

Green Diplomacy and Climate Discourse in a Multipolar World: A Pakistan-Centric Approach to Environmental Narratives and International Communication

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Abstract

The study employs constructivism theory, framing theory, the Global Environmental Governance (GEG) notion, and Soft Power paradigms, with particular attention paid to resilience after the disastrous floods in 2022. Data on Pakistan's digital diplomacy discourse were analyzed using multi-source materials, focusing on official speeches, UN interventions, and national and transnational media releases. The analysis examined how these issues were handled, particularly digital diplomacy, and how Pakistan frames, accounts for, and projects its vulnerability to climate. Framing the post-flood diplomatic activity of Pakistan in terms of an existential crisis highlights the issue of climate change. This is made through historical injustice and soft power, consequently giving it a voice for the whole (Global South). The constructivist frameworks use it to gain insight into the relationship between national identity and global norms, creating shared meanings in diplomatic practice through frames of loss, resilience, and climate justice. The research significantly employs the concept of disassociation to demonstrate the involvement of the Pakistani government with world governing institutions and climate subsidy systems concerning GEG structures. This is asserted as a contradiction between assessments of alignment, aspiration rhetoric, and the alternative marginality state of affairs. It serves as a new tool for enhancing narrative treatment change amid international interest groups. This research, therefore, transforms the understanding of climate diplomacy as an image and habits of discourse, both in terms of the impoundment of political communication and international relations in environmental governance. To an even greater degree, it introduced how this influenced the implementation of communication approaches within the imbalanced global climate dialogue and the inequitable trade agreements made by nations concerning climate change.

Keywords: Climate Diplomacy; Constructivism; Framing Theory; Global Environmental Governance; Soft Power; Climate Justice; Environmental Communication; Digital Diplomacy.

Introduction

The formation of the discourse-diplomacy of international climate governance is elucidated as paramount. The narratives of superiority have been conventionally built on the premises of the Global North (Buckley, 2021). In its turn, they have been built on the premises of the Global South to be audacious enough to introduce comparatively significant alterations to the discourse on justice, responsibility, and resiliency. One of them is Pakistan, and one of the most

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complicated though least visited examples of narration diplomacy: it is, both at the same time, a country that attempts to overcome the vulnerability of its structures before the climate conditions, alarmingly poor governance capacity and desires to discover the intersection benefits of implementing the climate justice narrative (Zeeshan & Iqbal, 2022).

The active manifestation of Pakistan's climate diplomacy has recently emerged, primarily described as a success. Despite the floods that rocked the nation in 2022, displacing over 33 million people, the total damages amounted to an estimated US\$30 billion. The encouragement of the G77 and China block, together with Pakistan, in COP 27 became a valuable contribution to the development of the historic fund of loss and damage (Huntjens & Zhang, 2016). Thus, this narrative activism brand should not be merely characterized as reactive diplomacy but as an empty act of calculative performance, where vulnerability becomes a statement and resilience a template for accountable state or sovereignty.

Hence, the paper fills a massive gap in the literature by analysing how Pakistan constructs, politicizes, and negotiates its climate narratives. Indeed, much literature on environmental risks in Pakistan exists. However, there was hardly any theorization of the communicative shift in the climate diplomacy discourse and soft power in the country. The approach draws from the Global Environmental Politics scholarship that foregrounds discourse, power, and Southern agency (Sovacool, 2018). The interrogation examines how Pakistan positions itself within a multipolar climate order, not just as a victim of climate impacts but as a diplomatic actor creating the normative structures and narratives concerning climate justice (Shawoo & McDermott, 2020).

Post the floods of 2022, the paper seeks to analyze Pakistan's narrative engagement in global climate governance scenarios using official speeches, interventions at the UN, op-eds, and digital diplomacy. This involves identifying what Pakistan faces in a discursive space during the formation and negotiation of climate identity in global climate governance. Hence, the enquiry feeds into the discussions emerging around climate justice, narrative agency, and South-South environmental cooperation (Waterhouse, 2025).

Objectives and Research Questions

The article investigates how, in the context of the 2022 floods, Pakistan crafts and performs counter-discourses in climate diplomacy, with a particular focus on justice, responsibility, and resilience. The research questions are the following:

