

CLIMATE WEEK NYC

CLIMATE GROUP



2021 Report



Thanks to our partnerships with JCDecaux, NYC & Company and Intersection our Climate Week NYC campaign was seen over 70 million times across over 200 locations during Climate Week NYC

THE TAILWINDS
BEHIND THE
CLIMATE
MOVEMENT
HAVE NEVER
BEEN
STRONGER

Thank you for being part of
Climate Week NYC



It has been another challenging year for all of us, and the last few months have been a stark reminder that when crises occur it is often those with the least to lose that are hardest hit. In a year that saw the hottest temperature ever recorded on earth the urgency we need in this fight against climate change, and what we stand to lose if we do not meet the challenge, could not be clearer.

Our focus has been to consider how we bring all voices together in a world where bringing people together is harder than ever, **at a time when Getting It Done must be our priority.**

That is why we felt it was so important to do everything we could to ensure that Climate Week NYC created the largest possible platform for change and used every tool at its disposal to amplify a wide range of global voices.

In a world, and in a year, where nothing has been certain I am delighted that you joined us in bringing together those with the power to make a difference. We say this every year, but this has once again been the largest Climate Week NYC in our history. We are grateful for the privilege of being able to host one of the leading climate moments of the year but are mindful that the increasing urgency we are faced with means this is no time for celebration – it is time for action.

This report sets out some of the achievements of the week, the impact that we have together managed to realize, and your role within that journey. We look forward to continuing to work together to accelerate the pace of change whilst leaving no one behind.

For New York, For the World.

Best wishes,

Helen Clarkson

Chief Executive, Climate Group

GETTING IT DONE

Summary

GETTING IT DONE

Climate Week NYC brought together thousands of climate leaders from over 50 countries, both physically and digitally to make it one of the largest global climate events ever to take place.

This included over 500 events in New York and around the world as part of our official event program, which ran alongside the Climate Group's headline program of events during the Opening Day and The Hub Live.

Climate Week NYC 2021 was a truly global event, attracting diverse audiences and a range of key moments including New York Governor Kathy Hochul making two major announcements on stage at the Opening Ceremony and Jeff Bezos making a \$1 billion pledge at the Climate Week NYC Leaders' Reception. This year Climate Week NYC continued from strength to strength as we saw eight of the biggest late night TV shows in the US devoting their shows to Climate Night in support of the week, a string of key announcements made by some of the most influential leaders in business and government throughout The Hub Live, through to the many thousands of supporters, activists, campaigners and decision makers hosting their own events, in New York and around the world.



With the theme of Climate Week NYC 2021 being Getting It Done, our focus has been to create the world's biggest platform in order to use that platform to create change. With a global media reach of 11 billion, a physical out of home presence in New York seen by over 70 million, and direct participation from over one thousand senior climate leaders, no platform has ever been greater, with our media summary later in this report demonstrating what this translated to in terms of meaningful action, investment and commitments.



11 billion+

Media reach of
publications covering
Climate Week NYC

70 million

Physical reach of Climate
Week NYC engagement
campaign across the City



Climate Week NYC 2021 highlights

Sept 20

Opening Day



Opening Ceremony

At the launch of Climate Week NYC we bring together our most senior stakeholders to celebrate climate action and announce new work and achievements.



Out Of Home campaign

Across the city of New York messages from Climate Week NYC ambassadors were shared through campaigns with JCDecaux, Intersection and NYC & Co.



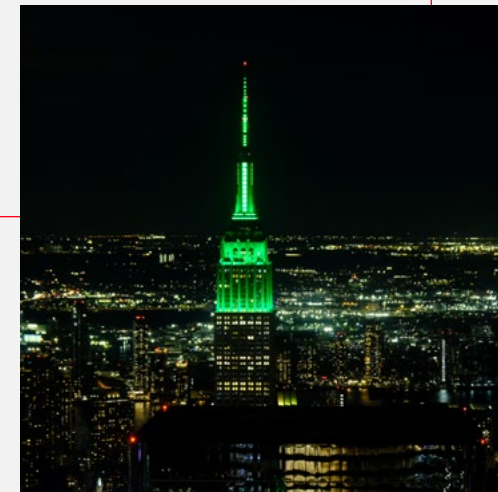
Delivering the Promise of Paris

Ahead of Glasgow, the COP26 President, the High-Level Climate Champions and global leaders assess the transition from ambition to implementation in the race to a cleaner, healthier, more resilient world.



Climate Leaders' Reception

Climate Leaders make major new commitments at special Climate Week NYC reception.



NYC goes Green for Climate Week

New York City skyline lights up green in show of support for Climate Week NYC.

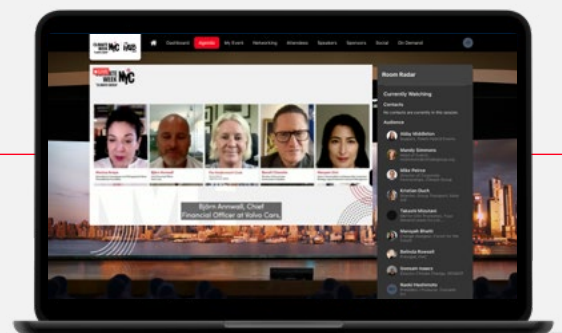
Sept 21-23

The Hub Live



RouteZero: COP26 and the race to zero emission vehicles

On the road to COP26, this event explored the latest innovations in technology, finance, and policy that are driving change.



