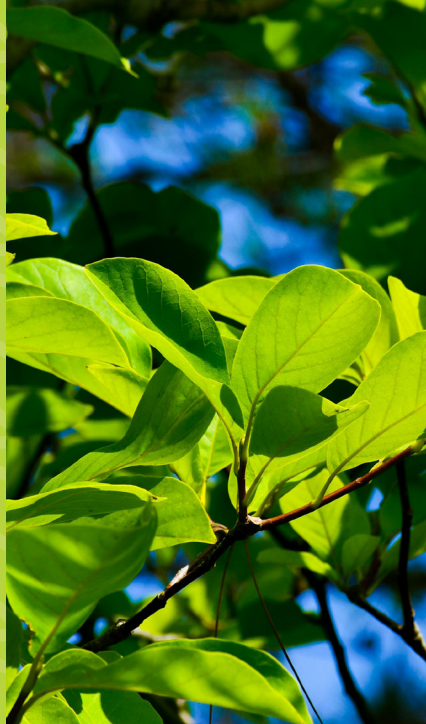


*Green journalism  
shapes the future* 

Supported by the program: "Support for strengthening sustainable and multipurpose forest management to improve livelihoods in rural areas and address climate change in Kosovo," implemented by the Food and Agriculture Organization of the United Nations (FAO), and funded by the EU and Sweden.



# A HANDBOOK OF GREEN JOURNALISM

Behare  
Bajraktari



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# AN INTRODUCTION TO "THE GREEN JOURNALISM HANDBOOK"

*[The manual is not a book about environmental science, but a journalism book about the environment!]*

***“The Green Journalism Handbook” is a guide to the journalist’s calling in the environmental era, when the protection of nature has become a global demand. So, this, a booklet, is not a book on environmental science, but a book on journalism, information and awareness on environmental issues.***

This is not a book, as we recall, on “Global Warming”, as it does not try to explain the living world or the plant world, but, it is a small educational, school book, especially an informative book on the urgency of getting to know different aspects of the environment, natural phenomena that affect the planet as well as those on the challenges of protecting life on Earth, from the perspective of “Green Journalism”, a notion, obligation and profession, this, for the new century, the ethics that comes from the implementation of these priorities summarized in the “Green Agenda”, the agreement that has already included actors, institutions and governments of developed European, Western and world countries.

“The Green Journalism Handbook” is dedicated to schools, journalism students, those who will write about environmental issues, it can also be used by colleges, departments and university of journalism to familiarize themselves with the troubles that nature faces and the role of the journalist that this confrontation offers them, as well as, it can be used by various entities that aim to advocate for nature, the living world and the environment, ministerial cabinets and state institutions everywhere. A book that will come in handy for spokespersons, public relations offices and governments, during their indispensable meetings on environmental issues, in the future..

***Behare Bajraktari***

# SIX JOURNALISM QUESTIONS



## *WHO*

**Green Journalism:** More accurately referred to as environmental journalism, it is a specialized field of reporting that focuses on issues related to the natural and urban world and the impact of human activities on it. Essentially, Green Journalism aims to inform, educate, and inspire action to protect the environment.

## *WHERE*

**Environment and Biodiversity:** Focus on environmental issues, including climate change, biodiversity loss, pollution, deforestation, and sustainable development.

## *WHEN*

**Environmental Issues:** Environmental journalists investigate and report, providing accurate and reliable information to the public, particularly regarding Global Warming, Climate Change, and the Greenhouse Effect.

## *WHAT*

**Investigation and Reporting:** With the increasing urgency of climate change and other environmental crises, Green Journalism has become increasingly important globally.

## *HOW*

**Holding Accountability:** Environmental journalism plays a crucial role in holding governments, corporations, and individuals accountable for their environmental actions. Often, a deep understanding of scientific concepts is required to accurately convey complex environmental issues.

## *WHY*

**Raising Awareness:** A primary goal is to raise public awareness and inform about environmental problems and their consequences.



# 1. WHAT IS GREEN JOURNALISM AND ITS ROLE

## 1.1 Journalism Basics

- **Basics:** Journalism is the process of gathering, analyzing, and presenting information as news. It aims to inform the public about current events, issues, and trends.
- **Core Principles:** Journalistic ethics strive for accuracy, impartiality, fairness, and transparency.
- **Formats:** Journalism can take many forms, including:
- **Print:** Newspapers, magazines, periodicals, scholarly, etc.
- **Broadcast:** Television, radio, internet.
- **Online:** Websites, blogs, social media, podcasts.
- **Investigative:** In-depth reporting on complex issues.

