

COP25

Key Topics & Influencers Shaping the Climate Change Debate

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samuel.jackson@analytica.com



This week the 25th UNFCCC Conference of the Parties begins. Once a year, almost every nation in the world, along with thousands of observing and participating institutions, from NGOs & IGOs to Universities and specialised agencies, convene to discuss Climate Change. Never has this event been more important, with just shy of

25,000

attendees at COP24 and even more predicted for this year's event, cutting through the cacophony has become quite the challenge.

To help, we've analyzed the data to bring you the people at the heart of the event, and at the centre of each of the key themes and topics being discussed, so that you can keep on top of what's going on.



COP25
C H I L E

MADRID 2019

 UN CLIMATE CHANGE CONFERENCE

2 December 2019	Informal discussion on the review of the terms of reference of the CGE
3 December 2019	Earth Information Day
3 December 2019	Informal Dialogue between representatives of constituted bodies on the three functions of the LCIPP
3-4 December 2019	Improved nutrient use and manure management towards sustainable and resilient agricultural systems
4 December 2019	Stocktake on Pre-2020 implementation and ambition - Technical Part
4 December 2019	FWG-AC-LEG-NWP joint event on local and indigenous adaptation
6 December 2019	13th NWP Focal Point Forum on the topic of oceans
7 December 2019	Multilateral Assessment working group session (Part I)
9 December 2019	8th workshop of the facilitative sharing of views
9 December 2019	Multilateral Assessment working group session (Part II)
10 December 2019	Gender Day
11 December 2019	Stocktake on Pre-2020 implementation and ambition - High Level Part
11 December 2019	GCA High-Level Event

The conference spans 2 weeks and has 8 key days in which the days' events focus on a theme, detailed to the left.

These days are run and lead by 2 key permanent subsidiary bodies to the Convention:

SBSTA:

The Subsidiary Body of Scientific and Technological Advice

1. A subsidiary body for scientific and technological advice is hereby established to provide the Conference of the Parties and, as appropriate, its other subsidiary bodies with timely information and advice on scientific and technological matters relating to the Convention. (Article 9)

SBI:

The Subsidiary Body for Implementation

1. A subsidiary body for implementation is hereby established to assist the Conference of the Parties in the assessment and review of the effective implementation of the Convention. (Article 10)

Key Topics & Themes

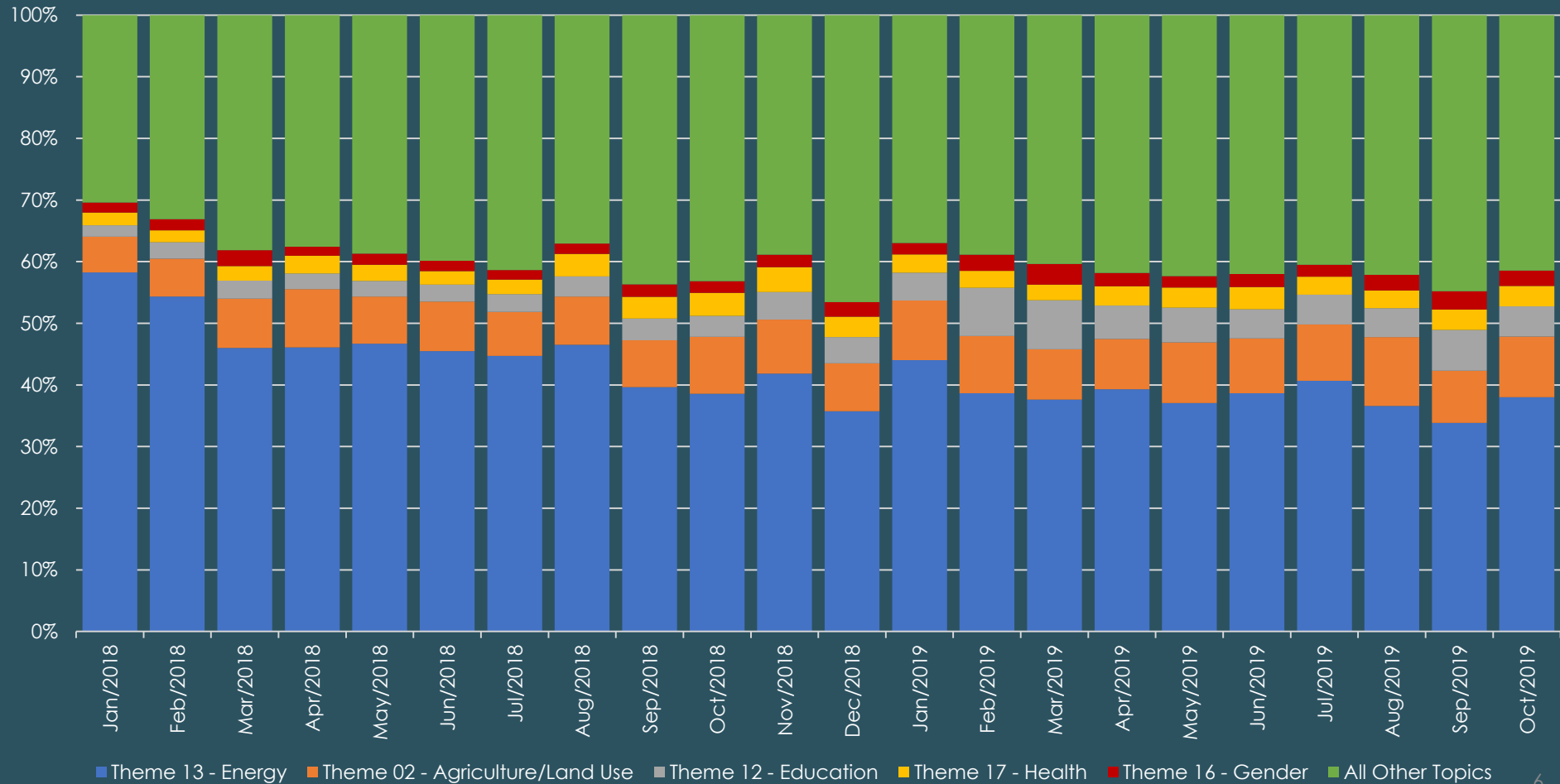
TOPICS

Alongside the main event, there are hundreds of side events and exhibits happening. They are all aligned with one of these 36 themes:

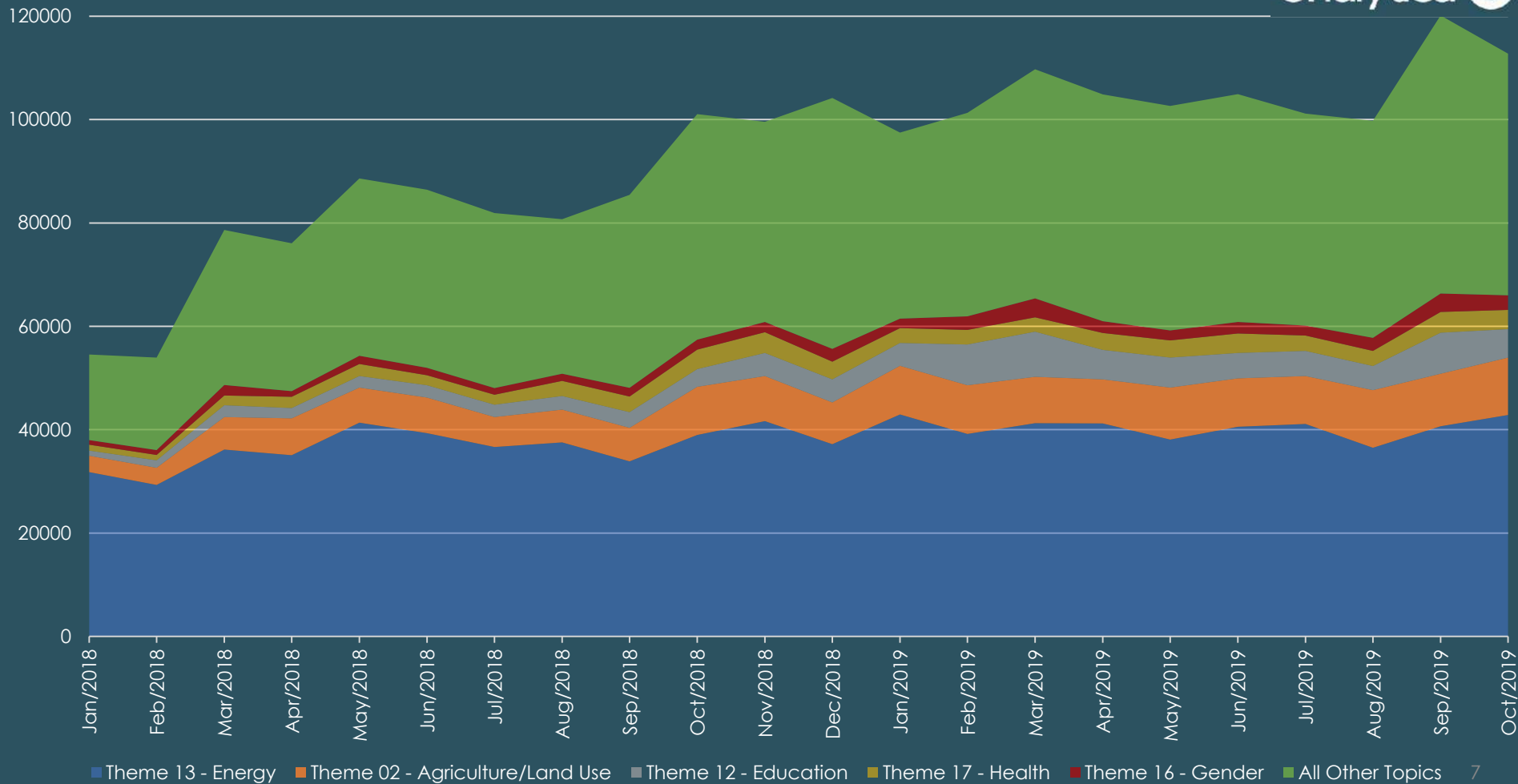
- Theme 1 – Adaptation
- Theme 2 – Agriculture/Land Use**
- Theme 3 – Biodiversity conservation
- Theme 4 – Capacity building
- Theme 5 – Cities and Subnational
- Theme 6 – Climate actions by non-Party stakeholders
- Theme 7 – Compliance
- Theme 8 – Cooperative approaches/market & nonmarket instrument
- Theme 9 – Desertification
- Theme 10 – Differentiation and equity
- Theme 11 – Disaster risk reduction, risk assessment/insurance
- Theme 12 – Education, training and public awareness**
- Theme 13 – Energy**
- Theme 14 – Enhancing ambition
- Theme 15 – Finance
- Theme 16 – Gender**
- Theme 17 – Health**
- Theme 18 – Human rights
- Theme 19 – Indigenous peoples
- Theme 20 – Jobs
- Theme 21 – Loss and damage
- Theme 22 – Mitigation
- Theme 23 – Nationally Determined Contributions
- Theme 24 – Other
- Theme 25 – Paris Agreement
- Theme 26 – Promoting implementation
- Theme 27 – Providing support
- Theme 28 – Science and assessment
- Theme 29 – Sinks, Forests, oceans
- Theme 30 – Sustainable development
- Theme 31 – Technology
- Theme 32 – Transparency
- Theme 33 – Transportation
- Theme 34 – Water/food security
- Theme 35 – Youth