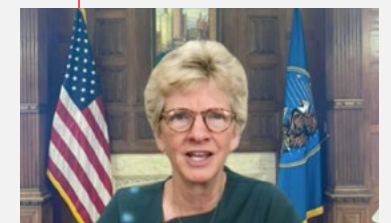
Over 100 speakers from around the world joined **The Hub Live** to take part in a series of interactive, hybrid events

The Hub Live events were viewed a total of **164,390 times**



18 different events on The Hub Live covering 5 core themes in solving the climate crisis

17.4 million impressions of **#ClimateWeekNYC**



Climate Week NYC 2021 highlights

Sept 21

The Nest Summit



The Nest Summit Reception

Climate Week NYC co-hosted a reception with The Nest Summit, bringing together a broad mix of climate action stakeholders in a new iconic venue at the Javits Center.

Sept 20-23

The C-Suite Agenda



Climate Week NYC hosted eight sessions throughout the week bringing together over 100 climate leaders.

Sept 22



Climate Night

The eight biggest Late-Night TV shows devoted Wednesday evening to Climate Night in support of Climate Week NYC, reaching 24 million viewers across the United States with a total global reach of 2.4 billion impressions across broadcast and social media.

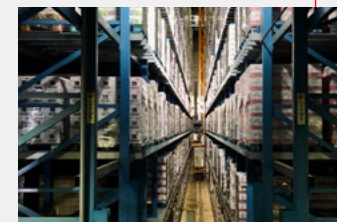
Sept 20-26

Official Events Program

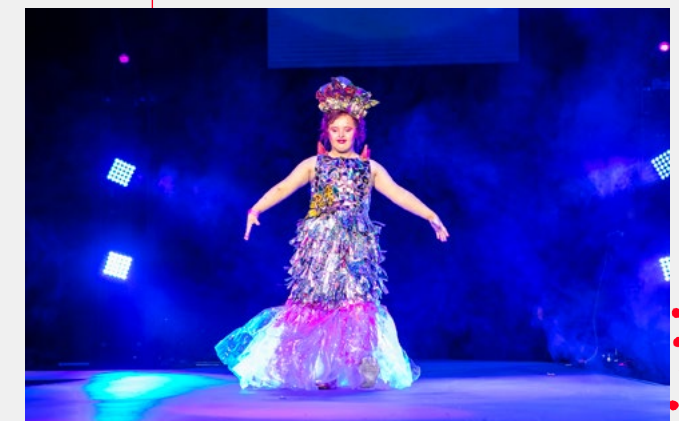


Official Climate Week NYC Event Program included over 500 events hosted throughout the week.

The program covered ten themes including Built Environment, Environmental Justice, and Policy, convening events and stakeholders from a broad audience.



The Official Event Program was complemented this year through a new mobile phone app allowing audiences from New York, and around the world, to participate in the full Climate Week NYC experience.

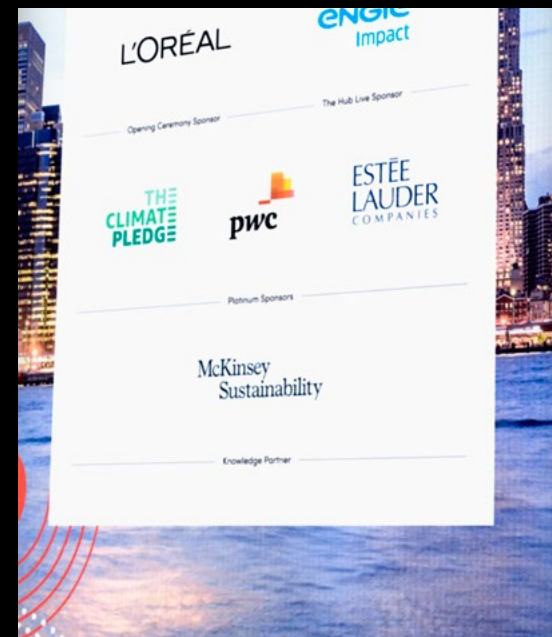


Opening Day

For New York, For the World

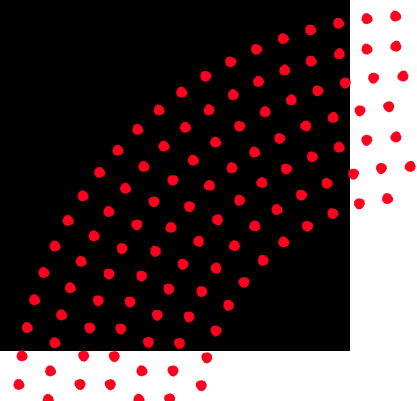
The Climate Week NYC Opening Day brought together leaders from business and government, alongside those at the forefront of climate action and the public.

