



## **COP26 Virtual Ocean Pavilion SUMMARY REPORT**

### **Introduction**

The COP26 Virtual Ocean Pavilion was held on October 31 to November 12, 2021 during the 26<sup>th</sup> session of the Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC COP26). With the overall coordination by the Global Ocean Forum in close partnership with the Plymouth Marine Laboratory, it was co-organized by the GOF, PML, Ocean Policy Research Institute of the Sasakawa Peace Foundation, Oceano Azul Foundation, and the Intergovernmental Oceanographic Commission of UNESCO under the Roadmap to Oceans and Climate Action (ROCA) Initiative together with 30 collaborating partners. The event drew 2929 registrations of which 1935 (66%) logged in to visit the Pavilion and participate in its various features within the duration of the Pavilion and up to post-event hosting that allowed on-demand use up to December 12, 2021.

The COP26 Virtual Ocean Pavilion is an online platform which aimed to raise the visibility of the ocean and showcase why the ocean matters in climate negotiations and to all life on our planet. A virtual format ensured that the Pavilion could respond to changes in the COP26 schedule as affected by the current pandemic and reach a much wider audience than just those able to attend COP26 in person. Each area in the Pavilion was developed with a marine theme to provide an attractive virtual platform with a marine vibe.

The Pavilion was intended to:

- Highlight important ocean events such as planned by the UNFCCC Secretariat under the Subsidiary Body for Scientific and Technological Advice (SBSTA), the Marrakech Partnership for Global Climate Action (MP-GCA), and VOP collaborating partners, including the youth;
- Host panel sessions linking the ocean with the themes of the GCA events and SBSTA Ocean and Climate Change Dialogue themes to provide input to these discussions;
- Feature interviews with Party negotiators to gain insights on the status of discussions;
- Provide an online gateway to a unique collection of ocean and climate resources and stories from around the world through virtual exhibits, on-demand videos and reports.

Based on the registrations, percentage of logins, participation among collaborating partners and sponsors, and post-event survey results as detailed below, it can be concluded that the Pavilion was successful in drawing attention to the ocean and why it matters during COP26, having reached a much wider audience than just those able to attend COP26 in person.

## Review of VOP features

### *Live events*

Eight live events were conducted during COP26 under the Pavilion: 4 were held on November 1; 1 was held on November 5; and 3 were held on November 12, which featured eminent high level speakers from national and regional organizations, UN and IPCC representatives, ocean and climate experts, and youth leaders from around the world. Please see the table below for the list of events with the topics, organizers, number of speakers and total views based on webinar post-event reports. The topics addressed by the events included science, finance, partnership and capacity building, public education, collaboration and coordination with a focus on strengthening ocean and climate action as well as securing a place for the ocean in the climate negotiations. The most viewed event was the webinar on *Ocean & Adaptation, Resilience, and Mitigation*.

<b>Webinar Title</b>	<b>Organizers</b>	<b>Number of Speakers</b>	<b>Total Views</b>
COP26 Virtual Ocean Pavilion Opening Event: Connecting All on Our Incredible Blue Planet	Global Ocean Forum (GOF), Plymouth Marine Laboratory (PML), Ocean Policy Research Institute (OPRI)	9	401
High Level Event on Ocean & Finance: Blue Economy for Ocean Health	Global Fund for Coral Reefs, GOF, Prince Albert II of Monaco Foundation	11	310
Youth Event: Meet the Blue Expert	Vermont Law School	1	173
Roundtable on the UNFCCC Subsidiary Body for Scientific and Technological Advice (SBSTA) Ocean & Climate Change Dialogue Theme: Strengthening Cooperation and Collaboration Among Relevant UN Bodies in Tackling Ocean and Climate Change	One Ocean Hub and GOF	10	261
Ocean & Adaptation, Resilience, and Mitigation: Creating and Implementing the Enabling Conditions for Action Through Science, Capacity Building, and Other Cross-Cutting Approaches	GOF, Acadia University, and OPRI	10	769
Recap of Youth Chat on the Virtual Ocean Pavilion Key Messages: How to be an Ocean-Climate Advocate?	Nausicaá and Youth4Ocean Forum	11	138

