

31st LDCF/SCCF Strategy Meeting
December 9, 2021
Virtual

**LDCF AND SCCF @ UNFCCC COP 26
EDITORIAL AND SOCIAL MEDIA COVERAGE
OF
THE LEAST DEVELOPED COUNTRIES FUND AND THE SPECIAL CLIMATE CHANGE FUND
AT
26TH CONFERENCE OF THE PARTIES TO THE UNITED NATIONS FRAMEWORK
CONVENTION ON CLIMATE CHANGE

31 OCT - 12 NOV 2021
GLASGOW**

LDCF & SCCF AT UNFCCC COP26

EDITORIAL AND SOCIAL MEDIA COVERAGE

November 2021

- Events at the GCF-GEF Pavilion
- Pledging Event
- Press Releases
- Social Media Promotion
- Email Dissemination



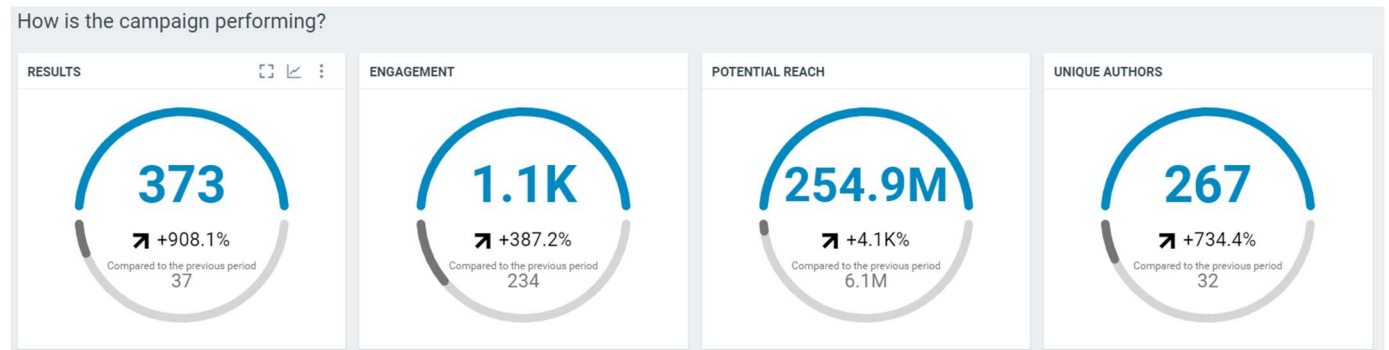
1. LDCF/SCCF work and visibility received extensive coverage during the UNFCCC COP26 through the GEF-organized events, editorial products, and social media outreach. In the lead up to the COP, GEF stories about LDCF/SCCF projects were being shared on Twitter and other online platforms. This helped to raise awareness of the topic among the GEF’s followers and set the stage for the upcoming targeted promotion. All events were promoted in advance in social media and by email to GEF @ COP26 subscribers. Press releases for both the Challenge Program for Adaptation winners and the LDCF Pledging Event were distributed to the GEF’s external email list which includes about 17 000 recipients today and included in the GEF monthly newsletter. In addition, the UNFCCC press office distributed the LDCF press release and joint donors’ statement to all COP26 registered media. The GEF social media network was utilized to share the announcements not only through our own channels, but also with support from our influential partners, including donors.

Events viewership

2. The live-streaming of the GCF-GEF Pavilion events was accessible on the GEF website, Pavilion event microsite, participating partners’ sites, individual event pages, and was promoted in social media and shared with over 800 subscribers to the GEF @COP26 email updates.

- [Accelerating adaptation through valuation of Nature Based Infrastructure](#) event was played 133 times by 56 unique viewers (ranked #9 out of 24 events).
- [LDCF- voices from the ground](#) event was played 144 times by 48 unique viewers (ranked #17 out of 24 events).
- [Announcing winners and progress of the Challenge Program for Adaptation Innovation](#) event was played 225 times by 91 unique viewers (ranked #20 out of 24 events).

