OBJECTIVES

1. Raise awareness of Mock COP26 and show young people that they can make change.

2. Amplify voices of lesser represented countries directly affected by climate change.

3. Demonstrate the significant demand for climate action among young people.

4. Demonstrate to policy-makers that young people are qualified to have a seat at the table.

5. Raise climate ambition for COP26 and national climate policies.
Delivered a global PR campaign that engaged with politicians, youth and influencers in 140 countries.

The campaign amplified marginalised voices, with more spokespeople quoted from the Global South.

Media coverage in more than 40 countries, with a reach of over 98 million


Negotiated a new partnership with COP26 and UNDP, to showcase a film at the 12 December event.

Secured partnerships with top influencers such as Xiye Bastida, Tori Tsui and Vanessa Nakate.

Built social media community across Facebook, Twitter and Instagram, with 3.3k new followers.

Produced engaging social media content, that raised awareness of the Mock COP mission, ambition and supported the Mock COP26 fringe events.
IMPACT OF MOCK COP26

- BEIS invited Mock COP youth to join a youth roundtable and take part in key discussions on COP26.
- Government figures and policymakers, such as the Italian Government, reached out to Mock COP26 to organise a meeting and better understand how they can implement the demands.
- New and strategically important relationships with COP26 and UNDP, who support Mock COP.
- Mock COP spokespeople invited to take part in panel sessions at top industry and political events, such as Greening COP26 by the Green European Foundation.
- New relationships with top influencers such as Xiye Bastida, Tori Tsui and Vanessa Nakate.
MEDIA KPI TRACKER

- **Trade/Consumer**
  - KPI: 10
  - Greenhouse: 14

- **Broadcast**
  - KPI: 10
  - Greenhouse: 67

- **Nationals**
  - KPI: 20
  - Greenhouse: 45

**KPI**

- **Greenhouse**

- **Online and print articles**: +360
- **No. countries**: 40
Digital KPI Tracker

**Influencer/stakeholder engagement**
- KPI: 40
- Greenhouse: 80

**Social media assets**
- KPI: 20
- Greenhouse: 87

**KPIs**
- **2M** Hashtag KPI
- **26M** Hashtag timeline deliveries
- **2K** New Followers KPI
- **3.3K** New Followers KPI

**Legend**
- KPI
- Greenhouse
Objective: To provide young climate activists with the tools they need to engage with politicians, influencers and the media during Mock COP and in the run-up to COP26.

Training and resources for Mock COP youth

- **Toolkit for Media 101 training session**: for Mock COP youth on media outreach and interview skills.
- **delegates**: advice on social posting and how to share a press release in their country.
- **Digital toolkit**: to share with influencers and organisations looking to support Mock COP.
- **Digital assets**: engaging and creative digital content to be used across social platforms.
High profile partnerships

Facilitated a new partnership between COP26, UNDP and Mock COP, securing an opportunity for Mock COP to showcase a film to world leaders during the 12 December Climate Ambition Summit.

**COP26 Partnership**
- Managed relationship with COP26 team.
- New assets for the COP26 events were shared on their social channels.

**UNDP Partnership**
- Facilitated high-level meeting between the UNDP and delegates.
- Organised UNDP launch of Mission 1.5 education module in a fringe event, hosted by UN Strategic Advisor on Climate Change.
- The UNDP reviewed the Treaty and are now engaging other UN departments in support of the demands.
MEDIA RELATIONS SUMMARY
MEDIA RELATIONS

Activity

- Planned campaign and finalised key messaging.
- Identified global media targets and compiled the media list for launch.
- Identified 3 campaign moments for media and developed x3 press releases.
- Liaised with potential endorsements and stakeholders, including Client Earth, COP26, UNDP, Christiana Figueres’ team and Greta Thunberg’s team.
- Developed Q&A and key messaging document for youth spokespeople.
- Developed spokesperson case study documents and interview timetables.
- Drafted comments for spokespeople to support media enquiries.
- Pitched to national, broadcast and trade media x3 times.
- Organised more than 30 interviews with youth, prioritising those in the Global South.
- Reported on media coverage results.
FEATURE - As virus delays climate summit, youth 'Mock COP' takes (virtual) floor

Hundreds of young activists held 'Mock COP' to fight for climate change action

Angry at sluggish climate action, young negotiators 'scream' for change

'The UN canceled its 2020 climate summit. Youth held one anyway.'

