

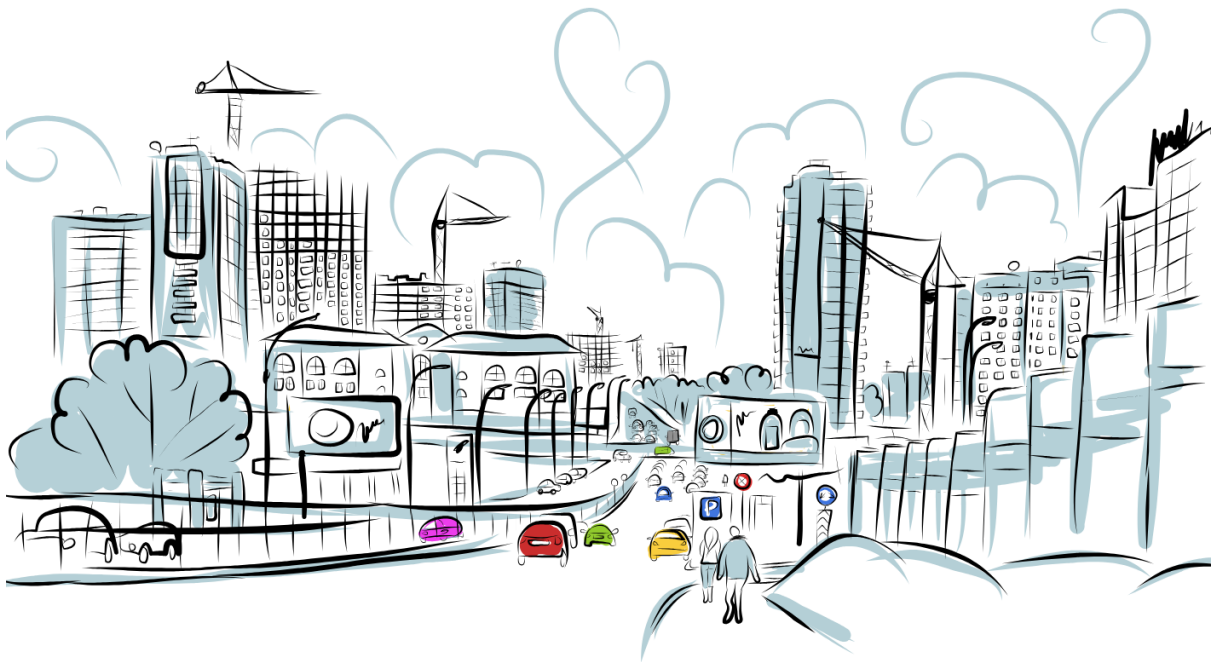


Mini Guide

Climate Journalism Toolkit for Pakistan

Amplifying Pakistan's Climate Story: Truth, Resilience, Action

2025



The participants of the 12-Week Diploma in Climate Journalism are passionate storytellers dedicated to amplifying Pakistan's climate challenges and solutions through impactful, evidence-based reporting.

Curated by:

CLIMATE ACTION SKILLS

Preface

As I sit to pen this preface, the weight of Pakistan's climate reality presses heavily upon my heart. Our nation, a land of resilient spirits and vibrant ecosystems, stands at the frontline of a global crisis. The devastating floods of 2022, the relentless heatwaves scorching our cities, and the silent retreat of our glaciers in the north are not mere headlines—they are the lived experiences of millions. As Founder of [Climate Action Skills](#), I have witnessed the power of informed voices to stir change, and it is with this conviction that I present the *Climate Journalism Toolkit for Pakistan* to you, our graduating climate journalists.

You are not just reporters; you are storytellers of a nation grappling with its future. Pakistan's vulnerability to climate change—ranked among the top 5 most affected countries despite contributing less than 1% of global emissions—demands narratives that awaken, inform, and inspire. From the farmers in Sindh watching their fields turn to dust, to the women in Balochistan trekking miles for water, to the communities in Gilgit-Baltistan living under the shadow of glacial outbursts, your words can amplify their struggles and resilience. This toolkit, meticulously curated with so many credible resources, is your compass to navigate the complexities of climate reporting. It equips you with the data, policies, and insights to craft stories that are not only accurate but also deeply human.

At Climate Action Skills, we believe journalism is a beacon of hope in the face of adversity. The resources in this booklet—from the Ministry of Climate Change's policies to NASA's global visualizations—offer you the tools to uncover truth, challenge inaction, and celebrate solutions. As you step into the field, I urge you to listen to the unheard, to question the status quo, and to weave stories that bridge science and soul. Pakistan's climate story is one of urgency, but also of possibility—through your reporting, we can ignite action, foster resilience, and build a future where our land and people thrive.