Within this report we have focused on **5 key themes**.

Percentage of Influencer Conversation Top Topics



Volume of Influencer Conversation by Top Topics



Key Influencers: All Topics



IISDRS
Twitter: @IISDRS
Facebook: /IISDRS
Web: iisd.org



UNFCCC
Twitter:
@UNFCCCwebcast



In-session documents
Twitter:
@UNFCCCDocuments

While almost every news outlet in the world will be talking about the events of the next 2 weeks, there is a single body with the sole responsibility of reporting on everything that happens at COP:

The International Institute for Sustainable Development (IISDRS) – Reporting Services Division

While they report on many conferences, committees and events, they are the central provider of information about everything COP does.

Describing their duties on their website as:

"The Earth Negotiations Bulletin provides daily coverage at selected UN environment and development negotiations. We distribute our daily 1900-word reports in hard copy at meeting venues, on our website (enb.iisd.org), by email, Facebook (<https://www.facebook.com/IISDRS>) and Twitter (@IISDRS). At the conclusion of each meeting, the Earth Negotiations Bulletin publishes a 10,000-30,000-word summary and analysis of the meeting. The Bulletin reaches a wide range of people interested in environment and development negotiations."

As so many key industry leaders and professionals subscribe to the ENB, knowing what it contains can help you reach influencers on the right topics at the right times, by always knowing what is front of mind.

You can sign up for here: [Earth Negotiations Bulletin \(ENB\)](#)

@UNFCCC also has 2 secondary accounts to assist anyone engaging from afar. Detailed to the left is their 'Webcast' and 'Documents' twitter handles, which provide webcast updates and additional documentation to IISDRS where the documents are not necessarily conference documents i.e. documents an individual country sourced, referenced, or provided.

Key Speakers



Paul Watkinson
@pwatkinson



John Kennedy
@micefearboggis



Val. Masson-Delmotte
@valmasdel



George Crisp
@drgcrisp



Maisa Rojas Corradi
@Maisa_Rojas



Tuntiak Katan
@TuntiakKatan



Andrés Couve Correa
@acouvecorrea



Carolin Richter
@GCOS_Carolin



Carolina Schmidt
@CarolaSchmidtZ



Dr. Musonda Mumba
@MumbaMusondam



Prabir K. Patra
@prabir_patra



Jean-Noël Thépaut
@JeanNoelThepaut

Throughout the COP25 conference, there are mandatory events which every conference participant must attend. There are 13 of these along with mandatory supplementary workshops, all focussing on a key topic or theme. Each of the above will lead or be a key speaker at one of these events. There are 3 key speakers who are not present above:

- Joerg Schulz - @eumetsat who does not have a personal twitter account.
- Toste Tanhua - @tostetanhua whose account is not active.
- Hans-Otto Pörtner - @IPCC_CH who does not have a personal twitter account.

Key UN & IGO accounts



UN Climate
Change
@UNFCCC



UN Environment
Programme
@UNEP



FAO
@FAO



IPCC
@IPCC_CH



World Health
Organization
@WHO



The EBRD
@EBRD



UNESCO
@UNESCO



United Nations
@UN



IFC
@IFC_org



WMO | OMM
@WMO



World Food
Programme
@WFP



SDG2030
@SDG2030



World Resources
Inst
@WorldResources



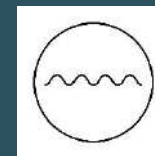
UNDP Climate
@UNDPClimate



IPBES
@IPBES



International
Atomic
Energy Agency
@iaeaorg



World Bank Climate
@WBG_Climate



UN Global Compact
@globalcompact



Energy4Europe eu
@Energy4Europe



World Economic Forum
@wef



UNEP-WCMC
@unepwcmc



World Bank Energy
@WBG_Energy



SEforALL
@SEforALLorg



C40 Cities
@c40cities



UN Biodiversity
@UNBiodiversity



UNECE @UNECE



Fisheries Aquaculture
@FAOfish



IFPRI @IFPRI



WBCSD
@wbcsd



UN DESA
Sustainable
Development
@SusiDev



UNCTAD
@UNCTAD



Climate & Clean
Air Coalition
@CCACoalition



UNCCD
@UNCCD



IOC-UNESCO
@IocUnesco



UN Youth Envoy
@UNYouthEnvoy



International Fund for
Agricultural Development
@IFAD

Key UN Influencers



Rachel Kyte
@rkyte365



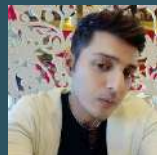
António Guterres
@antonioguterres



Joyce Msuya
@JoyceMsuya



Inger Andersen
@andersen_inger



Afroz Shah
@AfrozShah1



Amina J Mohammed
@AminaJMohammed



Achim Steiner
@ASteiner



Aidan Gallagher
@AidanRGallagher



Kafkas Caprazli
@caprazli



Peter Thomson
@ThomsonFiji



Patricia Espinosa C.
@PEspinosaC



Dia Mirza
@deespeak



Ibrahim Thiaw
@ibrahimthiaw



Tim Christophersen
@TimChristo



Gilbert Hounbo
@GHounbo



Rafael Tuts
@RafTuts



Satya S Tripathi
@satyatripathi



Florian Eisele
@florianeisele



Cristiana Pasca P.
@CristianaPascaP



Robert Bisset
@RobbieBisset



Ulrika Modéer
@UlrikaModeer



Siddharth Chatterjee
@sidchat1



Adam Rogers
@AdamRogers2030



Pavan Sukhdev
@PavanSukhdev



Matt
@VisualPersist



Jonny Ecology
@JonnyEcology



Maimunah Mohd
Sharif
@MaimunahSharif

Key Politicians



Tulsi Gabbard
@TulsiGabbard



Nick Bridge
@FCOClimate



Catherine McKenna
@cathmckenna



Al Gore
@algore



Rick Perry
@SecretaryPerry



Alexandria
Ocasio-Cortez
@AOC



Ed Markey
@SenMarkey



Mike Bloomberg
@MikeBloomberg



James Shaw
@jamespshaw



Andrew Wheeler
@EPAAWheeler



Karmenu Vella
@KarmenuVella



Bernie Sanders
@BernieSanders



Governor Jay Inslee
@GovInslee



Michael Gove
@michaelgove



Nicola Sturgeon
@NicolaSturgeon



Narendra Modi
@narendramodi



Kwasi Kwarteng
@KwasiKwarteng



Jenny Jones
@GreenJennyJones



Natalie Bennett
@natalieben



Sadiq Khan
@SadiqKhan



Caroline Lucas
@CarolineLucas



Andrew Cuomo
@NYGovCuomo



Justin Trudeau
@JustinTrudeau



Arnold
@Schwarzenegger

Key Journalists



David Roberts
@drvox



Alexander Kaufman
@AlexCKaufman



Sammy Roth
@Sammy_Roth



Anji Raval
@AnjiRaval



Alok Jha
@alokjha



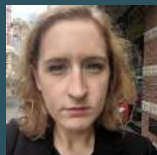
James Murray
@James_BG



Damian Carrington
@dpcarrington



Christopher Flavelle
@cflav



Kate Aronoff
@KateAronoff



David Shukman
@davidshukmanbbc



Leslie Hook
@lesliehook



Claire Marshall
@BBCMarshall



Sunny Hundal
@sunny_hundal



David Wallace-Wells
@dwallacewells



Hiroko Tabuchi
@HirokoTabuchi



Marlowe Hood
@marlowehood



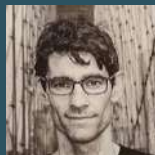
Robinson Meyer
@yayitsrob



Ben Webster
@bwebster135



Adam Vaughan
@adamvaughan_uk



Nicholas Thompson
@nxtompson



Justin Gillis
@JustinHGillis



Tamar Haspel
@TamarHaspel



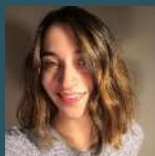
John Schwartz
@jswatz



Brad Plumer
@bradplumer



Miles King
@MilesKing10



Rebecca Leber
@rebleber



Leo Hickman
@LeoHickman



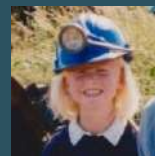
Lisa Friedman
@LFFriedman



Zahra Hirji
@Zhirji28



Jillian Ambrose
@JH_Ambrose



Emily Gosden
@emilygosden



Bill Gates
@BillGates



Leonardo DiCaprio
@LeoDiCaprio



Greta Thunberg
@GretaThunberg

Surprisingly, very few celebrities manage to cut through the noise of this community for any appreciable amount of time. Seemingly, without the UN or an IGO pinning a seal of approval on them, only 3 things seem to help distinctly in not just cutting through, but sticking around:

