

# Scottish Government at COP26

## What was achieved?



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## Ministerial Foreword

Climate change is the most significant crisis that we face. Governments must be ready to take bold and decisive action to reduce emissions, deliver a just transition towards a net-zero future, and increase resilience to climate impacts already locked in. In doing so, we must recognise that these impacts are not shared or felt equally, and that those most affected by climate change – young people, and those from the Global South – have often done the least to contribute to the crisis.

That is why the 26th UN Climate Change Conference of the Parties (COP26), which allowed governments, civil society, businesses, and climate activists to come together and commit to greater action on climate change in support of the Paris Agreement, was one of the most significant events ever to be held in Scotland. Over 40,000 people registered to attend – even during a global pandemic, more than any previous COP – and thousands more visited Glasgow during the conference.

While there is much to be pleased about from COP26 – capping temperature increases at 1.5 degrees is no longer questioned, and the Glasgow Climate Pact commits countries to double their provision for climate finance for adaptation – the conference did not deliver as much as many including representatives from the Global South, activists, and campaigners rightly demanded.

We can be proud, as a nation, of what we helped to achieve. It was heartening to hear António Guterres, the UN Secretary General, express his “enormous gratitude to Glasgow and to the people of Glasgow and the Scottish people for their wonderful hospitality and for the excellent preparation of this COP.” The people of Scotland should be commended for the warm welcome they provided to all attendees.

The Scottish Government’s COP26 programme amplified voices often marginalised in climate change discussions, connecting them with global decision makers and supporting their participation in the conference. Working with our public bodies and enterprise agencies, we put on a series of events and made announcements to showcase the action and innovation happening across sectors to reach net-zero and build resilience leading to strategic partnerships with international actors; and where possible our events were hybrid to allow those without accreditation and those who couldn’t travel to Glasgow to participate. We also focused on doing what we could to mobilise increased action – from using our position as European co-chair of the Under 2 Coalition to pivot the coalition towards net-zero – to being the first developed nation to pledge finance for loss and damage. Furthermore, an integrated marketing campaign, designed to support Scotland’s transition to Net Zero by 2045, sought to elevate awareness of the climate emergency with individuals, families and businesses in Scotland and build capability and agency through education on the actions they can take to help meet this target.

What we choose or fail to do now on climate change will shape our entire future. Children and young people from around the world took part in COP26 because they get it – they understand the seriousness of climate change, because they will face what happens next if we do not get it right. Across Scotland many organisations and communities also rose to challenge of COP26, using the opportunity to build

connections; advance climate planning and make new commitments; engage people; and be advocates for change. Ahead of COP27 in Egypt, the Scottish Government will match their engagement with a determination to follow through on the promises of COP26, building global partnerships to ensure that that climate action includes and delivers for all those on the front line of the crisis, and to deliver a just transition towards a net-zero future.

Michael Matheson  
Cabinet Secretary for Net Zero, Energy and Transport

## Introduction

The UK, in partnership with Italy, hosted the 26th UN Climate Change Conference of the Parties (COP26) in Glasgow on 31 October - 12 November 2021.

This summit, was one of the most important and largest events ever to be held in Scotland. Over 40,000 people registered to attend which is more than for any previous COP and thousands more visited Glasgow while the summit was taking place.

Delivery of the summit was a collaborative effort, and the Scottish Government worked closely with the UK Government and partners in Scotland, including Glasgow City Council, Transport Scotland, and Police Scotland, to ensure the successful delivery of the event.

The Scottish Government set three main policy aims for COP26:

- Scotland plays its part in securing an ambitious and deliverable global deal at COP26
- COP26 fully contributes to Scotland meeting Net Zero through a Just Transition
- COP26 enhances Scotland's place in the world and attracts, innovation, investment and builds partnerships that bring benefits.

These three aims were underpinned by the Scottish Government's commitment to playing its full part to ensure a safe, secure and successful event.

The aims were pursued across a Scottish Government COP26 programme of 484 Ministerial events, multiple announcements, speeches and bilateral diplomatic meetings and wide-reaching communications activities across Scotland and internationally. The Scottish Government, including Public Bodies, such as Transport Scotland, Scottish Enterprise and Nature Scot, undertook this programme with a range of different partners, and they have been mentioned where relevant.

This report provides an account of the activities delivered through the Scottish Government's COP26 programme and how that activity supported the Scottish Government's three policy aims.

The first section of the report presents the framework developed to demonstrate the relationships between the Scottish Government's COP26 aims and objectives and the eight different categories of activity that comprised the COP26 programme. The subsequent sections then provide further detail on the most significant elements of each of the eight activity categories, using case studies where appropriate. The final section reflects on Scottish Government success at COP26 and next steps looking forward to COP27 and beyond.

## Framework for reporting

The Scottish Government set three main policy aims for COP26:

- Scotland plays its part in securing an ambitious and deliverable global deal at COP26
- COP26 fully contributes to Scotland meeting Net Zero through a Just Transition
- COP26 enhances Scotland's place in the world and attracts, innovation, investment and builds partnerships that bring benefits

These aims relate to long-term strategic areas of focus across the Scottish Government, such as trade and investment, diplomatic relationships, and policies associated with Net Zero and a Just Transition. Therefore, while being geographic hosts of COP26 offered opportunity to positively impact on these wider government objectives, the Scottish Government's COP26 programme is just one of many factors that will have an influence on achieving these wider aims. Furthermore, full progress against these aims cannot be established immediately and will take time to determine.

In order to better understand how the Scottish Government's COP26 programme could contribute towards these aims, a theory-based framework was developed (p.6).

This included identifying a series of more specific objectives under each of the three broad aims. These reflect the particular areas the Scottish Government sought to influence at COP26 to achieve the three aims. However, neither the aims or objectives are mutually exclusive, and delivery of one can influence delivery of the other. For example, if Scotland attracts innovation and investment, it might be expected to enhance Scotland's progress to Net Zero. Similarly, influencing global conversations on climate justice and biodiversity loss might help enhance Scotland's profile as a global climate leader.

An extensive programme of Scottish Government activity – leading up to and throughout the COP26 fortnight – was developed to deliver on these objectives. For the purpose of this report, this has been organised into eight 'categories of activity'. Each category of activity was designed to contribute to multiple aims and objectives.

The remainder of this report looks at each of these activity categories in turn, providing detail of the key elements of the programme and considering these against the objectives identified. This allows some assessment of the ways in which the Scottish Government contributed to meeting its aims in relation to COP26.

Strategic aims for COP26		
Scotland plays its full part in securing an ambitious and deliverable global deal at COP26	COP26 enhances Scotland's progress to Net Zero through a Just Transition	COP26 enhances Scotland's place in the world, attracts innovation and investment, and builds partnerships that bring benefit

**COP26 objectives linked to strategic aims**

①	④	⑦
Influence global conversations on climate justice and biodiversity loss	Expand ambition in Scotland's domestic climate change agenda	Build and strengthen partnerships and connections at a global level
②	⑤	⑧
Provide a bridge between marginalised voices and those making decisions	Stimulate greater understanding and action from the Scottish public	Raise Scotland's Net Zero trade and investment profile
③	⑥	⑨
Galvanise greater action from different levels of government and civic society stakeholders	Empower Scottish children and young people to get involved in COP26 and climate action generally	Enhance Scotland's profile as a global climate leader

**Categories of activity designed to deliver on COP26 objectives**

- Providing Spaces:** Providing venues and spaces to facilitate Scottish Government aims at COP26
- Platforming marginalised voices to build bridges:** Providing spaces, and supporting initiatives, to allow those marginalised in formal climate negotiations to make their voices heard
- Mobilising stakeholders:** Bringing stakeholders together to share perspectives and knowledge, build relationships and encourage greater collective action
- Engaging the Scottish public:** Raising awareness of climate change and biodiversity issues amongst the Scottish public to prompt, motivate and inspire behaviour change
- Championing global initiatives:** Creating, joining, signing or endorsing initiatives to set the "mood music" for COP26 and encourage greater collective action
- Demonstrating expanded domestic action:** Using COP26 to enhance Scotland's policies and solutions to further Scotland's domestic climate change agenda
- Showcasing Scotland's trade and investment opportunities:** Promoting Scotland's business and investment opportunities to global audience of trade partners and investors
- Hosting diplomatic discussions:** Undertaking engagements to establish new partnerships, give leadership to key issues and share unique expertise and technical capacity



# Providing spaces

The Scottish Government provided spaces within and outside of the formal UN and UK managed Blue Zone and Green Zone, to facilitate Scottish Government policy aims. These spaces provided the physical environment through which the Scottish Government could:

- Platform unheard voices
- Convene stakeholders
- Engage the Scottish public
- Champion global initiatives
- Showcase Scotland's domestic climate change action
- Showcase Scotland's trade and investment opportunities
- Host diplomatic discussions

There were five main event spaces provided by the Scottish Government and related Enterprise bodies. Information about each is below:

- The Lighthouse, Glasgow, housed **Scotland's Climate Ambition Zone** which held 60 events over the period of the conference, with over 2,400 people attending the venue in person and over 3,300 joining virtually. Organisations not directly affiliated with Scottish Government or Scottish Enterprise were invited to organise and run events, with 28 hosted. More detail on activity within the Climate Ambition Zone is in the case study at the end of this chapter.
- Scottish Government offices at **Atlantic Quay** held 7 events over the period of the conference with 255 people attending and 390 attending virtually. They also held a number of Ministerial meetings and diplomatic engagements.
- Scottish Enterprise collaborated with Climate Action to create a **Climate Action Innovation Zone** on land owned by Scottish Enterprise at Cessnock Quay. The Sustainable Innovation Forum attracted 1304 in person and 15,008 online attendees.
- **Edinburgh Castle** and **Stirling Castle** hosted a range of events, including the CivTech Reception, US Drinks Reception, the Hydrogen Dinner, and the Under 2 Coalition Gala dinner. There were over 450 in-person attendees across the events held in these venues including delegations from the United States and the Under 2 Coalition.

Scotland also partnered with 3 pavilions (out of 35 pavilions) in the Blue Zone:

- **Multi-level action Pavilion:** in partnership with Local Governments for Sustainability (ICLEI), the Scottish Government led and delivered a series of presentations and exhibition events designed to demonstrate the leadership and legitimacy of state and regional governments in UN led climate action. The pavilion provided an opportunity to deepen collaborative work with international partners, encourage greater action and more ambitious commitments from states and regions and, amplify the critical role that governments of all levels play in responding to the climate crisis.

- **Cryosphere Pavilion:** co-sponsored by the Scottish Government with the Swiss Government and Nordic Council of Ministers, and organised by the International Cryosphere Climate Initiative, this pavilion brought together a network of senior policy experts and researchers working with governments and organisations to create, shape and implement initiatives designed to preserve as much of the Earth’s cryosphere as possible.
- **Peatlands Pavilion:** hosted by the IUCN UK Peatland Programme, and with the Scottish Government as a lead sponsor, this pavilion provided a hub for networking and the creation of new ideas, commitments, and collaboration where Ministers, climate negotiators, peatlands experts and enthusiasts from around the world came together to exchange their knowledge and experiences on peatlands policy, practice, research, and innovation. This aimed to ensure that peatlands in the UK function to their full potential and that there is no further loss of peatland ecosystems.

The Scottish Government also delivered a number of events in the Nordic Pavilion, reflecting on Scottish-Nordic similarities, shared ambitions and opportunities for greater collaboration across areas such as sports, climate technology, islands and peatland conservation.

The Blue Zone had an average footfall of 20,000 delegates a day. Virtual attendees of Scottish Government Blue Zone events spanned 73 different countries.



