



**CARBON PRICING
LEADERSHIP COALITION**

COP26

CPLC IN THE NEWS COVERAGE



UN CLIMATE CHANGE CONFERENCE UK 2021

IN PARTNERSHIP WITH ITALY

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MEDIA COVERAGE

The media coverage report covers the two weeks of COP26. Earned media coverage includes 35 news articles in five languages (English, French, Spanish, Portuguese and Russian). In addition, one high-profile paid media advertisement was published in the Financial Times by CPLC High-Level Co-Chair Lord Barker.

[Click to read the articles.](#)

INTERNATIONAL MONETARY FUND

SPEECH

Remarks by the Managing Director at the Carbon Pricing Leadership Coalition Meeting at COP26

Finance and Development | F&D

Remarks by the Managing Director at the Carbon Pricing Leadership Coalition...

2.92K 1.37M 0

ec.europa.eu

Speech by President von der Leyen at the high-level event on carbon pricing organised by the Carbon Pricing Leadership Coalition and Canada

Press corner

11.2K 12.8M 0

CNBC

Global finance urged to step up climate fight at COP26 summit

Global finance urged to step up climate fight at COP26 summit

136K 53.7M 145

Reuters

Chile, Canada ministers among group calling for true carbon price

U.S. Chile, Canada ministers among group calling for true carbon price

53.4K 38.8M 14

ALUMINIUM TODAY

RUSAL attends COP26 global climate summit

aluminumtoday.com

RUSAL attends COP26 global climate summit

315 2.21K 0

The Trinidad Guardian Newspaper

Leaders from politics, business, academia, and civil society back urgent introduction of 'realistic and inclusive' carbon pricing

The Trinidad Guardian Newspaper

Leaders from politics, business, academia, and civil society back urgent introduction...

5.76K 483K 5

marketscreener.com

Carbon pricing crucial to net zero, agree global policymakers and businesses at COP26

Carbon pricing crucial to net zero, agree global policymakers and businesses at...

13.4K 1.43M 0

Daily Express

T&T 'at centre' of financing talks

Trinidad Express Newspapers

T&T 'at centre' of financing talks

5.08K 422K 14

newswire.ca

Prime Minister Trudeau concludes productive United Nations Climate Summit

newswire.ca

Prime Minister Trudeau concludes productive United Nations Climate Summit

4.34K 112M 0

THE JORDAN TIMES

How to reach net zero

Jordan Times

How to reach net zero

823 104K 0

finance.yahoo.com

Québec launches the Glasgow Declaration on Carbon Pricing in the Americas to strengthen collaboration among governments

finance.yahoo.com

Québec launches the Glasgow Declaration on Carbon Pricing in the Americas to...

253K 45.6M 0

The Globe and Mail

COP26 today: Queen to climate summit: 'Time for action'; India vows to reach 'net zero' by 2070

The Globe and Mail

COP26 today: Queen to climate summit: 'Time for action'; India vows to reach 'net...

19.7K 7.29M 128

El Economista

La OMC respalda impulsar precio global del carbono

El Economista

La OMC respalda impulsar precio global del carbono

18K 4.99M 288

spglobal.com

Green free trade to be hot topic at COP-26: En+ executive chairman

spglobal.com

Green free trade to be hot topic at COP-26: En+ executive chairman

7.27K 1.38M 0

Trinidad Express Newspapers

Many net-zero opportunities for T&T business

Trinidad Express Newspapers

Many net-zero opportunities for T&T business

5.15K 422K 67

El Nuevo Día

Subsidios para combustibles fósiles servirán para incentivar el desarrollo en América Latina

El Nuevo Día

Subsidios para combustibles fósiles servirán para incentivar el desarrollo en...

24.8K 2.46M 10

Key4biz

COP26: Von der Leyen (UE) propone mecanismo ETS anche per trasporti e impianti di riscaldamento

Key4biz

Von der Leyen, "Mecanismo ETS anche per gli impianti di riscaldamento"

827 107K 43

mercado.co.ao

Okonjo-Iweala realça papel do comércio em uma ação climática ambiciosa e justa ...

mercado.co.ao

Okonjo-Iweala realça papel do comércio em uma ação climática ambiciosa e justa ...