### **Media**

- **Definition:** Media refers to the various channels or platforms used to communicate information to a large audience. This includes both traditional formats (such as newspapers and TV) and newer digital platforms.
- **Mass media:** Designed to reach a broad audience (e.g., television, radio, major newspapers).
- **Targeted media:** Focused on a specific interest group (e.g., hobby magazines, specialized websites)
- **Social media:** Platforms where users create and share content (e.g., Facebook, Twitter).



## **Television**

- **News:** News television refers specifically to television channels or programs dedicated to delivering news and current affairs.
- News television can include:
- **24-hour news channels:** Continuously updated coverage of news events.
- **News bulletins:** Regular segments within a broader television schedule.
- **TV chronicles:** In-depth reports and analysis on specific topics.
- **Documentaries:** Longer programs that investigate a particular issue.

## **Important considerations**

- **Evolution:** The media landscape is constantly changing with the rise of digital platforms and the decline of traditional formats.
- **Bias:** All news sources have a degree of bias. It is important to be aware of potential biases and seek out diverse perspectives.
- **Critical thinking:** It is essential to be a critical observer of news and media, assessing the credibility of sources and information presented.

# **1.2 What is Green Journalism?**

- Green journalism is essentially another term for environmental journalism. It refers to the practice of reporting on environmental issues, including:
- **Climate change:** This is a major focus, covering topics such as global warming, greenhouse gas emissions, and the impacts of climate change on ecosystems and human societies.
- **Pollution:** Reporting on air, water, and land pollution, including sources, effects, and potential solutions.
- **Conservation:** Covering efforts to protect endangered species, preserve natural habitats, and promote sustainable resource management.
- **Environmental policy:** Analyzing and reporting on environmental laws, regulations, and policies at the local, national, and international levels.
- **Environmental justice:** Examining how environmental problems disproportionately affect marginalized communities and advocating for equitable solutions.

## 1.3 Key Aspects of Green Journalism

- **Scientific Accuracy:** Requires journalists to have a solid understanding of environmental science and accurately convey complex information to the public.
- **Investigative Reporting:** Often involves in-depth investigations into environmental issues, exposing wrongdoing by corporations or governments.
- **Storytelling:** Effective green journalism uses compelling narratives to engage audiences and make environmental issues relatable.
- **Solution-Oriented:** While highlighting problems, it also focuses on possible solutions and promotes positive change.

## 1.4 Importance of Green Journalism

- **Awareness Raising:** Educates the public about critical environmental issues and their potential consequences.
- **Holding Governments Accountable:** Examines the actions of governments, corporations, and individuals that affect the environment.
- **Inspiring action:** It can motivate individuals and communities to take action to protect the environment. Green journalism plays a crucial role in informing public discourse and driving positive change on environmental issues.



# 2. GREEN JOURNALISM AND ENVIRONMENTAL ISSUES

## 2.1 Planetary Pollutants

Defining pollution is complex because pollution takes many forms (air, water, soil, noise, light) and comes from different sources (industry, agriculture, transportation, households). Furthermore, the impact of pollution varies depending on the specific pollutants, their concentration, and the environment they affect.

However, here are some important sources and types of pollution that contribute greatly to global environmental problems:

- **Fossil fuel industry:** This includes companies involved in the extraction, processing, and distribution of coal, oil, and natural gas. They are major contributors to greenhouse gas emissions, air pollution, and water pollution.
- **Industrial agriculture:** Large-scale agricultural practices often rely on chemical fertilizers and pesticides, leading to soil and water pollution. Livestock contributes to greenhouse gas emissions and deforestation.
- **Transportation Sector:** Cars, trucks, ships, and airplanes release significant amounts of air pollutants and greenhouse gases.
- **Plastic Production and Waste:** Plastic production relies heavily on fossil fuels and releases harmful chemicals into the environment. Plastic waste pollutes land and oceans, harming wildlife and ecosystems.