'We want real action': young activists aim to fill void on climate with Mock COP26

Climate change: What is Mock COP26 all about?

350 jeunes originaires de 145 pays organisent une COP 26 virtuelle

Como altoecl climático, el activismo juvenil lanza su propia 'cumbre' mundial

Cómo hacer a los políticos escuchar: Los jóvenes organizan su propia 'Cumbre del Clima'

Media coverage

THOMSON REUTERS

EFE: Agencia EFE

Le Monde

NATIONAL POST

THE GLOBE AND MAIL

INDY 100

Le Monde

Metro

The Guardian

NPR

France 24

TIME

The Telegraph

The New Delhi Times

Monde

The Jakarta Post

EcoWatch

Yahoo! JAPAN

BBC WORLD NEWS

World Economic Forum

Newsday

Cnn

4 News

The Wall Street Journal

World Economic Forum

The Next Big Thing

Monde

BBC TWO

Nederlands Dagblad

Nederlands Dagblad

New York Times

CBBC

NPR

BBC News

The National

The Guardian

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• Media coverage in **+40 countries**.
• Estimated reach of over **98M**.
• Organised **more than 30 interviews with delegates and organisers**.
• Exceptional quality, due to high volume of interviews with spokespeople.
• View Coverage Book [here](#).
• Link to media coverage excel list [here](#).
Mock COP spokespeople from every continent were interviewed by international media publications.

Diversity was essential, most articles featured at least one voice from the Global South.

The majority of comments and interviews in the media were from people from the Global South.

**Spokespeople demographics**

<table>
<thead>
<tr>
<th>Country of spokesperson</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Europe</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Canada/USA</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>South America</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Africa</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Asia/Pacific</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Activity

- Created digital and delegate toolkits, containing key messages, content and encouraged shares.
- Curated social media content plan and worked with Mock COP organised to curate posts.
- Liaised with designer to create Mock COP branded social media assets across platforms.
- Produced engaging social assets, including Instagram quiz template, quote cards and explainer assets.
- Secured support from top influencers, who’s quotes were used in social posts.
- Engaged with Mock COP participants to share Mock COP content and diverse voices on feed.
- Implemented a proactive community building strategy, engaging with top influencers and activists.
- Engaged with top influencers, stakeholders and youth activists to increase engagement.
- Reported on social media highlights and activity.
#MockCOP26 hashtag exceeded **26 million** timeline deliveries and was used by **1.2K** accounts.

- **860K Twitter impressions** and **158.8K Instagram impressions**.

- Top post focused on Global South voices and a quote from Vanessa Nakate received **51K impressions**, **478 engagements**.

- **3.3K new followers across platforms.** Instagram followers increased by **86.1%**.

- Top influencers engaged include Dia Mirza, Louis Hynes and Xiye Bastida.

- Top stakeholders shared content, including Media shared creative content, BBC Minute, MTV and The Elders.

**3.3K**
New followers

**26M**
Total hashtag reach

**1M**
Combined post impressions

**37**
Social assets
• Curated social media assets that aligned with Mock COP branding and communicated messages.
• Developed 37 assets for Mock COP social channels.
• Ad hoc and highlight assets included branded template for the Louis Hynes Video, the COP26 fringe event assets, which were used by COP26 channels, and Instagram questionnaire template.
• Quote cards for influencers, including Mitzi, Xiye Bastida and Vanessa Nakate, significantly increased engagement.
• Worked with Rubber Republic (www.rubberrepublic.com) and Picture Zero (www.picturezero.com) to curate social media video content that aligned with Mock COP branding and communicated messages.