With unwavering belief in your power to change the narrative,

Mujtaba Baig

Founder, Climate Action Skills

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Become a Climate Journalism Pro

Pakistan is on the frontlines of climate change, facing floods, droughts, and rising temperatures that threaten lives and livelihoods. Yet, most climate reporting in Pakistan is reactive, focusing on disasters after they strike. To become a proactive climate journalism pro, you need to tell stories that anticipate challenges, spotlight solutions, and inspire action. Here's how to level up your skills, seize opportunities, and make your mark in this critical field.

Seek Out Specialized Training Programs

The path to pro status starts with knowledge. Pakistan's media landscape is evolving, and training programs are popping up to equip journalists with climate expertise. Dive into these opportunities to gain a competitive edge:

Below are five authenticated free resources in Pakistan that provide climate journalism training. These resources are recognized for their efforts in equipping journalists with the skills and knowledge to report on climate change effectively:

Diploma in Climate Journalism

[Climate Action Skills](#) offers a purely volunteer-based three-month Climate Journalism Diploma Program, held twice a year, to train aspiring journalists and climate enthusiasts in impactful climate reporting. This hands-on program, accessible globally without requiring prior journalism experience, covers climate science, investigative techniques, and storytelling across media formats, fostering a community of change-makers through workshops and mentorship. For admission updates and application details, visit Climate Action Skills' social media pages on platforms like [Facebook](#), [LinkedIn](#), or [Instagram](#).

Center for Excellence in Journalism (CEJ) - IBA Karachi

The [CEJ](#), established in 2014 at the Institute of Business Administration (IBA) in Karachi, offers professional development and training for Pakistani journalists, including workshops on climate and environmental journalism. In collaboration with organizations like the International Committee of the Red Cross (ICRC), CEJ has conducted workshops focused on responsible and inclusive climate change reporting, emphasizing local community impacts.

Their report "Pakistan: On the Frontline of Climate Change" offers journalists a clear overview of the impacts, governance, and legal frameworks related to climate change, along with practical tips to enhance climate journalism. Download the English and Urdu versions [here](#).

Earth Journalism Network (EJN)

While [EJN](#) primarily targets journalists in developing countries, it has offered [virtual workshops](#) relevant to Pakistani journalists, such as the 2025 virtual media workshop for

business and finance journalists covering climate issues. These workshops are free and provide access to story grants for participants. EJA's resources include tipsheets, webinars, and networking opportunities.

British High Commission's Climate Journalism Training Initiative

Launched in response to Pakistan's climate challenges, such as monsoon floods, this initiative provides [free nationwide training for media professionals](#) to enhance climate action awareness. It has engaged journalists from major outlets like Express Tribune, Geo News, and The News, with mentorship from experts like Leo Hickman of Carbon Brief.

IUCN Pakistan's Environmental Journalism Workshops

The International Union for Conservation of Nature (IUCN) Pakistan conducts [free training workshops](#), such as the two-day session in Karachi and Sonmiani, focusing on climate change and ecosystem conservation. These include field visits (e.g., to Miani Hor) and lectures by experts like [Afia Salam](#), equipping journalists with data-driven tools and multimedia skills. - Why Authenticated: IUCN is a globally respected organization, and its Pakistan chapter collaborates with local experts to deliver hands-on, context-specific training.

Pro Tip: Sharpen your expertise in climate science and multimedia storytelling to lead the charge in proactive climate journalism.

Master the Art of Proactive Storytelling

Reactive reporting covers floods after they hit; proactive reporting warns communities before disaster strikes and highlights solutions. Here's how to craft stories that stand out:

- **Connect Climate to Everyday Life:** Climate change isn't just a science beat—it's about health, agriculture, economy, and culture. Link climate impacts to your audience's daily concerns, like food security or water shortages, to make stories relatable.
- **Spotlight Solutions:** Instead of dwelling on doom, showcase success stories like Balochistan's 2,000-acre mangrove conservation or community-driven adaptation efforts. These stories inspire hope and action.
- **Engage Communities:** Build trust by involving local voices, especially women and marginalized groups, who are disproportionately affected by climate change. Attend community meetings to uncover unique perspectives and policies.
- **Avoid "Balance as Bias":** Don't give equal weight to climate unawareness. Present evidence-based reporting that reflects the scientific consensus to maintain credibility.

Pro Tip: Use UNESCO's [Getting the Message Across](#) handbook, tailored for Asia-Pacific journalists, to learn how to weave environmental, social, and economic angles into your stories. It's a free resource packed with regional examples.

