# How Companies Like Mitto Are Fighting Climate Change With Omnichannel Messaging

Local news channels may still exist, but they are no longer the leaders in information dissemination. Mobile news consumption is on the rise as Gen Z and Millennials make up most[of the world’s population](https://www.visualcapitalist.com/the-worlds-population-2020-by-age/) today. Currently, [86% of Americans](https://www.pewresearch.org/fact-tank/2021/01/12/more-than-eight-in-ten-americans-get-news-from-digital-devices/) get their news from a mobile device, compared to just [54% in 2013](https://www.pewresearch.org/journalism/2016/07/07/pathways-to-news/). With the increase in social media and mobile device use over the past decade, it’s no surprise that news outlets must adapt to the digital environment to survive.

Omnichannel messaging enables subject matter experts, like climate experts, to share information before it is editorialized or falsified. It’s also one of the most ecologically efficient modes of sharing information, minimizing carbon footprints and deforestation worldwide. Media outlets, global agencies, and other organizations can leverage the power of omnichannel messaging through platforms like Mitto to provide the public with accurate information from environmental experts while reducing their carbon footprint in the process.

The U.S. federal government is currently pushing agencies to create a [**360-degree omnichannel experience**](https://www.nextgov.com/it-modernization/2021/05/federal-cio-says-new-it-modernization-plan-works/174158/) for users. Some scientific agencies have already discovered the power of omnichannel messaging to keep people informed about recent discoveries and news. As well as information, environmental agencies can also rally support from eco-conscious individuals and inform them about environmental programs and opportunities in their area.

So, how can SMS and chat apps drive the sustainability movement and deliver impactful, factually-based news to consumers that care?

## Delivering Accurate Climate Information Directly From Experts

Consumers are more empowered than ever to share their opinions on anything and everything. When it comes to current events, opinions can rewrite the narrative of a news story to make it cater to a particular point of view.

Brands, agencies, and media outlets need to deliver real stories to the public before the facts become muddled in opinions. As people learn about a specific piece of news, they may try to pass their personal views or beliefs as facts, skewing the story.

The good news is consumers want to receive content directly from brands and agencies. And according to our [State of the Customer Engagement in B2C Marketing report](https://info.mitto.ch/customer-engagement-report), 75% of top marketers for established American brands stated that SMS was the most efficient digital channel they have used. The top reasons are that SMS has a much higher open rate than email and can instantly be delivered to thousands of recipients.