

COP26 integrated communications highlights (as at 24 November 2021)

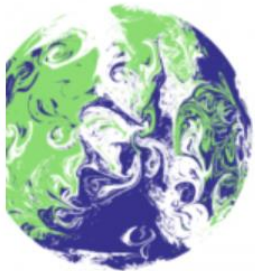




Highlights from week one of COP26, as told by the Open University observers

November 8, 2021

COP26 has been bringing together parties from across the world to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on...



**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY

The Open University champions COP26 with 'Green Zone' event exploring culture, citizens and climate

October 27, 2021

The Open University is hosting a unique event at the 26th United Nations Climate Change Conference (COP26) as one of several initiatives to mark its commitment to responding to...

- Four articles published on OU News about our involvement in and support of COP26
- One article about the arrival of the Totem pole in Milton Keynes
- Another article about our Green Zone event, including a call to action and link asking readers to sign up for the event online
- Two articles encapsulating the highlights of week one and two, as told by our OU Observers
- Approx 100 page views across all four articles



Post-COP26, The Open University hears from its week two Observers

November 16, 2021

COP26 brought together parties from across the world to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change....

Earned media coverage



- Twelve pieces of earned media coverage secured across local, national and education media amplifying our involvement in COP26
- Titles include FE News, The Scotsman, MK Citizen, Digital DNA, Swansea Bay News, Aberdare Online, Celebrate MK
- BBC Look East aired footage of the Totem pole arrival in Milton Keynes – footage [here](#)
- Totem pole coverage also secured in MKFM and Hexham Courant
- Nick Braithwaite interview secured with Heart Four Counties



Example:

Tweet about Erin Charters' case study on 8 November made **21,250** impressions resulting in **700** engagements.

- **Social media: 109,000** impressions made by posts relating to COP26, resulting in **3,500** engagements so far.
- **Events: 6** including Green Zone event with Glasgow Life, which has gained over **1,360** views online so far, plus the in-person event sold all **150** tickets.
- **Website: 1,370** views of our webpages relating to COP26. Includes 8 news stories, blogs and case studies.
- **Media coverage highlights so far include:**
 - Article in The Scotsman by Nick Braithwaite.
 - Local coverage of student case study Erin Charters in the Dumbarton Reporter and in print and online in the Helensburgh Advertiser
- **Media coverage still to come includes:**
 - ITV Borders - Pre-recorded interview with the team involved with the TOTEM LATAMAT, including OU FASS academic, Graham Harvey, to be shown on Thursday 18 November.



- Over the two weeks of the COP26 conference, Wales staff supported the wider OU activity to influence the sustainability agenda. External Affairs Manager Cerith Rhys-Jones [penned this blog on sustainability, the Future Generations and Well-being Act, and its relevance to Welsh Universities.](#)
- Lynnette Thomas, Deputy Director and Chair of Universities Wales' civic mission network was also quoted in our press release, [which was covered in her local paper.](#)
- On Friday 12 November, Cerith and Kate Symons, OU Lecturer in Global Development, joined OU in Wales Director Louise Casella in an online discussion for staff in Wales and across the UK. Cerith gave an overview of the Future Generations and Well-being Act, and Kate was asked about her experiences at COP 26 as an observer.
- Nick Braithwaite, Executive Dean of STEM Faculty and VCE Sponsor for Sustainability was in attendance as well and spoke about the university's commitment to sustainability.

Top tweets



If you haven't seen the 4.5m tall @BorderCrossings TOTEM LATAMAT in person yet, take a look at these incredible close-ups ☺ With so much meaning behind each part, listen to its

6.01% engagement rate



Following the 2020 event, @religion_ou, @OUMusic, @OUPolitics and Art History come together in this free virtual conference to explore interactions between climate

5.4% engagement rate



In 'Writing the Climate' the challenge is to create a narrative flow that never strays into hackneyed depictions of dystopia. Dr @sallyoreilly, senior lecturer in @OU_Writers takes us on an exploration of climate fiction writing: https://youtu.be/rEao_sqCJw0

5.17% engagement rate

Top posts > Reactions



If you haven't seen the 4.5m tall TOTEM LATAMAT in person yet, take a look at these incredible close-ups instead ☺ With so much meaning behind each part of its intricate design, listen to its creator explaining what each aspect represents: <https://fass.open.ac.uk/events/indigenous-responses-climate-change-cop26-%E2%80%93-visit-totem-latamat-it-tours-uk>

13 reactions



Understand the importance of having Indigenous voices represented at COP26 in this OpenLearn article by OU Religion Professor Graham Harvey

12 reactions



For #NationalPoetryDay, My Lovely Valley is a poem by Stephen Davies, written in a creative writing workshop run by the Blaenau Gwent REACH project at Aberbeeg Community Centre. <http://ow.ly/Qgk750Gm1eH> #COP26