Harness Technology and Data

Pakistani journalists often face technological barriers, but mastering digital tools can set you apart. Here's how to up your game:

- **Learn Data Journalism:** Our guest trainer for the recently concluded 12-Week Diploma in Climate Journalism, [Uzma Aleem](#) a lecturer in journalism at the University of Sydney, Australia, developed a [resource hub](#) for our participants. This hub provides valuable resources for learning data journalism in climate reporting. Besides, CEJ offers courses on data-driven reporting, which can help you analyze climate trends, like flood patterns or temperature shifts, to create impactful stories.
- **Use Multimedia Platforms:** Incorporate videos, infographics, and social media to reach wider audiences. IUCN workshops introduce tools for multimedia storytelling, while CEJ's studios provide hands-on practice.
- **Access Online Resources:** Overcome limited internet access by bookmarking free tools like [Climate Communication's "Quick Facts" library](#) or Earth Journalism Network's tipsheets and webinars. These resources simplify complex climate science.

Pro Tip: Advocate for better access to technology in your newsroom. NGOs and international organizations can provide training and resources if you highlight the need for skills over raw information.

Build a Network of Experts and Peers

Climate journalism thrives on collaboration. Connect with scientists, policymakers, and fellow journalists to enrich your reporting:

- **Engage with Scientists:** Many Pakistani scientists hesitate to share research without bureaucratic approval, but persistent outreach can build trust. Attend workshops to meet experts like glaciologists or meteorologists who can provide credible data.
- **Join Cross-Border Initiatives:** The [East-West Center](#)'s workshops in Kathmandu pair Pakistani and Indian journalists to collaborate on climate stories. These programs foster long-term networks and expose you to diverse perspectives.
- **Tap into Alumni Networks:** Chevening alumni, like [Syed Muhammad Abubakar](#), mentor journalists in British High Commission programs. Their expertise can guide your career.
- **Connect with Female Journalists:** The Female Cohort for Climate Change, launched by [Green Media Initiatives](#), unites 25 women to focus on gender-specific climate impacts. Join or form similar groups to amplify underrepresented voices.

Pro Tip: Use email listservs moderated by Earth Journalism Network to connect with global environmental journalists and share resources.

Overcome Newsroom Challenges

Pakistan's media is politics-centric, and environmental beats lack prestige. Here's how to navigate these hurdles:

- **Advocate for Climate Priority:** Pitch climate stories as economic or human-interest pieces to align with newsroom priorities. Show editors how climate affects economy or businesses to secure coverage.
- **Combat Resource Constraints:** Limited budgets restrict on-the-ground reporting, but you can use free online data or collaborate with peers to share travel costs.
- **Upskill Independently:** If your newsroom lacks training, take advantage of CEJ's short courses or online resources like [Yale Climate Connections' training list](#) to build expertise.

Pro Tip: Frame climate stories as investigative pieces to appeal to editors. Expose corporate or government inaction to elevate the beat's prestige.

Pursue International Opportunities

Global exposure can sharpen your skills and open doors. Consider these prestigious programs:

- **Chevening South Asian Journalism Programme:** This [eight-week fellowship](#) at the University of Westminster trains Pakistani journalists in investigative storytelling and governance. Fellows work with BBC and Financial Times, gaining insights to apply back home.
- **Commonwealth Master's Scholarships:** [Fully funded master's degrees in the UK](#) can deepen your climate expertise. Applications open in September, offering a chance to study alongside global peers.

Pro Tip: Build a portfolio of climate stories to strengthen your scholarship applications. Highlight your commitment to proactive reporting to stand out.

Cultivate a Pro Mindset

Becoming a climate journalism pro requires resilience and vision. Here's how to stay motivated:

- **Embrace Your Role:** You're not just a reporter—you're a catalyst for change. Your stories can hold policymakers accountable and empower communities to adapt.
- **Stay Curious:** Climate change is complex, but curiosity drives learning. Explore beats like art or immigration to find fresh angles.
- **Persevere Through Risks:** Climate and Environmental reporting can draw ire from powerful interests. Use [CPJ's safety resources](#) to mitigate threats and stay bold.

Pro Tip: Read [Climate Blueprint for Media Transformation](#) by Covering Climate Now for 14 global tips on innovative climate storytelling. It's a roadmap to redefining your role.

Your Journey to Pro Status Starts Now

Pakistan's climate crisis demands journalists who don't just report disasters but anticipate them, uncover solutions, and amplify voices that need to be heard. With training programs, digital tools, and a growing network of peers, you have everything you need to become a climate journalism pro. Start small—attend a workshop, pitch a solution-focused story, or connect with a scientist. Every step you take brings Pakistan closer to a future where proactive climate reporting saves lives and shapes policy.