10.1K 31.5K 0

El Tiempo

Subsidios a combustibles podrían usarse en pobreza y cambio climático: Pnud

El Tiempo

Subsidios a combustibles podrían usarse en pobreza y cambio climático: Pnud

51.5K 13.3M 46

Métro

COP26: Trudeau appelle à un prix standard mondial sur le carbone

Mtro

COP26: Trudeau appelle à un prix standard mondial sur le carbone

3.09K 51K 13

MEDIA COVERAGE

strict controls on the
of regulated financial
Uninformed consumers
ly assume advertising of
ed cryptos on public
has cleared the same tough
oki Inu shows that
le investment schemes can't
t of everyday life when
t on their hands.
nly banned binary options
ets frequently rigged in
bookmaker – when
triment had become
then, the regulator hid for
d the Gambling
This time, another non-
lator, the Advertising
thority, gives cover to the
sport for London, the
aking a fee for the ads.
ASA banned ads for
cy exchange Luno, saying
misleading and left out
k warnings. It should ban
ads – whose tagline
high value of dogecoin –
same basis.

on the web
notes on today's stories
www.ft.com/lex

net zero goals

Modelled domestic pathway

in the NDC
pathway



ZAF US UK
Almost sufficient

the FT's latest
change stories
ft.com/climate

...adoption provide a solid
bedrock of demand.
Perhaps, as Keith Parker, UBS's head
of US and global equity strategy

...the realms of both public safety and
public markets. For most, though, the
big stumbling block is the valuation.
The shares trade at about 130 times

...but as long as monetary policy stays
loose, the peer pressure on big investors
to join the party will keep on building.
katie.martin@ft.com

ADVERTISEMENT



CARBON PRICING
LEADERSHIP COALITION

#PriceOnCarbon

As ministers and business leaders from across the world, we support the imperative of a successful and ambitious outcome for COP26 in Glasgow.

However, that must mean much more than a worthy communiqué full of vague pledges. We need action. Glasgow must unlock the finance and investment to fire up a truly global green economy and start a shift in policy that puts a true price on carbon pollution. It will help clean technologies to compete with fossil fuels, promote emission reductions where it is most efficient and generate revenue assisting the most vulnerable.

Carbon pricing in the past has too often been praised as an idea but ignored as a policy because it can result in unintended consequences. But if we are smart, realistic and inclusive, any government can deal with those issues head on. And we have to.

A "just transition" is the only way the world can reach net zero with confidence. The poorest should not have to shoulder any further burdens because of a lack of imagination on the part of policy makers. So let's think creatively about carbon pricing.

The Carbon Pricing Leadership Coalition (CPLC) Taskforce has published a report showing clearly what net zero is and suggesting credible pathways to get there.

It needs to be acted on. The time for a real price on carbon is now.

Yours faithfully,

**The Rt Hon Lord
Barker of Battle**
Co-Chair
High-Level Assembly
of the Carbon Pricing
Leadership Coalition

Executive Chairman
En+ Group

Juan Carlos Jobet
Co-Chair
High-Level Assembly
of the Carbon Pricing
Leadership Coalition
Minister of Energy
Minister of Mining
Chile

This letter has been endorsed by
38 partners of the World Bank's
Carbon Pricing Leadership Coalition:

- ACCIONA
- ACT Financial Solutions
- ALLCOT Group
- Bearfeldt
- CDP
- Centre for Climate Change
Engagement, University of Cambridge
- Climate Focus
- Confederation of Danish Industry
- COPENOR
- Dalmeida Cement
- Dimitri De Vreeze, Co-CEO, Royal DSM
- EDF
- Energias de Portugal (EDP)
- Government of Quebec
- Government of Trinidad and Tobago
- Global Green Growth Institute (GGGI)
- Iberdrola
- Mahindra Group
- Mauricio Cárdenas, Visiting Senior
Research Fellow, Center on Global
Energy Policy, Columbia University
- Michael Green, Executive Director,
Climate XChange
- Mike Haigh, Executive Chair, Mott
MacDonald
- National Business Initiative (NBI)
- NaxRo
- Professor Dr Barbara Baarsma, CEO
Rabo Carbon Bank
- Royal Philips
- Saint-Gobain
- South Pole
- Steven Guilbeault, Minister of
Environment and Climate Change,
Government of Canada
- Stockholm Environment Institute
- Swedish Bioenergy Association
- The George Washington University
- The Haga Initiative
- The Nature Conservancy (TNC)
- Thomas-Olivier Léautaud, Director of
the Group University, Chief economist,
Électricité de France
- Unilever
- University of the South Pacific
- World Business Council for Sustainable
Development (WBCSD)
- Zero Carbon Campaign