Broadcast from The Times Center in Manhattan, the Opening Day hosted the first major physical climate summit to take place since the start of the pandemic. Bringing together a socially distanced in-person audience of 127 leaders from business and government combined with an audience of over 400 senior delegates on our digital event platform, the Climate Week NYC Opening Day started the week with a number of significant announcements and key climate moments to set the tone and pace of the week. Climate Week NYC contained announcements and created headlines around the world and was streamed live through our partnership with [Facebook Watch](#) as well as through Bloomberg Terminals across their global audience of over 300,000 business leaders.



We're going to walk the walk and get it right this time.

New York Governor Kathy Hochul makes a series of major announcements during the Climate Week NYC Opening Ceremony



Opening Ceremony

Leaders share that they are ready and willing to go beyond the Paris climate accords by taking more urgent and immediate actions.

By Anita Hawser

"The message is clear, 2030 and 2050 carbon emission reduction targets are necessary, but they are not enough. We don't just want commitments and plans, we need delivery and action," Helen Clarkson, CEO of the Climate Group stated at the Opening Ceremony of the 14th annual Climate Week NYC.

We are already in code red on Climate Change

Terms such as climate change, climate crisis and climate action are now used by everyone, but Clarkson said it is time to turn the talk into action. "This week is about getting it done," she said. "Despite the clearest blueprints for action from campaigners and scientists, the fires and floods are raging on. We know there's a lot more to do. There's no time for one last fossil fuel investment or one last coal mine. To get change at the pace and scale we need, we need to be thinking about shifting whole systems."

During the opening ceremony, a range of influential climate leaders articulated their visions for how to drive this vital transformation.



Getting big emitters to do more will need to be a central focus

Dr. Ursula von der Leyen, president of the European Commission says the Intergovernmental Panel on Climate Change's (IPCC's) latest report creates a new sense of urgency. "It is very clear about the impact of human activity on global warming. Climate change is manmade. The good news is that we can do something about it," she said. At COP26 in Glasgow next month, von der Leyen said the Commission would like to see new commitments by major emitters to reduce their emissions further and faster.

Energy systems were identified by more than 40% of audience members as the area needing the most urgent attention. Badar Khan, president of National Grid, US was asked what tangible actions his company was taking beyond their commitment to achieve net zero carbon emissions by 2050. "Getting it done isn't about 2050, it's about what we're doing today," he replied.

Khan said National Grid US had already lowered emissions by 75% compared to 1990 levels. The company thinks about lowering emissions in three broad categories:

Energy supply: It aims to achieve 80% zero carbon energy by 2030 and is looking to double down on existing efforts to connect offshore and onshore wind farms to the grid by 2030.

Transportation electrification: It aims to get roughly 10 million electric vehicles on roads by 2030, up from 100,000 today.

Heating buildings: It has already invested more than \$4 billion in helping customers make their homes more energy efficient and needs to double the rate of energy efficiency retrofits by 2030.



New York is going all the way with solar

New York's first female governor, Kathy Hochul, detailed a series of measures she said would turn the page on the state's reliance on fossil fuels. "We're going all the way with solar," she announced during the opening ceremony, increasing the state's goal of producing six gigawatts of electricity from solar by 2025 to 10 gigawatts by 2030. She also signed into law legislation setting the goal for all new passenger cars and trucks sold in New York State to be zero emissions by 2035. "We're going to walk the walk and get it right this time," Hochul said.

Financing of fossil fuels is no longer acceptable

Ambroise Fayolle, VP at the European Investment Bank (EIB) announced that the company would no longer invest in fossil fuel projects or new airports. Instead, money will be invested in renewable energy, innovative clean energy projects in the transport sector or projects aligned with the Paris climate goals.

L'Oréal's CEO Nicolas Hieronimus said it planned to achieve carbon neutrality across its global operations by 2025 and net zero by 2050. It is also looking to eliminate virgin plastics in its products, and encourage more recycling and reuse of materials in the industrial process. "We have to make more ambitious commitments even where we do not have solutions for everything," added Alexandra Palt, the company's Executive VP and Chief Corporate Responsibility Officer.

A just and equitable transition to net zero is essential

But addressing climate change is not just about carbon reduction targets. Policymakers and industry leaders also need to ensure the transition to net zero is just and equitable for everyone. An audience poll showed a 60/40 split between those who were mostly optimistic and those who were mostly pessimistic about whether there would be a just transition to a net zero world.



Senior Partner and Global Leader of the Sustainability Practice at McKinsey Sustainability Dickon Pinner said hundreds of millions of jobs will need to be created due to social dislocation and the impact of climate change on economies. He estimates that \$4 trillion to \$5 trillion of annual investment for the next 30 years will be needed to address the societal and economic impacts of climate change.

"A figure probably many times bigger in investment needs to go into the developing world," Pinner said. "It's the largest reallocation of capital in human history." He warned those assembled that massive amounts of funding will be required upfront to lift people out of poverty and socioeconomic dislocation as they transition to net zero carbon economies.



Financing will be integral to adaptation in developing countries

The focus at COP27 in Africa next year is helping developing countries transition to a zero carbon economy. But the elephant in the room, says Clarkson, is the \$100 billion in funding needed for the Green Climate Fund to support developing countries' response to climate change. "The real problem is access to finance," said Dr. Yasmine Fouad, Egypt's Environment Minister. "It needs to be streamlined, simple and efficient and linked to adaptation actions."

