

# COP28 UAE

## Sponsorship and Showcase Participant Information

International



# COP28 UAE

01

## Introduction & Background

What is the COP?

Background of the COP



# Introduction – What is the COP?

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- The COP is the United Nations Climate Change “Conference of Parties”.
- 197 countries, as well as the EU, are party to the United Nations Framework Convention on Climate Change.
- The 28th session of the COP (COP28) will be held in Dubai, from the 30th November 2023 – 12th December 2023.
- The COP is the world’s highest decision-making body on climate issues and meets annually to tackle climate action.
- The 2-week global mega-event brings together heads of state, climate experts, political leaders, young people and civil society to collaborate on the crucial challenge of climate change.

# Background of the COP

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- The first COP was held in Berlin, Germany in 1995 and has since been held annually.
- COP28 in Dubai will be the 28th session.
- Previous COPs have been responsible for landmark action on climate change. Notably, the Paris Agreement, achieved at COP21 in Paris, 2015.
- COPs are key platforms for both government and non-government entities to facilitate deals, develop policies and build their networks.

# COP28 UAE

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# What does the COP28 UAE look like?

COP28 UAE strategy and sustainability

COP28 UAE site overview

Blue Zone and Green Zone overview

Who is going to attend COP28 UAE?

COP28 UAE pillars

Program overview



# Event Strategy

*Deliver a unique, inclusive, results driven, safe, secure and welcoming event that supports COP28 UAE Strategy and reinforces the UAE's position as a global leader in sustainability and climate action.*



# Sustainability

COP28 in the UAE will be a sustainable event, following ISO20121 standards and achieving Carbon Neutral certification.

Located at Expo City Dubai, a sustainability exemplar for the region, we will prioritize stakeholder engagement and incorporate sustainability throughout. We will minimize waste and carbon emissions through the reduce, reuse, and recycle approach.

*"The approach to event delivery and operation at COP28 will reflect the UAE's commitment to sustainability"*

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*Our intention is for our policies and approach to establish a new sustainable events benchmark in the Middle East, by following clear sustainability principles:*



Minimise **any negative impacts** on the Environment and Community



Ensure a safe and **secure atmosphere**



Provide an accessible and **inclusive** setting for all



Encourage **healthy living** and working



Promote the use of responsible sources and sustainable **use of resources**



Encourage more **sustainable behaviour**



Leave behind a **positive legacy**

If we are to build a more sustainable world, we must work together. We must take urgent and impactful climate action now if we are to meet our sustainability goals

## Where Does Your Path Lead?



## We are all #searching





# COP28 Blue Zone

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The Blue Zone will welcome delegates from around the World for COP28 UAE from 30 November – 12 December.

The Blue Zone is a UNFCCC managed site, open to accredited party and observer delegates.

It hosts the formal negotiations across the two weeks of the event, the World Climate Action Summit, the country pavilions, presidency events as well as hundreds of side events including panel discussions, round tables, and cultural events.

