Final report Fritz Habekuß

Arthur F. Burns Fellowship 2022

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Medium: BLOOMBERG Green, New York City

At first I didn't feel like going to New York, I'd rather go all the way south or all the way up north, at least not in the city that I had visited so often. And I was only moderately enthusiastic about *Bloomberg at first*.

Journalism for people who earn a lot of money and who also find money very important, so not exactly the place where you would expect innovative climate journalism, I thought. I was pretty wrong.

**Bloomberg** is a giant steamer. 20,000 employees at 175 locations around the world – the headquarters in Midtown East alone, where I spent my fellowship, stretches over 29 floors. **Bloomberg** makes most of its money selling access to a software/database called Terminal. A monthly subscription costs \$2000. The advantage of this: the company is doing well, it can afford excellent journalists and finance extensive research. My department was **Green**, which Aaren Rutkoff set up just two and a half years ago. Some say Rutkoff is a journalism visionary. This is supported by the fact that **Green** is one of the most successful start-ups within **Bloomberg**, has grown enormously since then to over 15 permanent colleagues and published groundbreaking research at that time.

It still took more than a week until I had all my accesses and logins here, for Fellows like me there was no workflow. I was the first Burns Fellow ever, which made getting started a little tedious. All the more time spent munching through the selection of free snacks available at every Bloomberg office, in addition to the free lunch. That's actually a factor you shouldn't underestimate when it comes to prices in New York - the city is already so incredibly expensive (\$9 beer, anyone?).

In order to get to know New York anew and better, I got myself a bicycle. That's not always pleasant in August with heat waves at 37°C, but it's often faster than the subway, and you also see a lot more of all the everyday madness that New York has to offer.

At *Bloomberg*, I had been assigned an editor before the fellowship began. Amanda Hurley is the assistant department head, we had already arranged to meet for coffee during orientation week in DC. Although Bloomberg has a reputation in the industry for being extremely competitive and tough, I didn't notice much of it, without exception all colleagues at *Green* were extremely helpful and friendly.

After a few days I published my first text: a piece about how Germany is preparing for the coming winter. Not the most exciting article I've ever written, but thankful for getting into the flow.

Because that wasn't easy. Because the team is spread across five time zones, all communication happens on Slack — making it challenging to get to know colleagues and understand what the right place to propose a topic is. Towards the end of my time, I mainly did classic science journalism and classified studies and processed research results. I worked in the team for a few stories and then took over the research in Europe. Otherwise, the abundance of inspiring colleagues was a real treasure. I drank more coffee with them than was good and learned so much about American journalism culture. Also, I've been hanging around a lot of events, panels, discussions, talks that New York is so full of. Not all of it was related to my direct work, but it was still quite rewarding.

The specific approach with which Bloomberg Green conducts climate journalism was fascinating and very different from Germany: not problem-oriented, but solution-oriented. Little opinion, even less ideology. A lot of reporting about e-cars and supposedly green financial products, but then it's tough - if anyone understands financial markets, Bloomberg.

Some best data journalism research I've seen. Access to big names - Bill Gates came into the podcast there, a colleague grilled Canadian President Justin Trudeau on his climate policy on a stage. A social media strategy that increased the reach of the individual texts many times over.

I didn't find it easy to meet the demands of the ZEIT and Bloomberg editorial teams, not least in terms of logistics. I tried to work for both equally, which wasn't very clever. Frank's advice to focus on either the guest or home medium would have been wiser. In the two months I had time for two major searches: a portrait of Rachel Carson, who founded the environmental movement with Silent Spring 60 years ago. I mainly used that to get to know environmental and science writers on the east coast. And a report about people who are already moving to Vermont because they think they are (more) safe from climate change here.

In the end, I extended my time in New York as long as possible - and in the end I actually got to know the city in a completely different way than on my previous visits. It feels like home after two months, and one that I want to spend more time than just a few months in as soon as possible.

Already published:

### The voice of nature

Rachel Carson founded this with her book "Silent Spring".

environmental movement. A search for clues at the place where it all began



Link to the article:

https://www.zeit.de/2022/43/silent-spring-rachel-carson-umweltbewegung-sternstunden-der-me nschheit

### On course for disaster

The earth has heated up to the point that important climate systems are already threatening to tip over. What does that mean?



Link to the article: https://www.zeit.de/2022/38/climate-crisis-climate-change-kippunkte-studie

### "Rather inflated egos"

Ever since the Romantics placed the ego at the center, freer collides Will with selfishness, says historian Andrea Wulf Interview in New York City.

WISSEN 13. Oksober 2022 DIE ZEIT N° 42

Geschichtswissenschaft

## »Ziemlich aufgeblasene Egos«

Seitdem die Romantiker das Ich ins Zentrum stellten, kollidiert freier Wille mit Selbstsucht, sagt die Historikerin Andrea Wulf



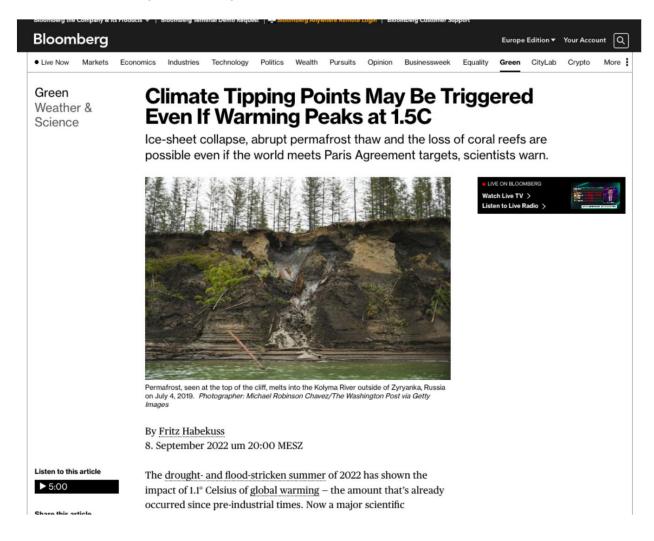
Zoom:

Link to the

article: https://www.zeit.de/2022/42/andrea-wulf-fabelliche-rebellen-literatur-romantik-jena

# Climate Tipping Points May Be Triggered Even If Warming Peaks at 1.5C

Ice-sheet collapse, abrupt permafrost thaw and the loss of coral reefs are possible even if the world meets Paris Agreement targets, scientists warn.