MEDIA COVERAGE METRICS

Audience

186 MILLION

COMBINED TOTAL OF PUBLICATION-WIDE AUDIENCE FIGURES FOR ALL OUTLETS FEATURING COVERAGE

Views

627K

PREDICTION OF LIFETIME VIEWS OF COVERAGE, BASED ON AUDIENCE REACH & ENGAGEMENT RATE ON SOCIAL

Shares

773

NUMBER OF TIMES THE ONLINE ARTICLES HAVE BEEN SHARED ON SOCIAL MEDIA

SOCIAL MEDIA

Mari Elka Pangestu @Mari_Pangestu · Nov 2

Pleased to moderate the terrific **Carbon Pricing Leadership Coalition** roundtable with @NOIweala, @MarkJCarney, @vonderleyen, @KGeorgieva & other leaders, opened by 🇨🇦 @JustinTrudeau. @COP26 #PriceOnCarbon

Energía @MinEnergía · Nov 2

¡El ministro @jcjobet ya está en la #COP26! En su 1ª actividad participó en el evento de alto nivel "A Price on Carbon Pollution to Achieve Net Zero" organizado por #Canadá y por el **Carbon Pricing Leadership Coalition**, donde ministro Jobet es copresidente. #CPLC #CarbonPricing

0:01 3.1K views

CNBC's Sustainable Future @CNBCFuture · Nov 3

Lord Greg Barker, executive chairman at EN+ and co-chair of the **Carbon Pricing Leadership Coalition**, joins CNBC from #COP26 to discuss carbon pricing.

2:40 144 views

En+ Group @EnPlus_Group · Nov 2

Stefan Löfven, @SwedishPM says since introducing a carbon tax in 1991 emissions are down 30% and economic growth is up +2% annually #carbontax #COP26 #CPLC

Ambassadrice du Canada des changements climatiques @... · Nov 4

Suite au panel organisé par @PMcanadien Justin Trudeau, la Coalition pour le leadership en matière de tarification du carbone a organisé une discussion fructueuse avec le Ministre @jcjobet du Chili et d'autres dirigeants sur ce sujet. #COP26 #CPLC @rkyte365 @axelVT_WB

Nordic Dialogue on Voluntary Compensation @Nordic_Di... · Nov 10

Big thanks to our stellar panelists @MarkKenber @HMountford4 @MattiKahra @khaemekoski and audience for a great #COP26 event on how the net zero transition transforms the role of voluntary markets and how @wearevcmi, CPLC, #NordicDialogue and others help to make sense of it all.

Redshaw Advisors @RedshawAdvisors · Oct 27

We are delighted to announce we will join #CPLC & co during the @COP26 on 4th November, 1pm GMT as part of the #COP26 #EU side events programme to discuss:

"Pricing Carbon to Support a Transition to Net Zero"

Registration and programme: zcu.io/iQhB

#EUatCOP26



SOCIAL MEDIA METRICS

The Lack of CPLC's digital presence makes it challenging to measure the social and impact accurately. These metrics were obtained using search for "Carbon Pricing Leadership Coalition" and "CPLC COP26". The individual breakdown of each search is available on the following pages.

Despite a relatively small number of unique users sharing the content, a significant were influencers (accounts with verified status and high following) contributed to the audience reach of content.