A number of African economies are dependent on the export of fossil fuels, the East African Development Bank's Director General Vivienne Yeda Apopo said. "These economies are heavily indebted in terms of the pipelines and refineries that have been developed to exploit those resources." This infrastructure will now need to be written down in value over a much shorter period or abandoned altogether, she stated.

"The question is how do we work with the private sector to recover the necessary financing and diversify the economy?" she said. "Can we reuse some of the technologies we use for other economic activities to recoup some of the investment already made in economies dependent on fossil fuels?" Yeda Apopo hopes to see a concise roadmap coming out of COP26 in Glasgow with respect to how developing economies move forward on climate change. She's also hoping for airtight deadlines around financing to help countries diversify their economies.

The best solutions will require both big money and genuine concern for our fellow humans

The challenge right now is the magnitude of capital that needs to flow into the developing world, said Pinner of McKinsey Sustainability. "We're not seeing money flow into adaptation at the scale it needs to,"

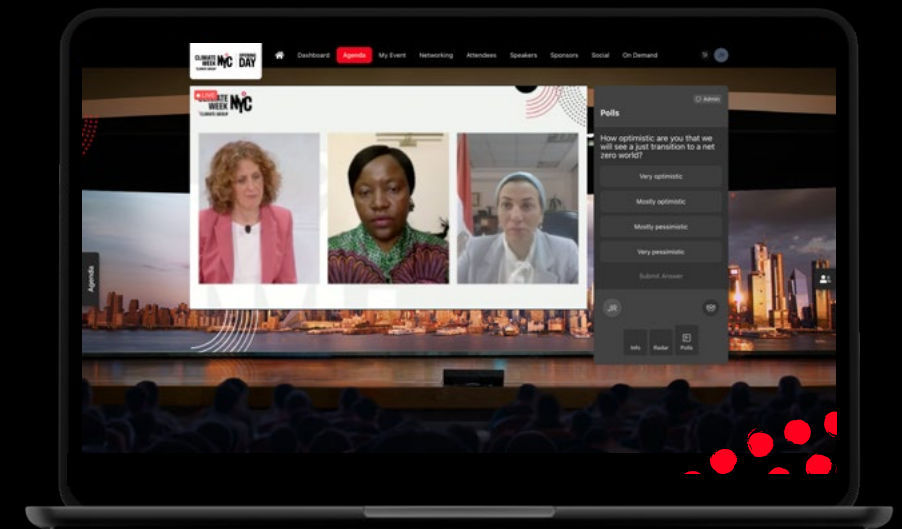
he noted. "We're not seeing it move into the installed base, which is carbon intensive, to decarbonize it. There needs to be more wood behind the arrow of ambition."

Gloria Walton, CEO and President of The Solutions Project, which invests \$10 million annually in communities that have historically been disinvested and underinvested, such as women of color, migrants and indigenous communities, said these groups need to inform what carbon-reduction solutions look like to ensure everyone is benefitting from the climate economy. "Industry leaders need to see the social infrastructure and grassroots organizations as resources and partners to invest in," she explained.

Racial and social justice need to be at the center of climate change

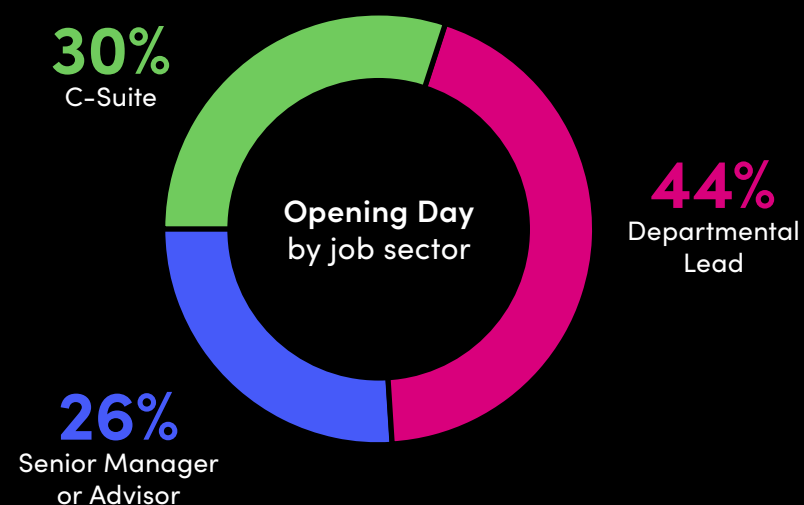
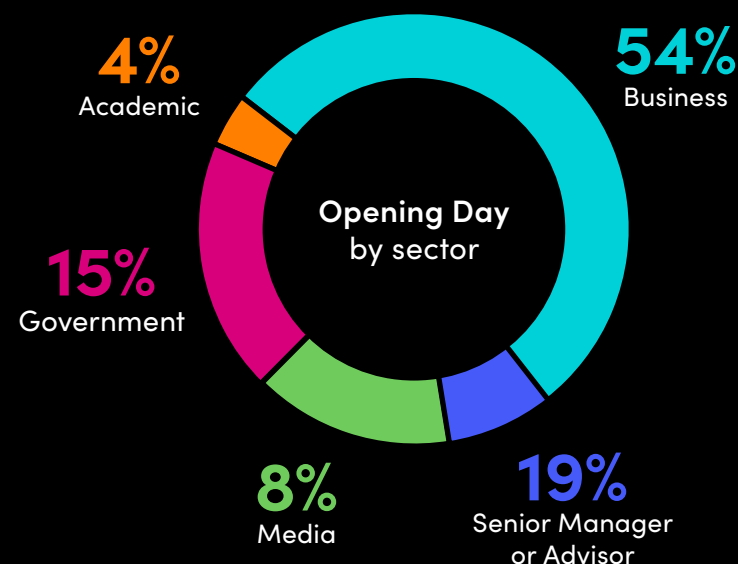
Nancy Mahon, Senior VP of Global Corporate Citizenship and Sustainability at The Estée Lauder Companies said companies need to take more of a 360-degree approach to climate change, looking at not only scientific targets, but how climate intersects with other issues such as girls' education and the ability to move beyond poverty.

