

climateXchange Member Impact Report

First Edition



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To the people behind the impact.

Welcome to the first climateXchange (cXc) Member Impact Report. It draws from our 2025 member surveys to examine what happens after a climate culture story is published: the people it reaches, the shifts it provokes, and the changes in the world that follow. It then considers a paradox: in a year when news audiences are pulling away from journalism in record numbers, the audiences of cXc members are growing. The report closes by suggesting how a Theory of Change can shape the reach, engagement and impact climate culture journalism produces. Many of the impacts in these pages are quiet, often happening without the journalists who produced them realising the full scale of what their work has done. This report is in part an invitation to recognise the impact you may already be having — and to take it seriously as part of what your journalism is for.

At the time of this report, the cXc network spans 43 countries, with members in every corner of the world. This report draws directly on the answers from the annual Impact Survey, completed in 2025 by 51 members across every region the network reaches. Members reported changes in audience reach, engagement, and budget, and in the editorial practices that shape their climate reporting. They also described the specific impact examples their reporting had generated. These were coded by hand into categories of level (individual, community, evidence & advocacy, policy & systemic) and type (intent & discourse, behaviour change), so that the qualitative material could be read alongside the quantitative.

Naturally, this report would not exist without the cXc members who answered the survey. Their answers were generous, thoughtful, detailed, and always animated by genuine care for the work and the field. Particular thanks to Joseph Tumbey, Purnama Ayu Rizky, Patrick Lee, Ganesh Baniya, and Seliphar Machoni, whose words are quoted directly throughout these pages, and to Edu Ponces, Yuliasri Perdani, and Kelvin Mandila, who sat for the longer conversations that became the three case studies at the report's centre. Their work, and the work of every member who responded to the survey, is the substance of every page that follows.

Oskar Månsson

Oskar Månsson,
Impact Researcher,
climateXchange and Syli



Audience reach and engagement

The news industry in 2026 is undergoing a reorganisation of what audiences want from journalism. Reach and engagement of general news has decreased in many major markets. Referral traffic from search engines has fallen by roughly a third over the past year¹, and around four in ten people globally now say they sometimes or often actively avoid the news². But behind these headline figures sits a quieter and more useful finding:

Audiences are not disengaging from journalism. They are disengaging from a particular kind of journalism, and signalling clearly what they would rather have instead.

Recent audience research surfaces four consistent preferences in what audiences want from climate coverage:

INSPIRATION AND GROUNDED PERSPECTIVE

The two largest gaps between what audiences want from climate coverage and what they feel they get³. Inspiration is hope and the sense that participation matters; grounded perspective is seeing how climate connects to the rest of life.

SOLUTIONS ALONGSIDE PROBLEMS

79% of people say it is essential or important for news to cover both⁴

SOLUTIONS JOURNALISM

Outperforms on trust, depth, storytelling, and overall audience preference⁵

CLIMATE COVERAGE ROOTED IN LOCAL LIFE

Audience interest is strongest where climate meets local news⁶

Read against that list,

The cXc community is not running against the current of audience behaviour. It is running with a current that much of the rest of the industry is still learning to understand.

The following is what that alignment looks like in the numbers members reported in 2025.

1. Tobitt, "Global publisher Google traffic dropped by a third in 2025," Press Gazette (2026)
2. RISJ, "Digital News Report 2025," Reuters Institute (2025)
3. Ejaz, Mukherjee and Fletcher, "Climate Change and News Audiences Report 2025," Reuters Institute (2025)
4. Solutions Journalism Network and SmithGeiger, "Top Ten Takeaways from the Newest Solutions Journalism Research," The Whole Story (2021)
5. Solutions Journalism Network and SmithGeiger
6. Ejaz, Mukherjee and Fletcher (2025)



Engagement

88.3% of members held steady or grew their audience engagement with climate stories

Grew 56.9% | Held 31.4% | Decreased 11.8%

Asked how audience engagement with their climate stories had changed over the past year, **56.9%** reported an increase, **31.4%** reported stasis, and only **11.8%** reported a decrease. In a year in which general news engagement has dropped across many markets, nearly nine in ten cXc members either grew their engagement or held it steady. A clear majority grew it outright.

“Over the past year, audience engagement with our climate stories has increased, with more comments, shares, likes, and website interactions, showing growing interest in our locally-focused, solution-driven reporting.”

Seliphar Machoni, [Story Spotlight](#)

Reach

90.2% of members held steady or grew the reach of their climate stories

Grew 54.9% | Held 35.3% | Decreased 9.8%

The pattern on reach is similar, and slightly stronger on the hold-or-grow metric. **54.9%** of members reported growth in reach, **35.3%** reported stasis, and **9.8%** reported a decrease. Reach and engagement measure different things: reach is whether more people encountered the work, engagement is whether the people who encountered it stayed, returned, responded — and the community grew on both at once. More people are finding this work, and the people finding it are going deeper with it.

Why this is happening

The alignment between what cXc members produce and what audiences are asking for is not coincidental. It is visible, point by point, across the research. Audiences want solutions alongside problems. As the impact examples in the next section show — readers starting urban farms, communities filling river cleanup slots, reporting used as evidence in policy negotiations — this is the texture of solutions-oriented journalism. Audiences want perspective: climate told as a story that intersects with culture, livelihood, food, faith, and the fabric of daily life, rather than a story unfolding apart from it. They want inspiration: hope, agency, the sense that participation matters. Journalism built around the chain of action, from awareness to concern to participation, is journalism built to meet exactly those needs. Audiences are drawn to climate coverage that intersects with local life, and cXc is a network built on the premise that the climate story is a local story, told by newsrooms rooted in the communities that the story is about.

