

GDI

Climate Change Disinformation in Canada

August 2025

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Introduction

Key Themes and Findings: Understanding Climate Denial and Delayism in Canada

This report examines how climate denial and delayist narratives circulate in Canada's digital ecosystems, shaping public opinion, fuelling polarisation, and constraining democratic capacity to respond to environmental challenges. Drawing on original research and online analysis, it documents how adversarial climate rhetoric operates and where it intersects with other harmful narratives. Together, these narratives frame climate action as illegitimate, costly, or part of a broader cultural and political agenda threatening Canadian values and sovereignty.

Climate denialism frequently overlaps with broader conspiracy theories. Narratives suggest that climate policy is a tool of global elites, often invoking international organisations or Canadian federal authorities as instruments of control. These discourses depict progressive environmental measures as designed to undermine national independence and impose restrictions on ordinary citizens, echoing grievances linked to pandemic-related policies. In this way, denialist rhetoric draws strength from existing distrust in government, international institutions, and scientific expertise.

Importantly, disinformation does not circulate uniformly across Canada. Regional vulnerabilities are shaped by economic, cultural, and political factors. Provinces with deep reliance on fossil fuel industries and histories of tension with federal environmental regulation, particularly Alberta, Saskatchewan, and Manitoba, exhibit greater receptivity to climate denial and delayist narratives.¹ By contrast, Quebec and Atlantic provinces tend to show more substantial support for climate action and greater resilience against disinformation². These regional divergences illustrate how adversarial actors tailor their messaging to exploit local anxieties, from economic security to provincial sovereignty, ensuring that climate disinformation resonates differently across Canada's information environment.

¹ Chaire UNESCO-PREV. *La désinformation climatique : enjeux, risques et stratégies de prévention*. Montréal: Chaire UNESCO en prévention de la radicalisation et de l'extrémisme violent, 2025. https://chaireunesco-prev.ca/wp-content/uploads/2025/03/UnescoPREV_DesinformationClimatique_finale-1.pdf.

² Équiterre. *Baromètre Climat 2024*. Montréal: Équiterre, 2024. https://cdn.prod.website-files.com/65de237a907486cd99c45264/6751cde275af0d688f16b19c_BarometreClimat2024_WEB_compressed.pdf.

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A further feature of the Canadian climate denial ecosystem is the targeting of activists themselves. They are vilified as “cultists,” criminals, or even terrorists, particularly during moments of crisis such as the 2023–24 wildfire seasons. This rhetoric shifts debate away from policy toward personal attacks, normalises hostility, and in some cases echoes organised campaigns by fossil fuel-aligned actors. By discrediting activists through misogynistic, anti-2SLGBTQIA+, and conspiratorial frames, adversarial narratives delegitimise advocacy and discourage civic engagement.

Political figures, feminists, 2SLGBTQIA+ people, and prominent climate activists such as Greta Thunberg are targeted with harassment that delegitimises their credibility and expertise through gendered and identity-based attacks. Immigration is repeatedly reframed as an environmental threat, portraying newcomers as primary contributors to greenhouse gas emissions and as a justification for calls to restrict immigration. In doing so, climate denialism functions as a vehicle for the spread of broader exclusionary and conspiratorial ideas. These dynamics illustrate how climate disinformation rarely circulates in isolation. Instead, it often travels with anti-feminist, anti-queer, antisemitic, and anti-immigrant tropes, laundering prejudice through debates about science and policy.

The sections that follow provide a deeper analysis of the narratives, actors, and ecosystems sustaining climate denial and delayism in Canada. Before turning to those, this introduction outlines which audiences are targeted by denialist rhetoric, who experiences its impacts most directly, and how these narratives shape the broader information environment.

Demographics and Exposure: Who Is Targeted By Adversarial Climate Narratives

Climate denial and delayist narratives in Canada are aimed at several distinct audiences.

- Middle and working class voters are told that climate policies will impose unaffordable costs or restrict their mobility, framing environmental action as an economic threat to households.
- Groups with low trust in state institutions are primed to see climate science and government policy as manipulative or illegitimate.
- Communities angered by COVID-19 measures are targeted with rhetoric suggesting climate action will bring similar restrictions on freedom, such as “climate lockdowns” or prison-esque “15-minute” cities.
- Conservative voters are repeatedly presented with frames that depict climate policy as part of a progressive cultural agenda imposed from above.

The impacts of these narratives extend beyond their target groups. Holders of public office across Canada are encountering increasingly aggressive resistance to climate policies, from the federal level to municipal councils. Scientists researching climate change face hostility and

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distrust, weakening public engagement with scientific expertise. Climate activists are subjected to harassment, often grounded in misogynistic or anti-2SLGBTQIA+ rhetoric, which undermines their safety and limits their participation in public discourse.

Hostility against disaster relief officials in the United States, fuelled by conspiracies about engineered disasters and land grabs, has already led to aggressive actions during hurricanes and floods.³ While this dynamic is less visible in Canada, the porous digital environment makes it likely that such narratives will spill across the border, especially as Canadian extremist communities engage closely with US counterparts.

Another longer-term consequence of climate denialist narratives is the erosion of public space for reasoned debate. By framing climate policy as conspiratorial or oppressive, adversarial actors reduce the possibility of meaningful discussion about how costs, taxation, or lifestyle adjustments should be shared across Canadian society. This distortion of democratic deliberation has enduring consequences for the legitimacy and effectiveness of climate policy.

Key Actors

The Canadian climate denial and delayist ecosystem is shaped by a mix of domestic outlets, political figures, online influencers, and fringe platforms that recirculate and amplify adversarial narratives. These actors operate across a hybrid information space in which conspiratorial and bigoted rhetoric is interwoven with climate disinformation, enabling extremist tropes to move fluidly between online communities and mainstream debates.

Domestic Media Outlets

Websites such as Rebel News and True North have consistently published content minimising or denying climate change while framing climate action as part of a broader “globalist” agenda. Coverage often overlaps with anti-2SLGBTQIA+, anti-immigration, and anti-feminist narratives, reinforcing a worldview in which environmental policy is a threat to Canadian sovereignty and cultural identity.

Influencers and Public Figures

Prominent Canadian commentators and online personalities serve as bridging actors, linking fringe denialist content with larger audiences. They frequently frame climate science as “politicised” and use gendered or conspiratorial language to discredit climate activists. These influencers also amplify transnational networks by aligning themselves with US and European denialist voices, adapting foreign narratives for a Canadian context.

Fringe Platforms and Communities

Substack newsletters, Telegram channels, and niche online forums host more extreme denialist

³ BBC, *Hurricane recovery disrupted by threats to relief workers*, 2024, <https://www.bbc.com/news/articles/ckgndn8zdreo>

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content, including antisemitic and “Great Replacement” conspiracies tied to environmental issues. These communities depict climate change as a hoax designed to justify population control, connect denialist rhetoric with opposition to immigration, and frame progressive climate policies as deliberate attempts to undermine “founding” populations in Canada.

Transnational Linkages

Canadian actors frequently borrow language and frames circulating in US conspiratorial ecosystems. Narratives such as “climate lockdowns,” “global elite control,” or “immigration as environmental destruction” echo talking points developed abroad and are adapted for Canadian debates. This transnational flow blurs the boundary between domestic and foreign influence, enabling denialist rhetoric to circulate widely while appearing to have local legitimacy.

Together, these actors play complementary roles: fringe outlets produce and legitimise content, influencers amplify it across mainstream platforms and messaging applications, while niche communities reinforce it through conspiratorial framing. Their shared function is to erode public trust in science, policy institutions, and democratic decision-making while embedding climate denial and delayism within broader patterns of hate and disinformation in Canada.

Adversarial Narratives

Summary

The Adversarial Narratives section examines the range of disinformation-driven, conspiratorial, and hostile narratives circulating in Canada’s online ecosystem around climate change. While the themes differ, from outright denial of science to claims of economic collapse, the underlying purpose is consistent: to delegitimise the scientific consensus, undermine trust in institutions advancing climate action, and polarise public debate.