## Case study: Scotland's Climate Ambition Zone



### What happened?

Scotland's Climate Ambition Zone, based out of The Lighthouse in Glasgow, was the Scottish Government's principal Stakeholder Hub outside of the Blue Zone. Its purpose was to host a variety of Scottish Government-led activity that would:

- showcase Scotland's best practice and demonstrate the ambitious climate action taking place in Scotland across Government, business and civil society sectors.
- inform and empower stakeholders to take action that contributes to Scotland meeting its ambitious emissions reduction targets.

The intention was to engage a wide ranging audience including government delegations, international NGOs, international business leaders, domestic stakeholders and civic society. A digital platform was also delivered to enable greater accessibility to certain events to facilitate wide networking between stakeholders and to raise awareness of Scotland's ambition and innovation both domestically and internationally. Types of activity included policy announcements; events and receptions; bilateral meetings; engagement activities and strategic communications.

60 events were held over the period of the conference:

- 24 hosted by Scottish Enterprise and related Enterprise bodies
- 36 hosted by the Scottish Government

6961 people registered to attend events at Scotland's Climate Ambition Zone. Demographic data was collected as part of the registration process. This showed:

- Those registered were resident in 68 separate countries.
- The majority attended because of their work in the private sector (31%), in national or local governments (20%), for international or national NGOs (11%) or for academia/research organisations (9%). Around 9% attended as individuals and 13% attended in some other capacity.

### What was the impact?

Over 2,400 attended in person and over 3,000 attended virtually. A post event survey was sent to attendees of Scotland's Climate Ambition Zone.

Of the 427 attendees who responded:

- 93% agreed or strongly agreed that the event(s) that they attended were well run
- 92% agreed or strongly agreed that the event(s) they attended were worthwhile

Those who responded to the post-event survey were presented with options as to what they felt they achieved from attending Scotland's Climate Ambition Zone and asked to select all that applied.

<b>What was achieved from attending Scotland's Climate Ambition Zone?</b>	<b>Percent</b>
I expanded my knowledge of climate issues	61%
I built my network	57%
I met new people with similar interests	48%
I presented my work to others / showcased my business or organisation	23%
I found new partners and collaborators	23%
I identified new prospects and/or clients	14%
I found solutions to my sustainability challenges	14%
I campaigned for climate or environmental issues	10%
Other	5%
None of the above	5%
<b>N</b>	<b>427</b>

Evidence from survey responses suggested that the biggest impact of Scotland's Climate Ambition Zone was in facilitating exchange of knowledge and networking opportunities for attendees. It was less impactful as a space where people identified solutions to sustainability challenges or identified new prospects or clients.

Of the 427 attendees who filled in the Scotland's Climate Ambition Zone post-event survey:

- 55% said that attending had encouraged them to do things differently at home or work to help address climate or environmental issues

These respondents were then asked to describe what they would do differently at home or at work to address issues related to the environment or climate. Of the 175 that answered 46% noted they would take actions at home, 28% at work, and 26% did not specify whether they would take action at home or at work. The table below shows the categories of activity most often mentioned in response to this question.

<b>Categories of activity most mentioned in relation to attendee action</b>	<b>Percent</b>
<b>Energy and Heat</b> e.g. install heat pumps, consider work on energy efficiency and heat decarbonisation and reduce energy use	18%
<b>General actions</b> e.g. research environmentally-friendly options and reduce own carbon footprint	16%
<b>Networking, knowledge share and collaboration</b> e.g. share experiences and encourage action	16%
<b>Travel and transport</b> e.g. engage in active travel, reduce flying and purchase an electric vehicle	15%
<b>Consumption and food</b> e.g. consume less, buy less "fast fashion", reduce consumption of red meat and/or eat more locally sourced food	15%
<b>N</b>	<b>175</b>

Given the purpose of the Scotland's Climate Ambition Zone was to showcase Scotland's best practice and demonstrate the ambitious climate action taking place in Scotland both domestically and internationally; and inform and empower stakeholders to take action that contributes to Scotland meeting its ambitious emissions reduction targets, activity within it contributed to meeting multiple objectives across each of the three main aims.



**Platforming marginalised voices to build bridges**

Historically there has been a “climate gap” in perspectives on climate change, with the views of those most impacted often marginalised in debate. However, tackling climate change will be one of the most complex challenges leaders face this century, and there is a need for more diverse views and voices in order to effectively address challenges and deliver global solutions.

At COP26 the Scottish Government wanted to provide space, and support initiatives that allowed for those marginalised in formal climate negotiations to make their voices heard and better connected them with those making the decisions. Action focussed on platforming the voices, and causes, of those from the global south, especially women; children and young people; and representatives from cities and regions.

<b>Objectives</b>	①	Influence global conversations on climate justice and biodiversity loss
	②	Provide a bridge between marginalised voices and those making decisions
	③	Galvanise greater action from different levels of government and civic society stakeholders
	④	Empower children and young people to get involved in COP26 and climate action generally

### Platforming those from the Global South ① ②

Scotland gave a platform to stakeholders from the Global South, which amplified their voices in the negotiation room and influenced broader conversations on climate justice and loss and damage. Activity included:

- The First Minister’s partnership and platform sharing with young Ugandan activist **Vanessa Nakate** throughout COP26.
- Funding and co-hosting the [Glasgow Climate Dialogues](#), with Stop Climate Chaos Scotland, which was designed to engage with, learn from and platform key Global South stakeholders on climate change ahead of COP26. Over the period of the Conference, several events were held to multiple audiences, to disseminate the key findings from the Dialogues and influence broader negotiations on themes such as access, participation and voice; adaptation and resilience; loss and damage; and a Just Transition.
- Hosting a **youth panel on loss and damage** which facilitated real time dialogue on what Loss and Damage means to youth in both the Global South and North. This event built on a wider programme of Scottish Government work looking at Loss and Damage, and was enabled through the establishment of a Lilongwe Hub in Malawi.
- Funding the [Global Citizens Assembly](#) to enable people from across the world to share their views and develop proposals on the action needed to tackle the climate crisis.

## Platforming children and young people ② ⑥

Scotland gave a platform to children and young people, enabling them to make their voices heard by world leaders and decision-makers, and empowering them to get involved in COP26 and climate action generally. Key activity included:

- Contributing funding to ensure **YOUNGO could deliver the 16th Conference of Youth**, and the Global Statement of Youth, setting out the views of over 47,000 young climate leaders from more than 100 countries across the world which was presented to Ministers, negotiators and officials at COP26. The First Minister also addressed the opening ceremony to welcome the youth delegates.
- Funding the Young Scot, Youthlink and Keep Scotland Beautiful co-designed online **Youth Summit** (part of the Scottish Youth Climate Programme). The summit brought together young people, aged 11-26-years old, from a variety of backgrounds and communities, to discuss their priorities for climate action and produced a **Digital Scottish Youth Climate declaration** which sets out 9 key demands for policy makers to consider.
- Participating in and promoting **The Moment**, led by the Children's Parliament, which provided opportunities for 1000+ children and young people across Scotland to hold 80 climate surgeries with over 50 elected representatives.
- Funding two events entitled **ReNew the World**, including a specific event for young women, at the New York Times Climate Hub, which enabled young people aged 14-17 years old to discuss actions they would like to see to address the climate challenge with influential politicians, thinkers and business leaders.

## Platforming devolved governments, states, regions and cities ② ③

Scotland gave a platform to representatives of devolved governments, states, regions and cities to showcase the crucial contribution that they play in tackling the climate crisis, and help galvanise greater action from all levels of government. Key activity included:

- Delivering the first **Multilevel Action Pavilion** in the Blue Zone, providing a platform for, and to seek greater recognition of, non-state actors in global decision-making processes.
- Hosting the interactive workshop **Climate Change Adaptation Lab: Resilient Regions and Good Governance** at the Multilevel Action Pavilion, in collaboration with EIT-Climate KIC and the California State Government, which enabled collaboration on tackling common adaptation challenges between state and regional governments, including Sao Paulo, Brazil, and Navarro, Spain.
- Launching a **statement from states, regions and devolved governments**, on Adaptation, Loss and Damage day, calling for greater action on climate mitigation and adaptation at COP26. The statement, launched in partnership with the Government of Lombardy and Regions4, was signed by 17 governments and networks, and was presented at the Regions4 High Level Side event in the Multilevel Action Pavilion.

## Case Study: The Children's Parliament



### Context

Established in 1996, [Children's Parliament](#) is Scotland's centre of excellence for children's participation and engagement. It takes a children's human rights-based, creative approach to engaging children up to 14 years of age from diverse backgrounds across Scotland.

From October 2020 – March 2021, just over 100 Members of Children's Parliament were involved in Scotland's Climate Assembly, through a unique approach to integrate the views, opinions and ideas of children under the age of 16. Scotland's Climate Assembly published their [full report](#) on 23 June 2021, including 81 recommendations for how Scotland should change to tackle the climate emergency in an effective and fair way. The children's 42 calls to action were integrated into this report.

### What happened?

Ahead of COP26, Children's Parliament worked with 14 of its Members ('the Investigators' involved in the Assembly) to develop the [Climate Changemakers Toolkit](#). The Toolkit was designed for children across Scotland to support and empower them to influence elected representatives and decision-makers about climate action, ahead of COP26. The Toolkit was shared with every primary and secondary school in Scotland.

At conference itself, the 14 Investigators were amongst the youngest participants across numerous [sessions, panels and fringe events](#) sessions, panels and fringe events in Glasgow, Edinburgh and online. The children shared their powerful climate assembly calls to action with decision-makers, parliamentarians and activists across the world, and emphasised the importance of ensuring younger children are involved in climate assemblies, and (inter)national decision-making processes about the climate emergency more broadly. Following their participation in COP26, three of the Members of Children's Parliament have set up a [Children's Parliament Grove](#) through Trees for Life. The Investigators also won the Youth award for their work with Scotland's Climate Assembly in the Daily Record & Education Scotland Learning for Sustainability Awards.

The Scottish Government has committed to taking forward several of the children's calls to action from Scotland's Climate Assembly, including the roll out of [sharing libraries across Scotland](#), a [ban on single-use plastics](#), and committing to update and strengthen its Learning for Sustainability Action Plan to take full account of the children's calls to action and adults' recommendations.

### What was the impact?

The activity of the 14 Investigators ahead of, and at COP26, ensured that children's views, ideas and calls to action reached parliamentary, governmental and intergovernmental decision-makers at local, national and international levels, as well as across the private sector and civil society. This was enhanced by Children's Parliament championing younger children's views, ideas and calls to action across all its communications channels during COP26.

This mainstreaming of children's participation in COP26 has contributed to the Scottish Government objectives of platforming marginalised voices and empowering Scottish children and young people to get involved in COP26 and climate action generally.

My favourite moment of COP26 was realising I was in the same room as adults from around the world who were important. I felt proud that my whole school was watching the Parliament event, even though I found it embarrassing at first. Once I was in there, I felt proud of myself for being there.

**Dan, age 11, Clackmannanshire**

My favourite moment of COP26 was in the Blue Zone. Tyler and I went to a talk and there was an adult speaking there who really inspired me. Afterwards she came up to me to tell me how inspired she was by Children's Parliament and Tyler and I in the Blue Zone panel. It was amazing having an adult who inspired me tell me that I inspired them!

**Nadia, age 12, West Lothian**

Demonstrating the success of being the first national citizens' assembly on climate change to have fully integrated children, and being able to discuss this with other countries and regions, has also contributed to the objective of enhancing Scotland's role as a climate leader.