The wider industry is being told by its audiences what they want.
The cXc community is already producing it.



Whether you are developing a climate story, refining your editorial approach, or thinking through how to ground a piece in solutions and community context, our editorial team is here to help.

[Book an exploration call with our Editorial Director Simon Ingram here](#)



What happens after publication

The story of our time

Climate change is, increasingly, a story about everything. It runs through food, sport, music, faith, migration, and the rhythms of everyday life. Climate culture journalism meets it there, through the stories people already inhabit, turning what can feel like a distant catastrophe into something close, recognisable, and worth acting on.

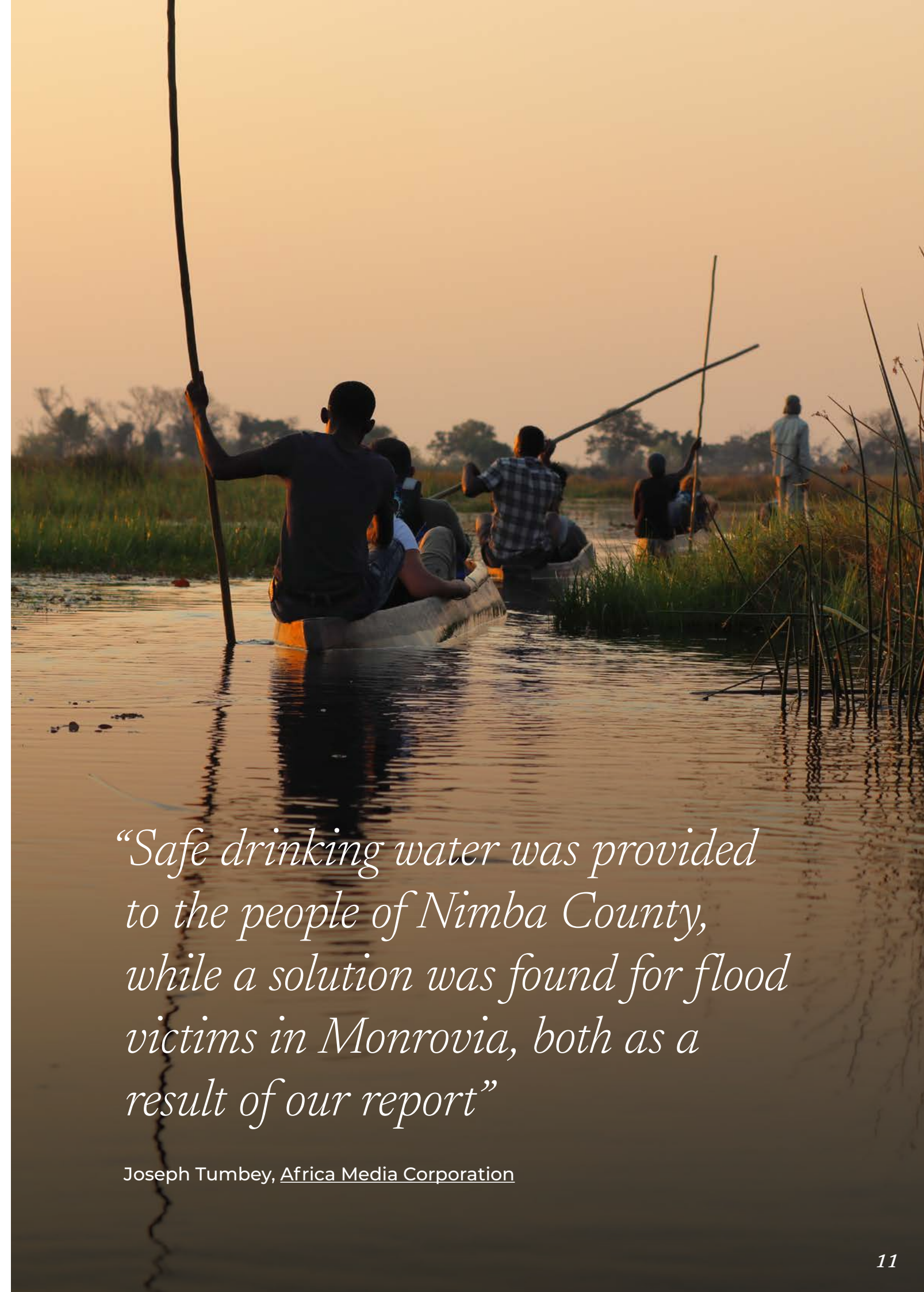
The audiences this work reaches care about climate change.

- 86% believe climate change is happening
- 86% are concerned about how it affects their own lives
- 84% are concerned about its effects on future generations⁷

Awareness and concern are not where the story ends — they are where it begins. Action typically follows a chain: a person becomes aware of a problem, is moved by it, and then does something about it. Every link in that chain begins as a conversation. A community does not organise, an advocate does not act, and a policymaker is not pressured until someone, somewhere, talks about a story first. For climate culture journalism, awareness and concern are the starting point. The ultimate test is whether that final step is taken — whether something, somewhere, changes because of the work.