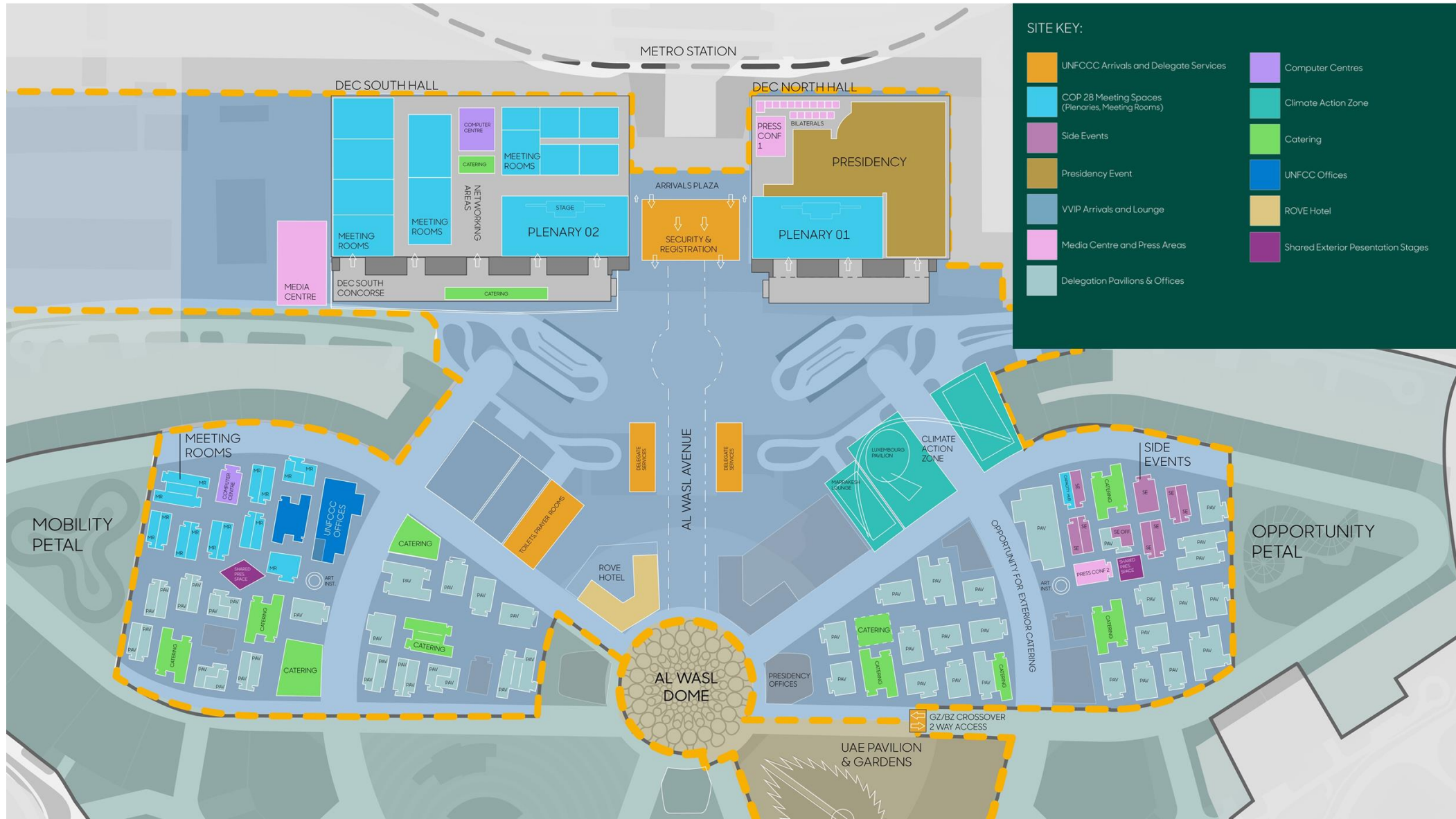
Attended by:

- Parties (country negotiators)
- Observers (NGOs, IGOs, UN Agencies)
- Media
- World Leaders



# Blue Zone site map

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# Green Zone

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The Green Zone is a space managed and delivered by the COP28 Presidency, offering a platform for non-accredited delegates – general public, youth groups, civil society, academia, artists, and businesses. Non-accredited delegates can have their voices heard through events, showcases, workshops and talks that promote dialogue, awareness, education and commitments to climate action. The aim is for this to be stakeholder-led whilst showcasing UAE key campaigns and themes.