- **Fast Fashion Industry:** The rapid production and consumption of clothing by this industry leads to excessive waste, water pollution, and greenhouse gas emissions.
- **Chemical Production:** Chemical production can release toxic substances into the air, water, and soil, posing risks to human health and the environment.
- **Mining and Resource Extraction:** Mining operations can cause soil erosion, water pollution, and habitat destruction.
- **Deforestation:** The clearing of forests for agriculture, logging, or urbanization contributes to climate change, biodiversity loss, and soil erosion.
- **Urbanization and waste management:** Growing cities generate vast amounts of waste, which can pollute land, water, and air if not managed properly.
- **Consumerism and overconsumption:** Our modern lifestyle of excessive consumption drives demand for resource extraction, manufacturing, and transportation, all of which contribute to pollution. It is important to note that this is not an exhaustive list and there are many other sources and types of pollution. Addressing these challenges requires a multifaceted approach that includes individuals, industry, governments, and international cooperation.

## *2.2 Responsibilities of developed countries*

Industrialized countries bear a significant responsibility for addressing climate change, air pollution and water stability due to their historically high emissions and resource consumption. Their tasks can be summarized as follows:

### *Undertaking*

- **Reducing greenhouse gas emissions:** Switching to clean, renewable energy sources, improving energy efficiency and investing in carbon capture and storage technologies.
- **Setting ambitious targets:** Setting and adhering to science-based emission reduction targets, consistent with the goals of the Paris Agreement.
- **Implementing policies:** Implementing policies that promote emission reductions, such as carbon pricing, regulations and incentives for green technologies.

## **Adaptation**

- **Financial assistance:** Providing financial and technical support to developing countries for climate change adaptation measures.
- **Technology transfer:** Facilitating the transfer of clean technologies to developing countries to support their sustainable development.
- **Capacity building:** Helping developing countries build their capacity to assess climate risks and implement adaptation strategies.

## **Air**

- **Emission reduction:** Enforcing stricter regulations on industrial emissions and promoting cleaner transport options.
- **Investing in research:** Funding research and development of cleaner technologies and measures to control air pollution.
- **International cooperation:** Cooperating with other countries to address transboundary air pollution issues.

## **Water**

- **Sustainable water management:** Promoting efficient water use in agriculture, industry and households.
- **Protecting water resources:** Implementing measures to protect and restore water

quality, prevent water pollution and sustainably manage water resources.

- **International cooperation:** Working with other countries to address shared water resource challenges and promote transboundary water management.

## **Leadership and cooperation**

- **Leading by example:** Demonstrating leadership in climate action by setting ambitious targets and implementing effective policies.
- **International cooperation:** Actively participating in international climate negotiations and cooperating with other countries to achieve global climate goals.
- **Supporting developing countries:** Providing financial and technical assistance to developing countries to support their climate action efforts. These tasks are interrelated and require a comprehensive approach. Industrialized countries must take urgent and decisive action to address climate change, air pollution and water stability to ensure a sustainable future for all.

## 2.3 International agreements, documents and obligations

There are numerous international agreements and documents aimed at addressing air and water pollution, deforestation, climate change and global warming. Here are some of the most important:

### **Key documents and agreements**

- **United Nations Framework Convention on Climate Change (UNFCCC):** Adopted in 1992, this treaty provides the general framework for international efforts to combat climate change. It sets the goal of stabilizing greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system.
- **Kyoto Protocol:** Adopted in 1997, this UNFCCC protocol sets binding emission reduction targets for developed countries. It was the first international agreement to do so and established the principle of “common but differentiated responsibilities”.



- **Paris Agreement:** Adopted in 2015, this agreement builds on the UNFCCC and aims to strengthen the global response to climate change. It sets the goal of keeping the increase in global temperatures this century well below 2 degrees Celsius above pre-industrial levels and pursuing efforts to limit the temperature increase to 1.5 degrees Celsius.
- **Montreal Protocol on Substances that Deplete the Ozone Layer:** Adopted in 1987, this protocol aims to phase out the production and consumption of ozone-depleting substances, which also contribute to climate change.
- **Convention on Biological Diversity:** Adopted in 1992, this convention aims to conserve biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising from the use of genetic resources. Deforestation is a major threat to biodiversity, and this convention promotes sustainable forest management.
- **Aarhus Convention:** The United Nations Economic Commission for Europe (UNECE) Convention on Access to Information, Public Participation in Decision-Making and Access to Justice in Environmental Matters was adopted on 25 June 1998 in the Danish city of Aarhus, at the Fourth Ministerial Conference on the Environment for Europe. It entered into force on 30 October 2001. The Aarhus Convention establishes a set of rights for individuals and civil society organisations in relation to the environment. It is the main international agreement on environmental democracy. The Aarhus Convention protects the right of everyone to live in a healthy environment.