Each thematic sub-section outlines how narratives are constructed to portray climate science, policies, and activists as threats to Canadian society. These narratives often recycle long-standing conspiracy theories and ideological tropes, reframing them to suit contemporary political flashpoints such as energy prices, food security, or global governance. They frequently overlap with broader worldviews hostile to government authority, international institutions, or progressive social change. Common frames include portraying climate change as exaggerated or fabricated, depicting climate policies as harmful or authoritarian, and casting activists as extremists or criminals.

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The narratives operate within a shared architecture. Disinformation websites, ideologically aligned influencers, and social media accounts amplify these claims, often blending them with other conspiratorial discourses such as anti-globalism, anti-UN rhetoric, or depopulation agendas. This cross-pollination enables climate change denial to appear alongside vaccine misinformation, or critiques of renewable energy to merge with nationalist narratives on energy sovereignty. Such overlap increases reach across audiences and makes the narratives more resilient to fact-checking or moderation efforts.

Examples of these narratives are presented in the accompanying charts using a modified ABCDE framework. This approach captures the actor, behaviour, content, and degree for each case, allowing for consistent comparison across topics and showing how individual incidents fit into the wider information ecosystem. The effect component has been omitted from the charts, as the risks and impacts are described in the broader analysis of each subsection.

Within the ABCD framework, the Degree dimension refers to the visibility and reach of adversarial content. For websites, traffic figures are based specifically on unique visitors from Canadian IP addresses. Website traffic based on Canadian IP addresses does not account for VPN use, meaning users inside Canada may appear elsewhere, and international users may also access Canadian sites. For social media, reach is measured through group size, followers, or interactions such as views, likes, shares, and comments, where such data is available. These metrics do not capture the full circulation of narratives, since content is often paraphrased, copied, or reposted without attribution across platforms. While some posts may have limited direct reach, they are part of a broader ecosystem of amplification. Even low-view material can be shared by larger accounts or migrate to other channels, allowing it to recirculate across multiple audiences. This cumulative effect sustains the visibility and perceived legitimacy of adversarial narratives over time, increasing their capacity to shape public attitudes and behaviours.

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Climate Change Denial and Delayism

Summary

A 2019 report by the Canadian national climate change assessment body, Canada in a Changing Climate, noted that Canada is warming up twice as fast as the global average.^{4 5} Climate change is also creating more favourable conditions for major wildfires, including outside of traditional fire seasons.⁶ Despite overwhelming scientific consensus that climate change is real, human-driven, and already affecting Canada^{7 8 9 10}, adversarial narratives continue to circulate online.

These narratives seek to cast doubt on the validity of climate science, the reliability of climate models, and the severity of anthropogenic impacts. They often employ pseudoscience, selective reasoning, or misleading historical comparisons to deny or downplay the climate crisis, while simultaneously delegitimising policies aimed at mitigation or adaptation.

In the Canadian digital ecosystem, such rhetoric frequently reframes established climate science as uncertain or manipulated, claiming that there is no consensus among experts or that greenhouse gases such as CO₂ play little or no role in global warming, often claiming climate change is a “scam”. By questioning the legitimacy of scientific institutions and modelling tools, these narratives aim to weaken public confidence in evidence-based policymaking. Given the need for climate scientists to operate on multiple models and a vast number of variables when conducting their research, they are often accused of operating on

⁴ Environment and Climate Change Canada, “Canada’s Climate Is Warming Twice as Fast as Global Average,” *Canada.ca*, April 2, 2019, <https://www.canada.ca/en/environment-climate-change/news/2019/04/canadas-climate-is-warming-twice-as-fast-as-global-average.html>.

⁵ Institut climatique du Canada, “Climate Change and Extreme Heat Waves in Canada,” Canadian Climate Institute, July 7, 2025, <https://climateinstitute.ca/news/fact-sheet-heat-waves/>.

⁶ Isabella Kaminski, “Did Climate Change Cause Canada’s Wildfires?,” June 12, 2023, <https://www.bbc.com/future/article/20230612-did-climate-change-cause-canadas-wildfires>.

⁷ “Climate Change Widespread, Rapid, and Intensifying,” IPCC, August 9, 2021, <https://www.ipcc.ch/2021/08/09/ar6-wg1-20210809-pr/>.

⁸ Alicia Cermak, “Evidence - NASA Science,” NASA Science, October 23, 2024, <https://science.nasa.gov/climate-change/evidence/>.

⁹ “What Evidence Exists That Earth Is Warming and That Humans Are the Main Cause?,” NOAA Climate.gov, October 12, 2022, <https://www.climate.gov/news-features/climate-qa/what-evidence-exists-earth-warming-and-humans-are-main-cause>.

¹⁰ “Six Ways Climate Change Is Affecting Canada,” *CBC*, July 21, 2022, [cbc.ca/documentaries/the-nature-of-things/six-ways-climate-change-is-affecting-canada-1.6527535](https://www.cbc.ca/documentaries/the-nature-of-things/six-ways-climate-change-is-affecting-canada-1.6527535).

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assumptions rather than real data. Consequently, these claims are often followed by calls for the complete dismissal of climate models, as they are purveyors of false information. These claims frequently overlap with broader conspiratorial claims about elite agendas or globalist manipulation intended to “impose by force”, or by undemocratic means, reinforcing climate denial by situating it within a broader adversarial worldview.

The persistence of these narratives is significant not because of the reach of any single post but because of their cumulative presence across platforms and actors. Climate denial and delayism benefit from repetition: claims of scientific uncertainty, the dismissal of carbon emissions, or the portrayal of climate action as unnecessary are echoed and recycled across websites, social media, and commentary outlets. This repetition creates the illusion of legitimate debate where there is scientific consensus, enabling denialist rhetoric to retain influence despite decades of evidence.

The Intergovernmental Panel on Climate Change (IPCC) synthesises and reports on actual scientific consensus to give policymakers an understanding of the causes, effects, and potential solutions to climate change.¹¹ However, Canadian and international websites question the validity and honesty of the IPCC by depicting it as a partisan, political organisation. The IPCC is regularly accused of falsifying and manipulating the data or rewriting historical climate data to indicate global warming instead of relying on “actual science”. Similarly, other international and civil society organisations are also depicted as operating in bad faith due to economic and political incentives, often with the tacit collusion of the “mainstream media.”

A second prominent narrative claims CO₂ has little to no effect on climate change. This narrative is often observed in contexts of both climate denial and delayism, usually aimed at disproving the accuracy of climate change predictions or ridiculing the effects of rising temperatures on the weather. Underlying this narrative is the desire to justify the continued large-scale use of fossil fuels and the legitimisation of a desire to maintain lifestyles unchanged. Tied to this is the claim that scientists are unwittingly or intentionally ignoring the authentic sources of global warming, most notably the sun, the reduction of sulphur dioxide levels, or the vast amount of water vapours that make up the majority of GHG. Arguments concerning GHG call into question the impact of CO₂, resulting in the claim that human impact on the climate is minuscule or non-existent. These claims are often deployed through information-overwhelm^{12 13}

¹¹ “About,” IPCC, n.d., <https://www.ipcc.ch/about/>.

¹² “Many Factors Affect Climate – Climate 101,” n.d., <https://climatechange101.ca/many-factors-affect-climate>.

¹³ “Myths / Facts | Friends of Science,” n.d., <https://friendsofscience.org/pages/p-cp.html?p=1>.

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¹⁴ and wrapped in pseudoscientific language¹⁵, tactics frequently used to create a false sense of trustworthiness and expertise.

Canadian websites attempt to reverse the so-called “climate agenda” by advancing claims of CO₂ being “essential to all life on Earth”. CO₂ is also praised as the driving force behind the rise from poverty and economic development. This often culminates in denials that the increase in temperatures due to CO₂ is harmful. Claims that CO₂ is not harmful also feed into efforts to resist and delegitimise net-zero policies.