### **What are the next steps?**

Following COP26, Members of Children's Parliament took forward their climate calls to action to the Net Zero Committee in Scottish Parliament, and the Scottish Cabinet, as part of the annual children and young people's Cabinet Meeting. Children's Parliament is working with the Scottish Government Learning for Sustainability team to involve children in producing a communication on why Learning for Sustainability matters to them to ensure that practitioners are encouraged to include Learning for Sustainability within their learning and teaching.

As the First Minister recognised in her comments after COP26, it is vital for the Scottish Government to hear and to amplify the voices of children and young people and for this government to continue to acknowledge that the climate change crisis is a children's rights' crisis.

In the Climate Change Public Engagement Strategy published in 2021 the Scottish Government committed to ensuring that the voices of children and young people are heard and help to influence policy design, including in the evolution of the Scottish Government's Let's Do Net Zero marketing campaign by including children and young people in future marketing research.

Further, as part of the delivery of this strategy, the Scottish Government will partner with trusted messengers to extend the reach of communications to all in Scotland and, in particular, to those who are least engaged. Work with trusted messengers includes that of the 2050 Climate Group, who deliver climate leadership training, connect young people to policy development processes such as consultations, and raise awareness of climate change developments amongst Scotland's young people. Collaborative working with a range of partner organisations will continue to support climate change education across Scotland.

## Case Study: The Multilevel Action Pavilion



### Context

At COP26, the Scottish Government sponsored a pavilion in partnership with ICLEI, who act as the Local Governments and Municipal Authorities Constituency focal point, which represents networks or local and regional governments in UNFCCC processes. The pavilion provided opportunity to showcase the climate action and leadership from sub-national, state, regional, city and devolved governments and other non-state actors to demonstrate the importance of delivering climate action by all levels of government.

### What happened?

50 events were held over 11 days in the pavilion, with participants ranging from the Scottish Government, to the Under2 Coalition, Regions4 and Climate-KIC covering topics like Just Transition, climate justice, transport and adaptation. Events were hybrid to allow participation from within and out with the Blue Zone to maximise reach.

### What was the impact?

Part of the Scottish Government's role at COP26 was to be a bridge builder – to connect those whose voices are too rarely heard, with those making the decisions. The Multilevel Action Pavilion helped to build these bridges and provided a platform in the heart of the Blue Zone for actors not always heard during COPs including: different levels of governments, such as states, regions, local government, cities; people from the global south; and citizens from Scotland and around the world.

The events at the pavilion helped to showcase the important role states and regions play in tackling climate change and promoted collaboration, for example through the Scottish Government event, The Adaptation Lab, which looked at how action on climate resilience can be inclusive and collaborative.

The Scottish Government also made sure that all events at the pavilion were hybrid, allowing those who couldn't travel to Glasgow, or those without Blue Zone accreditation, to participate in, or watch, events. Over 2,000 people registered to the online platform and attendees represented diverse sectors from local and regional governments to research and academia, civil society and NGOs, and the private sector. They represented 73 different countries.

Pavilion events also enabled the Scottish Government to mobilise greater action from partner governments, marshalling support for the [Edinburgh Declaration](#) and [Glasgow Women's Leadership statement](#).

### What are the next steps?

Building from the momentum of COP26 the Scottish Government will continue to demonstrate the role that non-party governments play in tackling the climate emergency, and at COP27 will continue the bridging role to continue amplifying marginalised voices in the global decision making process.



# Mobilising stakeholders

Tackling climate change will need global collaboration and there is a demand to come together across countries and governments, and industries and sectors, to engage in meaningful conversations, learn from each other, build relationships and find joint solutions.

At COP26 the Scottish Government wanted to create spaces where a range of stakeholders could convene, share perspectives and knowledge, and build relationships in order to encourage greater collective action. This activity particularly focussed on mobilising representatives of subnational governments; business leaders and representatives of multi-nationals; and broader civil society.

<b>Objectives</b>	③	Galvanise greater action from different levels of government and civic society stakeholders
	⑦	Built and strengthened partnerships and connections at a global level
	⑧	Raised Scotland's Net Zero trade and investment profile

### Mobilising representatives of states, regions and cities ③ ⑦

As co-chairs of the Under 2 Coalition, the Scottish Government had a key role in mobilising members of subnational governments to share experiences, strengthen relationships for further collaboration and collective action. Key activity included:

- Establishing the **Net Zero Futures Initiative**, which in 2021 engaged more than 80 governments from around the world in dedicated learning activities on setting, and delivering, net zero targets.
- Advocating for, and supporting the development of, the higher-ambition **Under2 Coalition Memorandum of Understanding** to pursue reduction to net zero emissions by 2050 as a Coalition, and individual net zero emissions as soon as possible. The Scottish Government encouraged governments to sign up, with over 50 members having signed, or expressed interest in signing, to date.
- Hosting the **Under2 Coalition Leaders' Gala Dinner**, and chairing the **Under2 Coalition steering group meeting, European Members Meeting and General Assembly**, to showcase plans, celebrate action, and agree upcoming Coalition priorities.
- Launching the **Just Transition Taskforce** which the Scottish Government is funding and which will act as a knowledge-sharing group within members of the Under 2 Coalition to drive progress in the future.
- Partnership working with the **Under2 Coalition Zero Emission Vehicle Community and Transport Decarbonisation Alliance** on a range of initiatives, including joint events and Scottish signature of a series of multilateral transport agreements. The latter includes Scotland as the first signatory of the ZEV Pledge on public fleets, committing the Scottish Government to phasing out petrol and diesel vehicles in its own fleet.

### Mobilising big business ⑦ ⑧

The Scottish Government delivered a programme of Ministerial engagements with large global multinationals to discuss future investment opportunities in Scotland

which could help address the global climate emergency. The Scottish Government also convened representatives of national and subnational governments and representatives of businesses, multi-nationals and investors to encourage collaboration and action, strengthen partnerships, and raise Scotland's trade and investment profile. Key activity included:

- Sponsoring the **Glasgow Chambers of Commerce COP26 Programme**, which included a high-profile event series, a sustainable fashion conference and a trade mission, connecting business leaders who are tackling the climate emergency. The mission was the largest that the Chambers has hosted to date, attracting 173 delegates including representatives of 60 overseas companies from 15 different countries. Scottish Government is working with the Chambers to build on these initial connections.
- Hosting the **Finance for Nature** event, in partnership with the Global Ethical Finance Initiative (GEFI), UNDP, Global Canopy and the Scottish Conservation Finance Pioneer's Network, to address the global problem of financing the restoration of nature on a Scottish stage. It brought together key policy players from the international, UK and Scottish level, and select high-profile investors which showcased Scotland as a values-led Natural Capital nation to the international investment community.
- Running the **Scotland's Commitment to Green Skills: Driving Transformational Change** event that brought industry figures together to discuss current actions and what more needs to be done to equip Scotland's workforce with the skills needed to support a low carbon and circular economy.
- Hosting a **Floating Offshore Wind Business Breakfast** which was attended by over 200 senior industry leaders, developers and supply chain businesses from the offshore wind sector, as well as international delegations from Brittany and California. The First Minister set out Scotland's ambitions and future for floating offshore wind, and Cabinet Secretary for Net Zero, Energy and Transport took part in a Q&A session around challenges and opportunities for the sector.

### Mobilising members of civic society ③

Key activity that mobilised members of civic society included:

- The Minister for Culture co-hosting a **culture reception with the Leader of Glasgow City Council in the Glasgow City Chambers** for policy makers and culture stakeholders to come together to celebrate, discuss, and accelerate the contribution that culture is making to reaching the climate goal of net zero. In total 89 guests attended the reception, including international representatives from Switzerland, Italy, Hungary, Nepal, USA and the International Council on Monuments and Sites (ICOMOS).

## Case study: The Edinburgh Process



### Context

Led by the Scottish Government, the Edinburgh Process for Biodiversity is a global partnership of sub-state governments and networks working alongside the UN Convention on Biological Diversity (CBD) to advocate for the greater inclusion, and recognition, of all levels of government in taking positive actions to address biodiversity loss, as well as addressing climate change.

The Edinburgh Declaration sets out commitments for governments, regions and cities across the globe to implement the post-2020 global biodiversity framework (GBF) which will be agreed at the CBD COP15 in 2022. It acknowledges the interlink between climate change and biodiversity loss, and the need to take cross-cutting actions across the Rio Conventions to address these major global challenges. By the time of COP26 in November 2021, the Edinburgh Declaration had received support from 210 global governments, city and local authorities.

The UN CBD is unique in recognising the ‘subnational constituency’ as a major stakeholder, and is encouraging greater collaboration across all levels of government. The Edinburgh Process is a key part of this endeavour and as a partnership we were keen to share our lessons with UNFCCC where the subnational constituency is yet to be formally recognised.

### What happened?

The Scottish Government delivered a panel event entitled “Hearing the voice of subnational governments: Learning from the Edinburgh Declaration for biodiversity”.

This event showcased the success of the Edinburgh Process within the CBD and discuss how this can be replicated within the UNFCCC.

Scottish Government’s Minister for Environment and Land Reform and the Divisional Head for the UN Convention on Biological Diversity opened the event with welcome speeches. Participants included politicians, academics and officials from across the world.

The in-person event was full to capacity with 35 attendees, and the livestream had 58 viewers from around the world. Furthermore, the recording of the event has been viewed nearly 50 times via the Scottish Government’s YouTube channel.

### What was the impact?

This event highlighted the contribution that Scotland has made to the development of the post-2020 GBF – taking a leadership role in bringing together the subnational constituency – and resulting in the call for national governments across the globe to step up their recognition and inclusion of sub-national authorities to deliver for nature. It links the narrative between COP26 and COP15 by starting the discussion on how the success of the Edinburgh Process can be replicated within the UNFCCC.

Over the course of COP26, the Scottish Government gained 12 new signatories to the Declaration and gained positive publicity across the world. Scotland’s leadership

of this global partnership was showcased on the global stage and highlighted the commitment to tackling the twin crises of biodiversity loss and climate change.

This contributed to three key objectives: to galvanise greater action from different levels of government and civic society stakeholders; to build and strengthen partnerships and connections at a global level; and to enhance Scotland's profile as a global climate leader.

**What are the next steps?**

The focus for the Edinburgh Process is for a revised Subnational Plan of Action to be formally adopted by Parties to the CBD. As leaders of the process, the Scottish Government will continue their Edinburgh Declaration advocacy work in the run up to at COP15, and use the handover from COP26 to COP15 to emphasise the COP26 legacy work and continue to showcase leadership in this international partnership.

## Case study: The CivTech Alliance



### Context

The [CivTech Alliance COP26 Global Scale-Up Programme](#) was a ground-breaking global innovation collaboration programme, designed and delivered by the Scottish Government, in collaboration with nine other countries, ahead of COP26. The mission was to source, surface and scale climate tech companies with global public sector applications. From Team Scotland, it was a joint effort between the Digital Directorate and Directorate for International Trade and Investment along with extensive support from the Directorate for External Affairs and South of Scotland Enterprise.

From a nascent idea in December 2020, to within three short months, the Global Scale-Up Programme pulled together policy makers, procurers and innovation teams from Australia, Brazil, Denmark, Estonia, Germany, Lithuania, Poland, Scotland, Spain and the United States to deliver on a high impact access programme for 18 global climate tech companies.

In the preceding 7 weeks to COP26, CivTech scheduled 69 engagement sessions with policy makers and procurers, investors and innovators across the regional ecosystems. Over 200 introductions were made from NASA to top researchers in the field of sustainability, from Ministers of environment and international trade to climate tech investors. This global access has been of huge value to companies on their scaling growth trajectory.