77% of cXc members received direct feedback that their stories motivated audiences to change something in their lives — moving audiences from passive consumers to active participants.

The following is an examination of that feedback. Drawing on the specific impact examples shared in this year's member survey, it shows what kind of change cXc members' work is sparking, who is acting differently, and how. It maps the scale of that impact across four levels: individual, community, evidence & advocacy, and policy & systemic — and distinguishes between two types of action provoked by members' reporting. The report then goes deeper into three case studies across three continents in Panama, Kenya and Indonesia, showing what the impact of our members' climate journalism looks like on the ground.



“Safe drinking water was provided to the people of Nimba County, while a solution was found for flood victims in Monrovia, both as a result of our report”

Joseph Tumbey, [Africa Media Corporation](#)

⁷ Figures represent the share of respondents scoring above the midpoint (>5) on 0-10 scales measuring, respectively, belief that climate change is happening and concern about its effects on respondents' own lives and on future generations.

Level of impact

When we asked cXc members for specific examples of the impact their climate reporting had prompted, change surfaced at four distinct scales. The first begins with a single reader: a shift in how one person thinks, feels, or acts. The second is collective: groups of readers moving together in response to a story. The third is evidence and advocacy: reporting being used by communities and supporters to put pressure on institutions for change. The fourth is policy or systemic: reporting that contributes to changes in law, regulation, or infrastructure that hold long after the story is published.

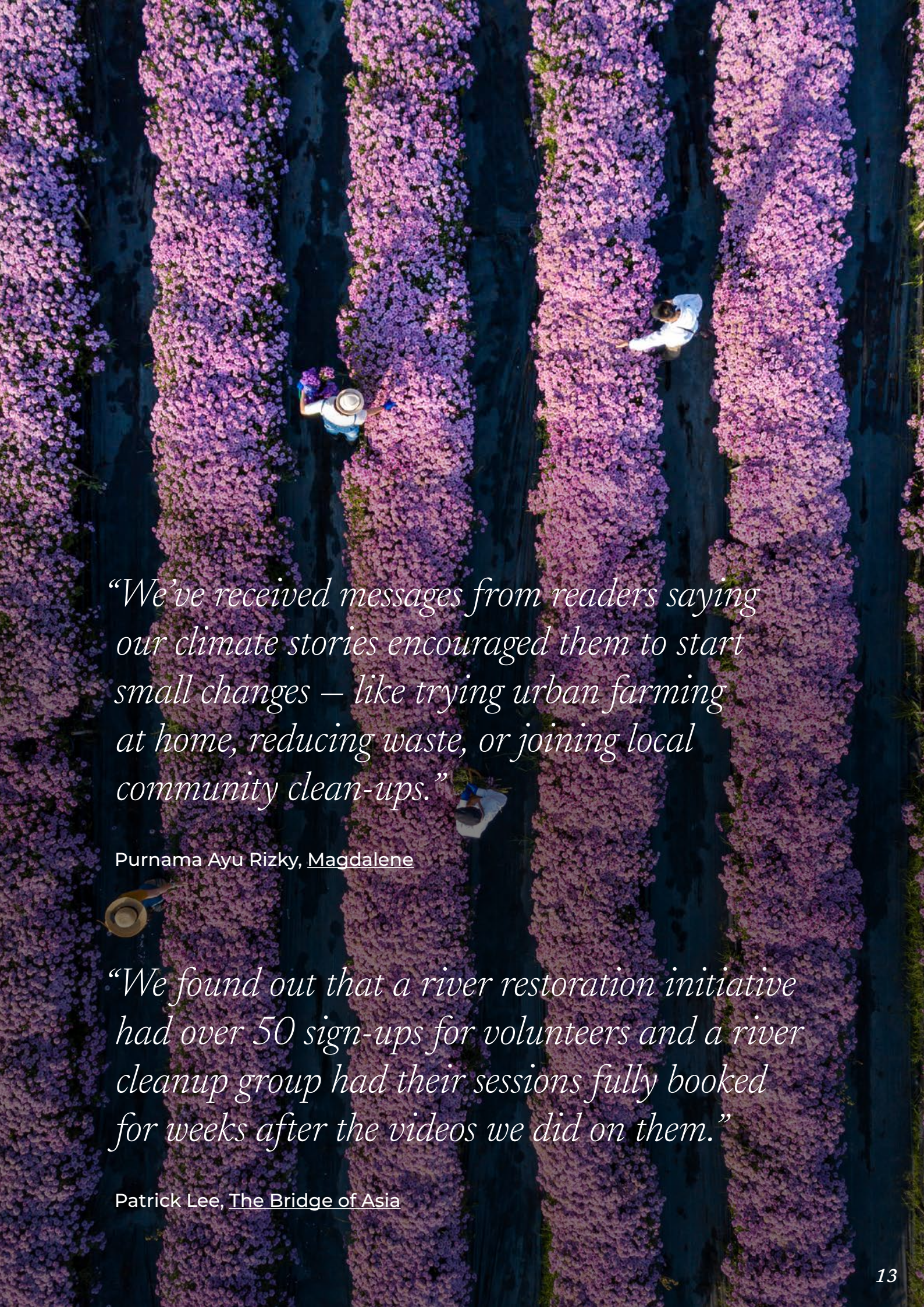
These four levels are not mutually exclusive, and in many of the examples shared a single piece of reporting moved through more than one level. But viewed separately, they reveal something worth holding onto: climate culture journalism produces impact at the scale of a single reader reconsidering their grocery list, and at the scale of a government changing a law. The breadth of scope between those two outcomes provides a map of how change propagates.