<b>Webinar Title</b>	<b>Organizers</b>	<b>Number of Speakers</b>	<b>Total Views</b>
Children and Young People’s Human Rights to a Healthy Ocean: Their Importance for Climate Change Adaptation & Mitigation	One Ocean Hub	6	112
COP26 Virtual Ocean Pavilion Closing Event: Working Together for Our Incredible Blue Planet	GOF, PML, and OPRI	8	98

### ***Exhibition Booths***

The Pavilion hosted 26 exhibition booths, which collaborating partners and sponsors used to share their activities and resources on ocean and climate action. The booths provided access to information that attendees were able 'take away' in their virtual delegate bags. Please see below for the list of booths, the number of booth visits, documents clicked, videos viewed, and tabs clicked based on booth post-event reports.

<b>Booth Name</b>	<b>Total Booth Visits</b>	<b>Unique Booth Visits</b>	<b>Documents Clicked</b>	<b>Videos Viewed</b>	<b>Tabs Clicked</b>
Acadia University	173	108	47	123	82
Blue Climate Initiative	181	145	82	23	36
Coastal Oceans Research and Development Indian Ocean (CORDIO)	133	107	114	29	38
Coastal Zone Canada Association	139	98	31	86	1
Conservation International	137	104	171	243	31
Food and Agriculture Organization (FAO)	101	75	278	56	2
Global Ocean Acidification Observing Network (GOA-ON)	145	107	306	43	10
Global Ocean Forum	335	234	203	0	10
iAtlantic Project	143	102	49	33	13
International Alliance to Combat Ocean Acidification	140	106	90	29	27
International Coral Reef Initiative (ICRI)	115	89	156	65	17
International Coral Reef Society (ICRS)	202	147	113	55	86

<b>Booth Name</b>	<b>Total Booth Visits</b>	<b>Unique Booth Visits</b>	<b>Documents Clicked</b>	<b>Videos Viewed</b>	<b>Tabs Clicked</b>
International Maritime Organization (IMO)	86	70	28	54	10
IOC-UNESCO	319	226	494	95	31
Nausicaá	132	102	1	42	10
Ocean Pathway	213	160	104	0	38
Ocean Policy Research Institute, Sasakawa Peace Foundation	142	103	50	0	16
One Ocean Hub	358	258	163	176	50
Peace Boat	114	83	51	21	4
Plymouth Marine Laboratory	450	312	448	210	57
Prince Albert II of Monaco Foundation	113	80	55	6	8
Sustainable Ocean Alliance	104	77	71	23	11
Sweden	302	158	218	0	244
The Decade of Ocean Science for Sustainable Development	354	238	98	63	26
UK COP26 Presidency – Ocean Climate Science and Evidence	654	352	107	89	472
Youth4Ocean Forum	106	78	0	65	13

### ***COP26 Ocean Events***

The Pavilion became the gateway to COP26 ocean-related events through the Ocean Events Tracker organized by the Ocean Conservancy. Attendees were invited to register their events through a Tracker Smartsheet Form. The entries became part of a calendar of COP26 ocean events accessible through the Virtual Ocean Pavilion and based on information gathered through the Tracker. There were 133 unique ocean-related events registered through the tracker.