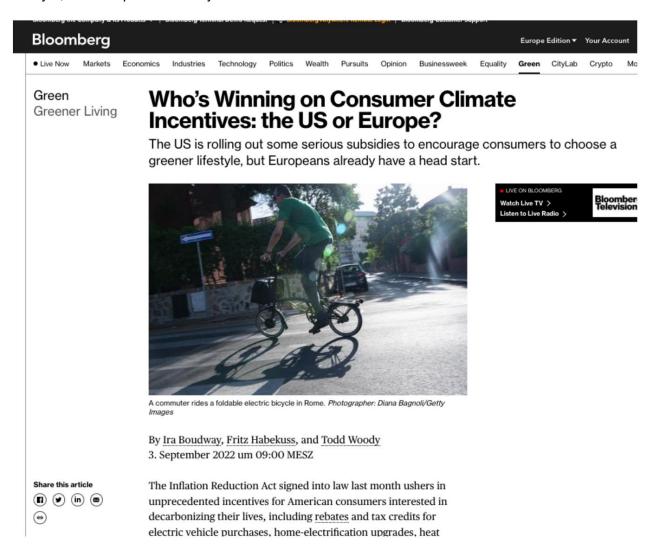


#### Link to article:

https://www.bloomberg.com/news/articles/2022-09-08/climate-tipping-points-may-be-triggered-even-if-warming-peaks-at-1-5c

# Who's Winning on Consumer Climate Incentives: the US or Europe?

The US is rolling out some serious subsidies to encourage consumers to choose a greener lifestyle, but Europeans already have a head start.

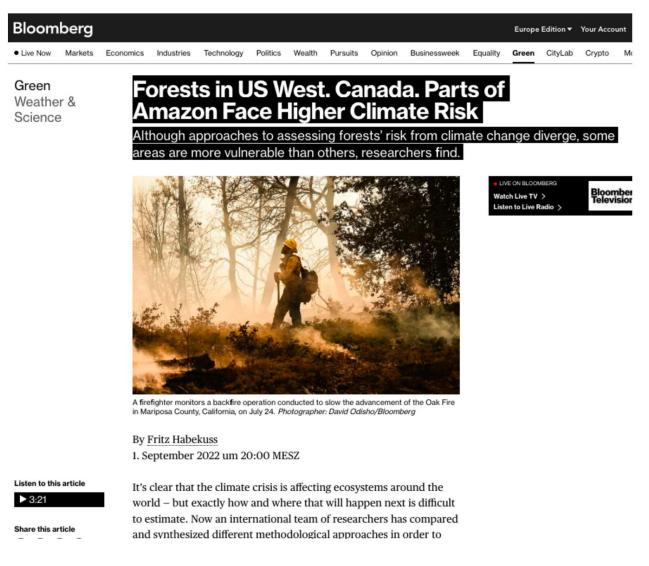


### Link to article:

https://www.bloomberg.com/news/articles/2022-09-03/who-s-better-at-climate-tech-incentives-us-or-europe

# Forests in US West, Canada, Parts of Amazon Face Higher Climate Risk

Although approaches to assessing forests' risk from climate change diverge, some areas are more vulnerable than others, researchers find.

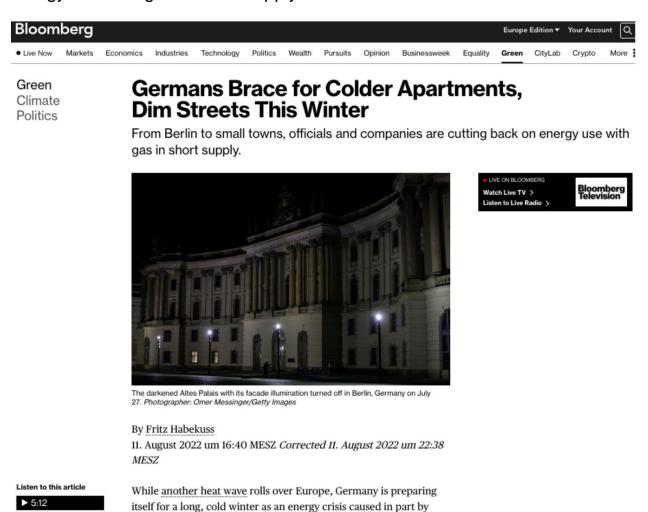


#### Link to article:

https://www.bloomberg.com/news/articles/2022-09-01/forests-in-us-west-canada-parts-of-amazon-face-higher-climate-risk

### **Germans Brace for Colder Apartments, Dim Streets This Winter**

From Berlin to small towns, officials and companies are cutting back on energy use with gas in short supply.



#### Link to article:

 $\underline{https://www.bloomberg.com/news/articles/2022-08-11/germans-brace-for-colder-apartments-dimstreets-this-winter}$ 

Russia's war on Ukraine drags on.

No	t released yet:			

Reportage from Vermont on people fleeing climate change in the Northeast US (for both ZEIT and Bloomberg)

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