

— INSTINCTIF
PARTNERS

COP 26 2021

An inside guide to the biggest UK conference of 2021

What is COP26 and why does it matter?

- The United Nations Framework Convention on Climate Change (UNFCCC) COP26 event was postponed in 2020 and is due to be hosted in Glasgow, in partnership with Italy, 1-12th November 2021.
- The convention was first hosted in 1992 at the Rio Earth Summit. The UNFCCC has over 200 countries who are “party” to the Convention and meet every year to act on climate change.
- Over the years, key agreements have been made across participating countries including the Kyoto Protocol and the landmark Paris Climate Agreement at COP21.
- Every 5 years following the 2015 Paris agreement, Parties are expected to commit to enhanced climate change reduction targets, colloquially referred to as the “ratchet mechanism”. Expectations are high that the UK and Italy can go further than the French diplomatic effort which negotiated COP21.
- The event is one of the largest annual gatherings of world leaders, the science community, businesses and stakeholders with the aim of tackling Climate Change.



What are the UK's priorities for COP26?

As host of COP26, the UK Government sets the agenda and ambition for the conference. What this looks like is beginning to take shape with the President of COP26, Alok Sharma MP outlining his specific priorities for the conference:

Adaptation and resilience:

Helping people, economies and the environment adapt and prepare for the impacts of climate change

Nature:

Safeguarding ecosystems, protecting natural habits and keeping carbon out of the atmosphere

Energy Transition:

Seizing the massive opportunities of cheaper renewables and storage

Accelerating the move to zero-carbon road transport:

By 2040 over half of new car sales worldwide are projected to be electric

Finance:

We need to unleash the finance which will make all of this possible and power the shift to a zero-carbon economy



The Road to COP26

The UK's COP26 team is currently translating its ambitions into practical policies to be negotiated and agreed in November.

There are significant opportunities for UK industries and civil society to influence and input into this process, Working with the UK's COP26 Presidency team to promoting specific policies, technologies and solutions to rapidly address climate change and unlock commercial opportunities.

Possible solutions under consideration include:

Disruptive economic and commercial models incentivising carbon emissions reduction

Rewilding programmes

Low carbon energy generation, storage and distribution technologies

Climate change adaption technologies, such as new low-water agricultural, desalination or cooling systems

New financial models supporting climate action



How the conference works

Like UK political party conferences or Davos, COP26 will have a tiered approach of access and events where business and representatives can engage:

COP26 Negotiating Halls / Blue Zone

This is the official space for the negotiating teams of delegates and nations attending the conference, plenary sessions and national offices.

Access to this level is highly restricted with attendees needing to be attached to a national delegation or part of a registered observer delegation.

Green Zone

This space is more widely accessible with participants needing to apply in advance for access. It is managed by the UK Government

This space provides exhibition space, meeting rooms, country pavilions, events space and more.

Businesses and attendees will have opportunities to meet and engage with delegates, stakeholders and other businesses

Glasgow City Fringe

It is expected that the City of Glasgow, outside of the two main zones, will be hosting a myriad of fringe events where business and delegates will have opportunities to host their own events and target key audiences to engage with.

Our Scottish partners, Dram Communications would be delighted to provide on-the-ground support in the run up and during the conference.

What are the opportunities for businesses?

Attend COP26:

Businesses can attend the Green Zone and Fringe Events with the aim of meeting and engaging with delegates, attendees and target stakeholders

Host or participate at an event:

Businesses may wish to host their own events or panel sessions to push an agenda that is aligned to the COP26 agenda and core to their business needs. They may also wish to hold an exhibition stand.

Shape the vision for COP26:

Businesses can engage with key delegates including the UK Government and other nations to help shape and inform the delegations on their position ahead of COP26



How Instinctif Partners can help

Navigating the path to COP26 and during the conference can present a range of opportunities for businesses to engage.

We can help you in three key ways:

Watching

We can provide ongoing, live monitoring and intelligence gathering on the insights to COP26 – listening to what Government, institutions, partners, investors and your competitors are saying.

Communicating

Getting your message across to the right people is key. We can support you in developing strategic engagement programmes up to and during COP26, securing and hosting your own events or partnering with organisations to leverage opportunities

Engaging

We can help ensure you maximise your engagement by helping you to prepare and deliver your messages in multi-stakeholder campaigns in the run up to COP26 and reacting live, on the ground.



-INSTINCTIF

PARTNERS

Instinctif Partners

65 Gresham Street

London

EC2V 7NQ

44 20 7457 2020

James Nason

Managing Partner

+44 20 7457 2862

James.nason@instinctif.com