## 2.4 Constituent bodies and summits

- **Conference of the Parties (COP):** The highest decision-making body of the UNFCCC, which meets annually to assess progress in addressing climate change. Major COPs include COP3 (Kyoto, 1997), COP15 (Copenhagen, 2009), and COP21 (Paris, 2015).
- **Intergovernmental Panel on Climate Change (IPCC):** Established in 1988, this body assesses the science related to climate change. Its reports provide the main input to international negotiations on climate change.



- **United Nations Environment Programme (UNEP):** Established in 1972, this programme provides leadership and encourages partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations.
- **World Summit on Sustainable Development:** Held in Johannesburg in 2002, this summit reaffirmed the commitment to sustainable development and recognized the importance of addressing environmental issues such as pollution, deforestation, and climate change.
- **2030 Agenda for Sustainable Development:** Adopted by the United Nations in 2015, this agenda sets out 17 Sustainable Development Goals (SDGs), including targets related to clean water and sanitation, responsible consumption and production, climate action, and life on land.
- **New Urban Agenda:** Adopted in 2016, this agenda provides a global framework for sustainable urban development, recognizing the role of cities in addressing climate change and other environmental challenges. This is not an exhaustive list, but it covers many of the most important documents, bodies, and summits related to combating air and water pollution, deforestation, climate change, and global warming. These efforts represent a global commitment to address these urgent environmental challenges and work toward a more sustainable future.

***Other relevant documents and initiatives:***



# 3. FEATURES OF GLOBAL WARMING

## 3.1 Deforestation

Deforestation is occurring for a number of complex and interconnected reasons. Here are some of the main drivers:

- **Agriculture:** This is the largest driver of deforestation globally. Forests are cut down for agricultural land to grow food crops such as soy, palm oil, and coffee, or for cattle grazing. Demand for these commodities is driven by our consumption patterns, including the consumption of red meat and the use of palm oil in many products.
- **Logging:** Trees are cut down for timber, cellulose, and firewood. Timber is used in construction and furniture, while cellulose is used to make paper. Fuelwood is still a major source of energy in many developing countries. Illegal logging also contributes to deforestation.
- **Infrastructure development:** Building roads, dams, mines, and other infrastructure requires land clearing, which often involves clearing forests. This also opens up previously inaccessible areas for further exploitation.
- **Urbanization:** As cities grow, they expand into surrounding areas, often leading to deforestation to make way for housing, businesses, and infrastructure.
- **Fires:** While some fires occur naturally, many are started by humans to clear land for agriculture or other purposes. These fires can spread uncontrollably and destroy large areas of forest.
- **Climate change:** Climate change can exacerbate deforestation by increasing the frequency and intensity of droughts, fires, and pest outbreaks, which can weaken and kill trees.

## Protecting forests

- Some countries have significant timber industries that contribute to their economies, but this relies on the continued logging of forests. However, these are

often short-term benefits. Deforestation can lead to soil erosion, water problems, loss of ecosystem services, and long-term economic consequences.

# 3.2 From the Greenhouse Effect to Climate Change

It is important to understand that Global Warming, Climate Change, and the Greenhouse Effect are interconnected.

The Greenhouse Effect is a natural process that is being amplified by human activities, leading to Global Warming, which in turn drives Climate Change. Here are ten prominent signs and phenomena:

- **Rising global temperatures:** This is the most basic sign. Average global temperatures are steadily increasing, both on land and in the oceans.
- **Melting glaciers and ice sheets:** Glaciers around the world are shrinking, and the vast ice sheets in Greenland and Antarctica are losing mass at an accelerating rate.
- **Rising sea levels:** As glaciers melt and ocean water warms and expands, sea levels are rising, threatening coastal communities.
- **Ocean acidification:** Increased atmospheric carbon dioxide is being absorbed by the oceans,

making them more acidic, which is harming marine life, especially coral reefs.

