



## **LA PERCEZIONE DEI CAMBIAMENTI CLIMATICI**

Evidenze, negazionismo,  
greenwashing e scenari futuri

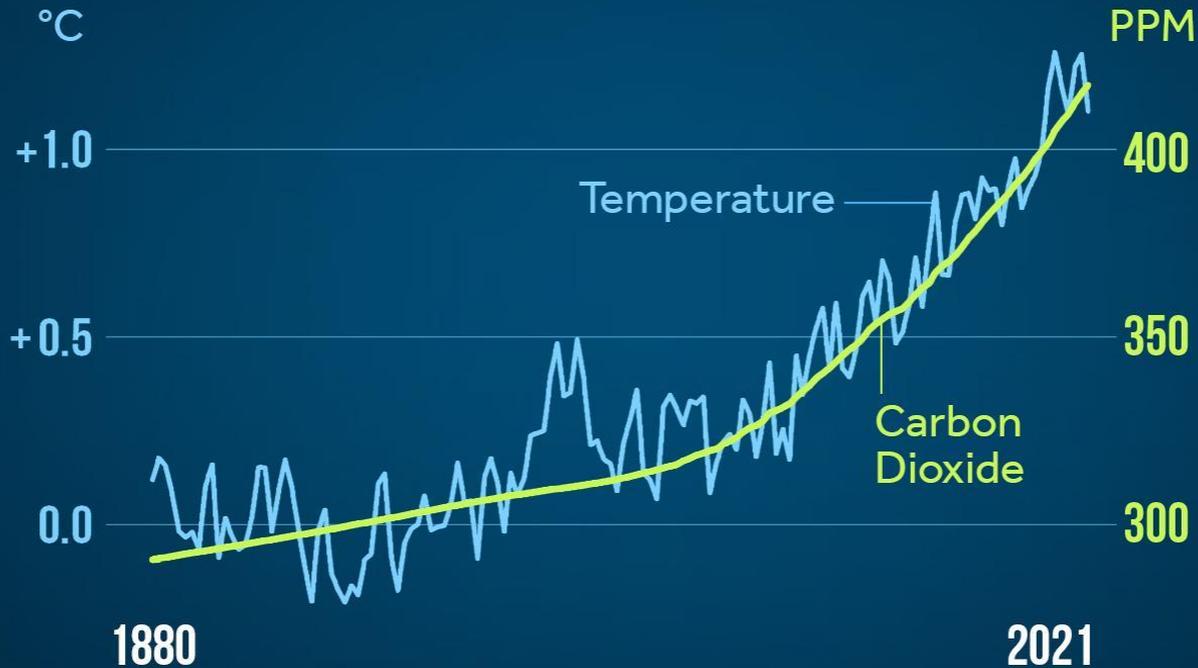
Giancarlo Sturloni

# ULTIME DALLA COP27



**COP27**  
**SHARM EL-SHEIKH**  
**EGYPT 2022**

# TEMPERATURE & CARBON DIOXIDE



Global temperature anomalies averaged and adjusted to early industrial baseline (1881-1910)  
Source: NASA GISS, NOAA NCEI, ESRL

