



BRIEFING NOTE – COP26 DOMESTIC CAMPAIGN

BEIS are looking to fund events on the lead up to COP26 through a Domestic Campaign leading up to COP26 in November. There is a proposed £195,000 contribution from BEIS to achieve this, of which £40,000 can be used to cover project management costs.

There are two areas to focus our attention:

Pre-COP26 Roadshow events

BEIS have put us in contact with the key delivery partner Planetmark to hope organise and run these events. This is linked to the Zero-Carbon Tour and Together for Our Planet campaigns. There is a supplementary briefing note to provide more information on this.

We have decided to focus on Worcester, Birmingham, Nottingham and Lincoln. This is to achieve a good balance between East/West and types of location.

Regional Green Zones

These events are to take place during the fortnight of COP26 with the aim of mirroring themes and activity happening in the green zone of Glasgow. We should look to highlight local activity and projects to the public and to investors. We are still researching options but typical events could include EV road shows, Green Homes, Green Cultural Events and community share offers.

We have been advised that BEIS expect to see a wide geographical coverage, so we should look to have at least one green zone in both West and East Midlands. We should also look to hold these events in places that have not been visited by the Zero-Carbon tour; however, this may not be feasible.

Project Aims

In their scoping document, BEIS have outline three areas they would like us to deliver upon; Case Studies, Match funding and Reporting.

1. Case studies/carbon stories

The main aim is to gather the local narratives around projects that have been delivered and their impacts, as well as highlighting what individuals and organisations can do now to support Government's Net Zero ambitions. It is expected that the case studies will be created, collated, and presented openly for other LAs and communities to access through an online platform. The videography, photography, write-ups and interviews will be used to create the case studies, which will be covering the following categories: business, local government, public, community, tech (including sector retrofit) projects and individual stories. Total number of case studies collated by the Hub is 125 with at least 10 per each category specified above.



2. **Match Funding.**

It is expected that the Hub will be able to secure match-funding equal to the value it receives via this grant. This can come from in-kind work as well as sponsorship from organisations.

3. **Reporting**

This includes case studies and information on the match funding secured.

To deliver outcomes specified above and to ensure regional coverage for the case studies the Hub might consider bringing local stakeholders together by running locally led COP26 domestic campaign.

Project Objectives

We have been given the following objectives from BEIS as guidance, this is what they expect the funding to achieve.

- Better understand and collect supporting evidence of impacts of funding spent on Net Zero by Local Authorities (LAs) including national, local and commercial funding;
- Understand better the work done by community groups on net zero and the impacts this has;
- Understand barriers to further work by these two sectors to support the Net Zero strategy;
- Understand better the SME landscape including opportunities for DIT for both inward investment and export advice for emerging and existing Net Zero businesses including supply chain.