- **Changes in precipitation patterns:** Some areas are experiencing more intense rainfall and flooding, while others are suffering from prolonged droughts.
- **Increased frequency and intensity of extreme weather events:** This includes more frequent and intense heat waves, hurricanes, wildfires, and floods.
- **Changes in plant and animal ranges:** Species are migrating to new areas as their traditional habitats become unsuitable due to changing temperatures.
- **Declining Arctic Sea Ice:** The extent of Arctic Sea ice is rapidly decreasing, especially during the summer months.
- **Melting permafrost:** In Arctic regions, permafrost is melting, releasing trapped methane, a potent greenhouse gas, into the atmosphere.

- **Increasing wildfires:** Due to warmer temperatures and drier conditions, wildfires are occurring more frequently and burning larger areas. These signs are interconnected and reinforce each other,

providing compelling evidence of a rapidly changing climate.



## 3.3 “El Nino”

“El Nino” is a climate pattern that describes the unusual warming of surface waters in the central and eastern tropical Pacific Ocean. Here’s a summary of what it means:

- **Ocean warming:** Normally, trade winds blow westward across the tropical Pacific, pushing warm surface water toward Asia and Australia. During an “El Nino,” these winds weaken, or even reverse, allowing warm water to spread eastward toward the Americas.
- **Global impacts:** This change in ocean temperatures has significant effects on global weather patterns.
- **It can lead to:** Increased rainfall in some areas, such as parts of South America and the southern United States.
- Droughts in other regions, such as Australia and parts of Southeast Asia.
- Changes in temperature patterns around the world.
- **ENSO:** El Nino is part of a larger climate phenomenon called the El Nino–Southern Oscillation (ENSO).
- **ENSO has three phases:** El Nino, La Nina (the opposite of El Nino, characterized by cooler-than-average ocean temperatures), and a neutral phase.
- **Origin of the name:** The name “El Nino,” Spanish for “El Nino,” comes from South American fishermen who noticed unusually warm waters around Christmastime. Essentially, El Nino is a natural climate variation that can have widespread and significant impacts on weather around the globe.
- Melting glaciers pose two major, interconnected problems: loss of freshwater and rising sea levels. It’s hard to say definitively which is “bigger,” because both have profound and far-reaching consequences. Here is a summary to help you understand the importance of each.

## 3.4 Freshwater Loss

- **Regional Impacts:** Many communities, especially in mountainous regions, rely on glacial meltwater for drinking water, irrigation, and hydroelectric power. The loss of these glaciers directly threatens their water security.
- Changes in meltwater availability can disrupt ecosystems and agricultural practices.
- **Long-term Implications:** As glaciers shrink, the seasonal flow of rivers will change, potentially leading to water shortages during dry periods.
- This loss of freshwater storage has important implications for future water availability.

