

**EVALUATION REPORT**  
**UNITED NATIONS DEPARTMENT OF PUBLIC INFORMATION**  
**COMMUNICATIONS ACTIVITIES IN SUPPORT OF THE**  
**2014 CLIMATE SUMMIT**

**EVALUATION &  
COMMUNICATIONS  
RESEARCH UNIT**

Office of the  
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Public Information



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## **EXECUTIVE SUMMARY**

The purpose of the evaluation was to assess the outcomes of the Department of Public Information's (DPI) communications efforts in support of the 2014 Climate Summit in New York, based on the reach and effectiveness of selected DPI communications activities and tools used in the weeks before, during, and after the Summit. The evaluation sought to determine the ability of DPI, working closely with the Secretary-General's Climate Change Support Team, to raise awareness about the Climate Summit and its goals, and the extent to which the selected communications tools reach their intended audiences.

The Climate Summit was convened by the United Nations Secretary-General on 23 September 2014 at the UN Headquarters in New York. It served as a public platform for global leaders from Governments, business, finance and civil society to catalyse actions and mobilize political will for the negotiation of a global agreement climate change agreement in 2015. The Climate Summit was not part of the formal UNFCCC negotiation process. It focused on action areas that are critical to combating the effects of climate change, including agriculture, cities, energy, financing, forests, pollutants, resilience and transportation. The outcome of the Summit included the announcements made by leaders across sectors at all levels, along with the expectation for a meaningful and universal climate agreement by 2015.

The objectives of the evaluation were to assess to the effectiveness of the communications work by the Department of Public information to broaden understanding and support for the goals of the Climate Summit. The evaluation sought to determine the global reach and effectiveness of the Department's communications strategy toward promoting the Summit, its related messages and spokespeople in traditional media outlets and the Department's ability to initiate and increase social media and online activities related to the Climate Summit and its goals.

The evaluation findings and recommendations are intended to provide senior managers and staff with information to compare and make decisions regarding future communication strategies and tools. Strategically, the evaluation will help to inform the Department's ongoing communications efforts for initiatives and events related to the United Nations agenda on climate change, particularly in relation to the system-wide branding and communications efforts on the lead up to the 2015 COP21 conference in Paris.

## **METHODOLOGY**

The evaluation took a utilization-focus approach, based on a non-experimental design. The findings and recommendations are based on quantitative and qualitative data collected. To ensure a gender and human rights sensitive perspective, the data collected was disaggregated by sex, age and disability, whenever possible. The evaluation followed UN Evaluation Group Norms and Standards, as well as ethical guidelines.

The evaluation undertook the following data collection and analysis methodologies:

- Global media analysis, including quantitative and qualitative analysis (based on a sample of global media coverage)
- Social media analysis, including quantitative and qualitative analysis of the following:
  - Campaign hashtag performance on Twitter in English, French, Russian, and Spanish<sup>1</sup>
  - Facebook analysis for the English and Spanish flagship United Nations pages
  - United Nations Instagram account performance
  - The United Nations and Climate Change website
- Stakeholder discussions and interviews

## **LIMITATIONS**

This analysis was limited by a number of factors, including language and staff capacity of ECRU, capacity of DPI staff and resources for data collection, and the lack of comprehensive monitoring and analytics tools for the Department. The inclusion of global media coverage was limited by UNIC location and staff capacity for data collection and the human coding of the articles. Social media analysis was limited by the reliance on free analytics tools during monitoring period. Therefore, while hashtag monitoring was possible for multiple languages using Talkwalker, tools such as Tweepreach and Topsy were used only for Twitter activity in English. Also, ECRU did not have any monitoring tools to track activities on the language specific platforms, such as VKontakte in Russian and Weibo in Chinese. In addition, manual data collection and coding was a time-intensive process, which required limiting in-depth content analysis to selected Facebook accounts. Due to the data collection methods used, the ability to disaggregate data according to gender or other demographic variables was very limited.

## **KEY FINDINGS**

### **Coordination**

- Early coordination and strategic planning were vital for raising the coherence and visibility of the campaign branding. In particular, the deliberate effort to use a single campaign hashtag #climate2014 across the United Nations system helped to present a unified and coherent United Nations voice on climate issues on social media platforms, particularly Twitter.

### **Multilingualism**

- The translated campaign hashtags in French (#climat2014), Spanish (#clima2014), and Russian (#климат2014) had substantially lower levels of visibility on Twitter than #climate2014. In addition, #climate2014 was used by French and Spanish language Twitter users at higher volumes than the translated hashtags, indicating that a single hashtag is sufficient to reach

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<sup>1</sup> Data on Arabic and Chinese hashtag performances were not available due to limitations of the tools used to monitor and collect data during the period and lack of staff capacities.

audiences in multiple languages. These results may be attributed to a number of external and internal factors: 1) potentially lower audience sizes and levels of interest on social media in climate issues in these respective languages; 2) the dominance of English on social media platforms in general; and 3) coordination issues between the SCD and NMD social media teams, as NMD account managers were not integrated into the central strategic planning efforts.

- The United Nations and Climate Change website was an important multilingual component of the overall strategy, providing a recognizably branded focal point for online users. The website, however, did not gain significant traffic in languages other than English, and the majority of visitors did not navigate past the main landing pages.

### **United Nations Communications Messages**

- Celebrity spokespeople were influential amplifiers of the Climate Summit messages. Their images and social media messages helped to reach and draw new audiences to United Nations accounts. Overall, celebrities have a positive impact toward increasing public attention to climate issues, even though they may also raise controversy and criticism of the United Nations' efforts on climate change, particularly on social media.
- Half of the media included key United Nations messages in their coverage of the Climate Summit. Among the 1,828 analysed clippings across 63 countries, 51 per cent included at least one of the four United Nations key messages. Three of the key messages each appeared in nearly a quarter of total clippings, respectively.

### **The United Nations and Climate Change**

- The Summit was more clearly 'branded' as a United Nations event than previous global United Nations environmental conferences. The United Nations had a high level of visibility in overall media coverage, with mentions in 87 per cent of total analysed clippings.
- The Secretary-General Ban Ki-moon had a very high level of visibility compared to the other UN conferences he has attended. He was quoted and/or mentioned in almost half of the articles (46 per cent) and was the most visible UN spokesperson in the coverage.
- Media coverage on the United Nations was overall positive. While most of the articles on the Summit covered the event as straight news, approximately one third of the coverage provided either a positive or negative slant to the Summit coverage. The coverage was 20 per cent favourable compared to 9 per cent unfavourable.

## **RECOMMENDATION**

The Department of Public Information should strengthen its support for multilingualism through improved in-house capacity for social media management and coordination of social media communications work across the flagship social media accounts.

# **SOCIAL MEDIA and ONLINE COMMUNICATIONS**

## **BACKGROUND**

The social media and online communications strategy was a major area of focus for the United Nations communications work both ahead of and during the 2014 Climate Summit in New York. Working closely with the Secretary-General's Climate Change Support Team, the Department of Public Information's (DPI) Social Media Team played a leading role in the coordination of the United Nations system-wide efforts to promote the Climate Summit and its goals through social media and the United Nations and Climate Change website. The strategy covered the period between March and September, beginning with the launch of the six-month countdown to the Summit on 23 March 2014.

The main goal of the strategy was to stimulate and positively influence the global conversation on the Climate Summit and its goals among social media and online users. The DPI Social Media Team provided guidance and digital content in line with the DPI Social Media Guidelines.<sup>2</sup> Initially developed in English, translations of the content were made available in Arabic, Chinese, French, Russian, and Spanish, among other languages. The content was continuously updated and shared throughout the six-month countdown period, and particularly during the month of September using a "drumroll" strategy. In September, the "drumroll" aimed to highlight 22 solutions, one shared daily to lead up to the day of the Summit (23 September 2015). Content and branded images were produced by DPI, and tailored for Twitter, Facebook, LinkedIn, Google+, and Tumblr, among other platforms. The following analysis presents the results of the social media and website activities for the month of September.

The Social Media Team in the Department of Public Information's Strategic Communications Division (SCD) manages the main English language social media accounts for the Department. The News and Media Division (NMD) in DPI manages the main Arabic, Chinese, French, Spanish, and Russian accounts. NMD also produces key multimedia components for use on social media and online platforms, as well as website development. Close cooperation is necessary between the account managers of SCD and NMD to ensure that the United Nations presence on social media and online platforms is coherent and unified in all official languages.

The SCD Social Media Team played a prominent role in the Secretary-General's Climate Change Support Team's communications efforts, and was responsible for providing system-wide guidance on strategy and tailored content for the various social media platforms. Within DPI, the SCD team was also responsible for sharing timely content and updates with the Department's social media account managers, as NMD's language units were not integrated into the central planning meetings. For information sharing, the SCD team maintained regular Social Media Preview emails, the United Connections DPI Social Media group, and a shared Google spreadsheet on content in multiple languages. The implementation of the social media strategy in all official languages depended on the active

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<sup>2</sup> The DPI Social Media Guidelines are available at: <http://iseek.un.org/LibraryDocuments/763-201111011454115365184.pdf>.

cooperation of NMD account managers to utilize the content and updates in their daily social media work throughout the campaign period.

## **METHODOLOGY**

The analysis examined the use of selected components of the communications strategy for the Climate Summit on social media and online platforms in consultation with DPI's social media managers. Data collection was conducted mainly by the Evaluation and Communications Research Unit (ECRU) with input from DPI programme managers. Assessment techniques included analysis of quantitative data, content analysis, and a review of records on the timeline and content for the strategy.

For hashtag performance in English, French, Russian, and Spanish, a free version of the multilingual social media monitoring and analysis tool Talkwalker was used to collect quantitative data on a range of metrics, including volume, reach, and demographics. Tweetreach data, provided by the Strategic Communications Division, in English was used to provide input into the reach of the English campaign hashtag and the main contributors/influencers. Another free Twitter tool, Topsy, was also used to validate the Talkwalker and Tweetreach data for the English campaign hashtag volume. All tools required manually copying or downloading data into spreadsheets for analysis. Based on the free version of Talkwalker, data collection on Arabic and Chinese hashtag usage could not be conducted.

The UN Global Pulse's analysis of Twitter activities on climate change was used to provide overall context for the United Nations share of voice on climate issues in English, French, and Spanish. Details of UN Global Pulse's Twitter data collection and analysis methodologies, including the complete search taxonomies for each language, are available here: <http://unglobalpulse.net/climate>.

For the English and Spanish United Nations Facebook accounts' analysis, programme managers provided either direct access to the social media account or spreadsheets with the downloaded post and page-level metrics from Facebook Insights. This is the first time ECRU conducted systematic content and sentiment analysis on Facebook comments for a major campaign, after its initial pilot initiative for the 2013 Millennium Development Goals and Post-2015 High Level Events. In addition to the English Facebook account, ECRU consulted with the responsible program managers to determine which of the language accounts it would be possible to collect and code comments on. The Spanish Language Unit was selected as an appropriate language account for this analysis. ECRU and the Spanish Language Unit completed the data collection and coding for the comments on both accounts, manually inputting the coded data into spreadsheets.

A free report from Simply Measured was used to collect data on the United Nations Instagram account.

Website performance data on the United Nations and Climate Change website was collected using Google Analytics.

## KEY FINDINGS

- Early coordination and strategic planning were vital for raising the visibility of the campaign branding, the hashtag #climate2014, and related online content and products on social media platforms ahead of the Summit. In particular, the deliberate effort to use a single campaign hashtag across the United Nations system was instrumental toward presenting a unified, coherent, and dynamic United Nations voice on climate issues on social media platforms, particularly Twitter.
- The strategic and controlled use of hashtags contributed to a high level of visibility for #climate2014 on Twitter. As market research has found that tweets with one or two hashtags have higher engagement levels than those with more than two, the use of hashtags in this way is considered a good practice.
- The translated campaign hashtags in French (#climat2014), Spanish (#clima2014), and Russian (#климат2014) had substantially lower levels of visibility on Twitter than #climate2014. These results may be attributed to a number of external and internal factors: 1) lower audience sizes and levels of interest in climate issues in these respective languages on Twitter; 2) the dominance of English on social media platforms in general; and 3) coordination issues between the SCD and NMD social media teams, as NMD account managers were not integrated into the central strategic planning efforts. In addition, #climate2014 was used by French and Spanish language Twitter users at higher volumes than the translated hashtags, indicating that a single hashtag is sufficient to reach audiences in multiple languages.
- Celebrity spokespeople were influential amplifiers of the Climate Summit messages on social media platforms. Their images and social media messages helped to reach and draw new audiences to United Nations accounts. Overall, celebrities have a positive impact toward increasing public attention to climate issues, even though they may also raise controversy and criticism of the United Nations' efforts on climate change.
- Photo images that conveyed "real-time," "snap-shot," or behind-the-scene experiences were more effective in garnering public attention to United Nations content than images that only featured more generic or graphically designed text-only images. Likewise, content that encouraged sharing or clicking through to links produced higher engagement levels.
- The United Nations and Climate Change website was an essential component of the overall strategy, providing a multilingual and recognizably branded focal point for online users. The website, however, did not gain significant traffic in languages other than English, and the majority of visitors did not navigate past the main landing pages.

## RESULTS

### Campaign Hashtags on Twitter

The development and use of hashtags have become essential in social media and online communications work. Hashtags have widespread use on social media networks and microblogging platforms, and recent market research has found that hashtags have an increasing effect on engagement levels (e.g. retweets on Twitter).<sup>3</sup> In line with such findings, United Nations social media accounts have employed hashtags to help connect messages to wider audiences beyond their regular fans and followers. For the Climate Summit, the campaign hashtag #climate2014 was first launched in March 2014 as part of the six month countdown strategy leading up to the day of the Summit. The hashtag was also translated into all official languages – Arabic, Chinese, French, Spanish, and Russian – as a means of enhancing the efforts to reach audiences in those respective languages.<sup>4</sup>

### *#climate2014*

The hashtag #climate2014 was the first among the hashtags to be utilized for the campaign countdown period. The Department's social media team, in collaboration with the CCST communications group, notably advocated for the strategic use of a single hashtag during the initial planning stage, rallying system-wide partners to use #climate2014, as well as the other language hashtags, rather than having multiple campaign hashtags from various parts of the United Nations system. This strategy was deliberate based on lessons learned from previous campaigns, such as the 2012 Rio+20 Conference and activities for the Millennium Development Goals. United Nations system partners have been apt to use a range of their own campaign hashtags, which have had the unintended effect of diluting the strength of United Nations thematic campaigns on social media.<sup>5</sup>

Overall, the Department's social media and online communications strategy for the Climate Summit made effective use of the campaign hashtag #climate2014 to promote content and reach new audiences on Twitter. The impact of early strategic planning with the six-month countdown was evident in the increasing trend in usage in the weeks leading up to the Climate Summit. With more than 250,000 total mentions (i.e. tweets and retweets) for September, the volume of hashtag usage shows that content with #climate2014 gained traction among audiences, and that the Summit was a driver of activity on Twitter. The first spike in usage occurred on 21 September, with the Secretary-General's participation in the People's Climate March in New York City. Hashtag usage then increased considerably, peaking on the day of the Summit, 23 September, with nearly 85,000 mentions (see figure 1).

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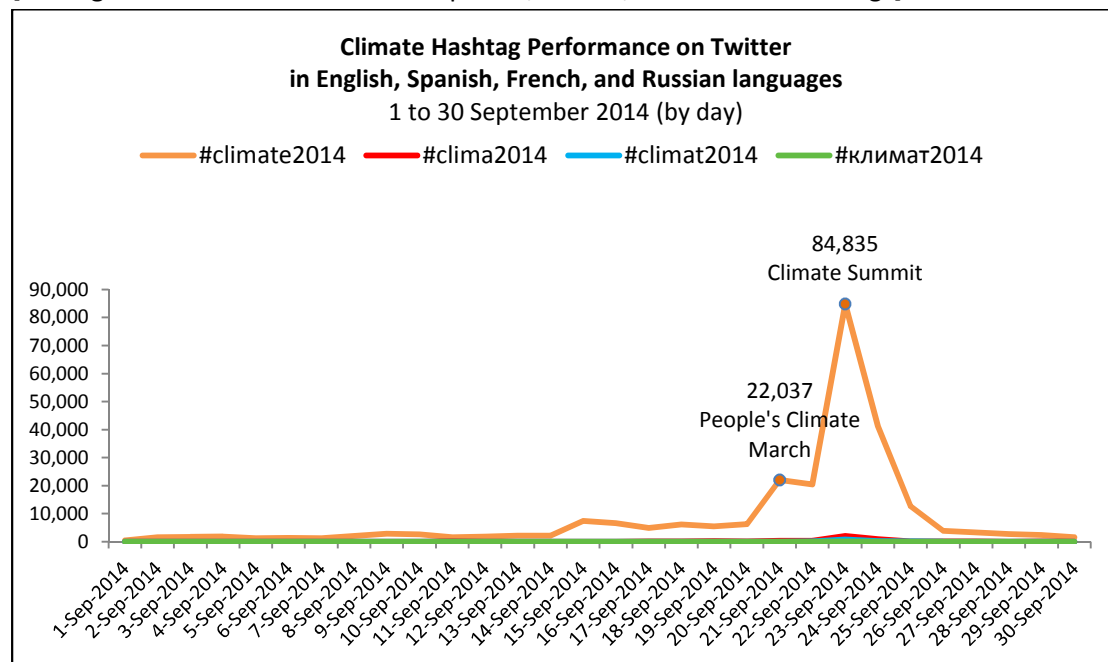
<sup>3</sup> Source: <https://blog.bufferapp.com/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many>

<sup>4</sup> Twitter data was not available for Arabic and Chinese due to the limitations of available data monitoring and analysis tools.

<sup>5</sup> Recent market research has shown that the use of multiple hashtags reduces engagement levels among followers (Source: <https://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>).



