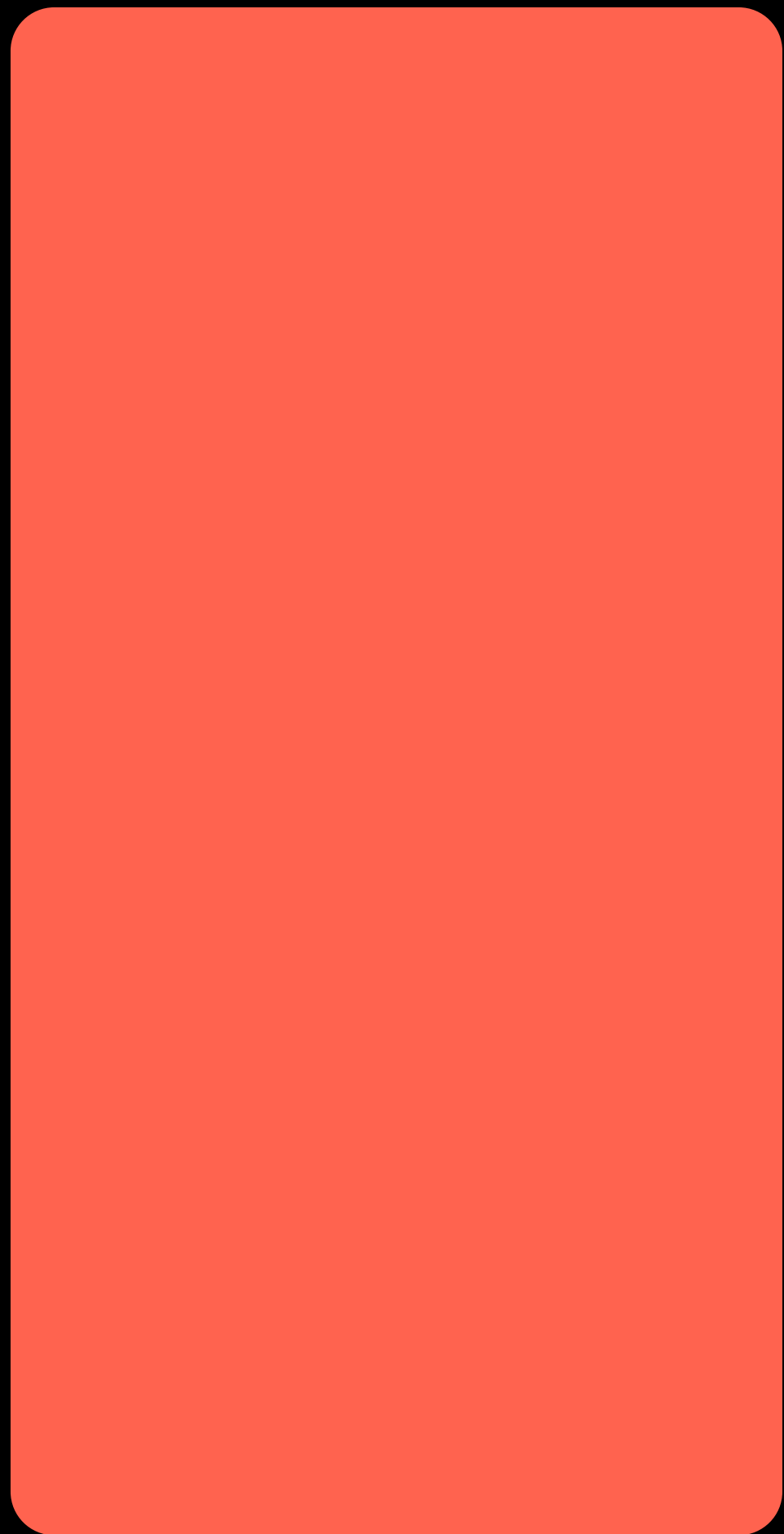
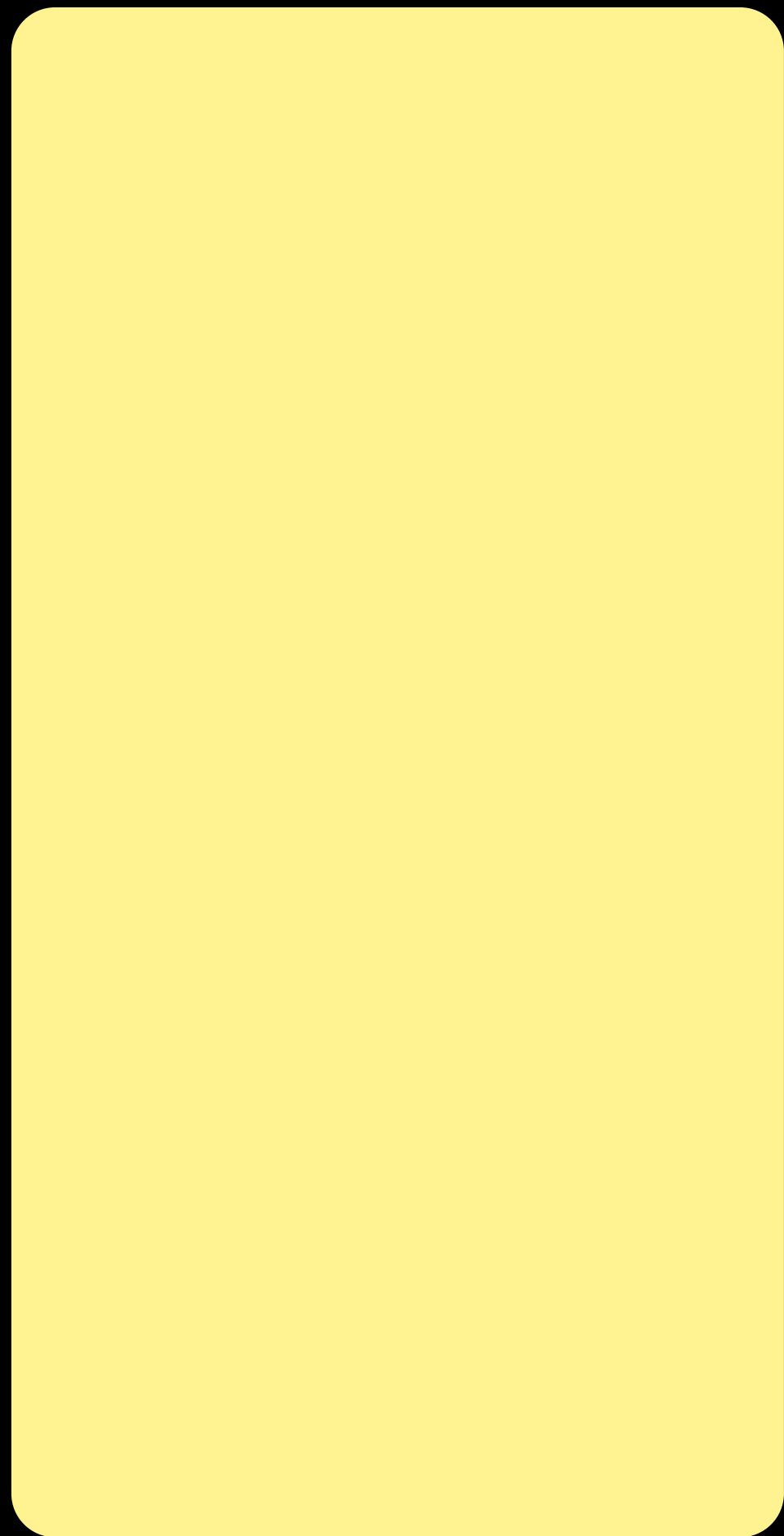
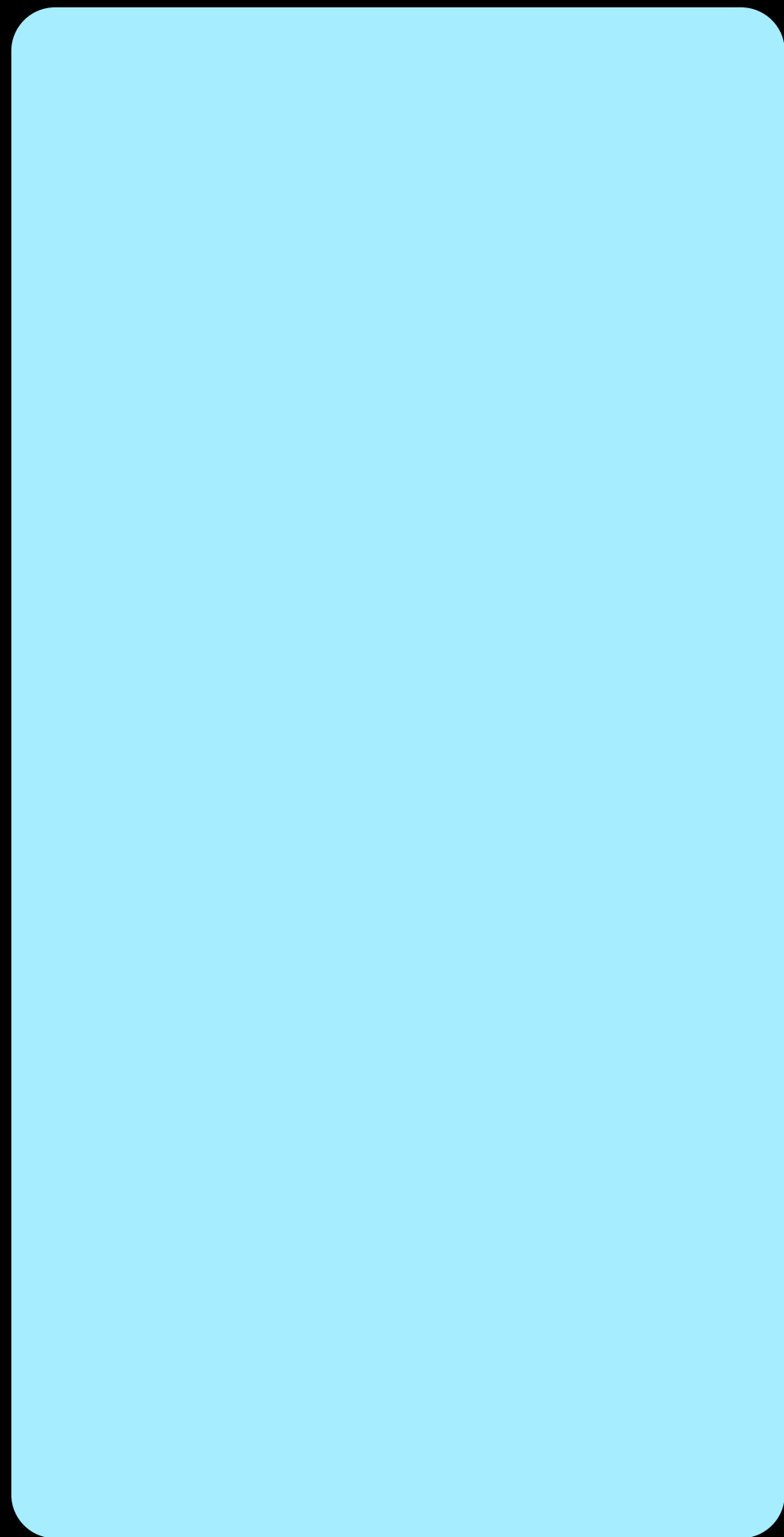




What's the Cop?

REPORT

A Revolt report on the 26th UN
Climate Change Conference.