The following charts capture examples of these narratives using the modified ABCDE framework. Actor, behaviour, content, and degree are identified for each case, illustrating how disinformation is constructed and circulated. The effect dimension is omitted here, as risks and impacts are analysed in the broader text of this section.

Climate Change Denial and Delayism ABCD Framework

Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Canadian website “Les 7 Du Quebec”	Delegitimise climate science by claiming there is no consensus that human-driven climate change is real and damaging.	<i>There is no scientific consensus: climate change is a "scam".</i>	40 visitors/month
Website “Life Site News”	Delegitimise climate science by claiming there is no consensus that human-driven climate change is real and damaging.	<i>There is no scientific consensus: consensus is a fallacy; it says nothing about whether problematic climate change actually exists.</i>	77k visitors/month
Website “Life Site News”	Delegitimise climate science by claiming the IPCC is unscientific and politically biased.	<i>There is no scientific consensus: IPCC is a scaremongering, ideologically motivated outfit, not science.</i>	77k visitors/month
Canadian website “Climate Change101”	Delegitimise climate science by claiming the IPCC is unscientific and politically biased.	<i>There is no scientific consensus: the IPCC is a "political organisation" that does not consider non-human causes of climate change.</i>	Not available

¹⁴ “CO2 Page,” Watts up With That?, December 21, 2018, <https://wattsupwiththat.com/co2-page>.

¹⁵ “Scientific Bombshell Shatters the Climate Change Narrative,” Canada Free Press, n.d., <https://canadafreepress.com/article/scientific-bombshell-shatters-the-climate-change-narrative>.

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Canadian website “Canada Free Press”	Delegitimise climate science by claiming the IPCC fabricates data.	<i>There is no scientific consensus:</i> IPCC falsifies data, and it is part of a climate cult.	4.3k visitors/month
Canadian website “Canada Free Press”	Delegitimise climate science by claiming the IPCC fabricates data.	<i>There is no scientific consensus:</i> IPCC data is shoddy, manipulated.	4.3k visitors/month
US website “Corbett Report”	Delegitimise climate science by claiming the IPCC fabricates data.	<i>There is no scientific consensus:</i> IPCC rewrites historical data to make it seem global warming is real.	4.3k visitors/month
Website “Life Site News”	Delegitimise climate science by claiming it is part of a global elite plot to grab total power.	<i>There is no scientific consensus:</i> "Climate change is a scam to increase globalist power".	77k visitors/month
Canadian website “Global Research”	Delegitimise climate science by claiming scientists and climate NGOs only support climate narratives to get funding.	<i>There is no scientific consensus:</i> Science organisations and NGOs are only supporting the climate agenda to get funding.	4.7k visitors/month
UK disinformation website “Spiked Online”	Delegitimise climate science by claiming it is merely a lobby that suppresses dissent.	<i>There is no scientific consensus:</i> The climate lobby is purely political, acting in bad faith, and is suppressing debate.	15k visitors/month
Canadian website “Bomb Thrower”	Delegitimise climate science by claiming it is merely a lobby that suppresses dissent.	<i>There is no scientific consensus:</i> Mainstream media colluded with the climate lobby to prop up the climate change narrative.	1.58k visitors/month
US website “Epoch Times”	Delegitimise climate science by claiming it is based on inaccurate or unrealistic models.	<i>There is no scientific consensus:</i> Climate models are wildly inaccurate.	816k visitors/month

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
US website "NOQ Report"	Delegitimise climate science by claiming it is based on inaccurate or unrealistic models.	<i>There is no scientific consensus:</i> Climate models are disconnected from reality, the climate does not listen to them, and even if we cut CO ₂ , the predicted effects of climate change won't end for centuries".	Not available
US website "NOQ Report"	Delegitimise climate science by claiming it does not take sufficient account of the weather.	<i>There is no scientific consensus:</i> "CO ₂ is saving the planet, not destroying it", and climate models fail to account for the dynamic complexities of weather.	Not available
Website "Awakening Channel"	Delegitimise climate science by claiming that global warming doesn't cause natural disasters.	<i>There is no scientific consensus:</i> There is no climate emergency, and climate science is ineffective as a useful policy tool.	Not available
Website "Covid Unmasked"	Delegitimise climate science by claiming large numbers of dissenting scientists have been silenced.	<i>There is no scientific consensus:</i> Most climate scientists have not been asked about their views, so consensus numbers are unreliable. Climate models operate on assumptions rather than real data.	Not available
Canadian website "Climate Change 101"	Delegitimise climate science by claiming it only shows unrealistic disaster scenarios.	<i>There is no scientific consensus:</i> Climate models predict "catastrophic" temperature rises when reality shows only moderate changes.	Not available
Website "Life Site News"	Delegitimise climate science by claiming models are completely inaccurate.	<i>There is no scientific consensus:</i> Climate models are so inaccurate that they are "worse than nothing".	77k visitors/month
Canadian website "Climate Change 101"	Deny or trivialise anthropogenic climate change by saying the sun is the only serious driver of climate change.	<i>CO₂ has no effect on climate change:</i> "It's the Sun, NOT you, NOT CO ₂ ", the Sun is the primary driver of climate change.	Not available
Website "Answers in Genesis"	Deny or trivialise anthropogenic climate change by saying the sun is the only serious driver of climate change.	<i>CO₂ has no effect on climate change:</i> The Sun is the primary influencer of global temperature.	16k visitors/month

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Website “Slay News”	Undermine efforts to fight climate change by claiming reduced pollution drives climate breakdown.	<i>CO₂ has no effect on climate change: instead, climate change is caused by reduced pollution and sulphur dioxide levels.</i>	1.2k visitors/month
Website “Sarah Westall”	Deny or trivialise anthropogenic climate change by claiming the climate has always been subject to change, and polar ice is returning.	<i>CO₂ has no effect on climate change: Humans have very little influence on climate; it has been hotter before, and polar ice is improving.</i>	105k visitors/month
Canadian website “Global Research”	Deny or trivialise anthropogenic climate change by claiming CO ₂ is beneficial.	<i>CO₂ has no effect on climate change: Humans cause only a small fraction of CO₂ emissions, and CO₂ is "plant food".</i>	4.7k visitors/month
Website “Friends of Science”	Deny or trivialise anthropogenic climate change by claiming CO ₂ levels have been much higher before, without threatening life on earth.	<i>CO₂ has no effect on climate change: CO₂ is beneficial, and levels have been much higher in the past.</i>	407 visitors/month
Website “Life Site News”	Deny or trivialise anthropogenic climate change by claiming CO ₂ is beneficial.	<i>CO₂ has no effect on climate change: CO₂ is benign and has driven economic growth.</i>	77k visitors/month
Website “CO2 Coalition”	Trivialise anthropogenic climate change by claiming that temperature rises are not proved to be damaging.	<i>CO₂ has no effect on climate change: No evidence that a 1 °C or 2°C temperature change has ever been bad.</i>	678 visitors/month
UK website “Spiked Online”	Deny or trivialise global warming by claiming heat waves are not that deadly.	<i>CO₂ has no effect on climate change: Heatwaves are not that harmful, cold is much worse.</i>	15k visitors/month
Website “Friends of Science” (on behalf of Canadians for a Sensible Climate Policy)	Deny or trivialise anthropogenic climate change by denying the link between rising sea levels and rising CO ₂ emissions.	<i>CO₂ has no effect on climate change: "no credible link" between rising sea levels and rise of CO₂ emissions since the 1800s.</i>	407 visitors/month

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Climate Change Conspiracy Theories

Summary

Conspiracy theories play a central role in shaping adversarial narratives on climate change. They move beyond scepticism to allege deliberate fabrication of science, portraying climate change as a hoax designed to advance hidden political or economic agendas. These theories frame environmental challenges not as the result of human activity but as manufactured crises imposed by governments, elites, or secret networks of power. The effect is wholesale distrust in the processes that underpin climate science, policymaking, and institutional legitimacy.