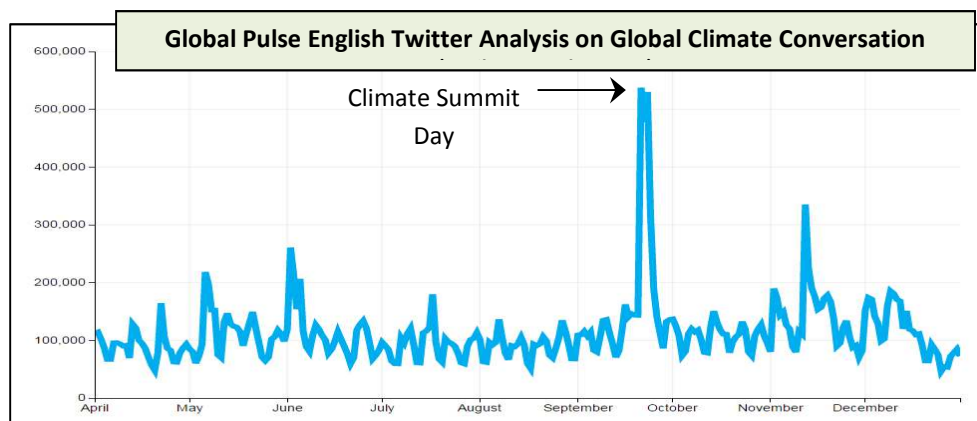
Figure 1: Climate Hashtag Performance on Twitter in English, Spanish, French, and Russian  
[See Figure 4 for more detail of the Spanish, French, and Russian Hashtags]



In the context of the global Twitter conversation on climate-related topics in English, the #climate2014 volume represented a clear and substantial contribution to global climate activities, particularly on the day of the Summit. Based on a comparison with Global Pulse’s monitoring of climate-related content on Twitter in English, tweets with #climate2014 represented approximately 16 per cent of the global conversation of approximately 530,000 tweets on 23 September<sup>6</sup> (inclusive of tweets on the Summit, see figure 2). The corresponding peak in the global conversation on the day of the Summit indicates that the strategy on Twitter contributed toward drawing public attention to the Summit and its messages on climate change.

Figure 2: Global Pulse Climate Analysis

<sup>6</sup> Global Pulse’s Twitter analysis is available here: <http://unglobalpulse.net/climate>.



The #climate2014 hashtag was also high performing in comparison to a range of other hashtags being used across Twitter on climate issues. In comparison to other climate-related hashtags, #climate2014 ranked among the top three based on Global Pulse’s Twitter global hashtag monitoring for 2014. According to Global Pulse, the top two hashtags on climate-related issues by volume of tweets were #climatechange and #climate.<sup>7</sup>

Hashtags are also commonly used in combination with other hashtags. In this regard, #climate2014 was most often used with #climatechange and #peoplesclimate (see table 1). It is possible that the symbiotic use of the most popular hashtag #climatechange helped to elevate the visibility of both #climate2014 and #climatechange. Likewise, the frequent usage of #peoplesclimate with #climate2014 indicates a close connection with civil society engagement on social media, which may have also contributed to increased support for the United Nations climate campaign. Market research has shown that tweets with one or two hashtags have higher engagement levels than tweets with more than two hashtags<sup>8</sup>. Based on this research, the strategic and limited combination of hashtags should be considered a good practice toward increasing the activity for a campaign hashtag on Twitter.

Table 1: Hashtags Combined with #climate2014

Rank	Hashtags combined with #climate2014	Tweets
1	#climatechange	22,057
2	#PeoplesClimate	19,798
3	#CWNYC	11,334
4	#climate	8,958

<sup>7</sup> Global Pulse’s data for hashtags is available from April to December 2014, while #climate2014 data is only available for September 2014. Based on the total volume of tweets for September only, #climate2014 ranks as the third highest hashtag (source: <http://unglobalpulse.net/climate/twitter>).

<sup>8</sup> Recent market research has shown that the use of multiple hashtags reduces engagement levels among followers (Source: <https://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>).

5	#UpChat	8,583
6	#ClimateAction	7,033
7	#climatemarch	5,523
8	#UNSG	3,065
9	#ProjectingChange	2,782
10	#ClimateSummit	2,736

### ***Celebrities and Institutional Influencers for #climate2014***

Celebrity and institutional influencers played visibly active roles toward increasing the reach of #climate2014, especially in the days leading up to and on the day of the Summit. These influential supporters were vital for spreading the message of #climate2014 to audiences beyond the normal day-to-day reach of the official United Nations accounts, as well as for engaging these new audiences in the global social media dialogue on climate change.

Key influencers included the newly designated United Nations Messenger of Peace (MoP), Leonardo DiCaprio (@LeoDiCaprio), who had the highest exposure level for #climate2014, i.e. the number of times the hashtag appeared on Twitter timelines. Other top celebrity influencers included British entrepreneur Richard Branson (@richardbranson), Indian film actress Priyanka Chopra (@priyankachopra), the American rock band Linkin Park (@linkinpark) and former US Vice President Al Gore (@algore).

Leading institutional accounts included the official United Nations account in English (@UN), the US National Basketball Association (@NBA), Mashable (@mashable), the World Wildlife Fund (@WWF), the NASA Goddard Institute for Space Studies (@NASAGISS), the United States National Aeronautics and Space Administration (@NASA), and the Ian Somerhalder Foundation (@IS\_Foundation).

### ***Non-celebrity Contributors for #climate2014***

Non-celebrity accounts also made contributions toward increasing the reach of #climate2014. Identifying and understanding these prolific users helps to explore ways of engaging “regular” social media accounts to promote United Nations messages. A review of these users also revealed accounts that were critical of the United Nations and its goals.

Table 2: Contributors – Ranked by total number of tweets of #climate2014

Contributors – Ranked by total number of tweets of #climate2014	Total tweets	Followers	Reach	Re-Tweets
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climate (@UNbot) <sup>9</sup>	<b>6,134</b>	241	1,025,604	0
Prabhat Misra (@prabhatmisra)	<b>1,052</b>	302	278,993	61
Nili Majumder (@nilimajumder)	<b>966</b>	4,582	3,064,724	193
Conservative Report (@Conserv_Report)	<b>425</b>	5,767	2,310,000	136
Africa Green Media (@AfricaGreenMedi)	<b>392</b>	3,019	778,810	32
Honorina Honorati (@HonorinaH)	<b>283</b>	207	47,853	11
Jeanette (@texasfreedom101)	<b>245</b>	5,306	1,090,000	0
CAN South Asia (@CANSouthAsia)	<b>227</b>	662	108,637	42
Negotiations Monitor (@negotracker)	<b>206</b>	83	8,754	40
CCCRdg (@CCCRdg)	<b>205</b>	834	112,809	0

The top 10 Twitter accounts with the highest frequency of #climate2014 tweets comprised of individuals and organizational users (see table 2). These users included the following: @prabhatmisra, founder of the anti-deforestation “Red Tape Movement;” @nilimajumder, self-proclaimed supporter of the United Nations efforts on the environment and development; and @Conserv\_report, the Twitter handle for the politically conservative online news platform conservativereport.org that is highly critical of the United Nations. Among the top 10 active users, @nilimajumder and @Conserv\_report had the highest levels of reach.

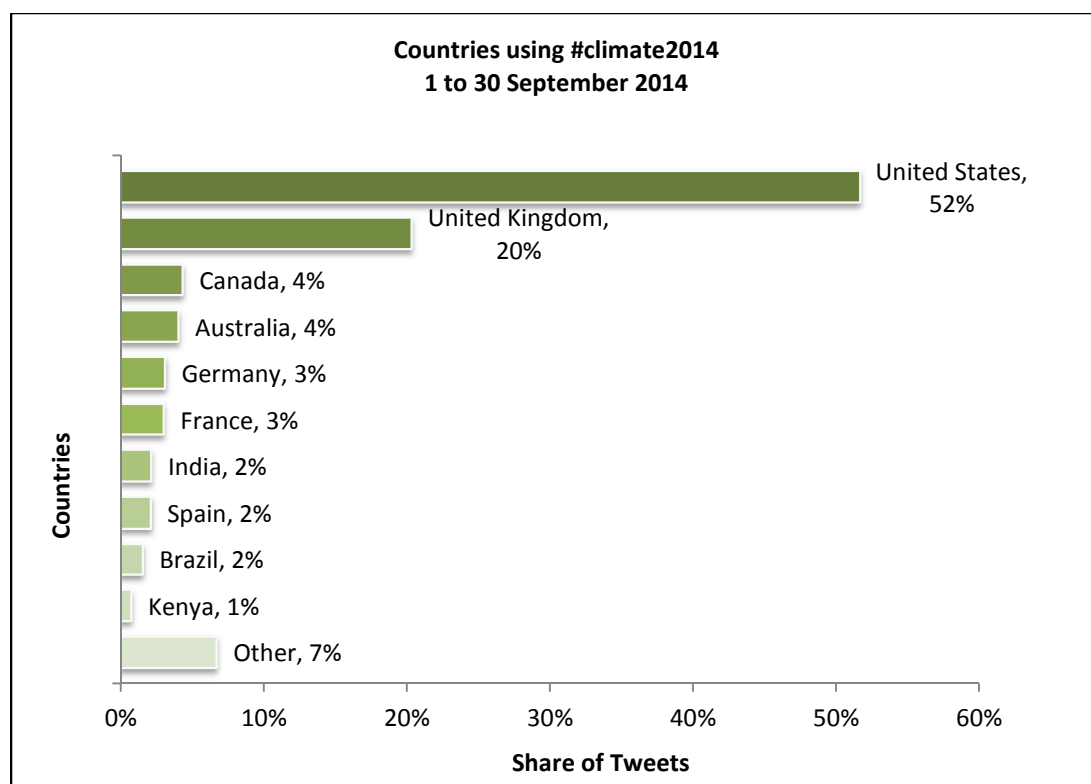
Others included @AfricaGreenMedi, a news company for the green industry, @CANSouthAsia, the Climate Action Network for South Asia, and @CCCRdg, a United Kingdom-based online notice board for climate-related business and supporters. While the most active users of the hashtag were generally supportive of the Climate Summit and the United Nations, the inclusion of @Conserv\_Report in this list also raises attention to the possible impact of critical voices. In most cases, it is not recommended that critical social media posts are addressed directly. Rather, the social media strategy should carefully consider opposing viewpoints, and construct strategically appropriate messages and content for the benefit of audiences at a more general level.

### ***Demographics and Languages***

Tweets with #climate2014 predominantly originated from the United States (52 per cent of all #climate2014 mentions) and the United Kingdom (20 per cent). The remaining top countries comprised of both English and non-English speaking nations, including Germany, France, Spain, and Brazil (see figure 3).

Figure 3: Share of Countries Using #climate2014

<sup>9</sup> This is a blocked account, possibly for violating Twitter rules for automated retweeting.



With regard to languages, the English language hashtag was also picked up by non-English language Twitter users with approximately 11 per cent of tweets made in languages other than English (see table 3). Based on the total counts for tweets in the various languages, #climate2014 was used in higher volumes for French, Russian, and Spanish languages in comparison to the corresponding language-specific hashtags, i.e. #climat2014, #климат2014, and #climat2014. This may indicate that reaching audiences in multiple languages can be accomplished using a single hashtag without translations.

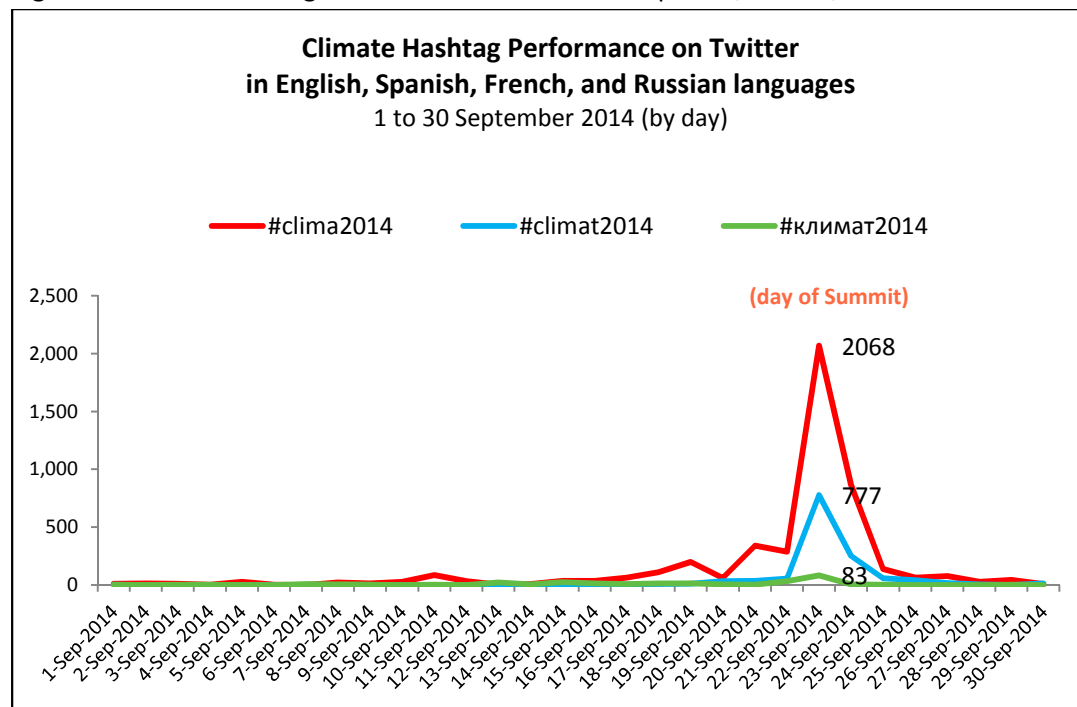
Table 3: Top 10 Languages for #climate2014

Top 10 Languages (based on Twitter account settings of user)	Tweets	Share of All Languages (more than 10)
English	227,507	89%
Spanish	7,715	3%
French	3,877	2%
Portuguese	2,413	1%
Italian	1,010	Less than 1%
German	773	Less than 1%
Romanian	762	Less than 1%
Russian	680	Less than 1%
Dutch	616	Less than 1%
Arabic	56	Less than 1%

With regard to gender, #climate2014 was used nearly equally between male and female self-identified users, with 56 per cent male and 44 per cent female.

### *Hashtags in French, Russian, and Spanish on Twitter*

Figure 4: Climate Hashtag Performance on Twitter in Spanish, French, and Russian



The French (#climat2014), Russian (#климат2014), and Spanish (#clima2014) hashtags had substantially lower levels of visibility on Twitter than #climate2014 (see table 4 and figure 4) compared to the corresponding language use of #climate2014. Lower hashtag usages may be attributed, in large part, to lower audience sizes and interest in climate issues in these respective languages, as illustrated in UN Global Pulse’s Twitter analysis.<sup>10</sup> For Russian and Chinese, there are other more popular social media platforms in those languages than Twitter, such as Vkontakte and Odnoklassniki in Russian and Sina Weibo and WeChat in Chinese.<sup>11</sup> In addition, the non-English language account managers were not as well integrated into the central planning of the campaign from the onset, as compared to the English language account managers from SCD. The SCD Social Media Team provided some of the campaign content translated in the 6 official languages based on informal capacities. As such, the implementation of the campaign strategy in all official languages depended on the active cooperation of the NMD account managers to prioritize and adapt the available English and translated content in their daily social media work throughout the campaign period.

<sup>10</sup> According to Global Pulse’s Twitter analysis, there were substantially lower levels of activity on climate-related topics on Twitter.

<sup>11</sup> Analysis of the Russian and Chinese United Nations social media accounts were out of scope for this report.

Table 4: Campaign Hashtag Volumes by Language

Language	Hashtag	Total Volume (includes tweets and retweets)
English	#climate2014	256,587
Spanish	#clima2014	4,667
French	#climat2014	1,304
Russian	#климат2014	250
Chinese	#2014气候峰会	Data unavailable
Arabic	#المناخ2014	Data unavailable

### **Spanish Hashtag #clima2014**

The Spanish hashtag #clima2014 was mentioned in 4,667 tweets during September, peaking on the Summit day, along with the other languages of the campaign hashtag. On the day of the Summit, the Spanish hashtag contributed to approximately 2 per cent of the global conversation on climate issues in Spanish on Twitter. In general, Spanish tweets on climate issues were at considerably lower levels during September as compared to the Twitter conversation globally in English.

Approximately 20 per cent of the Spanish hashtag was used in conjunction with the English hashtag #climate2014. Other hashtags that were used together with #clima2014 included #cambioclimático (465 tweets), #LeonardoDiCaprio (232 tweets), and #MéxicoenlaONU (84 tweets).

Table 5: Contributors – Ranked by total number of tweets of #climate2014

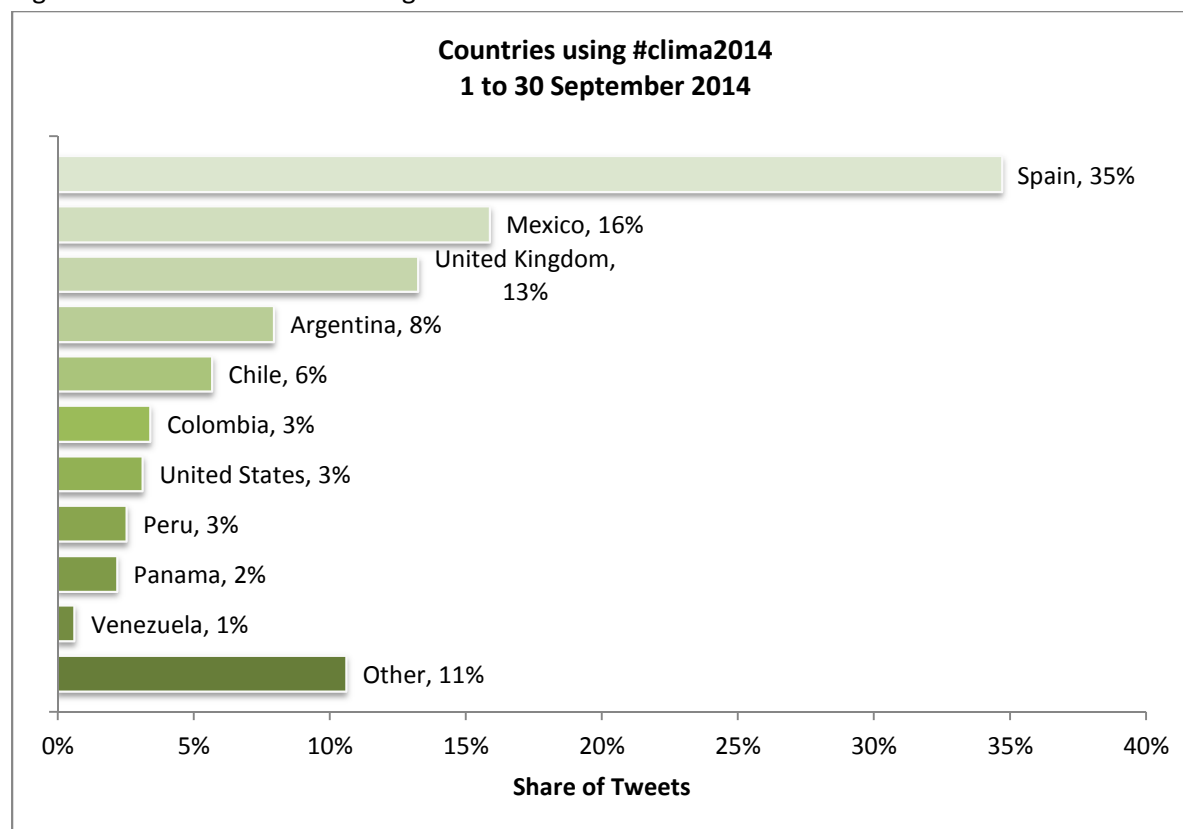
Contributors – Ranked by total number of tweets of #clima2014	Total tweets	Followers	Reach	Re-Tweets
climate @UN bot (@UNclimate) <sup>12</sup>	39	241	7,649	0
Fund. Vida Silvestre (@Vida_Silvestre)	31	56,900	1.75M	227
Herbacea Lop (@soysoberania)	26	1,390	27,956	8
WWF Chile (@WWFChile)	24	8,631	191,057	84
Marcos (@MarcoaxCarballo)	20	459	3,122	0
Hector Lucio (@HLGiuliani)	15	2,247	13,304	0
PNUMA México (@PNUMA_Mexico)	15	3,561	42,802	22
ALBA TV (@alba_tv)	14	102,000	1.29M	20
ÚneteAlPlaneta (@UneteAlPlaneta)	14	975	12,465	4
JC Riveros (@jcriveros)	14	1,908	7,836	5

The most prolific users of #clima2014 included @Vida\_Silvestre, an Argentinian environmental non-governmental organization, @soysoberania (a private account), and @WWFChile, the World Wildlife Fund of Chile (see table 4). Other active users included the Latin American and Caribbean office for the United Nations Environment Programme (UNEP) (@PNUMA\_Mexico).