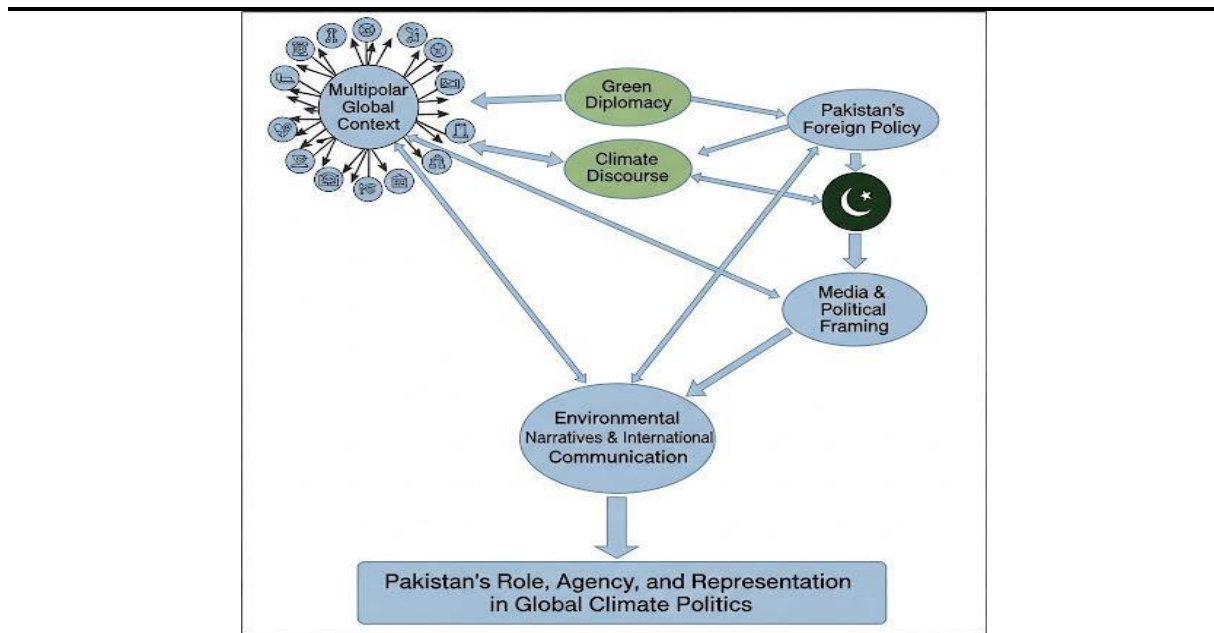
RQ1: How does Pakistan construct and convey its climate identity and vulnerability across international diplomatic and media platforms?

RQ2: What discursive strategies, narrative logics, and framing techniques does Pakistan use to assert its diplomatic influence and soft power in multilateral negotiations?

RQ3: To what extent do Pakistan's environmental narratives operate under regional, institutional, and communicative constraints, and how do they converge with or depart from Global South justice discourses?

The framework poses the question by investigating the relations in consideration of a global multipolarity like green diplomacy, climatic debate, foreign policy as well as media framing in the power of environmental models of Pakistan. This is intended to find out how these forces will be influencing the agency and the voice of Pakistan in the global business of climate and performance (constructivism), framing choices (communication): and symbolic projection.

Figure 1: Conceptual Framework: Pakistan's Strategic Environmental Narrative Formation in Global Climate Politics



Theoretical Framework and Conceptual Anchors

This paper is carried out at the points of International Relations (IR), environmental communication, and global governance. Claiming to ride in tour of interrelation, it is stated in the paper that it has been doing the Climate construction and transmission process in Pakistan within the delivery of four interactive notions which are Constructivism, Framing Theory, Global Environmental Governance (GEG) and Consistency theory of soft power (O'Neill, 2025). It is this practice that has enabled one to gain a more profound understanding of international diplomacy at the realms of material negotiation as well as in the grounds of narration where states are specific to meanings, legitimacy and morality.

Constructivism of International Relations.

The constructivist theory revolves around the social construction which is relevant to international politics where concepts, identities, norms and structure of discourse imparts an international incentive (Wendt, 1999). States are rational agents of the society and agents, which create identities and want that identities should be satisfied. Constructivism applied to climadown diplomacy deals with how Pakistan is able to practice the many possibilities of identity that it can exercise in a bid to reap the benefits of diplomacy: in-other-words, of constructing its identity vulnerable, but claim to high moral ground determinations: of proposing one such per formative identity volcanic form of which is commitment to climate reparation, or climate solidarity based-justice type claims (Khan, 2025).

Framing Theory (Communication Studies)

Framing is the process for analysing how issues are defined by particular lenses that shape interpretation and action (Kitzinger, 2007). A frame emphasizes certain aspects of the reality and omits a lot of others, hence organizing the perception of some problems, causes, and solutions. In climate diplomacy, strategic framing allows states to link climate issues to a larger discourse of morality (Aarya, 2024). With references to climate injustice, ticking climate bombs, and global indifference, the post-flood diplomatic discourse of Pakistan of 2022 has created an example of such affective-a moral framing aiming to draw the world's attention

while generating narrative circulation across its diplomatic speeches, media op-eds, and social media campaigns.