13
INDIVIDUAL
IMPACTS

Thirteen members received feedback from individual readers describing a change in their own lives, whether that meant shifting their awareness, altering their attitude, or changing a daily behaviour. Every other category of impact in this report — community, systemic, policy — begins here. Someone reads something. It alters how they see a problem, what they believe they can do about it, or what they actually do. What surfaces here is only a fraction of what’s happening quietly, unreported, in the lives of readers across these networks.

16
COMMUNITY
IMPACTS

Sixteen members provided specific examples of community-level change that followed their reporting. Where individual impact describes a single reader’s life, community impact describes the social fabric around them: people gathering, organising, and acting together in direct response to a story. The mechanism is different at this level. A single reader changing their habits is a private decision; a community turning up to a river cleanup is a collective one — it requires enough readers, moved in the same direction, to find each other and show up in the same place at the same time. Stories make that finding possible. They take a concern that audiences might assume they hold alone and make it visible as something shared.⁸ That visibility is what coordination requires. When it surfaces, it is worth reading as evidence that the reporting did more than inform: it connected.



“We’ve received messages from readers saying our climate stories encouraged them to start small changes — like trying urban farming at home, reducing waste, or joining local community clean-ups.”

Purnama Ayu Rizky, Magdalene



“We found out that a river restoration initiative had over 50 sign-ups for volunteers and a river cleanup group had their sessions fully booked for weeks after the videos we did on them.”

Patrick Lee, The Bridge of Asia

⁸ This addresses ‘pluralistic ignorance,’ where individuals systematically underestimate the climate concern and policy support of their peers, often choosing to self-silence and avoid taking collective action. See Sparkman, Geiger, and Weber, “Americans experience a false social reality by underestimating popular climate policy support by nearly half,” *Nature Communications* (2022).

7 EVIDENCE AND ADVOCACY IMPACTS

Some stories travel further, entering rooms where societal decisions are made. Seven members provided specific examples of exactly this — their reporting being picked up and used as a tool by communities and advocates. What connects these examples is a specific mechanism: journalism becoming evidence. Evidence that gives advocacy groups something concrete to point to. Evidence that is then used to put pressure on institutions to demand a specific outcome. The work of these stories is not finished when the pressure is applied. It continues, alongside the people applying it.

4 POLICY AND SYSTEMIC IMPACTS

Four members provided specific examples of their reporting contributing to structural change. A court ruling. A revoked permit. A flood solution implemented in a community that had been waiting for one. These are outcomes that were not there before the reporting and remain in place after it. What links these examples is not their legal form but their permanence. The distance between a published story and a changed reality on the ground is long, difficult, and often met with strong resistance. But when reporting feeds directly into a legal proceeding, a regulatory decision, or the building of something concrete, the change outlasts the news reporting that prompted it. A coastline where fishermen's right to their livelihood has been recognised. A neighbourhood that no longer floods. A community with drinking water it did not have before.



“We have produced several reports on the Kuna Yala community, who live on an island in Panama that is disappearing due to rising sea levels. These stories served as a tool for the community to put pressure on the government during negotiations for their relocation to the mainland.”

Edu Ponces, [Ruido Photo](#)

“In October 2024, we reported on the harmful impact of coal transshipment in Balikpapan, East Kalimantan. The Coastal Working Group advocated for local fishermen's rights and successfully won a lawsuit on March 14, pushing for the revocation of the transshipment permit in the fisheries zone.”

Yuliasri Perdani, Project Multatuli

Photographs in the community's hands: Gardi Sugdub, Panama

During the pandemic, Edu Ponces of Ruido Photo — a collective that uses photography, video, and participatory workshops to document social and human rights issues — began researching and photographing how climate migration was affecting the Kuna community in coastal Panama. The photos documented the disruption faced by the residents of Gardi Sugdub, an island in the Kuna Yala archipelago where rising seas and worsening floods had made daily life unlivable. Much of the community has since relocated to Isberiala, a mainland settlement built in partnership with the Panama government.

Edu's account of working on this story shows how journalism can bring a community together. When a journalist's work moves into the hands of the people it documents, it can provide a unifying focus, and make empowerment and advocacy possible from inside the community itself.



“The Kuna have a strong culture and their own system of government, and a long history of aggressions against them. It is not easy to gain their trust. During the pandemic, I had the opportunity to do an online workshop with young Kuna people about how to use photography to talk about their own community. I helped them create photo stories about their communities using their mobile phones. From here we built a relationship of trust, which later was essential for them to open the doors to me when I went as a reporter.”

“I stayed in the house of a teacher from the community, and that helped me to get to know the people of Gardi Sugdub. I also made sure to be respectful of their traditions. I asked for permission from the “Saila” – the community leader – before taking any photos.”

“From the first conversations with people from the community, I offered them the use of my photographs. My approach is always journalistic, but I find it very exciting that a community like the Kuna can take my work and use it in their own way. I shared the images with a very active association of young Kuna people, but also with representatives working in the autonomous authority of the Kuna Yala political region. I have seen that they have used the images for communication on social media, but also for advocacy.”

