
EARTH·ORG

**ANNUAL REPORT
2025**

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Dear Earth.Org readers,

I am proud to present Earth.Org's first annual report – a reflection on a year defined by significant growth and shared achievements.

While engineers develop clean energy and policymakers negotiate treaties, we must remember that information is the most powerful engine for change. With nearly 4,000 stories published since our inception and new voices joining our global network every week, authentic storytelling remains the heartbeat of our mission.

To preserve this authenticity and combat the rise of climate disinformation, we recently revamped our [Editorial Guidelines](#). By establishing clear policies on the use of artificial intelligence and maintaining a zero-tolerance stance on plagiarism, we ensure that Earth.Org remains a trusted destination for independent, original coverage – [powered by real people](#) who are deeply committed to our planet.

Our progress is only possible because of you. We are profoundly grateful to the nearly 130 readers who donated this year and to our dedicated monthly supporters. Your contributions allowed us to revamp our [website](#), improving navigation and launching a [new section](#) for those ready to turn awareness into direct climate action.

As this year comes to a close, we invite you to continue this journey with us. Your support sustains the factual, independent journalism necessary to build a sustainable future.



Martina Igini

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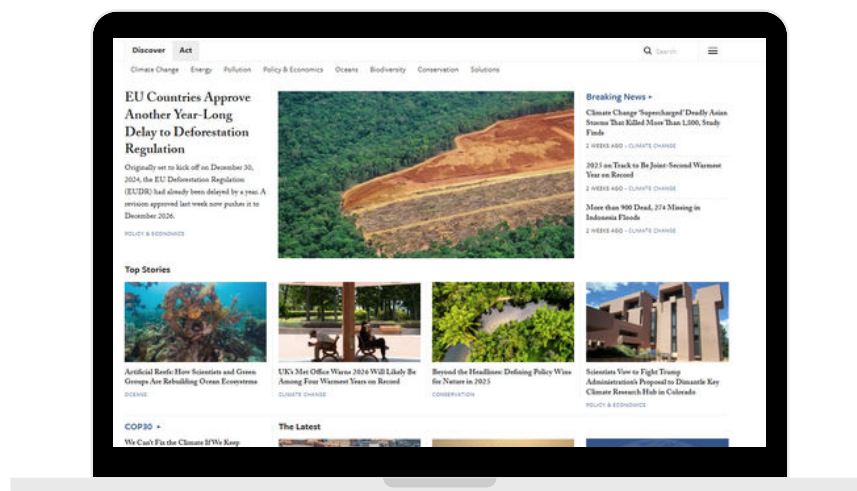
The climate crisis is complex, urgent, and often shrouded in misinformation and overwhelming data. As an independent journalistic platform and **registered charity**, Earth.Org's mission is simple: to cut through the noise and provide **clear, credible journalism** that empowers people to demand change.

Without **strong, independent environmental journalism**, the most urgent stories go untold, and the biggest polluters operate without accountability.

Singlehandedly run by a full-time Editor based in Hong Kong, Earth.Org exists to facilitate the understanding of **pressing environmental challenges** and inspire societal change.

What makes Earth.Org truly special is the global community of **committed [volunteer writers](#)** that powers it. Located around the world and each with a different story and background, our writers bring **unique voices and perspectives** in service of our mission to raise awareness about urgent environmental issues and inspire people everywhere to protect our planet.

We also collaborate with **dozens of NGO partners**, amplifying their voices through our [NGO Newswire](#) to provide [stories from the frontlines](#) of climate justice and conservation. Meanwhile, our **network of [professional photographers](#)** help us document the crisis through powerful images. And through [Kids.Earth.Org](#), we strive to educate younger generations on the climate crisis, provide material for parents and educators, and [work directly with schools](#) from around the world to raise awareness and **promote environmental education**.



In the early months of the year, our coverage was dominated by the [rise to power of Donald Trump](#), and how his administration has dismantled climate protections and reversed climate policy, [one step at a time](#). We also looked at how social media platforms, energy companies, [investment firms](#), airlines, [banks](#) and even philanthropic organizations have [backtracked](#) on their environmental pledges to fall in line with Trump's anti-climate agenda.

Amidst [rampant climate disinformation](#), we work hard to ensure ethical coverage of outright lies and falsities around the climate crisis, which risk harming millions of people. This story [debunking Joe Rogan's false claims on global warming](#) is a great example of how we do it.

The climate crisis is worsening rapidly – contrary to what climate denialists and even governments want you to think – as more frequent and intense extreme weather events relentlessly demonstrate.

This year was marked by dozens of deadly disasters. It began with the devastating wildfires in Los Angeles in January – one of the worst and [costliest](#) ever recorded in the US. Meanwhile, Europe saw its [worst wildfire season](#) since records began in 2006. In both cases, the fires were exacerbated by [exceptionally dry conditions](#) amidst [months of abnormally high temperatures](#).

