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HOW CAN EUROPE
TACKLE SOLAR
MISINFORMATION?



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PHILIPPA NUTTALL

Editor of Sustainable Views,
Financial Times

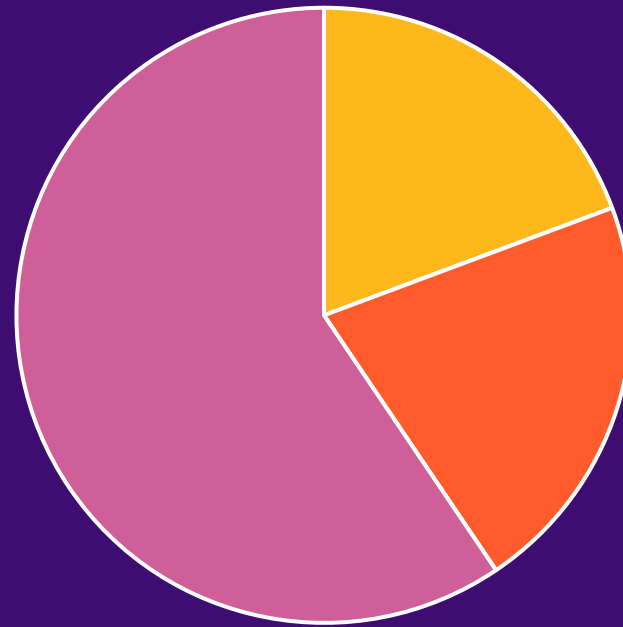
Solar sector survey on misinformation

How worried is the solar sector about misinformation?

- 72.7% are very worried or worried
- 23.7% are not very concerned

Is the solar sector actively monitoring misinformation?

Monitoring misinformation



■ Yes ■ Sporadically ■ No ■ Not sure

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Where is misinformation most commonly encountered?

- 54.5% - Social media groups (especially Facebook)
- 13.6% - Local community groups
- Other sources include traditional media and policymakers

Most common misinformation narratives:

- 27.3% - Solar takes up too much land
- 18.2% - Solar causes fires / is not safe
- 18.2% - Solar harms agriculture
- 13.6% - Solar harms biodiversity and wildlife

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Roger Waite

Media & Communication issues,
DG ENER, European Commission



Lisa Erkander

Head of Communication,
SVEA Solar



Diogo Carvalheda

Head of Communications,
APREN (Portugal)



Christopher Lade

Business Manager, CEO Office,
Ib vogt



Stephan Mündges

Coordinator,
European Fact-Checking Standards
Network (EFCSN)



Philippa Nuttall

Editor of Sustainable Views,
Financial Times

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SPEAKERS