And honestly, I have lost track of how my images are being used, and I think that is wonderful, because it means they are having a use beyond what I originally gave them.”

Edu Ponces, Ruido Photo

Winning the waters back: Balikpapan, Indonesia

In October 2024, Project Multatuli, an Indonesian collective dedicated to public journalism that serves the underreported and holds power accountable, began reporting on how coal transshipment activities in Balikpapan Bay were disrupting the lives of fishing communities in Manggar Baru, East Kalimantan. For decades these waters had been a productive fishing ground, but the growing presence of coal barges, transfer vessels, and large ships had reduced the fishing space, damaged nets, disturbed fish stocks, and pushed fishermen away from areas they had long depended on.

What follows is an account of how collaborative reporting, built alongside civil society groups and pursued in parallel with a legal case, became part of a successful effort to revoke the permits that had displaced the fishermen. This case shows what becomes possible when investigative journalism is built deliberately to give a community's claims the evidence they need to be heard.

“The investigation began with fishermen’s testimonies. Reporters from Project Multatuli and the East Kalimantan Investigative Journalists Club joined local fishermen at sea, documenting coal transshipment activities around the area known by fishermen as ‘lampu merah,’ and recording how fishing grounds had become increasingly crowded by large vessels. The reporting also captured the broader ecological cost: damaged equipment, depleted fish stocks, and disruption to protected species including dolphins and dugongs.

Using coordinates collected in the field and GIS analysis, the team identified the concession holder behind the activity as PT Dermaga Perkasapratama, a subsidiary of Bayan Resources, owned by Low Tuck Kwong – at the time, Indonesia’s wealthiest individual. The reporting also examined legal and spatial planning concerns surrounding KM 54/2023, a Ministry of Transportation decree designating the area for ship-to-ship port activities, despite the area being part of a capture fisheries zone under East Kalimantan’s spatial plan.

The work was built alongside civil society groups, including Pokja Pesisir and Walhi East Kalimantan. The journalistic documentation, the GIS evidence, and the legal analysis were developed in parallel, reinforcing the fishermen’s claims and the case being built around them. The reporting placed both the lived experience of fishing communities and the alleged regulatory violations on the public record.

On March 14, 2025, Pokja Pesisir won its lawsuit at the Jakarta Administrative Court.

The court declared KM 54/2023 invalid and ordered its revocation, a victory for the more than 10,000 fishermen whose livelihoods had depended on those waters. But the legal victory revealed the limits of what a single ruling can do. Coal transshipment and industrial pressure around Balikpapan’s coastal waters have continued. The fishermen’s claim on the sea is now on the public record, and the permits that displaced them have been revoked, but the broader struggle for safe and fair fishing grounds is unfinished.”

Yuliasri Perdani, [Project Multatuli](#)

Making Children Visible: Nairobi, Kenya

Mtoto News, a Kenya-based child and adolescent-centred media and technology company focused on digital participation, child-friendly content and safe digital engagement for children and young people, highlights the impacts of climate change on the children of their country. Their recent documentary series 'Child Eye View' puts children themselves at the centre of the reporting, as the people telling the story, not the people the story is told about. Children carry climate change's costs disproportionately, in terms of disruption to their physical and social development, vulnerability to illness and malnutrition — and their position as the custodians of whatever future may come as a result of the actions of previous generations. Despite this, most journalism about climate is written for and by adults.

As a former staff member of Mtoto News and project lead, Kelvin's account of working on this series shows how journalism can be done with the people most affected by an issue, not just about them. When a story's tellers are also its subjects, the work carries the weight of lived experience — and what follows it can travel further, changing institutions, classrooms, and the people who do the work itself.



"Child Eye View came out of a simple choice: to let children lead the work. Our role is just to provide the production structure. We hold the cameras, we do the editing, but the reporting, scripting, and narrating, that is theirs. The team consists of children aged 7 to 17, across four regions of Kenya, with each region showing how climate change affects children in a different way.

In Nairobi, the issue is dumpsites and waste. Children there are affected — water spilling into their houses, sewages and drainage running through neighbourhoods because dumpsites are scattered without plan. Anyone in the city can construct any house anywhere; there is no system for where waste goes, where homes go, or where water should pass. The children are the ones who speak to local elders and Members of Parliament about this, in their own local languages. In Kenya we have 46 local languages; when I go to Garissa, I can't speak their language. Through Child Eye View, the children tell the government: 'Yes, you guys are planning, but could you plan with children in mind?'

The documentary did not stop at the screen. One of the children in Child Eye View comes from Dandora, which hosts the biggest dumpsite in Kenya. She used the documentary to ask the government to regulate the dumpsites near homes. As of May 8, 2026, the government is developing an initiative to remove the dumpsite and find a way of dumping that doesn't expose children's homes and neighbourhoods to it.

Following the screening of Child Eye View, a school in Nairobi began developing climate change as a subject of its own in their curriculum — something that had never been done before.

Child Eye View is not just a plus for the children, it's also a plus to me.

It has changed my personal mindset on climate change. For Mtoto News, it has changed how we see climate change. We now have a specific place at the office where we throw our waste, and a routine for taking it to be collected. Small things — but things we were not doing before."