• This included: (1) a fundraiser video asset; (2) 10 Daily Countdown Videos before the launch of Mock COP; (3) a short film released during the event to give a sense of the diversity, energy and collaboration; (4) 2 versions of a 'Call to Arms' video with delegates showcasing the Treaty and urging a following; and (5) a Highlights film featuring some key moments and powerful speeches and reflections on the event.

• Contributions for the video content came from delegates, staff and speakers representing almost every nation at Mock COP.
A proactive influencer and stakeholder campaign resulted in over 80 influential engagements. Organised top influencer partnerships with Vanessa Nakate, Tori Tsui and Xiye Bastida. Produced the Mock COP Instagram takeover with Mitzi, which engaged a wider audience. Obtained support from a number of stakeholders including The Elders, Greenpeace, 350.org, BBC Wildlife and Connect4Climate. Other top engagement includes Alok Sharma and the COP26 team, Olivia Le Poidevin - senior video journalist at BBC World Service and Licypriya Kangujam. Coordinated with Bollywood actress Dia Mirza, with 4.3 million followers, who also agreed to an Instagram live with Mitzi on Mock COP channels.
Influencer and stakeholder engagement

COP26 is back on, but this time, young people are running the show 🎉

Follow @MockCOP26 to hear powerful statements from delegates across 145 countries on what global leaders need to do to tackle the Climate Crisis and social justice:

#ClimateChange #MockCOP26

The leaders @G7Leaderships

"I feel you cannot commit to doing anything broadly, but when you make them realise that this is the only way to save our future, then they will take this seriously. It will work."

@thomasinlovewithnature #ClimateChange

ECOVER UK @coverUK • Nov 19

Today marks the start of @MockCOP26 - a 2 week virtual climate conference #Youth4YouthByYouth for leaders to demand more action from our leaders. With the real COP26 postponed, young activists around the world have taken it into their own hands to make a stand and share their concerns on the climate crisis. #MockCOP26

Olivia Le Pichon @yvyvyvyvy

"I was so happy to join @MockCOP26 - it was amazing to see the diversity of people who have come together to make a difference. I was so inspired by the speeches and I feel like we need to keep pushing for change."

Mock COP26 @MockCOP26 • Nov 19

"We need to work together as a global village to take decisive action to combat climate change.

Some of our free MockCOP26 speaker sessions were so inspiring and really helped me to understand the scale of the problem and what we need to do to make a difference."

Olivia Le Pichon

@yvyvyvyvy

#MockCOP26 globalyouth action climatechange

Global leaders may have delayed COP26 but the youth of the world are taking it back! @MockCOP26 is a chance to demand more action from world leaders on the climate crisis, and to show the world what would happen if young people ran COP26. We love this, because #WeDon'tHaveTime.
STAKEHOLDER / BUSINESS ENGAGEMENT

- MTV (16.2M)
- Channel 4 News (2.4M)
- Greenpeace (1.9M)
- UNFCCC (766K)
- 350.org (392K)
- Extinction Rebellion (363K)
- Friends of the Earth (208K)
- Greenpeace UK (203K)
- World Resources Institution (180K)
- Connect4Climate (151K)
- The Elders (142K)
- Peace Jam (129K)
- BBC Wildlife (166.3K)
- Team4Nature (111K)
- IPPR (87.5K)
- Thomson Reuters Foundation News (79.9K)
- EU Climate Action (25.1K)
- Ecosia (77K)
- Save the Children International (52.8K)
- We Don’t Have Time (52.2K)
- Institute of Development (74.4K)
- UN Biodiversity (64.7K)
- IIED (59.1K)
- SAS Campaigns (54.9K)
- SDGoals (51.7K)
- Forum For The Future (49.5K)
- Climate Home (48.7K)
- COP26 (40.1K)
- Green Alliance (35K)
- WRAP UK (34.6K)
- RSPB England (25.4K)
- edie (24.3K)
- UK In Algeria (21K)
- #Iwill Campaign (20.8K)
- Triodos Bank (19.5K)
- CRIN (16.8K)
- Global Citizen UK (16.2K)
- Global Witness (13.6K)
- Toast Ale (12.9K)
- Refill HQ (12.4K)
- City to Sea (11.9K)
- Ecover (10.9K)
- Act on Climate (10.6K)
- Stop Ecocide International (10.4K)
- Mothers of Invention (8.6K)
- Club of Rome (8.5K)
INFLUENCER ENGAGEMENT