## Sponsor and stakeholder hubs

### Curated content and programming:

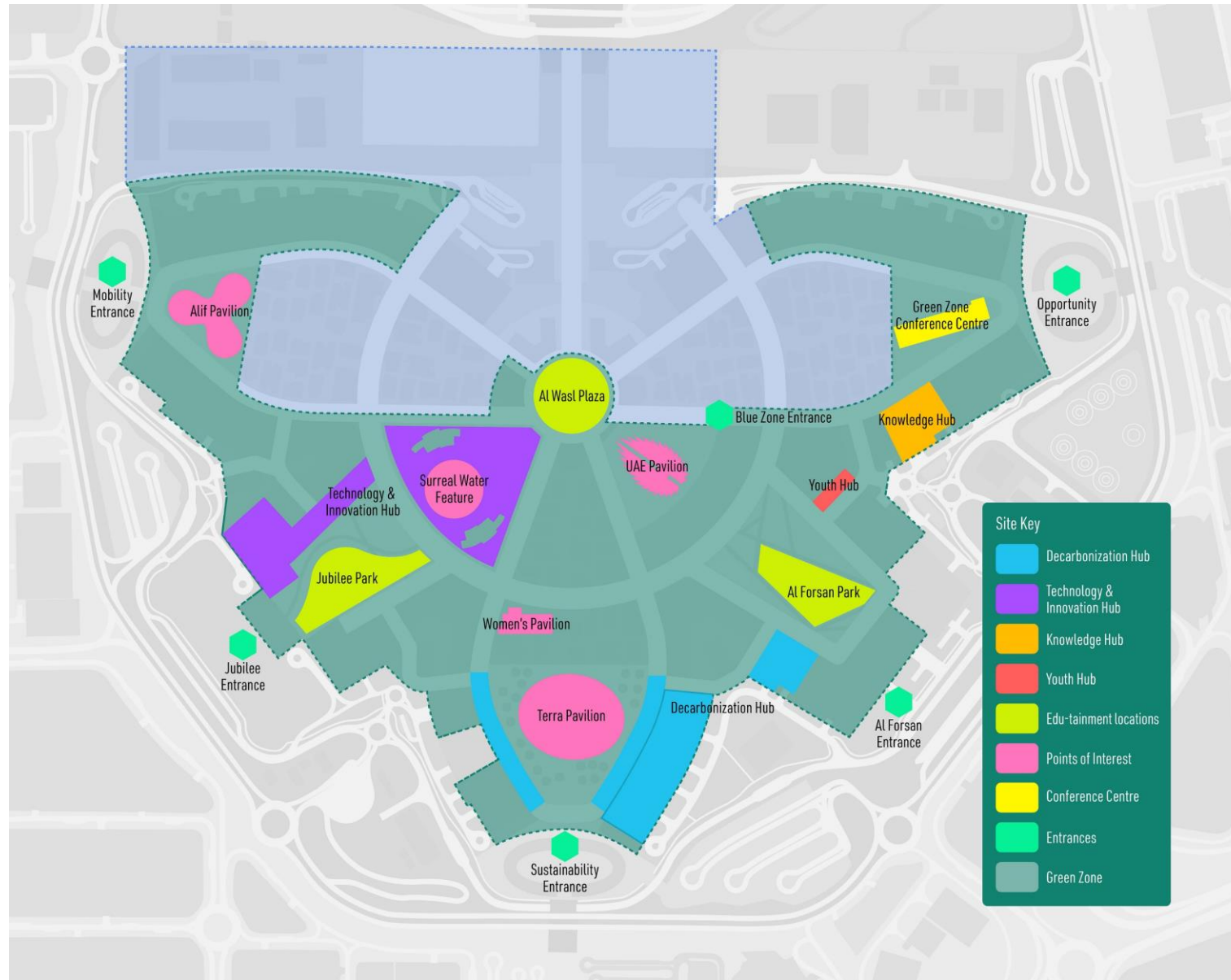
- Technical conferences
- Panels
- Networking
- Roundtables
- Exhibitions
- Entertainment

### Community engagement:

- Youth Hub
- Emirati culture



# Green Zone site map



# Green Zone at COP28

Experience-led Curation

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***“COP28 will be working with all stakeholders to accelerate a business-orientated approach that balances climate action with sustainable economic and social development.”***

*H.E Dr. Sultan Ahmed Al Jaber, President-Designate for COP28 UAE Special Envoy for Climate Change*

The COP28 UAE presidency acknowledges the importance of the private sector, civil society, youth groups, academia, and their crucial role to play in combating climate change. Building on the legacy of COP Green Zones, COP28 UAE will enhance the experience by bringing the Green Zone closer to the Blue Zone to offer an impactful and engaging platform for private businesses to present their innovative solutions, technologies and products that may greatly contribute to achieving a more sustainable future.