Get out there, tell the stories that matter, and rewrite Pakistan's climate narrative—one bold, proactive story at a time.

Chapter 2

Setting Up Google Alerts for Climate Change News

To stay updated on climate change issues relevant to Pakistan, Google Alerts is a powerful tool to monitor news, reports, and discussions. This guide explains how to set up Google Alerts and suggests keywords to ensure you receive the most relevant updates.

Setting Up Google Alerts

1. **Access Google Alerts:** Go to google.com/alerts and sign in with your Google account.
2. **Create an Alert:** Enter a keyword or phrase in the search bar (e.g., "climate change Pakistan").
3. **Customize Settings:**
 - **Frequency:** Choose "As-it-happens" for real-time updates or "Once a day" for a daily digest.
 - **Sources:** Select "Automatic" to include news, blogs, and web content, or specify "News" for journalistic sources.
 - **Language:** Set to "English" or "Urdu" based on your preference.
 - **Region:** Select "Pakistan" to prioritize local content or leave as "Any Region" for global perspectives.
 - **How many:** Choose "All results" for comprehensive coverage or "Only the best results" for curated updates.
4. **Delivery:** Enter your email address to receive alerts or select "RSS feed" if you use a feed reader.
5. **Save Alert:** Click "Create Alert" to activate. Repeat for each keyword.
6. **Manage Alerts:** Return to Google Alerts to edit, delete, or add new alerts as needed.

Suggested Keywords for Climate Change News

To capture relevant climate change news from Pakistan's perspective, use these keywords in Google Alerts. Combine terms with "Pakistan" or include specific regions for precision:

1. Climate change Pakistan
2. Global warming Pakistan
3. Environmental policy Pakistan
4. Deforestation Pakistan

5. Glacier melt Pakistan
6. Indus River climate change
7. Floods Pakistan climate
8. Drought Pakistan
9. Heatwaves Pakistan
10. Air pollution Pakistan
11. Renewable energy Pakistan
12. Solar energy Pakistan
13. Climate adaptation Pakistan
14. Climate mitigation Pakistan
15. Agriculture climate change Pakistan
16. Water scarcity Pakistan
17. Coastal erosion Pakistan
18. Karachi climate change
19. Lahore air quality
20. Climate finance Pakistan

Tips for Effective Monitoring

- **Refine Keywords:** Add city names (e.g., "Quetta climate change") or sectors (e.g., "textile industry climate Pakistan") for targeted results.
- **Use Quotation Marks:** Enclose phrases like "climate change Pakistan" in quotes to ensure exact matches.
- **Combine Terms:** Use "OR" (e.g., "floods OR drought Pakistan") to broaden results.
- **Check Alerts Regularly:** Review emails or feeds to stay informed and identify emerging stories.
- **Cross-Verify Sources:** Use Google Alerts as a starting point, then verify information with credible outlets or primary sources.

By setting up these alerts, you'll stay informed on climate issues affecting Pakistan, enabling you to report timely and impactful stories. Keep refining your keywords to align with your reporting focus.

Chapter 3

Essential Resources for Climate Journalists in Pakistan

This curated list of several resources provides access to the latest data, policies, and insights on climate change in Pakistan. Each resource is selected to support accurate, impactful reporting on climate issues, focusing on Pakistan's vulnerabilities, adaptation measures, and environmental data. The purpose of each link is outlined to guide its use in climate journalism.

Government and National Resources

Ministry of Climate Change and Environmental Coordination (MoCC)

- [MoCC](#)
- **Purpose:** Provides official policies, reports, and updates on Pakistan's climate initiatives, including the National Climate Change Policy (NCCP), National Adaptation Plan (NAP), and projects like the Ten Billion Tree Tsunami Programme (TBTP). Essential for accessing government perspectives and data on adaptation and mitigation.

Pakistan Meteorological Department (PMD)

- [PMD](#)
- **Purpose:** Offers weather data, climate forecasts, and reports on temperature, precipitation, and extreme weather events. Critical for real-time and historical climate data to support localized reporting.

National Disaster Management Authority (NDMA)

- [NDMA](#)
- **Purpose:** Provides data on disaster preparedness, flood risks, and early-warning systems. Useful for reporting on climate-related disasters like the 2022 floods and their impacts.