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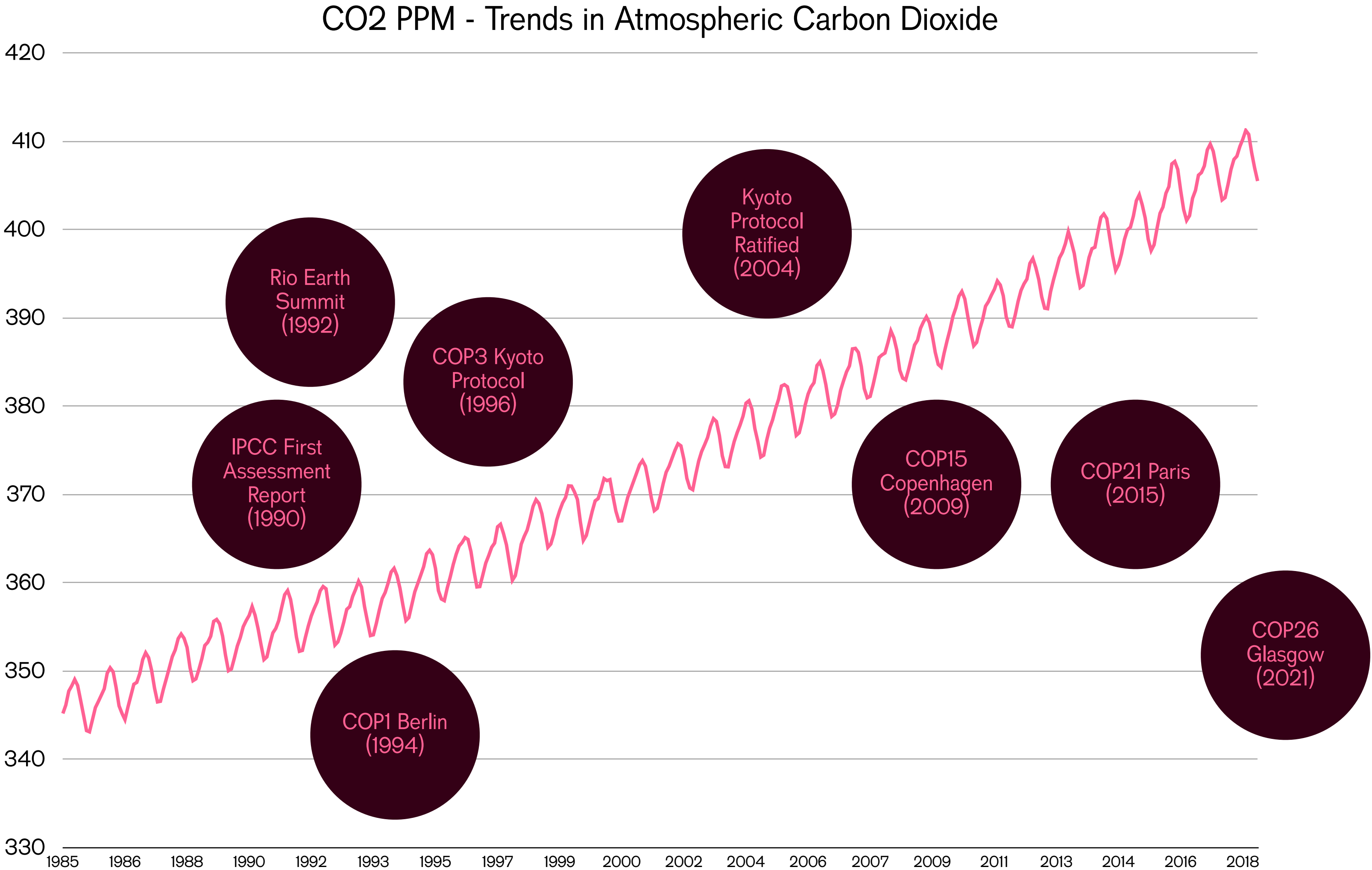
WHAT THE COP?

The background to the 2021 United
Nations Climate Change Conference

The Long Road to Glasgow

When world leaders meet at the 2021 United Nations Climate Change Conference in Glasgow this November it will be over 30 years since the First Assessment Report of the Intergovernmental Panel on Climate Change. It's been a long and often winding road since the scientific community started to raise concerns about the levels of carbon in our atmosphere.

And yet hopes are high that this conference might mark a genuine turning point. In part, this is because it's the first time that countries are expected to commit to an enhanced ambition since the Paris agreement of five years ago. But as we'll see, COP26 also arrives at a time when support amongst consumers, businesses and their stakeholders for tougher action has never been stronger.



Why the COP matters?

COP26 will be the biggest summit the UK has ever hosted and certainly the most significant climate event since the 2015 Paris Agreement. Ostensibly a meeting of world leaders, the significance of COP26 is that it is also sharpening the focus of the financial and business community.

Its success will be judged on its ability to move the dial on three key challenges:

1

Making net zero a credible near-term goal for countries and businesses.

2

Mobilising the capital that will be needed to meet these objectives.

3

Building the necessary sectoral transformation to make this happen.

What to expect

Under the presidency of the UK, the conference will bring governments, business and civil society together to accelerate progress on five key campaigns.

1. Adaptation & Resilience

Climate change is already impacting all of us, and each year climate-related and geophysical disasters are estimated to cost the global economy \$520 billion. How can we help communities adapt and prepare for the worst impacts?

2. Nature

Humanity faces the twin threats of climate change and biodiversity loss which, together, are undermining nature's capacity to sustain healthy life, nutritious diets and national economies. The two are inextricably linked. How can we tackle them together with equal ambition?

3. Energy Transition

To meet the Paris Agreement's goals, we need the global transition to clean power to be at least four times faster than it is at present. How can we accelerate the transition by encouraging the use of cheaper renewables and storage?

4. Clean Road Transport

Global emissions from road transport are rising faster than in any other sector. Road transport accounts for over 10% of global emissions, as well as causing high levels of local air pollution. How can we clear our air by speeding up the shift to zero emission vehicles?

5. Finance

The long-term transition to a net-zero and resilient future requires trillions of dollars of investment and an unprecedented shift in the global financial system. How can we encourage our financial systems to drive growth and jobs through clean energy?

Time to ratchet things up

COP26 is the first time since the 2015 Paris Agreement that countries will have to resubmit their NDCs (national targets).

It's the moment where we see if the so-called "ratchet mechanism" works, where targets are expected to become more stringent every 5 years.

With the US returning to the conversation this COP could be the make or break moment where the world turns towards a 1.5°C future. After all, 2026 will be too late for 1.5 degrees.

Confidence in bolder targets will come down to our ability to align on three things.

1. The Solutions

Whilst carbon market mechanisms will continue to play a role, expect much more focus on nature based solutions to reduce carbon and protect against climate impacts.

2. The Rules

Setting common timeframes for national commitments and agreeing on transparent reporting mechanisms will be key to ensure progress against the targets.

3. The Finance

Developed nations are expected to provide clear signs that they're willing to step up their funding to meet the goals. Solutions are also required for more vulnerable countries who are often most at risk from climate risk.

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THIS TIME, IT'S DIFFERENT.

Why COP 26 might just mark a turning point

The Troublesome Trio

Over the years, the responsibility for taking action on the climate emergency and reducing CO2 emissions has been passed between 3 major players.

The Public

Who've historically been given most of the responsibility for taking action.

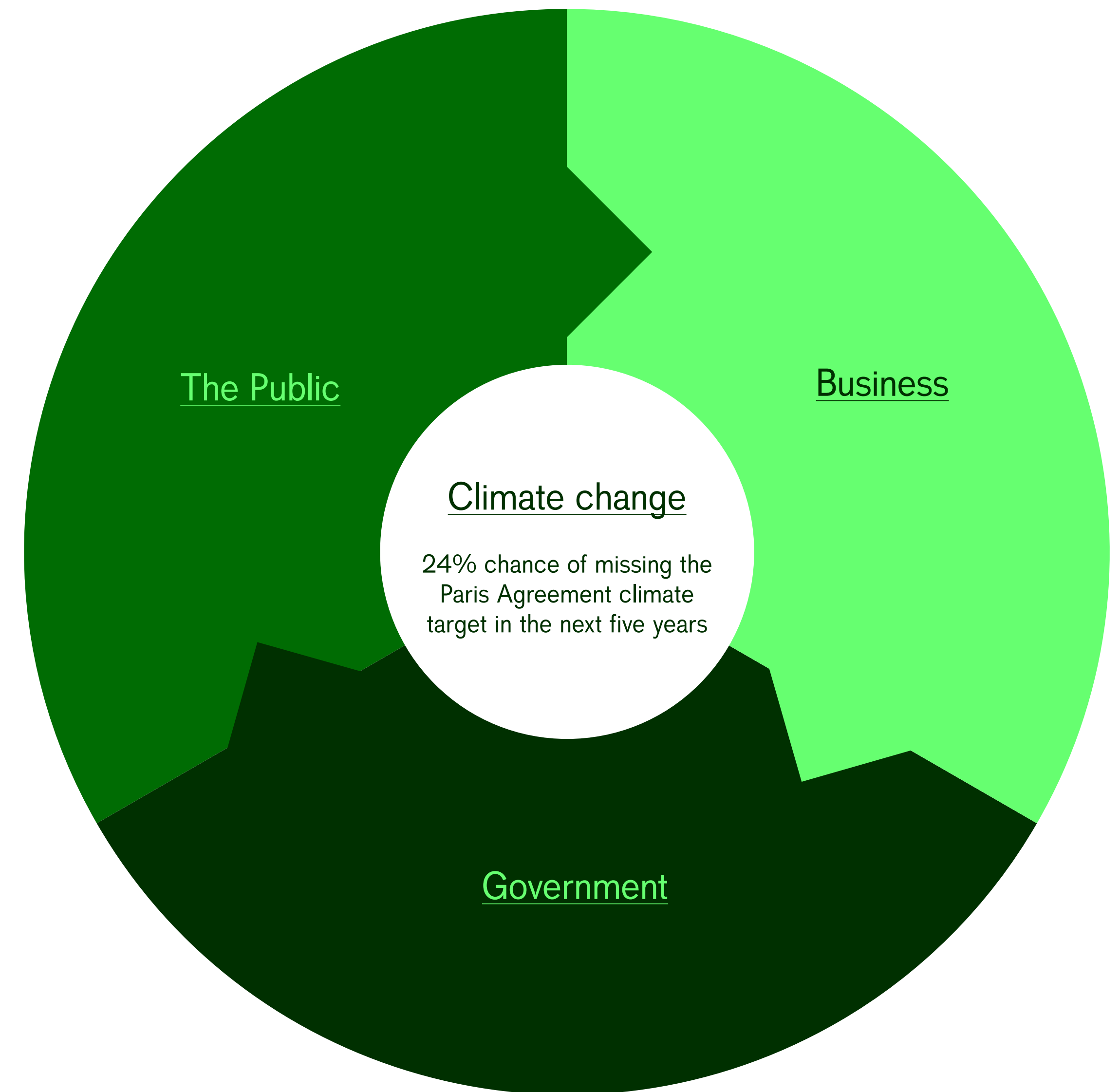
Businesses

Who in the last few years received pressure from the public and NGOs to start taking more responsibility.

Governments

Who people are now saying must step in and act if we're going to drive the scale of change we really need.

It's going to take all 3 to act if we're to stand a chance of making a real difference.