As noted by the COP28 UAE Presidency, private businesses often have more internal autonomy, agility and control over decision-making and resource allocation, allowing them to move faster in developing and implementing climate-friendly projects, as well as having access to vital funding to scale up their efforts. This recognition of the vital role of private enterprise in reducing carbon emissions and building resilience against the impacts of climate change is particularly crucial given the short-term timelines for action on this issue.

The Green Zone provides a platform for businesses that are developing innovative technologies or have adopted sustainable business practices to showcase their contributions. COP28 UAE are creating a setting and curating experiences where these businesses can connect with each other, governments, and other stakeholders to share knowledge, expertise, and resources, with the aim of scaling up efforts to combat climate change.

# Green Zone

Experience-Led Curation for the Private Sector

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## DECARBONIZATION HUB

*Collaboration, Resilience, and Transformation*

The Decarbonization Hub represents an exclusive space where COP28 UAE's sponsors can connect, collaborate, and share insights, strategies, and solutions to combat climate change.

This opportunity allows leaders and innovators to showcase their sustainability plans and forge strategic partnerships that accelerate progress towards net zero.

## TECHNOLOGY & INNOVATION HUB

*Future-proofing, Pioneering, and Impactful*

The Technology and Innovation Hub represents the convergence of cutting-edge technologies and progressive thinking to deliver innovative solutions and tackling climate change.

This Hub acts as a catalyst for enabling government, businesses, and civil society to collaborate and leverage technologies to address the most pressing sustainability challenges.

## KNOWLEDGE HUB

*Dynamic, Informative, and Solutions-oriented*

The Knowledge Hub represents a powerful platform that will innovatively unify NGOs, UAE Ministries, local government entities and their respective stakeholders.

This Hub will also feature thematic experiences tackling the most pressing climate challenges and relevant solution.

# Who is going to attend COP28 UAE?

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## Blue Zone:

- Approximately 60,000 to 80,000 UN accredited participants over the two weeks of the official Summit with 20,000+ visitors daily including approximately 4000 media.
- World Leaders are also expected to attend a two-day Summit – numbers will not be known until much closer to the event, but we will be aiming for over 130 leaders.
- For the pre-session meetings, numbers increase from a few hundred to several thousand over the week.

## Green Zone:

- Open to all – approximately 30,000 to 50,000 daily visitors.

## Outside of the Blue and Green Zones:

- Activity is expected to take place across Dubai (and Abu Dhabi) with stakeholders organizing fringe events. This activity is independent of the COP28 UAE delivery.

# Four strategic pillars for COP28 UAE

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Consider these pillars and how you can support them when planning your COP28 UAE participation and application

Vision

Aligning efforts on climate action, including measures that need to be put in place to bridge the gaps in progress

## Global Stocktake and Way

The **Global Stocktake** will assess progress on the work done so far to limit global warming to 1.5°C, and the negotiations and outcomes will focus on the bold action required to support the four main pillars:



### I. Mitigation

Deliver concrete solutions to reduce GHG emissions and reach net zero by 2050 to **limit warming to 1.5°C** and maintain the Paris agreement target.



### II. Adaptation

Create the conditions to deliver the **global goal on adaptation** and to adjustments in ecological, social and economic systems in response to actual or expected stimuli.



### III. Loss & Damage

Operationalizing **loss and damage funding** arrangements for the most climate-vulnerable communities. Moving forward the agreed funds.



### IV. Finance

Unlocking **climate finance** from public/private sources and international financial institutional reform. Mobilize sufficient financial resources, including flows from Global North to South.

Strategic objectives

Innovate process through **private sector engagement, inclusion, accountability, and transparency**



# Ways to Engage with COP28

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## SHARE YOUR VOICE AT COP28

The interface between strategic objectives and operational delivery, where partnerships, content and messaging are translated into a coherent, purpose-driven & outcome-oriented program of physical events and activations.

**Programming**

## PARTNER WITH COP28

Partnerships within COP28 focuses on creating thought leadership; this means they are all about action. To work with Partnerships, is to roll your sleeves up as organizations, corporations and communities under the force of coalitions to generate lasting impact in the climate change agenda.

**Partnerships**

## SPONSOR COP28

Enhance the COP28 UAE narrative through meaningful brand and showcase partnerships, focused on solutions in support of the “COP of Action”.

