Climate Action
Roadmap to COP26
DIGITAL SERIES

UN CLIMATE CHANGE CONFERENCE UK 2021
IN PARTNERSHIP WITH ITALY

WE SUPPORT THE GLOBAL GOALS

Roadmap to COP26

Build momentum, engage your audience and showcase your action ahead of the most important climate meeting of our era

Our 2020 Digital Event Summary

29 events

98 sessions

306 speakers

220 partners

51 sponsors

41,548 total registrants
(48% avg attendance rate)

1,433 average registrants/event

Viewer Stats

3,659 minutes (61 hrs)
Total hours of content broadcast live

126 minutes (2h 6mins)
Average hours broadcast live / event

54
Average mins viewed / person

LIVE

LEGACY

21,545 (743 avg/event)
Total unique viewers

9,573 (330 avg/event)
On-demand viewers

11,016
Social media viewers
(Sustainable Innovation Forum only)

Customer Feedback

527
Total Completed Survey Respondents

4.3 ★
Average Event Rating

93%
Average % rated all events 'Excellent' or 'Good'

Testimonials

"Johnson Matthey appreciates the speed and dedication from the Climate Action

"Congratulations on a stellar event! It was really a

"The International Copper Association continues to sponsor SIF because we consider it to be one of the premier events in the

team which helped make the event happen. Our speaker, Eugene McKenna, was pleased with the engagement and the production was top level."

- Corporate Communications

pleasure and quite impressive to see how well done a virtual panel can be!"

- Simone Dettling, Banking Team Lead

climate action space each year. The audience always includes the stakeholder groups we want to reach and it affords us the ability to expand our partnerships. – and to create new ones. The networking opportunities are outstanding."

- Steve Kukoda, Executive Director

Johnson Matthey
Inspiring science, enhancing life

UNEP FINANCE INITIATIVE

International Copper Association
Copper Alliance

User Engagement

1,809
Total 'verified' questions asked

40% response rate
Polls
(where applicable)

13,011
(avg 138/sponsor)
Virtual Booth Visits

443 (avg 21/sponsor)
Sponsor Content Downloaded

6.1m
Twitter Impressions
(Engagement 1%)

80.1k
Linkedin Impressions:
(Engagement 4%)

Social Media (Sustainable Innovation Forum only)

Climate Action Marketing Reach

110k
active contacts in master database

30k
newsletter subscribers

19.7k
Twitter Followers
(40k impressions avg/mth, 1% engagement)

21k+
Linkedin Followers
(30k impressions avg/mth, 5% engagement)