7 reactions

- Two FASS newsletters on our involvement in COP26, distributed to approx 1800 people
- 'Together for our planet' piece posted on FASS external website [here](#)
- 12 Facebook posts and 35 Tweets, the top performing of which are displayed on the left
- A total reach of 26k users
- 124k post impressions
- Central comms penned a [story of a HE-wide working paper](#) about universities and tackling the cc challenges, co-authored by Peter Wood, AL in FASS
- Still to come: a further FASS OU News piece by Volker Patent (with BDU) about how organisations can help employees in tackling cc challenges

FASS COMMS - CELEBRATING ACADEMIC EXCELLENCE COP26 Campaign

WHAT?

A month of organic social media content in anticipation of COP26 commencing, designed to highlight the breadth of FASS's impact (actual and potential) in this key area.

WHERE?



FASS SOCIAL

WHY?

Faculty Objective 4: Excellence in research, scholarship and teaching

As a Faculty, we have a powerful collective voice and many stories to tell.

WHO?

150k

User impressions

An engaged social audience; delivering shareable content designed to reach outside of the FASS 'bubble'

COP26 Hub on OpenLearn

In support of activities around COP26, the [COP26 Hub on OpenLearn](#) features existing free courses and a series of articles written by people from across the OU community sharing their different perspectives on climate change.

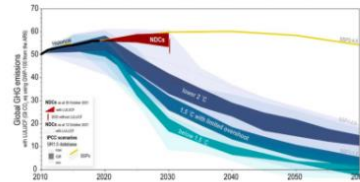
9th November 2021



COP26 in one image

UN secretariats always tread a very fine line. They must unite all Nations by remaining as neutral and independent as possible. They play a parental role in chivvying the squabbling family along. Secretariats are made up of staff from over 100 countries and represent a blend of diverse cultures, gender, and professional backgrounds.

5th November 2021



Develop your (Climate) Action Plan

Our COP26 observer Gillian Mawdsley, Associate Lecturer in the Faculty of Business and Law, challenges you to develop the actions which you can take to address climate change.

4th November 2021



- COP26 diaries, research, news and events have been added to the [news section](#) of the external facing STEM website.
- Top performing twitter posts:
 - [Professor Nick Braithwaite outlines the OU's roadmap to NetZero:](#) (Likes: 21, Retweets: 4, Impressions: 1130, Link clicks: 8)
 - [Link to central OU sustainability page:](#) (Likes: 10, Retweets: 5, Impressions: 4361, Link clicks: 4)
 - [Treezilla project:](#) (Likes: 13, Retweets: 7, Impressions: 1289, Link clicks: 0)
 - [Five ways Open University research is responding to the climate emergency:](#) (Likes: 7, Retweets: 5, Impressions: 773, Link clicks: 1)
 - [OU Floodplain Meadow research project - Images of climate innovation:](#) (Likes: 8, Retweets: 6, Impressions: 1058, Link clicks: 2)

News



Post-COP26, The Open University hears from its week two Observers

The Open University had official observer status at COP26 and has taken learnings from the conference to inform the university's wider sustainability mission and inspire students and staff to take action.

17th November 2021



Highlights from week one of COP26, as told by the Open University observers

The Open University has official observer status at COP26 and is learning from the conference to inform the university's wider sustainability mission and inspire students and staff to take action.

10th November 2021



COP26 – Finance

Today's (3 November) focus on Delivering Finance for Emerging and Developing Markets took the form of two panel discussions, plus announcements from the UK Chancellor, Rishi Sunak, and US Treasury Secretary, Janet Yellen.

8th November 2021

- Stories reshared on [News | The Open University Business School](#) and [News | The Open University Law School](#)
- FBL blog by associate lecturer Gillian Mawdsley, associate lecturer: [Another angle to COP26 - the role of the activist lawyer | Open Justice](#)
- Staff e-newsletter sent to all FBL staff, including ALs and leads with a Spotlight on COP26: [FBL Research and Scholarship - 4 November 2021 \(mailerlite.com\)](#). Viewed by 600 people with consistent open rates of 50%+
- [eNews | The Open University Business School](#) October issue sent to 7k alumni, consistent open rates of between 40 – 50%
- Best performing tweets:
 - [Here](#) (199 impressions, 12 engagements)
 - [Here](#) (341 impressions, 8 engagements, 57 media views)
 - [Here](#) (491 impressions, 11 engagements)

Case studies

STUDENT STORIES

OU PhD student using urban tree research to tackle climate change

 By Carly Sumner Sinfield — October 29, 2021



STUDENT STORIES

Can recycling food waste help us move towards a plastic-free future? OU student Katy aims to find out

 By Carly Sumner Sinfield — November 18, 2021



"For trees to look after humans, we first need to University PhD student whose research examines fight against climate change.