Kelvin Mandila, former staff member, [Mtoto News](#)

7 Type of impact

If the previous section asked who was affected, this one asks what kind of action followed. Across the examples shared, two types surfaced clearly. The first is a shift in the realm of thought and conversation: audiences forming new intentions, engaging in public discourse, reaching out to learn more, or changing what they tell the people around them. The second is physical and behavioural: people doing something different with their bodies, their time, or their resources.

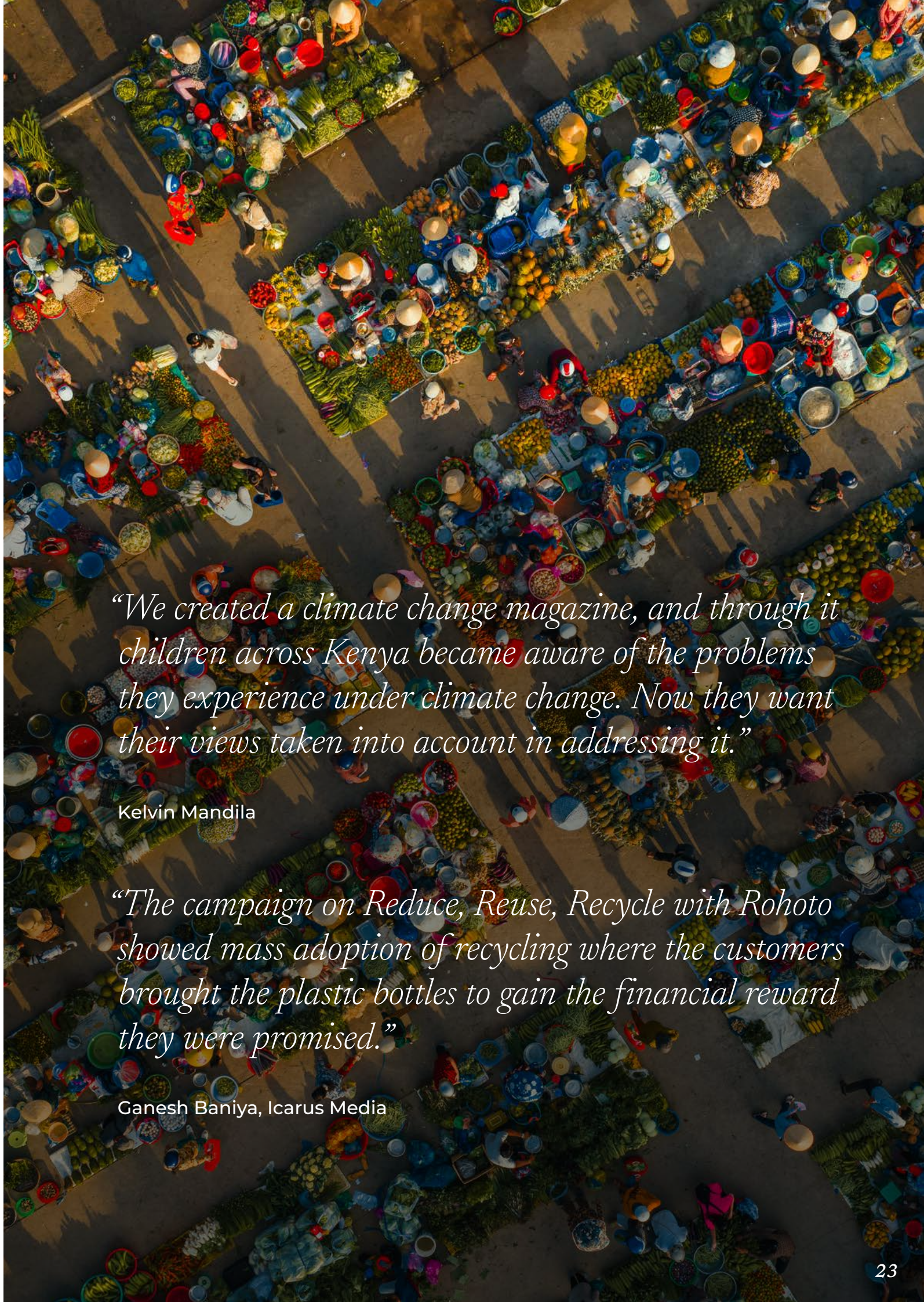
16 DROVE INTENT & DISCOURSE

Sixteen members received feedback from readers who changed their minds, joined public discussions, or reached out to learn how to replicate the solutions their reporting covered. This is where impact is most visible in the inbox: the emails, the DMs, the comments from readers saying they had not thought about something this way before, or asking how they could do the same in their own context. Discourse is the medium through which almost every downstream action eventually travels. A community does not organise, an advocate does not act, and a policymaker is not pressured until someone, somewhere, talks about a story first.

9 DROVE BEHAVIOUR CHANGE

Nine members provided specific examples of their work leading to tangible, physical action: volunteering, recycling, switching energy sources, turning up to an event. Some of these followed a story alone. Others followed an initiative the member organisation built themselves, stepping beyond reporting into the direct facilitation of change. Physical behaviour is the hardest type of impact to generate, because it asks something of the audience beyond the act of simply consuming the content — a trip, a habit, a purchase, a decision. It is also the type most visible to the rest of the world, and the clearest evidence that a story has travelled past the page.

Across four levels of change and two types of action, climate culture journalism is doing what it sets out to do: producing concrete shifts in the lives, communities, and institutions it reports on.



