



A Global Standard for Ethical Climate Communication

The Roman Declaration on Green Communication Responsibility

As communication professionals, we recognise our unique responsibility in shaping the narratives that drive collective action on climate and sustainability. The Global Standard for Ethical Climate Communication is our response to the United Nations 2030 Agenda — a commitment by communication professionals across the globe to place environmental integrity, transparency and ethical practice at the heart of everything we do. By adopting these principles and signing the Roman Declaration, we embrace our role as advocates for truth in green communication and accept our duty of care to the planet and the people we serve.

The Foundations of a Global Standard

The Global Standard is grounded in internationally recognised frameworks for sustainable development and ethical communication. The following statements form the foundation upon which its principles are built.

1. **RECOGNISING** — The 2030 Agenda for Sustainable Development adopted by all United Nations member states in 2015. The increasing public demand and legal requirement for reporting environment, social and governance action and progress towards those Strategic Development Goals (SDGs).
2. **RECOGNISING** — The essential role of communication in mobilising the collective action necessary to achieve these objectives.
3. **RECOGNISING** — The International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World (INTERDECOM) launched in 2020.

The Principles of the Global Standard for Ethical Climate Communication

Building on these foundations, the following principles define the standards of practice that communication professionals commit to uphold. Each reflects our professional responsibility to ensure green communication is honest, evidence-based and driven by a genuine commitment to sustainable outcomes.

4. Lead by example in responsible communication, always clearly distinguishing between verified fact, informed opinion and advocacy.
5. Always act ethically and in the best interests of people, communities and the planet.
6. Actively challenge disinformation — the deliberate spread of false or misleading content — and correct misinformation wherever it occurs, regardless of its source or intent.
7. Champion diversity and inclusion by supporting the development of local codes of best practice that respect cultural, linguistic, political and religious differences.

8. Ensure every green communication program actively considers and honestly represents its environmental impact.
9. Counter greenwashing with creative, evidence-based communication that demonstrates genuine environmental commitment and holds organisations accountable.
10. Ensure every strategic and tactical plan is data-driven and that its outcomes are measurable and transparently reported.
11. Promote education of internal and external stakeholders by recognizing, sharing and promoting examples of best practice.
12. Take every opportunity (eg World Environment Day) to promote responsible green communication.

The Roman Declaration

As my/our contribution to our universally recognized duty of care for the planet, I/We as communication professionals hereby declare our commitment to the Global Standard for Ethical Climate Communication and pledge to uphold its principles in our professional practice. In doing so, I/We commit to raising public awareness of best professional communication practice and to inspiring others to join us in reclaiming the truth in green communication.

ENDS.