Global Environmental Governance (GEG)

The insights to the context of institutional and normative feature of climate diplomacy, analysis functions are shared in the literature of GEG and with variations in relative of magnitude the changing architecture of multilateral agreement designs varieties - in the developing joint vocations of global rule formation (O'Neill, 2025). This evidently situates the argumentation policy of Pakistan in expansively greater scenes of equity and presentation battles. GEG points at how low technical capacities and the dependence of the developing countries on the finance then structures up the situation to lead to the structural inability of such departments, whose only way out is part-framing the story. The fact that the country is the party of UNFCCC, IPCC, and global climate fund (GCF), and the exploration of the use of common but differentiated vulnerability, points to Pakistan having its rights to justice in the asymmetric constructions of GEG (Khan, 2025).

Soft Power Theory

Above the constructivism philosophy, there is also the conceptualization of the anthogenesis of the soft power outlined by Nye (2004) by shaping the preferences and the preferences with the view of making them appealing and enticing (Au, P. H., and Whitmeyer (2021). An example of a soft power intervention in the climate arena is the way in which states build images and moral presidentialty, so that they can advance the setting up of in the world a result of global standards. It can be said that the national narrative of Pakistan is a weapon of soft power with the help of this. It would have people become sympathetic, rich nations theorize the donation of money, and collaborate strategically by having shown it as a victim on the climate front line with the initiatives that drive towards sustainable development (e.g. its Billion Tree Tsunami initiative) Khan and Zahidi (2024). The weak states can, hence become the image of the ricous and moral leadership, foreign policy and media representation.

Such interrelated frameworks illuminate the concept through which the model presented in Figure 1 operates. The model illustrates the construction of narrative strategies in the interplay of identity performance, framing choices, and symbolic projection. The following table summarizes their application.

Table 1: Theoretical Application Matrix

Theoretical Lens	Core Concept	Applied Dimension in Study
Constructivism (IR)	Identity performance, norm construction	Pakistan's diplomatic self-framing as climate-vulnerable but morally authoritative
Framing Theory (Comm)	Diagnostic/prognostic framing	Use of justice, urgency, and solidarity frames in speeches, op-eds, and UN statements
Global Environmental Governance	Institutional asymmetry, justice claims	Navigation of UNFCCC architecture and finance mechanisms; appeal to differentiated vulnerability
Soft Power Theory	Persuasion through attraction	Digital diplomacy, moral appeals, and symbolic leadership in Global South narratives

Literature Review

The literature review will be considered with respect to academic literature as far as the climate diplomacy in Pakistan is considered under the four critical interjective strands such as: (1) the Green Diplomacy and Southern Agency or (2) Climate justice Narratives by the Global South or (3) the Media and Narrative Power in Environmental Politics or (4) the Multipolar Climate Order and Strategic Adaptation.

Green Diplomacy and Southern Agency

The possible change in international affairs induced by the climate change is then determining the formation of a pole of green diplomacy- the implementation of the foreign policy to both analogical and dissimilar scenarios, as a means of force (Idibekzoda, 2024). The industrialized no longer drive climate diplomacy overthrown by states of Global south who make moral agency coalition makers and institutional leveragers who now have acquired agency (Johnny, 2024). To them the ordinaries have become norm entrepreneurs in the context of such fora as UNFCCC especially in regard to the tenets of equity and historical responsibility (Friman, 2007).

The hybrid zone of green diplomacy in South Asia is yet to be completed in this region which relies on the two pillars, developmental urgency and transnational risk. Mostly used by both Bangladesh and Maldives to seek adaptation money over the years, increasingly over the years Pakistan has started playing the game with much stronger diplomatic hand on the issue of climate justice and resilience (Azam, S.). The performative nature of the notion of the southern green diplomacy is re-branding the idea to involve story-building and achieve the right to gain traction in events such as COP summits (Backstrand, 2021). To meet a South-South case in point, potential would be the rhetorical subsequent incorporation of Pakistan to the 2022 Pakistan floods, and it might respond to some of those tactical appeals justice and South-South solidarity. The subject of academic interest in the narrative agency of Pakistan, however, is in fact rather limited in nature since it is often merely adequate to mention the problem of policy incoherence or of donorational dependency rather than that of communicative approach.

Climate Justice Narratives from the Global South

Another example of a normative paradigm that has been a part of the grassroots movement, but which is arguably the most widely known in the global negotiating arenas, is climate justice. A problem of climate change is characterized by the sense of patriotism and fairness towards the global South, colonial history, and recognition justice in the eyes of the global South actors (Singh et al., 2023). The frames of developmental lines are redefined and overlay the susceptibility frame with crass attempts at having a political voice and diverse accountability in South Asia. Pastes of extracting resources, the epistemic marginalization concerning climate injustice seem to be the message that was conveyed by the postcolonial environmental accounts (Chakraborty & Sherpa, 2021).