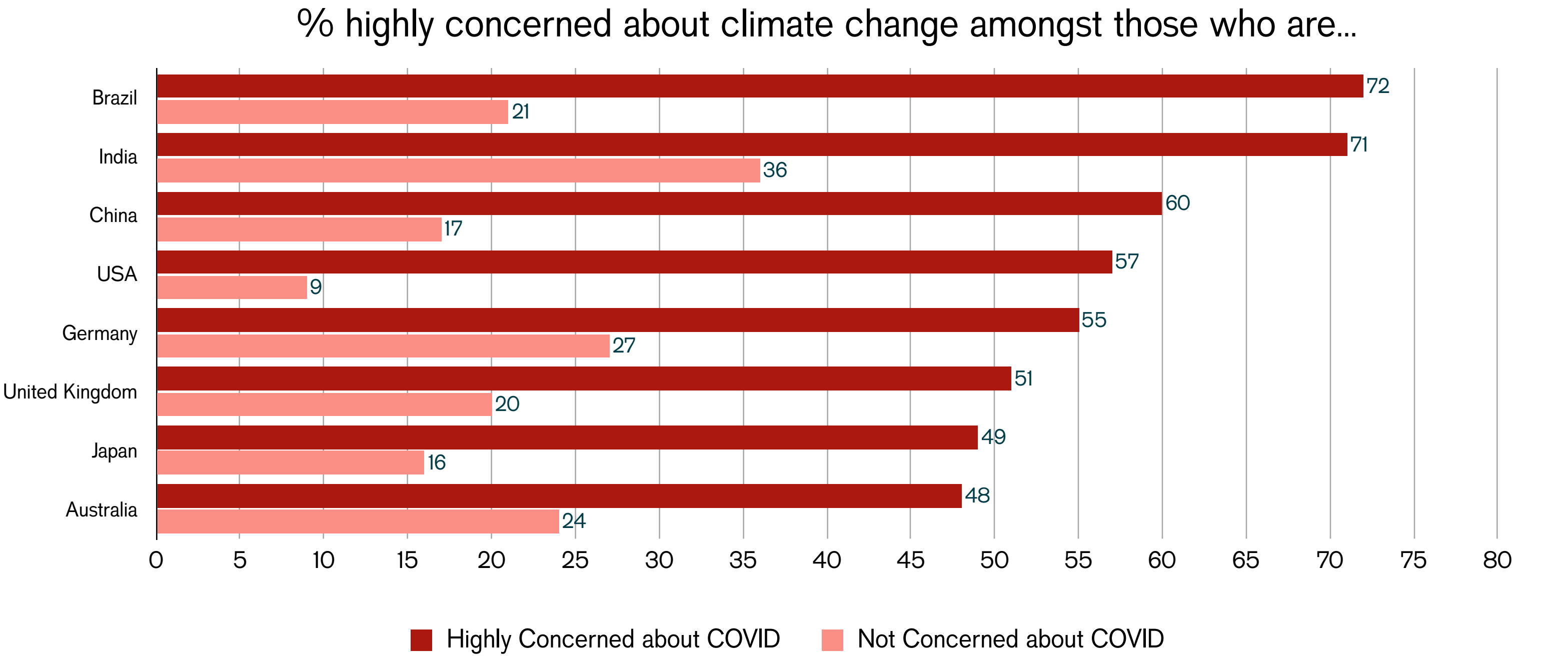
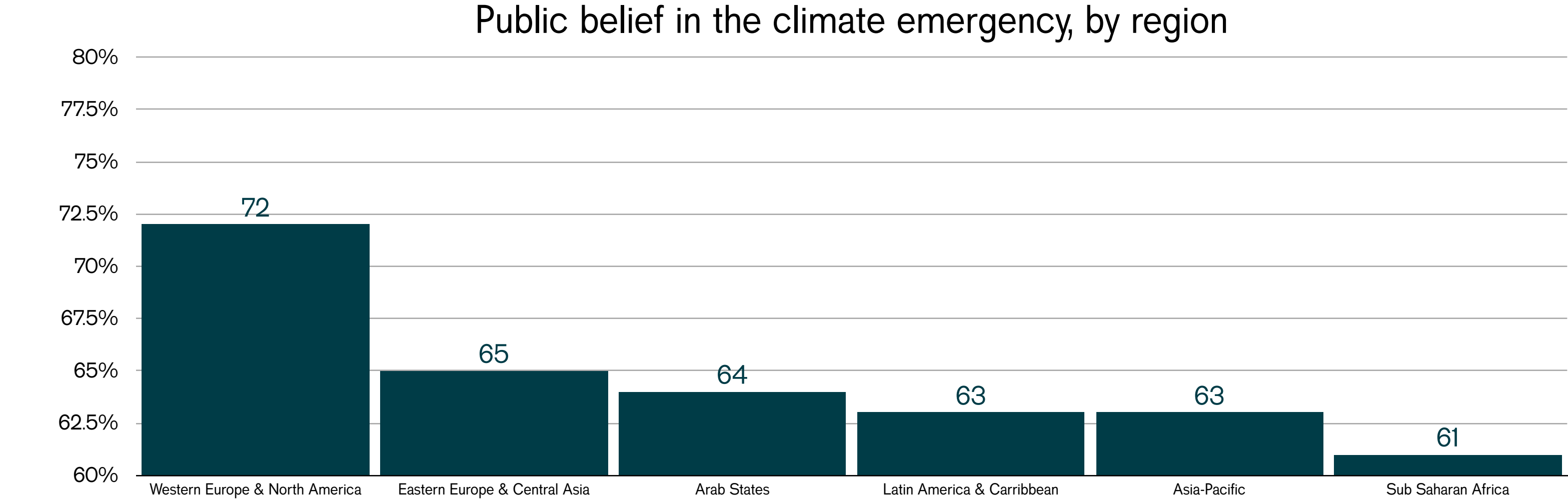
A public that are increasingly making their voices heard

The September 2019 climate protests were likely the largest climate strikes in world history with more than 7 million people across 185 countries taking to the streets.



A public that believe it's about both COVID and the Climate

Even during the COVID-19 crisis, 64% of people around the world said that climate change was an emergency.



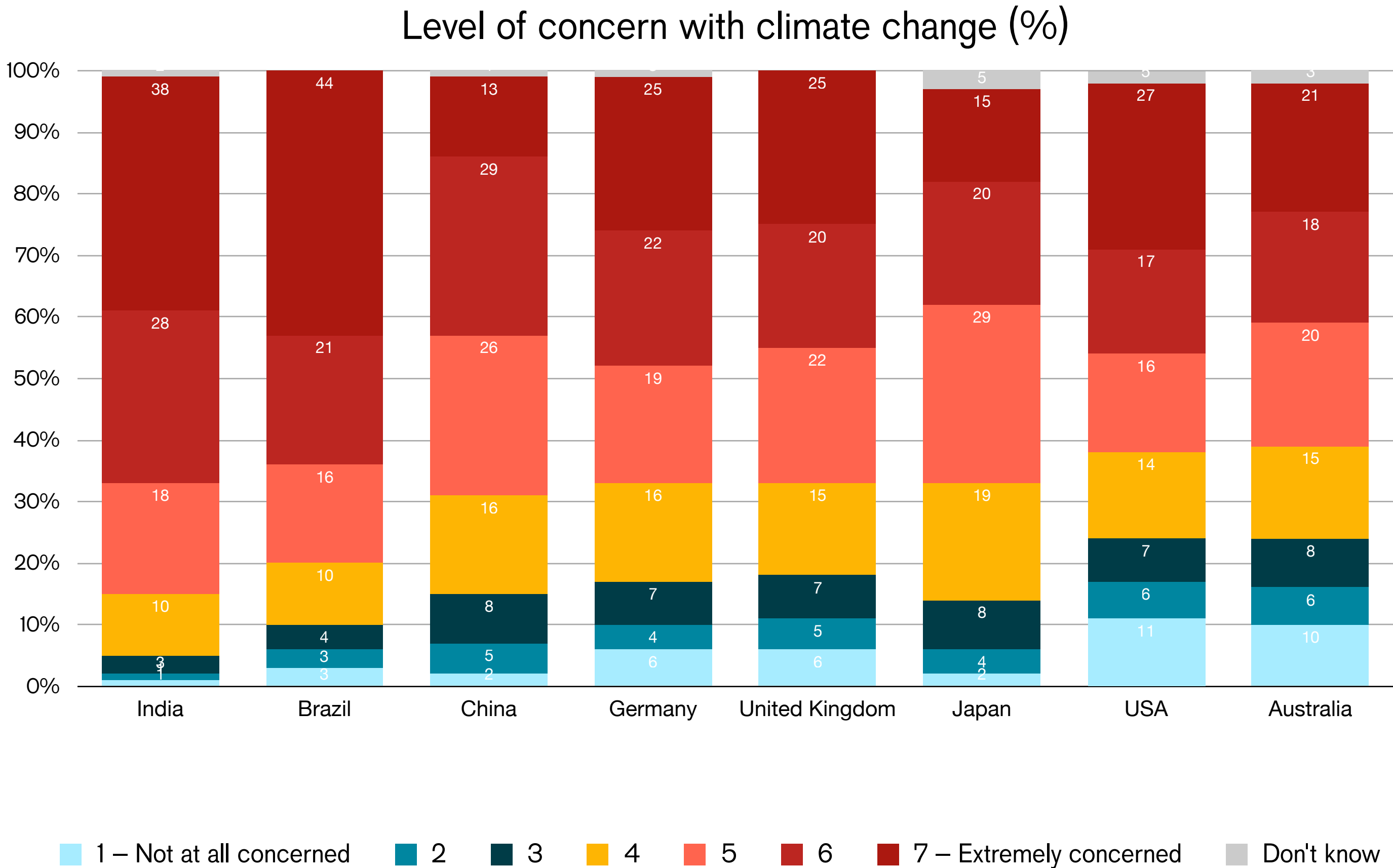
Source: [UNDP & Oxford Uni Peoples' Climate Vote \(2020\)](#)
Source: [Brunswick Group \(2020\)](#)

A public who are willing to take personal action

Those that are most concerned are the ones who support ambitious climate policies and are most likely to change their personal behaviour.

Significant concern (5-7 score)

- India: 84%
- Brazil: 81%
- China: 68%
- Germany: 66%
- United Kingdom: 67%
- Japan: 64%
- USA: 60%
- Australia: 59%