Environmental Protection Agencies

- [Pak EPA](#) | [Punjab EPD](#) | [Sindh EPA](#) | [KPK EPA](#) | [Balochistan EPA](#) | [GB EPA](#) | [AJK EPA](#)
- **Purpose:** Share environmental regulations, air quality data, and climate impact assessments of their jurisdictions. Ideal for stories on pollution, urban climate issues, and regulatory frameworks.

Pakistan Council of Research in Water Resources (PCRWR)

- [PCRWR](#)
- **Purpose:** Offers data on water availability, groundwater depletion, and water management projects. Key for reporting on water scarcity and adaptation in agriculture.

International Organizations and Data Portals

Climate Change Knowledge Portal (World Bank)

- [WB Climate Pakistan](#)
- **Purpose:** Provides historical and projected climate data (1991–2020) for temperature, precipitation, and vulnerabilities. Includes visualizations and sectoral data for in-depth climate trend analysis.

Climate Watch Data (Pakistan)

- [Climate Watch Pakistan](#)
- **Purpose:** Offers data on emissions, NDCs, and climate vulnerabilities. Useful for comparing Pakistan's climate performance globally and tracking policy commitments.

Green Climate Fund (GCF) – Pakistan Projects

- [GCF Pakistan](#)
- **Purpose:** Details funding and projects like the Glacial Lake Outburst Floods (GLOF) initiative and Recharge Pakistan. Essential for reporting on climate finance and adaptation projects.

UNDP Pakistan – Environment and Climate Change

- [UNDP Pakistan Climate](#)
- **Purpose:** Provides insights into UNDP's climate projects, including NDC planning and the Living Indus initiative. Useful for stories on community-based adaptation and gender-focused climate action.

UNEP – Interactive Country Fiches (Pakistan)

- [UNCP About Pakistan](#)
- **Purpose:** Summarizes Pakistan's climate policies, vulnerabilities, and adaptation measures. Ideal for understanding national climate strategies and gaps in implementation.

Asian Development Bank (ADB) – Pakistan Climate Projects

- [ADB Climate Pakistan](#)
- **Purpose:** Details ADB-funded climate projects, such as flood management and resilient infrastructure. Useful for reporting on international support for adaptation.

Research and Academic Resources

Global Change Impact Studies Centre (GCISC)

- [GCISC](#)
- **Purpose:** Provides research on climate impacts, temperature trends, and glacier melt. Essential for science-based reporting on Pakistan's climate vulnerabilities.

PubMed – Climate Change Studies in Pakistan

- [PubMed](#)
- **Purpose:** Access peer-reviewed studies on climate impacts, such as temperature trends and health effects. Ideal for evidence-based journalism.

ScienceDirect – Climate Change in Pakistan

- [ScienceDirect Climate Pakistan](#)
- **Purpose:** Offers academic articles on Pakistan's climate risks, including floods and droughts. Useful for in-depth analysis and credible sourcing.

Journal of Water and Climate Change – Pakistan Studies

- [Pakistan Water & Climate Studies](#)
- **Purpose:** Provides research on water scarcity and climate adaptation. Key for stories on water management and agricultural resilience.

Climate News and Journalism Resources

Climate Home News

- [Climate Home News](#)
- **Purpose:** Covers global climate stories, including Pakistan's climate policies and COP events. Useful for contextualizing Pakistan's challenges in global discussions.

Dialogue Earth Climate Pakistan

- [DE Climate Pakistan](#)

- **Purpose:** Report climate change in Pakistan. Helps journalists understand audience engagement and misinformation challenges.

Climate Central

- [Climate Central](#)
- **Purpose:** Provides scientific research and visualizations on climate impacts. Useful for data-driven stories and communicating complex climate science.

E&E News – Climate and Environment

- **Link:** eenews.net
- **Purpose:** Offers in-depth reporting on energy and climate issues. Relevant for understanding global trends and their relevance to Pakistan.

NGO and Community-Based Resources

Sustainable Development Policy Institute (SDPI)

- [SDPI](#)
- **Purpose:** Offers policy briefs and research on climate resilience and sustainable development. Useful for stories on policy gaps and solutions.

Pakistan Environment Trust

- [PET](#)
- **Purpose:** Mobilizes global capital and expertise towards solving Pakistan's toughest environmental challenges.

Climate Action Skills

- [CAS](#)
- **Purpose:** Empowers youth, especially those from marginalized communities, with the skills and knowledge to effectively combat climate change.

Data Visualization and Global Context

Climate Change Performance Index (CCPI) – Pakistan

- [CCPI Pakistan](#)
- **Purpose:** Ranks Pakistan's climate performance (31st in 2025) and provides data on emissions and renewable energy. Great for comparative analysis.