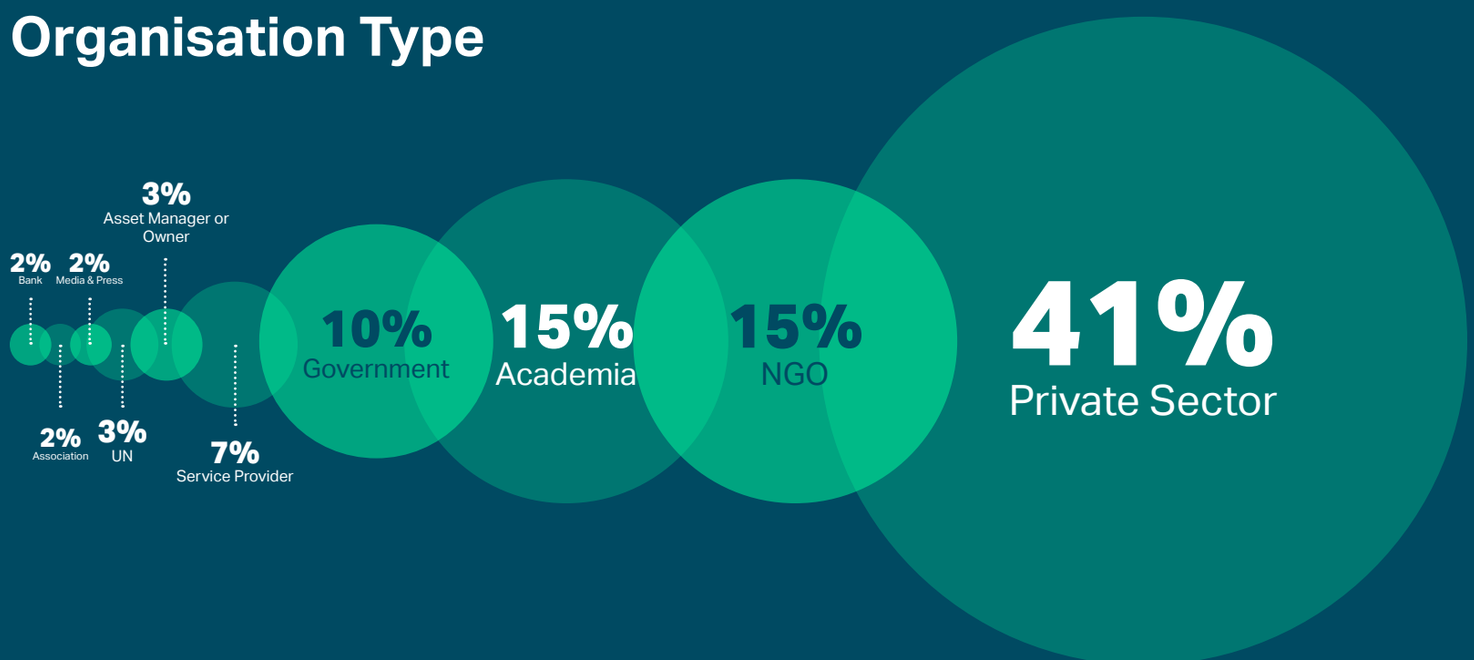
2.9k
Linkedin private group

1.2k
YouTube subscribers

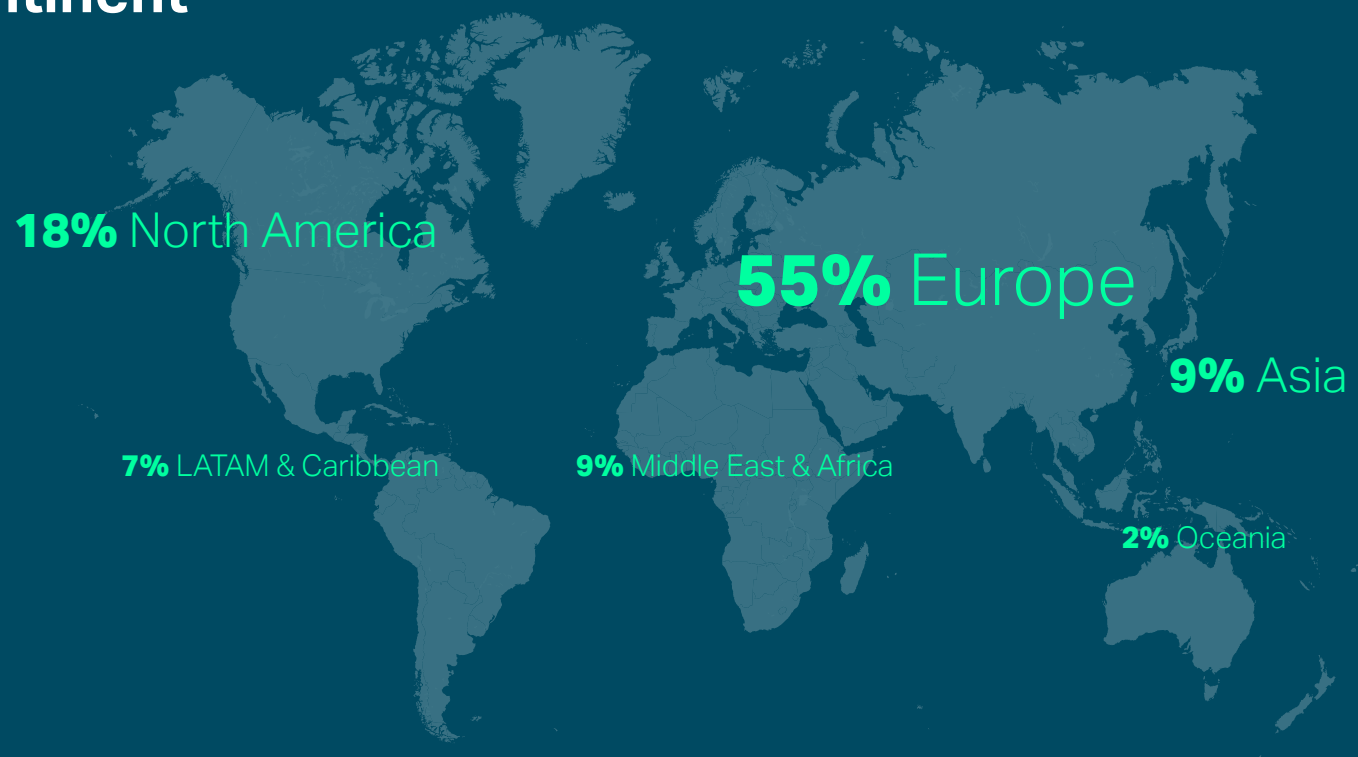
2020 RCOP26 Demographics

Job Type

Organisation Type



Continent



Decision-Making Responsibility

Top 15 Countries attending

34.5%	United Kingdom	4%	India	2%	Belgium
17.5%	United States	3.5%	Spain	2%	Brazil
5.5%	Canada	3%	Italy	2%	Australia
5%	Germany	3%	Switzerland	1.5%	Ireland
5%	France	3%	Netherlands	1.5%	Kenya

TOP 10 Interest Areas

23% Energy

20% Finance

12% Circular Economy

10% Policy

9.5% Sustainable Agriculture

8% Sustainable Investment

5% Innovation

5% Sustainable Cities

4% Air Pollution

3.5% Technology

Partner with us

If you want to build momentum, engage your audience and showcase your action ahead of the most important climate meeting of our era, **contact us now**.