**Sponsorship**

## SHOWCASE AT COP28

The Green Zone provides a platform for businesses that are developing innovative technologies or have adopted sustainable business practices to showcase their contributions.

**Showcase Participation**

# Programming at COP28

COP28 UAE



Deliver inclusive, action-oriented content, including an impactful World Climate Action Summit, that supports the Presidency's strategic objectives and drives engagement across multiple and diverse audience groups.



Mobilize a cross-workstream approach to ensure all programming decisions are made in an intentional, purpose-driven manner and with the aim of driving tangible outcomes.



Ensure our guiding principles remain at the heart of our programming strategy to deliver a truly inclusive, diverse and fully representative COP.

# Draft Two-Week Presidency Program

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Date	Theme/Focus
Nov 30	Opening
Dec 1	World Climate Action Summit
Dec 2	World Climate Action Summit
Dec 3	Health / Relief, Recovery and Peace
Dec 4	Nature, Land Use, and Oceans
Dec 5	Food and Water Systems
Dec 6	Just Energy Transition / Industry / Trade
Dec 7	Rest
Dec 8	Youth, Education and Skills
Dec 9	Finance / Gender Equality
Dec 10	Cities, Regions, and Urbanization / Transport
Dec 11	No theme day
Dec 12	No theme day

## CROSS-CUTTING THEMES

- Technology and innovation
- Inclusion (including but not limited to Indigenous Peoples and local communities, youth empowerment, and gender equality)
- Frontline communities
- Finance

# Partnerships at COP28 UAE

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## COP28 UAE WELCOMES ENGAGEMENT WITH COALITIONS, COUNSELS, AND FEDERATIONS TO:

- Set or increase your organization's **climate ambitions and commitments**
- Support with the delivery of COP28 UAE **Presidency Outcomes**
- Engage through business councils, industry associations and other bodies to spread the COP28 narrative and to discuss **cross-industry initiatives and solutions**

[engagement@climateenvoy.gov.ae](mailto:engagement@climateenvoy.gov.ae)

# COP28 UAE

## 03

# Sponsors of COP28 UAE

Why Sponsor COP28 UAE

COP28 UAE Sponsorship steps

Bar-to-entry criteria and sponsorship approach

Sponsorship categories

Sponsorship packages

Sponsorship media exposure and branding



# Why Sponsor COP28 UAE

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**Contribute to the climate action agenda** and reaffirm your position as leaders on climate change

**Strategically align your brand and message with COP28 UAE** and promote your own climate ambitions and projects within the COP28 venue and through the COP28 communications channels

Sponsor different **physical assets and service delivery components** of COP28 UAE

**Inspire other businesses to take actions** on the climate agenda and set ambitious targets via our partnerships program



# COP28 UAE sponsorship steps

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Consider these steps and how you can support them when planning your COP28 UAE participation and application

## 1. Eligibility – meet the bar-to-entry criteria

- Indicate your position on the COP28 UAE bar-to-entry criteria:
  - UNFCCC Race to Zero member
  - Or your organization will make a public Race to Zero pledge with credible net-to zero transition plans by 2030 and 2050 based on Science Based Targets initiative (SBTi) relevant to the specific sectors

## 2. Present the scope, objective, topic and duration of the proposed content partnership:

- a) Proposed activities (describe the activities to take place as part of the partnership, as well as resources, topic and timeline to be contributed)
- b) Objectives of the proposed activity (explain the overall purpose of the partnership)

## 3. Confirmation of package level, financial and in-kind contribution

- Indicate the expected sponsorship level in accordance with the outlined COP28 UAE packages

# Bar-to-entry criteria and sponsorship approach

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## Eligibility criteria

- For international and domestic organizations interested in sponsoring COP28 UAE, the UAE welcomes requests from organizations that are members of the UNFCCC [Race to Zero](#) program or will make a public Race to Zero pledge with credible net-to zero transition plans by 2030 and 2050 based on Science Based Targets initiative (SBTi) relevant to the specific sectors.