NASA – Global Climate Change

- [NASA Global Climate](#)
- **Purpose:** Offers global climate data and visualizations, including temperature and sea-level rise trends relevant to Pakistan. Ideal for adding global context to local stories.

Global Sources for Free Online Climate Change Training

UN CC: Learn (One UN Climate Change Learning Partnership)

Description: A collaborative initiative involving over 30 multilateral organizations, [UN CC: Learn](#) offers free, high-quality online courses on climate change topics, including climate science, adaptation, mitigation, and policy. Courses like "Climate Change: From Learning to Action" provide comprehensive modules with expert interviews and practical exercises.

Why Credible: Backed by the United Nations, it integrates contributions from agencies like UNDP, UNEP, and UNESCO, ensuring authoritative content.

Access: [Free Courses on Climate Change](#)

Relevance: Offers structured learning for beginners and professionals, with a focus on global and regional climate issues, including actionable insights for journalists.

The Climate Dictionary

It is an invaluable resource for trained climate journalists seeking to enhance the accuracy and clarity of their reporting. Published by the UNDP, this comprehensive glossary defines key climate-related terms, concepts, and acronyms in an accessible yet precise manner, covering topics from greenhouse gas emissions to adaptation and mitigation strategies. For journalists, it serves as a reliable reference to ensure technical accuracy, avoid miscommunication, and effectively convey complex climate issues to diverse audiences, ultimately strengthening their ability to inform and engage the public on critical environmental topics. [Download](#)

UNESCO Open Learning (Mahatma Gandhi Institute of Education for Peace and Sustainable Development)

Description: UNESCO's MGIEP offers free online courses, including the recently launched course on tackling climate disinformation. These courses focus on climate literacy, sustainable development, and combating misinformation, tailored for educators, journalists, and policymakers.

Why Credible: As a UNESCO research institute, it provides evidence-based, peer-reviewed content with a global perspective.

Access: [Free Online Courses](#)

Relevance: Ideal for journalists seeking to understand climate communication and misinformation, with practical tools for reporting.

Thomson Foundation Environmental Journalism Courses

Description: The Thomson Foundation offers free online courses on environmental journalism, covering how to investigate local environmental stories, link them to climate change, and engage audiences effectively. Courses also address journalist safety and combating online harassment.

Why Credible: A globally recognized journalism training organization with a focus on environmental reporting, collaborating with experts and media professionals.

Access: Available [here](#)

Relevance: Specifically designed for journalists, with practical guidance on crafting climate stories and navigating challenges in the field.

Climate Matters (George Mason University Center for Climate Change Communication)

Description: Climate Matters provides free resources and training for journalists, including webinars, toolkits, and data-driven reporting materials tailored to local climate impacts. It focuses on climate science, solutions, and communication strategies.

Why Credible: Operated by a leading academic institution in climate communication, it connects journalists with credible scientists and offers localized data for over 245 U.S. cities, with adaptable principles for global contexts.

Access: Available [here](#)

Relevance: Offers practical training for journalists to integrate climate science into reporting, with a focus on engaging diverse audiences.

Sources for Pitching Climate Change Stories Related to Pakistan

The Guardian (Environment Section)

Description: The Guardian's climate change section features global and regional stories, including renewable energy, climate impacts, and policy in countries like Pakistan. It welcomes pitches from freelance journalists for well-researched, human-centered stories.

Why Credible: Known for award-winning journalism and a strong reputation for covering climate issues with depth and global perspective.

Pitching Process: Submit pitches via their environment section contact page or to editors listed on theguardian.com. They value unique angles and strong evidence. Click [here](#) to pitch your first news story.

Relevance for Pakistan: Has published stories on Pakistan's climate challenges, such as the 2022 floods, and seeks narratives that highlight local impacts and solutions.

Dialogue.Earth

Description: Formerly known as India Climate Dialogue, Dialogue.Earth is an independent platform covering climate and environmental issues, with a focus on South Asia. It accepts pitches for in-depth stories on Pakistan's climate challenges, such as floods, water scarcity, or renewable energy transitions.

Why Credible: Known for rigorous journalism and regional expertise, staffed by experienced environmental reporters.

Pitching Process: Pitches can be submitted via dialogue.earth or by contacting editors through their submission guidelines. They prioritize well-researched, locally relevant stories.

Relevance for Pakistan: As a South Asia-focused outlet, it's an excellent fit for stories on Pakistan's climate impacts, adaptation measures, or policy developments, appealing to both regional and global audiences.

