COP26

CPLC IN THE NEWS

COVERAGE
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The media coverage report covers the two weeks of COP26. Earned media coverage includes 35 news articles in five languages (English, French, Spanish, Portuguese and Russian). In addition, one high-profile paid media advertisement was published in the Financial Times by CPLC High-Level Co-Chair Lord Barker.

Click to read the articles.
As ministers and business leaders from across the world, we support the imperative of a successful and ambitious outcome for COP26 in Glasgow.

However, that must mean much more than a worthy communique full of vague pledges. We need action. Glasgow must unlock the finance and investment to fire up a truly global green economy and start a shift in policy that puts a true price on carbon pollution. It will help clean technologies to compete with fossil fuels, promote emission reductions where it is most efficient and generate revenue assisting the most vulnerable.

Carbon pricing in the past has too often been praised as an idea but ignored as a policy because it can result in unintended consequences. But if we are smart, realistic and inclusive, any government can deal with those issues head on. And we have to.

A “just transition” is the only way the world can reach net zero with confidence. The poorest should not have to shoulder any further burdens because of the lack of imagination on the part of policy makers. So let’s think creatively about carbon pricing.

The Carbon Pricing Leadership Coalition (CPLC) Taskforce has published a report showing clearly what net zero is and suggesting credible pathways to get there.

It needs to be acted on. The time for a real price on carbon is now.

Yours faithfully,

Juan Carlos Jobet
Co-Chair
High-Level Assembly of the Carbon Pricing Leadership Coalition
Minister of Energy
Minister of Mining
Chile
MEDIA COVERAGE METRICS

186 MILLION
COMBINED TOTAL OF PUBLICATION-WIDE AUDIENCE FIGURES FOR ALL OUTLETS FEATURING COVERAGE

627K
PREDICTION OF LIFETIME VIEWS OF COVERAGE, BASED ON AUDIENCE REACH & ENGAGEMENT RATE ON SOCIAL

773
NUMBER OF TIMES THE ONLINE ARTICLES HAVE BEEN SHARED ON SOCIAL MEDIA
SOCIAL MEDIA

Mari Elka Pangestu @Mari_Pangestu - Nov 2
Pleased to moderate the terrific Carbon Pricing Leadership Coalition roundtable with @NOWealas, @MarkJCarnney, @vonderleyen, @KGeorgieva & other leaders, opened by @PMJustinTrudeau, @COP26
#PriceOnCarbon

CNBC's Sustainable Future @CNBCFuture - Nov 3
Lord Greg Barker, executive chairman at EN+ and co-chair of the Carbon Pricing Leadership Coalition, joins CNBC from COP26 to discuss carbon pricing.

Ambassadrice du Canada des changements climatiques 🇨🇦 - Nov 4
Suite au panel organisé par @PMcanadien Justin Trudeau, la Coalition pour le leadership en matière de tarification du carbone a organisé une discussion fructueuse avec le Ministre @jobet du Chili et d’autres dirigeants sur ce sujet. #COP26 🇨🇦 #CPLC @krytsa365 @axelVT_WB

Rodhaw Advisors @RodhawAdvisors - Oct 27
We are delighted to announce we will join CPLC & co during the COP26 on 4th November, 1pm GMT as part of the EU side events programme to discuss:
“Pricing Carbon to Support a Transition to Net Zero” 📢
- Registration and programme: euu.IO/Q8B
#EU&COP26
The Lack of CPLC’s digital presence makes it challenging to measure the social and impact accurately. These metrics were obtained using search for "Carbon Pricing Leadership Coalition" and "CPLC COP26". The individual breakdown of each search is available on the following pages. Despite a relatively small number of unique users sharing the content, a significant were influencers (accounts with verified status and high following) contributed to the audience reach of content.

Reach

1.8 MILLION

THE COMBINED TOTAL IMPRESSIONS OF THE SOCIAL MEDIA POSTS

Mentions

334

NUMBER OF TIMES CARBON PRICING LEADERSHIP COALITION OR CPLC & COP26 (TOGETHER) MENTIONED IN POSTS

Unique Users

180

NUMBER OF INDIVIDUAL ACCOUNTS THAT SHARED THE CONTENT
"CARBON PRICING LEADERSHIP COALITION"

Mentions
- 205 Mentions (+355.56%)

Unique users
- 106 Distinct Users (+1.67K%)

Reach
- 583.59K Reach (+48.86K%)

Top trending hashtags:
- #cop26
- #pricingcarbon
- #carbonpricing
- #topics
- #netzero
- #climate
- #climatechange
- #throwbackthursday

Most popular keywords:
- leadership
- change
- pricing
- carbon
- countries
- ambitious
- climate
- co-chair
- companies

Gregory Barker
Follow the high-level event hosted by Canada (represented by Prime Minister @JustinTrudeau) and the Carbon Pricing Leadership Coalition (represented by Co-Chair Lord @SkyGardnerUK): https://bit.ly/2Pn7igw

Mari Elia Pangestu
Pleased to moderate the terrific Carbon Pricing Leadership Coalition roundtable with @KOwells, @MarkJCarney, @renderley, @BGeoghegan & other leaders, opened by @JustinTrudeau at @COP26. Follow @CarbonPC on Twitter at https://twitter.com/COP26PC
CPLC COP26

**Mentions**
- 129 +3.13K%

**Unique users**
- 74 +1.75K%

**Reach**
- 1.22M +29.46K%

**Top trending hashtags**
- #cop26
- #cplc
- #carbonpricing
- #keep1
- #climateaction
- #gettingpricesright
- #pricenpollution
- #weekend

**Most popular keywords**
- conference
- emissions
- coalition
- companies
- climate
- leadership
- carbon
- ambitious
- critical
- countries
- chairing
- calling

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**Silicon Valley North**
- Powerful & ambitious! Carbon Pricing Leadership at COP26 event hosted by Canada PM @JustinTrudeau & @CPLC. We heard not only ideas, but clear examples of success pulling a #truecarbonprice, showing FossilFue wrap and building better economies.

**Environment Canada**
- Tune in today at 10:15 a.m. EDT as @CanAmbClimate Fuller participates in a CPLC carbon pricing panel at COP26.

**Joseph Rohrroson**
- What a great panel with @JustinTrudeau & host of leaders supporting CPLC call for a global price on Carbon but pragmatic, fair and targeted to drive innovations and success! @CPLC COP26 pc: twitter.com/@xujiafengg