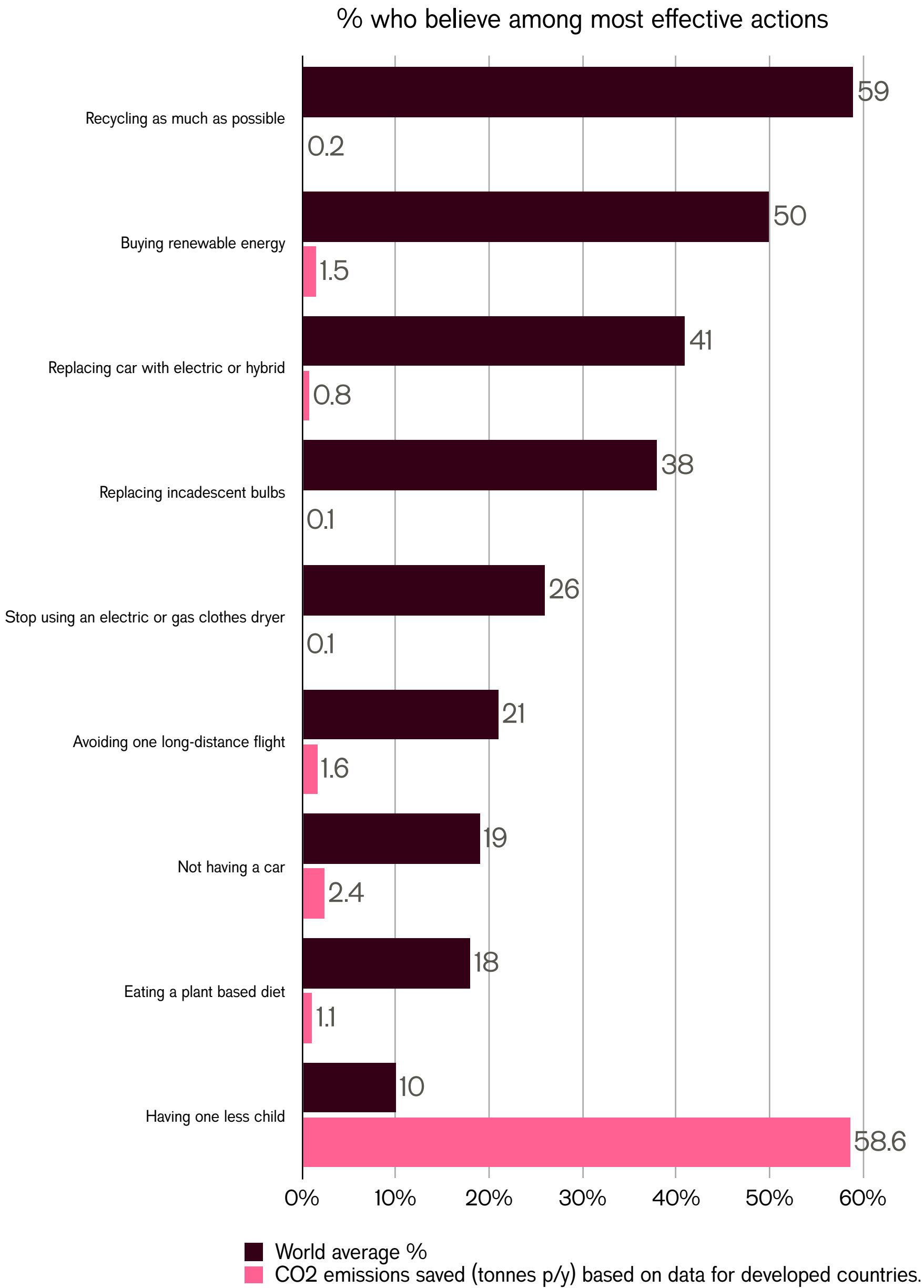
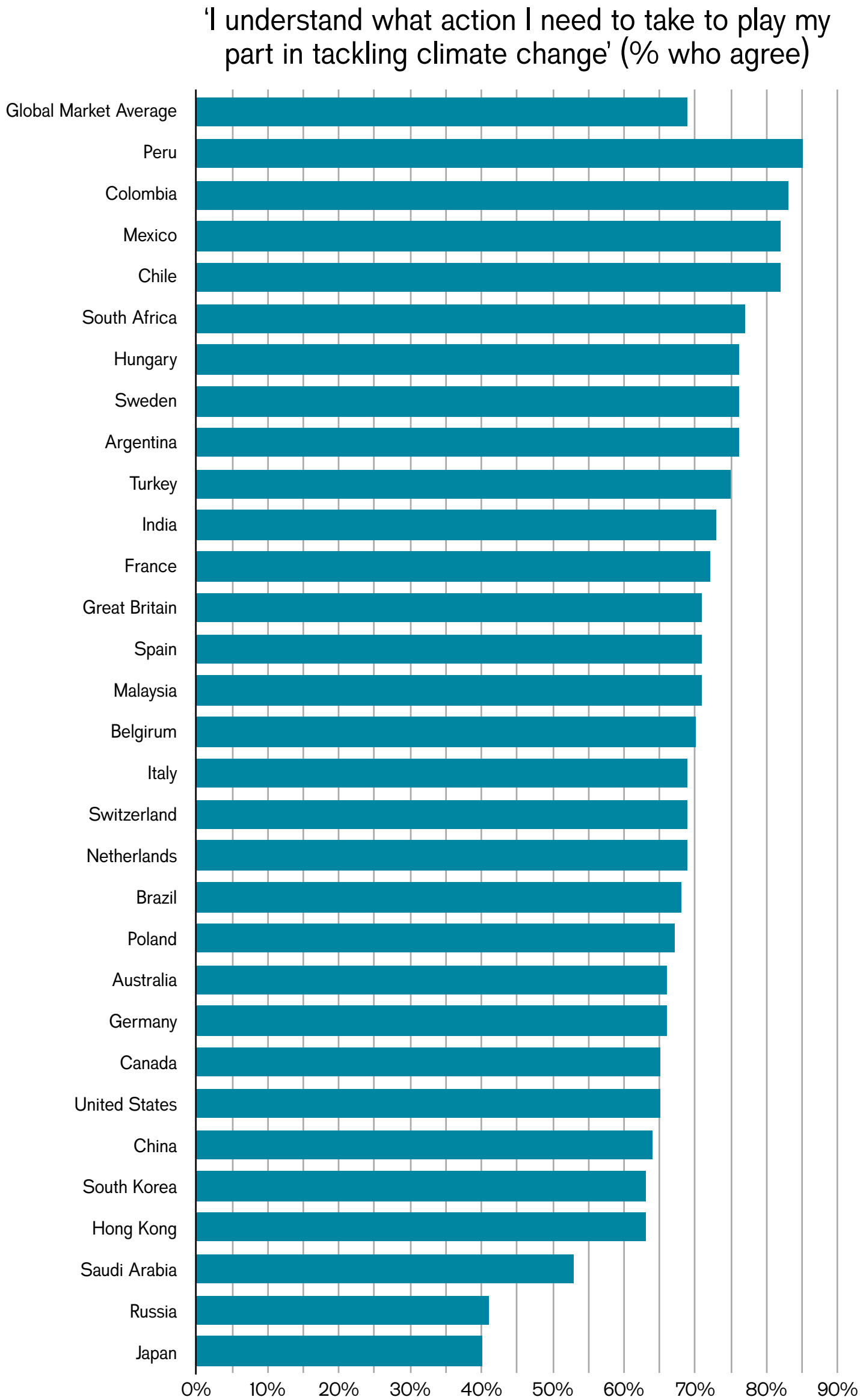
A public that have been misguided about what to do

The public have been told for years how they should be changing their behaviours to reduce their personal impact on the climate.

The problem is the things that stuck aren't actually the actions that will make the most difference.

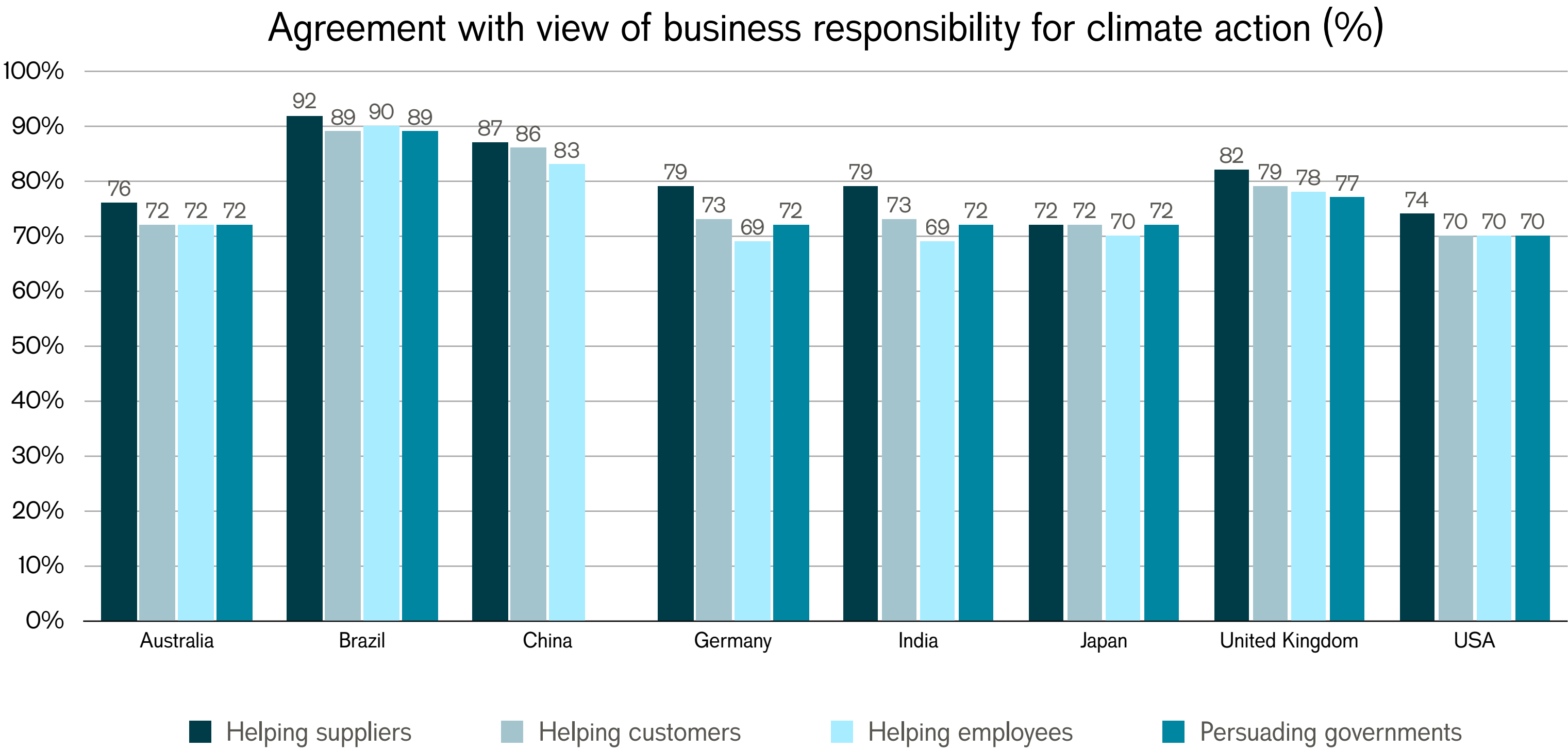
People around the world (nearly 70%) think they know how to reduce their impact on the environment but most people fail to identify the best way to reduce their carbon footprint.

Source: [IPSOS](#) (2021)



A public that have increasingly greater expectations of business

People not only believe businesses have a responsibility to take action to reduce their own CO2 emissions, but to help their customers and employees, other businesses in their supply chains and to put pressure on governments to do more too.

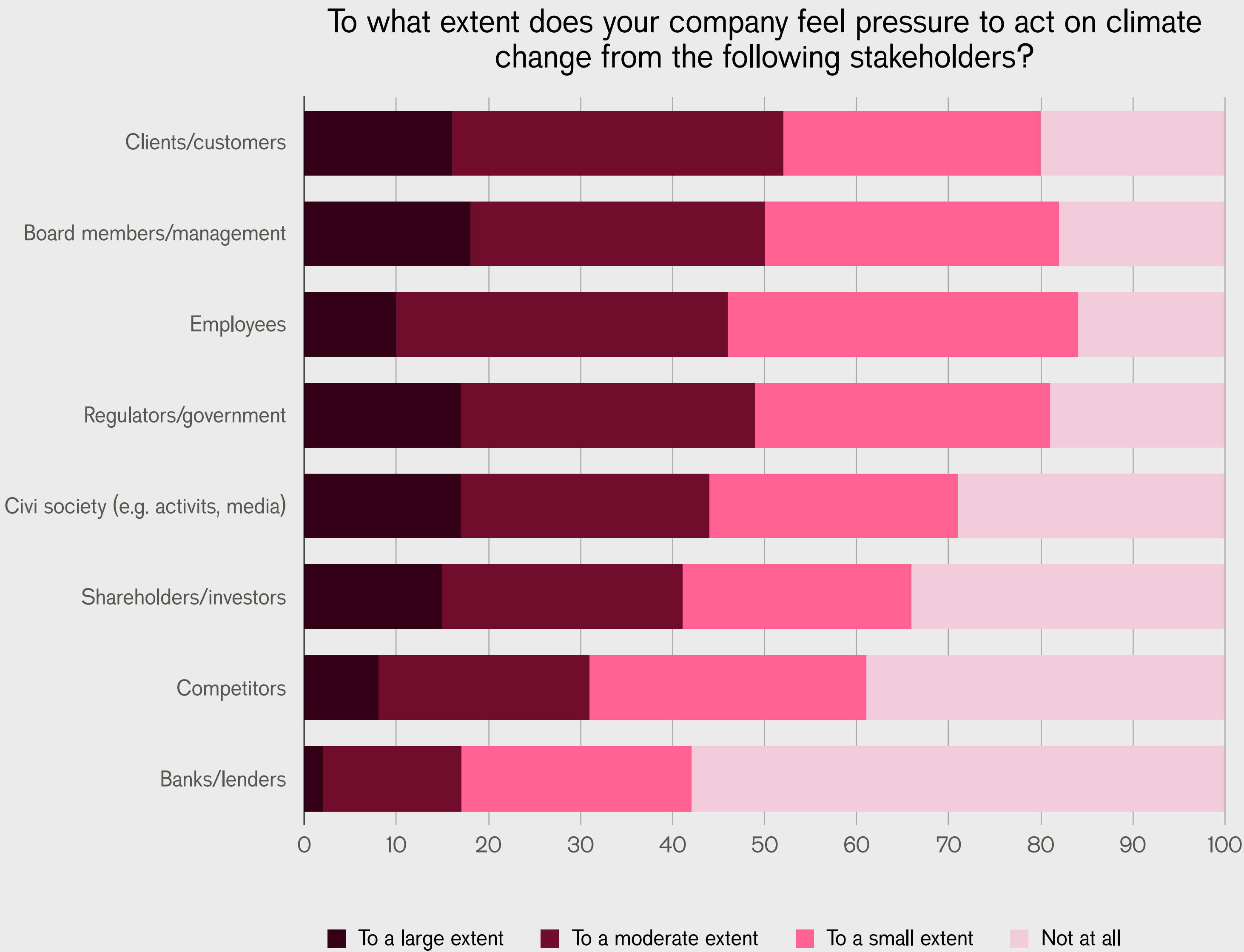


Source: Brunswick Group (2020)

Businesses that are increasingly feeling the pressure to act on climate change

Most companies are feeling some form of pressure to act on climate change and that pressure comes form a variety of different stakeholders.