## **Domanda 1.**

**Se gli impegni di riduzione fossero rispettati, di quanto salirebbe la temperatura globale entro fine secolo?**

**1.**

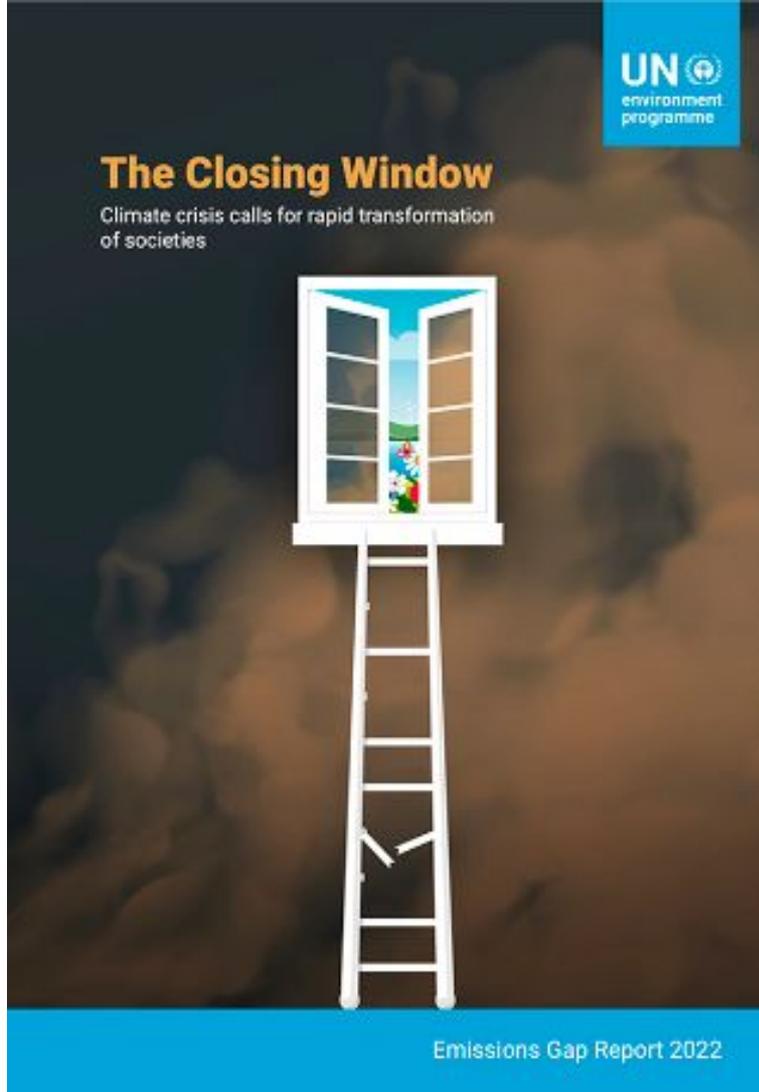
Circa  
1,5°C

**2.**

Circa  
2,5°C

**3.**

Oltre  
4°C



UN  
environment  
programme

## The Closing Window

Climate crisis calls for rapid transformation of societies

Emissions Gap Report 2022

**Emissions Gap Report 2022**  
UN Environment programme



# LA POSTA IN GIOCO





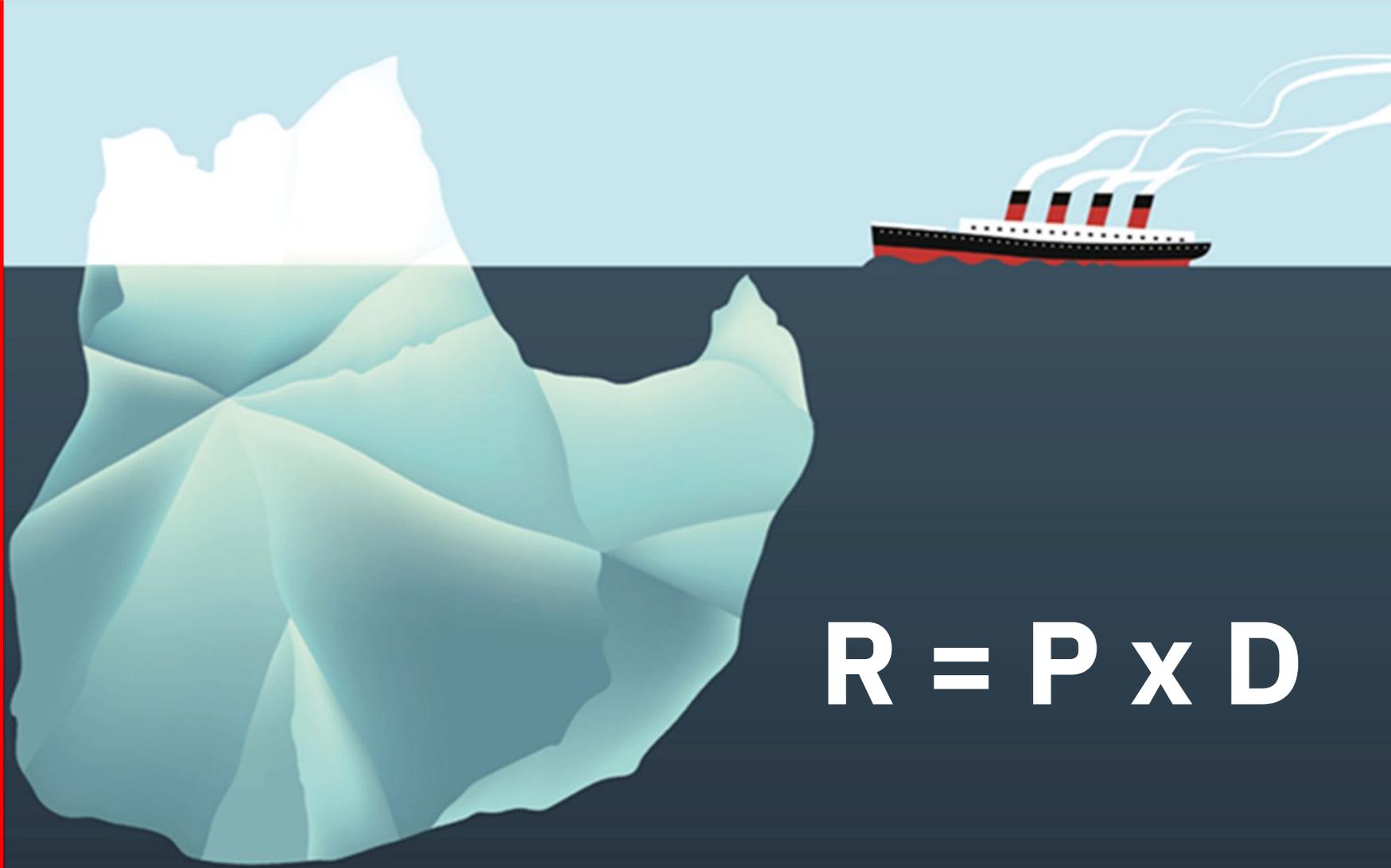




**+1,5°C**

**+2°C +3°C +4°C**

# **COME È PERCEPITA LA CRISI CLIMATICA**



$$R = P \times D$$



**Narsaq, Groenlandia**  
Foto di Adrian Boliston



Foto di Maria Dryfhout/shutterstock

## **Domanda 2.**

**Qual è in media la percentuale di notizie sui cambiamenti climatici nei TG serali?**

**1.**

Meno del  
3%

**2.**

Circa  
il 10%

**3.**

Circa il  
20%



## TELEGIORNALI



**96** Notizie trattano la crisi climatica

**su 14.211** trasmesse dalle edizioni di prima serata dei 7 TG di Rai, Mediaset e La7

**0,7%**

del campione totale osservato tra gennaio e aprile 2022

Quante notizie hanno trattato la crisi climatica in ciascun TG?



## PROGRAMMI TV



**24** Puntate delle trasmissioni TV monitorate trattano la crisi climatica

**su 388** trasmissioni TV

**6,2%**

del campione totale osservato tra gennaio e aprile 2022

In quante puntate ciascun programma ha parlato della crisi climatica??