The [Race to Zero](#) UNFCCC Framework is an UN-backed global campaign rallying non-state factors – including companies, cities, regions, financial and educational institutions to take immediate action to halve global emissions by 2030. Race-to-Zero brings international credibility and covers 116 countries around the world and has 11,309 members.

- A sponsorship committee including COP28 UAE Presidency Strategy Team, and an accredited 3rd party will assess the applications.

## Approach

- Tiered sponsorship with benefits across the Blue and Green Zones. The sponsorship team will guide sponsors through the process and options available.



# Sponsorship categories

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## COP28 UAE Event Partners - Sponsorship

International Partners
Principal Partners
Strategic Partners
Industry Partners
Associate Partners

## COP28 UAE Experience Partners - Sponsorship

International Partners
Delivery Partners
Feature Area Partners

# Event Partner packages

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Package x quantity	Category	Package description	Hub	Pricing	Blue Zone benefits	Green Zone benefits
<b><u>Principal Partner</u></b>	Event Partner	The highest-level sponsor to contribute greatly to combating climate change. This organization will receive privileged access within the Blue Zone and receive an array of benefits that showcase their market presence as well as share vital resources and knowledge related to this cause.	Decarbonization Hub	AED 25,000,000	Partner recognition on the trophy wall, the COP28 UAE legacy piece	350 sqm showcase space
					Selected brand mark opportunities	Additional showcase space in the Technology & Innovation Hub 25sqm (optional)
					COP28 UAE Gala Event recognition	
					UNFCCC passes & accreditation – approximately 25	Event Hosting Priority (optional and subject to programming committee approval, additional rent, catering, setup and delivery costs may apply depending on requirements)
					Sponsor office	
					Reception hosting permit and space only (optional and subject to approval)	Branding on selected Green Zone assets (visual)
Event hosting permit and space only (optional and subject to approval)						
<b><u>Strategic Partner</u></b>	Event Partner	Selected companies or organizations that have excelled in integrating green practices into their operations are able to demonstrate and share best practices with others through strategic sponsorship. These highly regarded role models will lead by example, promoting further sustainability efforts on a greater scale.	Decarbonization Hub	AED 20,000,000	Partner recognition on the trophy wall, the COP28 UAE legacy piece	200 sqm showcase space
					Selected brand mark opportunities	Additional showcase space in the Technology & Innovation Hub 25sqm (optional)
					COP28 UAE Gala Event recognition	
					UNFCCC passes & accreditation – approximately 15.	Event Hosting Priority (optional and subject to programming committee approval, additional rent, catering, setup and delivery costs may apply depending on requirements)
					Sponsor office	
					Event hosting permit and space only (optional and subject to approval)	Branding on selected Green Zone assets (visual)

# Event Partner packages

**COP28UAE**

Package x quantity	Category	Package description	Hub	Pricing	Blue Zone benefits	Green Zone benefits
<b><u>Industry Partner</u></b>	Event Partner	An unparalleled opportunity to become a vital part of this important event for leading names in respective industries. With presentations and activities featuring accomplishments across all areas of business, participants will be inspired to act on environmental issues that are increasingly impacting us today.	Decarbonization Hub	AED 15,000,000	Partner recognition on the trophy wall, the COP28 UAE legacy piece	100 sqm showcase space
					Selected brand mark opportunities	Additional showcase space in the Technology & Innovation Hub 25 sqm (optional)
					COP28 UAE Gala Event recognition	Event Hosting Priority (optional and subject to programming committee approval, additional rent, catering, setup and delivery costs may apply depending on requirements)
					UNFCCC passes & accreditation – approximately 5	
					Sponsor office	Branding on selected Green Zone assets (visual)
<b><u>Associate Partner</u></b>	Event Partner	Limited opportunities to join COP28 as a top tier sponsor and gain exposure across two zones. By committing to the lower funding tier, your organization or brand will benefit from brand recognition within Blue Zone and having a presence in the Green zone along-side business leaders.	Decarbonization Hub	AED 10,000,000	COP28 UAE Gala Event recognition	72 sqm showcase space
					UNFCCC passes & accreditation – approximately 2	Event Hosting Priority (optional and subject to programming committee approval, additional rent, catering, setup and delivery costs may apply depending on requirements)
						Branding on selected Green Zone assets (visual)