Larger companies (those with annual revenues of €1 billion or more) are more likely to feel the pressure from several sides, with almost two-thirds (61%t) of CFOs reporting that they feel the pressure to act from three or more stakeholders. By contrast, the regulator is the main source of pressure on smaller companies (those with annual revenues of up to €100 million).



Businesses that are increasingly feeling the pressure to act on climate change

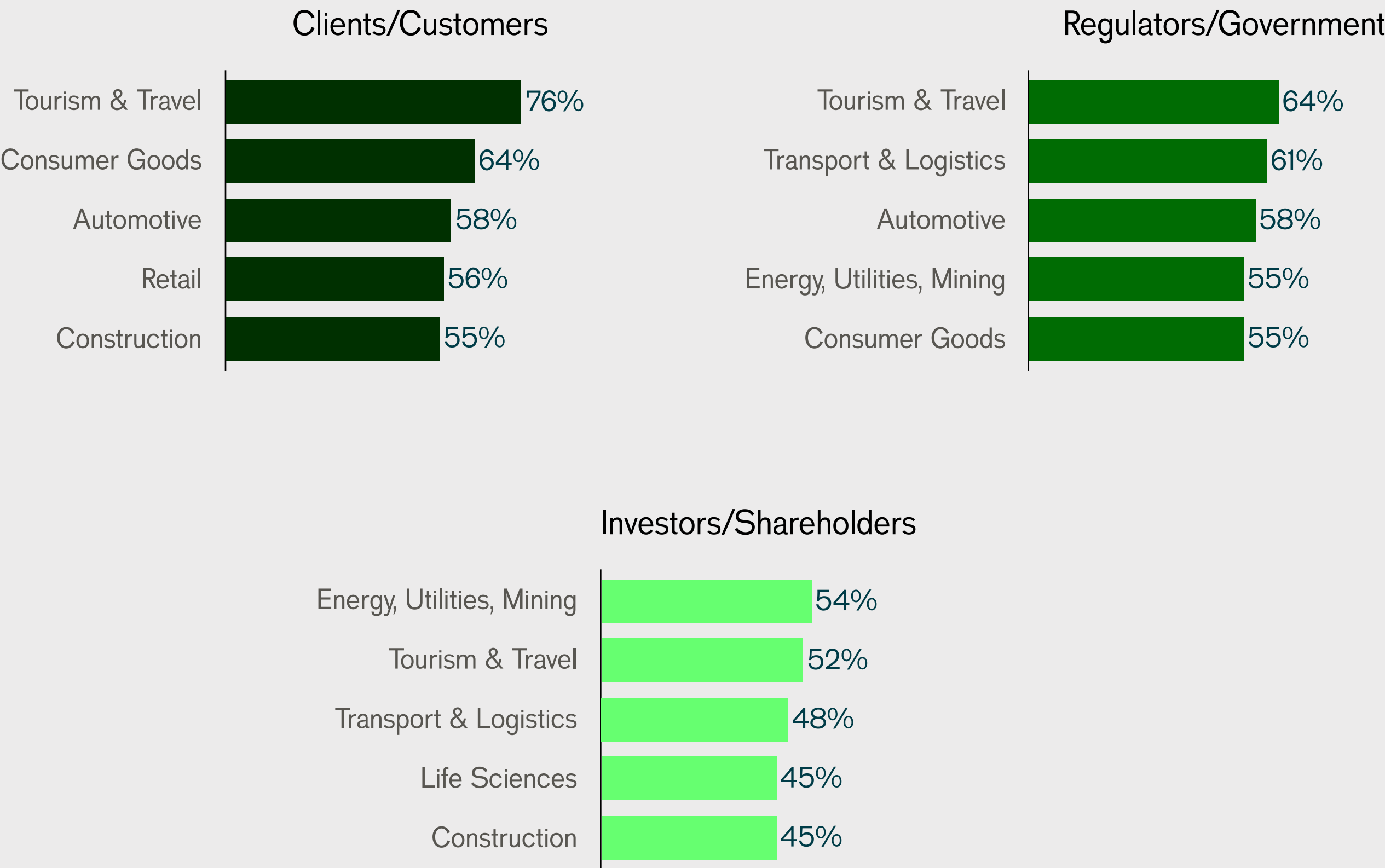
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Who that pressure comes from also varies depending on which industry your business sits in.

Share of CFOs feeling the pressure to act on climate change coming from their clients, from investors and from regulators, by industries.

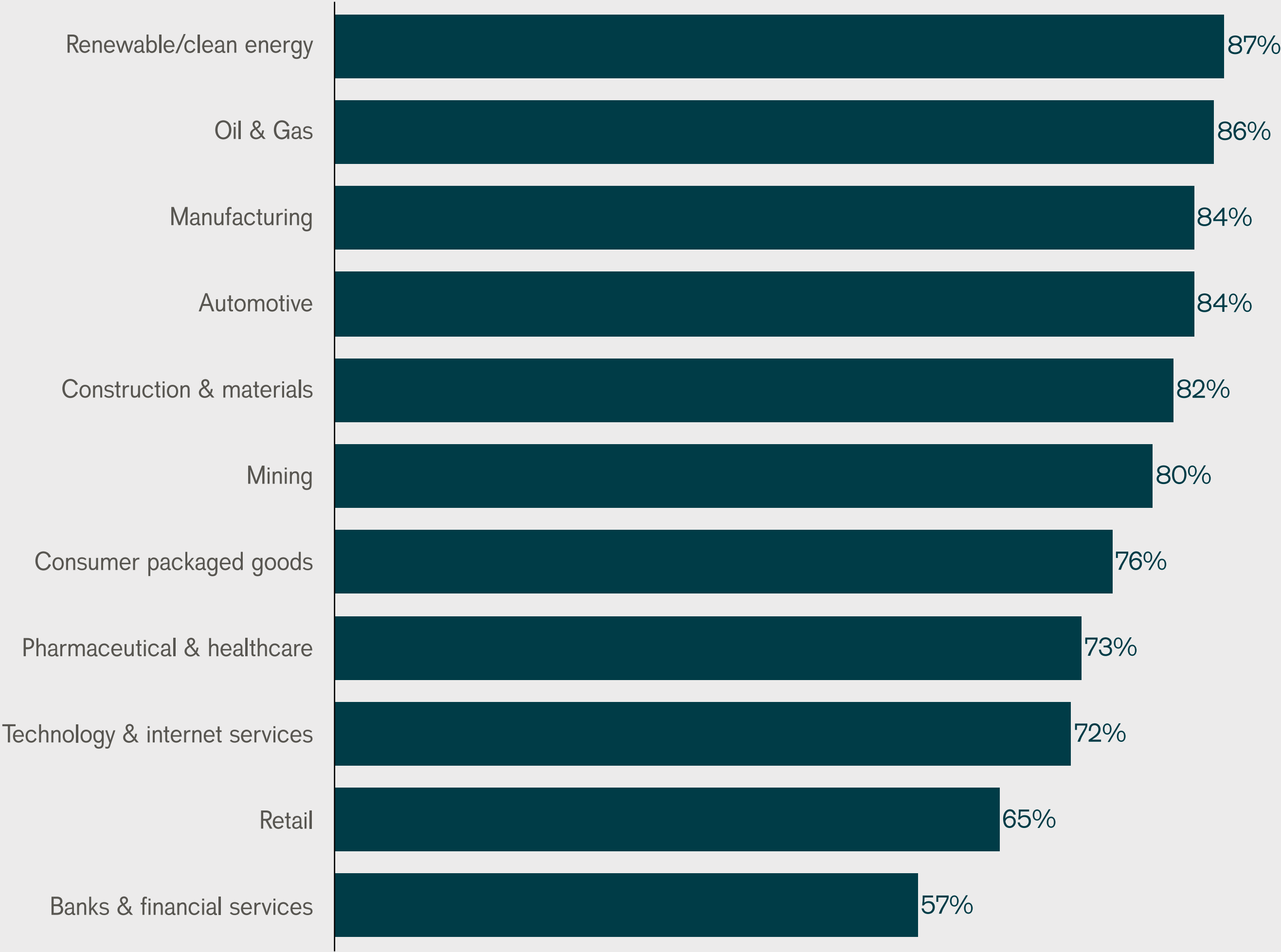
To what extent does your company feel pressure to act on climate change from the following stakeholders? (% 'to a moderate/large extent')



Businesses that, across all sectors, are seen as important for climate action

Even sectors less visibly connected to climate change are beginning to be considered important in reducing carbon emissions.

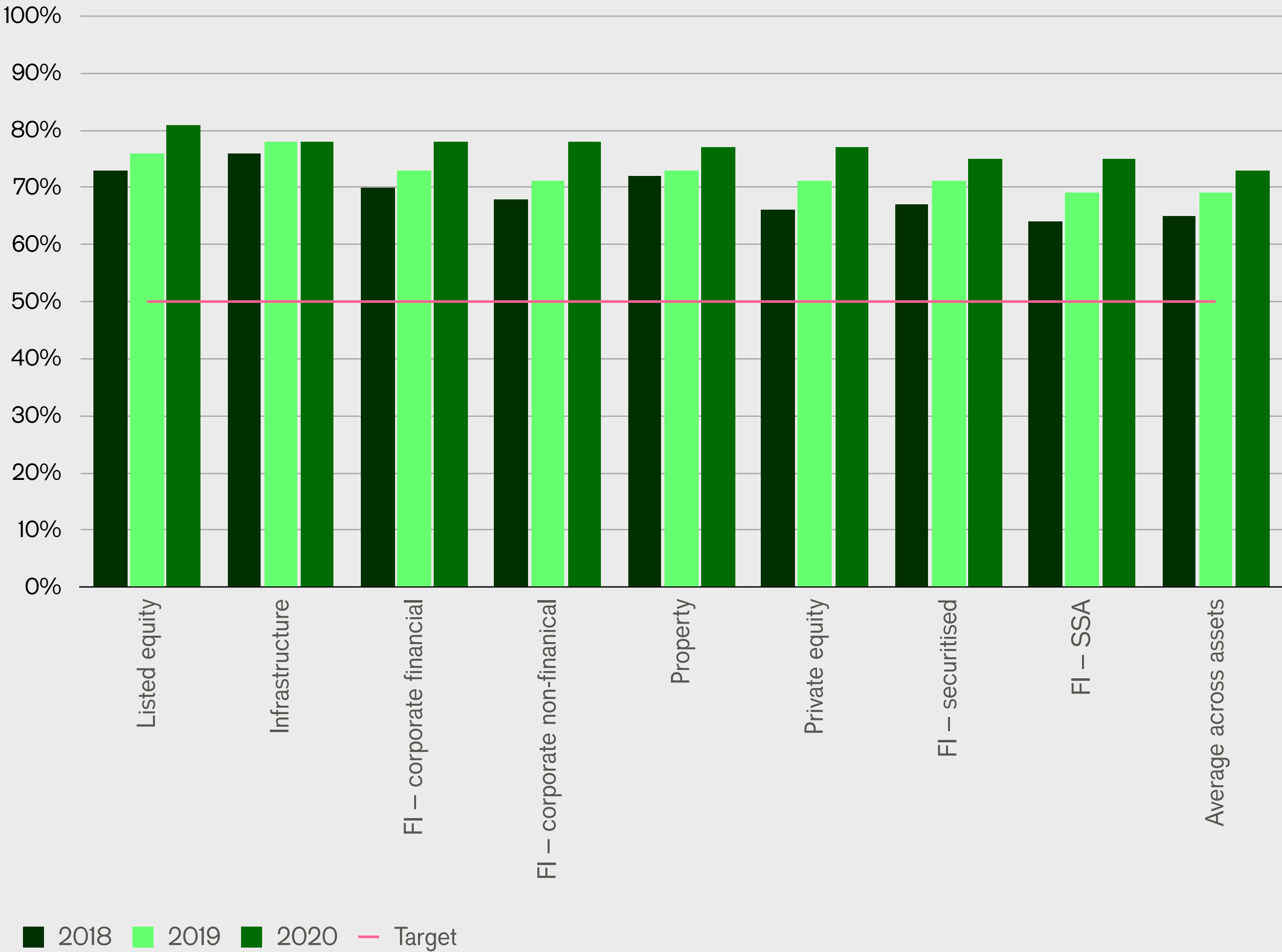
% saying each sector is important in reducing carbon emissions, all countries combined



Businesses that are seeing increased climate interest from investors

Climate is now the number 1 topic of interest for ESG investors.