“We created a climate change magazine, and through it children across Kenya became aware of the problems they experience under climate change. Now they want their views taken into account in addressing it.”

Kelvin Mandila

“The campaign on Reduce, Reuse, Recycle with Rohoto showed mass adoption of recycling where the customers brought the plastic bottles to gain the financial reward they were promised.”

Ganesh Baniya, Icarus Media

The power of intentionality

In the [January 2024 cXc Digest](#), we introduced the image of journalism as a pebble thrown into a pond: the splash at publication, the ripples of engagement, the currents of lasting change. A Theory of Change (ToC) is the compass newsrooms use to navigate those waters. It names the change a newsroom is trying to produce, breaks that change into the splashes, ripples, and currents the work is meant to generate, and builds a way of measuring whether any of it is happening.

This year's survey asked members whether that compass was part of how they worked. Twenty-four told us they had built a formal Theory of Change. Twenty-seven told us they had not. Comparing the two groups across what followed from their reporting reveals an interesting pattern: the outcomes that cXc as a network is trying to produce show up most strongly in the organisations that have named, in advance, what those outcomes are meant to be.

**ROUGHLY
EQUAL**
AUDIENCE
AWARENESS,
CONCERN, AND
MOTIVATION

Before the differences, the common ground. On measures of what audiences *think* — belief that climate change is happening, concern for their own lives, motivation to act, awareness of local solutions — members with and without a Theory of Change reported near-identical scores across the board. The shared ground here is itself a finding. The cXc community as a whole reaches audiences who arrive at this work already primed. What follows examines how the rest of the chain of action plays out.



**70.8% VS
40.7%**

reported audience reach growth

More than seven in ten organisations working with a Theory of Change reported growth in their climate audience over the past year. Among those without a formal Theory of Change, the figure was closer to four in ten.

**62.5% VS
51.9%**

reported audience engagement growth

A narrower gap, but the direction is the same. Audiences were not only larger in ToC organisations, they were more engaged. Read against the previous section of this report, where we set the community's audience growth against a wider industry losing ground: the counter-trend exists across cXc, and it is most pronounced where editorial intention is clearest.

2.5X
**more likely
to report
community-level
impact**

45.8% of ToC organisations cited examples of community-level action following their reporting: the volunteer sign-ups, cleanup groups, collective responses described earlier in the report. Among those without a Theory of Change, **18.5%**.

**NEARLY
3X** **more likely
to report evidence and
advocacy impact**

20.8% of ToC organisations cited examples of their reporting being picked up and used by communities and advocates pressing for change. Among those without a Theory of Change, **7.4%**.

**41.7% VS
18.5%**

reported budget growth for climate reporting

A pattern worth naming on its own, because it shapes everything else. Correlation is not causation, and a Theory of Change is neither a grant application nor a guarantee. But the pattern is consistent with something many funders of this work recognise: organisations that can articulate what their journalism is for, who it is for, and how it is meant to move the world are easier to fund. Intentionality reads as investability.

2.5X
**more likely
to report
individual-level
impact**

37.5% of ToC organisations cited specific examples of their reporting changing something in a reader's life: from starting urban farms to reducing waste. Among those without a ToC, that figure is **14.8%**.

3X
**more likely
to report policy
or systemic
impact**

Numbers are small on both sides, and should be read as such. But the direction is consistent with everything else in this section: **12.5%** of ToC organisations cited examples of formal policy change connected to their reporting, against **3.7%** of those without.

**50.0% VS
14.8%**
**reporting that
sparked discourse
or intent to act**

The widest gap in the section. Half of ToC organisations received feedback of their work generating measurable public discourse or stated intent to change something. This is more than three times the figure among organisations without.

What intentional reporting looks like in practice

Intentionality is visible in outcomes. It is also visible in the reporting itself. We asked members what proportion of their stories featured community voices beyond formal experts, grounded climate issues in cultural context, used data visualisation, or resulted from cross-newsroom collaboration. In all cases, Organisations with a Theory of Change reported systematically higher inclusion.

**58.3% VS
40.7%**

Featuring community voices in 61–100% of stories

The single starkest editorial gap. ToC organisations were significantly more likely to centre community voices, rather than defaulting to formal expert sources. Climate stories told through expert voices alone position the affected community as the subject of expertise rather than the source of it. Featuring community voices means the people most affected have authority in their own story.

**45.8% VS
37.0%**

Connecting climate to cultural context in 61–100% of their stories

Nearly half of ToC organisations connect climate issues to cultural context across most of their reporting, against just over a third of those without. This is the practice that most directly names the cXc editorial philosophy on the page: grounding the climate story in the culture of the community it is told to, rather than treating climate as a subject apart from everyday life.

**62.5% VS
40.7%**

Using data visualisation in most stories

Combining high and moderate inclusion again, ToC organisations were considerably more likely to integrate data visualisation into their climate reporting. At the high-inclusion end, the figures are **20.8%** and **11.1%**. Data visualisation is often where the rigour of the reporting becomes something the audience can feel.

**2.5X
more likely
to collaborate at
high levels with
other newsrooms**

25.0% of ToC organisations said 61–100% of their stories resulted from cross-newsroom collaboration, against 11.1% of those without. In the past year, 70.8% of ToC organisations reported collaborating on climate stories, compared to 59.3% of those without. In a network of community-rooted newsrooms, collaboration is what lets a local story travel without losing its grounding. The reporting stays local. The story becomes shared.