### What happened?

CivTech Alliance COP26 events started in the Blue Zone on Day 1 with a panel session on scaling climate-tech solutions across borders with Ms Forbes, Cabinet Secretary for Finance and the Economy.

Showcase events at Atlantic Quay on Public Sector Innovation were aligned with the themes of decarbonisation, environmental resilience and food waste. These events were opened by Ivan McKee MSP (Minister for Business Enterprise Tourism and Trade), Lorna Slater MSP (Minister for Green Skills, Circular Economy and Biodiversity) and then Permanent Secretary Leslie Evans. Viewers from 46 countries logged on to watch company presentations and the keynotes and panel sessions from the diverse range of influential international guest speakers.

Some examples of the tangible positive benefits the cohort of companies are delivering, include: 98.4m meals saved across two continents (Too Good To Go); \$13bn of forestry assets under management (BMV); 17 billion litres of water saved through lubricant oil plastic recycling (Eco Panplas); and carbon negative hydrogen production compacted into shipping containers (Mash Makes).

## What was the impact?

The feedback from companies and programmes was immensely positive.

Thanks again for the amazing programme you held last week, it was a pleasure to participate and we got really good leads to move forward with projects in Scotland, and other countries.

**Eco Wave Power**

It was a pleasure to meet you both at the reception you hosted at Edinburgh Castle for the CivTech Alliance, a truly commendable initiative of the Scottish Government in which BMV Global was privileged to participate. Many excellent contacts were made and collaborations initiated.

**BMV**

The feedback from companies and programmes was immensely positive. As a result of exposure on the programme, companies have won contracts and accelerated their investment rounds. The CivTech Alliance team within the Scottish Government were delighted to win the prestigious Apolitical Global Public Service Team of the Year 2021: Climate Heroes (apolitical.co) for this work.

More widely, this activity contributed to building and strengthening partnerships and connections at a global level for Scotland, and enhancing Scotland's profile as a global climate leader.

## What are the next steps?

What COP26 demonstrated was the power of a mission-oriented approach to both policy and delivery in tackling the climate crisis. It showed how insights from other governments could help policy directorates understand how to better deliver domestic policy objectives.

The Global Scale-Up Programme showed how innovation is critical to solving global challenges. To use an "Airfix model" analogy - if the solving of the challenge is the 'picture on the box', the governments and companies are the different pieces and the climate tech solutions are the glue.

Collaboration on shared policy challenges is a way to deepen Scotland's international relationships and increase awareness of innovation in Scotland. The concept of 'innovation diplomacy', is one which Scotland can develop and paves the way for a Scottish approach to increased intergovernmental collaboration on shared challenges which also opens up trade and investment opportunities globally. The success of the programme, including winning 'Apolitical's Global Public Service Team of the Year' has led to an increased membership in the CivTech Alliance and preparations to launch the second iteration in the spring of 2022, leading up to COP27.



**Engaging the Scottish public**

It is clear that Scotland’s aim to reach net zero will require some level of change in the way Scottish society operates - and that public support is crucial in order to successfully achieve this. It is therefore vital that everyone in Scotland understands the nature and scale of the climate emergency, and has the opportunity to participate and shape decisions about the national approach to tackle it.

The Scottish Government wanted to use the unique opportunity of a Glasgow-based COP to raise awareness of climate change and biodiversity issues amongst the Scottish public and prompt, motivate and inspire behaviour change at an individual, household, business and organisational level. Activity focussed on Scottish children and young people, and Scottish businesses, as well as wider society.

<b>Objectives</b>	⑤	Stimulate greater understanding and action from the Scottish public
	⑥	Empower Scottish children and young people to get involved in COP26 and climate action generally

### Engaging children and young people ⑤ ⑥

Key activity to engage and empower children, and provide them with the opportunities, knowledge, skills and networks needed to engage with climate and environmental action in the future, included:

- Funding YoungScot, Youthlink and Keep Scotland Beautiful to deliver their **Scottish Youth Climate Programme**, including the Local Champions programme which has recruited 300 young local climate champions across Scotland, supported by a nominated youth worker in each locality.
- Providing funding for **Glasgow Science Centre’s ‘Our World, Our Impact’ flagship climate change learning-focused programme**.
- Running the Greener **Transport Future Schools Competition** to raise awareness of the 20% Reduction in Car Kilometres Routemap, promote active travel, and increase youth engagement and awareness of more sustainable transport options. The competition received over 300 entries from across Scotland.
- Engaging schools, local authorities and education settings ahead of COP26 through **Learning for Sustainability** and climate education. This included a Teach the Future project and the Learning for Sustainability Awards, and an education focused COP26 Partners Forum.
- Engaging young people across Edinburgh on aspects of marine climate change in interactive science sessions and a tour of the **Marine Scotland vessel Jura**.

### Engaging Scottish businesses ⑤

Scottish Enterprise undertook wide scale promotional work and company engagement to encourage businesses to participate at COP26, and engage with the opportunities stemming from the transition to net zero, and the United Nations [Race to Zero](#) campaign (with 253 Scotland-based companies signed up by the start of COP). Key activity designed to galvanise Scottish business, included:

- Scottish Enterprise developing a **Net Zero Accelerator Tool** to identify businesses' net-zero carbon journey, areas of high performance & opportunities and **6 Net Zero guides** developed to help businesses develop a carbon reduction strategy and support their Journey to Net Zero.
- Co-organising a Scotland focussed event, with the UK Government, entitled **Your Business Journey to Net Zero** where a range of Scottish businesses presented their own journeys to net zero and provided guidance and advice to small businesses who want to play their part in climate change.
- Funding the **Business Support Partnership campaign**, developed by enterprise agencies, to encourage businesses to take advantage of the sustainability support available and to highlight to the wide range of opportunities that are emerging in the race to net zero.
- Running an **Energy Strategy and Just Transition Plan Launch Event** which invited 30 young professionals, drawn from all areas of the energy sector, to participate in interactive workshops and problem solving activities regarding the development of energy systems and how a just transition could be delivered.
- Co-hosting a seminar **Whole Systems Approach: New Collaborations for Net Zero Emissions Transport** in partnership with the Transport Decarbonisation Alliance, providing a platform for Scottish companies to engage with international businesses and organisations on the integration of green energy and sustainable mobility.

### Engaging wider society 5

Key activity to engage the Scottish public generally, included:

- Running an expanded [Climate Week](#) with a programme of events and initiatives across the country, alongside direct marketing and communications, to engage businesses, organisations and communities on Scotland's response to the global climate emergency ahead of COP26. The week included 11 ministerial visits, across 8 different portfolios, showcasing the cross-government nature of climate action.
- Developing and launching an online [Climate Conversations resource pack](#) which enables people, communities and organisations to hold their own conversations and events on the climate emergency. This is a long-term online resource on [NetZeroNation.scot](#) which had 300 users from November to December 2021.
- Funding a series of projects to bring communities together on climate action, including the [Scotland's Climate Festivals](#) initiative which is led by Keep Scotland Beautiful. The first national festival event explored the impact of and opportunities from COP26, followed by monthly events running until March 2022 covering a range of climate issues. Keep Scotland Beautiful will also support communities across the country to plan and deliver their own local climate festivals.
- Funding a series of pop-up [Climate Cafes](#) which sought to engage people from a range of backgrounds, who may have been less likely to access mainstream COP26 events. The cafes each had a theme, including a number focused on promoting a just transition to net zero. In total there were 39 Climate Cafés and connected events across COP26, delivered by Climate Café in partnership with Climate Reality and a range of other organisations.

- Supporting the first live recording of the '[Local Zero Live](#)' podcast to explore how local action can help to deliver a Just Transition in Scotland and beyond, as part of a Just Transition themed weekend of events.
- Funding Creative Carbon Scotland to premiere the short film [Climate Action Needs Culture](#), during COP26 in Glasgow. Produced by Picture Zero and narrated by Scottish-Nigerian supermodel, actress, and activist Eunice Olumide MBE, the film calls for culture to be front and centre of climate action.
- Supporting culture organisations, including Creative Carbon Scotland, Historic Environment Scotland and Museums Galleries Scotland to deliver a series of cultural events, published through the new CultureAtCOP.com website. This included the [Climate Beacons for COP26 project](#), involving public engagement-focused partnerships between cultural and environmental organisations at seven Beacons across Scotland; a COP26 Conversations series, with 24 pre-COP events, and the ten metre high STORM puppet which journeyed through Glasgow during COP26.



## Case Study: Communications strategy supporting COP26



### Context

COP26 in Glasgow presented a unique opportunity to increase awareness of climate change and the need for urgent, collective action to tackle it. As one of the largest and highest profile global events ever held in Scotland, it also provided a platform to showcase Scotland's climate leadership credentials to audiences overseas, inspiring collaboration, action and investment. More broadly than that, COP26 was a catalyst to promote Scotland's reputation internationally. Coinciding with the unveiling of a new brand marque for Scotland, COP26 offered a global launch platform and an opportunity to showcase the country as a desirable place to live, work, study, visit and do business.

An insight led, cross-cutting communications strategy was developed and harnessed by the Scottish Government Communications Division to deliver a programme of sustained, multi-channel communications activity in the build up to, during and after COP26. Communications specialists from across the division worked collaboratively, designing tactical plans which aligned with the Scottish Government's Climate Change Communications Framework, and supported delivery against overarching SMART objectives both domestically and internationally. Marketing, news, social content hub, internal communications, DEXA, BrandScotland and colleagues within partner agencies such as Transport Scotland, Scottish Enterprise and Scottish Development International worked collectively as one team, united by a single communication proposition - Let's Do Net Zero.

### What happened?

To stimulate greater understanding of climate change and consequently invite action from the people of Scotland and international audiences, the Scottish Government ran paid media activity in two phases in June and October / November 2021. In addition, Ministerial events, a programme of media relations, digital content and internal communications were activated throughout the year, and in the run up to the event itself, with particular intensity during the COP26 fortnight.

The creation of a consistent narrative, based on insight into awareness, knowledge and attitudes among the general public about climate change, helped ensure coherence in messaging by all parts of Government and partner agencies.

Paid media activity launched in Scotland on 4 October reaching 25 to 54 year old ABC1C2 audiences to capitalise on increased interest in climate action during the build up to COP26.

Three tasks were identified as priorities:

- Elevate the issue by educating people that we are living in a climate emergency
- Build momentum and tackle feelings of impotence creating a barrier to change by demonstrating that society-wide action is already underway
- Build capability and agency by increasing awareness of the individual actions needed to help Scotland reach net zero.

Activity ran domestically across TV, out of home media (posters), in digital and social channels, via PR and partnerships and supported by a new website, Net Zero Nation.

Campaign creative can be reviewed in Annex A. This was bolstered by a cross-communications effort across the Scottish Government and the wider public sector, via internal and external communications partner groups where campaign messaging and brand toolkits were shared, amplifying the reach of activity in domestic and international markets.

Additional activity ran in Glasgow during COP26 targeting international audiences, to promote Scotland's reputation overseas and raise awareness of Scotland's climate leadership credentials. Out of home media consisting of posters in high visibility sites including at the entrance to the SEC, at Glasgow Queen Street station and at the airports, mirroring the branding displayed in Scottish Government venues.

This was supported by paid-for digital advertising which targeted expert and influencer audiences in France, Germany and the US, alongside a partnership with SDI and BBC Worldwide that shared long-form content about Scotland's actions with international audiences through BBC platforms. This launched on 17 October and ran until 17 November. All international creative featured the new Scotland brand marque, supported further by a BrandScotland campaign launched and running concurrent to COP26 activity.