<sup>12</sup> This account automatically retweeted all climate-related content on Twitter mentioning @UN during September 2014. It is not affiliated with the United Nations.

In terms of originating countries, the most common country location was Spain with 35 per cent of all #clima2014 mentions. This was followed by Mexico (16 per cent), the United Kingdom (13 per cent), and Argentina (8 per cent). Nearly all tweets with #clima2014 were made in the Spanish language.

Figure 5: Share of Countries Using #clima2014



With regard to gender, #clima2014 was used nearly equally between male and female self-identified users, with 56 per cent male and 44 per cent female.

### ***French Hashtag #climat2014***

The French hashtag #climat2014 was mentioned in 1,304 tweets in September, peaking on the Summit day with 777 tweets, which was approximately 8 per cent of the global Twitter conversation in French.<sup>13</sup> Like Spanish, the Twitter activity in French on climate issues was substantially lower than in English. In contrast to English and Spanish, however, French climate tweets peaked higher on 25 July than in September, possibly due to a European Commission proposal to increase energy efficiency to 30 per cent by 2030.

<sup>13</sup> Global Pulse's Twitter Analysis for French is available here: <http://unglobalpulse.net/climate/french/twitter/>



When used in combination with other hashtags, #climat (150 tweets) and #ParisClimat2015 (125 tweets), in reference to the 2015 Conference of Parties (COP), were used most often. The other top 10 hashtags all had relevance to the Climate Summit, including #AGNU69 (92 tweets), #ONU (73), and #UNSG (64).

Table 6: Contributors – Ranked by total number of tweets of #climat2014

Contributors – Ranked by total number of tweets of #climat2014	Total tweets	Followers	Reach	Re-Tweets
ЮНЕП (@UNEP_Russian)	<b>37</b>	2,951	10,180	6
Benjamin Neumann (@benjNeumann)	<b>33</b>	298	6,038	0
AFD_France (@AFD_France)	<b>23</b>	20,400	304,241	109
Nations Unies (ONU) (@ONU_fr)	<b>19</b>	44,900	526,250	149
Banque mondiale (@Banquemondiale)	<b>18</b>	88,600	822,315	41
La France au Pérou (@FrancePerou)	<b>12</b>	597	2,230	0
William Gomes (@Wnicholasgomes)	<b>9</b>	846	209,911	0
Emmanuel Dollfus (@manudollfus)	<b>9</b>	221	252	0
Laurence Caramel (@LaurenceCaramel)	<b>8</b>	415	1,019	48
Oxfam en français (@oxfam_fr)	<b>2</b>	12,200	20,035	3

The most prolific user of #climat2014 was @UNEP\_Russian, the United Nations Environment Programme in Russian with 37 tweets and a reach of 10,180 (see table 6). The top non-United Nations users included journalists and institutional accounts, such as @BenjNeumann (in charge of communication for l'Agence Française de Développement), @AFD\_France (l'Agence Française de Développement, a public development finance institution) and @FrancePerou (official account of the French embassy in Peru). Other users were @Wnicholasgomes (human-rights activist and freelance journalist), @manudollfus (in charge of communication at l'Agence Française de Développement) and @LaurenceCaramel (journalist for Le Monde).

With regard to gender, #climat2014 was used nearly equally between male and female users, with 55 per cent identifying as male and 45 per cent as female.

### ***Russian Hashtag #климат2014***

The Russian hashtag #климат2014 was mentioned in 250 tweets during the month of September, by far the least active hashtag among those monitored on Twitter. 85 tweets were used in combination with #climate2014.

Table 7: Contributors – Ranked by total number of tweets of #климат2014

Contributors – Ranked by total number of tweets of #климат2014	Total tweets	Followers	Reach	Re-Tweets
ЮНЕП (@UNEP_Russian)	<b>128</b>	2,951	31327	23
Bellona Murmansk (@bellona_murman)	<b>12</b>	484	5873	3
Нехай Татьяна (@TanyaNekhaj)	<b>10</b>	2,000	3912	0
ООН (@UnitedNationsRU)	<b>8</b>	21,500	137245	77
Spirit walking (@walkingspiritg)	<b>5</b>	-	2308	0
Andrey Zolotkov (@AAZolotkov)	<b>3</b>	31	78	0
Mikhail Matveev (@jarawa4)	<b>3</b>	1,267	3220	0
Радио ООН (@UNRadioRU)	<b>3</b>	3,780	10174	0
Alona (@zubrkiev)	<b>2</b>	167	254	0
Александр Гуляев (@alexdoneck78)	<b>2</b>	88	112	0

The United Nations Environment Programme in Russian account @UNEP\_Russian used the hashtag the most among users with 128 tweets and a reach of 31,327 users. Other users included non-United Nations accounts, including @bellona\_murman (the environmental non-profit organization Bellona Murmansk), Нехай Татьяна (no information accessible), @jarawa4 (Mikhail Matveev, journalist writing about climate change) and travel blogger @zubrkiev (see table 7).

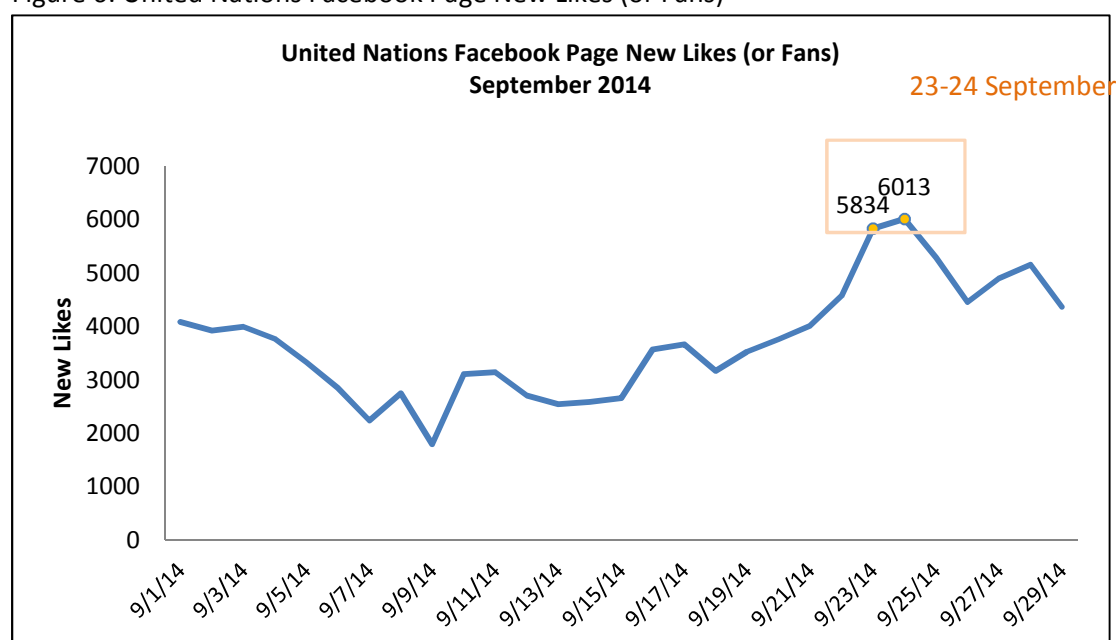
With regard to gender, #климат2014 was used mostly by users identifying themselves as male, 72 per cent, as compared to female, 28 per cent.

## The United Nations Facebook Page Overall Performance

The activities on the United Nations organizational page on Facebook were an integral component of the overall social media strategy for the Climate Summit. The content related to the Climate Summit proved to be an effective way toward elevating activity levels on the United Nations page, as well as for attracting new audiences (i.e. fans or page “likes”) to the page.

During September, 52 posts (35 per cent) out of a total of 148 were related to the Climate Summit. These Climate posts contributed to approximately 55 per cent of the month’s total reach of 3,610,943 unique users. An increasing trend in “new likes” leading up to the Climate Summit indicates that the Climate posts helped to bring in new audiences on Facebook (i.e. new Facebook users who like the page, allowing United Nations content to show up on their newsfeeds, see figure 6).

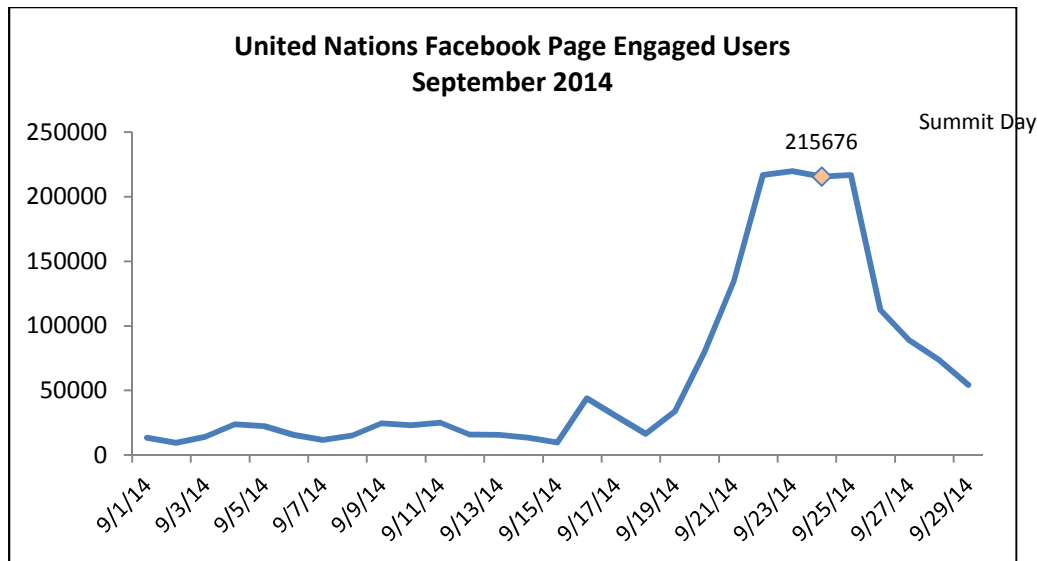
Figure 6: United Nations Facebook Page New Likes (or Fans)



The trend for engaged users during September demonstrates the effectiveness of the Climate posts more explicitly, with a clear peak in activity on the days immediately before, during, and after the Summit (see figure 7).<sup>14</sup>

Figure 7: United Nations Facebook Page Engaged Users

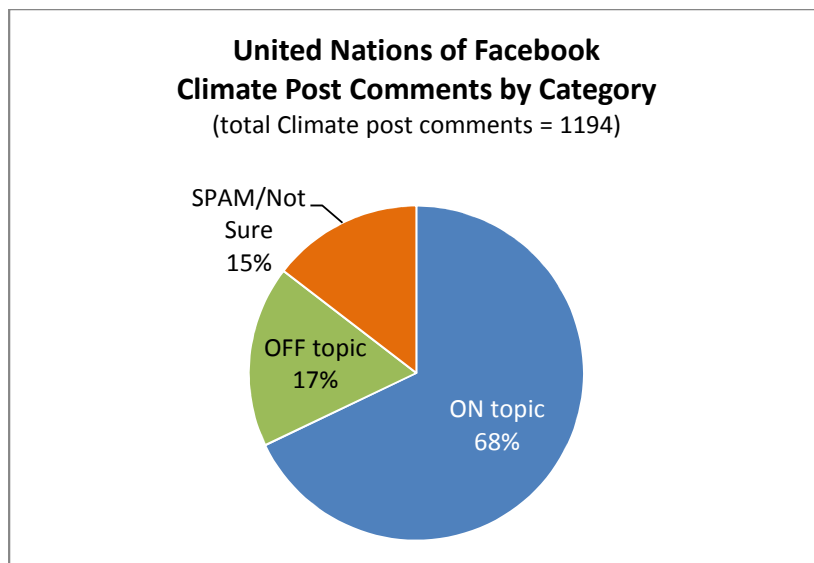
<sup>14</sup> Facebook Insights Metric - Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)



### ***Facebook Comment Analysis***

During the monitoring period, the 52 climate-related posts were manually coded in order to assess the quality of the conversation on the United Nations Facebook page. This included whether the comment was “on-topic,” “off-topic,” or spam, as well as what the tone (i.e. sentiment) was toward the topic and the United Nations. On-topic comments were coded for tonality toward the topic, as well as toward the United Nations. Off-topic comments were coded for tonality toward the United Nations. Users who posted off-topic comments were usually not concerned with the content of the post, instead using the platform to voice their views about other issues related to the United Nations or international affairs. Given the absence of reliable sentiment analysis through online software tools, commentary analysis provided insight into audience perception and support of the Climate Summit and its related topics.

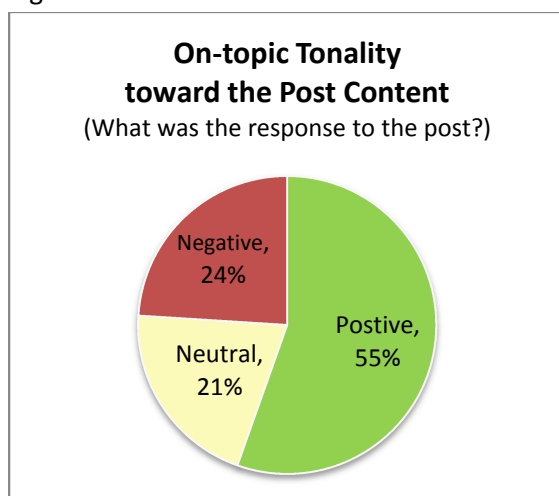
Figure 8: United Nations Climate Post Comments by Category



The climate-related posts averaged about 23 comments per post, with a total of 1194 comments during the period. Overall, the majority of comments (86 per cent) were either “on-topic” (i.e. the comment was directly relevant to the content of the post) or “off-topic but still relevant to the United Nations” (see figure 8).

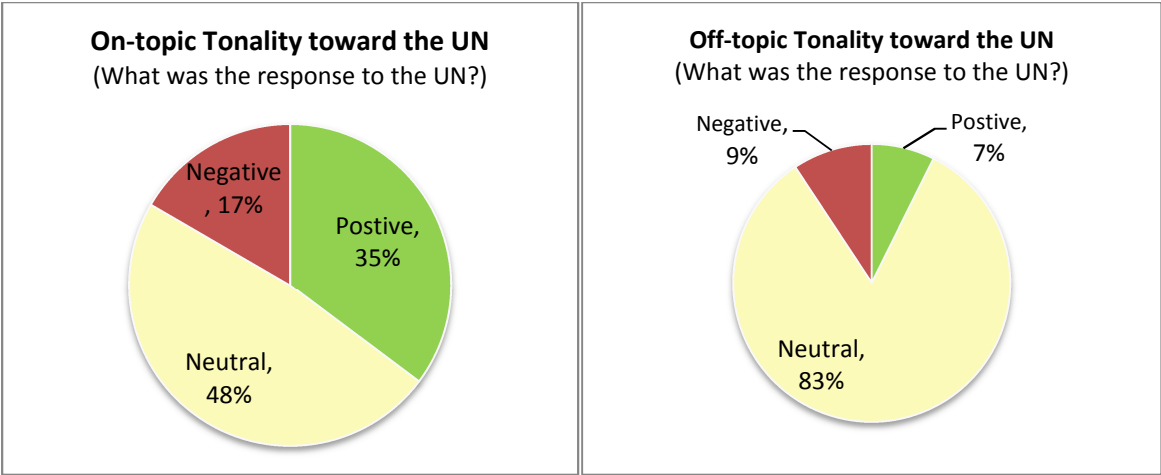
On-topic comments were largely positive or neutral with regard to the climate-related content (see figure 9). This indicates that the commentators were generally favorable or supportive of the messages on climate issues. Comments also revealed that individuals felt personally connected and responsible with regard to actions that could be taken on climate change. Negative comments mostly came from repeat commentators, indicating that a marginal group of individuals follow the Facebook account solely to express their criticisms of the Organization. These negative comments did not appear to have an adverse effect on the overall engagement with the climate posts.

Figure 9: United Nations on Facebook Climate Posts Comments Tonality by Category


















With regard to tonality toward the United Nations specifically, users who commented on-topic had stronger responses to the Organization than those who commented off-topic (see figure 10). Off-topic comments were clearly more neutral toward the Organization, which indicates that Facebook users consider the United Nations page as a platform for voicing their views on international issues in a general sense.

