



COP28 UAE
"Engagement in Climate Action"

A Quick Guide to Making Your Mark at COP28

PREFACE

COP28 is a significant milestone in the ongoing efforts to combat climate change. Originating from the inaugural COP held in Berlin, Germany, in 1995, these conferences have played a pivotal role in driving transformative action on a global scale. Notably, the historic Paris Agreement, achieved during COP21 in 2015, stands as a testament to the profound impact of these gatherings. The COP serves as the United Nations Climate Change Conference, bringing together 197 countries, along with the European Union, as parties to the United Nations Framework Convention on Climate Change.

Driving Global Climate Action: COP28 UAE

As the highest decision-making body on climate issues worldwide, COP28 unites heads of state, climate experts, political leaders, young people, and civil society representatives. The conference serves as a crucial platform for governments and non-governmental entities to forge agreements, develop policies, and establish networks that drive progress in addressing the urgent challenge of climate change. With its collaborative nature and global participation, COP28 aims to catalyze collective action and create meaningful change in our shared pursuit of a sustainable future.

The COP28 location comprises of two primary zones, the Blue Zone and the Green Zone. Here's a concise overview of what you can anticipate in each zone:

1. Blue Zone

Managed by the **United Nations** Framework Convention on Climate Change (UNFCCC), is open to accredited parties and observer delegates. It serves as the site for formal negotiations, the World Climate Action Summit, country pavilions, and numerous side events, including panel discussions, round tables, and cultural events. ***This zone is attended by parties (country negotiators), observers (NGOs, IGOs, and UN agencies), media, and world leaders. In the Blue Zone, approximately 60,000 to 80,000 UN-accredited participants are expected over the two weeks of the official summit. With around 20,000 daily visitors, including 4,000 members of the media, the Blue Zone will serve as a hub of activity. World leaders are also anticipated to attend a two-day summit, with numbers to be confirmed closer to the event.**

PREFACE

2. Green Zone

Managed by the **COP28 Presidency**, provides a platform for non-accredited delegates, including the general public, youth groups, civil society, academia, artists, and businesses. It aims to amplify voices through events, showcases, workshops, and talks that promote dialogue, awareness, education, and commitment to climate action. **The Green Zone highlights various themes such as the private sector**, culture, family, civil society, inclusion, art and crafts, protestors, food, and refreshment. The COP28 UAE presidency recognizes the vital role of private enterprises in combating climate change and seeks to enhance the engagement of businesses in the Green Zone, encouraging them to showcase their innovative solutions, technologies, and products.

The **Green Zone welcomes 30,000 to 50,000** visitors daily, providing an inclusive environment for climate-focused activities. It caters to corporate representatives, offering a dedicated space for networking and connections. By fostering collaboration and knowledge exchange, it serves as a hub for addressing climate challenges and building partnerships. The Green Zone encourages engagement and serves as a dynamic platform for individuals and corporations invested in tackling climate change.

***Outside of the Blue and Green Zones, a range of activities is expected to take place across Dubai and Abu Dhabi. Stakeholders will organize fringe events. This activity is independent of the COP28 UAE delivery.**

Mitigation: Delivering Solutions



- Reduce GHG emissions, achieve net zero by 2050, and limit global warming to 1.5°C.
- Concrete solutions through collaboration and innovation.
- Opportunities for sustainable business growth.

Adaptation: Building Resilience



- Enable global adaptation by adjusting ecological, social, and economic systems.
- Enhancing resilience and protecting vulnerable communities and ecosystems.
- Strengthened business continuity and risk management.

Loss & Damage: Supporting Communities



- Operationalize funding for climate-vulnerable communities.
- Providing support and resources for those impacted by climate change.
- Opportunities for social impact and community engagement.

Finance: Unlocking Resources



- Mobilize climate finance from public and private sources.
- Ensuring adequate funds for climate action and project investments.
- Access to investment opportunities in climate-friendly projects.

WAYS TO ENGAGE WITH COP28



PARTNERSHIP

- Set or increase climate ambitions and commitments.
- Support COP28 UAE Presidency outcomes.
- Amplify the COP28 narrative through business councils and associations.
- Collaborative opportunities and cross-industry initiatives.



SPONSORSHIP

- Showcase commitment to solutions and sponsor COP28.
- Amplify conference narrative and drive meaningful engagement.
- Enhanced brand reputation and contribution to the global climate agenda.



SHOWCASING

- Utilize the Green Zone as a platform for showcasing innovative technologies and sustainable practices.
- Gain visibility and recognition for climate action contributions.
- Increased visibility, networking, and engagement with global leaders.



ENGAGING

- Participate as a visitor and engage in B2B and B2G interactions with key stakeholders.
- Enhance visibility, network with global leaders, MNCs, and IOs for increased engagement.
- Gain valuable knowledge about the dynamics of COP and its significance in addressing climate challenges.

SPONSORSHIP ELIGIBILITY REQUIREMENTS

To be eligible for sponsorship of COP28 UAE, organizations are expected to meet the following criteria:

Alignment with COP28 Pillars

- Showcase credible net-zero targets and efforts to reduce greenhouse gas emissions.
- Comply with environmental and social standards.
- Participate actively in sectorial coalitions and initiatives.

Impactful Contribution

- Provide a comprehensive plan detailing how the organization intends to deliver impactful content and showcase decarbonization breakthroughs.
- Contribute to the COP28 UAE legacy by aligning with Race-to-Zero and Science Based Targets Initiative methodologies.

By fulfilling these eligibility requirements, the private sector can enhance its brand, showcase its commitment to sustainability, and actively contribute to the global climate agenda through sponsorship of COP28 UAE.



Guiding, assisting & engaging for success!

IPA utilizes its strong rapport with the COP28 presidency to facilitate the active participation of private sector companies in the conference. Our main focus is to create favorable engagement opportunities for businesses, allowing them to actively contribute to the global climate agenda and maximize the advantages of this international event.

With our expertise in public policy and comprehensive understanding of COP28, we offer valuable support and guidance to private sector entities.

This ensures their effective engagement and meaningful impact at the conference, whether through partnerships, sponsorships, showcasing their initiatives, or active on-ground involvement.

Our ultimate objective is to drive sustainable growth, foster mutually beneficial partnerships, and promote economic development that aligns with the priorities and aspirations of the private sector.



ipa@influence-me.com