Paid advertising and partnership activity was supported throughout by a steady drum beat of news announcements, media interviews and features, many of which highlighted Ministerial contributions, targeting domestic and international publications and broadcasters. Through news coverage only, Kantar's media monitoring service recorded 1,041 mentions of the Scottish Government in COP26-related content across online and offline channels. They estimate that these mentions, across channels, would have delivered a total reach of 167,000,721.

The social content hub and BrandScotland digital teams respectively, developed an engaging schedule of organic content, utilising owned channels to keep audiences engaged in the conversation and to drive conversions and action. Digital content was also disseminated to Scottish offices globally, ensuring widespread reach of the core narrative. Digital channels also provided an outlet to promote a schedule of digital events and webinars, hosted by the Scottish Government and partner agencies, with the aim of educating, uniting and supporting audiences to take action.

Finally, public sector partner agencies adopted the Let's Do Net Zero brand and messaging in order to run campaign activity synergistically and capitalise on the brand real estate. A travel demand management campaign, led by Transport Scotland, ran prior to COP26 to prepare the public for the disruption expected as a result of the summit. Likewise, the Business Support Partnership made up of Scotland's enterprise and skills agencies and supported by Scottish Government ran a campaign specifically targeted at businesses in Scotland, signposting them to resources and support to help them take action through their own business operations.

## What was the impact?

### *Communications activity in Scotland*

The domestic marketing activity met the SMART objectives set across channels.

The October activity reached 3,475,000 (75%) of adults in Scotland who saw the activity on average 9.7 times. When it came to the campaign target audience, activity reached 73% of ABC1C2 25 to 54 year olds (1,240,000 people) in Scotland on average 6.4 times. Nearly four fifths (78%) of the people who saw the campaign, took some sort of action in response.

The additional activity in Glasgow during COP26 reached 769,000 (45%) of the campaign target audience, on average 4.8 times.

Over 500 partners shared campaign assets across the two campaign phases, helping to disseminate a consistent and coherent campaign narrative. There were 2293 mentions of the campaign activity from partners via their own social channels for the autumn activity, reaching a total audience via their social channels of 8.67 million people.

Photography taken in October of the glowing zero was shared 69 times across traditional and social media platforms. This supporting PR activity created a further 8 million opportunities to see and hear the content.

The increase in followers of Scottish Government climate-related social channels exceeded the target following COP26. Visits to the website far exceeded the target (38,607 visits in November versus 2,000 visits as target). The [events directory on the Net Zero Nation website](#) had 2,905 page views throughout the two weeks before and the two weeks of COP26.

Campaign SMART objectives are set based on the budget, campaign reach and duration and anticipated response and informed by learnings from other campaign activity. The advertising activity met the SMART objectives as follows:

<b>Objective</b>	<b>Target</b>	<b>Delivered</b>
Campaign recognition	50%	51%
Campaign engagement among campaign recognisers	50%	79%
Percentage of people having taken action as a result of seeing the campaign	50%	75% / 73%
Increase awareness of actions needed to tackle climate change among campaign recognisers	73%	75% / 73%

Among our 18 to 54 year old audience in Scotland, one third of them remembered seeing the climate-related out of home activity that ran in October and November. This figure increased to 4 in 10 of those living in Glasgow.

### *International Marketing Activity*

Our digital marketing activity with international audiences delivered our objectives as follows:

<b>Objective</b>	<b>Target</b>	<b>Delivered</b>
Impressions	12.8 million	13.5 million
Video views	3.2 million	5 million
Click through rate	0.6%	0.85%

The BBC Worldwide partnership delivered an estimated 18 million TV impacts in the target countries (France, Germany and the US) and an editorial sponsorship Click Through Rate of 2.84% (BBC benchmark is 1.12%). The average time spent engaging with the content was 20.17 minutes, outstripping the BBC benchmark of 8 minutes.

The paid activity was supported with a programme of international media engagement, which included a roundtable with the First Minister and London-based European correspondents and a series of targeted Ministerial opinion editorials, media releases and interviews with target broadcasters including CNN and Bloomberg. An international media toolkit was also developed and made available to international media via the international network, resulting in press visits during COP26. This resulted in 180 pieces of international press coverage in the period prior to and during COP26.

On the ground in Scotland, the brand partnerships activity designed to target international delegates reached in excess of 4 million people with some of the creative remaining in place long after COP26. The branding in Scottish Government venue spaces, particularly the Blue Zone where Ministers engaged with high profile delegates and media, was visible to 20,000 delegates daily over the fortnight and 2,258 virtual attendees from 107 countries attended Government hosted events virtually during the summit. Examples of creative can be viewed in Annex B.

### **What are the next steps?**

Building from the momentum of COP26, and ahead of COP27, the Scottish Government is committed to driving further action arising from the Glasgow Climate Pact – continued momentum is required and with the necessary sense of urgency.

Communications activity will be shaped by the four key impact areas agreed by the First Minister following COP26:

- Influencing positive international climate action;
- Securing positive diplomatic & economic outcomes;
- Delivering on Net-Zero Ambition to build a fairer more just society in Scotland;
- Attracting investment and jobs for the transition ahead.

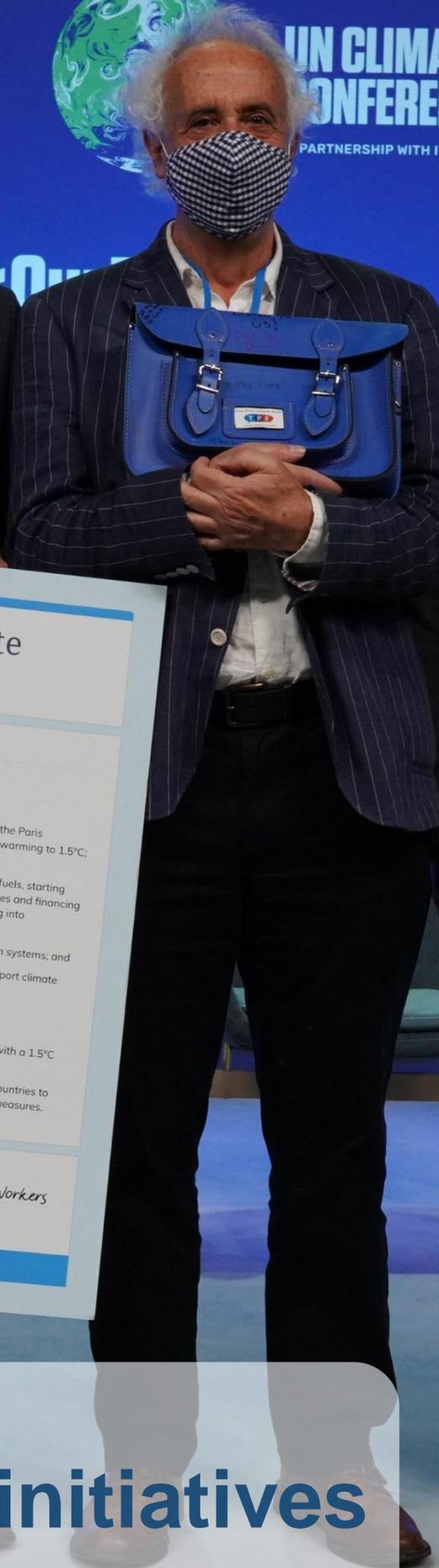
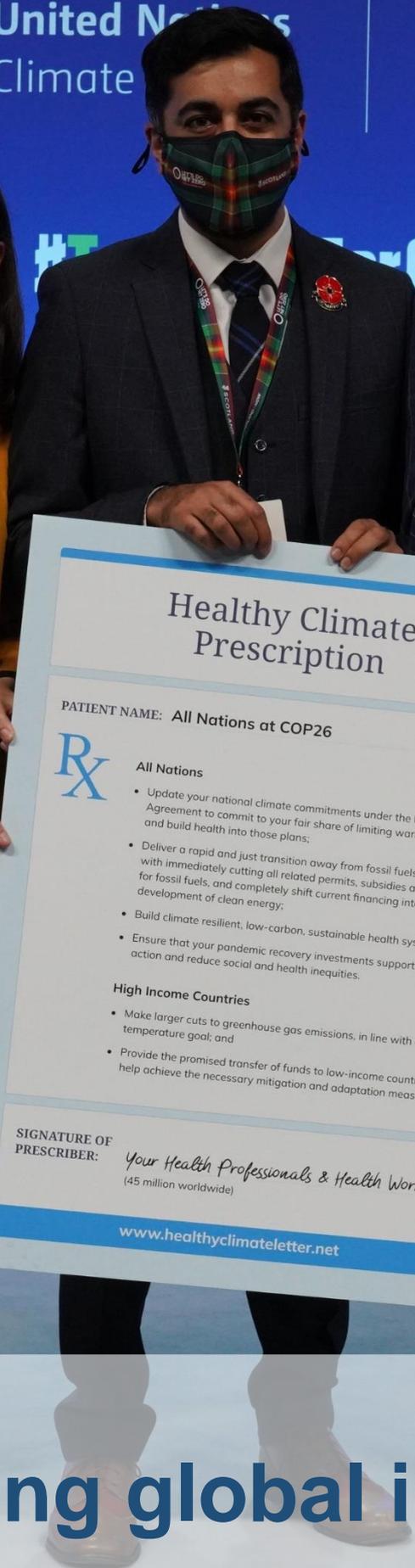
The established Climate Change Communications Framework and Let's Do Net Zero brand platform will form a solid foundation to develop and deliver an updated communications strategy and measurable objectives, which supports delivery against the nation's ambition.



United Nations  
Climate



IN CLIMATE  
CONFERENCE  
PARTNERSHIP WITH



**Healthy Climate Prescription**

PATIENT NAME: All Nations at COP26

**Rx**

**All Nations**

- Update your national climate commitments under the Paris Agreement to commit to your fair share of limiting warming to 1.5°C; and build health into those plans;
- Deliver a rapid and just transition away from fossil fuels, starting with immediately cutting all related permits, subsidies and financing for fossil fuels, and completely shift current financing into development of clean energy;
- Build climate resilient, low-carbon, sustainable health systems; and
- Ensure that your pandemic recovery investments support climate action and reduce social and health inequities.

**High Income Countries**

- Make larger cuts to greenhouse gas emissions, in line with a 1.5°C temperature goal; and
- Provide the promised transfer of funds to low-income countries to help achieve the necessary mitigation and adaptation measures.

SIGNATURE OF PRESCRIBER: *Your Health Professionals & Health Workers*  
(45 million worldwide)

[www.healthyclimateletter.net](http://www.healthyclimateletter.net)

**Championing global initiatives**

Hosting COP26 in Glasgow gave Scotland a responsibility to lead by example to set the tone for achieving substantial and deliverable outcomes from COP26.

The Scottish Government did this by showcasing, creating, joining, signing or endorsing initiatives to set the “mood music” for COP26 - highlighting the need for immediate action, demonstrating commitment to finding solutions to the climate emergency, and inspiring greater action from others. Activity focussed on gender equality and youth; climate justice and loss and damage; nature and biodiversity loss, and decarbonisation.

<b>Objectives</b>	①	Influence global conversations on climate justice and biodiversity loss
	⑨	Enhance Scotland’s profile as a global climate leader

Over the course of the conference, the Scottish Government signed more than 10 international agreements on areas including gender equality; children and young people, and emissions reductions and signed five international agreements supporting the global decarbonisation of the transport sector. The boxes below give examples of Scottish Government activity which championed global initiatives.