Figure 10: Tonality of Comments toward the United Nations



The level of support on the Climate Summit and climate issues was also evidenced in the popularity of climate-related posts in comparison to all the posts for the month (see figure 11). During the month, the top 3 posts, which were all related to the Climate Summit and posted on the Summit Day, reached an average of approximately 400,000 unique users. By comparison, individual posts on the United Nations Facebook page typically reached around 10,000 users in the months before September.<sup>15</sup>

Figure 11: United Nations Facebook Top Performing Posts for September 2014

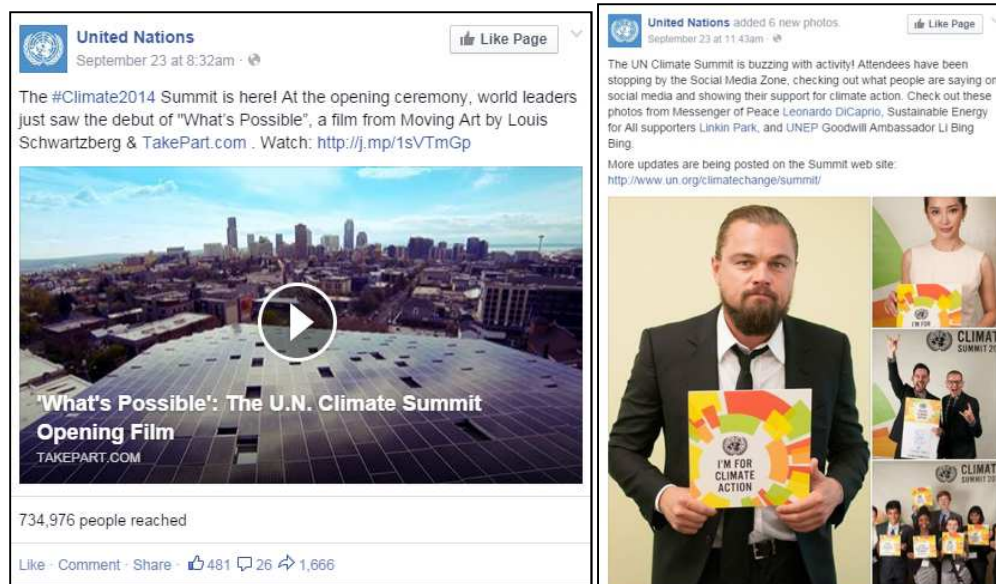
Published	Post	Type	Targeting	Reach	Engagement
09/23/2014 11:43 am	 The UN Climate Summit is buzzing with activity! Attendees have been stopping by the Social Media Zone, checking out what people are saying			148.5K 	34.6K 5.3K 
09/23/2014 8:51 am	 Thanks to new Messenger of Peace Leonardo DiCaprio for the inspiring speech at today's #Climate2014 Summit!			291.3K 	17.6K 16.9K 
09/23/2014 8:32 am	 The #Climate2014 Summit is here! At the opening ceremony, world leaders just saw the debut of "What's Possible", a film from Moving Art by			735K 	15.9K 7.6K 

The post with the highest level of reach of 735,000 unique users promoted the film *Moving Art* by Louis Schwartzberg and TakePart.com, which was debuted at the Summit’s opening ceremony (see figure 12 left). The post with the second highest level of reach of nearly 300,000 unique users featured the new Messenger of Peace Leonardo DiCaprio with the Secretary-General. This post also garnered the largest number of comments, with a total of 274 comments, the majority of which were on-topic and positive.

<sup>15</sup> This average monthly calculation was only for the summer months. The average monthly calculations may be higher for the year.

Facebook users were particularly candid in their opinions of Leonardo DiCaprio as a celebrity figure and as a spokesperson. While the majority of comments were in support of the new MoP, some individuals questioned his credibility as a climate advocate.

Figure 12: Most Popular Posts for September

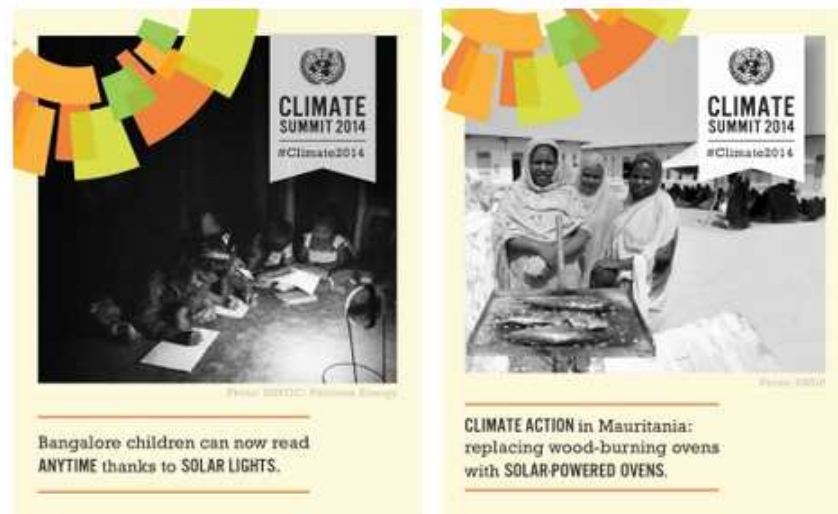


The third highest reaching post, which displayed the new United Nations MoP and other celebrities showing their support for climate action, garnered the highest level of engagement for the month with nearly 40,000 unique users who clicked, liked, commented, or shared the post (see figure 12 right). This post was successful, not only for featuring real-time images of celebrity supporters, but also for asking Facebook audiences to click through the links to “check out” the photos featured in the Social Media Zone and follow updates on the Summit’s website.

The posts featuring the 22 climate solutions of success stories around the world garnered an average of about 9,000 users in terms of reach (see figure 13). This reach is comparably lower than the average for the other climate posts, which was nearly 86,000. While presenting high-quality images and messages about climate action, the vast majority of these posts performed in the lower half of all the climate posts for reach and engagement. The post featuring the company Apple (22 September) had the best performance among these images with 17,288 users reached and 1,073 engaged.

Figure 13: Examples of 22 Climate Solution Images





The least performing posts contained content featuring graphic images without any individuals featured (see figure 14). These posts also simply report or announce information, rather than asking users to engage with the content. Based on a comparison between least and high performing content, it appears that “real-time” or snapshot style imagery, featuring individuals, in combination with an “ask” for some kind of engagement produced better results than simple, reporting-style content.

Figure 14: Least Performing Posts



## Naciones Unidas on Facebook

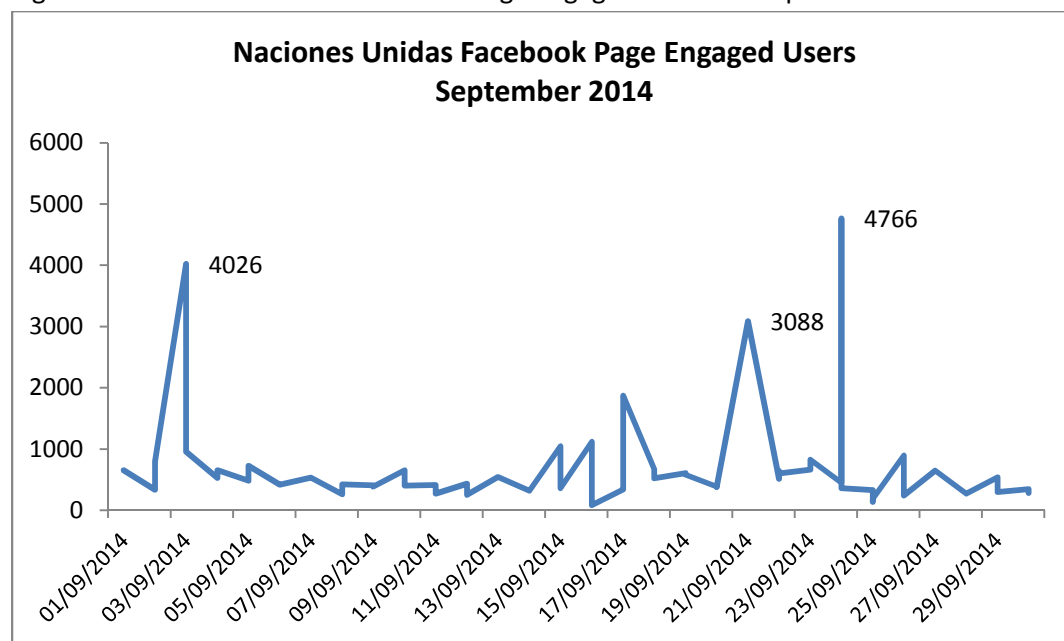
During September, 10 posts out of 56 (18 per cent) from the Spanish United Nations Facebook page were coded for their relevance to the Climate Summit. Overall, the climate-related posts contributed to approximately 15 per cent of overall reach for the month (80,000 out of 556,000). Nearly 54 per cent of this overall reach figure consisted of new audiences, i.e. the users had not previously “liked” the



Facebook page. In addition, more than 6,400 users engaged with the climate content.<sup>16</sup> Although climate content did not contribute in a considerable way to the overall reach for the month, the posts were effective in bringing in new fans or “likes” to the organizational page.

Engagement levels were much less predictable for the Spanish Facebook page than the English page during September, as illustrated in figure 15. The post with the highest engagement level (4766 engaged users) was on 24 September on the use of Spanish as a working language in the United Nations. The other two top engagement posts were on 3 September regarding Israel plans to appropriate land (4026 users) and on 21 September for the International Day of Peace (3088 users). The climate posts did not garner increased engagement activity (see figure 14)

Figure: 15: Naciones Unidas Facebook Page Engaged Users for September 2014



The 10 climate-related posts had an average of about 11 comments per post. More than half of the comments were on-topic, and nearly a third of the comments were spam (see figure 16). Although spam activity did not appear on the account in large volumes, it is important to note that an increase of spam can affect engagement, as well as making overall increases in metrics less meaningful.<sup>17</sup> Spam also poses an organizational risk as followers of United Nations accounts are exposed to scams, malware, and fraud, among other types of spam.<sup>18</sup> Due to these risks, it is becoming an industry practice to monitor and prevent spam content on social media accounts, as is recommended for all United Nations

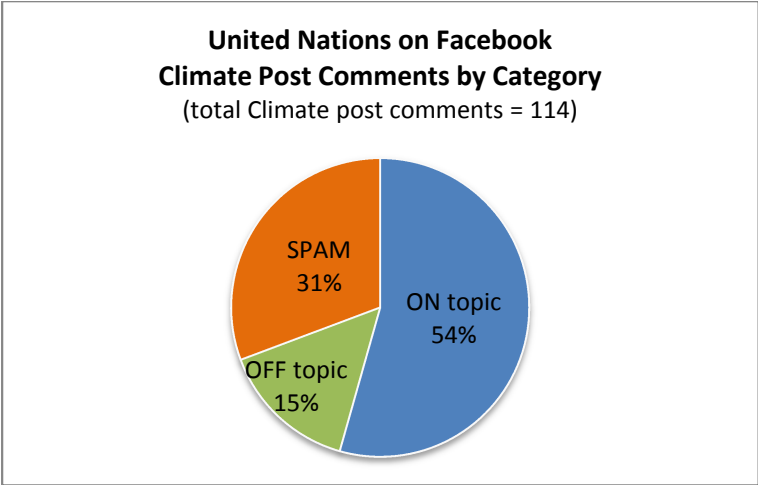
<sup>16</sup> Lifetime Engaged Users as of the end of the monitoring period: The number of people who clicked anywhere in your posts. (Unique Users)

<sup>17</sup> 2013 Nexgate State of Social Media Spam: <http://nexgate.com/wp-content/uploads/2013/09/Nexgate-2013-State-of-Social-Media-Spam-Research-Report.pdf>

<sup>18</sup> 2013 Nexgate State of Social Media Spam: <http://nexgate.com/wp-content/uploads/2013/09/Nexgate-2013-State-of-Social-Media-Spam-Research-Report.pdf>

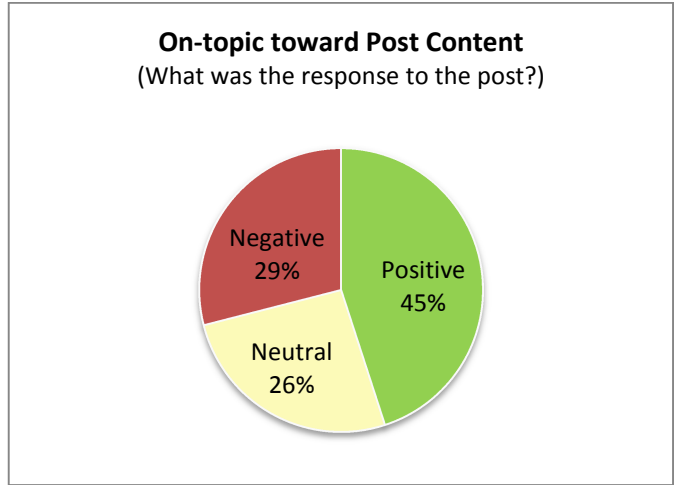
accounts. A number of English language accounts managed by SCD, including the main United Nations account on Facebook, have experienced such spam-related issues. An online monitoring tool from NexGate was utilized to address these issues on the English accounts and remove the inappropriate content.

Figure 16: Naciones Unidas on Facebook Climate Post Comments by Category



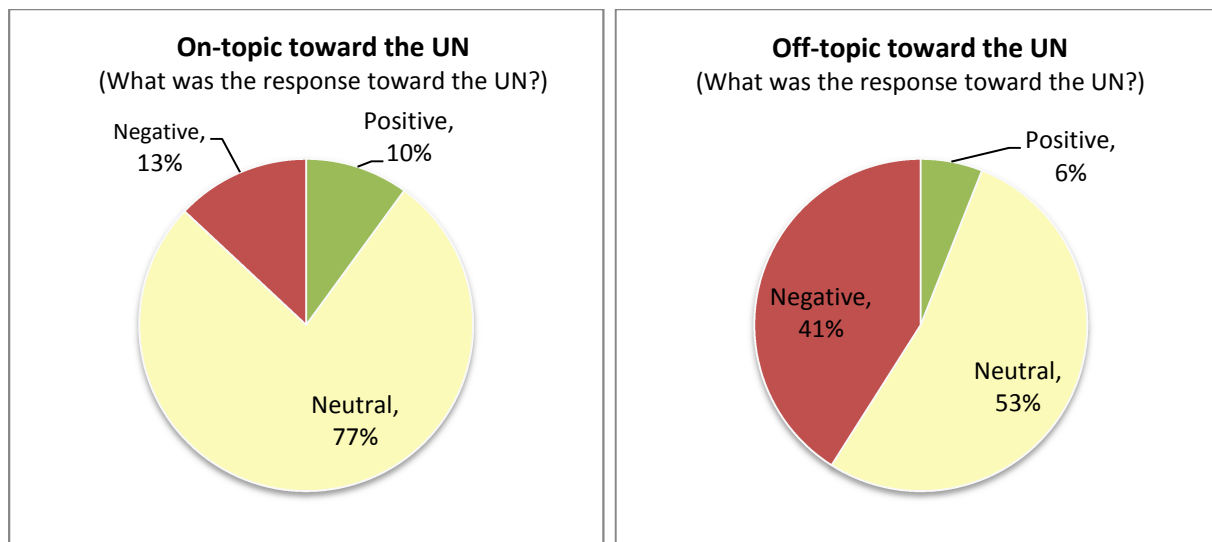
The majority of the on-topic comments were favorable or neutral toward climate as a topic (see figure 17). Among the portion of negative comments, a few users did express their skepticism of whether climate issues could be resolved at the United Nations. Based on the commentary analysis, it is unclear whether these negative comments had an adverse effect on users’ engagement levels overall.

Figure 17: Naciones Unidas on Facebook Climate Post Comments Tonality by Category



With regard to tonality toward the United Nations, on-topic comments were relatively more neutral or balanced in comparison to off-topic comments, which had a greater proportion of negative comments over positive (see figure 18).

Figure 18: Comment Tonality toward the United Nations



Similar to the English language United Nations account, the post with the highest level of reach with 20,552 unique users featured the new MoP Leonardo DiCaprio. This post also received the highest number of engaged users and the most comments among the climate-related posts. The post featured a professional photo of the actor, as well as a caption and link to the News Centre story on the appointment (see figure 19).

Figure 19: Most Popular Climate Post



The next highest level of reach with 10,052 unique users showcased a campaign graphic with a statement on the need for change and sustainable development, as well as a link to the Spanish language website page for the Climate portal website (see figure 20).

Figure 20: Second Most Popular Climate Post



The least performing post in terms of reach and engagement was one highlighting the Secretary-General's visit to Soma for the United Nations Conference on Small Island Developing States (see figure 21). While the post featured a real-time photo of the Secretary-General, the message drew in some negative comments related to Argentina. It is otherwise unclear whether the post content was the reason for its low performance, or whether other factors were at play, such as the day of week (Tuesday).

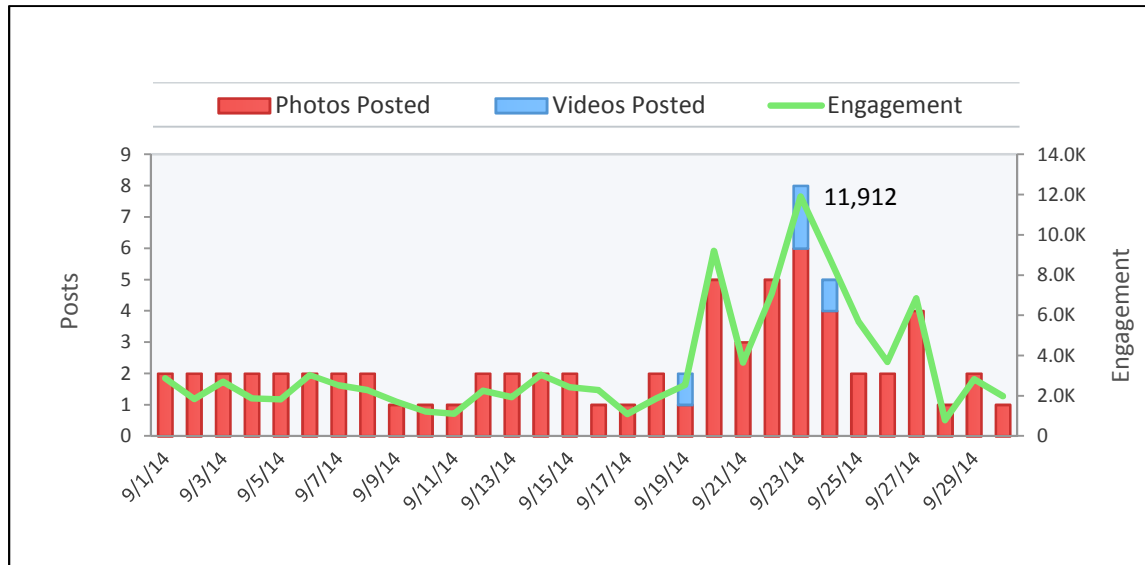
Figure 21: Climate Post with Lowest Reach



## United Nations on Instagram

With more than 97,000 followers on the @UnitedNations account on Instagram, as of September 2014, the online photo and video-sharing platform was an important part of the overall social media work for the Climate Summit. The Instagram account's engagement activity clearly gained momentum in the days leading up to the Summit, peaking on the Summit day with nearly 12,000 likes and comments (see figure 22).