## 3.5 Rising Sea Levels

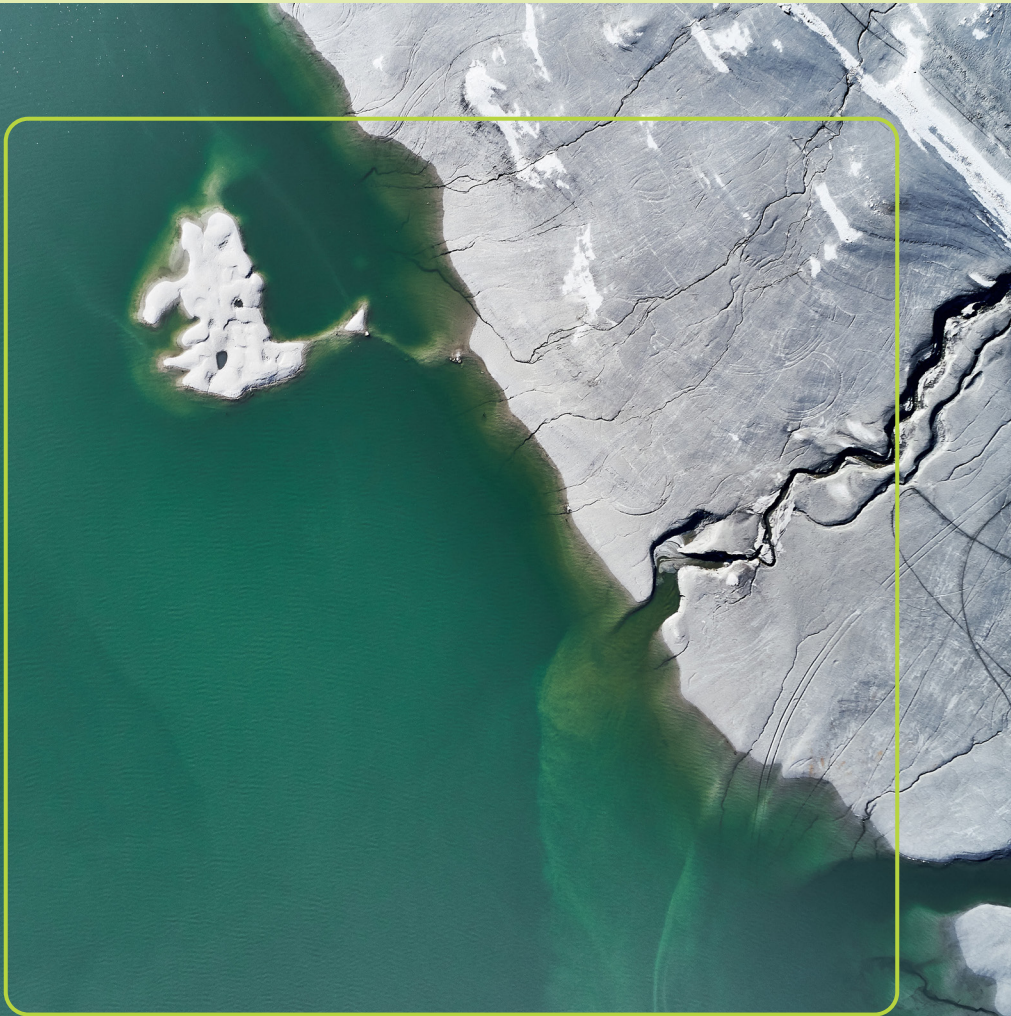
- **Coastal Flooding:** Sea level rise threatens coastal communities with increased flooding, erosion, and saltwater intrusion into freshwater resources.
- Low-lying island nations are particularly vulnerable and face the risk of submergence.
- **Ecosystem Damage:** Coastal ecosystems, such as mangroves and wetlands, are vulnerable to sea level rise, which could lead to habitat loss and reduced biodiversity.
- **Linkage:** It is essential to recognize that these problems are not isolated. Glacier loss directly contributes to sea level rise, of course.

### ***Displacement and Economic Impacts:***

- Millions of people could be displaced by sea level rise, leading to social and economic disruption.
- Coastal infrastructure, including ports, roads, and buildings, will be at risk.
- Both issues exacerbate existing vulnerabilities and create new challenges for communities and ecosystems.
- **In conclusion:** Both freshwater loss and sea level rise are critical problems with far-reaching consequences.

The severity of each problem varies depending on the region and its specific vulnerabilities.

It is more accurate to say that both are extremely large problems, which are inextricably intertwined.



# 4. THE GREEN AGENDA AND ITS OBJECTIVES

## *4.1 The Green Agenda*

The Green Agenda is a broad term that refers to a range of policy initiatives and societal goals that seek to address environmental challenges, particularly climate change and sustainability.

The Green Agenda encompasses a wide range of actions designed to reduce air, water and land pollution, develop the agricultural economy, protect nature and other living things.

This often includes switching to renewable energy sources, improving energy efficiency and promoting sustainable transport. The Green Agenda is often associated with initiatives such as the “European Green Deal”, which outlines ambitious goals for climate neutrality.

The Green Agenda involves a wide range of stakeholders, including governments, businesses and individuals.

The concept is evolving as new scientific information and technological advances emerge. In essence, the Green Agenda represents a global effort to create a more environmentally sustainable future.



## 4.2 “The European Green Deal”

It is important to understand that the “European Green Deal” is not a single, final project with a final “achievement” date. Rather, it is a broad and ongoing initiative with a set of objectives and goals. Here is a summary of the main timeframes:

By 2030, a crucial interim target is to reduce net greenhouse gas emissions by at least 55% compared to 1990 levels. This is being pursued through the “Fit for 55” package of legislation.