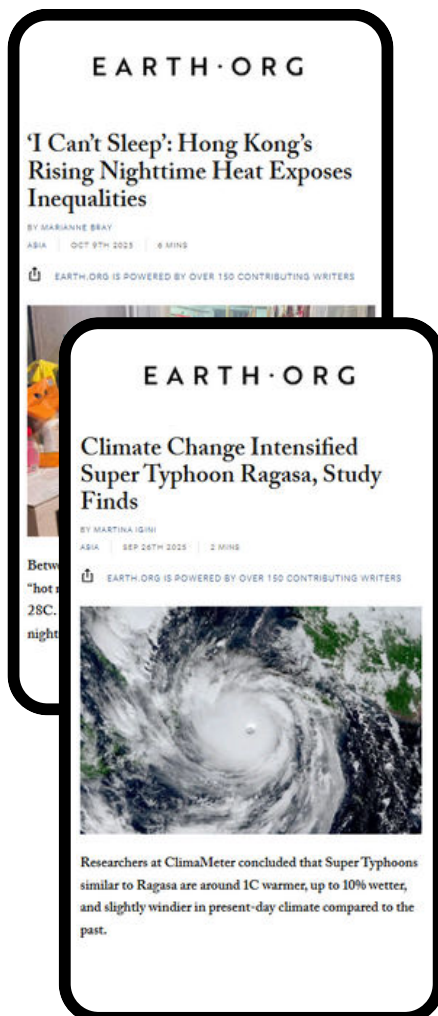
Our summer coverage was dominated by intense and prolonged heatwaves affecting millions of people around the world, from [Europe's Nordic countries](#) to [Japan](#).

Much of our efforts this year have been devoted to illustrating how heat is affecting various industries. Among the hardest-hit (and perhaps less obvious ones) is the [sports sector](#) – with heat and other extreme weather events [disrupting races](#) and [athletes' performance](#) and even making venues [unusable](#).



We also reported on the impacts that [rising temperatures](#) and [greenhouse gas emissions](#) are having on [human health](#). Global warming disproportionately affects people around the world, from [women in Ghana](#) to [outdoor workers in Hong Kong](#) – as well as critical ecosystems such as the [world's coral reefs](#), which are now undergoing the [largest mass bleaching event ever recorded](#). [Exclusive photographs](#) from an Earth.Org contributor shed light on how rising sea temperatures are destroying reefs in Mayotte's iconic lagoon.

More recently, powerful storms brought our attention back to how a changing climate [is also impacting the water cycle](#), unleashing more rain and flooding than ever before. Just last month, nearly 2,000 people lost their lives [across South and Southeast Asia](#), as heavy monsoon rains, exacerbated by two tropical storms and supercharged by climate change, wreaked havoc in Sri Lanka, Thailand, [Indonesia](#), Malaysia and Vietnam.



Tropical cyclones racked up billions of dollars in damage this year, both in the Atlantic and in the Pacific. Super Typhoon Ragasa [formed atop "abnormally" warm Western North Pacific waters](#), and quickly intensified into the strongest storm of the year. It did not hold on to that title for long – just a month later, [Melissa made landfall in Jamaica](#) as a Category 5 hurricane. It was the third-most intense Atlantic hurricane ever recorded, and ranked among the [costliest climate disasters of the year](#). Though tropical cyclones are a common occurrence, [climate change is making them significantly more intense and destructive](#).

Luckily, our reporting shows AI-powered weather forecasting models are [showing promise](#), matching or [even exceeding](#) the accuracy of traditional physics-based models, particularly in track predictions. This could not only help cities better prepare for the arrival of a tropical storm, but also save lives and limit economic damage from what are now the costliest extreme weather event.

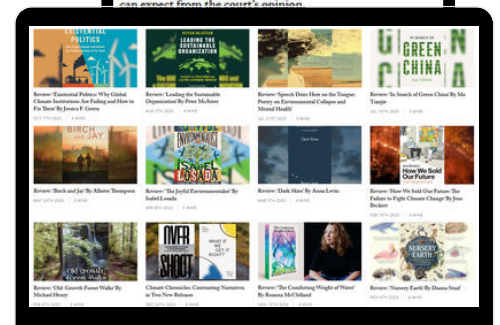
Amid climate protests [seemingly losing steam](#), the [rise of climate litigation](#) is renewing hopes for climate justice and “[forcing governments to act](#).” This summer, we closely monitored the International Court of Justice’s [landmark advisory opinion](#) on the responsibilities of states in respect of climate change, spoke with the [young activists behind the ruling](#), and gathered [reactions](#). We are also closely following [other key climate litigation cases](#) that have the potential to reshape climate justice and policy.