Figure 22: Instagram Engagement Activity for September 2014



In September, there were a total of 71 new posts on the United Nations Instagram account, 20 of which were related to climate. Similar to Twitter and Facebook, posts with celebrity spokespeople performed well on the Instagram account.

Figure 23: Leonardo DiCaprio Launches Personal Instagram Account with Photo with Secretary-General on the Day of the Summit



As with Twitter and Facebook, the top two climate posts for the month were both on the announcement of Leonard DiCaprio's appointment as the United Nations Messenger of Peace on climate change. The post featuring the Secretary-General with the new MoP ranked among the top posts for the entire month for likes, and received the highest number of comments. Notably, Leonardo DiCaprio launched

his own official Instagram account on the day of the Summit, and used the photo with the Secretary-General as his first, receiving more than 62,000 likes on the single post (see figure 23). In addition, the posts with Leonard DiCaprio drew new audiences to the United Nations Instagram account, as numerous comments for those particular posts tagged other Instagram users, inviting other users to look at the content.

Similar to Twitter, hashtags are popular on Instagram, and help to proliferate content to new audiences. A variety of tags were used for climate-related posts, such as #climate, #climate2014, #climateaction, and #climatechange (see table 8). Other than #unitednations and #un, #climate2014 was the top tag for the month with a total engagement of 19,572 for 13 posts (1,505.5 engagements per photo). The top video tag of the month was #climateaction with 1,027 engagements per video.

Table 8: Top Tags (i.e. Hashtags) on Climate Used on United Nations Instagram Account

Tag	Media tagged	Total engagement	Engagement per photo	Type
<b>climate2014</b>	13	19,572	1,505.538	image
<b>energy4all</b>	3	4,056	132	image
<b>climate2014</b>	3	2,883	961	video
<b>climateaction</b>	2	1,962	981	image
<b>climate</b>	1	1,455	1,455	image
<b>peoplesclimate</b>	1	1,245	1,245	image
<b>climateaction</b>	1	1,027	1,027	video
<b>climatechange</b>	1	1,012	1,012	image

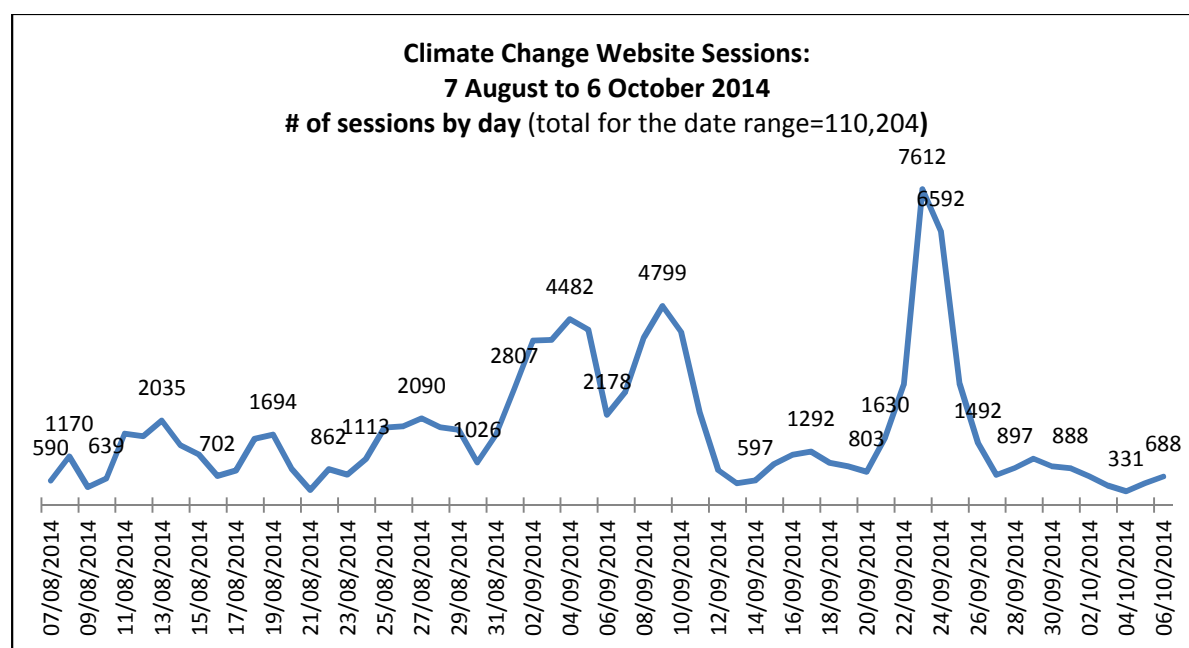
Instagram also allows users to share posts on Facebook and Twitter. The United Nations Instagram posts were not often shared across the other platforms. However, the post on “I’m for #Climate2014 Action” message displayed in Times Square was most shared on Twitter with 12 tweets. There were no Facebook shares for the entire month of September.

## United Nations and Climate Change Website

As an essential component of the overall communications strategy for the Climate Summit, the United Nations and Climate Change website provided a multilingual and recognizably branded focal point for the communications strategy online.

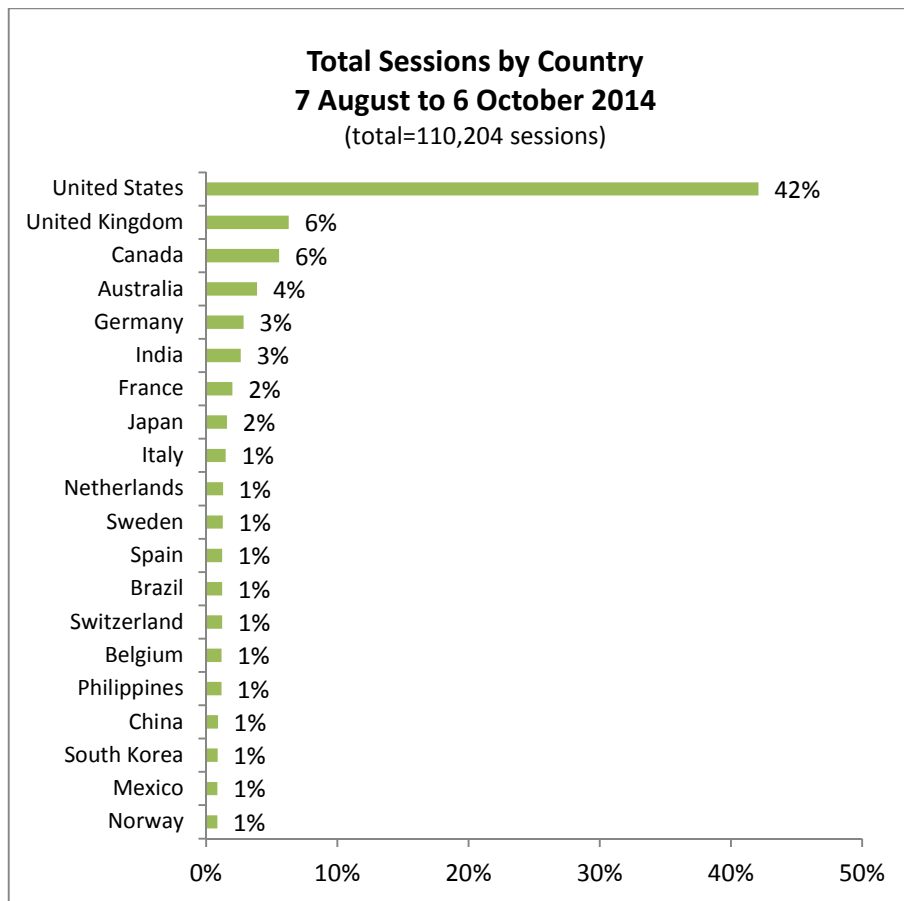
The Climate website was launched in conjunction with the social media strategy countdown, and was made available in all 6 official languages before September. The total number of sessions for September was approximately 78,000, with dips occurring naturally on weekends and peaks during mid-week. The Climate website received an initial boost in the number of sessions by visitors in the first week of September, as compared to the prior month of August (see figure 24). The website sessions were discernably low the third week of September for unknown reasons. As this week coincided with the People's Climate March, traffic to the website could have increased with promotion of the Secretary-General's participation in the march, which had yielded positive coverage in traditional and social media. In the fourth week, the number of sessions picked up again leading up to the Summit, peaking at 7,612 on the day of the Summit.

Figure 24: Climate Change Website Sessions for 7 August to 6 October 2014



More than half of all the sessions originated from English-speaking countries (see figure 25), with 42 per cent of overall sessions coming from the United States specifically. The United Kingdom and Canada each made up 6 per cent of the total sessions. Traffic from other countries was all less than 4 per cent respectively.

Figure 25: Climate Change Website Sessions for 7 August to 6 October 2014 by Country

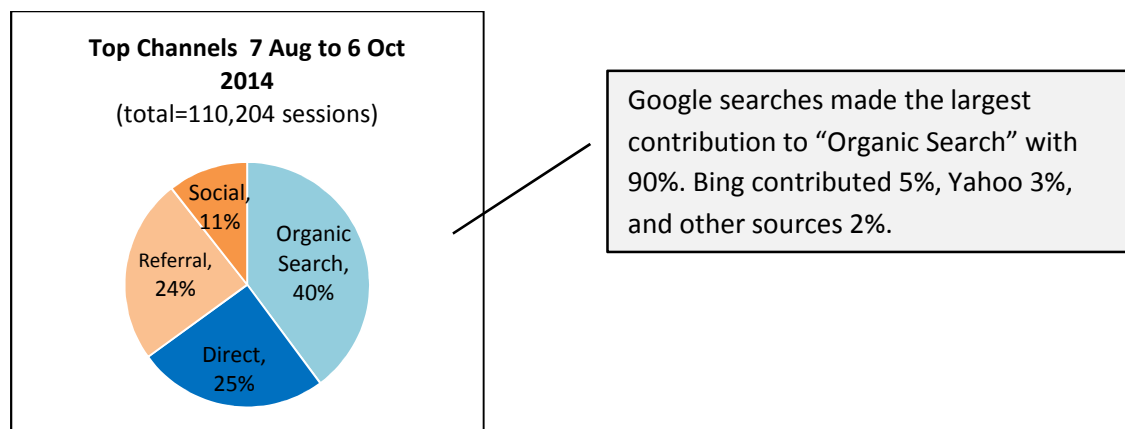


The website did not have significant traffic in languages other than English, which made up 80 per cent of all sessions for the period.<sup>19</sup> German and French each made up 3 per cent, with the remaining languages each representing 1 per cent or less.

Figure 26: Climate Change Website Channels for Traffic 7 August to 6 October 2014

<sup>19</sup> Google Analytics tracks browser settings for demographics and languages.





The majority of sessions took place through organic search (40 per cent), nearly all of which came from Google (see figure 26). The search engines Bing and Yahoo contributed roughly 8 per cent to organic searches, and the remaining 2 per cent came from search engine sites that included Chinese, Korean, and Russian language search engines (e.g. Baidu, Ask, AOL, Naver, Yandex, Avg, and Daum, among others).<sup>20</sup> The top keywords could not be determined, since Google Analytics groups all searches from privacy-enabled Google webpages into one category called “(not provided).” The (not provided) category made up about 87 per cent of organic searches. The keywords that were tracked by Google Analytics showed that “un climate summit” (1 per cent) and various iterations of “united nations” and “climate summit” were used to find the Climate website.

Direct traffic was also a top channel for sessions with a share of approximately 25 per cent (see figure 26).<sup>21</sup> The top landing pages for direct traffic included the following: /climatechange/summit/ (28 per cent of direct traffic), /climatechange/ (25 per cent of direct traffic), and /climatechange/take-action/ (15 per cent of direct traffic).

Another 24 per cent came in through referral traffic from other websites and platforms. Notably, upworthy.com contributed approximately 13 per cent of all traffic (or nearly 55 per cent of all referrals). Other top referral sites included the following: climateweeknyc.org (3 per cent of referrals), unep.org (2 per cent of referrals), and newsroom.unfccc.int (2 per cent of referrals).

Social media referrals accounted for only 11 per cent of all channels, with Facebook and Twitter contributing 94 per cent of the social referrals. Google+ and LinkedIn referred small portions, only 2 percent 1 per cent respectively. All other social referrals were less than 1 per cent. The main landing pages for the social referrals were as following: /climatechange/take-action/ (31 per cent of social),

<sup>20</sup> Baidu is a Chinese language search engine used worldwide, but mostly in Asian countries. Naver and Daum are Korean search engines used predominantly in South Korea. Yandex is used mostly in Russia, but also in Ukraine, Belarus, and Turkey. AVG is a Czech computer security software that is used worldwide.

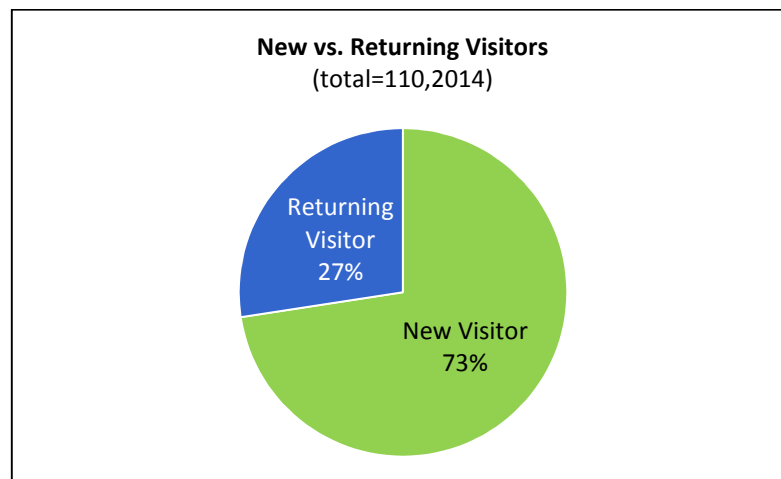
<sup>21</sup> Direct traffic on Google Analytics includes bookmarked pages, links from e-mail messages or pdfs, and auto-loading homepages, among other methods.

/climatechange/summit/ (24 per cent of social), and /climatechange/summit/2014/08/climate-summit-hear-marshall-islands-poet/ (11 per cent of social).

Considering these top channels for traffic, search engine optimization and concise URLs should continue to be an essential part of website development. In comparison to the 2012 Rio+20 Conference website, Google's contribution remained the same as the top channel for all traffic, and the bulk of organic searches. Direct traffic, however, nearly doubled for the Climate campaign. Referral traffic was also higher when compared to the 2012 Rio+20, which had 11 per cent of referral traffic. Likewise, overall social traffic was similar to the Rio+20 Conference levels, although Twitter doubled its impact as a referrer for the Climate campaign.

With regard to overall behavior, the majority of visitors visited the website once. Approximately 73 per cent of visitors were "new visitors," and 27 per cent were "returning" (see figure 27). And nearly 70 per cent of sessions spent between 0-10 seconds on the website, indicating that the website performed slowly. Future campaign website development would benefit from better establishing the goals of the website, improving load times, and maximizing possible opportunities from referrals.

Figure 27: Climate Change Website Visitors 7 August to 6 October 2014



The most popular pages on the website were the main landing pages for the Summit (27 per cent) and for climate change (11 per cent) (see table 9). The remaining top 10 pages were all in English. By comparison, the top 10 pages for the 2012 Rio+20 Conference on [www.un.org/futurewewant](http://www.un.org/futurewewant) included the Spanish, French, Russian, and Chinese main pages.

While it is unsurprising that the homepages would receive the highest levels of traffic, it also indicates that visitors were not exploring past the first page. A point for improvement would be to explore how users are able to navigate through the website from the content provided on the home page. In addition, given social media referral's emphasis on the Action page, the website strategy should

carefully consider the types of “asks” or “actions” the website and how they will help audiences to engage with the website and the communication goals.

Table 9: Climate Change Website Top Pages for 7 August to 6 October 2014

<i><b>Rank</b></i>	<i><b>Page Title</b></i>	<i><b>URL</b></i>	<i><b>Pageviews</b></i>	<i><b>% of Pageviews</b></i>
1	UN Climate Summit – UN Climate Summit 2014	/climatechange/summit/	54,824	26.74%
2	United Nations and Climate Change	/climatechange/	22,339	10.89%
3	Science and Solutions – UN and Climate Change	/climatechange/take-action/	12,226	5.96%
4	Take Action – UN and Climate Change	/climatechange/summit/programme/	11,599	5.66%
5	UN Climate Summit Programme – UN Climate Summit 2014	/climatechange/science-and-solutions/?c=upworthy	9,848	4.80%
6	Action Areas – UN Climate Summit 2014	/climatechange/climate-summit-2014/	8,736	4.26%
7	United Nations Secretary-General Ban Ki-moon's Climate Change Summit 2014 New York	/climatechange/summit/action-areas/	7,552	3.68%
8	Participate - UN Climate Summit 2014	/climatechange/summit/contact/	6,641	3.24%
9	Success Stories – UN and Climate Change	/climatechange/summit/about/	5,313	2.59%

# GLOBAL MEDIA COVERAGE

## BACKGROUND

The United Nations Department of Public Information (DPI) conducted a media monitoring and analysis (MMA) project from 1 September to 30 September 2014 in the weeks surrounding the Climate Summit. The purpose of the media monitoring and analysis was to assess the worldwide media coverage of the Climate Summit and the contribution of DPI communications activities to the coverage. The assessment sought to determine the ability of DPI to raise media coverage about the Summit and its goals based on the reach, utility and effectiveness of the DPI communications activities. The Department analysed the visibility of the United Nations and the Climate Summit within the global media. Specifically, the Department evaluated the level of favourability of press coverage on the United Nations and the Summit, as well as coverage of key UN communications messages and spokespeople.