By 2050, the main objective of the “European Green Deal” is to achieve climate neutrality. This means achieving a balance between greenhouse gas emissions produced and greenhouse gas emissions

removed. Therefore, instead of a single target date, the European Green Deal involves a continuous process of policy implementation, technological advancement and societal change.

The European Green Deal is a roadmap with progressive objectives.

The 2050 climate neutrality target is the ultimate goal. Achieving these goals requires continuous work, and adaptation to new information, to the European Green Deal timeline.

## 4.3 Pillars of the Green Agenda

While the Green Agenda may vary in its specific articulation depending on the region or organization, there are core pillars that consistently emerge. Here is a summary based on common interpretations,

especially drawing on the context of initiatives such as the “Green Agenda for the Western Balkans”. In general, the main pillars include:

- **Decarbonisation:** Climate action, energy and mobility: This includes reducing greenhouse gas emissions through a shift to renewable energy sources, increasing energy efficiency and promoting sustainable transport.
- **Circular economy:** This focuses on minimising waste, maximising resource efficiency and promoting recycling and reuse. It aims to move away from a linear “take–make–put” model.
- **Pollution prevention:** This pillar addresses air, water and land pollution through stricter regulations, cleaner technologies and improved waste management.
- **Sustainable agriculture and food production:** This promotes sustainable agricultural practices, reduces the environmental impact of food production and ensures food security.
- **Biodiversity:** Protecting and restoring nature and ecosystems: This focuses on conserving

and restoring natural habitats, protecting endangered species and promoting ecosystem health.

- **It is important to note that:** Digitalisation is often seen as a crucial factor in progressing the goals across these pillars.

These pillars are interlinked and progress in one area often supports progress in the others. By addressing these essential areas, the “Green Agenda” aims to create a more sustainable and environmentally responsible future.

The EU Green Agenda Agreement should lead EU countries towards neutralizing the climate impact of greenhouse gas emissions by 2030, while this neutralization should ultimately affect climate stabilization by 2050.

## 4.4 The “Green Agenda for the Western Balkans” Agreement

The signing of the “Sofia Declaration” was carried out on 10. 11. 2020, in which the countries of the region committed to

implementing the document “The Green Agenda Agreement for the Western Balkans”, which also includes Kosovo.

## 4.5 Kosovo and dealing with pollution

The EU report on the “Green Agenda for the Western Balkans” emphasizes that air pollution is severe, and that this pollution goes beyond the Balkans, where Kosovo is located.

This report emphasizes that there is pollution not only of the air, but also of water and rivers and a rapid degradation of fields, waters and forests.

It is also emphasized that 20 to 70 hectares of arable land are lost every year. Also, although there are intact rivers, they are already being destroyed as a result of exploitation.

In Kosovo, it is stated in the relevant international reports, but also of the “Kosovo Agency for the Environment” that air pollution occurs for the following reasons:

The extreme use of coal for electricity production, the use of wood for firewood for heating that increases CO<sub>2</sub>, at the same time also affects rampant deforestation, as well as the use of vehicles for transport, especially individual ones that have a high, uncontrolled and unmeasured emission of dioxide and other dangerous gases.



# 5. NOTIONS

## *Terminology used in the field of environmental protection*

*Understanding the terminology used in the field of environmental protection is essential for anyone engaged in addressing the challenges posed by climate change and ecological degradation. The concepts and terms explained in this chapter provide a basic understanding of key topics such as climate change, global warming, carbon neutrality, and renewable energy.*

These terms are not only important in scientific discussions, but also play a critical role in policymaking, raising public awareness, and global action plans to promote a sustainable future. By becoming familiar with these definitions, we gain the experience necessary to effectively engage in conversations and initiatives to protect our planet. This chapter serves as a guide to explaining these terms, making them accessible and relevant to everyone, from environmental

advocates, green journalists, policymakers, and the general public.

- **Climate change:** Long-term changes in temperature, precipitation, and other aspects of the Earth's climate, usually caused by human activities such as burning fossil fuels or deforestation.
- **Global warming:** The increase in the average surface temperature of the Earth due to the accumulation of greenhouse

gases in the atmosphere.

