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Agenda item: 7. Ecosprinter Editorial Board Candidates

Motivation

Climate change and the transition toward a greener future have become highly polarized topics in today's public debate. Discussions in politics and mass media are often framed through the lens of personal ideology and values, even though the green transition is a logical and necessary development regardless of political affiliation. Investing in a sustainable future is believed to strengthen the economy, reduce the risk of future humanitarian crises, and create the foundation for a more secure and stable world.

However, I believe these important aspects often receive less attention than they deserve. In my view, much of the resistance to climate action stems from the lack of knowledge surrounding big changes. People are often hesitant toward what feels unfamiliar, which is often what leads to a conservative approach to environmental issues.

Because of this, I believe it is essential to communicate climate-related topics in a way that is both informative and engaging. Rather than framing the green transition as politically divisive, I want to contribute to discussions that demonstrate how sustainable development can support and strengthen a wide range of political and social values. Exploring how communication can make climate issues more accessible, constructive, and uniting is something I am deeply passionate about, and it is an area I would love to continue working with further.