Reach

1.8 MILLION

THE COMBINED TOTAL IMPRESSIONS OF THE SOCIAL MEDIA POSTS

Mentions

334

NUMBER OF TIMES CARBON PRICING LEADERSHIP COALITION OR CPLC & COP26 (TOGETHER) MENTIONED IN POSTS

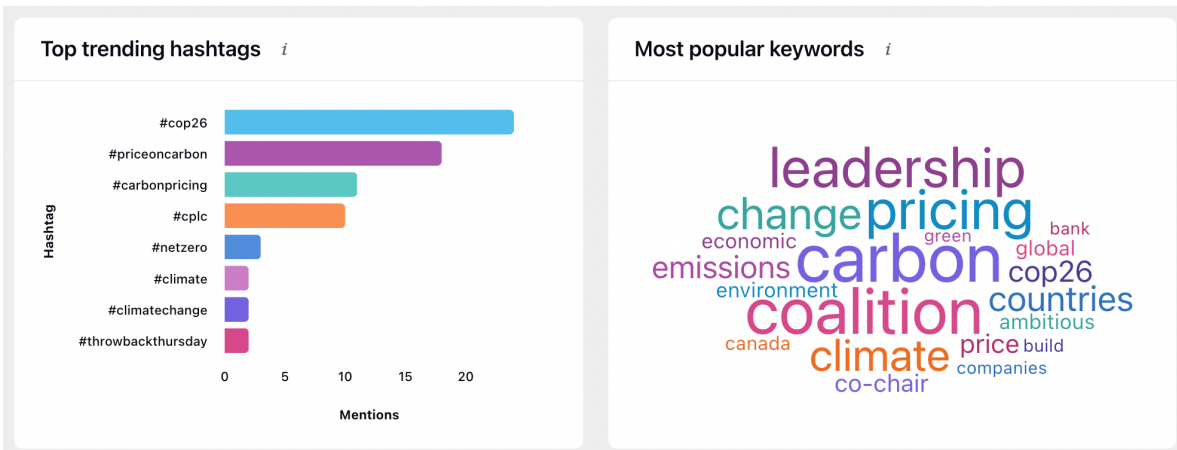
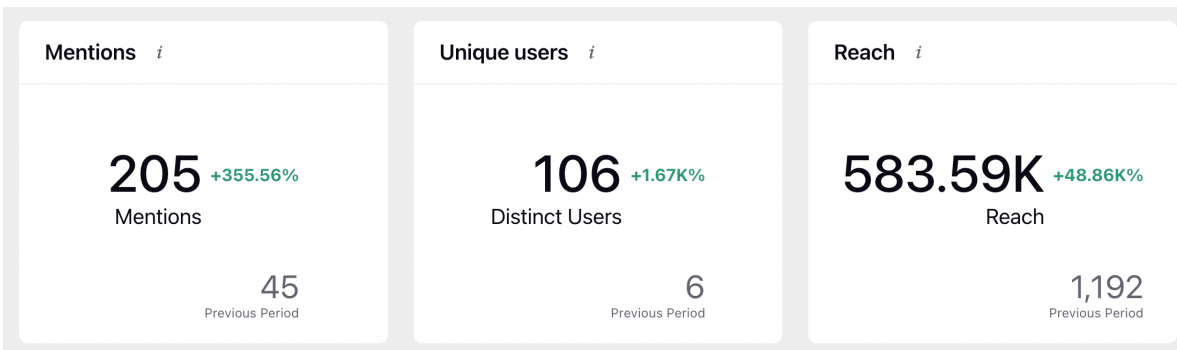
Unique Users

180

NUMBER OF INDIVIDUAL ACCOUNTS THAT SHARED THE CONTENT

SOCIAL MEDIA

"CARBON PRICING LEADERSHIP COALITION"



Gregory Barker @GregBarkerUK · Nov 2

Follow the high-level event hosted by Canada (represented by Prime Minister @JustinTrudeau) and the Carbon Pricing Leadership Coalition (represented by Co-Chair Lord @GregBarkerUK): tinyurl.com/6ynas9pc...