In Canada, conspiracy theories circulate widely across social media and online platforms. They typically claim that international organisations such as the World Economic Forum (WEF) or the United Nations are using climate change to impose control, often tied to the Great Reset or Agenda 2030. Other strands link climate policy to depopulation theories or the New World Order, naming recurrent actors such as the Club of Rome, Big Pharma, the Rothschild and Rockefeller families, Bill Gates, George Soros, and Klaus Schwab. In recent years, these claims have been adapted to portray climate change as a gateway for genocide or selective population reduction.

Extreme weather events, particularly wildfires, are also reframed as orchestrated disasters created by governments or international bodies using geoengineering, directed energy weapons, or deliberate arson. Such theories fuse climate denial with technological paranoia and anti-government anger, turning environmental crises into tools of social control. The wildfire conspiracy is especially prominent in Canada, where destructive fire seasons are blamed on elite manipulation, climate activists, or the High Frequency Active Auroral Research Program (HAARP), rather than ecological drivers.

Together, these theories transform climate change into a battleground for ideological resentment. By linking environmentalism with elitism, deception, and loss of autonomy, they delegitimise climate science, undermine trust in institutions, and promote the idea that environmental catastrophes are manufactured tools of repression. In doing so, they increase the risk of polarisation and radical acts among audiences.

The following charts capture examples of these narratives using the modified ABCDE framework. Actor, behaviour, content, and degree are identified for each case, illustrating how conspiracy theories are constructed and circulated. The effect dimension is omitted here, as risks and impacts are analysed in the broader text of this section.

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Climate Change Conspiracy Theories ABCD Framework

Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Real Wide Awake Media on Telegram	Portray climate change as a conspiracy to control the Canadian population.	<i>Global elites want to control the population through the climate agenda:</i> Climate change is a pretext for international elites to take control of society.	5.6k views
Canadian X user	Portray climate change as a way to impose a communist dictatorship.	<i>Global elites want to control the population through the climate agenda:</i> Prime Minister Carney wants to impose climate communism as part of the Great Reset.	38.6k views
Website "Canadian Patriot"	Portray climate change as a hoax to create a surveillance state.	<i>Global elites want to control the population through the climate agenda:</i> the Rockefeller Foundation is funding the climate movement to be able to institute an undemocratic "technocratic state" of surveillance.	Not available
Exposing the Truth on Telegram	Demonise climate change policy as a plot to end all property and individual autonomy.	<i>Global elites want to control the population through the climate agenda:</i> Climate conspiracy will create a dystopian future in which individual workers will "own nothing" and control nothing.	594 views
MG in Freedom Canada on Telegram	Portray climate change as a war against human freedom and access to nature.	<i>Global elites want to control the population through the climate agenda:</i> Net zero is a war against humanity, and they will start to "ration the air".	2.4k views
Pickering Councillor Lisa Pickering on Facebook	Delegitimise emissions monitoring programmes by dismissing them as a surveillance state.	<i>Global elites want to control the population through the climate agenda:</i> Pickering city's emissions monitoring pilot project is a "taxpayer funded surveillance state".	4.1k likes
Ragona Sisters on YouTube	Delegitimise 15-minute cities as a conspiracy to install a Chinese-style authoritarian society.	<i>Global elites want to control the population through the climate agenda:</i> 15-minute cities are "surveillance on steroids", not a method to address climate change.	54k views

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Free Alberta on Telegram	Portray climate change as a plot to institute a dictatorship by global elites.	<i>Global elites want to control the population through the climate agenda:</i> PM Carney is a WEF puppet pushing a New World Order (NWO) through climate change.	1.2k views
Sarah Connor Canadian Patriot on Telegram	Delegitimise climate policy by linking it to global elite pedophile groups.	<i>Global elites want to control the population through the climate agenda:</i> The global pedophile cabal wants to impose a climate agenda.	360 views
Romana Didulo Queen of Canada Website	Delegitimise all climate policy as laws created by an illegitimate government	<i>Global elites want to control the population through the climate agenda:</i> All climate change programmes and ministries in Canada should be eliminated.	18 visitors/month
Brownstone Institute	Portray climate change as a form of manipulation of public opinion.	<i>Globalist elites want to depopulate the earth:</i> Elites are trying to control people by changing their perceptions of reality, and climate messaging is a key technique.	5.4k visitors/month
Canadian website "Global Research"	Portray climate change as a plot to kill large numbers of people through engineered disasters.	<i>Globalist elites want to depopulate the earth:</i> 13 nations have signed a methane agreement to "Engineer Global Famine by Destroying Food Supply".	4.7k visitors/month
Canadian website "Canadian Patriot"	Portray climate change as a plot to kill large numbers of people through engineered disasters.	<i>Globalist elites want to depopulate the earth:</i> PM Carney and other world leaders are rewiring the global economy to depopulate the earth through Green New Deals.	Not available
Website "Life Site News"	Reject climate change as a eugenics project inspired by LGBTQ.	<i>Globalist elites want to depopulate the earth:</i> climate change is an engineered hysteria inspired by eugenics, rooted in homosexual activism.	77k visitors/month
Canadian X user	Describe both COVID-19 and climate change as plots to control the population.	<i>Globalist elites want to depopulate the earth:</i> The Canadian government tried to control people via COVID and is now trying it via climate change, using behavioural scientists.	29.8k views

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Liverpool tpr on Telegram	Deligitimise climate change by linking chemtrails to alleged government attempts to force people to take vaccines.	<i>Globalist elites want to depopulate the earth:</i> "Bill Gates Spraying Chemtrails in Canada, Causing Mass Psychosis and Suicide".	3.6k views
Canadian website "Global Research"	Portray climate policy as a plot to cull the world's population.	<i>Globalist elites want to depopulate the earth:</i> "Declaration of a Planetary Emergency to Begin 'the Long Term Reduction of Global Population'".	4.7k visitors/month
Website "Life Site News"	Portray climate policy as a plot to cull the world's population.	<i>Globalist elites want to depopulate the earth:</i> "Globalist elites are hellbent on using the power of national governments to carry out a worldwide cull of human beings."	77k visitors/month
Canadian X user	Portray climate disasters as deliberate attacks against the Canadian people.	<i>Climate disasters are orchestrated:</i> Canada is under attack by nations using HAARP under the disguise of Climate Change.	26.7k views
Canadian website "Global Research"	Portray climate disasters as deliberate attacks against the Canadian people.	<i>Climate disasters are orchestrated:</i> "among the purposes of chemtrails is to block out the sun and rain death and destruction down on all life forms".	4.7k visitors/month
Website "Geoengineering Watch"	Portray contrails as attempts to control the weather secretly.	<i>Climate disasters are orchestrated:</i> "Global geoengineering operations aren't just a dangerous proposal, they are an ongoing catastrophic reality."	791 visitors/month
Website "Geoengineering Watch"	Portray natural disasters as deliberate destruction by governments.	<i>Climate disasters are orchestrated:</i> microwave transmission facilities are being used to trigger earthquakes.	791 visitors/month
Canadian website "Canadian Patriot"	Dismiss the role of climate change in wildfires by claiming fires are arson by the government.	<i>Climate disasters are orchestrated:</i> Quebec and Alberta wildfires set by arson, simultaneously.	Not available
X user Kat Kanada	Dismiss the role of climate change in wildfires by claiming fires are arson by the government.	<i>Climate disasters are orchestrated:</i> Canada wildfires are "mismanagement and NOT climate change" because "climate change is a hoax".	64.7k views

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
"Rebel News" on Bitchute	Promote the secession of Alberta by portraying wildfires as a deliberate plot by the Canadian federal government.	<i>Climate disasters are orchestrated:</i> "Feds let Jasper burn—then consultants and media blamed Alberta for showing up".	312 views