1. Credibility

2. Commitment

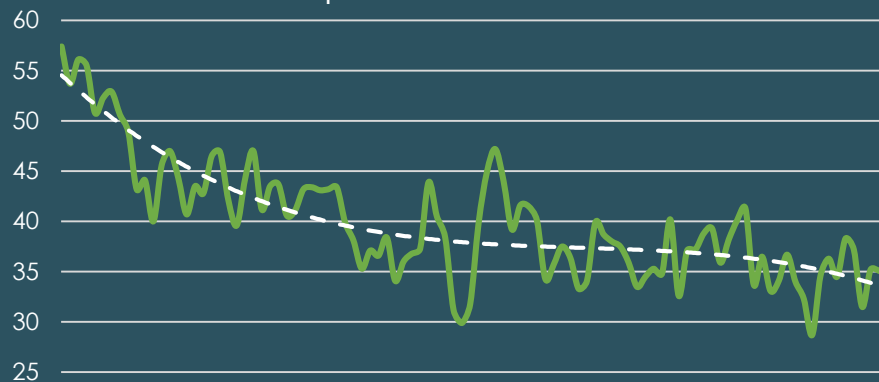
3. Utility

Key Topic Breakdowns: Energy

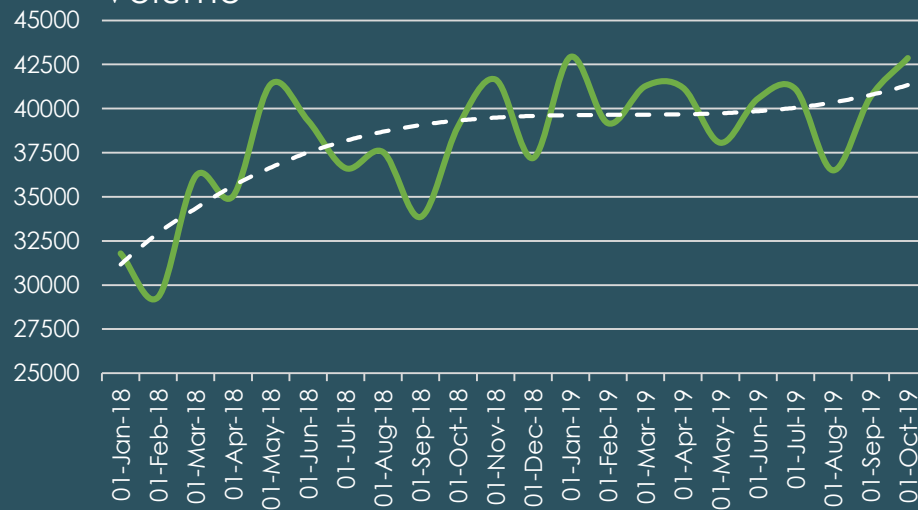


Energy

As a % of all Topics



Volume



Energy has always dominated the Climate Change conversation, this seems to be changing. In January 2018, our influencer pool spoke about Energy 32k times, 10x more than the second largest topic of Agriculture, which stood at 3.1k.

However over the last 22 months, things have changed dramatically. While the Energy conversation has grown 35% in that timeframe (9% YOY), it is now less than four times the size of the agriculture conversation. A trend that doesn't seem to be changing.

Energy might be more important than ever, but it is clear that other issues are starting to move towards centre stage. A linear model predicts the dominant conversation will switch to Agriculture and land use around Q2 2022. The first time Energy wouldn't be centre stage since the first COP in 1995.

Averaging at 9.2k posts a week in the last 3 months, energy certainly isn't leaving centre stage any time soon. But there does seem to be an underlying sentiment that we are moving in the right direction, even if there are a few cases where this isn't the case.

With one of the main events focused on at COP being the emissions data & the emissions sources, the link with science & assessment isn't surprising. Agriculture being so strongly linked is a surprise though. While it may be easy to make associations between the two, why this should be so closely associated in this context isn't immediately obvious.

Pearson r^2 values

Theme 29 - Science and assessment	0.55
Theme 02 - Agriculture/Land Use	0.53
Theme 15 - Finance	0.49
Theme 32 - Technology	0.45
Theme 03 - Biodiversity conservation	0.44
Theme 10 - Differentiation and equity	0.43
Theme 22 - Mitigation	0.43
Theme 20 - Jobs	0.42
Theme 34 - Transportation	0.42

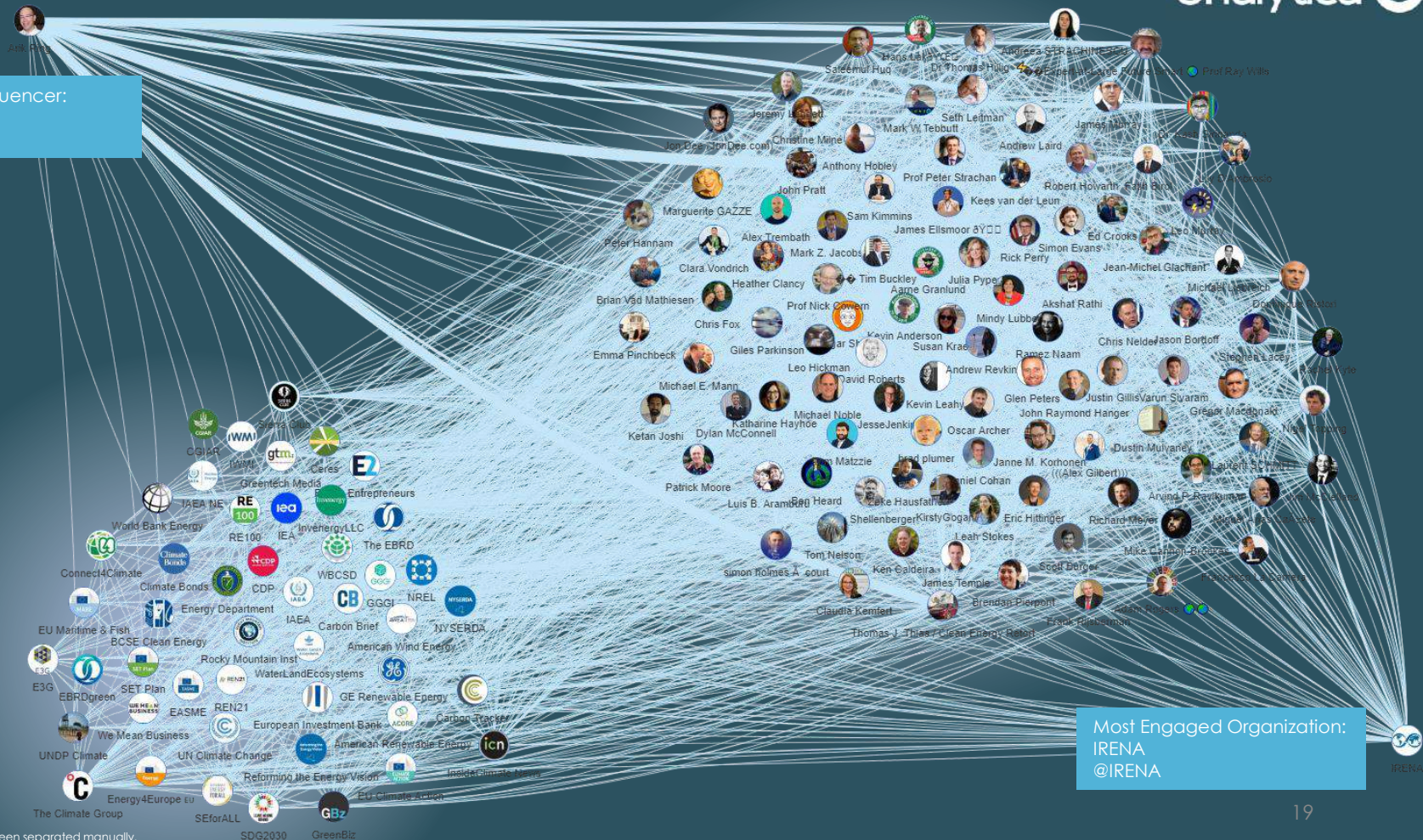
The key issues driving the link between Agriculture & Energy are:

- Bio-energy, in particular the link between food prices and bio-energy production.
- Population & economic growth of developing countries & LDCs, driving higher demand.
- Nearly 2.5 billion people as of 2015 using Bio-mass as an alternative to electricity for cooking.

