



A Positive Approach to ‘Greening’: Green Deal Facebook Narratives in Slovakia

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Key takeaways

- All posts analyzed in the observation express a positive attitude towards the Green Deal.
- The Green Deal is perceived mainly in connection with the ongoing conflict in Ukraine and the need to diversify the energy sector.
- Monitored posts were published by reliable sources, such as sources connected to the European Union.

Infosecurity.sk, in cooperation with the International Republican Institute’s Beacon Project, monitored posts concerning the European Green Deal present on the Slovak Facebook between 20 April-20 May 2022 using the CrowdTangle tool. This monitoring is a part of a larger IRI initiative being implemented simultaneously in five EU countries.

The initial findings show that Green Deal was perceived quite positively on Slovak Facebook during the given period. Posts concerning the Green Deal and the transition of Slovakia or the European Union to a green economy were generally discussed in the broader context of the war in Ukraine. The posts also mention and highlight the higher demand for green energy and particularly green energy investments. According to analyzed posts, the need for diversification and cutting off energy coming from Russia can be a push to a faster green transformation. In the context of this narrative, the EU is considered a key actor in attempts to solve the climate crisis.

In addition to the content of the narratives, the actors who disseminated these narratives were also examined. The results show that Green Deal narratives were spread by mainstream media, offices of the European institutions in Slovakia, non-governmental organizations, or politicians. None of the actors were identified as disinformation disseminators.

Summary

In the observed period, the European Green Deal was mentioned only in 7 posts generated by 7 different sources and gained a total number of 395 interactions. The actors that informed on the issue were: the Slovak MEP Ivan Štefanec, the Slovak Agriculture and Food Chamber (SPPK), the economic magazine *TREND*, the Representation of the European Commission in Slovakia, the Office of the European Parliament in Slovakia, the Slovak Embassy in France, regional Information Center of the EU “EUROPE DIRECT Senica”, and the daily online mainstream media *Európske Noviny*. The relevance of sources was examined and all were identified as trustworthy. The most interaction (183) was gained by the post shared by the Slovak conservative MEP Ivan Štefanec. In the post, Štefanec shared his article from *Európske Noviny*, about the need to increase energy efficiency and invest in renewables in order to meet the objectives of the European Green Deal more quickly and reduce dependence on Russia.

All posts were manually coded based on the topic and the context, using a predefined structure of categories corresponding with eight predetermined tags: environment, economy, health, political, military, infrastructure, information, social. The results were as follows: environment (1 post), economy (1 post), health (0 posts), political (2 posts), military (0 posts), infrastructure (0 posts), information (4 posts), social (0 posts).

In conclusion, most of the analyzed posts were informative in nature. In case of tags “health”, “military”, “infrastructure” and “social” there were no results, which can be explained by the general small number of posts or by the nature of the topic, which is mainly environmental, political, and requires sharing information about the Green Deal. Every source appeared only once in the dataset.

The low number of posts related to the Green Deal in the observed period may be considered as a result of the attention shift after the war in Ukraine broke. Also the topic is not very popular neither in the current coalition nor opposition, and thus is not reflected in the media very often.