Finding websites that accept climate change news stories from Pakistan with remuneration requires targeting platforms that prioritize environmental journalism, accept freelance or guest contributions, and have a history of covering climate issues in the Global South. Below is a curated list of potential outlets based on their focus on climate change, interest in international stories, and openness to paid contributions. Note that exact payment details vary, and you should verify submission guidelines and rates directly with each outlet.

Climate Home News

Focus: Global climate change news, with a strong emphasis on stories from developing nations like Pakistan.

Submission Process: They collaborate with journalists for sponsored articles and special reports, retaining editorial control. Accepts pitches for in-depth climate stories, particularly those highlighting impacts, adaptation, or policy in vulnerable regions.

Remuneration: Likely offers payment for commissioned pieces, though rates depend on the project. Contact their editorial team via their website for pitch guidelines.

Relevance to Pakistan: Frequently covers Pakistan's climate challenges, such as floods and loss-and-damage advocacy.

Website: climatechangenews.com

Inside Climate News

Focus: Award-winning nonprofit outlet covering climate, energy, and environmental issues globally.

Submission Process: Accepts pitches from freelance journalists for investigative or narrative stories. They prioritize well-researched, human-angle stories, which could include Pakistan's climate crises like flooding or glacial melt.

Remuneration: Pays competitive rates for freelance contributions, though exact amounts vary. Pitch via their online submission form or email editors@insideclimatenews.org.

Relevance to Pakistan: Open to international stories, especially from climate-vulnerable regions.

Website: insideclimatenews.org

Grist

Focus: Nonprofit media outlet focused on climate solutions and environmental justice, with a mission to highlight stories from underrepresented regions.

Submission Process: Accepts freelance pitches for features, investigations, or personal essays. Stories about Pakistan's climate adaptation efforts or community resilience would fit well.

Remuneration: Pays for published articles, with rates varying based on story length and depth. Submit pitches via their website or email pitch@grist.org.

Relevance to Pakistan: Interested in Global South perspectives, including socio-economic impacts of climate change. [\(https://news.feedspot.com/climate_news_websites/\)](https://news.feedspot.com/climate_news_websites/)

Website: grist.org

Al Jazeera – Environment Section

Focus: Covers climate change and environmental issues, with a strong interest in the Global South, including Pakistan.

Submission Process: Accepts pitches for in-depth features or multimedia stories. Topics like Pakistan's flood recovery or climate injustice would align with their coverage.

Remuneration: Pays for commissioned pieces, though rates vary. Contact their environment desk via their website or pitch directly to editors.

Relevance to Pakistan: Has highlighted Pakistan's climate issues, including the 2022 floods and media coverage gaps.

Website: [aljazeera.com/topics/categories/climate-crisis](https://www.aljazeera.com/topics/categories/climate-crisis)

E&E News (Climatewire)

Focus: Specialized outlet covering energy and environmental policy, with a global scope.

Submission Process: Accepts pitches from freelancers for detailed climate stories, including international perspectives. Pakistan's climate adaptation or policy efforts would be relevant.

Remuneration: Pays competitive rates for published work. Contact editors via eenews.net.

Relevance to Pakistan: Suitable for policy-focused stories or climate impacts on vulnerable populations. <https://onlinepublichealth.gwu.edu/resources/sources-for-climate-news/>

Website: eenews.net

Guideline for Crafting a Pitch for Pakistan-Based Climate News Stories

Overview

Foreign journals like *Climate Home News*, *Grist*, *Inside Climate News*, *The Guardian*, and *Al Jazeera* are interested in well-researched, human-centered climate stories from vulnerable regions like Pakistan. A successful pitch should be concise, highlight the story's global relevance, and align with the outlet's focus. Below are steps to craft an effective pitch for paid publication.

Key Components of a Pitch

1. Subject Line

- Keep it clear and engaging, summarizing the story's focus and location.
- Example: "Pakistan's Flood-Hit Communities Fight for Climate Justice"

- Avoid vague terms like “climate story”; be specific about Pakistan’s context.

2. Introduction (2–3 sentences)

- Briefly introduce yourself (e.g., “I’m a Pakistan-based journalist covering environmental issues”).
- Summarize the story’s core idea, emphasizing its timeliness and relevance.
- Example: “I’m proposing a feature on how Pakistan’s 2022 flood survivors are rebuilding with community-led solar projects, highlighting grassroots climate resilience in a vulnerable nation.”