Energy Top 150 Engaged Network

Most Engaged Influencer:

Arik Ring
@arikring



Most Engaged Organization:
IRENA
@IRENA

Energy Ranked

*Journalists, National Politicians/candidates and Celebrities ranked but are not included

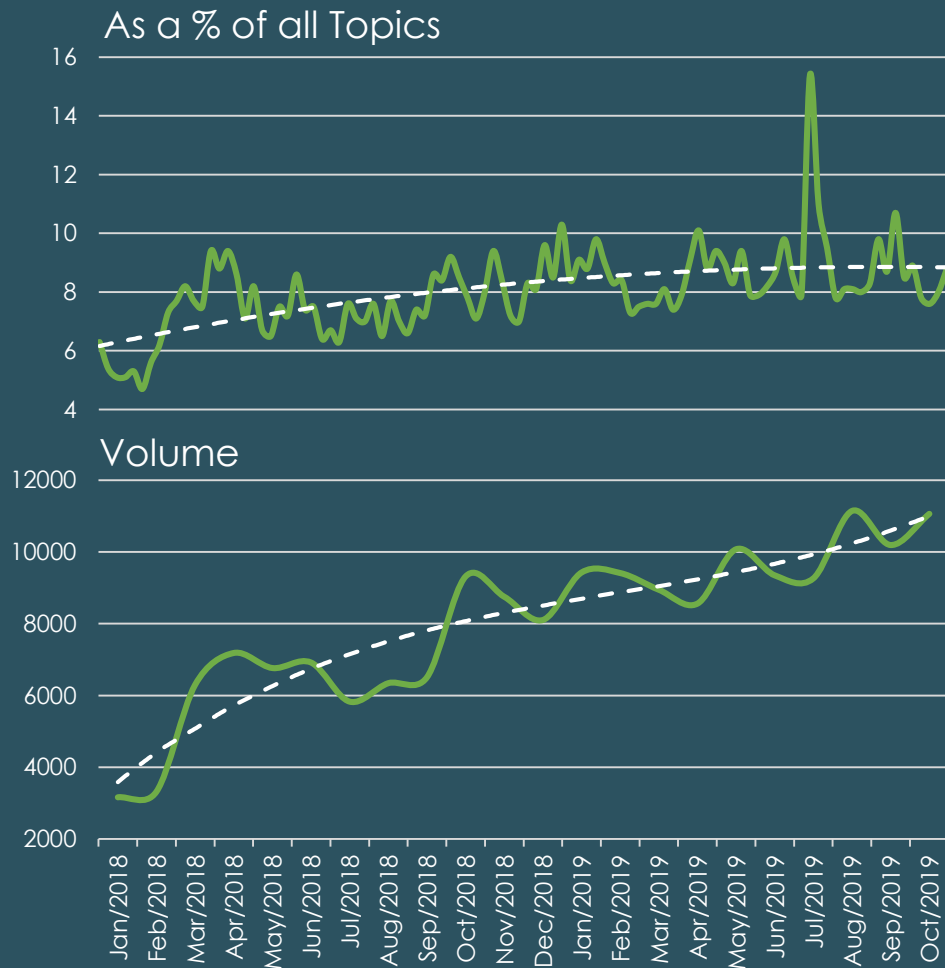
Rank	Influencer	Handle
1	Fatih Birol	@IEABirol
2	Bill McKibben	@billmckibben
3	Miguel Arias Cañete	@MAC_europa
4	Michael Liebreich	@MLiebreich
5	Andrew Wheeler	@EPAAWheeler
6	Michael E. Mann	@MichaelEMann
7	Erik Solheim	@ErikSolheim
8	Ernest Moniz	@ErnestMoniz
9	Mark Z. Jacobson	@mzjacobson
10	Prof. Katharine Hayhoe	@KHayhoe
11	Francesco La Camera	@flacamera
12	Leah Stokes	@leahstokes
13	Kees van der Leun	@Sustainable2050
14	Mike Shellenberger	@ShellenbergerMD
15	Naomi Klein	@NaomiAKlein
16	Jesse Jenkins	@JesseJenkins
17	Craig Bennett	@CraigBennett3
18	Glen Peters	@Peters_Glen
19	Ed Crooks	@Ed_Crooks
20	Akinwumi A. Adesina	@akin_adesina
21	Ramez Naam	@ramez
22	Catherine McGuinness	@City_McGuinness
23	Kristalina Georgieva	@KGeorgieva
24	Christiana Figueres	@CFigueres
25	Assaad Razzouk	@AssaadRazzouk

*UN Accounts ranked, but Not included on list.

Rank	Organization	Handle
1	IEA	@IEA
2	IRENA	@IRENA
3	Energy Department	@ENERGY
4	FAO	@FAO
5	World Bank	@WorldBank
6	World Economic Forum	@wef
7	NREL	@NREL
8	The New York Times	@nytimes
9	International Atomic Energy Agency	@iaeaorg
10	Forbes	@Forbes
11	The Economist	@TheEconomist
12	Carbon Brief	@CarbonBrief
13	U.S. EPA	@EPA
14	NRDC	@NRDC
15	American Wind Energy	@AWEA
16	African Development Bank Group	@AfDB_Group
17	REN21	@REN21
18	IFC	@IFC_org
19	Massachusetts Institute of Technology	@MIT
20	Rocky Mountain Inst	@RockyMtnInst
21	SEforALL	@SEforALLorg
22	Devex	@devex
23	World Resources Inst	@WorldResources
24	Climate Investment Funds	@CIF_Action
25	IHA hydropower.org	@iha_org

Key Topic Breakdowns: Agriculture & Land Use

Agriculture & Land Use



Agriculture has for some time, been one of the central keys to solving the climate change puzzle, with the world's population growing rapidly from 1.6 billion in 1900 to 7.7 billion in just 120 years. While Fritz Haber, Norman Borlaug and Peter Bramley may have made extreme poverty *almost* a thing of the past, there have been far reaching consequences and controversies as a result of their actions.

Within the climate change community, the conversation around agriculture has grown 250% in just 18 months, and doesn't show any signs of slowing down. From the GHG's animals produces, to Food security and Local sourcing, to the way we package and distribute our food, food has been at the heart of the debate about how we balance the need to solve the climate crisis, with other needs. While our values aren't in conflict, our current abilities and the choices we are presented with certainly are.

There are a few prominent subjects that have been responsible for the recent growth in the conversation, from the pictures of the Amazon rainforest on fire earlier this year, to California banning plastics straws, agriculture has been coming under fire.

The big issues waiting in the wings are something everyone would like to get ahead of. With deadlines for solving all of these problems drawing closer, cutting through the noise is vital to fix our mistakes, as well as mitigating those we are about to make.

Pearson r^2 values

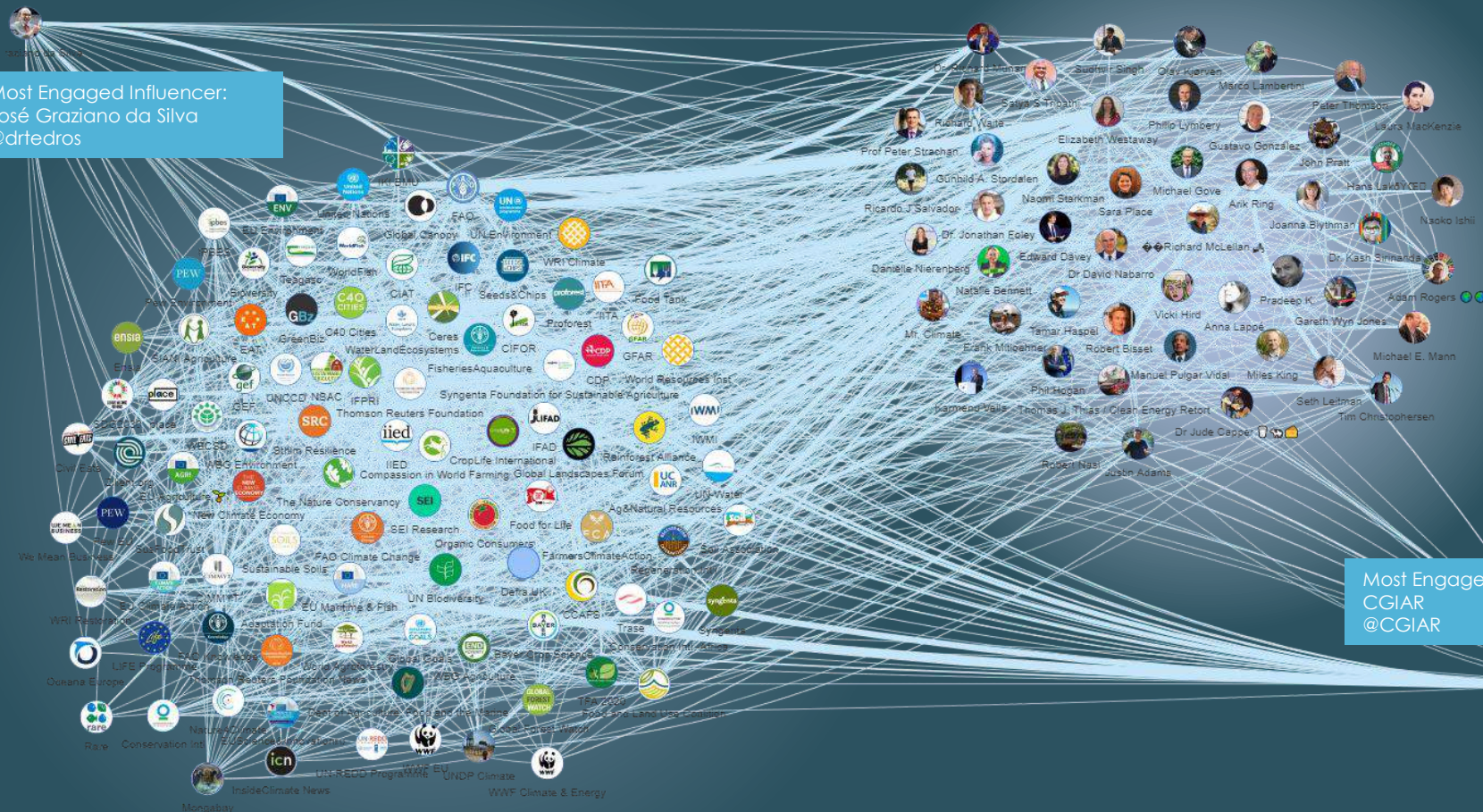
Theme 32 - Technology	0.79
Theme 34 - Transportation	0.79
Theme 22 - Mitigation	0.77
Theme 03 - Biodiversity conservation	0.76
Theme 30 - Sinks, forest, oceans	0.67
Theme 10 - Differentiation and equity	0.64
Theme 17 - Health	0.63
Theme 33 - Transparency	0.61
Theme 20 - Jobs	0.58