When Walton thinks about transitioning to net zero, she says she is somewhere between very optimistic and mostly optimistic. "As long as we have industry, governments and communities joining forces, we can do our part to achieve a carbon neutral society," she said. "Reducing carbon is important for sure, but if we're wanting to center on racial justice and those communities that are on the frontline of degradation, going carbon neutral means they are still going to be disproportionately impacted. Let's lean into what this moment is calling us to do and really transform our society."



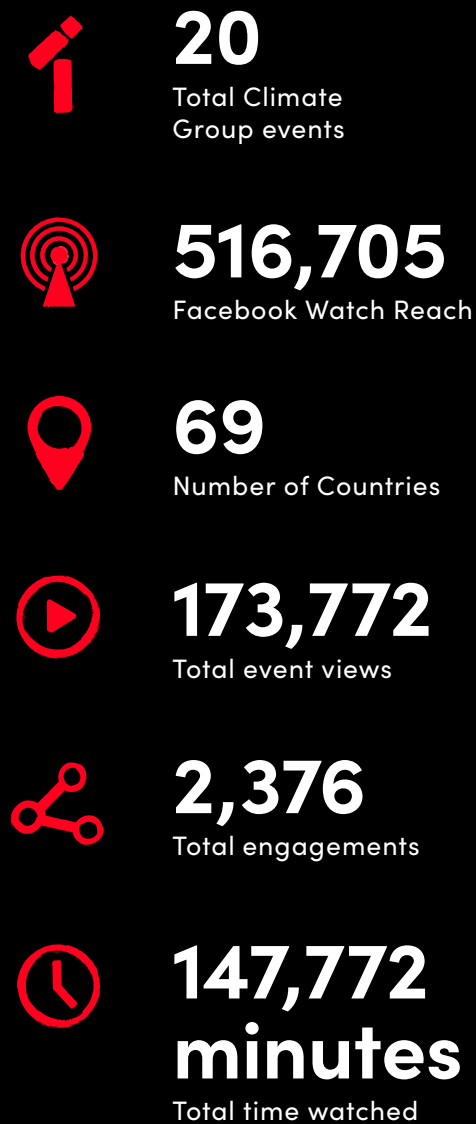
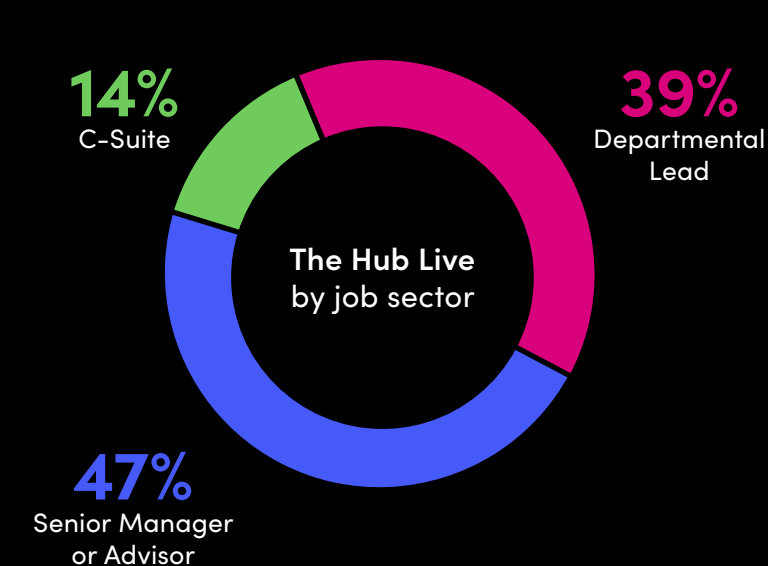
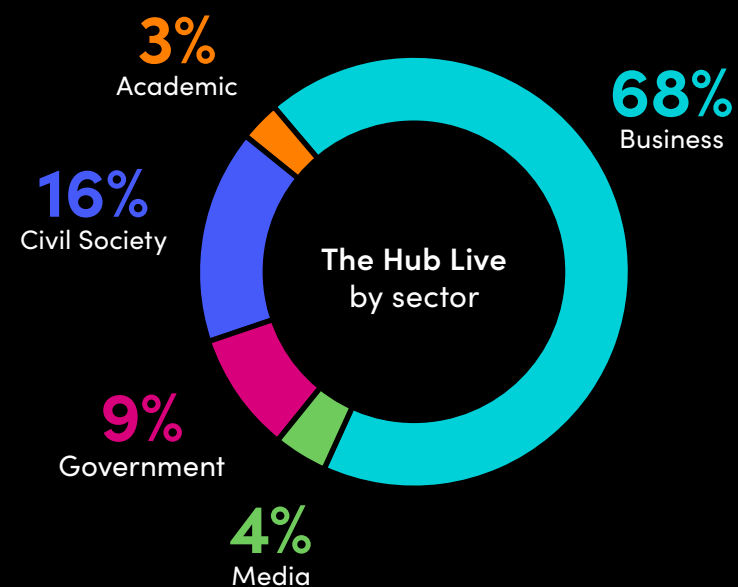
Climate Week NYC 2021

