

CLIMATEBOOK.GR: A Science-Based Web Portal for Communicating Climate Change in Greece and Europe

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ABSTRACT

Climatebook.gr is a Greek web portal dedicated to weather, climate, and climate change. Its primary aim is to provide reliable, science-based information on atmospheric and marine conditions, with a particular focus on hydrometeorological phenomena and extreme events. Special attention is given to their impacts and to the broader consequences of climate change in Greece, the Balkans, and Europe. In addition, the portal highlights climate actions and initiatives that address the challenges of climate change, serving as a bridge between scientific knowledge, policy development, and public awareness.

INTRODUCTION

Climatebook.gr, established in 2021, was conceived as a web-based platform with the primary goal of bringing scientific knowledge on weather, climate, and climate change closer to both policymakers and the general public. From its early stages, the initiative placed strong emphasis on close collaboration with scientists, ensuring that the latest research findings are communicated in an accurate and accessible manner. This collaboration has allowed Climatebook.gr to become not only a reliable reference point for climate information, but also a dynamic forum where scientific knowledge meets societal needs.

Since its inception, Climatebook has succeeded in building a broad and active network of scientists, academics, and research groups. This network functions as a solid foundation for the development of policies that are based on scientific evidence rather than speculation or political convenience. By facilitating such connections, Climatebook has also indirectly empowered Greek media outlets, which increasingly rely on the portal for scientifically sound perspectives on climate-related issues. As a result, media reporting in Greece has gradually shifted toward more accurate, responsible, and multidisciplinary coverage of climate change and its consequences.

In recent years, Climatebook has progressively consolidated its position as one of the most authoritative sources of climate-related information in Greece. Its posts are not only widely read and shared on social media platforms, but are also frequently picked up by mainstream

media outlets, thereby amplifying their reach. This process has elevated the visibility of scientific insights on climate change, while simultaneously improving the quality of public discourse. Moreover, the spokespersons of Climatebook are increasingly recognized as credible voices in the national debate on climate and environment, with frequent appearances in television interviews, participation in roundtable discussions, and contributions to news features.

The success of Climatebook is not limited to the dissemination of information. It lies equally in its ability to foster a sense of trust and reliability among diverse audiences — from scientists and journalists to policymakers and ordinary citizens. This credibility has been carefully built through rigorous adherence to scientific standards, timely commentary on ongoing events, and the deliberate effort to link global scientific debates to local realities in Greece and the wider Balkan region. The trajectory of Climatebook’s evolution, from its founding in 2021 to its present role in 2025, is presented in Figure 1, which highlights the key milestones and expanding influence of the platform.

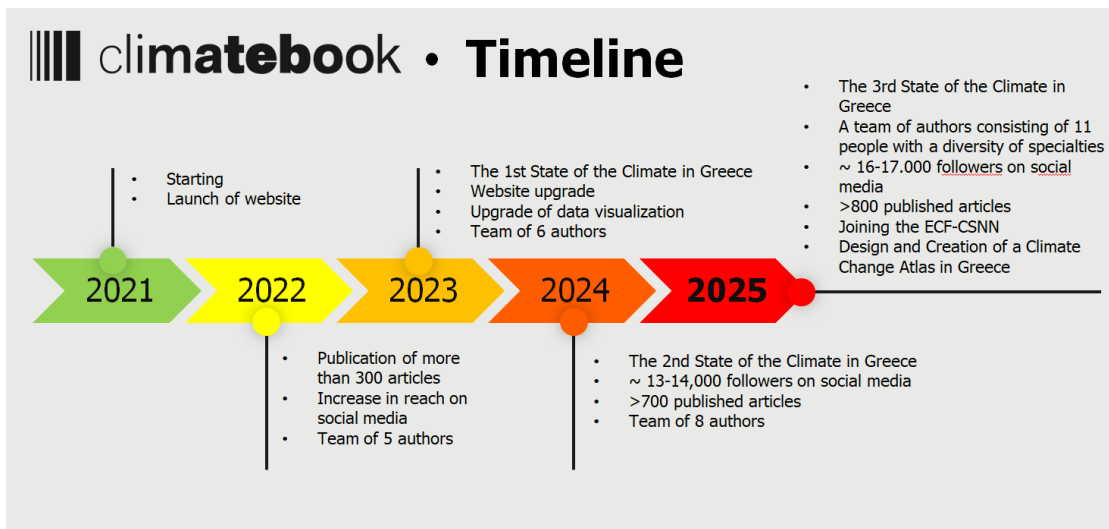


Figure 1. The evolution of Climatebook.gr since 2021.