### ***Key messages, Interviews, and Treasure Trove***

In addition to information resources provided through the booths, a collection of interviews videos, ocean art, and climate stories from around the world were featured in the Treasure Trove bar of the Pavilion:

1. Interviews of COP26 negotiators (Ms. Angelique Pouponneau, Seychelles and Mr. Kushaal Raj, Fiji) organized by the World Economic Forum and Friends of Ocean Action
2. Key messages through videos
  - a. *Safeguarding Our Coastlines and Our Climate*, Oxford Seascape Ecology Laboratory
  - b. On reducing our footprint in the ocean, iAtlantic Project
  - c. On negotiating the conditions and time needed for marine ecosystems recovery, Global Ocean Biodiversity Initiative
  - d. *Restoring Meadows, Marsh and Reef (ReMeMaRe) around English coasts and beyond*, UK Environment Agency
3. Other featured videos and stories from the Vermont Law School, Blue Earth Alliance, iAtlantic Project, Youth4Ocean Forum, and the Virtual Blue Decade.

### ***Chats and networking***

The chat and networking features were available in the navigation bar of the Pavilion as well as at each of the booths. Post-event tab data showed 195 clicks for chat and chat timings. These features were among the least effective elements of the Pavilion which could be attributed to a lack of user guidance for attendees in navigating the Pavilion and use of each feature, especially the chat feature.

### ***Scavenger Hunt and Photo Booth***

A total of 828 attendees participated in the Scavenger Hunt organized by the Plymouth Marine Laboratory. The Scavenger Hunt is a fun test of attendees' ocean knowledge while exploring the Virtual Ocean Pavilion. It is made up of 20 questions with the answers hidden in various areas of the Pavilion.

Attendees (219) took advantage of the Pavilion's photo booth to take selfie photos customized with marine animals and other ocean icons. Selfies were downloadable and could be shared via social media outlets.

### **Collaborating Partners and Sponsors**

The Pavilion received financial and thematic contributions from 34 collaborating partners and sponsors as listed below:

- |   |   |
|---|---|
| 1. Acadia University                                | 6. Department for Environment, Food and Rural Affairs, UK |
| 2. Blue Climate Initiative                          | 7. European Commission                                    |
| 3. Coastal Oceans Research Development Indian Ocean | 8. Food and Agriculture Organization of the UN            |
| 4. Coastal Zone Canada Association                  | 9. Global Fund for Coral Reef                             |
| 5. Conservation International                       |   |

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|--|---|
| 10. Global Ocean Acidification Observing Network               | 21. Ocean & Climate Platform  |
| 11. Global Ocean Forum   | 22. Ocean Conservancy   |
| 12. Government of Fiji   | 23. Ocean Policy Research Institute (OPRI) of the Sasakawa Peace Foundation |
| 13. Government of Sweden                                       | 24. Oceano Azul Foundation  |
| 14. iAtlantic Project  | 25. One Ocean Hub   |
| 15. Intergovernmental Oceanographic Commission (IOC) of UNESCO | 26. Peace Boat  |
| 16. International Alliance to Combat Ocean Acidification       | 27. Plymouth Marine Laboratory  |
| 17. International Coral Reef Initiative                        | 28. Prince Albert II of Monaco Foundation                                   |
| 18. International Coral Reef Society                           | 29. Sustainable Ocean Alliance  |
| 19. International Union for Conservation of Nature             | 30. Vermont Law School  |
| 20. Nausicaá National Sea Center                               | 31. Virtual Blue Decade   |
|  | 32. World Economic Forum  |
|  | 33. World Ocean Network   |
|  | 34. Youth4Ocean Forum   |

### Pavilion Survey

A short (3-5 min) survey through *SurveyMonkey* was conducted by the Plymouth Marine Laboratory to gather feedback from the Pavilion attendees which will feed into any future iteration of the Pavilion. A summary of the results from 134 replies received (of which one was blank) within the period November 25 to December 13 was prepared (see Annex 1). The survey continues to be open for further feedback. See the table below for the top three answers to the first four questions raised in the survey.