Percentage of asset owners considering responsible investment and ESG in contracts and typical processes

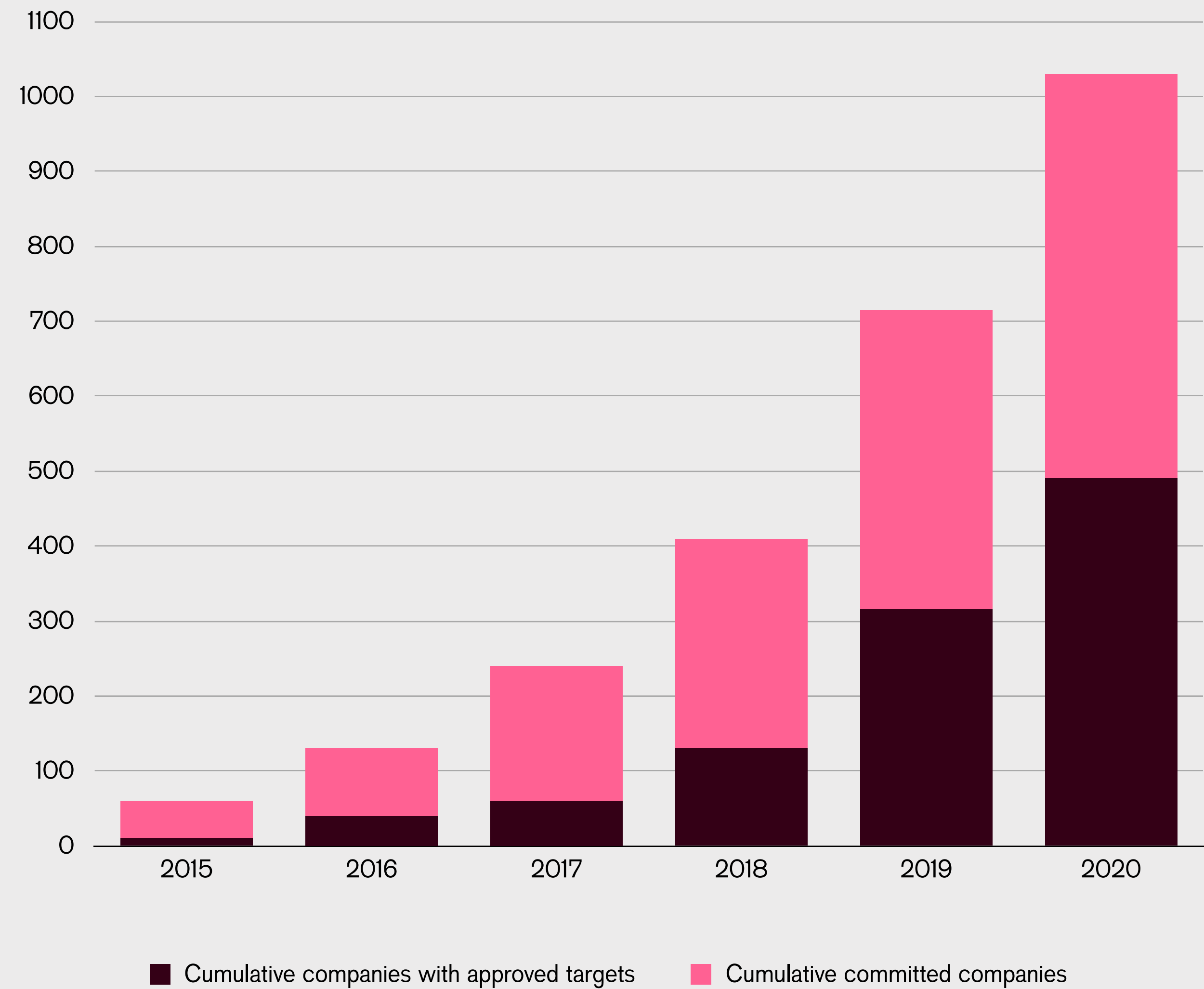


Source: United Nations Principles for Responsible Investment (2020)

Businesses that are taking climate leadership seriously

Companies working with the Science Based Targets initiative (SBTi) to reduce their emissions now represent nearly 20% of global market capitalization (over \$20.5 trillion USD) and are collectively planning to invest more than \$25.9bn in climate mitigation through to 2030.

Cumulative number of companies that have committed to or set Science Based Targets



Source: [The Science Based Targets Initiative](#) (2020)

Businesses that still aren't completely trusted to get the job done

When it comes to information on climate change people trust large companies even less than the government.

Net trust as sources of information on climate change (%)

	Australia	Brazil	China	Germany	India	Japan	Great Britain	USA
Scientists	68	77	88	69	85	49	73	62
Environmental charities and NGOs	23	38	71	28	72	8	44	27
The government	-10	-56	NA	0	49	-20	-21	-38
Large companies	-56	-43	54	-66	20	-17	-62	-47

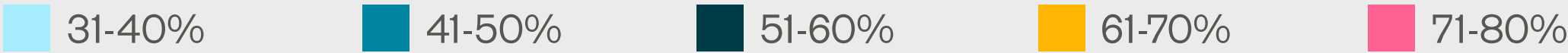


Governments that are being expected to introduce climate policies

97% of people around the world fully support climate action by supporting at least one policy they would like their country to pursue to address climate change.

The 10 most popular climate policies in...

Western Europe and North America		Asia and the Pacific		Latin America and Caribbean	
Policy	% support	Policy	% support	Policy	% support
Conserve forests and land	72	Conserve forests and land	48	Conserve forests and land	59
Keep the ocean and waterways healthy	70	Use solar, wind and renewable power	47	Use solar, wind and renewable power	57
Use solar, wind and renewable power	68	Use climate-friendly farming techniques	47	Use climate-friendly farming techniques	56
Build infrastructure and conserve nature to protect lives and livelihoods	65	Invest more money in green businesses and jobs	47	Use more clean electric cars and buses, or bicycles	52
Use climate-friendly farming techniques	65	Use more clean electric cars and buses, or bicycles	45	Invest more money in green businesses and jobs	51
Reduce food waste	64	Install more early warning systems for disasters	42	Build infrastructure and conserve nature to protect lives and livelihoods	49
Invest more money in green businesses and jobs	61	Build infrastructure and conserve nature to protect lives and livelihoods	38	Keep the ocean and waterways healthy	47
Make companies pay for their pollution	58	Keep the ocean and waterways healthy	38	Install more early warning systems for disasters	46
Use more clean electric cars and buses, or bicycles	58	Reduce food waste	38	Make companies pay for their pollution	46
Transport goods on planes, ships, trains and trucks that run on clean energy	55	Waste less energy in homes, buildings and factories	36	Reduce food waste	46



Governments that are constantly improving their net zero commitments

In 2019 almost half of the world's gross domestic product (GDP) was calculated to be generated in areas where policymakers had either set or were proposing a net-zero carbon emissions target by 2050.

Since then two countries have achieved net zero emissions, six countries have legally binding net zero carbon targets, five plus the EU have proposed legislation and many others have targets in policy documents or under discussion.

Net Zero Target Status - Top 6 emitters in each category

CO2 Emissions	Highest	Target Under Discussion	In Policy Document	Proposed Legislation	In Law	Achieved
		Mexico	China	European Union	United Kingdom	Suriname
		Italy	US	South Korea	France	Bhutan
		Pakistan	Japan	Canada	Hungary	
		Argentina	Germany	Spain	Sweden	
		The Netherlands	South Africa	Chile	Denmark	
	Lowest	Czechia	Brazil	Fiji	New Zealand	

Governments that are agreeing to cooperate on climate change

So far 2021 seems to be a tipping point for governments, big and small to join the climate crisis conversation. The test will be whether they follow through with action and deliver on their promises and commitments.



THE RACE IS ON.

How Net Zero has given the world something to aim for

Can you afford not to be in the race?

The campaign offers a **credibility** that other net zero targets do not.

It has become the **default currency** for businesses to prove their commitment.



Those in the race know
that it's a marathon,
not a sprint

Forward thinking companies are
building their race plan around
three phases.

Governance that:	Targets that:	Actions that:
<u>A) Reveal</u>	<u>B) Respond</u>	<u>C) Reshape</u>
1A. Take board responsibility 2B. Acknowledge financial risk 3C. Account for your impact	1A. Pledge to a Net-Zero or science-aligned target 2B. Establish a decarbonization strategy 3C. Conduct a scenario analysis	1A. Business change 2B. Systems change 3C. Policy change
<div><u>D) Report</u> Transparent communication on progress</div>		

A) Reveal

1. Take board responsibility

Hold your board to account. If they're not supporting your transition, change their minds.

2. Acknowledge financial risk

Your stakeholders should appreciate the risk the business will be in if it does not work to Net Zero - or indeed if the world does not work to Net Zero.

3. Account for your impact

Take stock of the positive and negative impact your business has had on carbon emissions. Be honest in communication to set a standard of transparency.

44% of G250 companies report they have assigned board responsibility for overseeing the company's response to climate change.

KPMG

31% of G250 companies include a section on climate-related risk in the company's annual financial (or integrated) report and/or publish a stand-alone climate risk or TCFD report.

KPMG

B) Respond

1. Pledge to a Net-Zero or Science-Based target

Take the first step in action, by pledging to credible targets that will send you in the right direction

2. Establish a decarbonisation strategy

Start with carbon neutrality across scopes 1&2 and then work on reducing scope 3 emissions up- and downstream

3. Conduct a scenario analysis

Work out the obstacles or changes you may face, and how to overcome them.

46% of G250 companies
report a net zero target (19%)
OR science-based targets
(27%).

KPMG

C) Reshape

1. Business change

This requires a fundamental changing of the way you operate as a business.

2. Systems change

Think about how you can partner with organisations and groups to form alliances to move forward, faster.

3. Policy change

Advocate for change at the highest level by working with governments, investors & consumers to make it necessary for all business to engage.