### Championing issues around climate justice and loss and damage ① ⑨

Activity that championed climate justice and loss and damage, included:

- Signing the Glasgow Climate Pact, committing countries to doubling their collective provision of climate finance for developing countries by 2025.
- Trebling our Climate Justice Fund financing communities to tackle structural inequalities and be more resilient to the impacts of climate change.
- Announcing that Scotland would be the first developed nation to pledge **Loss and Damage finance** (please see case study at the end of the chapter).
- Signing up to the **Cleaner Cooking Pledge** with confirmed funding towards the **Cleaner Cooking Coalition** which will help to raise awareness of the importance of cleaner cooking, and it will help communities and organisations in Malawi to make even better progress with the initiative.

### Championing issues associated with gender and youth ⑨

Activity that championed issues associated with climate change, gender and youth, included:

- Providing funding for **The Beyond Borders Climate Change Fellowship** promoting equal participation by women in peace resolution and enabling climate activists, people from indigenous and island communities, and areas where there is no state control, to share their experience of issues of gender, climate change and conflict.
- Launching the **Glasgow Women's Leadership Statement** on gender equality and climate change which acknowledges the disproportionate impacts of climate change on women and girls and celebrates the role of women leaders at all levels in addressing the climate crisis. There have been 30 global signatories including the leaders of Bangladesh, Estonia and Tanzania and UN Women and the Prime Minister of Iceland.

- Announcing that the Scottish Government will become a Commitment Maker as part of the **Feminist Action for Climate Justice global coalition**.
- Signing up to the **UNICEF Declaration of Children, Climate and Justice**, committing to the key calls to action drafted by children and young people.

### Championing issues associated with nature and biodiversity loss 1 9

Activity that championed issues of climate and nature and biodiversity loss, included:

- Launching the **Blue Carbon International Policy Challenge** which will engage the global third sector, private and public sector blue carbon community on the policy actions required, in Scotland and internationally, to maximise the potential of blue carbon as a nature based solution for climate change.
- Highlighting the marine climate mitigation and adaptation opportunities at the **Scottish Blue Carbon Forum** and joining the **International Partnership for Blue Carbon** which now has 50 members and commits to exchange knowledge on blue carbon and progress actions for marine and coastal protection and restoration.

### Championing decarbonisation 9

Activity that championed issues of decarbonisation in sectors such as energy, transport and agriculture, and showed Scotland's ambitions to lead at a global level in these areas, included:

- Joining the **50x30 coalition**, an alliance between emissions research institutions and governments that recognise the vital importance of cutting emissions by 50% by 2030 to limit ice loss and sea level rise. Scotland is the first non-state member of the coalition, which includes Germany, Denmark, Finland, Sweden and UK Gov.
- Signing up to the **4 per 1000 initiative**, which aims to boost carbon storage in agricultural soils and reduce the global carbon footprint.
- Launching a new **Clean Heat Forum**, as a founding member alongside the UK, Germany, Denmark and others, to accelerate emissions reduction in the heating of buildings through joint working on standards, policy and technology.
- Signing the **COP26 Declaration on Accelerating the Transition to Zero Emission Cars and Vans**; the **Global Memorandum of Understanding on Zero Emission Medium and Heavy Duty Vehicles**; the **Public Fleets Pledge**; and the **Transport Decarbonisation Alliance 'Call for Accelerated Electric Vehicle Charging Infrastructure**.
- Developing and signing the **Clydebank Declaration** - the creation of green shipping corridors through the International Maritime Organization.
- The Scotland Food and Drink Partnership launching the **Food and Drink Sector Industry Net Zero Commitment**.

### Championing issues associated with public participation 9

Activity that championed issues around public participation in climate action and decision-making, and showcased Scotland's previous action in this area, included:

- Scotland's Climate Assembly members being joined by members from the Global Assembly, France's Convention Citoyenne pour le Climat, and Glasgow City Council's climate assembly to discuss how citizens can impact climate policy. The event was entitled **We Have Agreed – Will You?**

## **Citizen's Recommendations for Fair and Effective Action on Climate Change.**

- A Ministerial panel event, [How can Open Government Principles Help Deliver Climate Action?](#) which was chaired by Yamide Dagnet, and included Ministers from Scotland, Finland, Lithuania and the Canadian Ambassador for Climate Change. Panellists outlined how their countries were working to make adaptation, mitigation and solutions to climate change inclusive, open and participatory, and discussed further work that can be done. Members of Scotland's Climate Assembly and of the Children's Parliament also asked the panellists questions.



## Case Study: Funding for loss and damage



### Context

Loss and Damage has evolved over the past decade to become what many consider the third pillar under the UNFCCC alongside mitigation and adaptation. However, channelling finance to the most vulnerable countries to address Loss and Damage remains a controversial issue, particularly when discussed in the context of liability and compensation. In the lead up to COP26, the vulnerable developing countries branded Loss and Damage as the make-or-break issue for determining the success of the conference.

### What happened?

During the opening week of COP26, in a ground-breaking announcement the First Minister declared Scotland would be the first developed nation to pledge Loss and Damage finance. £1 million will be allocated from the Scottish Government's Climate Justice Fund to grant fund a partnership with the Climate Justice Resilience Fund. This partnership will support vulnerable communities prepare for and adapt to climate change, tackle structural inequalities and recover from climate induced loss and damage.

Over the course of the conference, the First Minister called for global leaders to step up and deliver on climate finance. In efforts to lead by example, the Scottish Government further announced that the Climate Justice Fund would treble to £36 million over the next Parliament, committing an extra £1 million of this to Loss and Damage.

### What was the impact?

Scotland's leadership encouraged others to commit funding explicitly for addressing loss and damage including by five philanthropies which together committed US\$3 million and the government of Wallonia, a region of Belgium, which committed €1 million. Scotland's contribution received global recognition; including by the UN General Secretary Antonio Guterres and by Climate Action Network which presented Scotland with the Ray of the Day award for breaking the taboo around Loss and Damage financing and showing leadership in supporting victims of climate change.

### What are the next steps?

The Scottish Government will continue the momentum on loss and damage by playing a convening and leadership role over 2022. As one of the first movers on loss and damage, we will endeavour to share our learning and learn from those to who are, or hope to, address loss and damage. We are currently reviewing the best way to spend our financial contribution in order to have the greatest positive impact.

# Demonstrating expanded domestic action



Scotland has committed to delivering a just transition to net zero emissions by 2045. COP26 provided an opportunity to highlight the scale and pace of action needed to reach net zero, and the progress Scotland has made so far, and enhance Scotland's policies and solutions to further Scotland's domestic climate change agenda.

The Scottish Government sought to use the international platform to demonstrate the significant challenges and opportunities faced by Scotland and as well as its distinct policies, solutions and expanded action. Activity focussed on Scotland's approach decarbonisation through a Just Transition, inclusion and public participation in climate change discussions and decision-making, and commitments to tackling biodiversity loss.

<b>Objectives</b>	④	Expand ambition in Scotland's domestic climate agenda
	⑨	Enhance Scotland's profile as a global climate leader

### Demonstrating Scotland's expanded approach to decarbonisation ④ ⑨

Activity that demonstrated Scotland's expanded approach to decarbonisation, alongside sustainable and inclusive economic development through a Just Transition, included:

- Launching the Scottish Government's **Energy and Just Transition Plan**, beginning a process of collaboration and co-design that will shape the Scottish Government's refreshed Energy Strategy and the first ever Just Transition Plan, focussed on the Energy Sector.
- Promoting Scottish Government's **Hydrogen Action Plan** to help make Scotland become a leading nation in the production of reliable, competitive and sustainable hydrogen.
- Hosting & supporting a range of events showcasing Scottish successes in low carbon transport technology, including on bus, rail and zero emission vehicle supply chains including events at the **Michelin Scotland Innovation Parc**.
- Scottish Enterprise supporting the leading Scottish agri-tech company **Intelligent Growth Solutions** to secure £42.2m of private investment, to drive global expansion plans on innovative approaches to vertical farming technologies.
- Supporting **Mitsubishi Electric**, through a grant from Scottish Enterprise, to leverage £15m of investment in a smart factory project to increase production of heat pumps, creating 55 new jobs and supporting over 300 existing jobs.
- Announcing the **Agriculture National Test Programme**, to support and encourage farmers and crofters to learn about how their work impacts on climate and nature.
- Announcing the **Clyde Mission Implementation Strategy** for low carbon heating projects along the Clyde.

### Demonstrating Scotland’s expanded approach to public participation

Activity that demonstrated Scotland’s expanded approach to inclusion and public participation in climate change discussions and decision-making, included:

- Exploring the means of delivering a **Green Participatory Budgeting initiative** which will allow communities themselves to have a say in how funds are utilised in their local area to facilitate a Just Transition.
- Funding the **Social Enterprise Fuel Change** dedicated to acting as a platform for younger people, allowing them to become truly involved in considering climate related challenges and developing low carbon solutions. This funding will allow the organisation to scale up and bring more schools into the programme to accelerate the programme’s expansion, and enable more young people to become involved in developing low carbon solutions to climate-related challenges.

### Demonstrating Scotland’s expanded approach to nature and biodiversity loss

Activity that demonstrated Scotland’s expanded commitment to nature and biodiversity loss, included:

- Announcing a new multi-year financial commitment to the **Nature Restoration Fund** that will fund large-scale, multi-year, multi-partner projects which will help transform and protect nature and drive forward nature’s recovery.
- Signing a **new Memorandum of Understanding with the Ministry of Environment of Chile on the conservation and management of wetlands and aquatic ecosystems**. This establishes a framework between the Scottish Government and the Chilean Government for collaboration and the exchange of knowledge and ideas.
- Announcing the **Agriculture National Test Programme**, to support and encourage farmers and crofters to learn about how their work impacts on climate and nature.



## Case Study: Free bus travel for Under 22s



### Context

COP26 was a vital opportunity for the global community to agree meaningful steps to further reduce emissions from the transport sector, and showcase Scotland's best practice in this area.

In 2022 the Scottish Government are launching the Young Persons' Free Bus Travel Scheme which will enable free bus travel for all those under 22 years of age. The scheme is being delivered in partnership by Transport Scotland, the Improvement Service, the National Entitlement Card Programme Office (NECPO), Young Scot, local authorities and bus operators.

Around 930,000 young people across Scotland will be eligible to benefit from the scheme, making it easier for them to make sustainable travel choices. It seeks to improve opportunities for all young people through better access to education, leisure and work, and support a Just Transition by removing financial barriers to accessing the most popular form of public transport - the bus - which can help reduce household costs, especially for those on lower incomes.

### What happened?

On November 5 2021, on COP26 Youth and Empowerment Day, the First Minister and Minister for Zero Carbon Buildings, Active Travel and Tenants' Rights met with children and young people to showcase and celebrate the forthcoming launch of free bus travel for those under 22 years of age.

Following Ministers' departure, the young people and social media influencers were welcomed to take part in a bus tour on a new Alexander Dennis Ltd electric double decker, capturing content for social media, and helping raise awareness of the initiative.

### What was the impact?

Nearly 60 million individuals interacted with the news story through various press and social media routes. This has helped build essential national awareness about the new scheme in advance of its official launch.

More generally, this activity showcased Scotland's best practice in the area of transport decarbonisation – which focuses not only on the transition to clean technology but also on reducing demand and encouraging people towards more active and public transport options.

### What are the next steps?

Applications opened on the 10 January 2022 for 5-21 year olds living in Scotland to access free bus travel - with a focus on children and young people who need to make essential journeys. The scheme officially commenced on the 31 January 2022.

LIT'S DO  
NET ZERO

COP26, GLASGOW 2021

# Showcasing Scotland's trade and investment opportunities

WE'RE BUILDING AN  
**ECONOMY**  
THAT'S FAIR AND RESILIENT  
TO CLIMATE CHANGE.