As much as there were justice-based demands to fund losses and damage at COP27 which had become rhetorical (without the systematic and good international studies), few studies have investigated congruency or acceptance or lack therein of these demands by other nations. No bad analogy is that there too is such kind of a discord as between high schismatic language of robustness, as low schisms of displacement and deprivation. An interactive approach is the key of such a discourse to establish healthy layers in contact with one another in order to understand the Pakistani shifting climate strategy (Dupuy & Viñuales, 2018).

Media and Narrative Power in Environmental Politics

Boykoff and Roberts (2007) and Schafer and Painter (2021) note how environmental politics are increasingly mediated through narrative frames created and circulated by both domestic

and transnational media. The term narrative power encompasses the capacity to define issues and influence perceptions through storytelling; it has served as the umbrella under which the concept of narrative as a soft power instrument in diplomacy is emerging as one of the key concepts (Moezzi et al., 2017; Betsill et al., 2020). As is the case with all such instances, however, there are narratively asymmetrical conditions: Structural barriers inhibit the Global South states from managing international discourse relating to issues that, among several reasons, are due to differences in media access and epistemic hierarchies (Öztiğ, 2024). Some studies document their episodic coverage of disasters (Dar et al., 2021), but very few studies focus on how these narratives relate to foreign policy. The impact of global media forces in shaping Pakistan's image on climate remains largely unexplored. Interesting scope exists for deeper inquiry into Pakistan's ability to strategically mobilize its climate narratives-amid a hybrid media system under state influence, commercial pressures, and political volatility (Aman et al., 2025). These, such as the 2022 floods, expose a series of interesting nuances to understand how growing crisis events may be mobilized for greater visibility across the globe but whose impact is often not sustainable in the absence of coherent, long-term framing strategies.

Multipolarity and Strategic Narrative Adaptation

The shift of multipolarity and the force equilibrium between the United States, European Union, China, and regional constituencies and this constrains and provides opportunity to the actors of the South which can define the unstable situation of the global climate governance (Peters, 2023). The possibility here is that the states can re-align themselves by changing its strategy narrations to make diplomacy consequently changing its positions in the alliances dynamics (Kasera, 2025). The idea of reframing may be used in the climate diplomacy of Pakistan. CPEC tries to achieve green finance by establishing itself strategically around China and negotiates with the forums G77 + China and Islam Development Bank to come up with a fame and equity.

So then is there significance finding significance in narrative agility! However, once again it is bilateral i.e. Resilience as a major constructive of Pakistan. It discusses the possible potential capacity but addresses structural weakness and thus in no way politicizes risk (Magowan & Donnan, 2019). The manufacturing of framing-resisting marginalization and signaling agency-will, though, in Pakistan will require attention of great insight into the story politics, coalition making and environmental communication.

Synthesis and Gaps

Although there is mushrooming of literature on green diplomacy and environmental media, Pakistan has been peeking at it with an ever-theorized actor in a discourse in the global climate governance. It identifies the following four gaps in the review: no cross-platform analysis of the climate narratives in Pakistan is systematic; there is no theory of narrative agency in global south states, other than the BRIC, though; very limited scholarly literature concerning the influence of multipolarity on nexus/intersections of media-diplomacy; and no nexus/intersections of media-diplomacy are looked at through the prism of how the narratives were played in the vulnerable environment Haug (2021). This study can contribute such a gap not just to the International Relations but also with regards to the literature on the topic of climate diplomacy of Pakistan to the broader discussion on Global Environmental Politics, narrative power, and Southern epistemologies of justice.

Methodology

The paper follows a more of a qualitative- interpretive study research strategy because it seeks to challenge how Pakistan manages to shape its climate narratives and stories into a globe that

is fragmented into numerous poles. It provides a relatively solid, single-case study of the country of Pakistan, which is fairly solid method of proposing the contextual and intensive applications to the quite complex phenomena. The identified study can anatomize the state level diplomacy fundamentals in depth, breaking it up into the space of media presentation as opposed to the institutional eschatology of climate governance at a globally inclusive level. It lies on the multi approach method that was adopted around the method triangulation approach. Ideally, holistically to study, three instruments of study have been utilized in collecting data and some of these include: 1) document and discourse analysis, 2) interviews and 3) media content analysis.

Data Collection

The fact was transformed into a form of organizing some of the timelines concerning the climate diplomacy in Pakistan, especially since 2022 immediately after the disastrous flood hits the country. The following samples were created during the study, first, the document / discourse analysis of the official documents, climate policies, speeches of the representatives of the states at the COP21 - COP28 to develop the official discourse about climate, as presented by the state, submission to the UN Framework Convention on Climate Change (UNFCCC). Second, an additional fifteen semi-structured elite interviews specifically were conducted with senior government officials, climate negotiators and with eco-journalists and environmental experts purposely and policy making. Transcription of in-text albeit in a verbatim manner analysed all the informed consent under consideration. Finally, the media content analysis was performed to determine the rate of coverage of the English language by some of the domestic sources, including NGO publications like Dawn, The Express Tribune, to compare the coverage in relation to the cover of the chosen international sources, namely, BBC, Al Jazeera, and The Guardian with the purpose to obtain an insight of the internal and external promotion and reception of the climate diplomacy in Pakistan.