STRATEGIES FOR EFFECTIVE CLIMATE COMMUNICATION

In order to enhance its impact and ensure broad public engagement, Climatebook.gr has developed a set of strategies that guide its approach to climate communication. These strategies, outlined below, highlight the platform’s main strengths and illustrate how scientific knowledge can be effectively translated into accessible and timely information for diverse audiences.

- ***In-house data visualizations and multimedia storytelling***

A central strength of Climatebook.gr has been the creative use of in-house data visualizations and multimedia formats. Infographics, charts, maps, and short videos have transformed

technical and often complex information into clear, engaging, and visually appealing content. This approach significantly increased both accessibility and shareability. For instance, data on record-breaking heatwaves (Fig. 2) and burned areas by wildfires in Greece and Europe (Fig. 3) reached broad audiences when paired with explanatory graphics. Such tools not only improved comprehension but also facilitated engagement with younger audiences on social media platforms, consolidating Climatebook’s role as a trusted, data-driven voice in the climate debate.

- ***Timely and event-driven publishing***

Another defining feature of Climatebook is its responsiveness to ongoing climate-related events. Articles linked to major national or international developments — such as announcements of EU climate policies or severe weather events in Greece — generated notable spikes in readership and visibility. This event-driven publishing strategy proved effective in positioning Climatebook as a real-time interpreter of climate phenomena, ensuring both relevance and reliability at critical moments when public interest was highest.

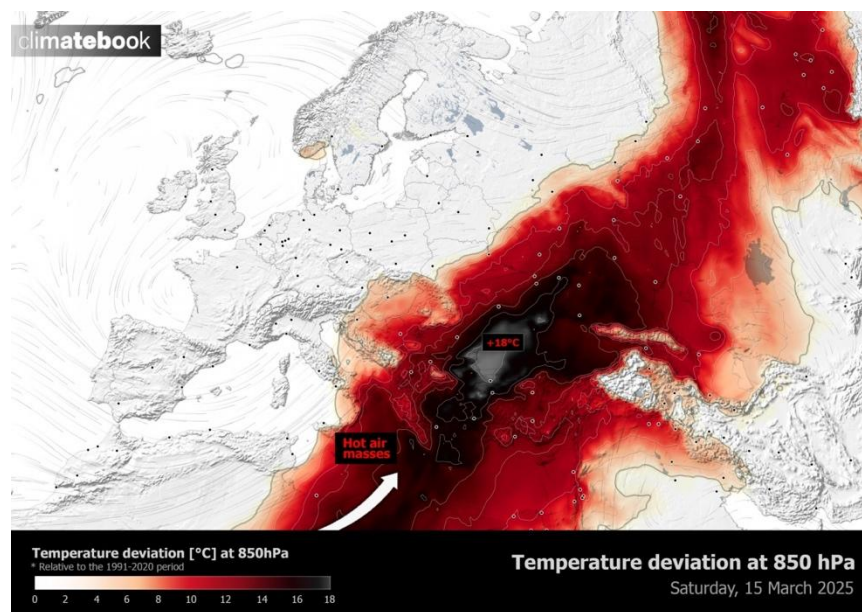


Figure 2. A warm episode over Europe in March 2025, as discussed and presented by Climatebook.



Figure 3. Presentation of burned areas in Europe during summer 2025.

- ***Connecting global frameworks to local realities***

Climatebook has consistently bridged the gap between international climate debates and their direct implications for Greece. Issues such as the European Green Deal, emissions trading mechanisms, or global warming scenarios were contextualized to illustrate their tangible impacts on local societies, economies, and ecosystems. This capacity to “translate” global frameworks into national realities addressed a clear gap in the public discourse and reinforced Climatebook’s role as a platform that makes climate policy and science relevant to everyday life in Greece.

- ***Spotlighting underreported stories***

The platform has also distinguished itself by highlighting underreported aspects of the climate crisis. Coverage has extended to socio-economic and ecological dimensions often neglected in mainstream reporting, such as coastal erosion, biodiversity loss, and energy poverty. A notable example was the early reporting on the impacts of prolonged drought on pine forests in Greece, which coincided with one of the most devastating wildfires in the Peloponnese. The wide media interest that followed underscored Climatebook’s ability to shape the agenda and provide scientifically grounded, timely insights on overlooked issues.

