children, minorities, disabled, should also be highlighted whenever the social dimension is raised.

Climate induced disasters are having and will have a huge economic impact for the State government, insurance companies, and people. In other words, financing will be key in enabling CCA measures. Therefore, it is relevant to indicate the cost element of climate change/CCA in communication campaigns, but public communicators should avoid making cost/risk-sharing the central theme / core message of their outreach. References to such automatically turns the focus of the audience to 'absolving' themselves of any role or responsibility in CCA. As far as possible, the narrative should be kept neutral rather than on a negative blame tactic, without projecting any particular stakeholder, the central government or insurance companies as the 'villain', the local government as the 'helpless underfunded', and the public as the ultimate 'victim'. A more effective and constructive narrative is to emphasise that everyone and every entity (public and private sectors) has a role and responsibility in CCA.

Although the evaluation survey could not be conducted and recorded within the duration of this project, it is recommended that public communicators take inspiration from the questionnaire, tailor its content, and use it as a tool for regular gauging of awareness and attitude changes of various target groups after their climate change adaptation outreach activities.

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52 Slovakia's climate action strategy, BRIEFING Roadmap to EU climate neutrality – Scrutiny of Member States EPRS | European Parliamentary Research Service Author: Gregor Erbach with Cecilia Meinardi; Graphics: Ville Seppälä Climate Action Research and Tracking Service, Members' Research Service, PE 769.539 – March 2025. Also, see https://institut2050.sk/klimask2025

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