What unites these four practices is who they centre

Community voices over experts. Local culture over generic framing. Visible data over unsupported claims. Collaborative reporting over solo byline. Each is an editorial decision to locate the story closer to the people it is about, and further from the institutional default. ToC organisations are more likely to engage in all of these inclusive practices.

These are not side effects of a Theory of Change. **They are what intentionality looks like on the page**, and they are the mechanism beneath the outcomes above. Reaching more readers, engaging them more deeply, and prompting more action happens through specific editorial practice: including local solutions, centring community voices, grounding climate in cultural context, collaborating across newsrooms, showing the data.

Why this matters

Across several measures in this section — from reach to impact, financial resilience to editorial practices — organisations with a formal Theory of Change reported stronger outcomes. That the pattern holds across this many categories is itself the finding. **Theory of Change is one of the clearest signals in this report of what turns that alignment into consequence.**



Whether you have yet to start creating a **Theory of Change**, or if it is time to refine the one you have, let us help you.

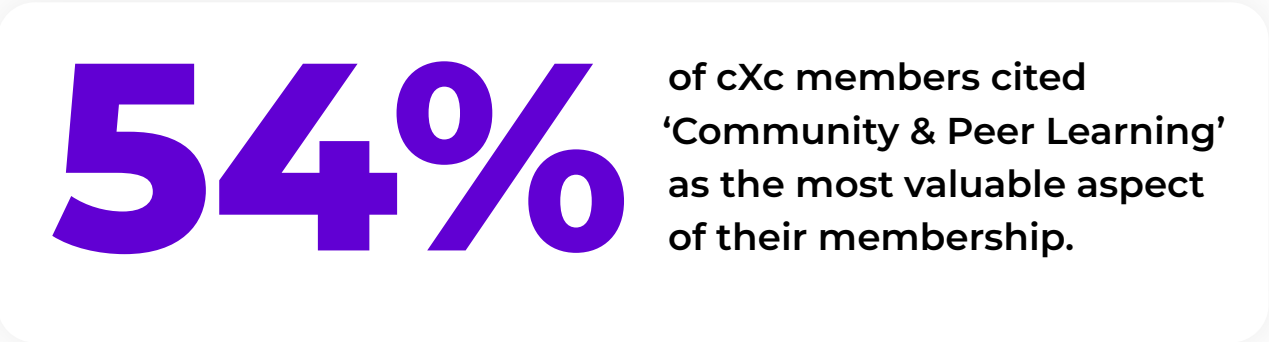
[Book a call with our Impact Specialist Elizabeth Sanders here](#)



“To be there for us, essentially. It can get lonely sometimes, and cXc can be (and is) community.”

Patrick Lee, The Bridge of Asia

Throughout this report, the cXc network has appeared as a producer: of impact, of audience growth, of Theory of Change. This closing section turns the lens around to the network itself: what members say about the community, and what they are asking for next.



The relationships members build with each other, the conversations they have about each others’ work, the shared problems they help each other think through; this is what members say they get from being in the network.

What we already do to support this:

- Invite members to major media conferences worldwide, for social events and collaboration
- Hold knowledgeXchange events that bring newsrooms across a region together to share challenges and scale change across borders
- Convene an active WhatsApp community where members can contact each other and hear about upcoming events, meet-ups, and funding opportunities



63% of newsrooms collaborated with another newsroom on climate storytelling this year

Nearly two thirds of member newsrooms say that in the past year they collaborated on storytelling around climate with another newsroom. This is consistent with what we saw earlier in the report: collaboration is one of the practices that distinguishes the most impactful climate culture journalism.

What we do to amplify this:

- Partner with organisations that help us to build cross-regional and cross-industry collaborations with and for you
- Spotlight member achievements, innovations and stories on our LinkedIn page and cXc newsletter
- Report on our members' impact to showcase innovative practice and inspire the community

Some of the impact in these pages is documented for the first time here. Much more is happening across the network, quietly and without record. We hope the report makes the case for treating impact documentation as part of climate culture journalism, because what isn't measured rarely gets seen, and what isn't seen rarely gets supported.

If your reporting has produced impact we haven't documented here — at any scale, in any form — we want to hear from you. Take part in next year's Impact Survey to share what you've seen change because of your work. Your story may be in the next edition of this report.

50% of cXc members told us they want deeper member-to-member connections

Half the membership has told us, in their own words, that they want more from this network, not as a service, but as a set of relationships. They want to know each other better. They want to collaborate more often. They want the network to be more visibly the community it can be.

This is one of the most important findings in the report. Half a network actively asking for more connection is a statement of what the community has the potential to become.

What we are committing to do more of:

- Facilitate online cohort connections for members receiving cXc grants, to maximise shared learning and empower creators to share their innovations across regions and borders
- Where there is a regional cluster of members, support in-person member meet-ups
- Develop a greater cXc presence regionally by empowering members to act as ambassadors for cXc where they are
- Ensure that member-to-member connection is a key informing factor when planning new partnerships and events

The editors of this report were Lucy O'Meara and Simon Ingram. Lucy, our Programmes Manager, supports members on grants, partnerships, and programme development — [email Lucy](#). Simon, our Editorial Director, works with members on developing climate stories, refining editorial approaches, and grounding pieces in solutions and community context — book a call with Simon [here](#).

