

MEDIA WORKSHOP 2026

JUNE, 18-19 | **ITALY**
ESA - ESRIN | FRASCATI

**ASSESSMENT
2026**

Understanding Earth from Space: Data, AI and Communication for Climate Adaptation



ORGANIZER

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MEDIA WORKSHOP 2026

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Historical backgrounds and aims of the MEDIA WORKSHOP 2026

Every year, the Media Workshop brings together weather presenters, journalists and representatives of international organisations from around the world at the International Forum on Weather and Climate to collectively rethink communication strategies on climate change – aimed at both the general public and decision-makers / policy-makers. This event – which, for more than thirty years, has been building bridges between science, technology, and society –

The Media Workshop aims to:

- Promote the exchange of best practices in climate communication among presenters and journalists from different countries and continents.
- Foster dialogue and build bridges between weather and climate presenters, experts and international institutions.
- Strengthen the role of weather and climate presenters in raising public awareness on increasingly frequent and intense extreme weather events.

In 2026, for its 23rd edition, the Media Workshop had the honor of being hosted by the European Space Agency's (ESA) Earth Observation Directorate in Frascati, Italy, headed by Simonetta CHELI.

"I am thrilled to see the Media Workshop of the Climate and Weather Forum come to the European Space Agency (ESA) and, particularly, to ESRIN – ESA's centre for Earth observation in Frascati, Italy. We are proud to highlight to the visitors and online participants the role that data

from Earth Observation satellites – both scientific as well as operational, featured in the schematic on the opposite page – play in improving the understanding of Earth's complex processes and systems. ESA, along with our institutional partners and Member States, is a driver of the development of cutting-edge satellite missions as well as the development of information products used by scientists, policymakers, and operational users."



Simonetta CHELI

*Director of ESA Earth Observation Programmes
and Head of ESRIN*



Context of the 2026 Edition

MEDIA WORKSHOP 2026

On 18 and 19 June, the European Space Agency (ESA) hosted the Media Workshop “Understanding the Earth from Space: Data, AI, and Communication for Climate Adaptation” at its Earth Observation Directorate (ESRIN) in Frascati, Italy. The event convened journalists specializing in meteorology and climate reporting from around the world, together with leading international scientists and experts, to examine the growing role of next-generation satellite systems and artificial intelligence in weather forecasting, scientific research, and science communication.

The 2026 Media Workshop was attended by:

390 participants,
joining in person and on line

35 speakers

44 countries
represented,

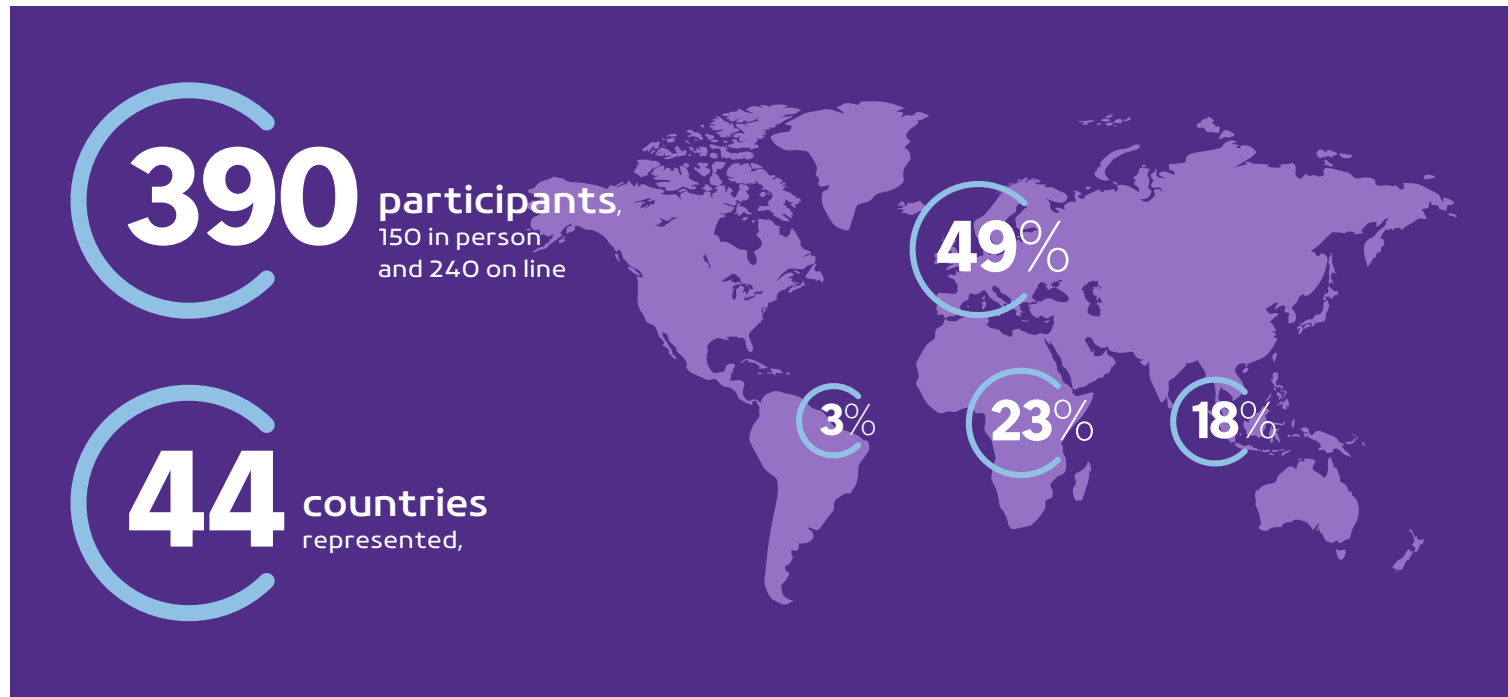




Key figures of the 2026 MEDIA WORKSHOP

A remarkable success for this edition!

The event attendance has been beyond expectations: 390 participants online et in-person of 44 countries





Programme MEDIA WORKSHOP 2026

DAY 1

The media workshop program took place over two days: Thursday, June 18, and Friday, June 19, 2026

Thursday 18th June 2026 – In-person only

- **Presentation on ESA, ESRIN and Earth Observation Programmes** by **Simonetta CHELI**, Director of ESA Earth Observation Programmes and Head of ESRIN
- **Testimonial** from **Luca PARMITANO**, Italian ESA astronaut
- **Presentation on Vega and Space Rider** by **Dante GALLI**, Space Rider Programme Manager – ESA and **Mariano GENITO**, Chief Development Officer – Avio
- **Tour of ESRIN facilities** with the visits to the ESRIN Visitors Centre – Ø Experience – Science Hub – Ø Lab and Heritage Missions Walkthrough





Friday 19th June 2026 – Hybrid format

DAY 2

Session A: Advanced meteorology and tools for numerical weather forecasting

- **Welcome address** by **Simonetta CHELI** – Director of ESA Earth Observation Programmes and Head of ESRIN.
- **Keynote “Satellite Earth Observation data for monitoring and responding to extreme weather events”** by **Philippe BALLY** – Earth Observation Science & Application Engineer, ESA.
- **Keynote “40th anniversary of innovation in Earth observation”** by **Paolo RUTI** – Chief Scientist at EUMETSAT.
- **Round table “The role of Satellite Earth observations”** moderated by Paul GROSS – Meteorologist with Col. **Daniele BIRON** – Italian Air Force Staff, General Office for Military Aviation and Meteorology, **Dr. Stefano MARIANI** – Coordinator of the Italian C3S NCP initiative, Copernicus Italia, **Giorgio LICCIARDI** – Earth Observation Office, ASI and **Dr. Maryam POURSHAMSI** – Earth Observation Scientist in the Earth & Mission Sciences Division, ESA.

ABSTRACT : Following opening remarks by Simonetta CHELI, Director of ESA’s Earth Observation Programs and Head of ESRIN, this session highlighted the essential role of satellite observation in disaster prevention and management. Philippe Bally of ESA presented the main international initiatives, including the “Space and Major Disasters” Charter, the Copernicus Emergency Management Service, and UNOSAT. These mechanisms mobilize more than 270 satellites and have already provided support during more than 1,000 crises in nearly 150 countries. Examples such as the floods in Honduras and Hurricane Beryl in Jamaica illustrated the value of space imagery in rapidly mapping affected areas and guiding relief efforts. Paolo Ruti traced forty years of innovations led by EUMETSAT in the field of operational meteorology. The discussions underscored the importance of combining satellite data, ground-based observations, and numerical models. Automation and artificial intelligence now make it possible to speed up data processing and improve impact forecasts. Digital twins also pave the way for simulating scenarios involving floods, fires, or geological hazards. Earth observation is thus evolving from simply mapping events to providing genuine decision support. This evolution complements existing warning systems to enable action before, during, and after disasters.