Opening Day - attended by 551 delegates (includes physical audience and digital on the Climate Week NYC event platform)



Content also available on the Bloomberg Terminals.

The Hub Live - attended by 1,088 delegates



The Opening Day and The Hub Live had representation from **15% of the Forbes 500 Global List**

THE HUB LIVE

at Climate Week NYC

Now in its fourth year, The Hub Live brought together some of the most senior decision makers from business and government over the course of the three day program.

Broadcast from studios around the world, The Hub Live brought together over 100 speakers across 18 events and was complemented by a series of Live Q&A sessions, virtual networking zones, a "5 Minutes With..." Interview series and The C-Suite Agenda, eight roundtable events that together brought our most global event to date.

The Hub Live was also broadcast live through our partnership with [Facebook Watch](#) and achieved high levels of engagement from target audiences across other social media networks, as well as traditional media from 69 different countries.

Watch the highlights video from Climate Week NYC 2021 [here](#) and see below a round-up of one The Hub Live's flagship events, [Getting It Done: Critical moments in the Climate Decade and how to get there.](#)



Getting It Done: Critical moments in the Climate Decade and how to get there

Experts pinpoint our most vital challenges and share effective ways to tackle them.

To keep climate change under 1.5 degrees, the world must act immediately to halve emissions by 2030 and work toward net zero emissions by 2050. That urgency led COP26 President Alok Sharma to call the run up to 2030 a “decisive decade” for humanity.

Sharma joined other speakers, including Microsoft founder Bill Gates and US Special Envoy for Climate, Secretary John Kerry, at “Getting It Done: Critical moments in the Climate Decade,” one of [Climate Week NYC's The Hub Live events](#).

Climate Group CEO Helen Clarkson said that the focus of the session was “getting it done” because of how critical it is to shift immediately from ambition to action.

“We want to post that note of urgency,” she said. “We aren’t going to meet those commitments unless we actually start working.”

COP26 signals a time for commitments and action

Sharma sees [COP26](#), the UN Climate Conference set to take place in Glasgow in November, as “our last best chance at getting it right.”

“The window for keeping 1.5 degrees alive is closing,” he warned.

Sharma said that more countries have recently made pledges aligned with net zero by 2050, but the current total still only represents 70% of economies. He called on G20 countries that have not yet made ambitious commitments to do so.

Secretary Kerry agreed that COP26 is an opportunity that governments and industry cannot let pass.

Staying ahead of negative impacts will take all we've got

“We have the latest [IPCC report](#) that stresses that we need to deploy renewables six times

faster than we are today, we need to begin reducing our dependency on...coal five times faster, we have to do reforestation five times faster, we have to make the transition to electric vehicles about 22 times faster,” he said.

If we don’t do that, the impact will be great. “The consequences of being behind are storms that are far more intense, water that disappears, greater heat in various communities that become uninhabitable,” he explained. “All of this is at stake when we go to Glasgow.”

Business also has a role to play

Companies such as AB InBev, which makes beverages (including Budweiser), are stepping up, too. Ezgi Barcenas, CSO at AB InBev, said they’re focusing not just on decarbonizing their own operations but also on mobilizing their supply chain and partnering with retailers to do the same. “We have to step up and do our part,” she said.

Simon Glynn, partner and co-lead of Climate and Sustainability at Oliver Wyman, and Helen Clarkson, CEO of The Climate Group, created [Getting Real](#) to help companies do just that. It's a resource for companies to turn their climate commitments into action.

It's time to find ways to act now

"We are seeing a real shift in the last couple of years to lots of companies making long-term commitments," said Clarkson. "But what are you doing tomorrow? What are you doing next year? We've really got to up the pace."

The Climate Group is also challenging companies to think big via their RE100 and EV100 pledges, which ask businesses to make bold commitments to decarbonization.

"We need everyone signed up to this agenda," said Clarkson. "Every business decision now has to have climate at the heart of it."

Is technological progress the answer?

Many are hoping that technology will be the solution for meeting the goals of the climate decade. Gates, for example, is investing in sustainable technologies such as energy storage, aviation fuel and green hydrogen.

And he's leveraging COVID-19 economic recovery money for green demonstration projects.

"I'm an optimist," he said, when asked if he thinks we can meet our climate objectives.

But Dr. Jonathan Foley, executive director of Project Drawdown, said that waiting for new technology to address climate change is the wrong strategy.