GMOs, Manure, Collapsing Marine ecosystems and Antibiotics are all waiting for their 15 minutes, but until the plastic issue is addressed the community is likely to not move on. But with the share of voice moving from 5.8% to 9.8% in 22 months, their moment isn't far off and the community talking about this is at the bleeding edge of this conversation.

Agriculture & Land Use Top 150 Engaged Network

Most Engaged Influencer:
José Graziano da Silva
@drtedros

Most Engaged Organization:
CGIAR
@CGIAR



Agriculture & Land Use Ranked

*Journalists, National Politicians/candidates and Celebrities ranked but are not included

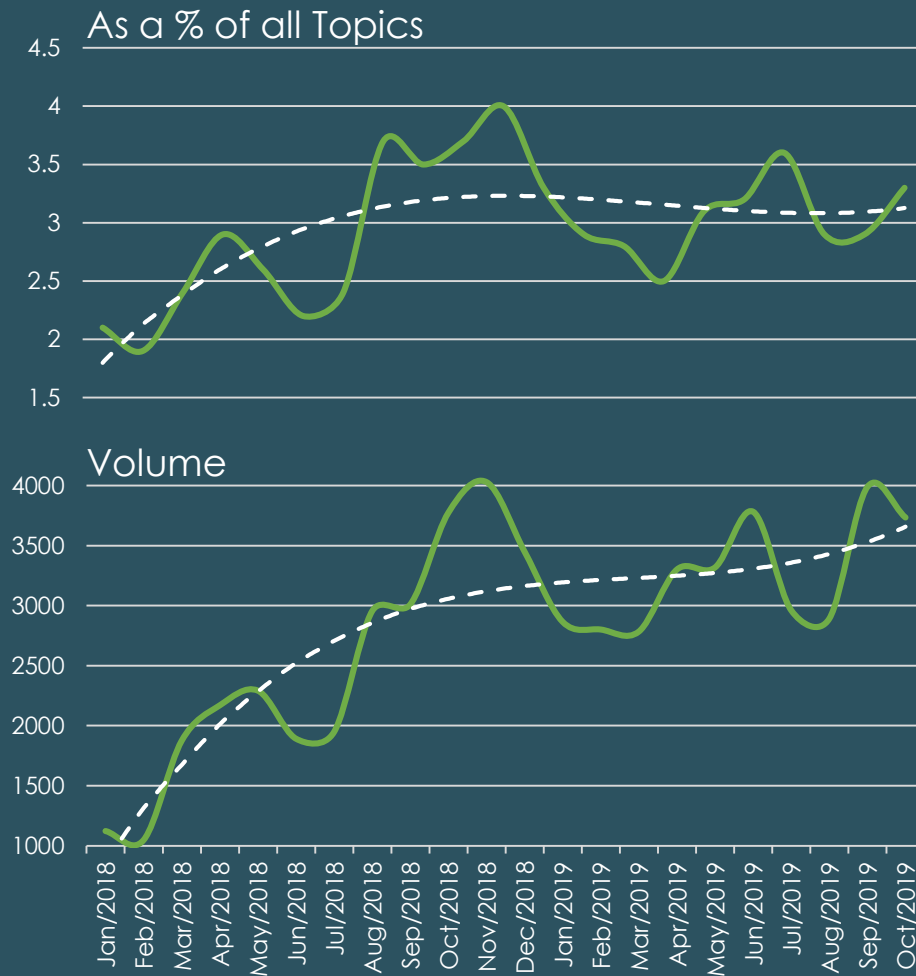
Rank	Influencer	Handle
1	Dr. Jonathan Foley	@GlobalEcoGuy
2	Stefan Rahmstorf	@rahmstorf
3	George Monbiot	@GeorgeMonbiot
4	Mark Lynas	@mark_lynas
5	Marco Lambertini	@WWF_DG
6	Richard Waite	@waiterich
7	Tony Juniper	@TonyJuniper
8	Dr. Ayana Elizabeth Johnson	@ayanaeliza
9	Tanya Steele	@TanyaMSteele
10	DefraChiefScientist	@DefraChiefScien
11	Paul Dawson	@PauleDawson
12	Dr David Nabarro	@davidnabarro
13	Sudhvir Singh	@sudhvir
14	Lawrence Haddad	@l_haddad
15	Dr. Genevieve Guenther	@DoctorVive
16	Gunhild A. Stordalen	@G_stordalen
17	Gareth Wyn Jones	@1GarethWynJones
18	Assaad Razzouk	@AssaadRazzouk
19	Philip Lymbery	@philip_ciwf
20	Agnes Kalibata	@Agnes_Kalibata
21	Prof J is on strike   	@JKSteinberger
22	Ricardo J Salvador	@cadwego
23	Justin Adams	@JustinCMAdams
24	Marco Mancino EACB	@MarcoMeacb
25	James Rebanks	@herdyshepherd1

*UN Accounts ranked, but Not included on list.

Rank	Organization	Handle
1	CGIAR	@CGIAR
2	CIAT	@CIAT_
3	EAT	@EATforum
4	World Health Organization (WHO)	@WHO
5	The Nature Conservancy	@nature_org
6	World Food Programme	@WFP
7	IUCN	@IUCN
8	WWF 	@WWF
9	World Resources Inst	@WorldResources
10	Food and Land Use Coalition	@FOLUCoalition
11	Extinction Rebellion	@ExtinctionR
12	Syngenta	@Syngenta
13	Greenpeace	@Greenpeace
14	IFPRI	@IFPRI
15	WMO OMM	@WMO
16	AMAZON WATCH	@AmazonWatch
17	Friends of the Earth	@foe_us
18	WBCSD	@wbcsd
19	SFF	@sff_uk
20	Soil Association	@SoilAssociation
21	Unilever	@Unilever
22	Bioversity International	@BioversityInt
23	Ceres	@CeresNews
24	Food Tank	@foodtank
25	Natural Environment Research Council	@NERCscience

Key Topic Breakdowns: Health





Out of all of the networks we looked at, health was the most noteworthy in terms of its organization. While the network was incredibly active, it was organized around 2 accounts, and their communities were almost entirely distinct, with very little cross talk between the groups. At the centre of the network is the World Health Organisation, acting as mediator within the different conversations.

The health and climate change conversation is split into 3 main conversations, making up more than 70% of the conversation. These conversations are:

1. Air pollution.
2. Plastic pollution, in particular it entering the food chain, and also the secondary effects of environmental damage on human health.
3. Antibiotic use in the supply chain.

The volumes of Health related conversation has grown by 233%, but its relative Percentage of the overall conversation has only grown from 2.1% to 3.3% with early indications of a new jump up to 4% this December.

The mix of highly correlated conversation is to be expected, Health is intrinsically linked with Agriculture and Bio-Diversity, and the differentiation of responsibilities between COP participants pivots in large part around proxy measures of health such as economics, which go hand in hand.

Pearson r^2 values

Theme 22 - Mitigation	0.78
Theme 02 - Agriculture/Land Use	0.63
Theme 34 - Transportation	0.62
Theme 03 - Biodiversity conservation	0.59
Theme 33 - Transparency	0.57
Theme 10 - Differentiation and equity	0.54
Theme 06 - Climate actions by non-Party stakeholders	0.53
Theme 01 - Adaptation	0.51
Theme 11 - Disaster risk reduction	0.50

What is surprising is just how strong the link between health and mitigation is; one of the strongest links in the entire dataset. Given how personally important health is to everyone, when news breaks about the health effects of climate change, the very next conversation tends to be, how can we mitigate this?