## METHODOLOGY

The media analysis was conducted by the Evaluation and Communications Research Unit with the support of the United Nations Information Centres (UNICs). Data collection was carried out by 32 UNICs and by the Evaluation and Communications Research Unit at United Nations Headquarters, using search engines such as Meltwater and Google News, in addition to local coverage taken from source locations. Clippings were collected from major print and online media sources worldwide. UNICs monitored pre-selected lists of key media in their respective countries and regions. Staff at Headquarters monitored pre-selected lists of key English-language media in the United States, United Kingdom, Europe, China and Canada. In total, 289 media outlets (see Annex I) from across 63 countries were monitored and 1,828 clippings were collected. The monitoring period was from 1 September to 30 September 2014.

Table 1

<b>Total number of clippings</b>	<b>1,828</b>
<b>Number of countries represented</b>	<b>63</b>
<b>Per cent of stories with at least 1 key message</b>	<b>51 per cent</b>
<b>Per cent of stories with a UN spokesperson</b>	<b>51 per cent</b>
<b>Leading media outlet</b>	<i>Bloomberg/Xinhua</i>
<b>Leading wire service for reprints</b>	<i>Agence France Press (AFP)</i>
<b>Leading byline</b>	<i>Pilita Clark (Financial Times)</i>

Clippings were selected for analysis if they contained one or more of the following search terms:

1. United Nations AND climate change
2. Climate Summit/Summit on Climate Change (23 September 2014)
3. Meeting AND New York AND Climate
4. Ban Ki-moon AND Climate

Each story was reviewed for coverage of the pre-defined terms, key messages, spokespeople and tonality. The stories collected were coded for three keywords (emissions reductions, climate change agreement and climate convention), eight action areas (agriculture, energy, forests, resilience, cities, financing, pollutants and transportation) and four thematic discussions (people affected by climate change, economic cases of climate action, climate science and climate, jobs and health). For an overview of the online data entry form used for this media analysis, please see Annex II.

The data were then entered into an online database created by ECRU. Staff members from the UNICs were responsible for coding 69 per cent of total clippings, while the remainder was completed by ECRU staff. ECRU staff analysed the coded entries using statistical software and prepared the final document.

## KEY FINDINGS

### Climate Summit Coverage

- While most of the articles on the Summit covered the event as straight news, approximately one third of the coverage provided either a positive or negative slant to the Summit coverage. The coverage was 20 per cent favourable compared to 9 per cent unfavourable.
- Of the analysed media clippings, Asia and the Pacific had the largest share of regional coverage with over 29 per cent of the total as well as the most favourable coverage (36 per cent). Europe also extensively covered the Summit (27 per cent), but had the highest share of negative coverage.

### Key Messages

- Among the 1,828 analysed clippings across 63 countries, 51 per cent included at least one of the four United Nations key messages.
- Three of the key messages each appeared in nearly a quarter of total clippings, respectively.
- The least picked-up message was *“Affordable, scalable solutions are available now that will enable for cleaner, more resilient economies”*, with 11 per cent.

### United Nations Coverage

- The Summit was more clearly ‘branded’ as a UN event than previous global United Nations environmental conferences. The United Nations had a high level of visibility in overall media coverage, with mentions in 87 per cent of total analysed clippings.
- Among clippings mentioning the United Nations, 15 per cent was favourable in tonality, while 2 per cent was unfavourable.

### Spokespeople

- The Secretary-General Ban Ki-moon had a very high level of visibility compared to the other UN conferences he has attended. He was quoted and/or mentioned in almost half of the articles (46 per cent) and was the most visible UN spokesperson in the coverage.
- UN Messenger of Peace Leonardo DiCaprio was mentioned in 63 media headlines (3 per cent).
- The remaining spokespeople received relatively low volumes of media coverage.

### Core Themes

- The keyword “emissions reductions” was covered in over half of the total clippings (52 per cent). “2015 climate change agreement” was also highly visible, with 39 per cent of clippings mentioning the topic. “Climate convention” was picked up by 14 per cent of total clippings.

- Among the eight action areas coded, “energy” received the most media coverage among, mentioned in 33 per cent of clippings analysed, followed by “pollutants” (31 per cent) and “financing” (15 per cent).
- “People affected by climate change” was the most frequently covered thematic discussion, covered by 27 per cent of the clippings. “Economic cases of climate action” also received considerable media attention, with mentions in 20 per cent of the clippings analysed.

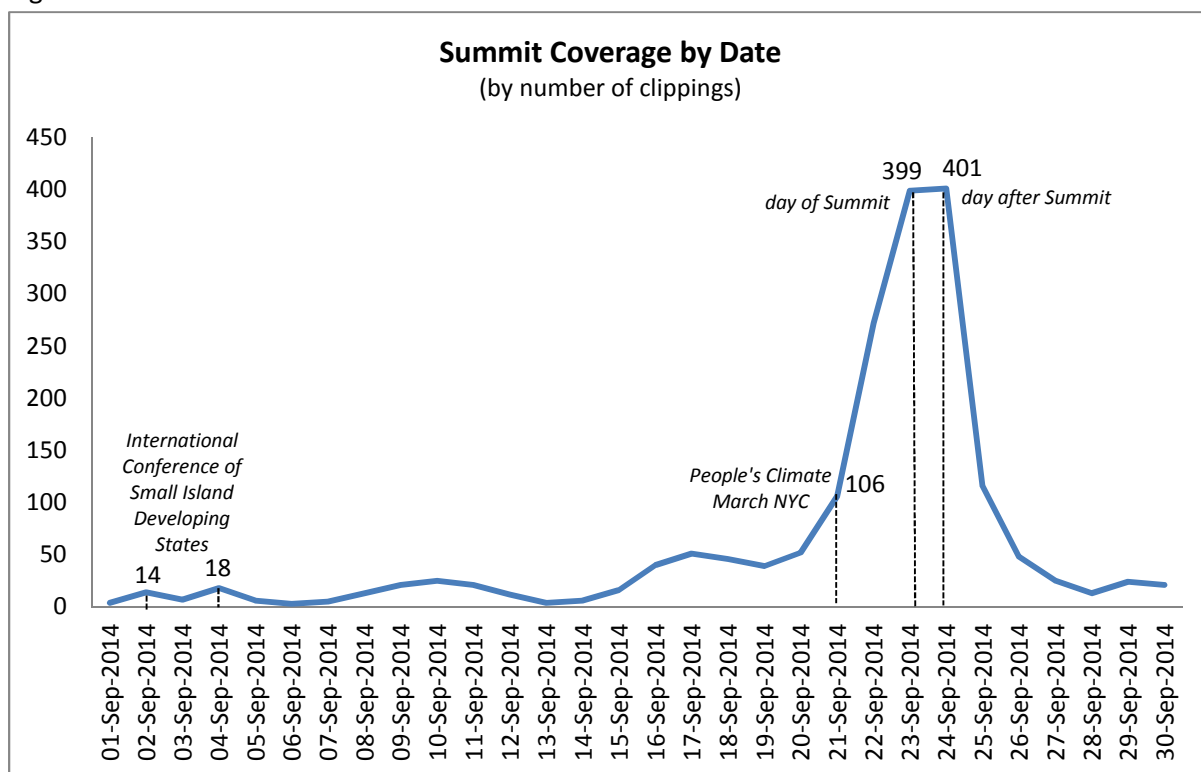
### **Coverage by Region**

- Media outlets in Africa tended to be more negative towards the Summit, pointing to the unequal distribution between developing and developed countries for causation versus the impact of climate change. The main topics of interest for African media outlets were energy, agriculture and forests, with a focus on people affected by climate change.
- Media in Asia and the Pacific presented the Climate Summit and the United Nations in a neutral or positive light. Emissions reductions, pollutants and energy were the most frequently covered topics.
- Articles by European media outlets focused on emissions reductions and the 2015 climate change agreement. The European Union’s leadership was emphasized.
- Media coverage by Latin America were the mostly like to address the issue of forests, as the most covered action area. The COP20 in Lima and Brazil’s rejection to the deforestation declaration were widely reported.
- Emissions reductions and energy were topics of primary interest to media outlets in the Middle East and Gulf States.
- The overall tonality of the North American media was more positive than negative. Media in the United States extensively covered climate actions by the US government, as well as individuals, organizations, corporations. The People’s Climate March in New York also figured prominently in the coverage.

## RESULTS

### CLIMATE SUMMIT COVERAGE

Figure 1



Coverage of the Climate Summit reached the highest volume on 24 September 2014 (see Figure 1), the day after the Summit, with 401 clippings collected. 399 clippings were collected on the day of the Summit, 23 September 2014.



Figure 2

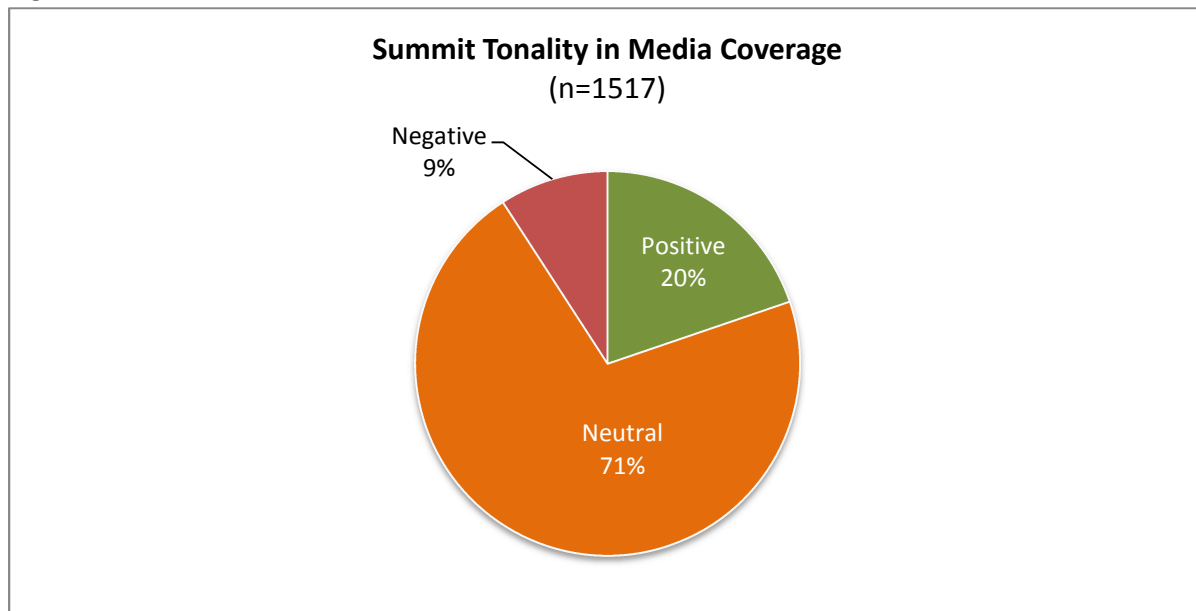
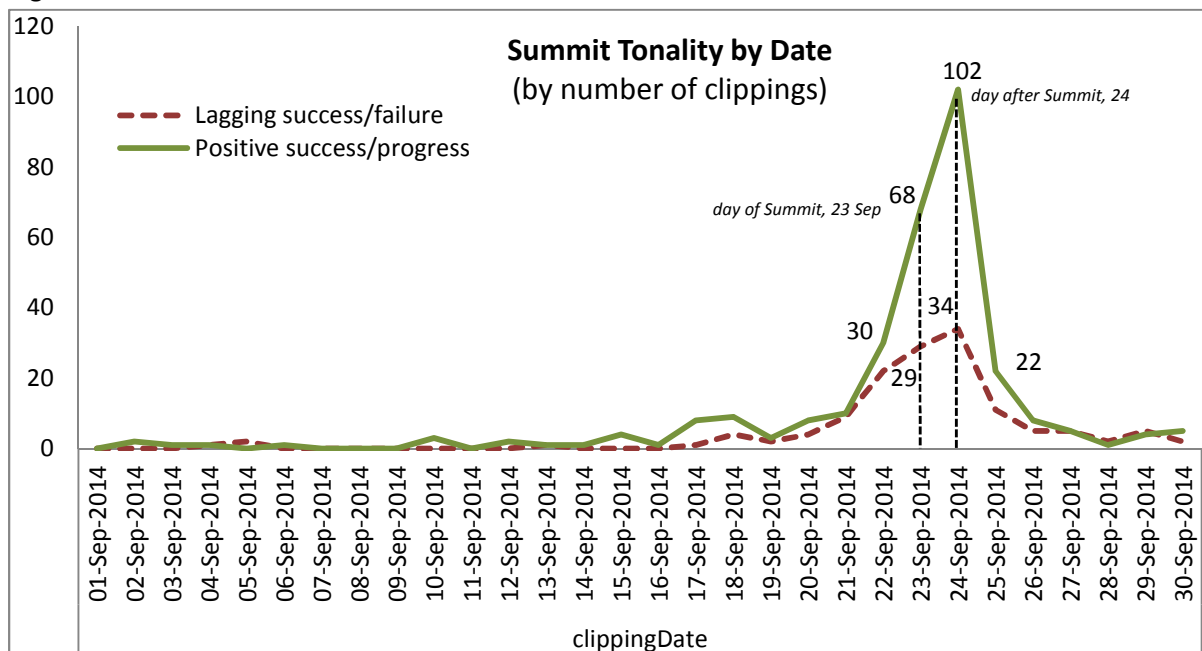


Figure 3



The overall media tonality of the Climate Summit was neutral, with 71 per cent of the clippings coded as “neutral/balanced” (see Figure 2). Many of these articles covered the Climate Summit as straight news, providing background information and factual coverage of the Summit, its outcomes as well as a breadth of environmental, economic and social issues that were addressed at the Summit.

Media coverage of the Climate Summit throughout the duration of time monitored, tended to be more favourable (20 per cent) than unfavourable (9 per cent) in tonality. Both favourable and unfavourable coverage started to increase on 21 September and peaked on 24 September, the day after the Summit (see Figure 3). However, there was a significant increase in favourable coverage around the date of the Climate Summit compared to the increase in unfavourable reports.

## ***Favourable Summit Coverage***

Favourable coverage before the Climate Summit anticipated the Summit as “a chance to push for long-term climate neutrality” (*The Guardian*, United Kingdom), “key to reinvigorate global pact” (*The Daily Times*, Pakistan) and “unprecedented mobilization against climate change” (*El Caribe*, Dominican Republic). Many articles pointed to the urgency of global climate action. For example, “Time is running out to combat climate action” (*La Jornada*, Mexico), and “World leaders must take climate action now” (*Philippine Daily Inquirer*, Philippines). The fight against climate change was also seen as “driving economic growth and profit” (*Business Mirror*, Philippines) and “making economic sense” (*Bloomberg*, United States). Positive coverage was also boosted by the appointment of actor Leonardo DiCaprio as the UN Messenger of Peace: “DiCaprio will make a speech at the U.N. Climate Summit as Messenger of Peace” (*De Morgen*, Belgium).

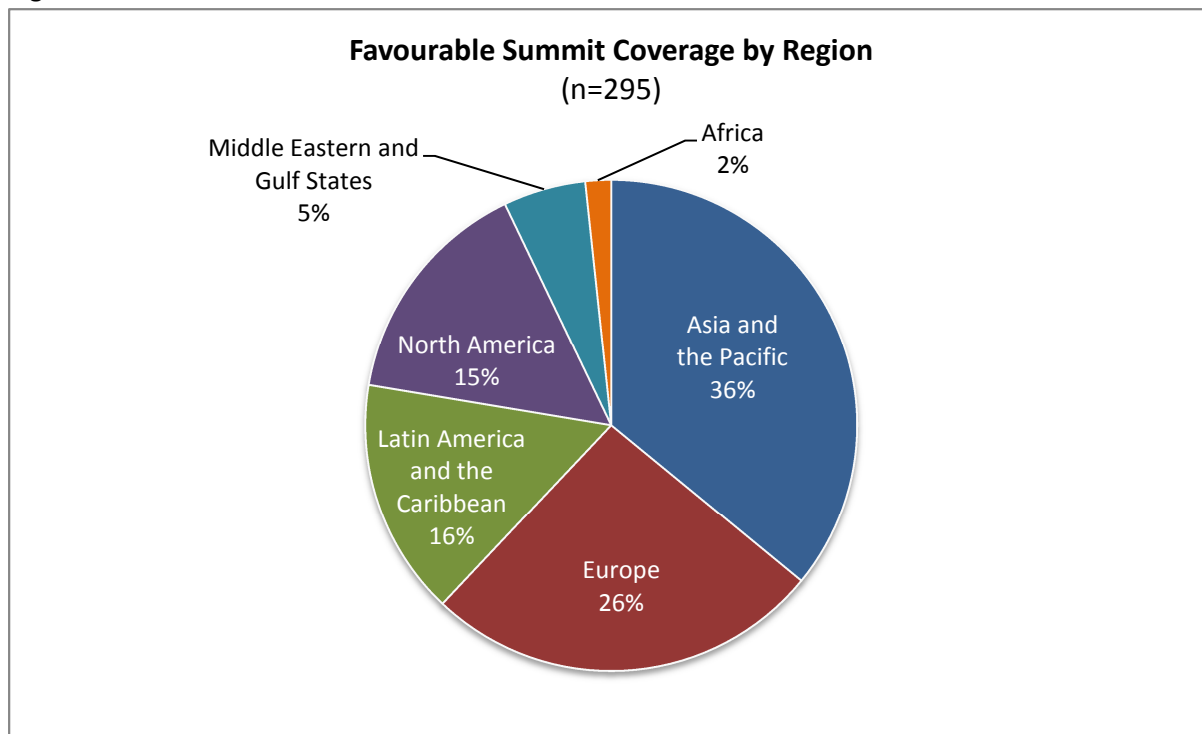
The People’s Climate March attracted worldwide media attention and contributed positively to the coverage of the Climate Summit. The New York City March on 21 September 2014, prior to the Summit, was reported by international media outlets as “the biggest march for the climate in history” (*To Vima*, Greece), “more than 300,000 people stood up for anti-climate change action” (*Echo Moskvy*, Russian Federation), and “enthusiasm fills NY as people march the city calling for the prevention of global warming” (*Tokyo Shimbun*, Japan). The participation of UN Secretary-General Ban Ki-moon in the march was picked up by several media outlets such as *Folha de S. Paulo* (Brazil) and *United Press International* (United States).

Favourable coverage of the Climate Summit peaked on 24 September 2014, the day after the Summit. Many media headlines described the Summit as having set a new course on climate change. The Summit was portrayed as “a warm-up for Paris meeting” (*China Daily*, China) that could “make pressure” for leaders to come to an agreement in 2015 (*Agencia Brasil*, Brazil). *El Mundo* (Spain) expressed optimism that “in Paris we will achieve for the first time a grand agreement on climate change”.