Session B: Artificial Intelligence and new data processing capabilities

- **Opening session** by **Brigitte PERRIN** – Founder Earth Info Hub.
- **Keynote “A New View of Clouds: Insights from EarthCARE and AI”** by **Johanna MAYER** – Research Fellow in the ESA/ESRIN Science Hub, ESA.
- **Keynote “The Promise of Digital Twins”** by **Diego CARCEDO** – Partners and Ecosystem Manager, DestinE Platform / SERCO Italy and **Martin WEARING** – Digital Twin Earth Scientist, ESA.
- **Round table “From Pixel to Prediction: how is Artificial Intelligence advancing in Earth Observation Science and weather forecasting ?”** moderated by **Brigitte PERRIN** (Earth Info Hub) with **Paolo RUTI** – Chief Scientist at EUMETSAT, **Ryan FULTON** – Product Manager and meteorologist, Weather Solutions / ROSS VIDEO, **Francesco CORALLO** – Thalès Alénia Space Italy AI Officer and **Rochelle SCHNEIDER** – Copernicus and Destination Earth Ecosystem Operation Engineer, ESA.

ABSTRACT : The second session explored how artificial intelligence is transforming the use of Earth observation data. Johanna Mayer presented EarthCARE, a joint ESA-JAXA mission dedicated to studying clouds, aerosols, and their influence on the Earth’s radiation balance. In particular, AI makes it possible to predict the electrical activity of thunderstorms, identify different cloud structures, and track their changes. It also enables the three-dimensional reconstruction of clouds by combining EarthCARE profiles with frequent images from geostationary satellites. This work helps reduce one of the main uncertainties in weather and climate models. Martin Wearing (Digital Twin Earth Scientist, ESA) and Diego Carcedo (Partners and Ecosystem Manager, DestinE Platform / SERCO) then presented the digital twins of Earth, which combine satellite observations, field measurements, modeling, AI, and high-performance computing. The Destination Earth and Digital Twin Earth programs make it possible to test climate scenarios and potential responses at various scales. Their applications include, in particular, flooding, agriculture, forests, coastlines, air quality, cities, and the polar regions. The roundtable discussion demonstrated how AI transforms vast amounts of raw data into information that can be quickly put to use. In this way, it serves as a vital bridge between scientific observation, forecasting, and decision-making.





Session C: Shaping climate narratives in a crisis era

- **Opening Session** by **Celeste SAULO** – Secretary-General of the World Meteorological Organization (WMO) and Francisca CORTÉS SOLARI – Founder Philanthropy Cortés Solari.

“Weather presenters are the equivalent of ambassadors for the World Meteorological Organisation. You are more than just weather presenters: you are climate communicators, trusted by millions of people. How can we restore trust in a fragmented world? My answer is just as simple: we restore trust through science, and through science communication.”



Celeste Saulo

Secretary-General of the World Meteorological Organization (WMO)

- **Keynote « The role of meteorologists: Science, Trust and Communication »** by **Dr Anthony REA** – Senior Director of Department of Earth System Data and Predictions of the World Meteorological Organization (WMO).
- **Round Table « Trust under Pressure : Science, Disinformation and Climate crisis »** moderated by **Bernadette WOODS-PLACKY** – Chief Meteorologist with **Francisca CORTÉS SOLARI** – Founder Philanthropy Cortés Solari, **Davide FARANDA** – Research Director in Climate Science at CNRS and IPCC Lead Author, AR7 Chapter 3, **Manuel PULGAR-VIDAL** – Global Leader, Climate and Energy, WWF International, **Saranne COMEL** – Special Advisor to the President of Université Côte d’Azur and Director of international and European Operations and **Iana MESSETCHKOVA** – Programme Officer, UNFCCC
- **Round Table « Climate Communication and Global Power Dynamics »** moderated by **Ariel RODRIGUEZ** – Meteorologist and weather presenter on Telemundo 51 (moderator) with **Giorgia GHERGO** – Science Communication Researcher and Communication Designer, IUSS PAVIA – Copernicus Italia, **Michael BOOTH** – EO Outreach & Data Visualisation Content Coordinator, ESA, **Shel WINKLEY** – Senior Engagement Specialist and Meteorologist at Climate Central, **Andreu ESCRIVA** – Climate scientist & communicator & contributor El País (Spain), **Andrea OBAID CARRIÓN** – Science Journalist and **Mauricio VELÁSQUEZ** – Senior Executive | Biodiversity and Climate Technical Advisory Directorate, Corporate Vice-Presidency for Strategic Planning- CAF Development Bank of Latin America and the Caribbean (remote)