Climate Change Policies Are Harmful

Summary

In Canada, adversarial narratives about climate change policies frame them not as necessary responses to the climate crisis, but as harmful measures that threaten prosperity, sovereignty, and everyday life. These narratives circulate widely across Canadian political discourse, media ecosystems, and online platforms. They rarely arise in isolation: instead, they draw from coordinated disinformation strategies that adapt global tropes of economic ruin, authoritarianism, unreliability, and elitism to the Canadian context.¹⁶

Economic fearmongering is the most prominent strand. Net-zero targets, carbon pricing, and subsidies for renewables are depicted as “economic suicide” that will devastate households and industries, particularly in provinces with strong carbon-intensive sectors.¹⁷ Narratives exaggerate short-term costs, ignore long-term benefits, and present climate action as a direct assault on Canadian prosperity. This framing resonates across partisan lines and fuels regional grievances, especially in Alberta and other energy-producing provinces, where national climate targets are often cast as hostile to local economic survival.¹⁸

A second strand positions climate policy as undemocratic or authoritarian, equating Canadian emissions targets and regulatory frameworks with pandemic-era restrictions or technocratic

¹⁶ Institute for Strategic Dialogue (ISD). Climate Disinformation at COP26: A Crisis of Trust. June 2022. <https://www.isdglobal.org/wp-content/uploads/2022/06/Summative-Report-COP26.pdf>.

¹⁷ Chaire UNESCO-PREV. “Désinformation et déni climatique : Revue de la littérature et portrait de la situation au Québec”. Université de Sherbrooke, 2025. https://chaireunesco-prev.ca/wp-content/uploads/2025/03/UnescoPREV_DesinformationClimatique_finale-1.pdf.

¹⁸ Centre for Media, Technology, and Democracy. “Climate Obstruction: The State and Spread of Climate Disinformation in Canada”. Montreal: McGill University, 2025. <https://static1.squarespace.com/static/5ea874746663b45e14a384a4/t/67afa03775c04c3e9cbc2b92/1739563070273/Final+Climate+Obstruction+Report.pdf>

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overreach. Policies are described as imposed by “Ottawa elites” or influenced by international bodies like the UN or WEF, creating the impression that Canadians are being forced into compliance without debate or consent. This authoritarian framing is amplified in far-right and populist digital spaces, where climate governance is portrayed as coercive social engineering that undermines national sovereignty and silences dissent.¹⁹

Another line of attack questions the reliability of renewable energy in Canada’s harsh climate. Wildfire seasons, winter storms, and grid strain events are frequently used as evidence that solar and wind cannot provide stable energy, despite technical evidence to the contrary. In Alberta and British Columbia, wildfire events have been exploited to blame renewable policies for blackouts or rising costs, reframing natural disasters and infrastructure challenges as failures of climate transition.²⁰ These claims undermine confidence in Canada’s energy transition by suggesting that fossil fuels remain the only reliable option.

Finally, climate policy is portrayed as ideologically driven, a partisan project disconnected from ordinary Canadians. In this framing, Canadian environmentalism is presented as a “woke agenda,” activists as elitist or hypocritical, and governments as deceitful. Commentators dismiss green policies as performative politics, suggesting they exist to serve globalist interests or political theatre rather than the needs of Canadians. This cultural framing exploits existing political polarisation, painting climate action as a symbolic cause for urban elites that punishes rural or working-class communities.²¹

Taken together, these narratives shape climate policy as a threat rather than a solution, fusing economic anxiety, institutional distrust, and cultural grievance within the Canadian digital ecosystem. They exploit regional divides, moments of crisis, and existing suspicion of elites to delay or delegitimise action. In doing so, they transform climate governance into a flashpoint for broader disinformation dynamics, eroding trust in institutions and obstructing consensus around Canada’s environmental commitments.

The following charts capture examples of these narratives using the modified ABCDE framework. Actor, behaviour, content, and degree are identified for each case, illustrating how climate policy disinformation is constructed and circulated. The effect dimension is omitted here, as risks and impacts are analysed in the broader text of this section.

¹⁹ *Ibidem*.

²⁰ Climate Action Against Disinformation (CAAD). *Flame Wars: Misinformation and Wildfire in Canada’s Climate Conversation*. 2025. *Op. Cit.*

²¹ *Ibidem*. See also Re.Climate. *From Fringe to Foreground: How Climate Disinformation Is Gaining Ground in Canada*. 2024. *Op. Cit.*

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Climate Change Policies Are Harmful ABCD

Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Website "CLINTEL" ²²	Promotes economic fearmongering.	<i>Climate Change Policies as Economic Suicide</i> : "Canada's Net Zero policies are economic suicide".	Not available
Canadian website "Awake Canada" ²³	Promotes economic fearmongering.	<i>Climate Change Policies as Economic Suicide</i> : "Canada's Net Zero policies are economic suicide".	Not available
Website "Friends Of Europe" ²⁴	Misrepresenting public investment in climate policies as a direct financial burden on households.	<i>Climate Change Policies as Economic Suicide</i> : claims that climate policies between 2020 and 2030 will cost each Canadian household over \$28,000.	407 visitors/month
Website "Friends Of Europe"	Presenting environmental regulation as an "economic sacrifice" forced upon Canadians.	Climate Change Policies as Economic Suicide: positions Net Zero as a path to "economic dismay," ignoring projected long-term economic benefits of green transition while promoting fossil fuel dependency as the rational alternative.	407 visitors/month
Canadian website "National Post"	Promoting broader populist efforts to associate climate policy with existential threats to economic stability.	<i>Climate Change Policies as Economic Suicide</i> : claims that the carbon tax would bring about a "nuclear winter" for Canada's economy and frames environmental policy as both extreme and ruinous.	2.8M visitors/month
Canadian X user	Mocking Net Zero targets as both authoritarian and futile.	<i>Climate Change Policies as Economic Suicide</i> : claims that Canada's new Prime Minister "will be taxing people into poverty to change the weather."	747.5k views
Canadian X user	Positioning climate leadership as fiscally catastrophic.	<i>Climate Change Policies as Economic Suicide</i> : asserts that Mark Carney's climate agenda is identical to Trudeau's and will "leave Canada bankrupt."	7.2k views
Canadian X user	Deligitimising climate action and inflating its public costs.	<i>Climate Change Policies as Economic Suicide</i> : calls climate action a "giant hoax" that has cost Canadians \$15 billion.	1.8k views

²² CLINTEL is a Netherlands-based climate-denialist foundation see its website at Clintel Foundation. *Climate Intelligence (Clintel)*. Accessed July 2025. <https://clintel.org/>.

²³ Awake Canada is a Canadian outlet disseminating conspiracy theories, see Awake Canada. "The Plan." Accessed July 2025. <https://awakecanada.org/the-plan/>.

²⁴ The Calgary-based Friends of Science Society plays a key role in circulating and legitimizing this type of narrative see hyperlink in the table.

