

CLIMATEACTION

SUSTAINABLE INNOVATION FORUM

6 DEC 2012, INTERCONTINENTAL HOTEL, DOHA, QATAR (Alongside COP18)



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CARBON DISCLOSURE PROJECT



Caring for Climate



Background to the forum

Now in its third year, the Sustainable Innovation Forum is one of the leading side-events alongside the annual UNFCCC Conference of the Parties (COP) conventions.

Organised by *Climate Action*, in formal partnership with the *United Nations Environment Programme* (UNEP), the Sustainable Innovation Forum brings together business, government and international NGOs to discuss the actions and solutions that are needed to increase sustainability and accelerate the global green economy.

The forum is held annually during the latter stages of the second week of COP (when the majority of senior national delegations are present) and the forum provides two important functions. Firstly, the forum acts as an event where delegates can discuss the recent negotiations and outcomes of the previous COP fortnight, and secondly it provides a more informal setting for facilitated networking and the building of on-going partnerships between business, government and NGOs delegates.

The broad format of the forum is a first half consisting of 3 concise panel sessions following a short collection of VIP key-note addresses, with the second half centred on informal networking and partnership building.



2012 Discussion areas

In 2012, the forum concentrated on actions, solutions and leadership as well as the challenges and opportunities that exist for increased sustainable development.

Discussions featured high-level government and private sector panellists on panels that discussed how to greater mobilise public-private-partnerships (PPPs), the challenges of sustainable urbanisation with an ever-increasing population, and the latest advances in technology and innovation.

In addition, the forum included two Practitioners Debates led by Siemens in partnership with UNEP on Sustainable Cities and Energy and Innovation.

A unique part of the forum was the 'Future Influencers' session, led by Harvard Business Review in partnership with Siemens, which brought together two generations of sustainability thought-leaders. Introduced by Achim Steiner, Executive Director, UNEP, the session was broadcast live to a global audience of online viewers, truly connecting the forum with the international sustainability community.



2012 Speakers included

The forum welcomed an excellent range and depth of international speakers and panellists from the global sustainability arena:

- **Achim Steiner**, Executive Director, UNEP
- **Sheikha Atha Bint Thamer Al-Thani**, Representing the State of Qatar
- **Arne Otto**, Senior Vice President, OSRAM
- **Mahamat Bechir Okormi**, Minister of Environment & Fisheries, Chad
- **Nick Nuttall**, Communications Director and UNEP Spokesperson
- **Barbara Kux**, Member of the Managing Board, Siemens
- **Minister Ivonne A-Baki**, Secretary of State, Ecuador
- **Dr Fadil Basyoni**, President, Saudi Asma Environmental Solutions
- **Jane Burston**, Head, Centre for Carbon Measurement
- **Gino Van Begin**, Deputy Secretary General, ICLEI
- **Angelia Herrin**, Editor, Harvard Business Review
- **Thierry Berthoud**, Managing Director – Energy & Climate, WBCSD
- **Daniele Violetti**, Chief of Staff, UNFCCC
- **Kaveh Zahedi**, Deputy Director, UNEP DTIE
- **Lars Stuhlen**, Director – Domestic Lighting Legislation, OSRAM
- **Paul Simpson**, Chief Executive Officer, Carbon Disclosure Project
- **Lila Karbassi**, Head of Climate Change, UN Global Compact
- **Tony Zhu**, President, Hisense
- **Jane Dutton**, Senior News Presenter, Al Jazeera
- **Farooq Ullah**, Executive Director, Stakeholder Forum
- **Gaurav Sood**, Head of Crop Solutions, New Holland Agriculture
- **Harvey M. Bernstein**, Vice President, McGraw Hill Construction