LDCF/SCCF and the GEF mentions in social and traditional media over the period of October 20 - November 18, 2021











Number of unique mentions: 373 total including

- 268 - on Twitter
- 43 - in Online News
- 41 - in Blogs
- 12 - in Newspaper
- 4 - on Facebook
- 2 - on Instagram
- 1 - YouTube
- 1- Forums
- 1- TV/Radio

Press release viewership

3. [Donors pledge \\$413 million to help most vulnerable cope with climate crisis](#) press release got **over 1000 pageviews** and the joint statement got **657**. The average time spent on the pages are almost 3 and almost 5 minutes, respectively. The chart below shows the rank of the relevant content pieces in relation to other newsroom items.

4. [GEF Challenge Program for Adaptation Innovation names 10 new winners](#) press release got **1882 pageviews** and ranked the most viewed of all four GEF press releases issued during the COP26 event. This can be explained by the number of partners involved in the event - the challenge winners - and their eagerness to contribute to the promotion.

Page path level 2 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	20,632 % of Total: 16.55% (124,672)	18,445 % of Total: 18.32% (100,674)	00:04:02 Avg for View: 00:02:08 (89.64%)
1.  /indigenous-peoples-philippines-leading-conservation-efforts	1,901 (9.21%)	1,586 (8.60%)	00:07:21
2.  /gef-challenge-program-adaptation-innovation-names-10-new-winners	1,882 (9.12%)	1,720 (9.33%)	00:03:41
3.  /new-program-transform-global-food-systems-across-key-commodities-27-countries	1,429 (6.93%)	1,300 (7.05%)	00:04:18
4.  /donors-pledge-413-million-help-most-vulnerable-cope-climate-crisis	1,001 (4.85%)	867 (4.70%)	00:02:46
5.  /talking-about-hope-lessons-philippines	685 (3.32%)	627 (3.40%)	00:09:35
6.  /joint-statement-donors-pledge-413-million-least-developed-countries-fund-support-climate-change	657 (3.18%)	575 (3.12%)	00:04:14
7.  /importance-water-sustainability	636 (3.08%)	602 (3.26%)	00:06:16
8.  /making-mercury-history-artisanal-small-scale-gold-mining-sector	621 (3.01%)	584 (3.17%)	00:05:19

Top media mentions

- [France 24: COP26, día 10: presidente de la cumbre asegura que aún falta mucho para un acuerdo global](#)
- [CGTN: COP26: Developing nations get \\$750 million to combat climate crisis](#)
- [UNFCCC: US\\$ 413 Million Pledged for Most Vulnerable Countries at COP26](#)
- [La Opinion: Doce naciones en la COP26 se comprometen a otorgar \\$413 millones de dólares a los países menos desarrollados](#)
- [Swissinfo.ch: Doce gobiernos comprometen 356 millones para países menos desarrollados](#)
- [Bmu.de: Germany commits 150 million euros for climate change adaptation in developing countries](#)
- [News Track: COP26 climate summit: USD 413 Million Pledged for Most Vulnerable Countries](#)

Social Media performance

5. 5,322,685 million social media users received posts with #LDCF, or #LDCF and #SCCF, hashtags to their feeds (the stats include Twitter, Facebook, Instagram; LinkedIn doesn't share data with our analytics platform).