This November, we had a reporter on the ground in Belem, Brazil to cover [COP30](#), the year’s most important climate summit. It was the first time Earth.Org was present, after covering the summit remotely for five years. Our reporter spoke with several activists about the message they brought to COP30 – from [pro-nuclear advocates handing out bananas](#) to demystify radioactivity, to [disability activists demanding an official seat](#) at the table, and the tireless [volunteers](#) who made the event possible.

We also collaborated with [Brazilian newsrooms](#) and [freelancers](#) to bring our readers more stories from the ground, particularly concerning [Indigenous peoples](#) and protests. A special thanks to the ((oeco)), InfoAmazonia, Agência Pública newsrooms for their previous work.

If you are interested in knowing how this year’s talks went, our Editor’s [final analysis](#) provides some clarity.

Finally, we are proud to have revived our [Book Reviews section](#), which now boasts new monthly reviews of our favorite environmental books and novels. Check out our YouTube channel for [exclusive interviews](#) with book authors.





8.8 MILLION

PAGE VIEWS



560

CONTRIBUTING WRITERS



51,790

SOCIAL MEDIA FOLLOWERS



67

NGO PARTNERSHIPS



3,900

STORIES PUBLISHED



40,000

NEWSLETTER SUBSCRIBERS

Readers by Country (Top 10)

1. United States

2. India

3. United Kingdom

4. Canada

5. Australia
6. Philippines

7. Indonesia

8. Germany

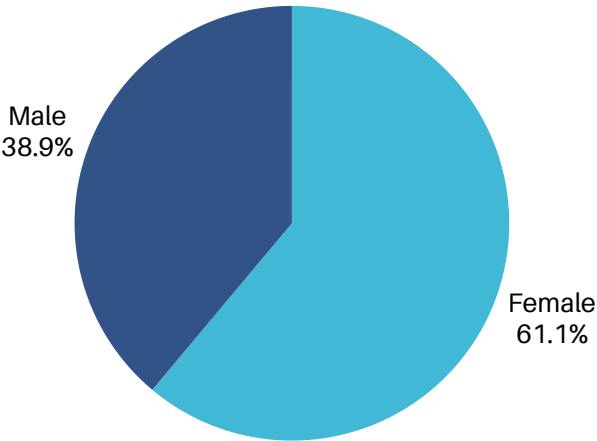
9. South Africa

10. Singapore

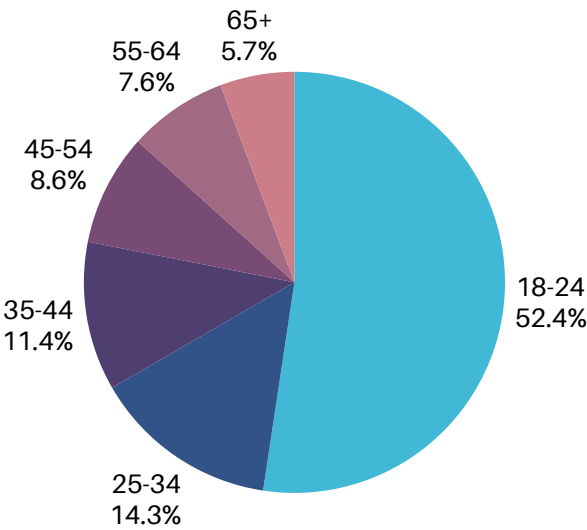


Google Analytics

Readers by Gender



Readers by Age



Much of Earth.Org's daily operational costs are covered by our founder, but readers' one-off or monthly donations play a crucial role in allowing us to gradually expand our team and reach while maintaining our editorial independence. Donors helps keep us ad-free, and paywall free for those who can't afford to contribute.

While attracting up to a million viewers each month, only a very small fraction support us financially.

**117**

Number of one-off
donors in 2025

US\$7,615

Sum raised from one-off
donations in 2025

10

Number of monthly donors
who signed up in 2025

US\$2,368

Sum raised from monthly
donations in 2025

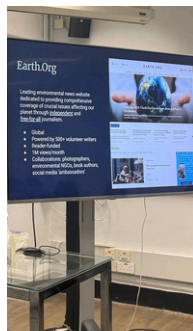
Earth.Org x The Nature Conservancy

In May, Earth.Org [partnered](#) with The Nature Conservancy in Hong Kong for a screening of their new documentary *City of Shells: Our Forgotten Oyster Reefs*. It was followed by a 30-minute post-screening sharing and Q&A moderated by Earth.Org's Editor-in-Chief Martina Igini, where experts shared their views on reef restoration and the impact of these ecosystems on our environment.



University Talks

Earth.Org's Editor-in-Chief was invited to speak to journalism students at the University of Hong Kong and the City University of Hong Kong about non-profit environmental journalism; how Earth.Org ensures accuracy amid rising climate disinformation; and the importance of humanizing climate reporting.



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