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Canadian X user	Climate policy is depicted as not just economically reckless but as a tool of globalist control.	<i>Climate Change Policies as Economic Suicide</i> : quotes Jordan Peterson characterising Canada's Prime Minister Mark Carney as a "leading architect of the WEF agenda," who will enforce Net Zero, ESG, and DEI policies that accelerate Canada's "rapid descent toward comparative poverty and irrelevance."	140.6k views
Alberta MLA Rebecca Schulz on X	Depicts national climate targets as hostile to provincial economic sovereignty, particularly in regions like Alberta.	<i>Climate Change Policies as Economic Suicide</i> : claims that the Liberal government's climate plan is an "attack on our economy" and harms "working Alberta families."	21.5k views
Canadian website "KICKLEI" ²⁵	Claims that climate policy is authoritarian at a global and local level.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : claims that international accords and Net Zero frameworks threaten national sovereignty, property rights, and energy security, arguing that "policies aimed at reducing CO ₂ emissions must not harm Canadian families, farmers, or industries."	175 visitors/month
KICKLEI Substack	Framing democratic debate as under siege, with climate policy cast as a mechanism of silencing and centralised control.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : alleges that local councillors are being "pressured by the feds" to adopt Net Zero policies, and that dissenters are being "censored" for speaking out against climate measures.	15 visitors/month
Canadian website "Les 7 du Québec" (footnote)	Blending economic alarmism with geopolitical paranoia, casting climate policy as both authoritarian and globally coordinated for nefarious purposes.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : denounces CO ₂ reduction policies as a gateway to "economic and social chaos," warning that greenhouse gas reduction efforts are a "pretext" to destabilise agriculture and impose draconian economic controls.	40 visitors/month
Canadian X user	Distorting climate policy proposals to manufacture outrage, invoking imagery of authoritarianism, censorship, and state overreach.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : refers to carbon taxes as "fascist tax dollars" being stolen from Canadian citizens in the name of a "climate change cult."	10.7k views

²⁵ KICKLEI is a local campaign group seeking to remove environmental mandates from municipal governance, see hyperlink in the table.

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Canadian X user	Distorting climate policy proposals to manufacture outrage, invoking imagery of authoritarianism, censorship, and state overreach.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : claims that UN climate officials are pushing governments to criminalise “fossil fuel disinformation,” framing this as an Orwellian attempt to jail citizens for dissent.	24.8k views
Canadian X user	Targeting Canadian Prime Minister Mark Carney and casting climate finance leaders as unelected elites, circumventing democratic will.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : labels Canadian Prime Minister Mark Carney as a “globalist scum and WEF stooge,” referencing his 2019 statement that climate change must be brought into the heart of every financial decision. Also suggests that Carney’s influence over national policy is illegitimate and imposed without democratic input.	2.3k views
Website “Canadians for Sensible Climate Policy”²⁶	Framing democratic debate as under siege, with climate policy cast as an authoritarian process and impacting ordinary Canadians.	<i>Climate Change Policies Are Undemocratic and Authoritarian</i> : claims the climate conversation has become “increasingly authoritarian,” with new regulations “affecting everyone” and sacrificing livelihoods “for a supposedly better climate”.	Not available
Website “CO2 Coalition”	Framing Canada's shift from fossil fuels to renewable energy as harmful to the economic development and the greater good of society.	<i>Energy Reliability and the Myth of Unreliable Renewables</i> : presents the costs related to green policies as economically suicidal and positioned as a primary cause of recent economic instability.	678 visitors/month
Website “CO2 Coalition”	Framing renewable energies as unreliable and economically damaging.	<i>Energy Reliability and the Myth of Unreliable Renewables</i> : renewable sources such as wind and solar are depicted as inherently unreliable.	678 visitors/month
Website “Friends of Science Society”	Framing renewable energies as unreliable and economically damaging.	<i>Energy Reliability and the Myth of Unreliable Renewables</i> : Renewable energy is described as unsustainable and counterproductive.	78 visitors/month

²⁶ Canadians for Sensible Climate Policy is a group that claims the climate conversation has become “increasingly authoritarian.” The group positions itself as a grassroots voice defending ordinary Canadians from distant, technocratic authority, see hyperlink in the table.

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Website “The Canadian Patriot”	Framing renewable energies as unreliable and economically damaging.	<i>Energy Reliability and the Myth of Unreliable Renewables:</i> Renewable sources such as wind and solar are portrayed as inherently unreliable compared to traditional fossil fuels, allegedly resulting in households facing blackouts and higher energy bills.	Not available
Canadian website “Climate Change 101”	Framing renewable energies as unreliable and deadly.	<i>Energy Reliability and the Myth of Unreliable Renewables:</i> claims that hundreds or thousands of deaths have occurred as a consequence of “failing climate policies.”	Not available
Canadian X user	Claiming the Carbon Tax is unnecessary and damaging to the economy.	<i>Energy Reliability and the Myth of Unreliable Renewables:</i> claims that the Carbon Tax is a job-killing measure.	134.7k views
Canadian X user	Claiming the Carbon Tax is unnecessary and damaging to the economy.	<i>Energy Reliability and the Myth of Unreliable Renewables:</i> claims that the Carbon Tax is responsible for stagnating economic growth.	23.7k views
Post on Telegram Channel Freedom Canada	Targeting both major candidates in the 2025 Canadian federal elections, claiming they are both willing to invest in unnecessary green sources of energy.	<i>Energy Reliability and the Myth of Unreliable Renewables:</i> CO ₂ is not a pollutant, and Trudeau and Poilievre’s obsession with the Paris Accord is an excuse to fuel corruption.	1.4k views
Website “Friends of Science Society”	Fusing economic grievance with accusations of elite corruption, linking environmental regulation to systemic exploitation.	<i>Energy Reliability and the Myth of Unreliable Renewables:</i> claims that “the vilification of CO ₂ has been the foundation of all the poor climate policies that are syphoning trillions away from valid social needs, into the pockets of green crony stakeholder corporatists.”	78 visitors/month

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Hostility Against Climate Activists

Summary

In Canada, climate activists face a growing wave of disinformation and hostility that goes beyond criticism of their message to attack their character, motives, and legitimacy. These narratives frame activists as extremists, cultists, foreign agents, or criminals, using language designed to evoke suspicion, resentment, and cultural division. They are not spontaneous reactions but part of a wider disinformation environment fuelled by political opportunism, ideological resistance, and industry-aligned interests. Activists are targeted precisely because they symbolise the push for policies that some perceive as threats to Canada's carbon-intensive economy, regional autonomy, and national identity.

One prominent narrative depicts activists as zealots or members of a “climate cult.” In Canadian online discourse, this language reframes environmental concern as irrational fanaticism rather than evidence-based advocacy. Insults directed at public figures, such as calling senior officials or ministers “climate zealots” or “hysterical,” strip away policy debate and recast activism as dangerous extremism. Online campaigns amplify this rhetoric, often through memes, coordinated posts, and bot-like accounts, creating the impression of widespread contempt.²⁷ By presenting climate activism as cult-like, these narratives reduce trust in environmental movements and reinforce political polarisation.

A second cluster of narratives brands activists as eco-terrorists, criminals, or subversives. On Canadian social media, activists are blamed for arson during the 2023 and 2024 wildfire seasons, or described as enemies of civilisation bent on destabilising society. Posts equating politicians or parties with “carbon terrorists” extend the criminalisation frame to democratic governance itself. Such rhetoric often includes calls for imprisonment, reinforcing the view that activism is illegitimate and must be repressed. These claims gain traction during moments of crisis, when disinformation linking wildfires or energy shortages to activist violence circulates widely.

A related narrative portrays Canadian climate groups as agents of foreign interference, echoing the language of Alberta's anti-energy inquiry.²⁸ Local grassroots organisations are described as fronts for international schemes to undermine Canada's energy sector, despite no evidence to

²⁷ Linda Li, Orsolya Vasarhelyi, and Balazs Vedres, “Social bots sour activist sentiment without eroding engagement,” *arXiv preprint*, March 19, 2024, <https://arxiv.org/abs/2403.12904>.

²⁸ Stephenson, Amanda, and Kady O'Malley. “No Foreign Funding Found: Alberta Inquiry Clears Environmental Groups.” *The Canadian Press*, October 21, 2021. <https://globalnews.ca/news/8313147/alberta-inquiry-foreign-funding-environmental-groups/>.

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support these claims.²⁹ This suspicion delegitimises climate movements, particularly in resource-dependent regions, by framing activism as externally orchestrated and contrary to national interest.

