

Just Transition Talks: **Looking for Just Transition in the Media Headlines**

Venue: online Webex

Date: 28 September 2026

Time: 10:00 – 11:00

Moderated by Hanna Claeson, Energy Community Secretariat

This webinar will explore the why the theme of just transition is largely missing in the media. Speaker will dive into the challenges journalists face when covering just transition stories and the barriers to bringing these topics into the public debate. Panellists will reflect on factors such as public interest, understanding of just transition, and accessing relevant information and sources. Opportunities for stronger cooperation and information sharing among key stakeholders will be discussed, alongside practical approaches to identifying compelling angles and news hooks that make just transition stories relevant and engaging for broader audience.

1. Welcome

Hour: 10:00 – 10:05

Energy Community Secretariat

2. Panel Discussion

Hour: 10:05 – 10:50

What makes a just transition story worth publishing? Journalists share the practical challenges they face—from finding angles balancing and competing news priorities. The discussion also explores what reporters need from institutions: from data, to sources, and effective pitches.

Q&A with audience

Balkan Green Energy News

Uran Haxha, Journalist

3. Sharing Opportunities

Hour: 10:50 – 10:55

The session will end with an open floor for journalists and institutions to discuss opportunities for collaboration, story development and source-sharing to strengthen just transition coverage.

open to the audience

4. Closing

Hour: 10:55 – 11:00

Hanna Claeson, Energy Community Secretariat