LAND IS NOW

SC

The world's economy is transforming to achieve the transition to Net Zero. Business, trade and investment will provide the technology and the funding needed to drive this change. COP26 gave Scotland the opportunity to set the scene for further investment, innovation and sustainable growth.

Scottish ministers and Scottish Government's enterprise agencies worked with the private sector to showcase the best of Scotland's innovative business and investment opportunities to a global audience of policy makers, trading partners and investors. Activity focussed on Scotland's values-driven approach to green capital investment, nature-based solutions, and the renewable energy sector.

Objectives	④	Expand ambition in Scotland's domestic climate agenda
	⑦	Built and strengthened partnerships and connections at a global level
	⑧	Raised Scotland's Net Zero trade and investment profile

Over the course of the two-week programme, Scottish Government and Enterprise partners delivered a programme of over 140 events and engagements with an economic focus, including through partnerships with the Scottish National Investment Bank, Glasgow Chambers, Association of British Insurers, City of London, and Global Ethical Finance Initiative.

### Showcasing Scotland's values-driven approach to trade and investment ④ ⑦ ⑧

Key activity which promoted the Scottish Government values-driven approach to trade and investment, and Scotland as a destination for green capital investment, included:

- Scottish Enterprise organising a **Green Finance Day** where the First Minister provided a keynote speech promoting Scotland's value driven approach to investment, recognising that a just transition to net zero underpins all that the Scottish Government do. The FM was clear that the public sector alone cannot deliver this and invited investors who share Scottish Government values to collaborate to address the grand challenges facing our society.
- Promoting the **Green Investment Portfolio**, which has a current value of £2 billion, to showcase propositions which demonstrate that Scotland is a world leader in green industries and to signal that we are working to expand the Portfolio to £3 billion in 2022.
- Participating in the **Getting Serious about the Green Economy** event
- Announcing over **£100m investment from DSM** to manufacture a new feed additive in their North Ayrshire site, which can reduce methane emissions from dairy cattle and sheep – an investment that will also safeguard more than 300 jobs, increase job numbers in the site, and create 100 to 150 construction jobs over 2 years.
- **Scottish Enterprise signing a Memorandum of Understanding with Mitsubishi Electric** committing to joint working on the long term expansion of

the Livingston Heat Pump factory, with an initial investment of £15m to create over 55 new jobs and support over 300 existing jobs.

④ ⑦ ⑧

### Showcasing Scotland's potential in renewable energy

Key activity that highlighted Scotland's potential to be a key international partner in renewable energy and its ability to be a leading exporter of hydrogen to the UK and Northern Europe; a leader in the development of floating offshore wind technology; and a leading strategic location for the zero emissions heating and energy efficiency industry, included:

- Showcasing ambition to be a leading exporter of hydrogen through the **H100 project in Fife** and the **power generation with CCS project at Peterhead**.
- The First Minister hosting a **stakeholder event at Edinburgh Castle** to reinforce the strong policy position on the growth of the hydrogen economy.
- Hosting an **Offshore Wind Roundtable discussion** with supply chain industry senior leaders, co-chaired by Cabinet Secretary for Net Zero, Energy and Transport and Professor Sir Jim McDonald, Principal of Strathclyde University. The discussion included the need for industry to take forward a collaborative approach, to maximise opportunities for the Scottish supply chain.
- Hosting over 80 business leaders and delegates from the **Low Carbon Heating** industry to discuss Scottish supply chain opportunities.

The Scottish Government also held a series of events in Blue Zone pavilions that showed Scotland's peatland restoration action; nature-based solutions, and leading role in marine energy, to raise their profile.



## Case study: Scottish Enterprise activity at COP26



### Context

COP26 was a significant opportunity for Scottish Enterprise to showcase Scotland as a global leader in sustainable and inclusive economic development and to help refocus Scotland's economy on a net zero future. Scottish Enterprise used the event as a catalyst to inspire businesses to go further and faster towards a net zero transition. It also provided a platform on which to attract new capital investment, showcase Scotland as a world class business location to locate green projects, and promote Scottish net zero solutions to the world.

### What happened?

Scottish Enterprise worked across the public and private sector in Scotland, and beyond, to develop a programme of activity prior to, during and after the conference. Over the 12 days, Scottish Enterprise mobilised its capabilities and reach, working with partners to increase business engagement across Scotland to support their vision for a successful COP.

Scottish Enterprise delivered 24 events at Scotland's Climate Ambition Zone, located at the Lighthouse, attracting 1066 in-person and 1631 virtual delegates. Through a virtual online platform 97 companies were hosted, showcasing their innovative net zero business models, products and/or services. From the delegate feedback survey:

- 75% of delegate companies increased their awareness of Growth Market Opportunities in the Transition to Net Zero in Scotland
- 49%, are now considering signing up to the [United Nations Race to Zero Campaign<sup>1</sup>](#)
- 36% increased awareness of investment opportunities in Scotland and 34% identified new market opportunities for their businesses

The range of high-profile events, including but not limited to:

- A 'Race to Zero' Capital Investment Programme (9-10 March 2021)
- A Hydrogen Council dinner showcasing Scotland's hydrogen ambitions
- A Green Investment Showcase.

In addition, Scottish Enterprise hosted a wide range of company meetings and roundtables, with existing and potential international investors, to successfully showcase Scotland as an investment destination. In total, 40 meetings took place, and 65 investment leads were generated.

### What was the impact?

Scotland's credentials as a world-class business location for green projects were showcased to international and domestic audiences. A number of significant announcements made by Scottish Enterprise, and partners, included

- DSM's plans for global manufacture of its ground-breaking feed additive Bovaer in Dalry.

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<sup>1</sup> This is a global campaign bringing together businesses, cities, regions and investors to help create a healthy, resilient and zero carbon recovery. 253 Scottish companies have signed up so far.

- £15.3m investment by Mitsubishi Electric Air Conditioning Systems Europe Ltd, to develop its Livingston as a hub for the manufacture of next generation heat pumps.

Additional impacts are expected from the trade and investment leads generated and the opportunities showcased by businesses as part of the programme of activity, accessed by a global audience.

### **What are the next steps?**

COP26 was a fantastic opportunity to showcase Scotland's leadership in the transition to a net zero future.

Many new connections and relationships were established in Glasgow creating new opportunities for capital investment and green jobs. Scottish Enterprise remains engaged with all prospective investors to support their ambitions to potentially invest in Scotland.

Scottish Enterprise will continue to build on the relationship with the UN Climate Champion team to leverage further Scottish business engagement in the transition to net zero and Race to Zero campaign.

In collaboration with the Scottish Government, Scottish Enterprise will build on the legacy of COP26 as they continue to demonstrate and promote the opportunities for Scotland in the transition to net zero in the run up to COP27.

Scottish Enterprise will look to capitalise on the COP presidency rotation 'trio' to develop further economic opportunities with the incoming presidencies, particularly the United Arab Emirates where COP28 will be held in 2023.

Scottish Enterprise will seek to maintain positive international profile generated through Scottish Enterprises' marketing and promotional campaigns to the global audience.



## Hosting diplomatic discussions

COP26 offered Scotland the opportunity to strengthen its international and multilateral relationships and position Scotland as a credible leader and partner in tackling global climate action.

The Scottish Government held a series of engagements with international leaders from other governments, states and regions to establish new partnerships, give leadership to key issues and share unique expertise and technical capacity. Activity focussed on deepening engagement with those from Europe (particularly Nordic countries), North America and those from the Global South.

<b>Objectives</b>	⑦	Build and strengthened partnerships and connections at a global level
	⑨	Enhance Scotland's profile as a global climate leader

Over the course of the conference, approximately 150 international government engagements and over 65 bilaterals were held. The First Minister met with approximately 25 Heads of State and Governments and representatives from approximately 50 countries by arrangement and many more through brush-by. These include the US, Canada, Malawi, Zambia, France, Germany, Denmark, Ireland, Spain, Belgium, Costa Rica, Bangladesh, Pakistan and India, as well as multilateral institutions like EU and UN.

Other Scottish ministers also met with their counterparts of several national and subnational governments to discuss joint working on different policy areas such as offshore wind energy; hydrogen; green buildings; Just Transition; the Under 2 Coalition, and the circular economy. In these meetings Scottish policies and reports such as the draft Hydrogen Action Plan; the Offshore Wind policy statement; the Just Transition Commission report, and Citizens Assembly report, were highlighted and shared. These meetings have built new connections, and opened up the possibility for follow-up discussions and collaboration.

### Establishing connections with North America ⑦ ⑨

Key activity which established the potential for greater connections with the North America, include:

- **A meeting with the US Assistant Secretary for Energy Efficiency and Renewable Energy** which has opened up the opportunity to directly engage after COP26 with the US Directorate of Energy on renewables and other areas of collaboration.
- **Meetings with the California delegation** which resulted in California signing up to the Edinburgh Declaration and which have also opened opportunities for extended engagement on adaptation, biodiversity and energy.

### Establishing connections in Europe ⑦ ⑨

Key activity which established the potential for greater connections with Europe, particularly Nordic countries, include:

- **A meeting between Cabinet Secretary Matheson and Iceland's former Environment Minister**, which identified potential for greater knowledge

exchange between Scotland and Iceland, particularly in the areas of hydrogen; offshore wind; national park governance, and peatland restoration, and follow-up engagements are being discussed.

- **The Nordic Council of Ministers, via their Nordic Energy Research agency, agreeing to financially support the participation of Scottish experts in two of their upcoming projects that build on event held during COP26**, focusing on net-zero islands and the decarbonisation of maritime transport respectively.
- **The facilitation of discussions between Transport Scotland and officials from Norway, Sweden, Finland and Denmark** to inform the upcoming publication of Scotland's new aviation strategy.

### Establishing connections with the Global South

7 9

Key activity which established the potential for greater connections with the Global South, include:

- A [reception](#) co-hosted by the Scotland Malawi Partnership with the President and First Lady of Malawi, Councillor Frank Ross, Rt. Hon. Lord Provost and Lord Lieutenant of the City of Edinburgh, and SNP MSPs to celebrate Scotland-Malawi climate cooperation at COP26.
- A meeting between **Minister McAllan and the Special Envoy from the Climate Vulnerable Forum**, committing to future collaboration around loss and damage.



## Case study: A Memorandum of Understanding with Denmark



### What happened?

On 8 November 2021, in the COP26 Blue Zone, [a Memorandum of Understanding \(MoU\)](#) on heat and energy efficiency was signed between The Government of The Kingdom of Denmark and The Scottish Government (the Parties).

The objectives of the MoU are to promote a mutually beneficial partnership between the Parties in the green transition of the energy system. The areas of cooperation in focus are:

- heating networks/district energy
- energy efficiency in buildings and industry

The MOU recognises the common interests shared by the Parties above regarding the development of affordable, and zero carbon emission, sustainable energy sources. It provides an opportunity to deepen collaboration on heat networks and heat decarbonisation more widely. It welcomes opportunity for Scotland and Denmark to collaborate with other like-minded countries and to build a coalition of the willing to press nations to the Paris Agreement to decarbonise heat. This is in line with commitments the Scottish Government has made within their Heat in Buildings Strategy, as well as with their target to achieve net zero by 2045.

The MOU agrees a commitment from both Parties to engage in knowledge exchange as well as to collaborate on the development and promotion of national policies regarding the development of sustainable energy sources, decarbonising heating systems and finding cost-effective and lasting solutions to energy issues. This may include exchanging documents; conducting visits; jointly organising seminars, and jointly commissioning research or analytical studies.