These attacks are not limited to rhetoric; they reflect organised strategies. Research has shown that fossil fuel interests and their affiliates have amplified hostility toward activists through coordinated social media campaigns, influencer engagement, and astroturfing.³⁰ These efforts harness emotional and identity-based framing to shift debate away from climate solutions and toward culture war politics.³¹

Taken together, these narratives present climate activists in Canada as irrational, extremist, or threatening, undermining their legitimacy and discouraging public support for environmental advocacy. They tap into deep currents of political distrust and regional grievance, transforming climate activism into a target of scorn rather than a vehicle for urgent policy debate. The final overarching aim of these narratives is to leverage broader anti-government and anti-environmental sentiments, portraying activists as threats to liberty.

Hostility Against Climate Activists

Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
X user	Portraying climate concern as extreme religious fanaticism detached from rational governance.	<i>Climate activists are zealots, cultists:</i> Nancy Hamzawi is "an obese Muslim climate zealot"	230.3k views
X user	Equating policy-driven activism with recklessness, economic peril, and dangerous extremism.	<i>Climate activists are zealots ,cultists:</i> Former Environmental Minister Steven Guilbeault "caused Canada enormous economic harm" with "his fanaticism for climate change"	134.7k views

²⁹ Nikiforuk, Andrew. “The Alberta Inquiry’s Bogus Findings.” *The Tyee*, October 2021. <https://thetyee.ca/Analysis/2021/10/22/Alberta-Energy-Inquiry-Bogus-Findings/>.

³⁰ Kelly, Sharon. “New Study Shows How Fossil Fuel Sectors Create a Climate Denial Echo Chamber on Social Media.” *DeSmog*, January 15, 2025. <https://www.desmog.com/2025/01/15/plos-climate-new-study-shows-how-fossil-fuel-sectors-create-a-climate-denial-echo-chamber-on-social-media/>.

³¹ ISD (Institute for Strategic Dialogue). *Climate Disinformation at COP26: A Crisis of Trust*. June 2022. <https://www.isdglobal.org/wp-content/uploads/2022/06/Summative-Report-COP26.pdf>.

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
X user	Merging scepticism of climate activism with political vilification, framing advocacy as part of a broader “deep state” ideology.	<i>Climate activists are zealots, cultists:</i> Commentator John Brennan is "a climate cult member, Russia collusion criminal, and conspiracy theorist" who "loves geo-engineering"	2.6k views
X user	Delegitimise or criminalise climate activists by depicting climate advocacy as a cultural threat.	<i>Climate activists are zealots ,cultists:</i> Climate activists are "hypnotized puppets of special interests using scarcity & AGW as pretexts for totalitarianism"	568 views
Canadian X user	Framing climate activism as a smokescreen for coordinated political violence and activists as waging “political warfare.”	<i>Climate activists are terrorists, criminals:</i> Canada wildfires are caused by "a cabal of far-left eco-terrorists committing arson to pump up climate fear-mongering and hysteria".	23.3k views
X user	Casting climate activists as profiteers, manipulating public sentiment for personal gain.	<i>Climate activists are terrorists, criminals:</i> Climate activists are "grifters" who are just in it for the money.	1.06k views
Canadian X user	Delegitimise or criminalise climate activists by equating policy support with ideological violence.	<i>Climate activists are terrorists, criminals:</i> Canadian liberals are "Carbon climate terrorists" imposing carbon taxes that have no actual effect on the CO ₂ footprint.	37.5k views
X user	Delegitimise or criminalise climate activists by depicting environmental action as illegitimate or treasonous.	<i>Climate activists are terrorists, criminals:</i> Climate activists should face "serious jail time" for protests.	1.37k views
Post on “ICONS2021” Telegram channel	Use sensationalist framing to construct a vision of activism as reckless and culturally destructive.	<i>Climate activists are terrorists, criminals:</i> Climate activists vandalised Tesla cars and a dealership in Montreal, as part of an "engineered hate campaign" using "mk-ultra".	2.4k views
Post on “Sergeant News Network” Telegram Channel	Use sensationalist framing to construct a vision of activism as reckless and culturally destructive.	<i>Climate activists are terrorists, criminals:</i> “Climate change activist uses pink paint to vandalize Picasso painting...”	5.9k views

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Post on “Partizanim Israel” Telegram channel	Delegitimise or criminalise climate activists.	<i>Climate activists are terrorists, criminals:</i> Climate activists want society to collapse so they can introduce communism.	373 views
Post on “I CONS2021” Telegram channel	Use sensationalist framing to construct a vision of activism as reckless and culturally destructive while claiming that activists are contradicting their own environmental message.	<i>Climate activists are terrorists, criminals:</i> “Climate activists just vandalized a Tesla dealership ... despite Teslas being electric vehicles.”	2.1k views

Climate Change Intersection with Other Adversarial Narratives

Summary

In Canada’s online environment, climate denial and delay routinely travel with other forms of hate and disinformation. Climate content is used to launder anti-feminist and anti-2SLGBTQIA+ rhetoric, to revive antisemitic and anti-immigrant tropes, and to discredit climate advocates through gendered and identity-based attacks in the first cluster of narratives examined. The same posts that call climate change a “scam” also glorify rigid binary gender roles, belittle women and girls in public life, and smear drag performers and queer communities. High-visibility figures are targeted to delegitimise the message through the messenger. Activists like Greta Thunberg are diminished with sexist nicknames and insinuations about competence. Canadian officials and advocates are mocked as zealots or “cultists,” and some posts celebrate climate harms, “rooting for climate change” when it will impact marginalised communities. These attacks are not policy critiques. They are identity assaults that aim to push women and gender-diverse people out of the public square.

Another narrative reframes climate policy as a globalist plot. International bodies, political leaders and philanthropies are cast as a hidden cabal that uses climate action to impose a one-world government, population control, or social credit systems. Agenda 2030 and the Great Reset are cited as cover plans to position Canada as a designated relocation zone for “millions” of climate refugees. A petition format is used to braid climate with abortion and “the trans agenda,” claiming a single population-reduction scheme. Elsewhere, replacement narratives assert that Canadian “founders” will be swapped for “Third World” migrants under a green banner. Some content imports ideological figures to give this frame an intellectual gloss, citing Eurasianist or “civilizational” thinkers while invoking a “Judeo-Anglo-American cabal.”

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A third narrative collection is eco-nativism. Immigration is blamed for greenhouse gas emissions and environmental decline, presented as the real cause of Canada's missing climate targets. Posts describe newcomers as “climate-changers,” argue that restricting immigration is the only meaningful mitigation, and claim authorities and media conceal this “truth.” Variants say Canada cannot meet its commitments while admitting “a half-million climate-changers a year,” or that immigration has “a significant negative effect on the environment.” These lines borrow the language of stewardship to launder hostility toward migrants, often overlapping with Great Replacement themes.³²

Together, these narratives recast climate action as a cultural war and should be understood in light of the dissemination of other online harms. They fuse denial of science with attacks on gender equality, queer inclusion, immigrants, and multilateral institutions, eroding trust in experts and public bodies while normalising prejudice. The result is not only policy delay. It is a broader information harm that stigmatises targeted communities and reframes environmentalism as an elite conspiracy against “real” Canadians and a threat to Canada’s sovereignty.

Climate Change Intersection with other Adversarial Narratives ABCD

Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Website “Press For Truth”	Undermine the existence of climate change while promoting anti-feminist rhetoric/ regressive gender roles.	<i>Culture-war hijack of climate:</i> responds to the claim that “traditional” masculinity has a negative impact on climate change stating that this is a “ridiculous conspiracy theory”. It features climate change denial rhetoric referring to the “earth going through cycles”, while describing “third wave feminism” as a “cancer to society”.	131 visitors/month
Website “Press For Truth”	Undermine the existence of climate change while promoting anti-feminist rhetoric/ regressive gender roles.	<i>Culture-war hijack of climate:</i> It features anti-feminist and sexist rhetoric as it portrays feminists as manipulated by “the elite” that pushes women to not have children because of its negative impact on climate change, while promoting the biological essentialist narrative that it is part of “women's duty” to procreate.	131 visitors/month

³² Institute for Strategic Dialogue (ISD). *The Great Replacement Explainer*. London: Institute for Strategic Dialogue, 2022. <https://www.isdglobal.org/explainers/the-great-replacement-explainer/>.