"Technology is really important to addressing climate change but the most important variable is time," he said. "Solutions must already be on the market or they'll just be too late."

Many solutions could be implemented right away

Foley's organization models climate change mitigation strategies involving technologies that exist today. "We could stop climate change entirely with the technology available right now," he insisted.

Whether the solutions are currently available or set to come on the market in the future, deploying technologies to create smart cities and transition vehicles and industries to net zero will take massive and immediate effort from everyone.

We have to get it done, pronto

Panelists emphasized that the future of the planet depends on the actions we take now.

"We're either headed for breakdown or breakthrough. Those are the options. There is no other path," said Dr. Susan Gardiner, director of the Ecosystems Division at UNEP.

Envisioning a hopeful future can inspire action

But what could that breakthrough look like? Foley offered one vision of a future where we meet our climate targets.

"By 2030, [I believe]... not only are we addressing climate change, we are making our lives better, we are making things better for everyone," Foley said. "We can address long-standing issues around equity, justice, race and economic disparity. We can help close the gap between rich and poor. We can make the world so much better."

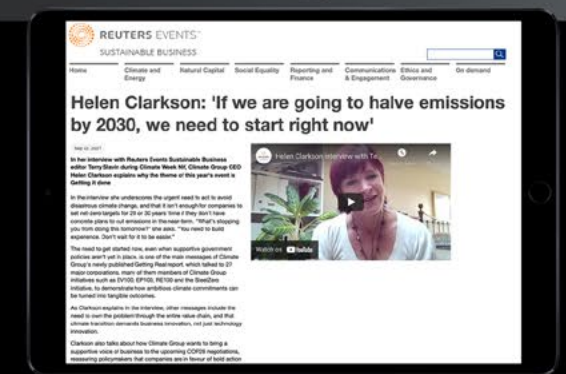
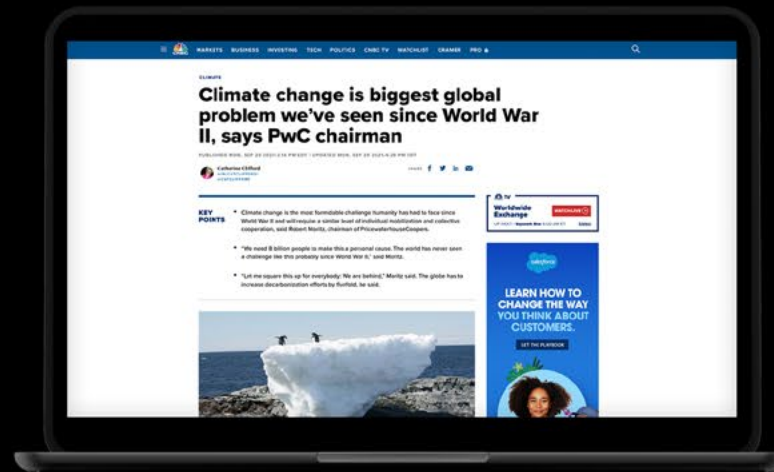
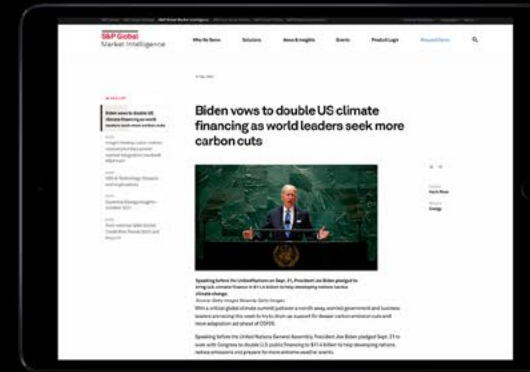
Our Impact

The Opening Day and The Hub Live provide the official central program for Climate Week NYC, with the conversations and announcements made contributing to significant media interest and public engagement. With over 8000 media mentions and over 200 pieces of broadcast coverage, the week provided a major platform which in turn inspired a series of significant announcements.

Working in partnership with COP26, the United Nations General Assembly, and the offices of the Mayor of NYC and the Governor of New York we were able to become a natural destination for many of the critical conversations to be had. This in turn supported media engagement across nearly all major broadcast, print and digital titles, often multiple times. Our partnerships with Grist, Canary Media and Bloomberg Green also allowed us to support more comprehensive coverage targeted toward key sector audiences.

11 billion+

Media reach of publications covering Climate Week NYC



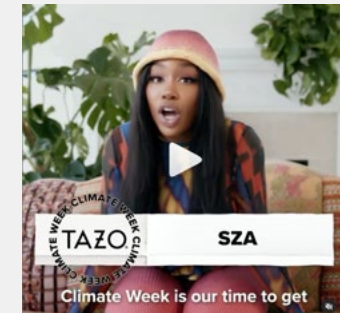
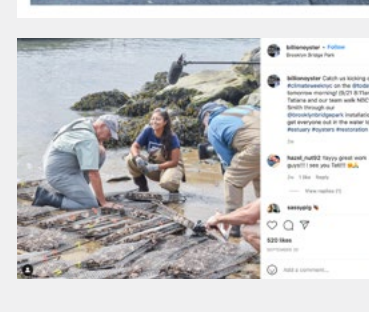
The biggest Climate Week on Earth

This year we gathered for the thirteenth Climate Week NYC. In the wake of the most definitive IPCC report and with COP26 just around the corner, Climate Week NYC 2021 offered a critical moment to accelerate action and raise ambition.