Kate, 32, from Aberdeenshire and now living in the great outdoors. Yet it wasn't until she began Master's that she realised just how much spend

- COP26 inspired the first in a series of case studies showcasing OU students who are helping to tackle the climate emergency
- First was [Kate Hand's story](#), a PhD student who is researching how urban trees are essential to our towns and cities. Her story was shared across OU internal and external channels and will be part of a legacy of sustainability-focused stories and assets that live on well beyond COP26
- We also featured [Katy Woodason](#), whose research aims to tackle both food waste and plastic pollution by exploring how recycling unwanted food could create plastic-free packaging of the future
- Both stories were shared across OU internal and external channels and will be part of a legacy of sustainability-focused stories and assets that live on well beyond COP26
- Next to be featured is Lois, whose innovative research aims to utilise the power of the sun to improve clean water access in Ghana



Youth and public empowerment



COP26 has been bringing together parties from across the world to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change. The Open University has official observer status at COP26 and is learning from the conference to inform the university's wider sustainability mission and inspire students and staff to take action. Here are some of the conference's highlights, as told by our Open University observers.

COP26 Diary - 5 November: Dr Clive Mitchell, Associate Lecturer.

As we reach the halfway house, there are lots of common themes from today including the uneven distribution of emissions and impacts; loss and damage funding; good governance and risk.

Contact our sustainability team

For more information contact our sustainability team.

Email us

Related articles

- ▶ [The last day of COP26](#)
12th November 2021
- ▶ [Informal stocktaking](#)
11th November 2021
- ▶ [More questions than answers](#)
11th November 2021
- ▶ [Uncomfortable truths](#)
10th November 2021
- ▶ [Reflections on Day 1 \(Week 2\)](#)
9th November 2021

See all

- 21 articles published on OU Life (so far)
- 5 Go Green COP26 related events (3 past, 2 upcoming)
- Alumni sustainability e-news special (25-30k alumni)
- Article series published on [sustainability website](#)
- [Bulletin 6 - November 2021.pdf](#) ([sharepoint.com](#)) to all staff (12,326) – 70% open rate
- **Examples of OU Life articles (with more to come!)**
 - [The delegation of COP26](#)
 - [COP26 – Diary 31 October](#)
 - [COP26 – Diary 1 November](#)
 - [COP26 – Co creating Utopia](#)

Social media (central channels)

The Open University
373,948 followers
2W • 🌐

The OU is delighted to be co-hosting an event at **#COP26** with Glasgow Life, which will explore whether art and science can collaborate to inform the future of climate action.

The event will be live on Sunday and available to watch online.

More details: <https://lnkd.in/dK0...>

The Open University @OpenUniversity

The OU is delighted to be co-hosting a special event at **#COP26** with @glasgowlife, exploring whether art and science can collaborate to inform the future of climate action.

The event will be streamed LIVE on

The Open University @OpenUniversity

With week one of **#COP26** almost in the books, here's a small selection of the sights our OU observers have seen in Glasgow this week.

The Open University @OpenUniversity

A few of the sights and goings on during the second week of **#COP26** in Glasgow, courtesy of our observers - @StephenRPeake @EnvGeogSpeaker @RosalieFaithful @SabineGuendel and Gillian Mawdsley.

Take a look at their profiles for their insight on the key events this week.

The Open University @OpenUniversity

How to watch: [land/event...](#)

Our Open University **#COP26** observers share their highlights from week one in Glasgow as the world's leaders gather to tackle climate change.

ounews.co/around-ou/ou-s...

@StephenRPeake @katesymons2 @ljmabon @Graeme_F_Smith and @OU_STEM's Clive Mitchell

#TogetherForOurPlanet

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ounews.co
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@katesymons2 @ljmabon
Clive Mitchell


planet

Best performing social posts

The Open University @OpenUniversity

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Reach: 3,946
 Engagements: 89
 Engagement Rate: 2.26%

The Open University @OpenUniversity

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ounews.co/around-ou/ou-s...

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#TogetherForOurPlanet



ounews.co
 Highlights from week one of COP26, as told by the Open University observers - ... COP26 has been bringing together parties from across the world to accelerate action towards the goals of the Paris Agreement and the UN Framework ...

Reach: 4,701
 Engagements: 96
 Engagement Rate: 2.04%

The Open University @OpenUniversity

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@StephenRPeake @katesymons2 @ljmabon @Graeme_F_Smith Clive Mitchell

#TogetherForOurPlanet



Reach: 5,084
 Engagements: 161
 Engagement Rate: 3.17%