Health Top 150 Engaged Network

Most Engaged Organization:
World Health Organization
@WHO



World Health
Organization

Most Engaged non IGO
Influencer:
Mark W Tebbutt
@mwt2008

Most Engaged Influencer:
Tedros Adhanom
Ghebreyesus
@drtedros



Health Ranked

*Journalists, National Politicians/candidates and Celebrities ranked but are not included

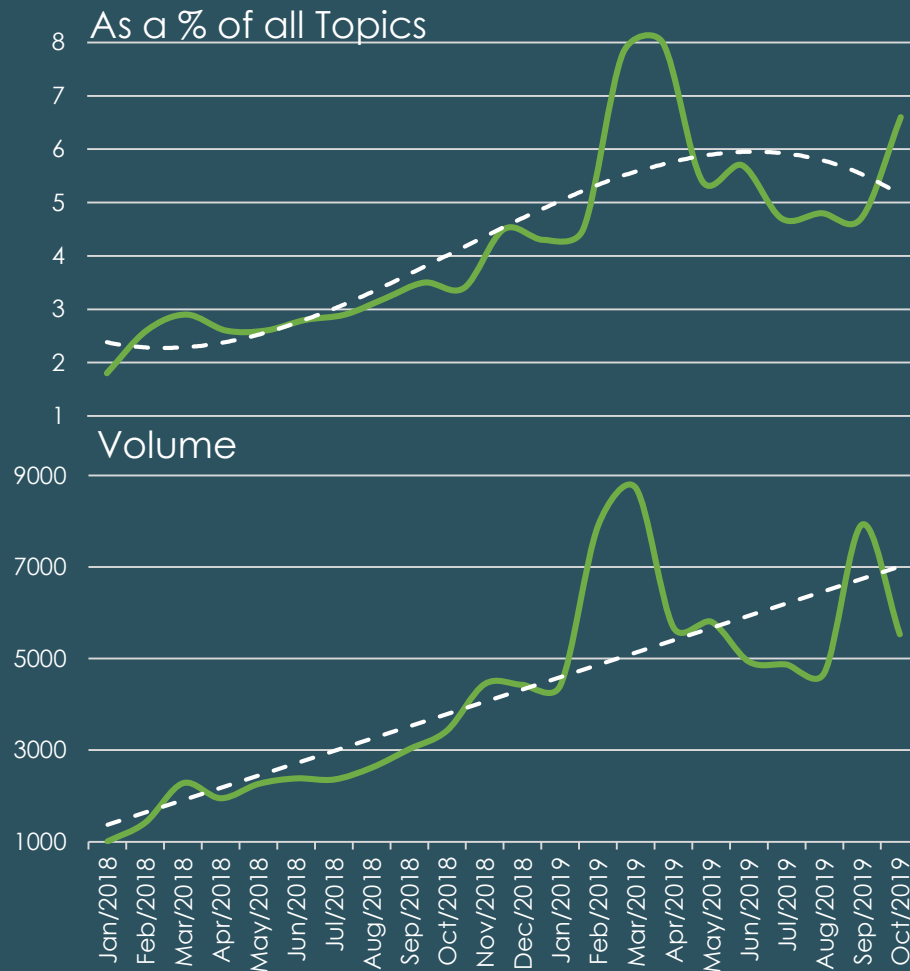
Rank	Influencer	Handle
1	Tedros Adhanom Ghebreyesus	@DrTedros
2	Christiana Figueres	@CFigueres
3	George Monbiot	@GeorgeMonbiot
4	Jay Inslee	@JayInslee
5	Lauri Myllyvirta	@laurimyllyvirta
6	Richard Benyon	@RichardHRBenyon
7	Fred Krupp	@FredKrupp
8	John Walke	@JohnDWalke
9	Naomi Klein	@NaomiAKlein
10	Paul Dawson	@PaulEDawson
11	Tony Juniper	@TonyJuniper
12	Jesse Jenkins	@JesseJenkins
13	Joss Garman	@jossgarman
14	Rosie Woodroffe	@RosieWoodroffe
15	Michael E. Mann	@MichaelEMann
16	Glen Peters	@Peters_Glen
17	Dr. Jonathan Foley	@GlobalEcoGuy
18	Robert Rohde	@RARohde
19	Erik Solheim	@ErikSolheim
20	Assaad Razzouk	@AssaadRazzouk
21	Noah Kaufman	@noahqk
22	Dr. David Nabarro	@davidnabarro
23	Dr. Ayana Elizabeth Johnson	@ayanaeliza
24	John Fleck	@jffleck
25	Siddharth Singh	@siddharth3

*UN Accounts ranked, but Not included on list.

Rank	Organization	Handle
1	World Health Organization (WHO)	@WHO
2	IPBES	@IPBES
3	Lancet Countdown on Health & Climate Change	@LancetCountdown
4	Climate & Clean Air Coalition	@CCACoalition
5	The Guardian	@guardian
6	World Economic Forum	@wef
7	Clean Air in London	@CleanAirLondon
8	The Times	@thetimes
9	Financial Times	@FinancialTimes
10	350 dot org	@350
11	EU EnvironmentAgency	@EUEnvironment
12	The Climate Group	@ClimateGroup
13	EAT	@EATforum
14	The New York Times	@nytimes
15	ECEHH	@ECEHH
16	Climate Reality	@ClimateReality
17	LIFE Programme	@LIFEprogramme
18	NPR	@NPR
19	The Economist	@TheEconomist
20	ClientEarth	@ClientEarth
21	The EBRD	@EBRD
22	OECD Environment	@OECD_ENV
23	Greenpeace	@Greenpeace
24	Scientific American	@sciam
25	Earth Alliance	@earthalliance

Key Topic Breakdowns: Education

Education & Public Awareness



Education and Public awareness takes a special place amongst the rest of the topics. Unlike the others, it is not an end in and of itself, but simply a mechanism to help the others achieve their success.

While publicity stunts, press releases, marketing campaigns and announcements tend to take the forefront of this conversation, a notable difference occurred in 2019. With Extinction rebellion taking headline after headline to keep Climate Change top of mind.

But it isn't just how aware we are that is at the focus of this topic, it's a set of actions that come with it. Ensuring that we have the knowledge and tools to address the challenges we face, but also that people know what they are, so that our capacity and capability is applied where it is needed most.

With awareness of Climate Change at 97.4% in the UK (2015), 97.7% in the USA and a whopping 98.9% of Japanese people being aware, it is a wonder why public awareness is even considered an issue any more, but a dive into the data can quickly reveal why.

Pearson r^2 values

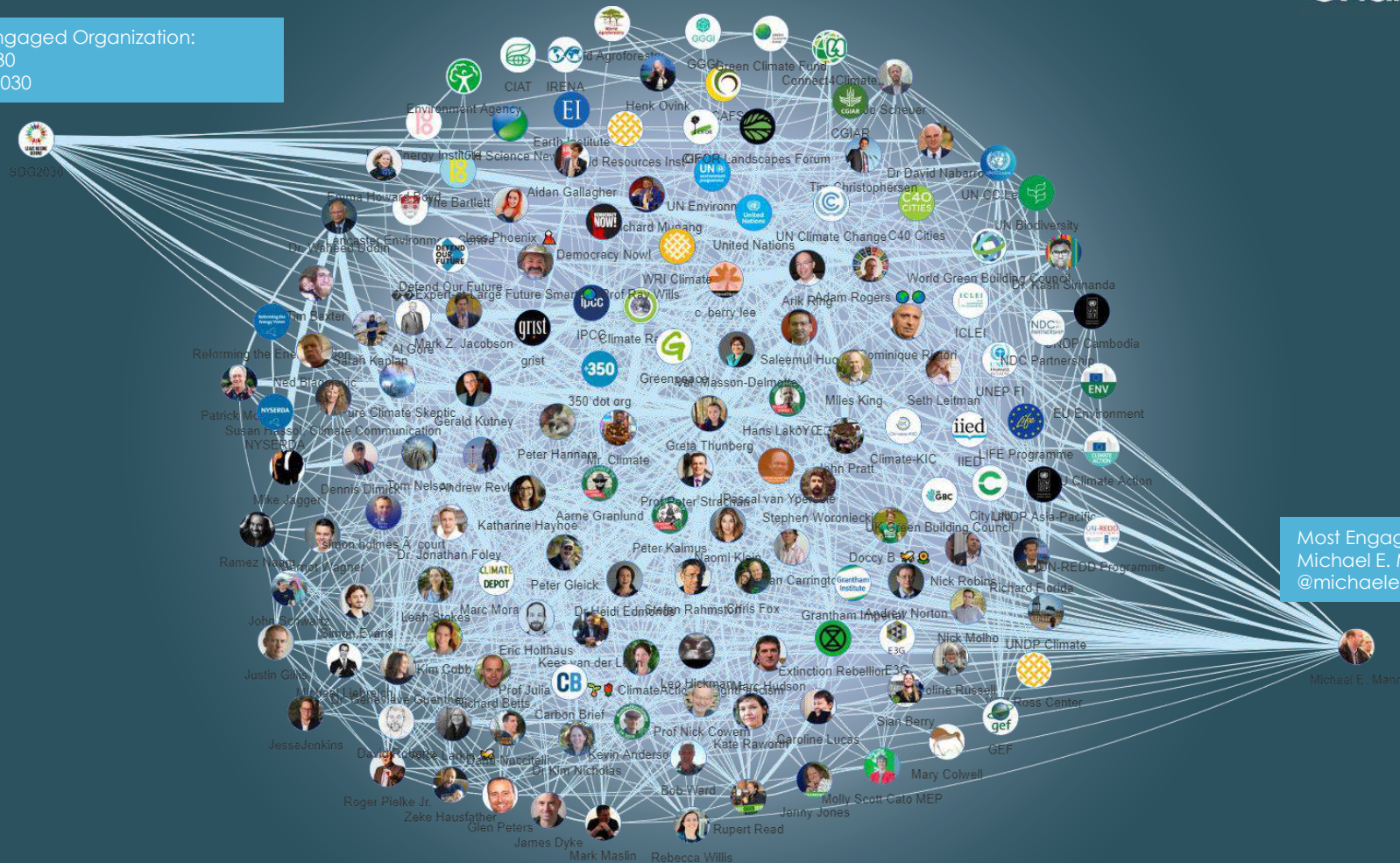
Theme 32 - Technology	0.81
Theme 10 - Differentiation and equity	0.76
Theme 20 - Jobs	0.74
Theme 22 - Mitigation	0.73
Theme 29 - Science and assessment	0.64
Theme 03 - Biodiversity conservation	0.64
Theme 02 - Agriculture/Land Use	0.57
Theme 33 - Transparency	0.52
Theme 01 - Adaptation	0.51

Awareness in Liberia is only 20.6%, with at least a further 8 countries having less than 30% awareness.