### What was the impact?

The signing of the MOU, alongside the rich programme of events promoted by the Scottish Government in the Nordic Pavilion, has opened opportunities for longer-term collaboration with Nordic partners. It has also expanded Scottish Government's network of government-to-government contacts across the region. This contributes to Scotland's goals of building and strengthening partnerships and connections at a global level; raising Scotland's Net Zero trade and investment profile, and enhancing its profile as a global climate leader.

### What are the next steps?

Following the MOU, a range of activities, such as workshops and presentations, are in the process of being organised by officials from the Scottish Government and the Danish Government. This includes meetings of senior level officials and stakeholders to promote knowledge sharing; discuss projects and investment opportunities; develop links between stakeholders, and hold symposiums on topics such as waste heat recovery and supply chain development. The first event is due to be held in Scotland in early 2022.

## Reflections on COP26 success and next steps

This report has detailed the COP26 programme of activity delivered by the Scottish Government and its partners. As outlined in the report, each of the eight main 'categories of activity' delivered a range of different outputs and outcomes over the period of the conference.

This final section will reflect on the success of the COP26 programme as a whole against the Scottish Government's overarching aims and objectives and consider how the momentum created at COP26 can be built on in the run-up to COP27 and beyond, as work continues across the Scottish Government to deliver on these long-term ambitions.

### 1) Scotland plays its full part in securing an ambitious and deliverable global deal at COP26

- ① Influence global conversations on climate justice and biodiversity loss
- ② Provide a bridge between marginalised voices and those making decisions
- ③ Galvanise greater action from different levels of government and civic society stakeholders

The Scottish Government, and partners, took a leading role in conversations around climate justice; biodiversity loss, and women's leadership in climate throughout COP26. For example, the Scottish Government announced that they would pledge Loss and Damage finance, committing £2 million from the Scottish Government's Climate Justice Fund over this Parliament, and being internationally recognised for its ground breaking contribution, including by the UN General Secretary Antonio Guterres and the Climate Action Network. This will continue to be an area of focus ahead of COP27.

The Scottish Government also led the Edinburgh Process for Biodiversity, which sets out commitments for governments, regions and cities across the globe to take positive actions to address biodiversity loss, as well as climate change. The Scottish Government will continue Edinburgh Declaration advocacy work in the run up to at COP15, and use the handover from COP26 to COP15 to emphasise the COP26 legacy work and continue to showcase leadership in this international partnership on biodiversity loss.

The Scottish Government COP26 programme amplified voices that are too rarely heard in climate change discussions - for example, those of young people, women and those from the global south - and sought to be a bridge between these groups and the decision makers around the negotiating table. Key examples of success include: the Conference of Youth; the Glasgow Climate Dialogues, and the launch of the Glasgow Women's Leadership Statement on gender equality and climate change with UN Women.

At COP27, the Scottish Government will to continue to act in a bridging role to amplify marginalised voices in the global decision making process.

The success of the Scottish Government in galvanising greater action from different levels of government and civil society stakeholders is demonstrated by its role establishing the Under 2 Coalition Net Zero Futures Initiative. In 2021, this initiative engaged more than 80 governments from around the world in dedicated learning activities on setting, and delivering, net zero targets. The Scottish Government also successfully capitalised on Scotland's role as the European co-chair of the Under 2 Coalition to support the launch of a new Memorandum of Understanding committing members to reach net zero by 2050.

Building from the momentum of COP26, the Scottish Government will continue to demonstrate the role that non-party governments play in tackling the climate emergency.

Throughout the course of COP26, the Scottish Government also signed over 10 international pledges or agreements in areas including gender equality; young people, and emissions reduction which supported a positive global outcome in the Glasgow Climate Pact.

## 2) COP26 enhances Scotland's progress to Net Zero through a Just Transition

- ④ Expanded ambition in domestic climate change agenda
- ⑤ Stimulated greater understanding and action from the Scottish public
- ⑥ Empowered Scottish children and young people to get involved in COP26 and climate action generally

COP26 gave the Scottish Government an opportunity to expand ambition in relation to its domestic climate change agenda. Key examples of success include: funding the Social Enterprise Fuel Change programme and announcing a new multi-year financial commitment to the Nature Restoration Fund.

The Scottish Government also launched the Energy and Just Transition Plan, beginning a process of collaboration and co-design that will shape the Scottish Government's refreshed Energy Strategy and the first ever sectoral Just Transition Plan.

The Scottish Government, with partners, delivered a substantial programme of public engagement action, both ahead of COP26, and over the period of the conference itself, to stimulate greater understanding and action from the Scottish public. Children and young people were engaged through a host of activity delivered through schools, museums, local authorities and education settings, while businesses were engaged through Scottish Enterprises' bespoke business engagement programme. Scottish Enterprise will continue to build on the relationship with the UN Climate Champion team to leverage further Scottish business engagement in the transition to net zero and Race to Zero campaign. A programme of sustained, multi-channel communications activity in the build up to, during and after COP26, was developed and harnessed by the Scottish Government

Communications Division, which increased awareness of climate change and the need for urgent, collective action to tackle it, and showcased Scotland's climate leadership credentials to audiences overseas.

The established Climate Change Communications Framework and Let's Do Net Zero brand platform will form a solid foundation to develop and deliver an updated communications strategy and measurable objectives, which supports delivery against the nation's ambition in the future.

Some of the engagement particularly targeted at children and young people, had the expressed purpose of empowering Scottish children and young people to get involved in COP26 and climate action. For example, members of the Children's Parliament developed a Climate Changemakers Toolkit, delivered to every Scottish school ahead of COP, to empower children to influence elected representatives and decision-makers about climate action. Children's Parliament also facilitated the participation of 14 members in numerous sessions, panels and fringe events at the conference itself.

In the Climate Change Public Engagement Strategy published in 2021 the Scottish Government committed to ensuring that the voices of children and young people are heard and help to influence policy design, including in the evolution of the Scottish Government's Let's Do Net Zero marketing campaign by including children and young people in future marketing research.

Further, as part of the delivery of this strategy, the Scottish Government will partner with trusted messengers to extend the reach of communications to all in Scotland and, in particular, to those who are least engaged. Work with trusted messengers includes that of the 2050 Climate Group, who deliver climate leadership training, connect young people to policy development processes such as consultations, and raise awareness of climate change developments amongst Scotland's young people. Collaborative working with a range of partner organisations will continue to support climate change education across Scotland.

### **3) COP26 enhances Scotland's place in the world, attracts innovation and investment, and builds partnerships that bring benefit**

- ⑦ Built and strengthened partnerships and connections at a global level
- ⑧ Raised Scotland's Net Zero trade and investment profile
- ⑨ Enhanced profile as a global climate leader

The Scottish Government strengthened partnerships and connections at a global level through its activity at COP26. Over the course of the conference, approximately 150 international government engagements; 65 bilaterals; and 484 Ministerial events (across 22 Ministers) were held. Diplomatic efforts were particularly focussed on establishing connections with North America, Europe and the Global South.

A new Memorandum of Understanding was signed the Ministry of Environment of Chile on the conservation and management of wetlands and aquatic ecosystems, which establishes a framework between the Scottish Government and the Chilean Government for collaboration and the exchange of knowledge and ideas.

A Memorandum of Understanding was also signed between Denmark and Scotland to establish a beneficial partnership between the two countries in the green transition of the energy system. A range of activities are currently being organised, including meetings of senior level officials and stakeholders to promote knowledge sharing; discuss projects and investment opportunities; develop links between stakeholders, and hold symposiums on topics such as waste heat recovery and supply chain development. The first event is due to be held in Scotland in early 2022.

Since the COP26 summit ended, several MoUs are being progressed with international partners. One was signed on 9 March 2022 between Scotland and North Rhine-Westphalia in Germany on the economy, energy transition and net zero, and climate and environment protection.

The Scottish Government, in partnership with Scottish Enterprise, worked across the public and private sector in Scotland and beyond, to develop a programme of activity prior to, during and after the conference to raise Scotland's Net Zero trade and investment profile.

Over the course of the two-week programme, 140 events and engagements with an economic focus were delivered, and 24 events, led by Scottish Enterprise, were held at Scotland's Climate Ambition Zone. Through a virtual online platform 97 companies were hosted, showcasing their innovative net zero business models, products and/or services. Scottish Enterprise also hosted a wide range of company meetings and roundtables, with existing and potential international investors, to successfully showcase Scotland as an investment destination. In total, 40 meetings took place, and 65 investment leads were generated. Many new connections and relationships were established in Glasgow creating new opportunities for capital investment and green jobs.

Scottish Enterprise remains engaged with all prospective investors to support their ambitions to potentially invest in Scotland. The Scottish Government, in partnership with Scottish Enterprise, will also build on the legacy of COP26 as they continue to demonstrate and promote the opportunities for Scotland in the transition to net zero in the run up to COP27. They will ensure they attract investment and jobs for the transition ahead through private investment, leveraged with public funding and building on our natural capital leadership. An early focus for this was at Scotland's Net Zero Activation Days in March 2022 at Expo 2020 Dubai. Work will continue at the World Forum for FDI 2022 in Edinburgh in May, which will showcase opportunities to invest in Scotland's energy transition sector and which will have a focus on net zero, renewables, clean tech, the energy transition and how these contribute to a just transition.

Following on from COP26, Scottish Government has led on the creation of the Sustainable Financial Services Task Force, which was launched in February with Finance Secretary Kate Forbes and UN Special Envoy for Climate Action and

Finance Mark Carney. Work will continue with the task force in the run up to COP27, including work to align with the Glasgow Financial Alliance for Net-Zero. Scottish Government and its enterprise agencies will collaborate to deliver a strong programme of activity in the run up to and during COP27.

The Scottish Government sought to enhance Scotland's profile as a global leader by leading by example - and showcasing, creating, joining, signing or endorsing global initiatives to set the "mood music" for COP26. Over the course of the conference, the Scottish Government signed more than 10 international agreements on areas including gender equality, children and young people and emissions reductions and signed five international agreements supporting the global decarbonisation of the transport sector.

The Scottish Government also led from the front with the work of the CivTech Alliance COP26 Global Scale-Up Programme. This ground-breaking global innovation collaboration programme, was designed and delivered by the Scottish Government in collaboration with nine other countries, ahead of COP26. The concept of 'innovation diplomacy', is one which Scotland can develop and paves the way for a Scottish approach to increased intergovernmental collaboration on shared challenges which also opens up trade and investment opportunities globally. The success of the programme, including winning 'Apolitical's Global Public Service Team of the Year' has led to an increased membership in the CivTech Alliance and preparations to launch the second iteration in the spring of 22, leading up to COP27.

Since November, international engagements on the themes of climate change, sustainable transport, Just Transition, energy efficiency and biodiversity have continued with new and existing partners. We will continue to work with established and new partners in the run up to and during COP15 and COP27.

It is clear that the Scottish Government's COP26 Programme contributed to success against the aims and objectives set out ahead of the conference, and this could not have been delivered without our partners across Scotland, including Public Bodies.

COP27 must look to build upon the achievements of COP26 to address the global climate emergency, and this programme will provide a basis for further action as the Scottish Government looks towards COP27 and beyond. To that end, the Scottish Government is focusing its efforts on playing its part to deliver the Glasgow Climate Pact, and to help address the biggest global challenge of its time.



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The Scottish Government  
St Andrew's House  
Edinburgh  
EH1 3DG

ISBN: 978-1-80435-225-0 (web only)

Published by The Scottish Government, May 2022

Produced for The Scottish Government by APS Group Scotland, 21 Tennant Street, Edinburgh EH6 5NA  
PPDAS1049870 (05/22)

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