Question	1	2	3
1. How did you find out about the COP26 Virtual Ocean Pavilion	Email (59)	Colleague (34)	Social media (13)
2. What were your main interests when registering for this Ocean Pavilion (multiple answers was possible)	Live events in the COP26 Virtual Ocean Pavilion (82)	COP26 Ocean events calendar (61)	Information provided by the different booths (58)
3. How satisfied were you with the COP26 Virtual Ocean Platform?			
- Ease of navigating	Satisfied (56)	Very satisfied (40)	Neutral (20)
- Speakers	Satisfied (53)	Very satisfied (43)	Neutral (19)
- Sponsors & exhibitors	Satisfied (48)	Neutral (40)	Very satisfied (27)
- Networking	Neutral (46)	Satisfied (37)	Very satisfied (22)
4. What were your favourite features in the Ocean Pavilion?	Programme of live events in the pavilion (79)	Exhibition Booths (63)	COP26 Ocean Events Overview (60)

To determine interest in future iterations of the Pavilion, the following questions were asked. The responses indicated an overwhelming interest in an ocean pavilion in future COPs, whether virtual or physical.

Question	Yes	No
<b>Would you like:</b>		
A Virtual Ocean Pavilion at future COPs?	115	9
An in-person Ocean Pavilion at future COPs?	105	16
To participate/contribute to future physical or virtual Ocean Pavilions?	111	13

Attendees who responded to the question on aspects that can be improved upon for future Ocean Pavilions (64) of which 15 (23%) answered that they had no improvement suggestion, provided suggestions for improvement on the Pavilion, welcome lobby, events in general, programme of live events in the Pavilion, COP26 Ocean Events overview, exhibition booths, videos, chats, and interaction, among others.

## Conclusion

Based on the registrations, percentage of logins, participation among collaborating partners and sponsors, and interest in the iteration of the virtual pavilion in future COPs, among other results of the survey, it can be concluded that the Pavilion was successful in that: 1) it drew attention to the ocean and why it matters in climate negotiations during COP26, the thematic focus of the Pavilion; 2) the Pavilion reached a much wider audience than just those able to attend COP26, given the limitations related to the COVID-19 pandemic, and limitations in travel funding.

The Pavilion also fulfilled what it was intended to do as shown in the table below, although some of the features offered more depth and breadth of information compared to the others.

Objective	Illustrative event/VOP element
1. Highlight important ocean events such as planned by the UNFCCC Secretariat under the Subsidiary Body for Scientific and Technological Advice (SBSTA), the Marrakech Partnership for Global Climate Action (MP-GCA), and VOP collaborating partners;	COP26 ocean events tracker, which contained information on how to access 133 ocean-related events



Objective	Illustrative event/VOP element
2. Host panel sessions linking the ocean with the themes of the GCA events and SBSTA Ocean and Climate Change Dialogue themes to provide input to these discussions;	Live events on Ocean & Finance and on Ocean & Adaptation and Resilience; live event on Strengthening Cooperation and Collaboration Among Relevant UN Bodies in Tackling Ocean and Climate Change
3. Feature interviews with Party negotiators to gain insights on the status of discussions;	Interviews of the Seychelles and Fiji negotiators
4. Provide a gateway to ocean and climate stories from around the world through virtual exhibits, on-demand videos, reports and other online resources.	The 26 booths that provided a variety of information resources on ocean and climate; the three youth events; and videos containing key messages on ocean and climate, among many others

***Lessons learned and recommendations***

The survey results provided indications as to which features of the Pavilion need improvement. There is a need to move the needle in terms of satisfaction from neutral/unsatisfied/very unsatisfied to either satisfied or very satisfied on all four aspects of satisfaction assessed, but in particular regarding: 1) the sponsors and exhibitors (42% of survey respondents were neutral/unsatisfied/very unsatisfied) ("booths need more promotion"); and 2) chat ("not easy to use/limited engagement") and networking features ("need for higher interaction with the audience; need more transparent process of taking part") (54% of survey respondents were neutral/unsatisfied/very unsatisfied). Other lessons learned include: 1) Need to start earlier and providing enough time for event setup; 2) Need to provide guidance to attendees in navigating the Pavilion and use of various features; and 3) Need to improve booth setup process, among others.