ABSTRACT : Following the opening remarks, Anthony Rea of the WMO demonstrated that the role of meteorologists is evolving toward interpreting uncertainties, impacts, and risks for populations. In an environment shaped by social media, artificial intelligence, and the politicization of climate issues, trust is built through consistency, transparency, and the acknowledgment of errors. Speakers emphasized that it is no longer enough to respond individually to every piece of misinformation: action must be taken upstream across the entire information ecosystem. Climate narratives must preserve scientific complexity while remaining understandable and tailored to different audiences. They must also give greater prominence to solutions, adaptation, and the concrete consequences for water, agriculture, health, and local communities. The discussion on global power dynamics underscored the importance of better representing countries of the Global South, Indigenous peoples, and communities directly affected.





- **Presentation : Science for Climate Action: Building a Climate Journalism Task Force** by **Patricia MORALES ERRAZURIZ** – CEO of Philanthropy Cortés Solari and **Saranne COMEL** – Special Advisor to the President of Université Côte d’Azur and Director of international and European Operations

The Climate Media Task Force was proposed by Patricia MORALES ERRAZURIZ-CEO of Philanthropy Cortés Solari-and Saranne COMEL-Special Advisor to the President of Université Côte d’Azur and Director of International and European Operations-to address the disconnect between sound science and weakened news outlets. It will focus on training journalists and editors, an AI tool providing access to verified sources, and the creation of regional hubs. The session concluded with a discussion of the need for lasting coalitions among scientists, the media, institutions, and civil society to restore trust.

- **Closing** by **Christian VANNIER** – CEO and Founder of the International Weather and Climate Forum.



Thank you to our speakers



BALLY
Philippe



BIRON
Daniele



BOOTH
Michael



CARCEDO
Diego



CHELI
Simonetta



COMEL
Saranne



CORALLO
Francesco



CORTÉS SOLARI
Francisca



ESCRIVA
Andreu



FARANDA
Davide



FULTON
Ryan



GHERGO
Giorgia



GROSS
Paul



GENITO
Mariano



LICCIARDI
Giorgio



MARIANI
Dr. Stefano



MAYER
Johanna



MESSECHKOVA
Iana



MORALES Errázuriz
Patricia



OBAID CARRIÓN
Andrea



PARMITATO
Luca



PERRIN
Brigitte



POURSHAMSI
Maryam



PULGAR-VIDAL
Manuel



REA
Anthony



RODRIGUEZ
Ariel



RUTI
Paolo



SAULO
Celeste



SCHNEIDER
Rochelle



VANNIER
Christian



VELÁSQUEZ
Mauricio



WEARING
Martin



WINKLEY
Shel



WOODS PLACKY
Bernadette



Satisfaction survey results

MEDIA WORKSHOP 2026

WHAT IS YOUR GLOBAL IMPRESSION OF THE 2026 MEDIA WORKSHOP?

92 % rated the event as excellent

COMPARED TO YOUR INITIAL EXPECTATIONS, HOW WOULD YOU EVALUATE THE MEDIA WORKSHOP?

70 % felt that the Media Workshop exceeded their expectations, and 30% felt that the event met their expectations

THE PROGRAM DEALT WITH APPROPRIATE AND INTERESTING TOPICS

80 % found the topics relevant and interesting

I AM SATISFIED WITH THE SEPAKERS AND I FOUND THEIR SPEECHES CLEAR

65,4 % found the presentations excellent, and 34.6% rated them as very good

STRONG PARTICIPANTS APPROVAL ACROSS ALL SESSIONS

70 % rated the program as excellent (75% Session 1: 75% - Session 2: 70% - Session 3: 65%), and 30% as very good

In response to the question: what did you find the most useful / interesting in the 2026 media workshop?

- **Networking & interpersonal exchanges:** meetings with journalists, scientists, and professionals; several contacts maintained after the event
- **Tour of ESA-ESRIN:** a highlight unanimously praised (Ø Experience, Climate Task Force, Earth observation satellites)
- **Quality of content:** sessions on AI, the use of data as a communication tool, and the climate narrative to promote
- **Roundtable format was appreciated:** considered particularly effective for fostering discussion, and especially well-moderated
- **Positive overall atmosphere:** a sense of community and camaraderie



A selection best-of reviews

A HUGE THANK YOU for all the work you've done. **ESA was a wonderful host** for this Media Workshop, and the **quality of the speakers was exceptional**.

