



01 What is claimed?

Separate measurable statements from mood words.

02 What evidence is offered?

Data, dates, baselines, verification — or imagery and tone?

03 What is omitted?

What information would change how this claim is understood?

04 What future is normalised?

What does this message make feel sensible or inevitable?

POSSIBLE CLIMATE-DELAY FAMILY (TICK ANY THAT FIT) LAMB ET AL., 2020

- ☐ Redirect responsibility ☐ Non-transformative solutions ☐ Emphasise downsides ☐ Surrender

REWRITE THE CLAIM MORE TRANSPARENTLY, OR WRITE ONE PUBLIC SCRUTINY QUESTION