Achievements of the Summit in its key action areas, such as energy, deforestation and financing, were extensively acknowledged by the media: “Climate Summit kicks off with promises of \$200 billion for clean energy” (*Nation*, Pakistan), “Climate Summit: speed up talks on new framework for carbon emissions” (*Mainichi Shinbun*, Japan), and “More than 30 countries pledge to end forest loss by 2030” (*Fox News*, United States). Generally speaking, favourable coverage of the Summit lauded the United Nations’ effort in bringing together governments to discuss climate topics and saw the Summit as having successfully accelerated the momentum to a new approach to climate change.

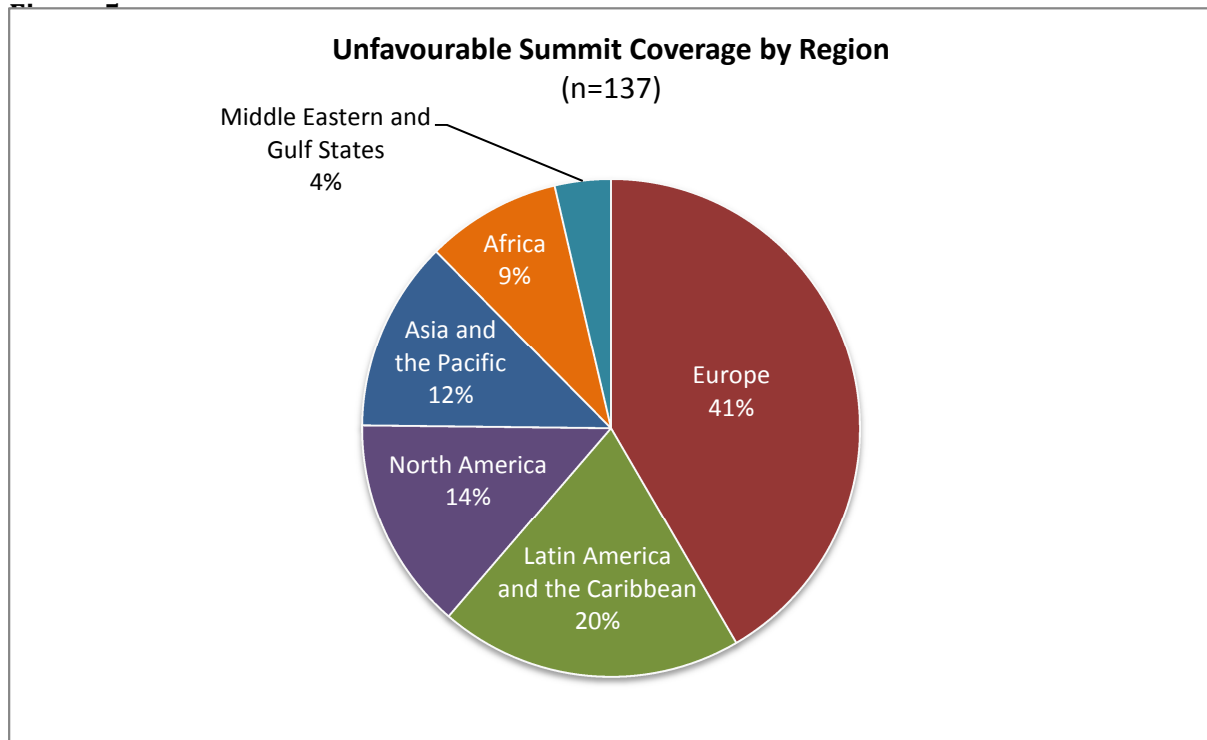
The positive coverage of the Summit also included some caveats. The success of the Climate Summit was “unexpected” according to *De Morgen* (Belgium). A number of media articles, which covered the Summit favourably, noted the uncertainty of future actions, such as “Climate change talk is over, it’s time to act” (*The Australian*, Australia). While complimenting the new initiatives endorsed at the Summit, some media outlets highlighted Brazil’s unwillingness to sign the *New York Declaration on Forests*, and the viability of the Green Fund: ‘historic day for climate’ but without filling up the Green Fund of the United Nations” (*Ta Nea*, Greece).

Figure 4



Regionally, media in Asia and the Pacific were more likely to cover the Climate Summit positively, with 36 per cent of all favourable coverage, followed by Europe with 26 per cent (see Figure 4).

### Unfavourable Summit Coverage



As with the favourable coverage, unfavourable coverage also peaked the day after the Summit, as media outlets began to shift attention to the Member States' actions following the promises made at the Summit. The failure of the Copenhagen Summit was mentioned by several media, expressing their pessimism that the Climate Summit would be another "talkathon" (*International Press Service*, United States), with "Several proposals, no change" (*El Nuevo Siglo*, Colombia) and "Promises without commitments" (*La Nación*, Argentina).

Early in the coverage, the absence of key players at the Climate Summit, China and India in particular, reduced the media's confidence in the Summit's success. The two most populous countries, the first and third ranked global polluters were reported as being unwilling to participate in climate discussions: "India, China ignore UN Climate Change Summit" (*Hindustan Times*, India), and "Climate Summit risks failing without the presence of Indian and Chinese leaders" (*Jyllands Posten*, Denmark). Brazil's rejection of the global forest plan was also picked up as "undermining the anti-deforestation agreement at the Climate Summit" (*United Press International*, United States).

The long-standing conflict between the interests of developed countries and developing countries led to criticism of the fairness of the shared responsibility, especially by media outlets in developing countries: "UN Climate Summit disappoints African campaigners" (*AllAfrica.com*, South Africa), "the developed world's concern too" (*The Pioneer*, India), and "Pollution from the North, while the South is suffering" (*L'Observateur Paalga*, Burkina Faso).

A small number of clippings compared climate change to other pressing issues on the international agenda, such as Ebola, counter-terrorism, hunger and poverty, and argued that climate change should

not be the top priority for world leaders. For example, “World has bigger problems than climate change” (*De Morgen*, Belgium), “Climate action is not a top priority – eradication of poverty is” (*Berlingske Tidende*, Denmark), and “Climate change is no one’s priority” (*De Volskrant*, Netherlands).

### Summit Tonicity in Op-Ed/Commentary Pieces

In line with the overall tonality of the media coverage, most op-ed and commentary pieces portrayed the Climate Summit in a balanced manner (see Figure 6). The overall tonality was more favourable than unfavourable before the Summit. However, in the aftermath of Summit, negative articles outnumbered the positive ones (see Figure 7). The main argument was that the Climate Summit did not make any real progress or lead to concrete global actions. Unfavourable commentary articles tended to use strong language in their critical assessment of the Summit, as reflected in headlines such as: “It’s climate change, stupid” (*China Daily*, China), “Dreary climate summit was surely their saddest fiasco yet” (*The Daily Telegraph*, United Kingdom) and “Ban Ki-moon’s summit...an indication of failure” (*As-Safir*, Lebanon).

Figure 6

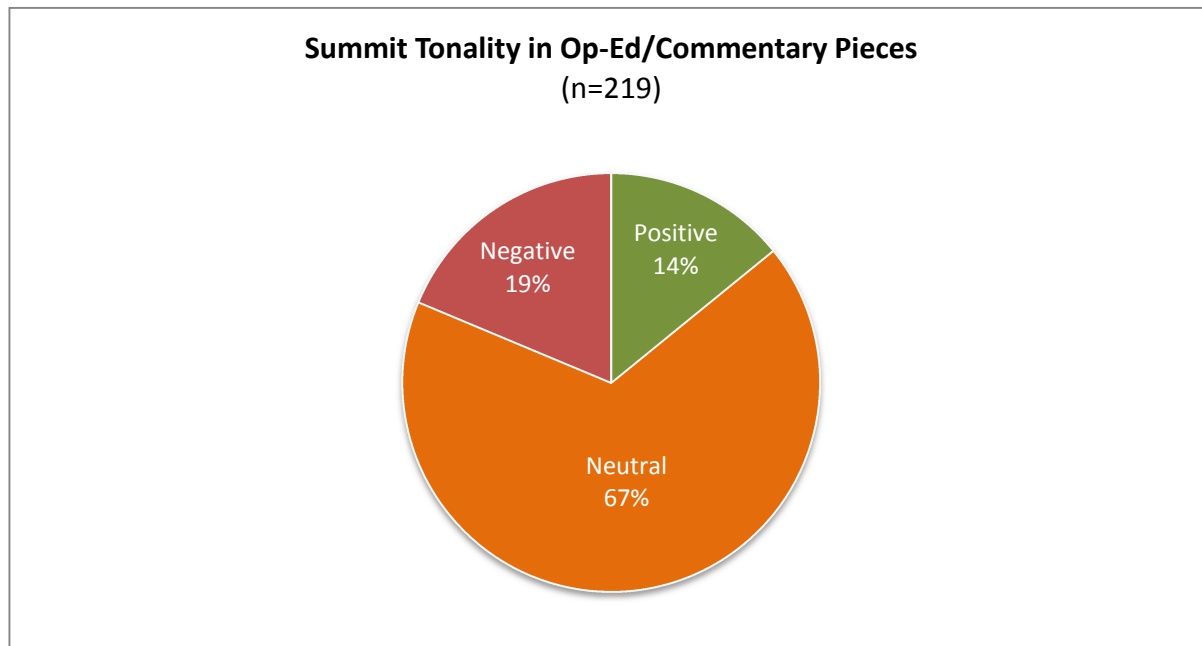
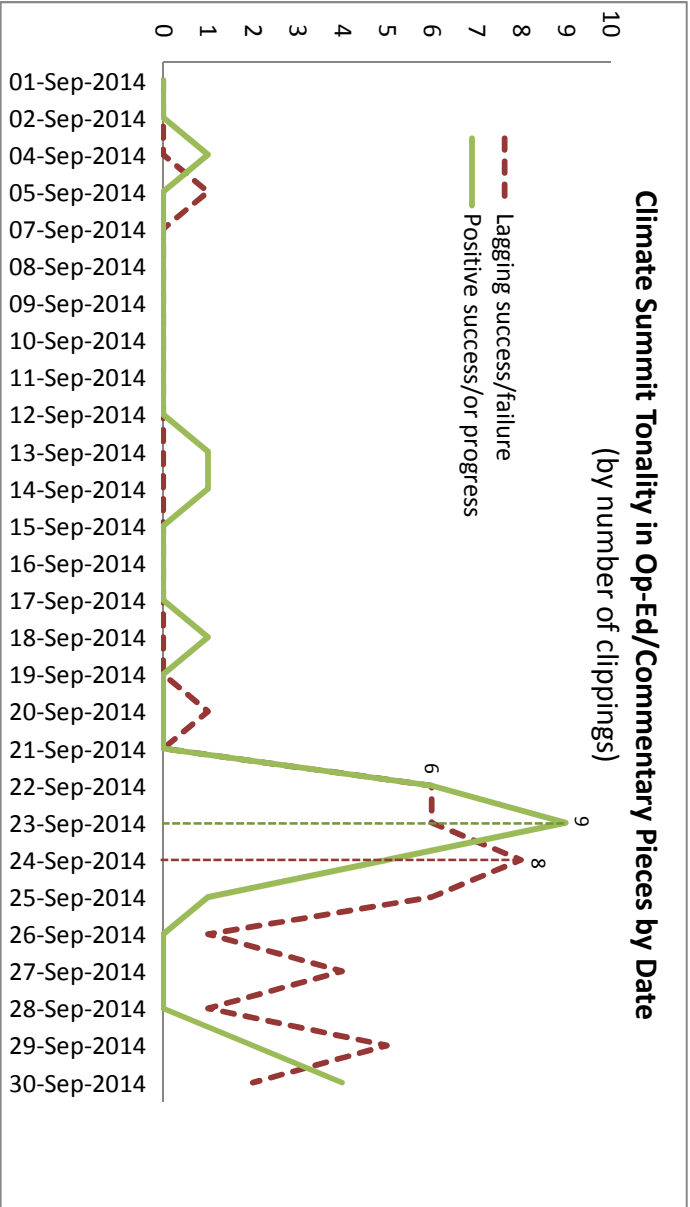


Figure 7



**COVERAGE BY REGION**

Figure 8

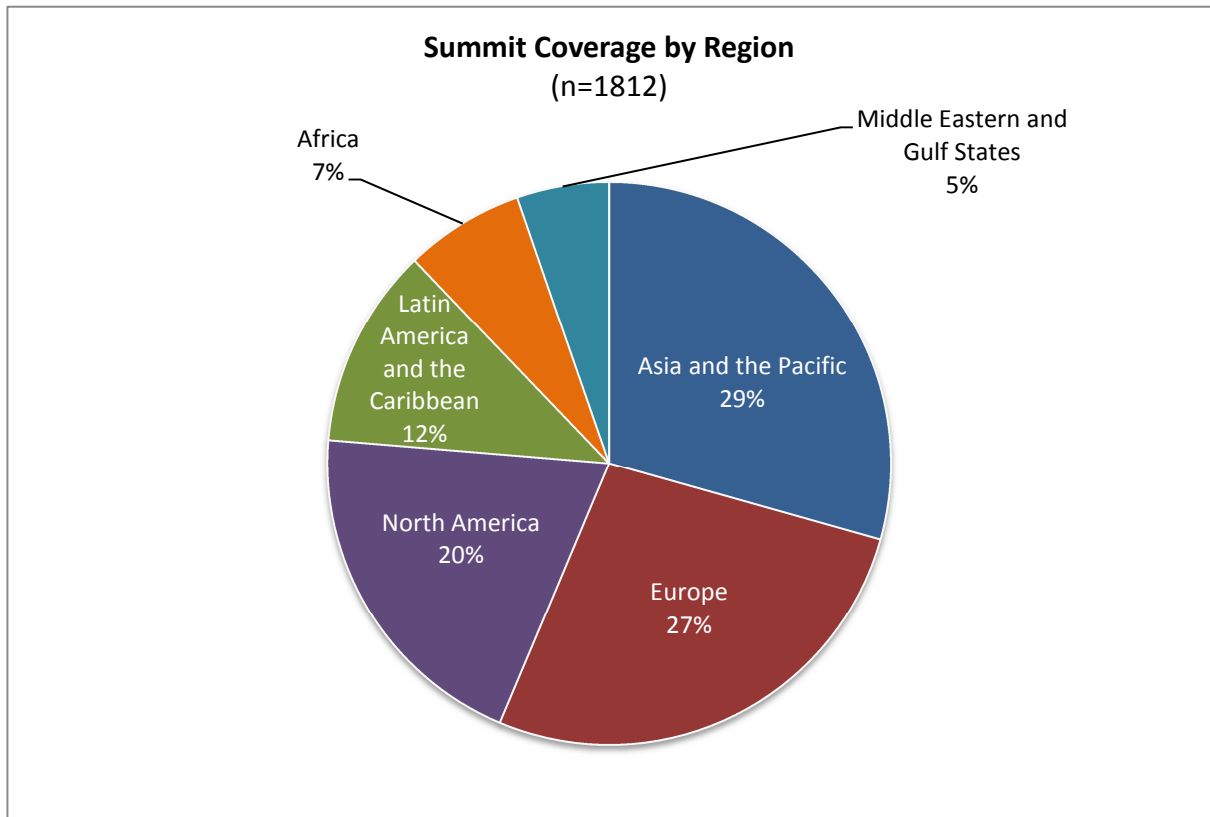
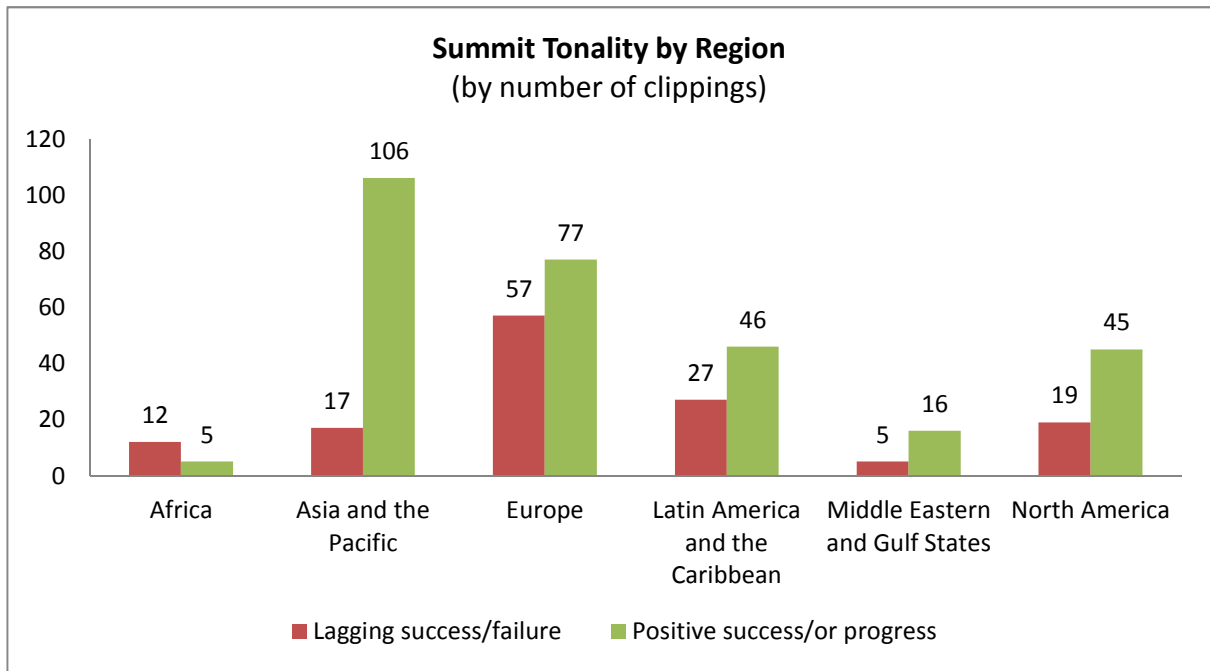


Figure 9



*Africa*

Media outlets in Africa tended to be more negative in their coverage of the Climate Summit. The pessimism was largely due to the disproportionate impact of climate change on countries in the region. “We are the most affected, we ask you to be fair” wrote *Al-Watan* (Egypt). The African media demanded that the Summit address the needs of African countries: “Listen more closely to Africa’s voice on climate change” (*AllAfrica.com*, South Africa) and “Climate threats: give a voice to the most affected communities” (*Sidwaya*, Burkina Faso).