Source: [Financial Times](#)(2021)
Source: [Twitter](#) - [New York Times](#) (2019)

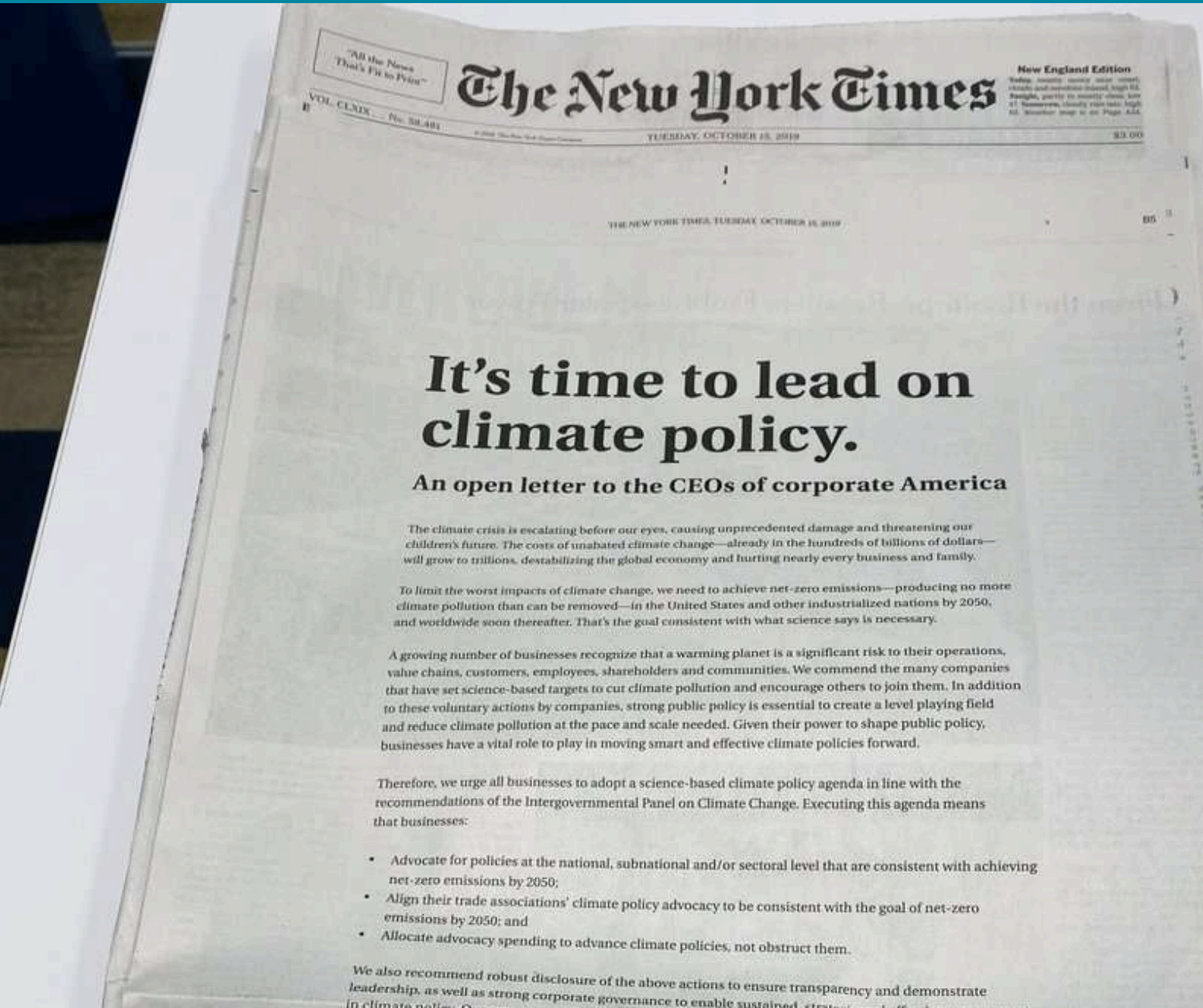
2. Systems change



1. Business change



3. Policy change



D) Report

1. Follow the Taskforce on Climate-related Financial Disclosure's recommendations

This includes risk and scenario analyses.

2. Disclose carbon emissions to CDP

Make it onto their A-List for disclosure quality.

3. Work with suppliers to improve their transparency

And turn your company's target into a movement for your whole value chain.

340 investors with nearly \$34 trillion in AUM are asking companies to report under TCFD

Companies that disclose to CDP represent over 50% of global market cap.
CDP

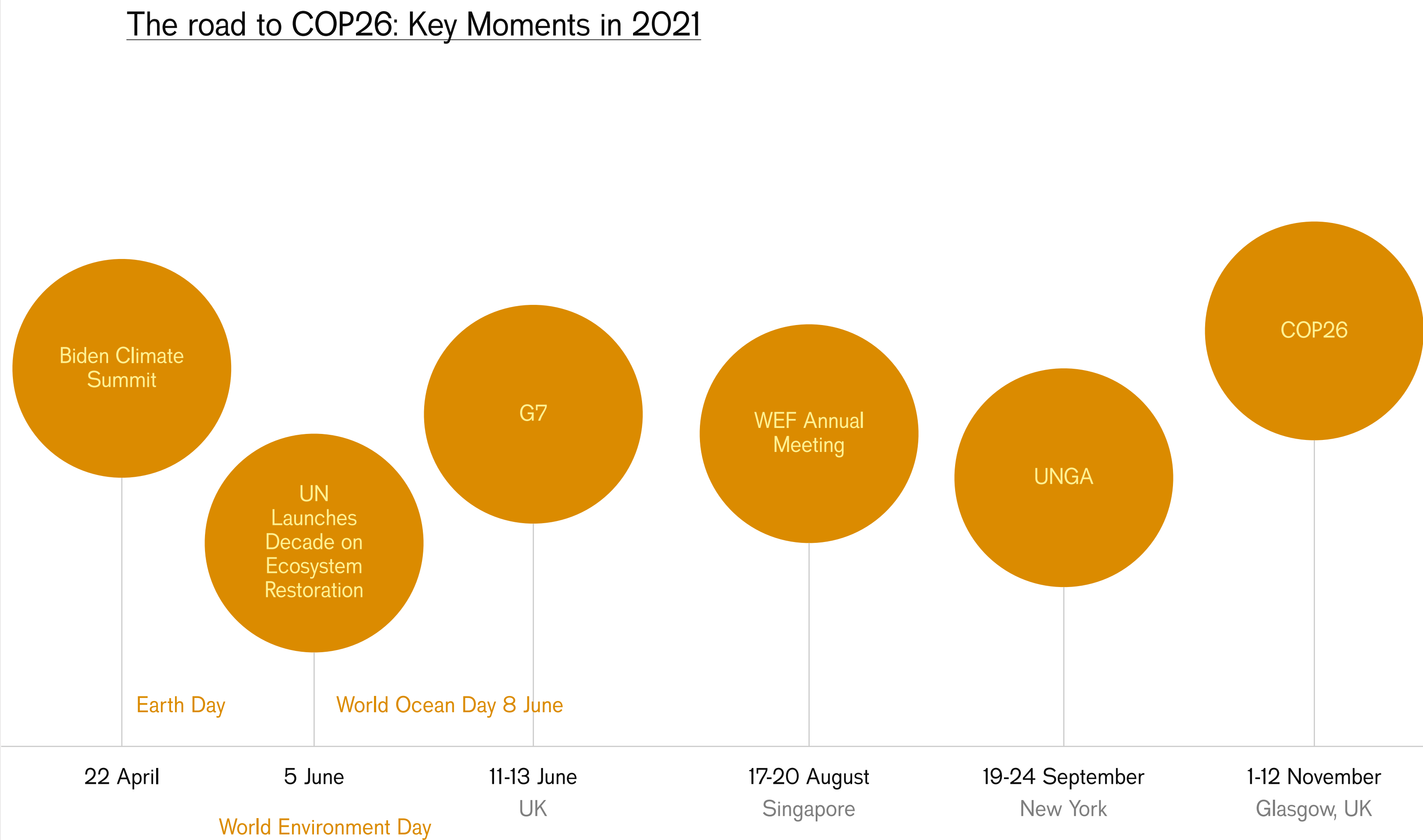
WHY WOULD YOU VISIT SCOTLAND IN NOVEMBER?

The opportunities for brands and businesses around the conference

The biggest "climate moment" since the Paris agreement

COP26 is not a one-off event, it is a major milestone in a series of opportunities to announce, reaffirm, or improve one's climate commitments.

It acts as a check on whether the Paris Agreement was successful in establishing a 1.5°C trajectory, so all eyes will be on governments' and businesses' climate targets.



Higher expectations from businesses

After backlash at previous COPs due to partnering with some of the largest carbon emitters, this year's COP has strong requirements for potential sponsors.

Officially, only companies that "set ambitious net zero commitments by 2050 or earlier, with a credible short term action plan to achieve this (e.g. Science Based Targets)" are eligible to partner.

Official partners

Sainsbury's



On the ground

Although the main COP event is only open to representatives of states, media and observer organisations, there are several parallel conferences for businesses.

Finance is one of the key topics of this COP, as carbon trading schemes are expected to be announced and climate-related disclosure will be discussed.

Biodiversity is also expected to come into the spotlight as this year's climate and biodiversity COPs are happening in parallel and the link between the two topics will be strengthened.



More to be announced...

On the ground

In addition to international conferences, several smaller events are taking place in the Glasgow area, offering speaking, networking and media opportunities.

Examples include Goals House at the historic Engine Works with RE:TV broadcasting live, the New York Times Climate Hub sponsored by Morgan Stanley, and His Royal Highness The Prince of Wales inviting global leaders to Dumfries House with the Sustainable Markets Initiative.



The New York Times
Climate Hub

GOALS HOUSE

Online

The question of whether formal negotiations under the Paris agreement should take place online due to the ongoing COVID-19 pandemic is still being debated.

Some countries and organizations have concerns about about holding virtual negotiations, as they fear online negotiations would seriously disadvantage global South participation due to major challenges with digital connectivity, interpretation and in co-ordinating across multiple time zones.

Others worry that online negotiations would also significantly reduce the access and influence of civil society on the talks - you can't protest an online summit!

Even if the negotiations themselves happen in person, we expect most COP26-related events to have virtual attendance options.

COP26 Principal Partners online discussion



nationalgrid



MacBook Pro

THEN WHAT?

Exploring what to expect once the conference ends

Post COP26: The evolution of climate action

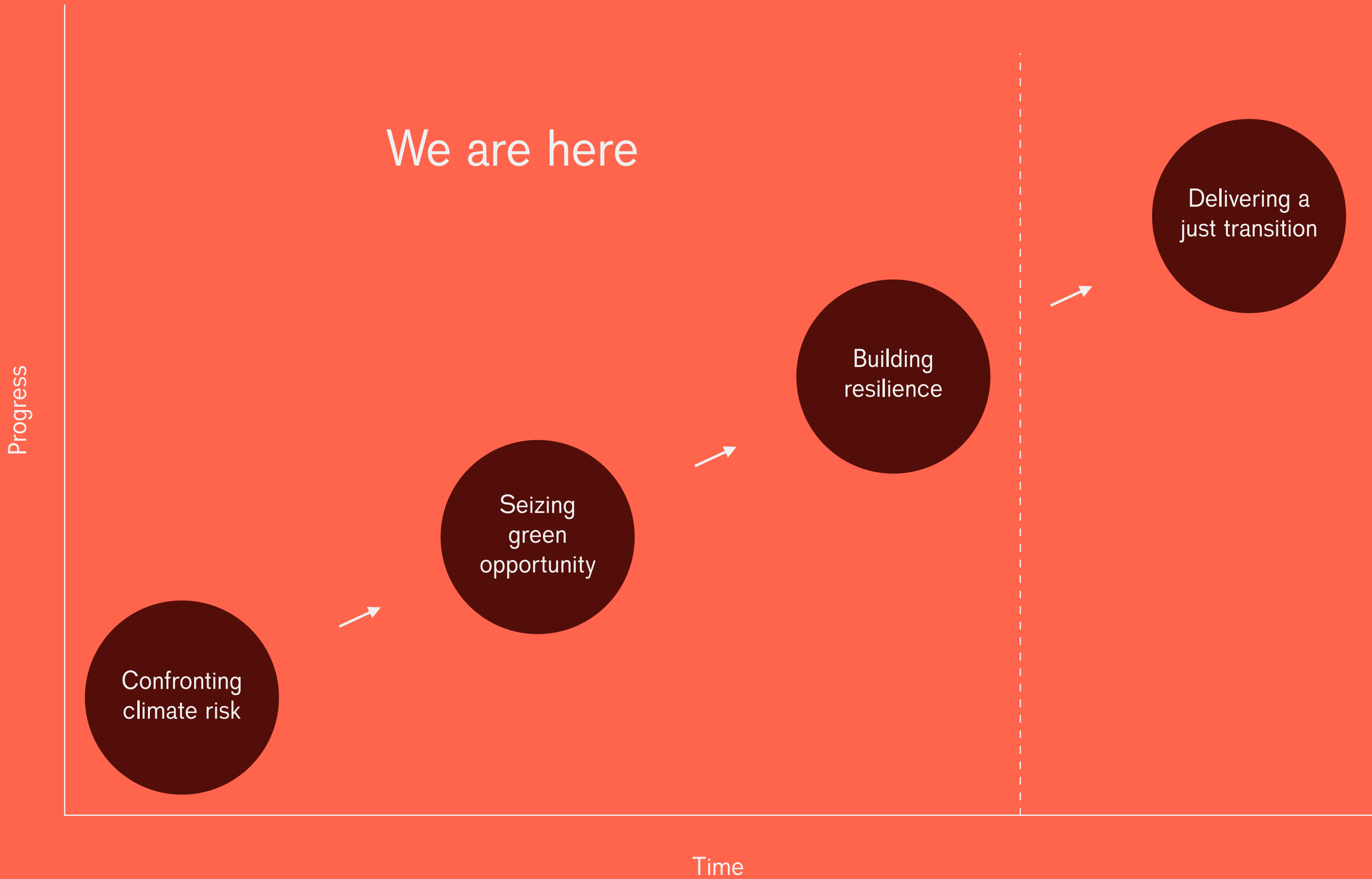
Delivering climate success involves a number of interlinked actions and historically we've focussed on the first few:

Confronting climate risks through the rapid decarbonisation of the economy, phasing out fossil fuels and activities that generate greenhouse gas emissions.