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Dr Paul Alexander Substack	Leverage global conspiracy theories to undermine Trudeau's government and dismiss policy as contrary to the general interest of the Canadian public.	<i>Culture-war hijack of climate:</i> calls Trudeau a "great replacement retard" and claims Canada is declining as a result of high immigration rates and Trudeau's stance on combatting climate change.	348 visitors/month
Website "Rebel News"	Promote anti-2SLGBTQIA+ sentiment while downplaying the severity of climate change.	<i>Culture-war hijack of climate:</i> reports on a drag show on ice about climate change allegedly cancelled because of climate change, featuring a tweet "rooting for climate change".	263k visitors/month
Website "Rebel News"	Use climate change to spread a global conspiracy fostering hostility towards international institutions while promoting anti-immigrant sentiment.	<i>Globalist plot and population control:</i> This article states "WEF globalists" (including WEF, UN, Gates Foundation) have designated Canada as a desirable place for mass relocation of "millions of refugees" caused by climate change.	263k visitors/month
Website "Armstrong Economics"	Leverage global conspiracy theory and sexist rhetoric against climate activists to push climate denialism rhetoric.	<i>Globalist plot and population control:</i> Claims climate change is a "tool" used by the WEF/UN and other actors of the "global elite" to impose a "one world government". It targets Greta Thunberg, stating the People's Party Canada would listen to scientists instead of "16-year old girls", promoting sexist tropes picturing young women as unintelligent.	31k visitors/month
Canadian website "Canada First"	Target the Canadian Green Party, pushing the anti-immigration Great Replacement conspiracy theory.	<i>Globalist plot and population control:</i> This article claims the Canadian Green Party wants to replace Canadian "founders/settler people" in Canada with climate refugees, which are described as coming from the "Third World"; this echoes the great replacement conspiracy theory.	104 visitors/month

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Canadian website "Action For Canada"	Leverage global conspiracy and 2SLGBTQIA+ rhetoric to promote climate denialism.	<i>Globalist plot and population control:</i> claims there is a "Abortion, Climate Change and the Trans Agenda" which aims at "Population Control", while stating that climate change is a "hoax" to exercise population control by the globalists, and that "abortion" and the "trans agenda" are also deployed by the global elite to achieve similar goals.	8.6k visitors/month
Canadian website "Canada First"	Use climate change to drive anti-immigrant sentiment.	<i>Globalist plot and population control:</i> This article claims immigration is the main driver of greenhouse gas emissions in Canada; to reduce emissions and combat climate change, Canada needs to reduce "mass immigration"; nonetheless, Canadian authorities and the media refuse to highlight this fact.	104 visitors/month
Website "Financial Post"	Portrays immigration as one of the main drivers for climate change.	<i>Eco-nativism that blames immigrants:</i> describes immigration as overwhelmingly responsible for greenhouse gas emissions, to address climate change policies Canada needs to limit immigration.	Not available
Canadian website "Immigration Watch Canada"	Leverage climate change to drive anti-immigrant sentiment.	<i>Eco-nativism that blames immigrants:</i> states that restricting immigration is necessary to address climate change.	41 visitors/month
Canadian website "Immigration Watch Canada"	Using climate change to promote anti-immigrant sentiment.	<i>Eco-nativism that blames immigrants:</i> claims immigration in Canada is having "a significant negative effect on the environment."	41 visitors/month
Canadian website "Immigration Watch Canada"	Using climate change to foster anti-immigrant sentiment.	<i>Eco-nativism that blames immigrants:</i> immigration has a negative ecological impact, and Canada cannot meet its climate change commitments by bringing in half a million climate changers a year.	41 visitors/month
Canadian website "Immigration Watch Canada"	Using climate change to promote anti-immigrant sentiment.	<i>Eco-nativism that blames immigrants:</i> excessive and unjustified immigration levels in Canada have caused cultural, economic and environmental destruction.	41 visitors/month

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Actor/Platform	Behaviour	Content/Narrative	Degree/Reach
Website “Vlad Tepes Blog”	Using climate change to promote anti-immigrant sentiment.	<i>Eco-nativism that blames immigrants:</i> portrays the Canadian Century Initiative, which is described as "lobby" pressuring the Canadian government to " flood Western nations with Muslims and Africans to dilute them to the point that they cease to be", portraying immigration as dangerous for the environment.	201 visitors/month
Canadian website “Euro Canadians”	Leverage sexist discourse and antisemitic global conspiracy to dismiss climate change.	<i>Globalist plot and population control:</i> targets Greta Thunberg with sexist discourse, while portraying climate change as an ideology instead of a scientific reality. It claims a global "Judeo-Anglo-American cabal" is seeking to impose a "one world government", and pushing for climate change propaganda, referencing Kremlin ideologist Alexander Dugin.	104 visitors/month
Canadian website “Euro Canadians”	Climate change is an ideology that undermines scientific institutions (IPCC), while pushing anti-immigration sentiment, portraying immigration as the main driver of CO ₂ emissions.	<i>Globalist plot and population control:</i> promotes climate denialism ("leftist orthodoxy: environmentalism"), portraying climate change as an ideology used by the "left" to destroy white Western societies, while proposing to stop "mass Third World immigration" as the only antidote to climate change.	104 visitors/month

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Annex 1: Adversarial Sources

A total of 108 artefacts have been referenced in this report through the ABCD charts, sourced from 37 different websites and 5 social media platforms.

Top 15 Websites by mentions and reach

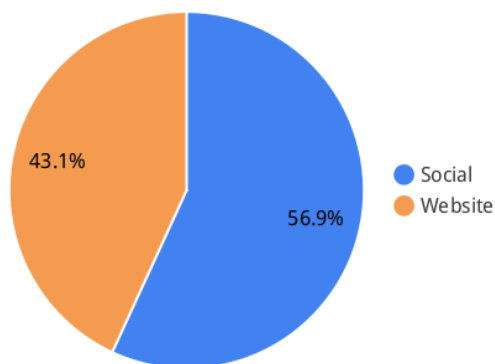
Domain	Count	Reach
1. nationalpost.com	1	2.8M
2. theepochtimes.com	1	815.7K
3. rebelnews.com	2	262.5K
4. sarahwestall.com	1	105.4K
5. lifesitenews.com	7	77.3K
6. armstrongeconomics.com	1	31.3K
7. answersingenesis.org	1	16.2K
8. spiked-online.com	2	15.2K
9. action4canada.com	1	8.6K
10. brownstone.org	1	5.4K
11. globalresearch.ca	5	4.8K
12. canadafreepress.com	2	4.3K
13. corbettreport.com	1	4.2K
14. bombthrower.com	1	1.6K
15. slaynews.com	1	1.2K

Social Media by mentions and reach

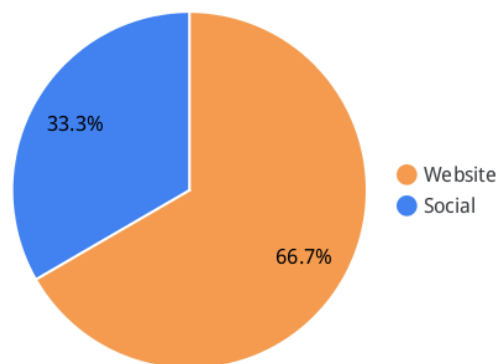
Domain	Count	Reach
1. x.com	22	1.7M
2. youtube.com	1	54K
3. t.me	11	26.1K
4. facebook.com	1	4.1K
5. bitchute.com	1	312

Whilst only 36 out of 108 artefacts (33%) were sourced from social media platforms, they account for 57% of the total reach estimated within this dataset.

Reach by source type



Artefacts by source type



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