- **Dia Mirza** (4.3M)
- **Louis Hynes** (399K)
- **Elizabeth May** (333K)
- **Svein T Veitdal** (308K)
- **Vanessa Nakate** (182.5K)
- **Natalie Bennett** (169K)
- **Erik Solheim** (135k)
- **UN Youth Envoy** (135K)
- **Sir Nick Kay** (111K)
- **Licypriya Kangujam** (92.5K)
- **Armando Armas** (87.5K)
- **Bernie Hollywood OBE** (84.8K)
- **Bella Caledonia** (59.3K)
- **Shah Farhad** (58.5K)
- **Amelia Womack** (51K)
- **Esther Agbarakwe** (39K)
- **Olumide Idowu** (37.9K)
- **Xiye Bastida** (33.7K)
- **Vicky Phillips** (33.5K)
- **John Schwartz** (30.4K)
- **Richard Munang** (29.6K)
- **Leo Hickman** (28.8K)
- **Tori Tsui** (26.3K)
- **Katie Patrick** (24.6k)
- **Daniel Senderos** (23K)
- **Holly Gillibrand** (22.2K)
- **Philip Sime** (19.9K)
- **Elizabeth Wathuti** (17.3K)
- **Dan Ellison** (17.3K)
- **Lamech Lamarch** (15.2K)
- **Terri Hansen** (14.3K)
- **Jonathon Porrit** (12.2K)
- **Naomi Wilkinson** (11.7K)
- **Bahar Dutt** (11.5K)
- **Polly Higgins** (11.4K)
- **Nakabuye Hilda F.** (11.4K)
- **Megan Rowling** (9.3K)
- **Carl Nasman** (7.9K)
- **Patricia Komno** (7.6K)
- **Ellie Chowns** (7.4K)
- **Daniel Zarrilli** (6.6K)
- **Antoine Maurice** (6.4K)
- **Robert Hoskig** (5.3K)
#MockCOP26

Post interactions

- Link clicks: 1.1K
  - On average, you earned 52 link clicks per day

- Engagement rate: 1.5%

- Timeline deliveries: 26,078,651

- Hashtag timeline deliveries: 26M

- Post impressions: 859.9K

- New followers: 1.5K

- Link Clicks: 1.1K
Top posts

Global South voices
Impressions: 51.2K
Engagement: 484
Profile clicks: 56

Pre-event
Impressions: 40.5K
Engagement: 595
Profile clicks: 69

Event day
Impressions: 39.3K
Engagement: 333
Profile clicks: 43
Top engagement

Alok Sharma
Followers: 38.4K

The Elders
Followers: 141K

MTV
Followers: 5M

Gen Z and Millennials are taking the climate crisis into their own hands with #MockCop, a virtual conference set to craft a formal statement of environmental policy demands. @YoonjKim has what you #NeedToKnow about environmental policy and the path forward.
Top new influencer followers

Leo Hickman
@LeoHickman
Director/editor of @CarbonBrief. Served 16 years at the Guardian. Author of A Life Stripped Bare, The Final Call, Will Jellyfish Rule the World?!…
4,456 Following 28.8K Followers

Elizabeth May
@ElizabethMay
@CanadianGreens Parliamentary Leader, MP for Saanich-Gulf Islands, activist, author & mother. Past Green Party Leader ('06-'19). En français - @MayElizabeth
6,862 Following 332.4K Followers

Sir Nick Kay
@NicholasK111
COP26 Regional Ambassador to sub-Saharan Africa. Tweeting personally on climate, Africa, peace & security. RTs not endorsements. Please also follow @COP26
871 Following 110.6K Followers

Erik Solheim
@ErikSolheim Follows you
GREEN OPTIMISM! Let's share inspiring stories! I work with World Resource Institute, Green Belt & Road, Plastic Revolution, Treelion, April/ROE, NorwegianGreens.
9,901 Following 134.9K Followers