- ***Partnerships and amplification***

Partnerships have been central to the success and credibility of Climatebook.gr. Content collaborations with NGOs, academic institutions, and experts from diverse scientific fields enriched the accuracy and breadth of the material presented. These collaborations also extended the reach of the platform, ensuring that published articles could circulate well beyond the immediate readership of Climatebook. By engaging with established organizations and

recognized specialists, the platform enhanced its legitimacy while simultaneously amplifying its visibility across different societal sectors. This collaborative approach not only diversified the perspectives represented on the platform but also demonstrated the importance of collective action in the communication of climate science.

During 2024 and 2025, Climatebook made a concerted effort to expand its author network beyond its initial focus on meteorology and oceanography. Recognizing that climate change has wide-ranging impacts across multiple sectors, the platform sought contributions from experts in fields such as forestry, marine biology, and other environmental sciences. This expansion reflected the interdisciplinary nature of climate challenges, encompassing not only physical processes but also ecological, agricultural, and socio-economic impacts.

Although notable progress was achieved in broadening the range of contributors, some areas — particularly the energy sector — remained underrepresented, despite sustained outreach efforts. Nevertheless, by 2025, a total of 23 authors from different disciplines had contributed articles to Climatebook.gr. Their contributions highlight the platform’s gradual evolution into a more comprehensive, cross-disciplinary space for climate communication. Figure 4 illustrates the main scientific affiliations of these authors, with the number of articles per affiliation shown in parentheses.

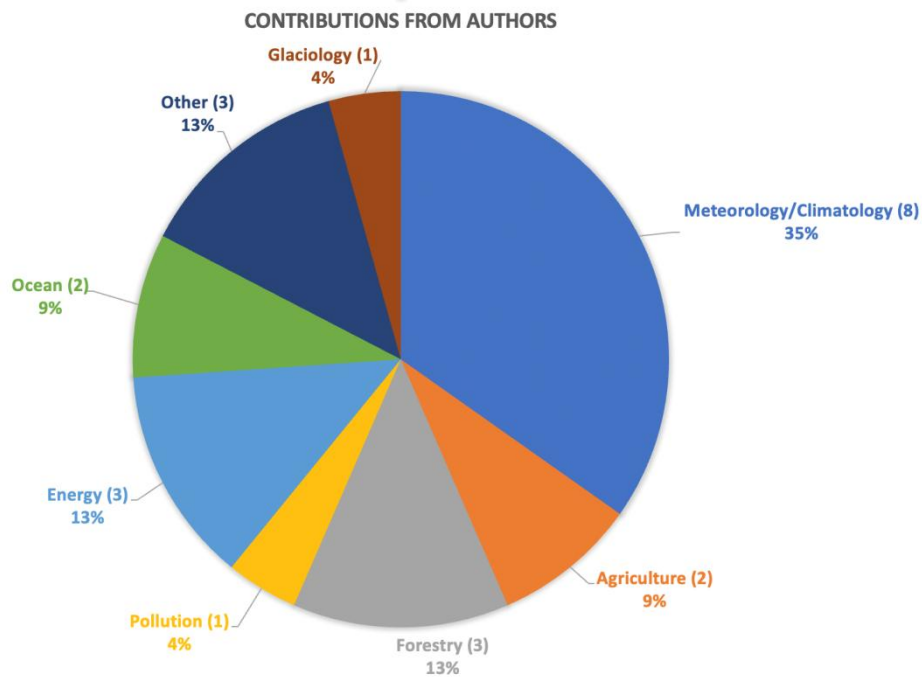


Figure 4. Topics covered by article published in Climatebook during 2025.

CONCLUDING REMARKS

The experience of Climatebook.gr since its launch in 2021 demonstrates the value of science-driven communication platforms in addressing the climate crisis. By consistently adhering to principles of scientific integrity and by fostering strong connections with researchers,

journalists, and policymakers, Climatebook has established itself as a reliable and authoritative voice in Greece and beyond. This credibility has allowed the platform to play an active role in shaping public understanding, supporting informed decision-making, and promoting climate action at both national and regional levels.

Looking ahead, the ability of Climatebook to mobilize a diverse coalition of stakeholders — including scientists from multiple disciplines, media professionals, civil society, and political actors — is of particular importance. Such a coalition has the potential to contribute to ambitious and effective policies that remain aligned with the global objective of limiting warming to 1.5 °C. At the same time, the platform serves as a bridge between the scientific community and society, reducing the distance that often separates technical knowledge from public awareness and policy development.

In this way, Climatebook.gr illustrates how targeted communication efforts can transform climate science into a shared societal resource, fostering both accountability and resilience in the face of the ongoing climate challenge.

ACKNOWLEDGMENTS

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