Global Environment Facility (GEF) @theGEF

Earlier today

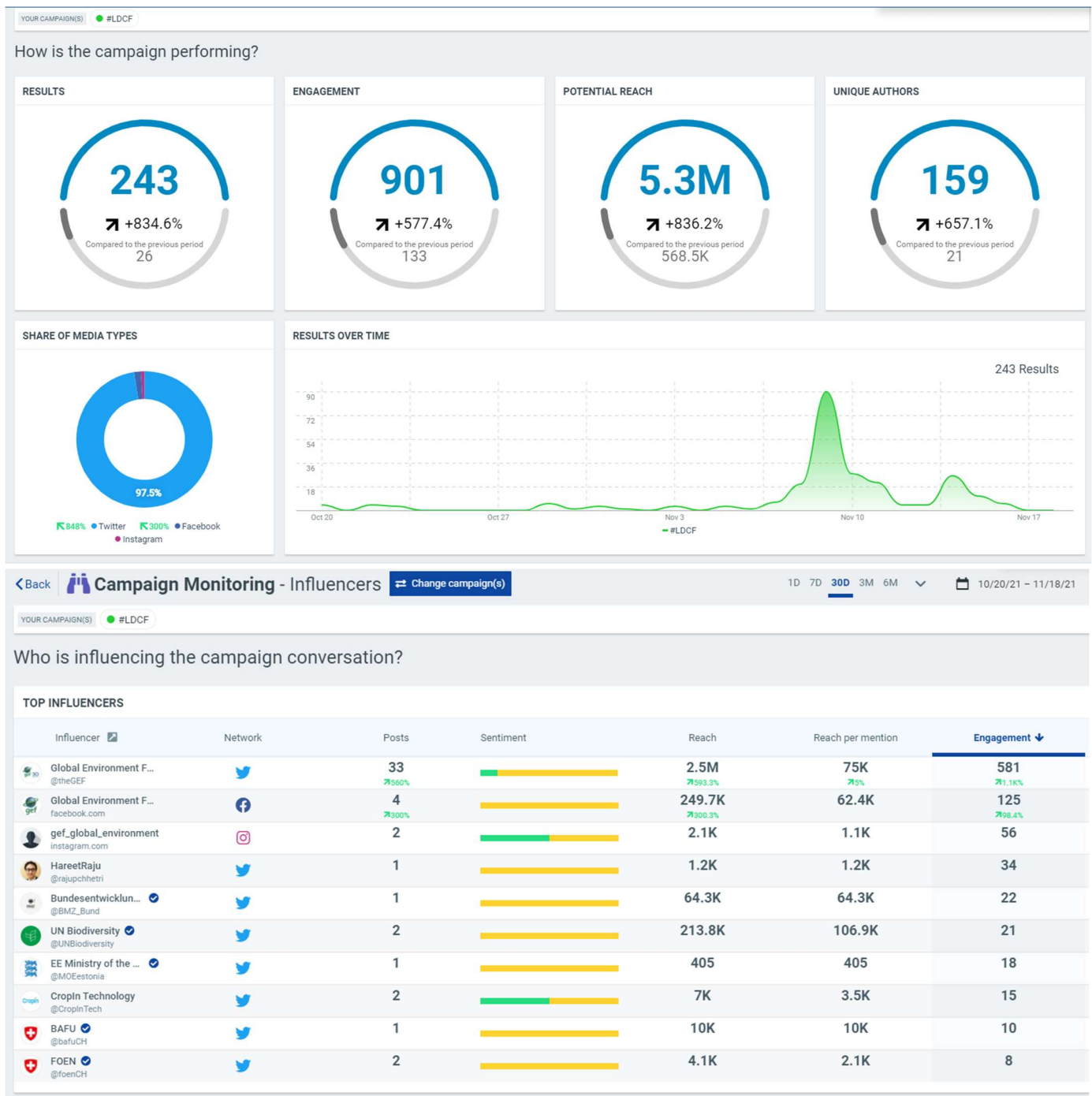
#LDCF coverage at #COP26

The UK hosted the 26th UN Climate Change Conference of the Parties in Glasgow on 31 October – 13 November 2021. Tweets compiled below show coverage of the GEF-hosted Least Developed Countries Fund — from press releases to events held at the GCF-GEF Pavilion.

Promotion of existing LDCF feature stories and GEF voices interviews began before the start of #COP26.
Photo via @UNFCCC

To view a curated list of the key tweets,
please click here:

<https://twitter.com/i/events/1461336663855140867>



Email performance

6. The press release was emailed to the GEF's ~17 000 subscribers. The 24.85% open rate is a bit higher than the total average of 19.9%, but lower than the average for press releases which is about 31%. The pledges press release campaign is highlighted with yellow in the graph below.

Campaign performance

