Our 2020 Digital Event Summary

- **Viewer Stats**
  - Total unique viewers: 21,545
  - On-demand viewers: 9,573
  - Social media viewers: 18,972

- **Testimonials**
  - Congratulations on a stellar event! It was really a pleasure and networking opportunities are what we want to reach and to create new ones. The panel can be a "great initiative".

- **User Engagement**
  - Average mins viewed: 126 minutes
  - 3% engagement
  - On average, the event had 3,659 minutes of content.

- **Climate Action Marketing Reach**
  - Total 'verified' downloads: 83
  - Average mins viewed: 54
  - 443 total hours of content.

- **Survey Respondents**
  - 10% MD / Executive Management
  - 20% Middle Manager
  - 9% Non-Managerial
  - 18% Senior Manager
  - 5% Head of Department
  - 15% Key Decision-Maker
  - 15% Partner/Owner/Consultant
  - 7% Owner
  - 3% Asset Manager or Director
  - 9% Service Provider
  - 2% Government
  - 3% Media & Press
  - 2% Bank
  - 3% Technology
  - 2% Finance

- **Organisation Type**
  - 2% Association
  - 2% Sustainability
  - 15% Corporate
  - 15% Government
  - 18% Investment
  - 15% Private Sector
  - 19% Private
  - 15% Investor

- **Core member of the sustainability team**
  - 306 respondents

- **Decision-Making Responsibility**
  - 5% No influence on decision-making process
  - 9% Involved in sustainability strategy/initiatives
  - 34.5% Involved in decision-making process
  - 17% Key Decision-Maker

- **Top 10 Interest Areas**
  - 10% Air Pollution
  - 3% Innovation
  - 9% Agriculture
  - 9% Sustainable Cities
  - 9% Circular Economy
  - 8% Energy
  - 3% Investment
  - 527 respondents

- **Top 15 Countries attending**
  - France (5.5%)
  - Canada (3.5%)
  - United States (3.5%)
  - United Kingdom (4%)
  - India (2.5%)
  - United Arab Emirates (2%)
  - Australia (2%)
  - Brazil (2%)
  - Belgium (2%)
  - Spain (2%)
  - Italy (2%)
  - Ireland (1.5%)
  - Germany (1.5%)
  - Netherlands (1.5%)
  - Switzerland (1.5%)
  - Kenya (1.5%)

- **Average % rated all events**
  - 93%

- **Partner with us**
  - If you want to build brand awareness, engage your audience and showcase your climate action space each year, consider our COP26 pipes and engagement platform.