Data Analysis

The procedure for data analysis was thematic in nature and above all systematically executed. As assisted by NVivo 14, we hybridized our approach to the deductive codes stemming from our theoretical framework with those that emerged from the data itself as inductive codes. Rigor in data analysis will have to begin with detailed development of a codebook. The seven main code categories that constitute the analytical backbone of this study are listed as follows.

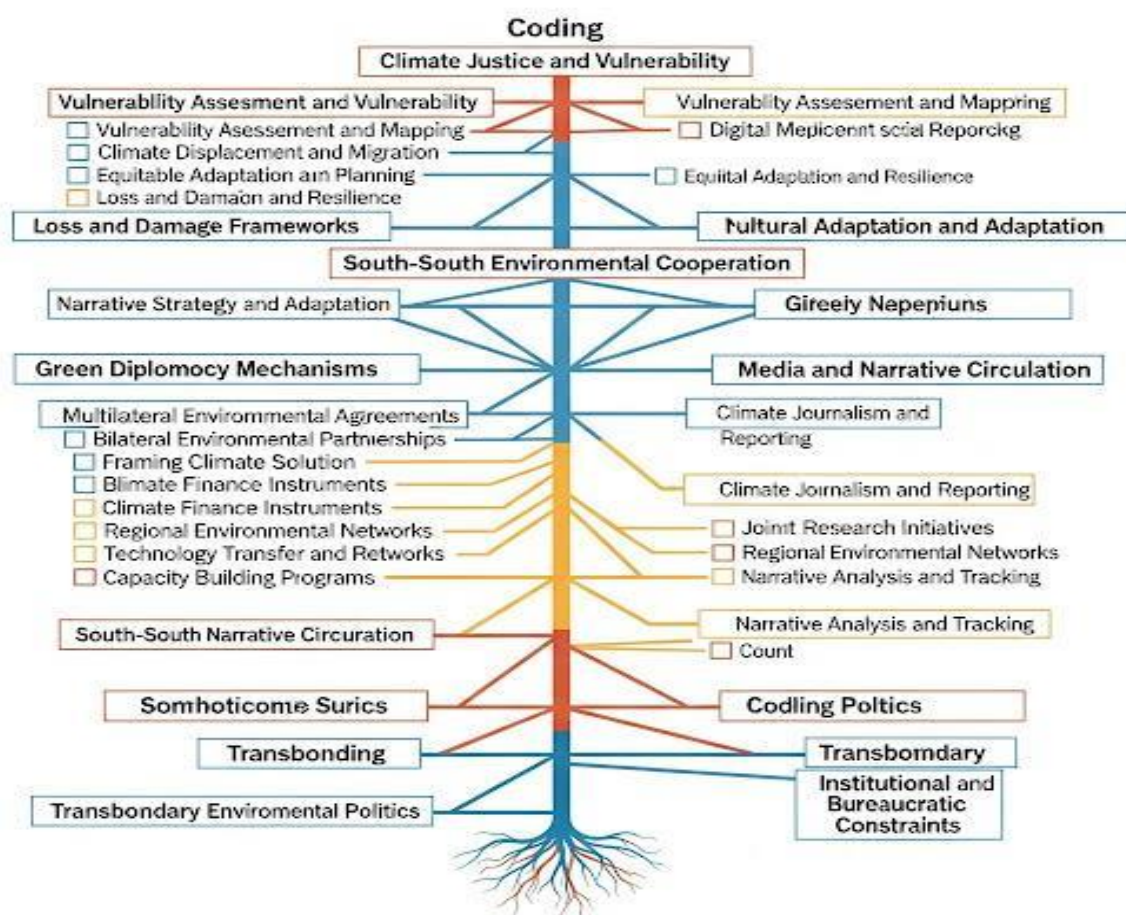
Table 2: Analytical theme category

Theme No.	Analytical Theme (Coding Category)	Description
1	Climate Justice and Vulnerability	Captures moral and ethical claims concerning historical responsibility, loss and damage, and emissions inequality.
2	Narrative Strategy and Adaptation	Examines how Pakistan tactically adapts its messaging across different geopolitical audiences and international forums.
3	Green Diplomacy Mechanisms	Identifies diplomatic tools and practices, including multilateral engagement and moral soft power strategies.
4	South-South Environmental Cooperation	Focuses on partnerships with other developing nations, particularly China, to advance shared environmental and developmental agendas.

5	Media and Narrative Circulation	Analyzes the framing, amplification, and distortion of Pakistan's climate narrative by both domestic and international media outlets.
6	Transboundary Environmental Politics	Addresses the impact of regional geopolitics—especially water conflicts and shared ecosystems with India—on Pakistan's climate diplomacy.
7	Institutional and Bureaucratic Constraints	Explores internal systemic challenges such as institutional fragmentation, limited capacity, and inconsistent policy coordination.