Lamech 🇰🇪
@LamechLamarch26
Environmentalist || Global Citizen || Retaractor, President @rcku_254 || SDGs Champion ||Philanthropist ||A student @KenyattaUnil || @ChelseaFC ||
#BeTheInspiration
14.1K Following 15.1K Followers

Daniel Senderos/❤️
@danielsenderos
Diputado por el @psealava. Hacia la #TransiciónEcológica de la economía. Preocupado por el #MedioAmbiente. Aquí también en #equipo. Opiniones personales.
19.7K Following 22.9K Followers

Nakabuye Hilda F.
@NakabuyeHildaF Follows you
Ugandan Student striking for #ClimateAction, Founder & Organizer @Fridays4FutureU, Green Campaigner, @GreenCampaignAf
#KeepMamaAfricaGreen
1,139 Following 11.3K Followers

Elizabeth Wathuti
@izwathuti
Environmentalist | Climate Activist | Founder @GGLKenya | Head of Campaigns @WangariMuthai | Coordinator @daimagreenspace | @ReservaYit
lizwathuti@gmail.com
3,172 Following 17.3K Followers
INSTAGRAM

Accounts reached

Followers

1.4K
New followers

6.8K
Post interactions

158.8K
Content impressions

692
Website clicks
Top influencer engagement

**Dia Mirza**
Followers: **4.2M**

**Louis Hynes**
Followers: **339K**

**Xiye Bastida**
Followers: **33.7K**

**Mitzi Jonelle Tan**
Followers: **2.7K**
Top content

**Top Instagram story:** Louis Hynes video

- Views: 460

**Top post:** Highlights video

- Reach: 2K
- Views: 1K
- Likes: 410
UNITING DELEGATES ON INSTAGRAM

Instagram “tell your story” template.
Used over 30 times by Mock COP26 delegates across the world.
Top new followers

Vanessa Nakate
Followers: 99.2K

EU Environment & Climate
Followers: 17.5K

Lizzie Carr
Followers: 40.3K
FACEBOOK

New followers

450
New followers

4.5K
Post Engagement

39K
Post reach

110
Video minutes watched
Top posts

Global South voices
Reach: **25.6K**
Reactions: **126**
Post clicks: **457**

Highlights video
Impressions: **2.7K**
Reactions: **123**
Post clicks: **91**

Event day
Impressions: **1.2K**
Reactions: **42**
Post clicks: **64**
LEARNINGS AND RECOMMENDATIONS
## LEARNINGS AND RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Learning</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media wanted diverse and personal stories from Mock COP spokespeople, especially those on the frontline of the crisis.</td>
<td>Develop Mock COP biographies of youth across the world, for media pitching at key points and events in the year ahead.</td>
</tr>
<tr>
<td>Mock COP organisers were the preferred spokespeople at the start, as they better understood the messaging and ambitions for the conference.</td>
<td>Provide spokespeople with key messages and maintain the spokesperson spreadsheet with a list of the best spokespeople for media interviews.</td>
</tr>
<tr>
<td>Broadcast media often requested videos of spokespeople taking part in climate activism in their country.</td>
<td>Create a library of good quality volunteering and activism videos from spokespeople, which can be shared with broadcast media.</td>
</tr>
<tr>
<td>Diverse content – videos, quote cards, Instagram templates, etc – increased engagement across social media platforms.</td>
<td>Continue to develop a variety of assets to support the ongoing campaign, planning ahead using a social media content plan.</td>
</tr>
<tr>
<td>Youth influencer engagement was good and significantly increased support. Celebrity influencers needed more time and a clear brief.</td>
<td>Maintain relationships with engaged influencers. Develop a celebrity influencer strategy that targets specific celebrities with very specific and clear asks.</td>
</tr>
<tr>
<td>Digital toolkit was an important resource for stakeholders to access information, which led to high engagement and reach.</td>
<td>Maintain the digital toolkit, update it with new assets and continue to engage with priority stakeholders on social platforms.</td>
</tr>
</tbody>
</table>
FOR THE YOUTH, BY THE YOUTH