The **presentations, the topics covered**, and the discussions were, as always, of the **highest quality**. The event venue — ESA's ESRIN headquarters — and the guided tour were **very informative and fascinating**.

I really appreciated how **data** is used as a **communication tool**. The sessions focused on communication were also helpful to me, and I appreciated the sense of community that prevailed during that part of the workshop.

The most interesting and rewarding aspect was the **human connections**: being able to interact with people in the same profession or working in the same field, and comparing our perspectives, practices, and approaches. It was a **wonderful experience**, both personally and professionally.



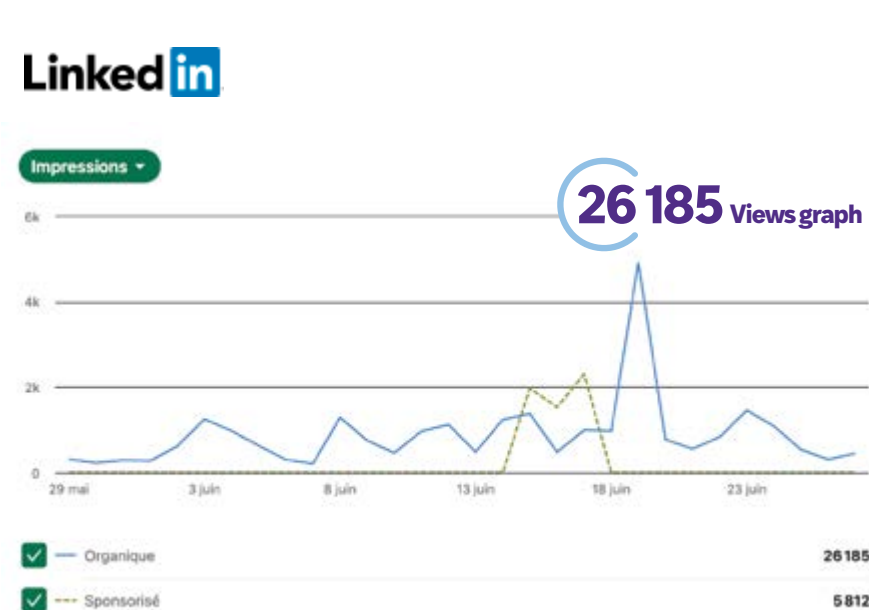




Stats key figures mediaworkshop 2026

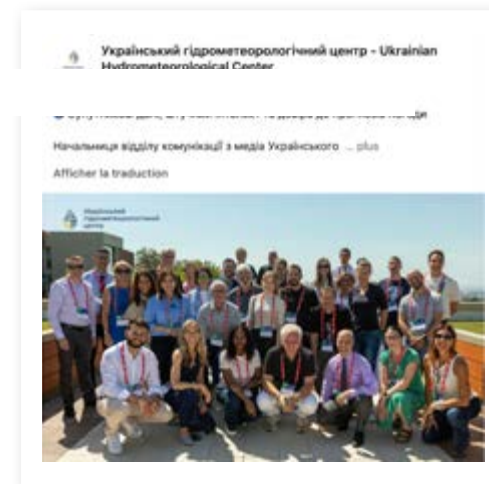
The LinkedIn campaign significantly increased the visibility of the Media Workshop 2026 and strengthened the Forum's professional community. Between June 2025 and June 2026, the account gained **26% more followers**, growing from **3,378 to 4,255**. Over the campaign period (29 May–27 June), **24 dedicated posts** generated nearly **25,000 impressions**, **3,933 clicks** and an overall **23% engagement rate**, reflecting strong audience interest.

Beyond the overall figures, the campaign demonstrated the value of a diversified editorial strategy. Content highlighting speakers, weather presenters and partner organisations consistently generated the highest levels of engagement and sharing, while live coverage and post-event highlights helped sustain visibility beyond the event itself. A total of **101 reposts** illustrates the strong commitment of partners and speakers, significantly extending the campaign's organic reach.





LinkedIn





Thank you to our sponsors and partners

MEDIA WORKSHOP 2026



European Space Agency



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WORLD
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ORGANIZATION



INTERGOVERNMENTAL PANEL ON
climate change



United Nations
Climate Change



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All Replays and supports, Pictures and Participants' file are available on our website

Media workshop en 2026

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