The hierarchical structure of this codebook, illustrating the relationship between core concepts, the seven primary themes, and their respective sub-codes, are visualized in Figure 2.

Figure 2: A visual representation of the thematic coding tree, illustrating the relationships between core concepts, the seven primary analytical categories, and their respective sub-codes



Ethical Considerations

Informed consent was obtained from all the participants, which assured them of voluntary participation and the freedom to withdraw from the research study at any time. Anonymity and confidentiality were preserved, and the data were stored in a secure location. Participants were

subjected to minimal risk while complying with institutional ethical guidelines complied in this study. Researcher reflexivity and positionality have been acknowledged for reducing bias.

Results and Findings

The analysis of diplomatic documents, elite interviews, and media content does show in a strange way how complex and multilayered is the narrative strategy that Pakistan engaged in. The findings have been organized around the seven core analytical themes identified in methodological considerations, thus demonstrating the existence of a consolidated pattern of strategic communication that has been influenced by external opportunities and internal constraints.

Primacy of Climate Justice and Vulnerability

Despite emerging in varied information sources, the most consistent and predominate was Pakistan's strategic framing of itself in terms of being a primary victim of a climate crisis, not generated by itself, two of the pillars for sustained itinerants grossly disproportionate vulnerability and negatively correlated culpability were further given formal legitimacy to by the state's official documents and the statements, as well as by summits in the recent UNFCCC, that is, COP26-COP28, and Nationally Determined Contribution (NDC), also rebutting its arguments on Pakistan's high place on the Global Climate Risk Index, along with similar exposure to climate disasters. Interviews with elite actors have further confirmed that indeed it was a very deliberate diplomatic tactic. "Our core message is simple and powerful: we are on the frontlines of a war we did not start. The 2022 floods gave this narrative a tragic and undeniable authority," said one senior diplomat.

In effect, it provided further robust stuffing to the domestic media which frequently associated itself using these terms in a commentary on climate matters, such as "climate injustice", "reparations", "ecological apartheid", etc. This narrative-topping single event was the foreign minister's statement at COP27, "we emit less than 1% of the world's carbon yet face existential floods. This is climate injustice."

This so much so that this nugget of short but loaded messaging became the centerpiece of Pakistan's most prominent climate diplomacy, loud broadcast-breaking policy, media, and the extensive distance of global platforms.

Narrative Strategy and Adaptation in a Multipolar World

The analysis thus determined that climate discourse of Pakistan was less strict and accommodative slightly as the interviewees had described it as flexible of narrative. This is so because the geopolitical audiences in respect of core messages dynamic to different interests and expectation. It is on this basis, that Pakistan has been bargaining over issues on climate justice, ethical collaboration, setting up sufficiently fair partnership, compelling moot of grant-driven adjusting as well as loss and destruction, with the Western nations such as the EU, the USA, and World Bank. Rather the negotiations with the partners in the East particularly with China centre on the value of South-South cooperation, technology cooperation, development agenda and mutual resilience. Such transition was well evident in the furthering of the green CPEC expression on completion of a marketing point on the matters of establishing an environmentally friendly development of the economy. It is also the same with our message but this time it is packaged differently as per the listener. Representing a brief but to the point, it is a call of justice to the west and collaboration towards making a step forward towards China (Interviewee #11).

That is the way the agile-narrative strategy -the dual strategy puts Pakistan in a place where it does not need to work contrary to the reality that it can ask for in most things in climate diplomacy.

Green Diplomatic

Pakistan apes its practice of their narrative of climate by one of the smart applications of diplomacy in which multilateral intervention and ethical standups are present on the field. The brightest illustration of it is the decision made by Pakistan regarding the subject of the chairing of the G77 + China at COP27 that remained present in the definitions of the crucial turning point in the climate diplomacy of Pakistan by a number of interviewees. Even the leadership had now been Turkey which now meant that Pakistan could no longer be singly in the victimhood but it could now join 134 other developing nations to have more weight and voice to hear out its proposal to open a Loss and damage fund. These resources provided Pakistan with the idea on how to pursue moral soft power where climate action happens to not simply seem somehow engaged by the arcanae, decree but provably the moral duty. This has involved the use of more sensory emotionally charged language by leadership in a bid to have the global empathy as an interventive source on the global platform in its quest to explain the morally necessary climate transgression. In these respects, Pakistan has been able to subvert certain rhetoric of vulnerability into real diplomatic capital.