## QUOTIDIANI



**528** Articoli trattano la crisi climatica

del campione totale osservato tra gennaio e aprile 2022

Come viene raccontata la crisi climatica negli articoli dei quotidiani?



# LE FORZE IN GIOCO

FORMAZIONE  ZANICHELLI

LIFE magazine, 1962



PERITO GLACIER, ALASKA, IS A RIVER OF ICE STRETCHING 210 SQUARE MILES. YET THE PETROLEUM ENERGY HUMBLE SUPPLIES AMERICA COULD MELT IT AT THE RATE OF 7 MILLION TONS A DAY!

**EACH DAY HUMBLE SUPPLIES ENOUGH ENERGY TO MELT 7 MILLION TONS OF GLACIER!**

This giant glacier has remained unmelted for centuries. Yet, the petroleum energy Humble supplies—it converted into heat—could melt it at the rate of 80 tons each second! To meet the nation's growing needs for energy, Humble has applied science to nature's resources to become America's Leading Energy Company. Working wonders with oil through research, Humble provides energy in many forms—to help heat our homes, power our transportation, and to furnish industry with a great variety of versatile chemicals. Stop at a Humble station for new Enco Extra gasoline, and see why the "Happy Motoring" Sign is the World's First Choice!

**HUMBLE**  
OIL & REFINING COMPANY  
America's Leading Energy company





# Join the pollution fighters.

They are people like you. Doctors, nurses, lawyers, vice presidents, professors, kids, cops, cabbies, comptrollers, pilots, plumbers, models. Why not join them?