Even more surprisingly, is peoples' beliefs about risks. While more than 98% of Ecuadorians and Bangladeshies believe Climate Change to be a threat, less than 46% think the same in Norway and Denmark. With Iceland coming in at 36.8% and China at 36.1%, it is clear that there is still work to be done.

Education Top 150 Engaged Network

Most Engaged Organization:
SDG2030
@SDG2030



Most Engaged Influencer:
Michael E. Mann
@michaелеmann

Education Ranked

*Journalists, National Politicians/candidates and Celebrities ranked but are not included

Rank	Influencer	Handle
1	Gerald Kutney	@GeraldKutney
2	Kate Raworth	@KateRaworth
3	Peter Kalmus	@ClimateHuman
4	Al Gore	@algore
5	Kevin Anderson	@KevinClimate
6	Andrew Revkin	@Revkin
7	Doug Parr	@doug_parr
8	Alex Steffen	@AlexSteffen
9	katrinacharles	@katrinacharles
10	Peter Gleick	@PeterGleick
11	Jason Hickel	@jasonhickel
12	Dr. Genevieve Guenther	@DoctorVive
13	Brent Toderian	@BrentToderian
14	Mustafa Santiago Ali	@EJinAction
15	Leah Stokes	@leahstokes
16	Mark Maslin	@ProfMarkMaslin
17	Kumi Naidoo	@kuminaidoo
18	Stefan Rahmstorf	@rahmstorf
19	Rupert Read 🌍	@GreenRupertRead
20	Ben Goldsmith	@BenGoldsmith
21	nigel pugh 🌍 🇬🇧	@nspugh
22	Chris Fox	@ChristopherNFox
23	Emma Howard Boyd	@EmmaHowardBoyd
24	Tim Baxter	@timinmitcham
25	Rebecca Willis	@Bankfieldbecky

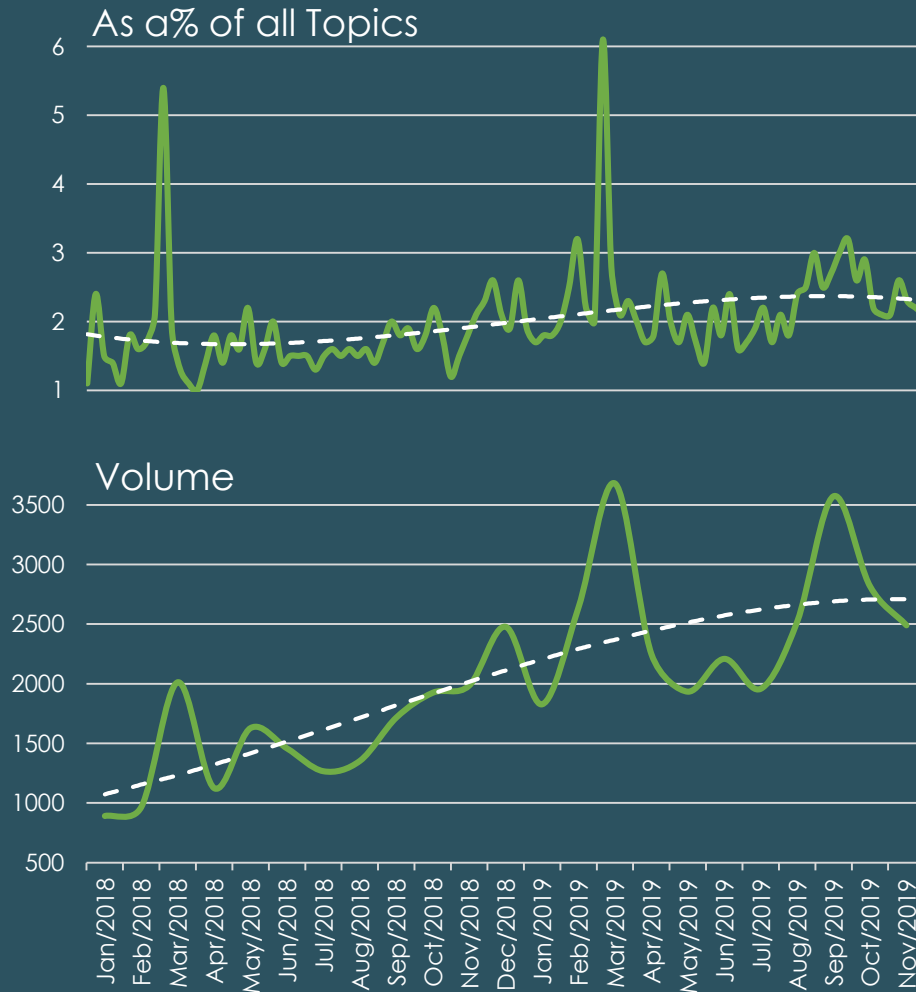
*UN Accounts ranked, but Not included on list.

Rank	Organization	Handle
1	Extinction Rebellion	@ExtinctionR
2	IUCN	@IUCN
3	CDP	@CDP
4	grist	@grist
5	UKERC	@UKERCHQ
6	GEF	@theGEF
7	World Economic Forum	@wef
8	Environment Agency	@EnvAgency
9	Climate Reality	@ClimateReality
10	Reforming the Energy Vision	@Rev4NY
11	NREL	@NREL
12	UCL Energy Institute	@UCL_Energy
13	Greenpeace	@Greenpeace
14	SDG2030	@SDG2030
15	Climate Action	@Climate_Action
16	LIFE Programme	@LIFEprogramme
17	C40 Cities	@c40cities
18	National Wildlife Federation	@NWF
19	Extinction Symbol	@extinctsymbol
20	Covenant of Mayors - Europe	@eumayors
21	Rainforest Connection	@RainforestCx
22	NatureClimate	@NatureClimate
23	WWF 🐼	@WWF
24	PNAS	@PNASNews
25	Teagasc	@teagasc

Key Topic Breakdowns: Gender



Gender



Gender

With more than half of the world's population being women, Gender is unsurprisingly one of the more dominant conversations.

While the conversation can sometimes seem unrelated, or focusing on the women at leading the charge against Climate Change, the majority of the conversation is actually centred around those who aren't.

With women now able to vote everywhere in the world except the Vatican city, women's engagement in the politics and policies of their nations is one of the driving forces in nations addressing the climate crisis. Not only is the quickest way to prosperity by unlocking the economic potential of women, but it is also 1 of the keys to solving the challenges we face.

It is so important in fact, that 6 out of the 17 Sustainable Development Goals have Gender at the heart of their approach.

In 22 months, the conversation volume has grown by 210%; however unlike other topics at this growth rate, it has only moved from 1.6% to 2.5% of the overall topic breakdown. This seems to be due to it being, much like finance, a staple part of every other conversation, included as part of the plan. The only areas where this didn't seem to be the case were health and sustainable development. The data seemed to suggest that this was due to the differences in measurement and methodology required to meet the same goals for the different genders, driving more conversation in these topics.

Pearson r^2 values

Theme 12 - Education	0.83
Theme 15 - Finance	0.63
Theme 01 - Adaptation	0.61
Theme 10 - Differentiation and equity	0.60
Theme 29 - Science and assessment	0.58
Theme 20 - Jobs	0.53
Theme 18 - Human rights	0.49
Theme 06 - Climate actions by non-Party stakeholders	0.46
Theme 33 - Transparency	0.45

The strongest correlation in our entire data-set however, was between Gender and Education; the Sustainable development goals approach of ensuring that girls get open access to education, to help drive all other factors, clearly shines through and has captured the focus of the conversation.

