

Is misinformation delaying climate action?

Work

At the 2024 AICAR International Research Conference held at Aston University, Dr Colin Coulson-Thomas delivered a presentation on existential threats, with a particular focus on India. His presentation addressed the global environmental and climate crises, shedding light on how misinformation and disinformation are being used to discredit and delay necessary climate action.



Colin has established direct connections with business leaders through various journals and international events, providing Theme Papers for conferences on corporate governance and sustainability. His most recent articles, such as "Accelerating Environmental and Climate Action" and "Dealing with Disruptive Directors," explore how biases and disinformation tactics hinder efforts to phase out fossil fuels and achieve net zero. These works aim to equip business and thought leaders with strategies to overcome these obstacles.

In the context of COP29, his research emphasises the urgent need for accurate information, responsible leadership and collaboration among global leaders to address the existential threats posed by environmental degradation. By sharing his findings with international constituencies, Colin plays a key role in accelerating sustainability efforts.

Colin's involvement in the 2024 London Global Convention on Corporate Governance and Sustainability showcases his commitment to integrating sustainability into business strategies. His Theme Paper, "Board's Strategy for a Secure Future & Turning Disruptions into Opportunities," presents a framework for boards to confront disruptions, including those caused by the climate crisis, by transforming them into opportunities for sustainable growth.

His engagement with the business community via India's Institute of Directors and his role as President of the IMS ensure that his insights reach a global audience. Through his academic and professional contributions, Colin demonstrates the importance of informed leadership in confronting existential threats.

SDGs