Reach: 19.84K

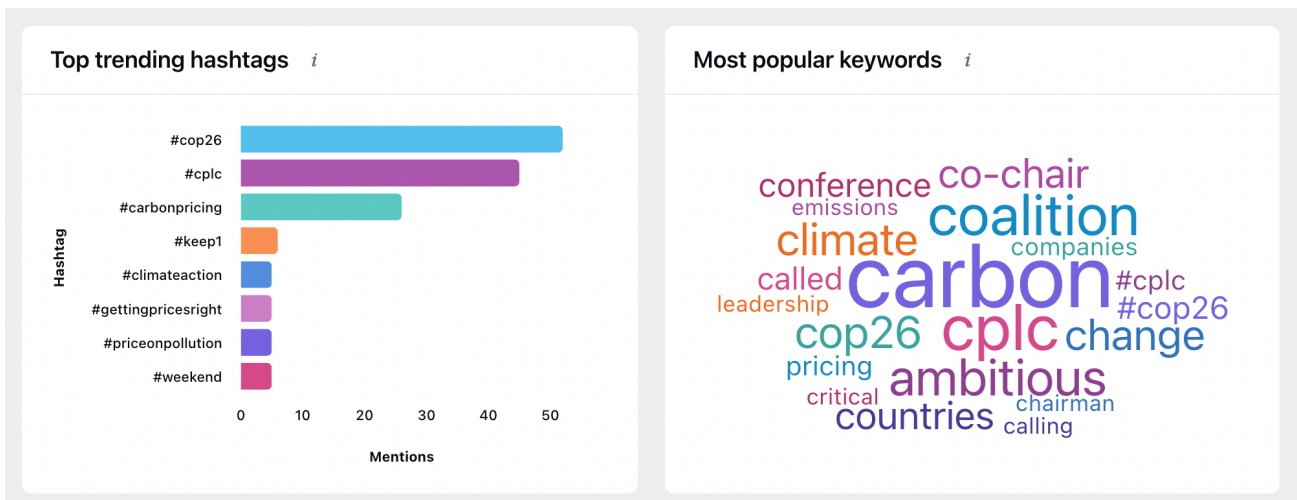
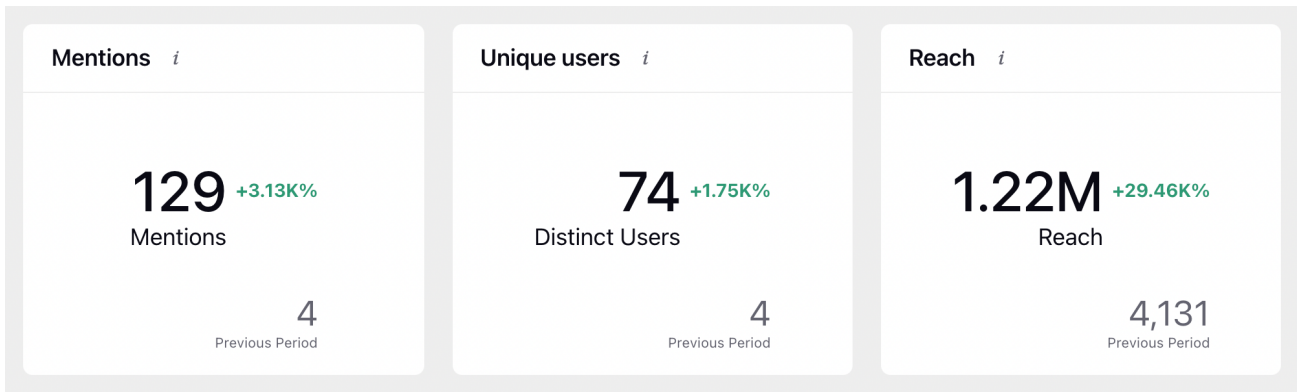
Mari Elka Pangestu @Mari_Pangestu · Nov 2

Pleased to moderate the terrific Carbon Pricing Leadership Coalition roundtable with @NOIweala, @MarkJCarney, @vonderleyen, @KGeorgieva & other leaders, opened by **PM** @JustinTrudeau. @COP26 #PriceOnCarbon pic.twitter.com/Khm8KpXtOQ

Reach: 77.37K

SOCIAL MEDIA

CPLC COP26



Silicon Valley North
@CCLSVN - Nov 5

Powerful & ambitious [#CarbonPricing](#) leadership at [#COP26](#) event hosted by Canada PM [@JustinTrudeau](#) & the [#CPLC](#). We heard not only ideas, but clear examples of success putting a [#PriceOnPollution](#). [#GettingPricesRight](#) means expanding opportunity & building better economies...

Reach: 2.36K

Environment Canada
@EnvironmentCanada - Nov 3

Tune in today [#live](#) at 10:15 a.m. EDT, as [@CanAmbClimate](#) Fuller participates in a [#CPLC](#) carbon pricing panel at [#COP26](#).

ow.ly/Fhrf50GFWh

Reach: 422.56K

Joseph Robertson
@poet_economist - Nov 2

What a great panel with [@JustinTrudeau](#) & host of leaders supporting [#CPLC](#) call for a global price on Carbon but pragmatic, fair and targeted to drive innovation and [#keep1.5](#)live [#COP26](#)
pic.twitter.com/OuXNWJqfOM

Reach: 10.09K