Gender Top 150 Engaged Network



Gender Ranked

*Journalists, National Politicians/candidates and Celebrities ranked but are not included

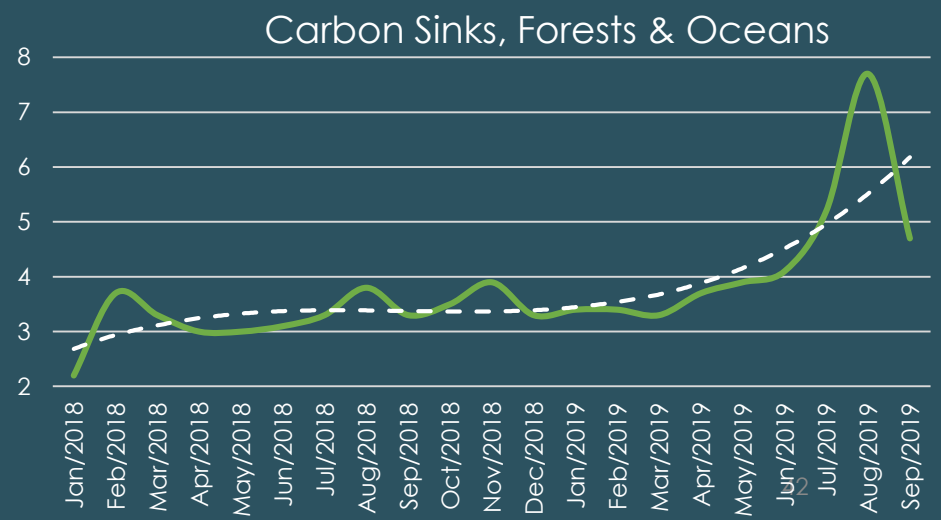
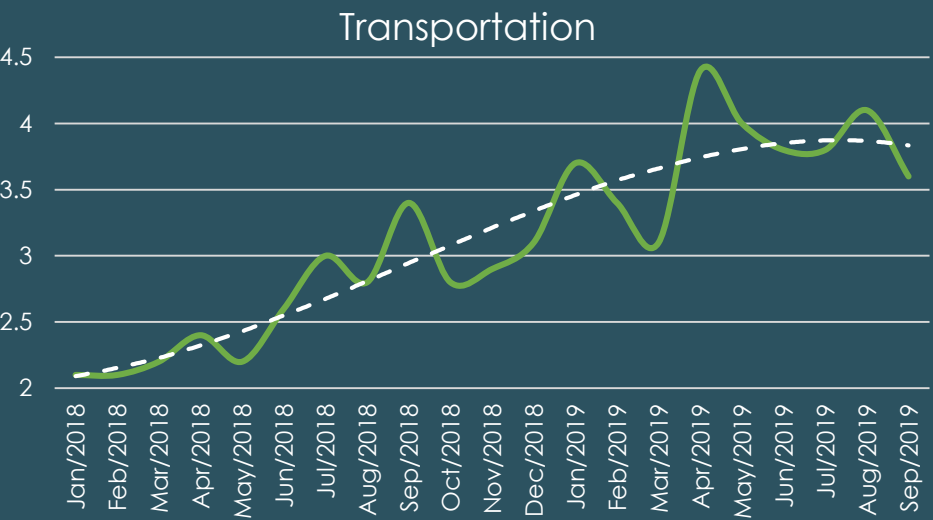
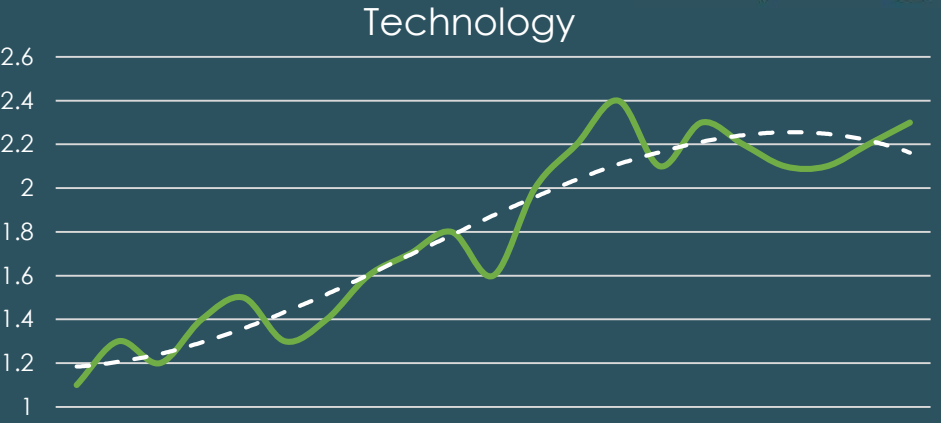
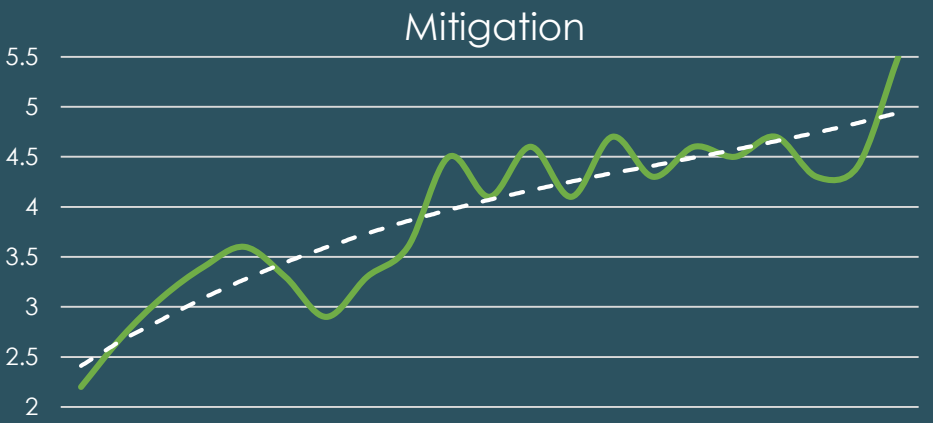
Rank	Influencer	Handle
1	Greta Thunberg	@GretaThunberg
2	Prof. Katharine Hayhoe	@KHayhoe
3	Kristalina Georgieva	@KGeorgieva
4	Peter Gleick	@PeterGleick
5	Dr. Ayana Elizabeth Johnson	@ayanaeliza
6	Stefan Rahmstorf	@rahmstorf
7	Naoko Ishii	@NaokoIshiiGEF
8	Leah Stokes	@leahstokes
9	Val. Masson-Delmotte	@valmasdel
10	Hindou	@hindououmar
11	Dr Kimberly Nicholas	@KA_Nicholas
12	Roger Pielke Jr.	@RogerPielkeJr
13	Leo Hickman	@LeoHickman
14	Dr. Genevieve Guenther	@DoctorVive
15	Alex Trembath	@atrembath
16	Dr. Sarah Myhre	@SarahEMyhre
17	Lise Kingo	@Lise_Kingo
18	Kate Raworth	@KateRaworth
19	Helen Clarkson	@hl_clarkson
20	ALICE RUHWEZA	@aruhweza
21	Kate Aronoff	@KateAronoff
22	Bridget Kathleen Burns	@bridiekatie
23	Pia Heidenmark Cook	@PiaHCook
24	Gavin Schmidt	@ClimateOfGavin
25	Ann Pettifor	@AnnPettifor

*UN Accounts ranked, but Not included on list.

Rank	Organization	Handle
1	GEF	@theGEF
2	The Washington Post	@washingtonpost
3	CNN	@CNN
4	The Independent	@Independent
5	Sierra Club	@SierraClub
6	SDG2030	@SDG2030
7	CGIAR	@CGIAR
8	World Economic Forum	@wef
9	The New York Times	@nytimes
10	Project Drawdown	@ProjectDrawdown
11	TIME	@TIME
12	The Climate Group	@ClimateGroup
13	Oxfam International	@Oxfam
14	Green Climate Fund	@theGCF
15	350 dot org	@350
16	GreenBiz	@GreenBiz
17	grist	@grist
18	Greenpeace	@Greenpeace
19	CCAFS	@CGIARclimate
20	The Nature Conservancy	@nature_org
21	The Guardian	@guardian
22	Bioversity International	@BioversityInt
23	International Fund for Agricultural Development	@IFAD
24	Conservation Intl	@ConservationOrg
25	CIAT	@CIAT_

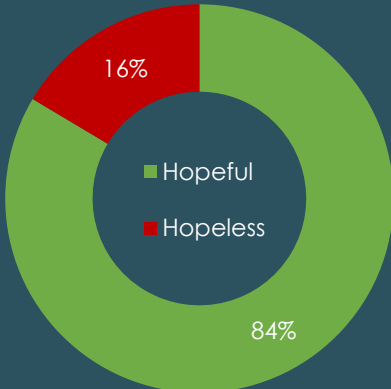
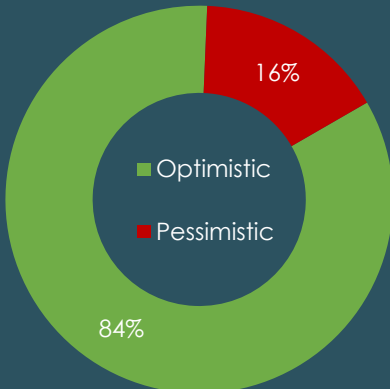
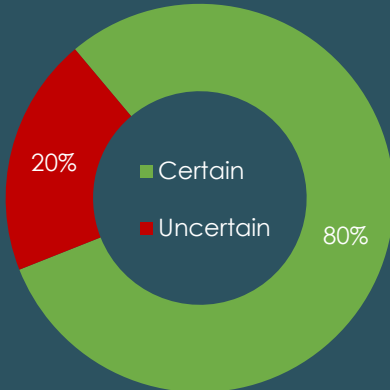
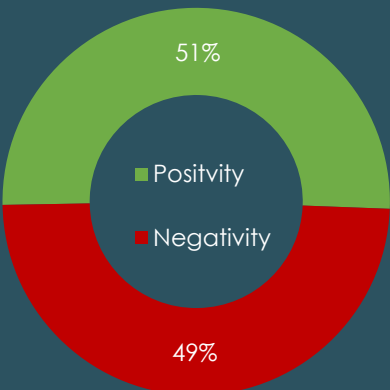
Key Topic breakdowns: Noteworthy Others

Others (As a % of all Topics)



Keyword Comparisons

A comparison of usage of each keyword pair across all 35 topics



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