We're so proud to have provided a platform for the most dynamic and diverse range of events. Climate Week NYC was originally organized by the Climate Group as an event that could inspire business and government to take action. That goal is still at the core of what we do and why we do it, but over recent years it has evolved to become a more globally focused event that also seeks to engage a much broader audience, including the public.

With over 500 events to choose from, there's an opportunity for everyone to get involved—in-person or online. That is why we made the decision last year to broadcast all of our main program content on social media so that everyone can take part. Activations such as Climate Night, where we worked with the eight biggest late night TV shows in the US to talk about climate change, have allowed us to seriously step up our ability to bring in the widest possible audience.

Not one person or organization can tackle the climate challenge alone and our program partners this year are working across the board to drive climate action, innovation and community-led solutions.



Over **500** events + Across **10** platforms

The biggest Climate Week on Earth

While Climate Week NYC creates a major platform for climate action throughout the week, our impact can be felt throughout the year.

Getting It Done is as important locally as it is globally. That is why we were excited to launch our new Climate Week NYC mobile phone app that can allow those in NYC to explore and share local businesses and community groups that are doing their part to support sustainability.

The aftermath of COP26 will beckon a new wave of activity and business and government set out how they will achieve the critical roadmap to 2030 and 2040. But much of this work has already started, with those at the forefront of Getting It Done already engaged, focused, and implementing change.

2022 will bring with it the next phase of action. Climate Group will host US Climate Action Week April 18 – 24th, during Earth Day which takes place next year on April 22nd. Much will happen between now and Climate Week NYC 2022, which will take place next year September 19 – 25th. We look forward to working with you on that journey and continue to push the levels of ambition and action seen this year.



**Convening leaders,
decision-makers and civil society**

Building to COP26

Getting it done

Download here 

We'd like
to thank...

nationalgrid

Headline Partner

L'ORÉAL

ENGIE
Impact

Opening Ceremony Sponsor

The Hub Live Sponsor

THE
CLIMATE
PLEDGE

pwc

ESTÉE
LAUDER
COMPANIES

McKinsey
Sustainability

OliverWyman

Platinum Sponsors

Knowledge Partner

Research Partner

Unilever

DELL
Technologies

Hydro
Québec

Johnson & Johnson

Lenovo

BANK OF AMERICA

Gold Sponsors

GALVANIZE
CLIMATE
SOLUTIONS

Breakthrough Energy

SIEMENS

EDISON
INTERNATIONAL

FORUM
FOR THE
FUTURE

ABInBev

Gold Sponsors

P&G

MORRISON
FOERSTER

PEPSICO

AT&T

Google

VOLVO

International Copper
Association
Copper Alliance

FACEBOOK

SUNGROW
Clean power for all

Orsted

THE ORIGINAL
OATLY!

energyRe

Silver Sponsors

Supporter Sponsors

mastercard

BARINGS

Palmetto

SAINT-GOBAIN

THE
SOLUTIONS
PROJECT

EARTHJUSTICE

CONSERVATION
INTERNATIONAL

conEdison

JUNK
KOUTURE

RACE TO ZERO

THE NEST
SUMMIT

Ford

Community
Partner

Finance Program
Partner

Energy Program
Partner

Built Environment
Program Partner

Environmental Justice
Program Partner

Policy Program
Partner

Nature Program
Partner

Transport Program
Partner

Sustainable Living
Program Partner

Partner

Official Event
Partner

The Nest Summit
Sponsor

think + go climate conscious
atmosfair

NYC
& Company
nycgo.com

COLUMBIA CLIMATE SCHOOL
Climate, Earth, and Society

Grist

JCDecaux

canary
MEDIA

NYC
Mayor's Office of
Climate and Sustainability

UN CLIMATE
CHANGE
CONFERENCE
UN 2021

Carbon Offsetting
Partner

Tourism
Partner

University
Partner

US Media
Partner

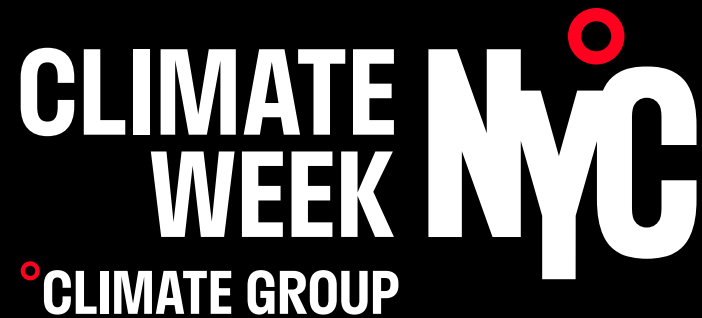
Media
Partner

Media
Partner

Supporter
Partner

Supporter
Partner

If you would like to discuss partnering
on Climate Week NYC 2022,
please contact the Business Development
team at sponsorship@theclimategroup.org
climateweeknyc.org



Follow us:    