## People start pollution. People can stop it.

Keep America Beautiful





COP27 

@COP27P

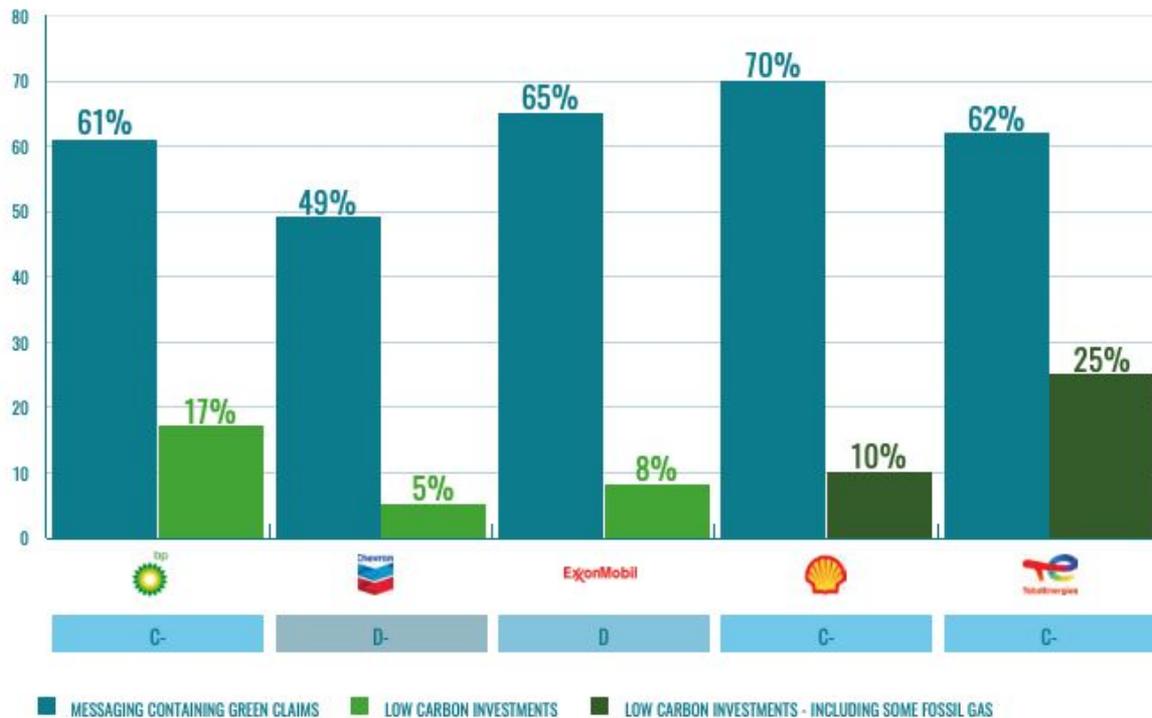


The #COP27 Presidency announces The @CocaCola Company as a Supporting Sponsor to COP27. For more information: [bit.ly/3dRcIXf](https://bit.ly/3dRcIXf)

[Traducir Tweet](#)



### Big Oil's Green Claims vs Green Investments



Graph comparing the percentage of Big Oil's 2021 public communications containing positive messages about the company on climate change vs the percentage of projected 'Low Carbon' investments in 2022 CAPEX per company. Each company's LobbyMap Grade is also included, assessing lobbying alignment with the Paris Agreement.





Trento, 2019  
Foto di Giancarlo Sturloni

**Per ragionare in classe**



# **Borraccia o bottiglia?**

UNA PROPOSTA DI COMPITO DI REALTÀ



## **Bibliografia e sitografia**

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<https://aulascienze.scuola.zanichelli.it/speciali-scienze/speciale-antropocene>

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<https://www.unep.org/resources/emissions-gap-report-2022>

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### **Big Oil's Real Agenda on Climate Change 2022 - An InfluenceMap Report**

<https://influencemap.org/report/Big-Oil-s-Agenda-on-Climate-Change-2022-19585>

### **Clima 2050**

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### **La comunicazione del rischio per la salute e l'ambiente**

Giancarlo Sturloni, Mondadori Università, 2018



**FORMAZIONE**

**ZANICHELLI**

Grazie  
della partecipazione