# Experience Partner packages

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Package x quantity	Category	Package description	Hub	Pricing	Blue Zone benefits	Green Zone benefits
<u>Delivery Partner</u>	Experience Partner	Private businesses have the opportunity to present their green services and products as part of a key category at this year's COP. These resources will act as instrumental components powering COP28 to the greenest and an environmentally friendly event.	Technology & Innovation Hub	AED 5,000,000 + VIK	COP28 UAE Gala Event recognition	50 sqm showcase space
						Branding on selected Green Zone assets (visuals)
<u>Feature Area Partner</u>	Experience Partner	An occasion for sponsors to contribute their support by sponsoring an area within the Green Zone that hosts coherent, purpose-driven and outcome-oriented programming at this year's COP.	Decarbonization Hub	AED 10,000,000		25 sqm showcase space
						Branding on selected Green Zone assets (visuals)

# Partner media exposure and branding opportunities

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COP28 UAE will offer partners media exposure and branding opportunities. Media exposure and branding opportunities are tier based

## Media exposure



- Announcement on COP social media channels and calendar of events
- News coverage by COP content partners

## Event participation



- As per confirmed partner package

## Branding



- Inclusion of company's logo on COP website
- Use of COP28 UAE logo
- Brand amplification in press conferences, social media, interviews, and website mentions

# COP28 UAE

## 04

# Showcase Participants of COP28 UAE

Showcase Participant categories

Showcase Participant packages

Start Ups Hub Criteria



# Showcase Participant Categories

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## COP28 UAE Showcase Participants

International Showcase Participants

Climate Impact

Start-ups

# Showcase Participant packages

Package x quantity	Category	Package description	Hub	Pricing	Blue Zone benefits	Green Zone benefits
<b><u>Climate Impact</u></b>	Showcase Participant	Forward-thinking brands and companies have the opportunity to demonstrate their commitment to Net-Zero through showcasing innovative products and solutions and joining the continuous dialogue to inspire green transformations.	Technology & Innovation Hub	Per Type		Per Type
Type 1				AED 4,900,000		150 sqm showcase space
Type 2				AED 3,500,000		100 sqm showcase space
Type 3				AED 2,450,000		72 sqm showcase space
Type 4				AED 1,960,000		50 sqm showcase space
Type 5				AED 1,050,000		25 sqm showcase space
Type 6	Showcase Participant	Brands or entities with successful green transformations seeking to gain visibility and spread awareness at COP28 through a strategic proximity to leading sponsors.	Decarbonisation Hub	AED 1,400,000		25 sqm showcase space
Type 8	Showcase Participant	An opportunity for up-and-coming brands to express their dedication to sustainability and make a lasting impression.	Technology & Innovation Hub	AED 700,000		20 sqm showcase space
<b><u>Start-ups</u></b>	Showcase participant	A curation of the best hi-growth companies with technological advancements addressing climate change and environmental challenges.	Technology & Innovation Hub	AED 25,000 / per start up		13 sqm showcase space
- Accelerators/VC/ Investors				AED 1,000,000 + # of start-ups		Accelerators, VCs and investors who are onboarding start-ups to be provided with a 15 sqm space to facilitate meetings in addition to a showcase space per start-up



# COP28 UAE

## 05

# Sponsorship Milestones



# Sponsorship Milestones

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# Sponsorship and Showcase Participant categories - COP28 UAE summary

## COP28 UAE Event Partners - Sponsorship

National Future Champions Partners	Domestic Partners	International Partners
Principal Partners	Principal Partners x 1	Principal Partners x 1
Strategic Partners	Strategic Partners x 4	Strategic Partners x 4
Industry Partners	Industry Partners x 12	Industry Partners x12
	Associate Partners	Associate Partners

## COP28 UAE Experience Partners - Sponsorship

Domestic Partners	International Partners
Delivery Partners	Delivery Partners
Government Delivery Partners	Feature Area Partners
Feature Area Partners	
Government Knowledge Partner	

## COP28 UAE Showcase Participants

International Showcase Participants	
Climate Impact	Start-ups

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## Thank You

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