



# ***GreenFacts.org***

***Communicating  
the scientific consensus  
on health and the environment  
to non-specialists***

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# The problem

*On sensitive environmental and health issues,  
the public is often ill-informed*

**Generally:**

- Internet is polluted by junk information
- Media favor conflictual versus consensus info
- Scientists speak an obscure language.

**Public's perception:**

- All experts disagree
- Science does not know
- Problem's ranking different from experts.



# However:

## On many topics:

- There is a wide ***scientific consensus***.
- This consensus is published.

## But:

- ***Scientific consensus*** reports are both:
  - hard to find (hidden)
  - hard to read (jargon).

***Scientific consensus reports need to be popularized.***



# Therefore, GreenFacts

## What?

- An **independent, impartial, multi-stakeholder** non-profit organization,
- providing access to **unbiased** scientific facts on health and the environment
- to **opinion leaders, decision makers** and other stakeholders.

## How?

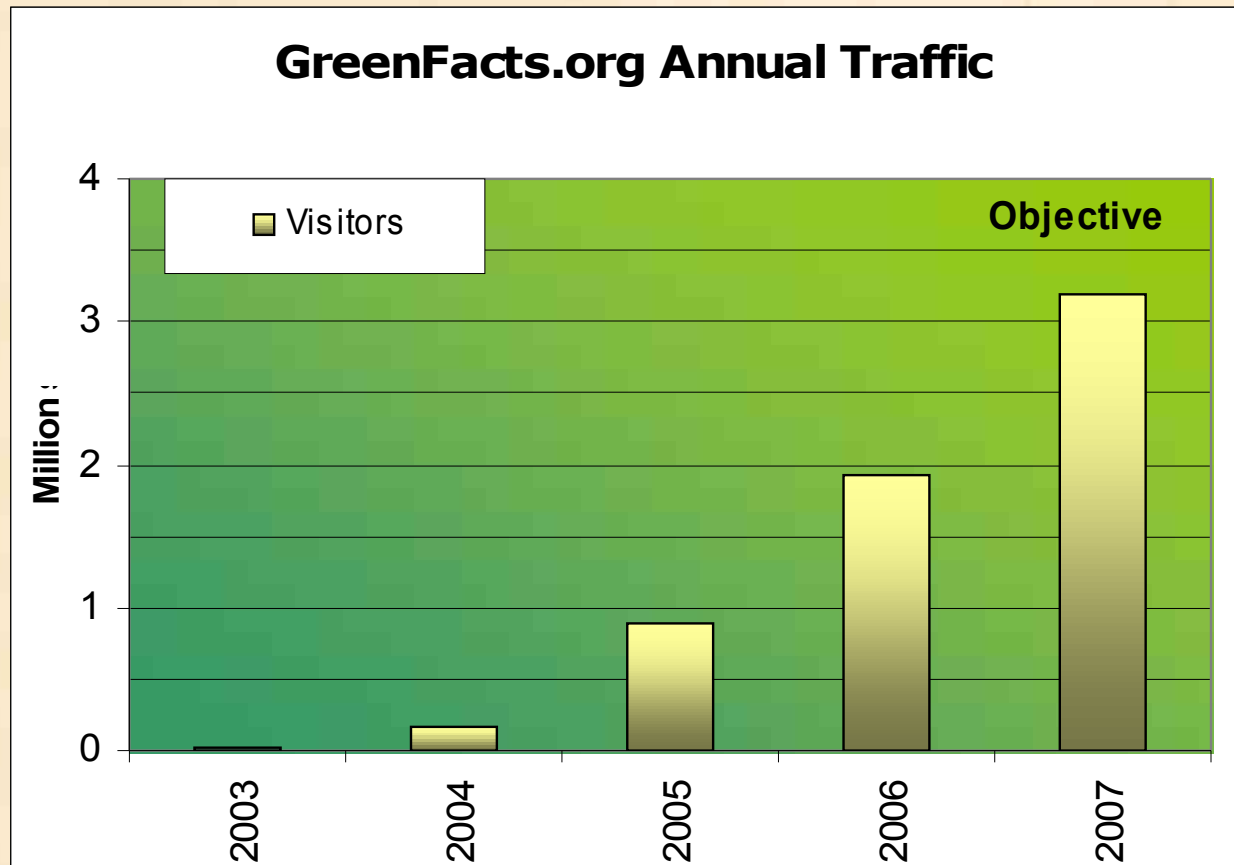
- Produce and communicate on the **Internet** ([www.GreenFacts.org](http://www.GreenFacts.org))
- **faithful summaries** of authoritative **scientific consensus** documents
- in a language for the **non-specialist**,
- reviewed and approved by an independent **Scientific Board**.

## Purpose

- Provide the scientific basis for an open **stakeholder dialogue**,
- promote **rational debates** and **informed decisions**,
- and contribute to an **effective protection** of the environment and health.



## A growing success





**Thank you!**

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