3. Story Details (100–150 words)

- **What:** Describe the story’s focus (e.g., impacts of glacial melt in Gilgit-Baltistan, urban heatwaves in Karachi, or climate policy gaps).
- **Why It Matters:** Connect the story to global climate themes (e.g., adaptation, loss and damage, or environmental justice). Mention why Pakistan’s context is unique (e.g., one of the most climate-vulnerable countries despite low emissions).
- **Angle:** Highlight the human element (e.g., affected communities, local activists, or innovative solutions).
- **Evidence:** Reference data or specific events (e.g., “Pakistan’s 2022 floods displaced 33 million people, costing \$30 billion in damages”).
- **Scope:** Specify if it’s a feature, news report, or opinion piece, and suggest a word count (e.g., 800–1,200 words).
- Example: “This 1,000-word feature will explore how women in Sindh are leading mangrove restoration to combat coastal erosion, tying their efforts to global climate adaptation goals.”

4. Your Credentials (1–2 sentences)

- Mention relevant experience (e.g., “I’ve reported on Pakistan’s climate challenges for *Dawn* and local NGOs”).
- If new to journalism, emphasize local knowledge (e.g., “As a Karachi resident, I’ve witnessed the city’s worsening heatwaves firsthand”).
- Include links to 1–2 published clips, if available.

5. Logistics (1–2 sentences)

- Note your ability to deliver (e.g., “I can provide interviews and photos by [date]”).

- Inquire about rates (e.g., “I’d like to discuss your standard rates for freelance contributions”).

6. Closing

- Thank the editor and invite follow-up (e.g., “Thank you for considering my pitch. I’d be happy to provide more details or adjust the angle as needed”).
- Keep it polite and professional.

Tips for Success

- **Research the Outlet:** Tailor your pitch to the journal’s style. For example, *Grist* loves solutions-focused stories, while *Inside Climate News* prioritizes investigative reporting. Check their recent articles on Pakistan or similar regions.
- **Highlight Timeliness:** Tie your story to recent events (e.g., floods, COP conferences, or Pakistan’s climate finance advocacy).
- **Be Concise:** Keep the pitch under 300 words, ideally 200–250 words.
- **Local Perspective:** Emphasize your access to local voices (e.g., farmers, policymakers, or activists in Pakistan) to add authenticity.
- **Global Relevance:** Frame Pakistan’s climate issues within broader themes like climate injustice or adaptation funding.
- **Follow Guidelines:** Check the outlet’s submission page (e.g., *The Guardian’s* environment desk at environment@theguardian.com or *Grist’s* pitch form). Some require specific formats or word counts.
- **Negotiate Payment:** Most foreign journals pay \$0.50–\$1 per word (e.g., \$400–\$1,200 for an 800-word piece). Confirm rates before writing.
- **Engage on X:** Many editors are active on X. Politely engage with their posts to build familiarity before pitching.

Sample Pitch

Subject: Pakistan’s Glacial Melt Threatens Mountain Communities

Dear [Editor’s Name],

I’m a Lahore-based journalist covering South Asia’s environmental challenges. I’d like to propose an 800-word feature on how glacial lake outburst floods in Pakistan’s Gilgit-Baltistan are displacing indigenous communities, forcing them to adapt to worsening climate impacts. The story will highlight local voices, including women leading relocation efforts, and tie their struggle to global calls for loss-and-damage funding. Pakistan, despite contributing less than 1% of global emissions, faces \$2 billion in annual climate damages, making this a critical case of climate injustice. I’ve reported on similar issues for *Dawn* (links: [clip1], [clip2]) and can

deliver interviews and photos by [date]. What are your rates for freelance features? Thank you for considering this pitch, and I'm happy to refine the angle as needed.

Best,

[Your Name]

Common Pitfalls to Avoid

- **Generic Pitches:** Avoid broad topics like "climate change in Pakistan." Focus on a specific issue (e.g., "Karachi's urban flooding crisis").
- **Ignoring Guidelines:** Some outlets (e.g., *Yale Climate Connections*) prefer pitches under 200 words. Always check.
- **Overpromising:** Be realistic about access to sources or data.
- **Neglecting Local Context:** Foreign editors value authentic, on-the-ground perspectives, so emphasize your proximity to the story.

Where to Submit

- *Dialogue.Earth*: farahnaz.zahidi@dialogue.earth
- *Climate Home News*: pitch@climatechangenews.com
- *Grist*: pitch@grist.org
- *Inside Climate News*: editors@insideclimatenews.org
- *The Guardian*: environment@theguardian.com
- *Al Jazeera*: Use their online pitch form at aljazeera.com
- *Yale Climate Connections*: editors@yaleclimateconnections.org

Final Note

Craft a pitch that balances local detail with global significance. Follow up politely after 1–2 weeks if you don't hear back, and be open to feedback. With Pakistan's urgent climate challenges, your story has the potential to resonate widely.