- **Greenhouse gases:** Gases such as carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), and fluorinated gases that trap heat in the atmosphere, contributing to global warming.
- **Carbon footprint:** The total amount of greenhouse gases emitted directly or indirectly by an individual, organization, event, or product.
- **Digital carbon footprint:** The total amount of greenhouse gases emitted directly or indirectly by an individual as a result of digital activity.
- **Carbon neutrality:** Achieving a balance between the emission and removal of carbon dioxide from the atmosphere, often through offsets or the use of renewable energy.
- **Net zero:** Reducing greenhouse gas emissions to zero or as close to zero as possible, with emissions offset through measures such as carbon capture.
- **Climate mitigation:** Actions aimed at reducing or preventing greenhouse gas emissions, such as using renewable energy or improving energy efficiency.
- **Climate adaptation:** Activities by society or nature to adapt to climate change, such as building flood defences or cultivating drought-resistant crops.
- **Renewable energy:** Energy obtained from naturally occurring sources, such as the sun, wind, water, and geothermal energy.
- **Fossil fuels:** Natural fuels such as coal, oil, and natural gas. Burning them releases greenhouse gases.
- **Deforestation:** The large-scale clearing of forests, often to make way for agriculture or urban development, raising levels of carbon dioxide in the atmosphere.
- **Carbon sinks:** Forests and oceans that absorb and store carbon dioxide from the atmosphere, reducing its amount.
- **Climate Resilience:** The ability of societies, ecosystems, or economies to recover and adapt to the impacts of climate change.
- **Sea level rise:** The increase in the average level of the world's oceans due to melting glaciers and thermal expansion caused by global warming.
- **Biodiversity:** The diversity of life on Earth, including species, genetic, and ecosystem diversity.
- **Carbon offsetting:** Investments in projects that reduce or capture greenhouse gas emissions to offset emissions produced elsewhere.

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Co-founder of the first specialized environmental reporting platform [www.bbgreenkosova.com](http://www.bbgreenkosova.com). Co-founder of the Green Journalists Association of Kosovo. She is currently the author and host of the only environmental TV program in Kosovo, RTK Green on RTK.

With over 25 years of experience in journalism, including radio, TV, online media, and as the author of dozens of articles on social and environmental topics published in both national and international media. She is also a lecturer in Communication, Journalism, and Public Relations.

She is the only Kosovar journalist specialized in reporting on the environment and climate change, and is co-certified by COPEAM, Uninettuno University, and the European

Investment Bank. Her expertise includes reporting on energy transition, the impact of climate change on water, and the green transition.

Nominated by the European Union as “European of the Year” for her pioneering work and leadership in establishing Green Journalism in Kosovo, as well as for her advocacy in environmental issues and human rights, especially for the Roma, Ashkali, and Egyptian communities in Kosovo.

Co-founder of the Local Climate Action Forum (#LoCAF). Educated, certified, and trained through numerous international programs on entrepreneurship, the environment, journalism, and media, including the Constructive Journalism Institute in Denmark, among others.



Authors

## ***Dr. Shahin Berisha***

Professor at Arizona  
State University.

Dr. Berisha began his academic career at the University of Prishtina in the field of Electrical Engineering. He was awarded the prestigious Fulbright scholarship and later worked as a research staff member in the Department of Electrical Engineering at Arizona State University from 1991 to 1995. Between 1995 and 2020, Dr. Berisha served as a professor at Gateway Community College in Phoenix, Arizona.

Since 2000, he has been an adjunct professor at the Melikian Center at Arizona State University. In this role, he led research on electric vehicle (EV) safety and methods for improving the design and construction of EV

infrastructure. He is the author or co-author of over 50 publications in prestigious academic journals and international scientific conferences.

Since 2000, through his work at the Melikian Center at Arizona State University, Dr. Berisha has contributed to numerous international development projects, including several grants supporting the advancement of higher education in Kosovo in collaboration with the University of Prishtina.

His most recent scientific interests focus on climate change and global warming.



**ASSOCIATION OF  
GREEN JOURNALISTS OF  
KOSOVO – AGJK**



# A HANDBOOK OF GREEN JOURNALISM



The mission of Green Journalism is clear: to protect the environment and shape the discourse on sustainability, climate change, and ecological justice. We believe that informed citizens drive change, and we are here to make that possible.

In a world where the environment is at risk, Green Journalism is a voice for truth, accountability, and action in Kosovo. Through investigative reporting and powerful storytelling, we place the environment at the center of attention—informing, inspiring, and mobilizing communities.

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