Environmental Cooperation among Countries in the South Deepened

Once the amount of the geostrategic leverage Pakistan was acquiring by the other assistance than the traditional Western sources, the decision to rewind climate diplomacy into the very rowl of the alliances between the South and the South might be termed with a fairly low level of doubts referred to as the strategic twist of the shifting climate diplomacy of Pakistan itself. This included the rebranding of CPEC as being no longer an infrastructure project rather in the light that is currently occurring as the new green alliance. The officials are attempting to market CPEC equivalent with dragging Pakistan into transition by marketing initiatives such as solar power collaboration and hydro-power and sustainable farming agricultural. That is what one of its senior advisors foresaw to answer the question when she talked about CPEC, We proposes CPEC as not just economic cooperation, but also as one of the tools of our green transition. The direction has also been discernible by examining joint statements of joint declarations that were made with the Middle Eastern countries in alliance like UAE and Saudi Arabia that depict a growing accord of novel terminology to discuss the green investments and renewable energy partnership. It was a radical contrast to the past assistance-oriented ideology to the Western players and indicated a further refocusing of approach towards climate coalitions with a view of building upon a mutualistic platform in the increasingly rapidly growing Global South.

Media and Narrative Circulation: A Tale of Two Frames

The analysis suggested that national and international media have a tremendous gap that exists between the narrative of climate in Pakistan. No repeat performance by the local media will entail it borrowing the discourse of government on climate justice and vulnerability again into its diplomatic posture that would connect climate disaster threats that would hit Pakistan with the minor contributor that is linked to global emissions in its diplomatic posture. At least the foreign media with their sympathy during such similar tragedies like the floods 2022 would create exercise along the lines of Pakistan victimized by calamity. With considerations of its favorableness to attract a short-term humanitarian-based relief, interviewees have challenged the employability of that frame due to its credit having an undermining effect on the Pakistani agency and an agency-taking credit of climate policies or strategic diplomacy of the nation. Moreover, it has failed to make contact with the larger frames of emissions and injustice at the international level to certain global climate disasters in Pakistan. In this way, it diminished the ethical and political verity of the Pakistani arguments on the international press.

Transboundary Politics: The Securitization of Climate Change

Climate change in Pakistan has a direct correlation on the geopolitical dimension of the region taking the issue of the origin of water security and distribution of regional resources. Following popular tradition of media coverage, it is inclined to attribute the melting of the Himalayan glacier to the sustainability of the Indus River system, as well as, to the survival of the Indus Waters Treaty between Pak-Sat and India. The warming-considered environmental argument is being raised more vociferously with its domestic sovereignty of the environment discourse being increasingly more prominent in its domestic peculiar national security values system.

It was found to be true as one of our interviewees of a policy think tank: Climate change is a multiplier in the correlation with India; water scarcity is not a problem to the environment but a national security problem. This is a rather positive story to augur well with Pakistan; friendship and non-hostile talks are usually is the worry of Pakistan in foreign diplomate tales. The greater climatic change co-operation keeps taking a tonal averted territorial strain. This juxtaposition reveals the risky walking that Pakistan was forced to perform to keep the national interests and foreign relations in mind.

Institutional and Bureaucratic Constraints: The Narrative-Action Gap

One of the most important findings made by the interviews with those in elite was an argument on great internal restriction by the abilities of the Pakistan diplomatic operation in the strategies of its weather. The first internal limitation that was brought up by the interviewees was fragmentation of policy i.e. the capability of the Ministry of Climate Change to formulate message and the ministry of foreign affairs to distribute message to foreign territories and the ministry of Planning leading in implementation of such projects among others. This in most cases brings harmony into the ties and disjointedness in the establishment of the policies. Others are desiring because, as some of the diplomats pointed out, most of the missions undertaken by Pakistan lack significance in training of climate attaches that are technologically trained and this even hinders the credibility of the country regarding the negotiation table where high stakes and intricate issues pertaining the younger environment are involved. The greatest limitation, however, and the most acute, was the discrepancy between narrative and action bolstered Pakistan-pro-organizational production of vulnerable and justices, albeit significantly slower, the local adaptation and the meeting of strength efforts. According to one of the environmental journalists, they would call it this, namely: we are masters of telling the world how we are suffering. We are less efficient in molding down the structures to prevent it. Such a loophole also diminishes the success of the Pakistan climate diplomacy and performance of the long term claims of the country regarding the international front also die.

Table 3: Summary of Key Findings

Theme	Key Insight
Climate Justice & Vulnerability	This is the moral cornerstone of Pakistan's diplomacy, framing the nation as a non-culpable victim to maximize normative leverage.
Narrative Strategy & Adaptation	Discourse is strategically flexible, tailored for Western (justice-based) vs. Eastern (partnership-based) audiences.
Green Diplomacy Mechanisms	Pakistan effectively uses its leadership roles in blocs like the G77 and moral soft power to amplify its influence.
South-South Cooperation	There is a clear strategic pivot towards China and other Southern partners for "green development," creating alternatives to Western aid.