Seizing green opportunities through the expansion of sustainable activities in agriculture, buildings, energy, industry and transport.

Building resilience by increasing the country's capacity to withstand and bounce back from environmental shocks, including the impacts of climate change.

A key measure of success of COP26 will be our ability to deliver climate action with positive social impact by delivering a transition that is fair for everyone affected by the change.



A new beginning

Whilst it feels like we've been building to COP26 for a while, it is very much the beginning.

It's a moment from which things need to change drastically. We need to change the ways we look at and think about the world and its resources. And we need to change the ways we act towards and with each other in terms of our impact.

Governance	Targets	Actions	Momentum
<u>A) Reveal</u>	<u>B) Respond</u>	<u>C) Reshape</u>	<u>E) Repair</u>
<div><div>1. Take board responsibility</div><div>2. Acknowledge financial risk</div><div>3. Account for your impact</div></div>	<div><div>1. Pledge to a Net-Zero or science-aligned target</div><div>2. Establish a decarbonization strategy</div><div>3. Conduct a scenario analysis</div></div>	<div><div>1. Business change</div><div>2. Systems change</div><div>3. Policy change</div></div>	<div><div>1. Build resilience</div><div>2. Deliver a just transition</div><div>3. Amplify impact through collaboration</div></div>
<div><div><u>D) Report</u></div><div>Transparent communication on progress</div></div>			

Repair: Building resilience

The Race to Resilience campaign sets out to catalyse a step-change in global ambition for climate resilience, putting people and nature first in pursuit of a resilient world where we don't just survive climate shocks and stresses but thrive in spite of them.



Pledge:

To translate new and existing targets, directly or indirectly, into the numbers of people from vulnerable groups and communities who will be made more resilient to climate risks.

Plan:

To use the best knowledge and scientific evidence, and share a clear plan by COP26 to take action towards this commitment with interim targets and milestones.

Proceed:

To take immediate action to pursue commitment in support of Race To Resilience, and has an active and functional secretariat able to request and monitor members.

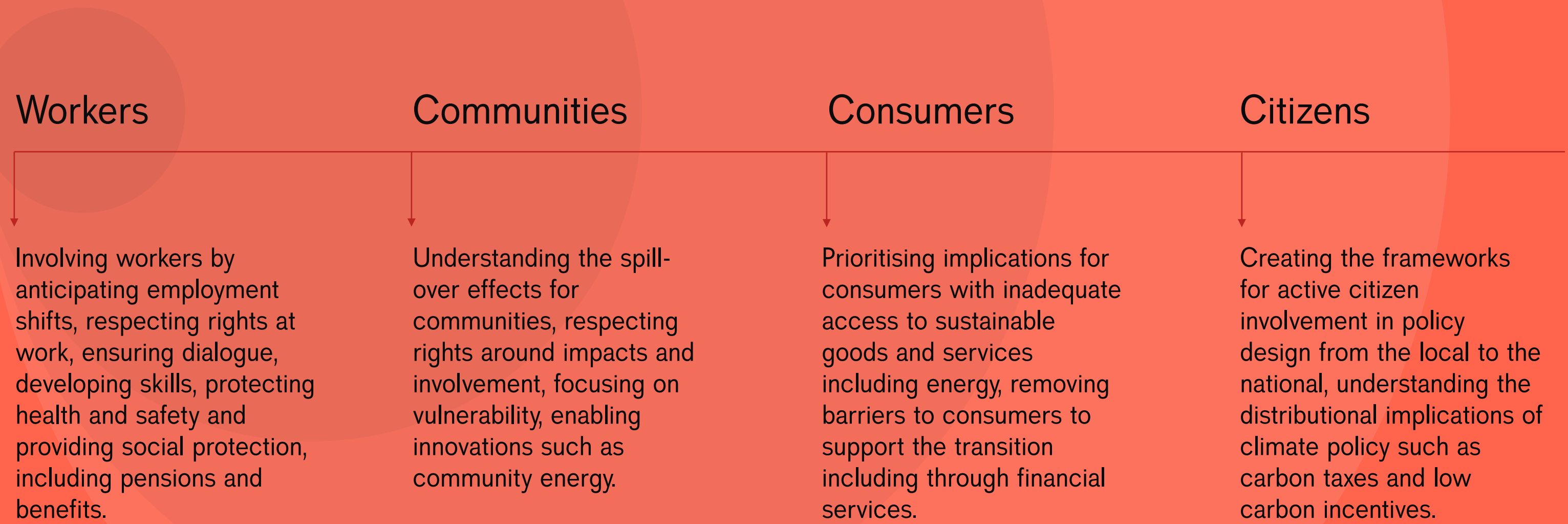
Publish:

Agree to report back on progress annually starting at COP26.

Repair: Delivering a just transition

A just transition is a fair transition for everyone and people sit at the heart of it.

The human dimensions of the just transition



Repair: Amplify impact through collaboration

It's going to take all of us, the public, businesses and governments across the world, in order to succeed. The solutions are going to involve us all working together. Businesses working with their customers and the public. Governments working with businesses.

This fight is bigger than all of us and the winners will be those that are able to rally, inspire and empower others to help amplify their individual efforts.

TOGETHER WE CAN TURN THIS AROUND

WE'RE THE GENERATION THAT STOOD AND WATCHED.

SO DON'T SAY

WE CARE ABOUT OTHERS.

WE CAN'T CHANGE THE WORLD.

PEOPLE ARE CRAZY TO THINK
THE ANSWERS ARE ALL AROUND US.

A BRIGHTER FUTURE?

WE KNOW THAT IS NONSENSE.

IT'S TOO LATE FOR US TO TURN THIS AROUND.

↑ NOW READ FROM BOTTOM TO TOP ↑



EVERY BUDWEISER IS BREWED WITH 100% RENEWABLE ELECTRICITY

WHO WE ARE

And how we can help you...

Revolt helps clients on their purpose transformation by putting action at the heart of their approach.

2017+ Mars



2017+ ABInBev



2018+ Adidas



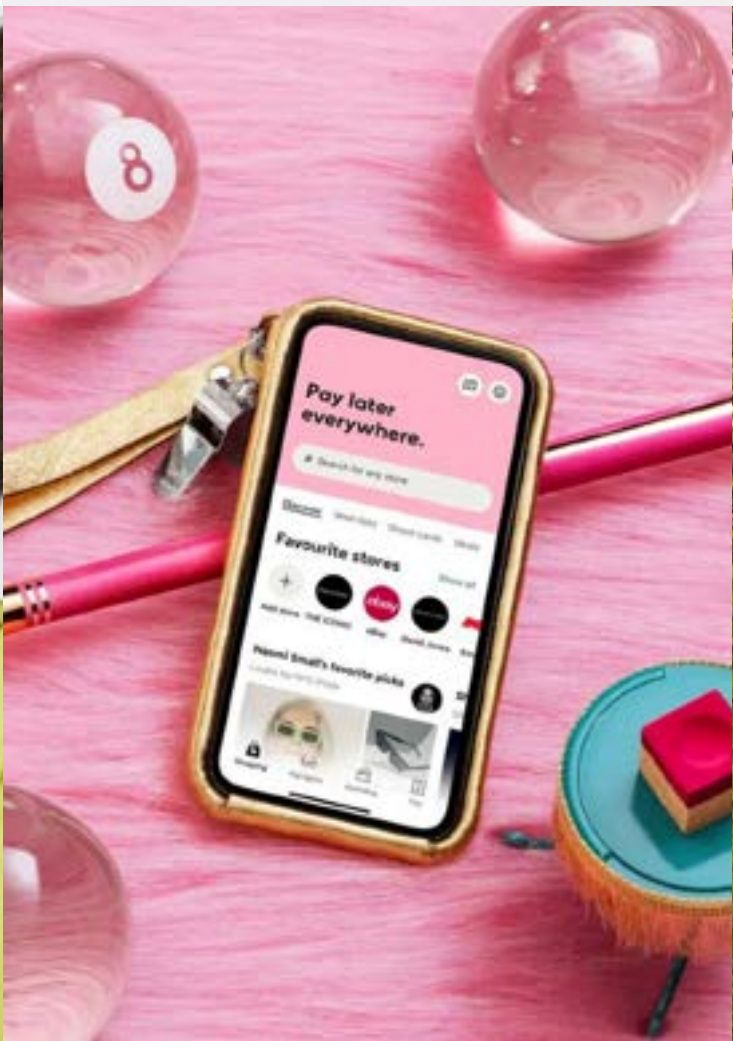
2019+ L'Oreal



2020+ PepsiCo



2020+ Klarna



2021+ H&M



For more information about how our capabilities can help your business or brand, contact:

alex@revoltlondon.com

Consulting	Communications	Ventures	Design	Research
<u>Policy and positions</u> We help our clients to identify the key issues that might impact their business and stakeholders	<u>Paid media</u> We produce world class film built for the digital age, alongside display media, audio campaigns and much more.	<u>NPD</u> We drive an innovation pipeline but around purposeful acts	<u>Visual identity</u> We build a look and feel born of the brand's very essence, creating memories and associations that make them recognisable	<u>Impact measurement</u> We help our clients talk honestly and transparently about their purpose impact
<u>Governance and certifications</u> We advise on the most valuable voluntary commitments and standards, including B Corp	<u>Shared media</u> We think user and platform first, customising social assets against each platform's best practice	<u>Incubation</u> We create new consumer brands that help accelerate the purpose journey	<u>Verbal identity</u> We craft powerful language, from a succinct rally cry to long-form moving prose	<u>Reputation tracking</u> We ensure purpose pays back, segmenting objectives by market and audience
<u>Purposeful marketing</u> We set best practice policies for the sustainability, inclusivity and responsibility of our marketing	<u>Owned media</u> We adopt a publisher mindset, to produce video, podcasts and long-form content that engages its audience	<u>Communications strategy</u> We deliver communications plans built for cultural impact	<u>Digital</u> We create apps, websites and microsites that showcase our content in the most compelling way	<u>Insight mapping</u> We track audience sentiment to understand how they relate to the issues close to the purpose
<u>Internal Communications</u> We invite employees to join us on the purpose journey and share progress along the way	<u>Earned media</u> We deliver moments that catapult the brand and cause into culture through the headlines they create	<u>Branding</u> We cut through by branding the change start-ups want to see in the world	<u>Content creation</u> We produce graphical, video, social and digital assets that drive participation	<u>Open Revolt</u> We engage our change maker network to find the perfect partner to amplify your message
<u>Partnerships</u> We find the perfect partner to drive reach and credibility, whether whether that's a charity, NGO or thought leader	<u>Communications strategy</u> We design engagement approaches that differentiate reputation off the back of purposeful action	<u>Influencers</u> We find and create meaningful partnerships that help spread our movement within the community	<u>Activations</u> We create potent retail experiences that invite our audience in through the power of purpose	<u>Reporting</u> We create bespoke analysis built around consumer and cultural insight

The intelligence brands need on their
purpose transformation journey.

Revolt Intelligence

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