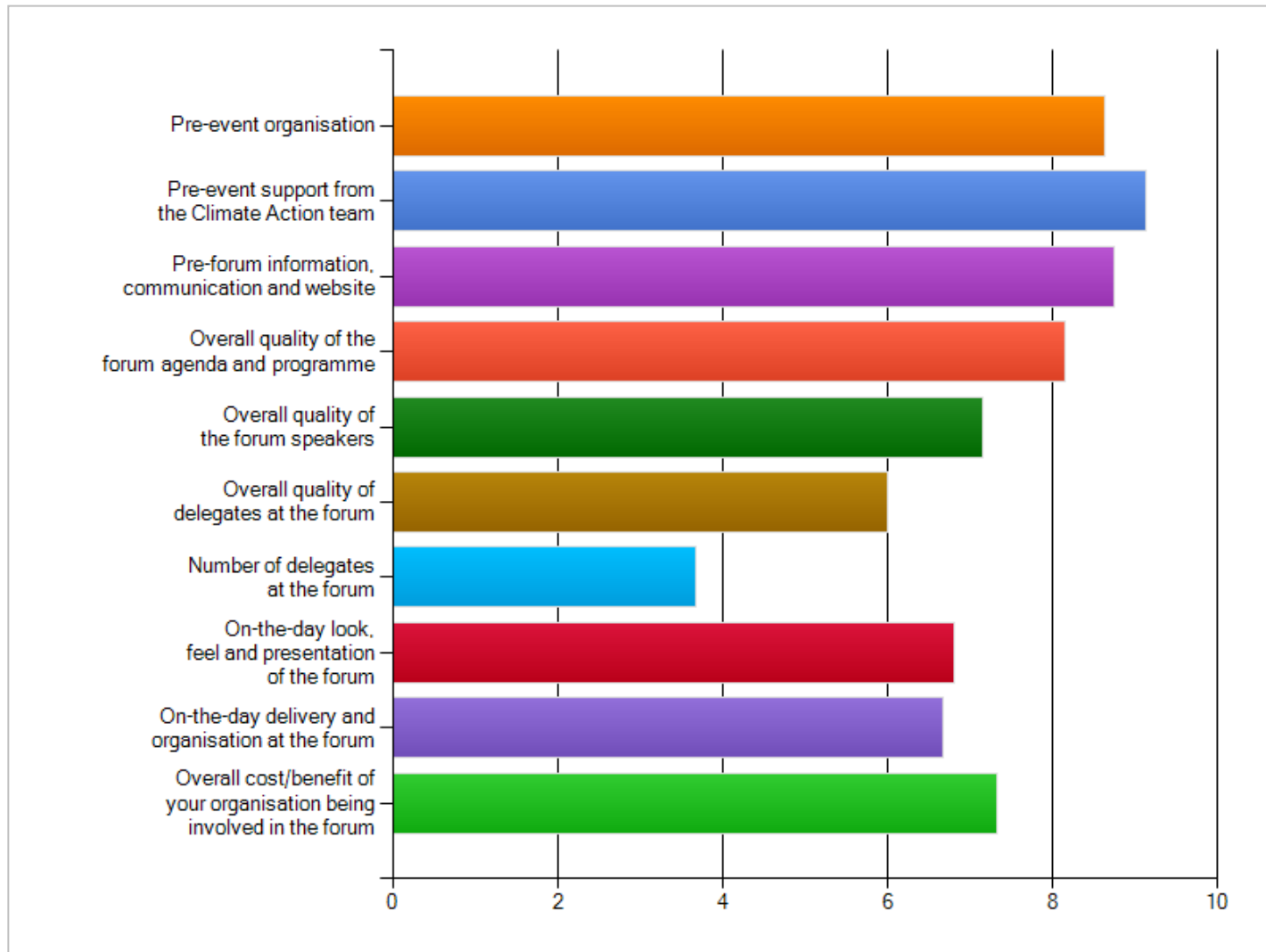
Forum Key-facts

- **Pre-registrations:** 1,005
- **On-the-day delegates:** 350
- **Delegates by sector:**
 - Corporate:* 34% *UN Body:* 6%
 - NGO:* 25% *Associations:* 5%
 - Government:* 15% *Media:* 5%
 - Education:* 9% *Not Listed/Other:* 1%
- **Geographic split:** 52 nations were represented at the forum, including 23% from Qatar, 10% from Germany, 7% from the United States and 5% from Canada.
- **Forum website:** To launch and support the forum, the Cop18Qatar.com website was launched on 1st August 2012. Up to and including the 13th Dec, it received 28,564 visits (19,118 unique visitors) from 189 countries/territories with a total of 61,881 page-views.
- **Forum online advertising:** To raise awareness of the forum and to encourage online pre-registrations a targeted online advertising programme was rolled-out. This included 1.21 million text and image banner impressions served to advertise the event.
- **Forum newsletters:** Climate Action published a weekly newsletter on the forum. In total 11 newsletters were distributed to just over 12,000 'signed-up' recipients. 136,374 emails were sent out to subscribers with 24,177 being opened. This constitutes an open rate of: 18%.



Sponsor and Partner Feedback

All Sponsors and Partners were asked for their feedback on the forum, rating a variety of areas out of 10 – 1 being poor, 10 being excellent. The results are below:



Further information?

- Full information on the forum including the post-forum video and photography is still available via: www.cop18qatar.com
- The full post-forum evaluation report is also available in *pdf on request from Climate Action
- For more information on the forum, please contact us at:

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