Media & Narrative Circulation	A supportive domestic media contrasts with an international media that often frames Pakistan as a passive "disaster victim," stripping it of agency.
Transboundary Politics	Climate impacts, especially concerning water, are deeply intertwined with national security and regional conflict dynamics with India.
Institutional Constraints	Significant internal challenges, including policy fragmentation and a "narrative-action gap," undermine the effectiveness of external diplomacy.

Discussion

Climate Justice as a Constructed Diplomatic Identity

Empirical analysis confirms that Pakistan's international climate communication intentionally constructs a self-image of moral authority rooted in vulnerability. Interviews with diplomats and policy experts consistently emphasized that "Pakistan's suffering from floods and minimal emissions make its case morally irrefutable." This evidence aligns with constructivist perspectives (Wendt, 1999) that national identity and interests are socially constituted. Through UNFCCC statements, the Ministry of Foreign Affairs repeatedly linked justice claims to historical responsibility, thereby turning vulnerability into diplomatic capital (Roberts & Pelling, 2023).

Narrative Flexibility and Framing Strategies

Data show that Pakistan's narrative shifts based on geopolitical audiences: justice-oriented frames for the West, and partnership-oriented frames for China and G77 countries. This dual strategy is reflected in official speeches and social media campaigns. Thematic coding from 15 elite interviews revealed recurring phrases such as "shared resilience," "climate solidarity," and "loss and damage responsibility." This supports Framing Theory (Kitzinger, 2007), illustrating how selective emphasis is used to align climate vulnerability with moral legitimacy.

Green Diplomacy and Soft Power in Practice

Empirical evidence demonstrates how Pakistan's role as chair of the G77 + China at COP27 strengthened its moral leadership, transforming climate vulnerability into soft power. Diplomatic documents and media reports show that Pakistan's moral framing ("we are on the frontlines of a war we did not start") gained international visibility, corroborating Nye's (2004) notion of persuasion through attraction. However, several interviewees acknowledged a "credibility gap" between rhetorical leadership and policy implementation, echoing Bernstein's (2004) argument on the legitimacy challenges in global governance.

South–South Cooperation as Strategic Realignment

Evidence from policy documents and interviews highlights Pakistan's pivot toward South–South environmental alliances. Statements from officials describe CPEC as a "green development alliance," emphasizing renewable energy and ecological modernization. This aligns with literature on pragmatic Southern agency (Nilsson & Fougère, 2025). Nonetheless, the data reveal limited institutional coordination, suggesting these partnerships are more symbolic than transformative without binding environmental governance mechanisms.

Media Narratives and the Power Asymmetry

Media content analysis across Pakistani and international outlets (Dawn, Express Tribune, BBC, Al Jazeera) revealed that domestic media echoed state narratives of "climate injustice," while global media often depicted Pakistan as a passive victim. This asymmetry supports

Boykoff and Roberts (2007) on narrative power disparities in climate discourse. The lack of sustained foreign coverage limits Pakistan's ability to maintain long-term influence within global climate communication networks.

Transboundary Environmental Politics

Interview and media evidence indicate that climate change discourse increasingly intersects with regional security narratives, especially regarding water and glacier management. Experts noted that “environmental diplomacy must evolve beyond victimhood toward shared ecological peace.” This suggests potential for integrating environmental cooperation within regional peace frameworks, consistent with Yousaf et al. (2025).

Institutional and Bureaucratic Constraints

Interviews revealed persistent coordination issues among ministries handling climate, foreign policy, and planning. Respondents repeatedly cited weak technical capacity and limited diplomatic training in climate negotiations. This internal fragmentation reinforces the “narrative–action gap,” weakening Pakistan's long-term credibility. Bridging this divide remains critical for converting narrative soft power into effective governance outcomes. Overall, the discussion evidences that Pakistan's climate diplomacy represents a hybrid of moral advocacy and strategic adaptation. While it amplifies Southern agency in global forums, its sustainability depends on strengthening institutional mechanisms and linking moral narratives to tangible domestic action.

Conclusion

Study concluded that, Pakistan's climate diplomacy is an important, but still evolving, part of its foreign policy that has moral advocacy, strategic adaptation, and justice in a multipolar world as its mainstay. This paper shows that Pakistan's vulnerability narrative has become a soft power tool that bolsters its international voice but may not lead to substantive gains due to inner institutional fragmentation. To strengthen its position, establishment of a Climate Diplomacy Cell will help to get scientific, legal and communication expertise for evidence based negotiation. It is also critical that we develop an integrative climate narrative linking domestic climate action to global justice while enhancing people-to-people engagement and media capacity. Pakistan should strengthen environmental solidarity through more South-South cooperation, including Green CPEC, regional Indus Basin Climate Security Dialogues and other initiatives. In the end, integrating accountability and policy coherence into governance systems will strengthen Pakistan's diplomatic credibility and convert its narrative power into tangible climate resilience outputs.

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