Correspondingly, African media stressed the human toll of climate change, with 37 per cent of the clippings mentioning the impact of climate change on people. These articles stressed the region’s vulnerability to desertification, political instability and energy crises. Energy, agriculture and forests were the main topics highlighted in African media outlets. Clippings on agriculture primarily focused on the push for climate-smart agriculture at the Summit: “Africa: Alliance for climate-smart agriculture will boost food security” (*AllAfrica.com*, South Africa) and “Global Efforts towards ‘smart agriculture’” (*Pretoria News*, South Africa).

Given the vulnerability to climate change, the aim to come to a climate change agreement in 2015 was mentioned in over half of the articles published in the region. There was also a high pick-up of UN messages on climate change, with three of the key messages carried in over 40 percent of the total clippings.

### ***Asia and the Pacific***

532 articles, or nearly 30 per cent of the total clippings, were published by media in Asia and the Pacific (see Figure 8). Emissions reductions and energy were the most frequently covered topics and the majority of these clippings (85 per cent) featured the United Nations in neutral or positive light.

Chinese media, specifically *People’s Daily*, *China Daily* and *Xinhua*, published 130 articles on climate change during the month of September 2014. There was no negative coverage of the United Nations and only 3 articles were negative toward the Summit, criticising the Member States’ lack of political will and attention for climate issues. Chinese media highlighted China’s willingness to support the climate deal and strengthen the cooperation on climate actions with other countries: “China pins high hopes on reaching global climate deal in 2015” (*Xinhua*, China), “China to double financial support for South-South climate cooperation” (*Xinhua*, China) and “China, U.S. vow to enhance cooperation in global response to climate change” (*People’s Daily*, China). Responding to criticisms of China as the world’s largest carbon emitter, one article by *People’s Daily* (China) called for “fair judgement” of China’s status and reported that the country has pledged to nearly halve its carbon emission.

Media outlets in India also showed support for the Climate Summit: “the world will change course on climate at UN Summit” (*Business Standard*, India) and “India, China serious about climate change” (*Economic Times*, India). However, the focus was more on the responsibilities of developed countries, and the “sharp divide between developed and developing world” (*Economic Times*, India). The Indian media believed that the developing countries “needed more time to tackle climate change” (*Economic Times*, India) and more support from the developed world.

According to *The Jakarta Globe* (Indonesia), Indonesia “stayed committed to reducing its greenhouse gas emissions by 26 per cent by 2040” and “has taken strategic measures to achieve its targets”. The



Indonesian media also stressed the economic benefits of fighting climate change – “the world can save both financial and environmental costs by shifting towards a low-carbon economy over the next 15 years” (*The Jakarta Globe*, Indonesia). However, the Climate Summit was also seen as having flaws: “[The Summit] remained well short of goals” (*The Jakarta Globe*, Indonesia) and “climate change is forever being brushed aside as a far off concern for a distant future” (*The Jakarta Post*, Indonesia). *The Jakarta Post* was concerned that the climate talks were increasingly co-opted by a corporate agenda based on voluntary pledges and market-based solutions, which would ultimately do more harm to the environment.

Australian media explicitly criticized Prime Minister Tony Abbott’s absence at the Climate Summit, seeing it as risking the country to become “a climate outlier” (*Canberra Times*, Australia), “embarrassing” (*The Conversation*, Australia) and “dangerous for Australia’s economic and environmental future and its reputation in the international community” (*The Age*, Australia). Australia’s stance on climate issues was reported by its media in an objective manner, without much defence: “In the climate battle, Australia won’t be America’s enthusiastic ally” (*The Conversation*, Australia) and “Julie Bishop rejects UN request to strengthen Australian climate targets” (*The Sydney Morning Herald*, Australia), and “Australia should think carefully about what is in its best long term interest” (*ABC Radio*, Australia). Instead of relying on the government, an article by *SBS* (Australia) claimed that a “people’s climate movement” would have a better chance to deliver the results needed.

## ***Europe***

The European media provided balanced coverage of the Climate Summit. Among the 489 articles collected, 40 per cent mentioned the 2015 climate change agreement. Many acknowledged the significance of the Summit: “New York Summit may have accelerated the negotiations on climate” (*Diario de Noticias*, Portugal), and “The Climate Summit is a great opportunity to reduce greenhouse gas emissions” (*Revista Visao*, Portugal). Also, the European Union was portrayed as “the green pioneer” (*Delo*, Slovenia) with unquestionable leadership in the fight against climate change (*El País*, Spain). On the other hand, there was negative coverage indicating that the Paris climate talks would turn into a disappointment: “Possibility of a binding climate agreement in Paris in 2015 in slim” (*Information*, Denmark), and “Ban Ki-moon has succeeded in raising awareness about climate change, but has not succeeded in getting the largest nations to commit to action on climate” (*Dagsavisen*, Norway). Media outlets including *Jyllands Posten* (Denmark) and *Politiken* (Denmark) urged the European Union to step up and take responsibility ahead of the Climate Summit next year in Paris.

As in the past, Russian media’s interest in climate issues remained low. There was no negative coverage in the 25 articles collected from the Russian media, but the articles only covered the Climate Summit as straight news without reference to their government’s actions or a new agreement. According to one article by *Echo Moskvy* (Russian Federation), compared to burning issues like Ukraine and corruption, fighting global climate change aroused almost no interest among the Russian public. However, the article stressed that climate issues were equally important and called for more support for the Summit.

## ***Latin America***

Media coverage in Latin America focused on the climate convention (36 per cent) and the climate change agreement (51 per cent). The Peruvian media, in particular, expressed their hope for the COP20 to be held in Lima, as can be seen in the headlines: “COP20 will guarantee investment and sustainable economic development”, and “Ban Ki-moon trusts on success of COP20 in Lima” (*El Peruano*, Peru). “Forests” was the most commonly covered action area, mentioned in 22 per cent of all clippings by Latin American media. This was largely due to Brazil’s refusal to sign the Deforestation Declaration. Some media outlets noted that despite Brazil unwillingness to endorse the forest plan, President Dilma Rousseff was supportive of climate actions: “Sustainable growth is the only option for Brazil” (*O Estado de S. Paulo*, Brazil), and “Dilma promises at the UN to present until the end of the year an adaptation plan for climate change” (*O Estado de S. Paulo*, Brazil). The Brazilian media explained that “country was not called to discuss the proposals against deforestation”, although it “should appear as natural leader of the discussion on the subject” (*Folha de S. Paulo*, Brazil). As reported by *Valor Econômico* (Brazil) President Dilma Rousseff referred to the national laws of Brazil to justify the decision to not sign the declaration: “Brazilian law allows us to do forest management. Many people live on forest management, which is legal deforestation without damage to the environment”. However, an article titled “Confused Climate” published in *O Estado de S. Paulo* (Brazil) quoted UNDP’s policy adviser as saying “there were efforts to reach the Brazilian government, but there was no response”.

## ***Middle Eastern and Gulf States***

Media based in Middle East and Gulf States primarily focused on the national commitments announced by their leaders at the Summit, as can be seen in the headlines: “Iran’s proposal for improving world environmental situation” (*Ettela’at*, Iran) and “UAE reinforces support for renewable energy” (*Gulf News*, United Arab Emirates). They also picked up positive outcomes of the Summit, such as “Agreement at the Climate Summit to increase use of renewable energy sources” (*Al-Hayat*, Middle East), and “Climate Summit: pledges of \$2.3B...commitments to save forests and use of clean energy” (*Al-Mustaqbal*, Lebanon). However, the “uphill struggle” (*The National*, United Arab Emirates) faced by world leaders in achieving the climate deal was noted, with calls for more concrete actions: “UN climate change summit is not a ritual” (*Gulf News*, United Arab Emirates), “Will Summit produce climate action?” (*The Daily Star*, Lebanon), and “Actions, not words, will tackle climate change” (*Gulf News*, United Arab Emirates).

Emissions reductions and energy were the topics of major interest to Middle Eastern media outlets. 57 per cent of the 96 articles published by this region carried the key message “*Now is the time for leaders everywhere to join the race for transformative action that can drive economic competitiveness and sustainable prosperity for all*”.

## ***North America***

Climate change was described by media outlets in the United States as a “health priority” (*Time Magazine*, United States), “an urgent moral imperative” (*Time Magazine*, United States), “a cause that should unite us all” (*The Huffington Post*, United States) and an “everybody issue” (*CNN International*, United States). Over half of the media clippings collected from the US sources covered topics of emissions reductions, pollutants, and nearly 40 per cent mentioned the action area “energy”.

Overall the media tonality of the United States toward the Summit was more positive than negative. The positive coverage highlighted actions taken by the United States: “U.S. gives \$15 million to help cut Methane Emissions” (*Time Magazine*, United States) and “White House unveils new solar, energy efficiency steps” (*USA Today*, United States). Meanwhile, negative coverage pointed out the Summit’s lack of concrete results: “little action expected at UN Climate Summit” (*Bloomberg*, United States), “Much theatre, little policy” (*Washington Times*, United States), and “Much unsettled in climate change debate” (*Detroit News*, United States).

President Obama’s leadership in pushing forward climate actions was widely praised by the American media: “Obama sends ‘powerful signal’ on climate treaty talks” (*Bloomberg*, United States), “Obama sounds climate alarm at UN, pledges carbon cuts” (*Christian Science Monitor*, United States), and “Obama calls for more aggressive fight against climate change” (*Los Angeles Times*, United States). However, a few media including *Fox News* (United States) and *The Washington Times* (United States) criticized the President for mistakenly prioritizing climate change as the biggest threat for the United States.

In addition to President Obama, a number of American celebrities, leaders and organizations also actively supported climate causes and received sizable media attention, such as Erry Brown, Tim Cook, the U.S. Environmental Protection Agency (EPA), Cargill Inc. and the Rockefeller Brothers Fund. Mayor Bill de Blasio were frequently featured in headlines of New York-based media outlets: “De Blasio orders a greener city” (*New York Times*, United States), “Mayer de Blasio address United Nations, calls climate change an ‘existential threat’” (*New York Daily News*, United States), and “De Blasio plans \$1B to ‘greening’ city’s building over 10 years” (*New York Post*, United States).

Nearly 30 per cent of the clippings by the US media covered the People’s Climate March that took place in New York City prior to the Summit. The coverage was mostly positive, lauding the March’s significance in raising awareness among the public and “taking a call for climate change to the streets” (*The New York Times*, United States). An article in *The Huffington Post* (United States) commented on the march as “also expanding local capacity, building lasting connections and empowering the next generation of change-makers to engage, learn new skills, and lead the way to a more just and liveable world.”

Compared to media outlets in the United States, Canadian media showed far less interest in covering the Climate Summit. Canadian media outlets reported that Canada joined more than 100 other countries to pledge actions in sectors such as energy and transportation sectors, “amid widespread cynicism about their strength and sincerity” (*National Post*, Canada). One interview in *National Post*

(Canada) commented on the Summit as: "Instead of a science-based treaty, with carbon targets divided equitably among nations, what you had was governments and corporations randomly making voluntary pledges and hoping it added up to something." The absence of Canadian Prime Minister Stephen Harper at the Summit was also widely reported.

## KEY MESSAGES

The explicit or implicit presence of four United Nations key messages was tracked in the clippings analysed. 933 of the total media clippings (51 per cent) included at least one of the key messages.

Table 2

### Key Message Pick-up

(percentages based on total number of clippings, n=1828)

Message	Coverage
1. Now is the time for leaders everywhere to join the race for transformative action that can drive economic competitiveness and sustainable prosperity for all.	24 per cent
2. The Climate Summit provides an opportunity for leaders to champion a more ambitious vision and take action that will lead to a global climate agreement in 2015.	24 per cent
3. Climate change is already disrupting national economies and affecting lives, with growing costs.	23 per cent
4. Affordable, scalable solutions are available now that will enable for cleaner, more resilient economies.	11 per cent

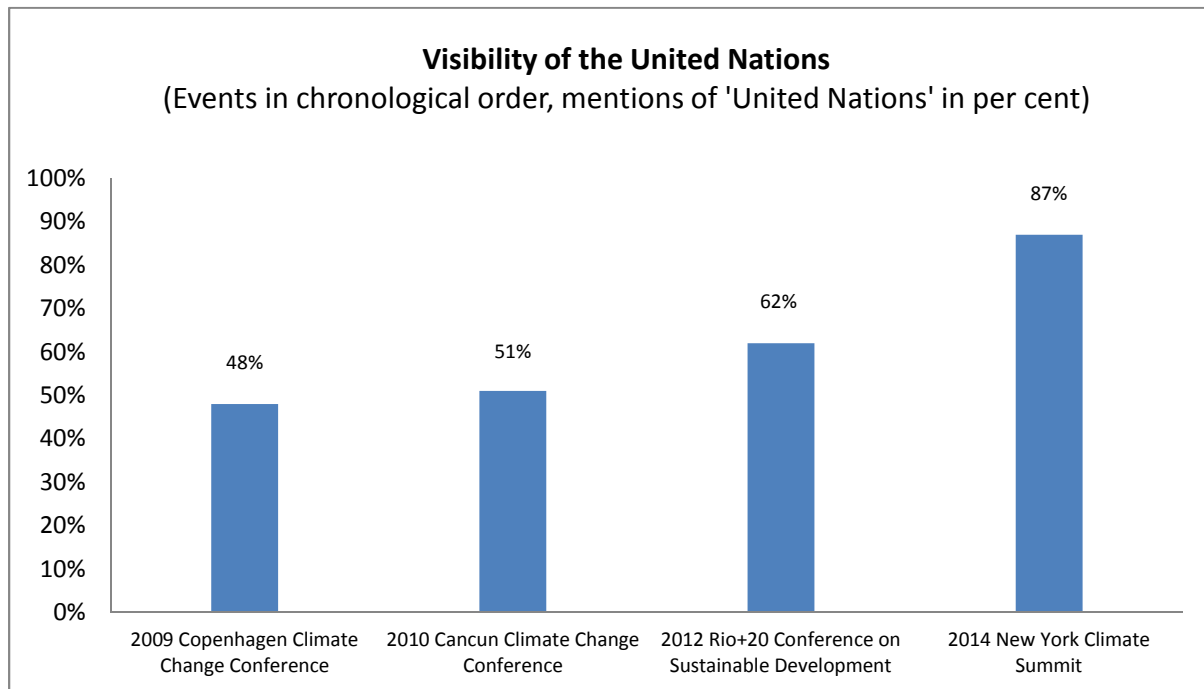
Three of the key messages each appeared in nearly a quarter of the total clippings (see Table 2). The key message *“Now is the time for leaders everywhere to join the race for transformative action that can drive economic competitiveness and sustainable prosperity for all”* and *“The Climate Summit provides an opportunity for leaders to champion a more ambitious vision and take action that will lead to a global climate agreement in 2015”* had the highest pick-up rate, at 24 per cent of total clippings.

The key message *“Climate change is already disrupting national economies and affecting lives, with growing costs”* was picked up in 23 per cent of the total clippings. The least picked-up message was *“Affordable, scalable solutions are available now that will enable for cleaner, more resilient economies”*, with 11 per cent.

## ORGANIZATIONAL COVERAGE

The United Nations was mentioned in 87 per cent of the analysed clippings. This represents an increase in the organization's visibility in media coverage as compared to other recent major United Nations conferences, such as the 2012 Rio+20 Conference on Sustainable Development (62 per cent), 2010 Cancun Climate Change Conference (51 per cent) and the 2009 Copenhagen Climate Change Conference (48 per cent). In addition, over half of the articles mentioned the United Nations in the headline or prominently in the body of the article. The organization's high visibility in media coverage suggests that the Climate Summit was more recognizably "branded" as a United Nations Conference than previous global environmental conferences.

Figure 10



Articles that mentioned the United Nations were more likely to cover the Organization in a favourable light over the period of the analysed dates. Fifteen per cent were favourable in tonality, while 2 per cent were unfavourable (see Figure 11).

Figure 11

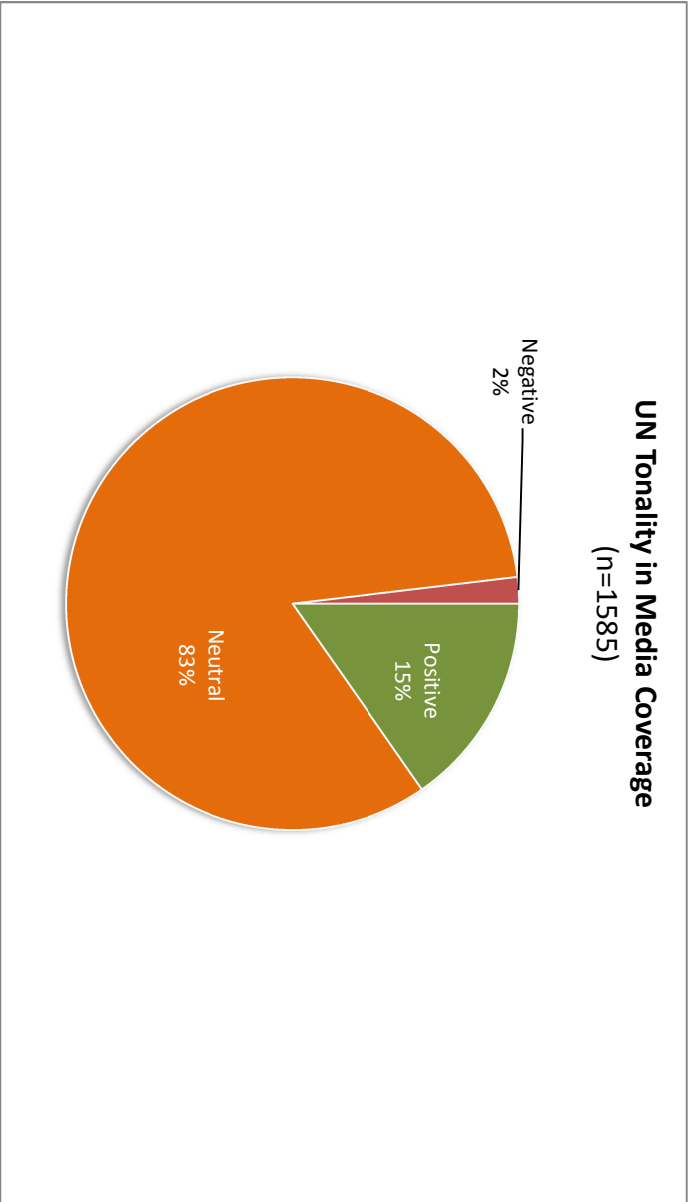
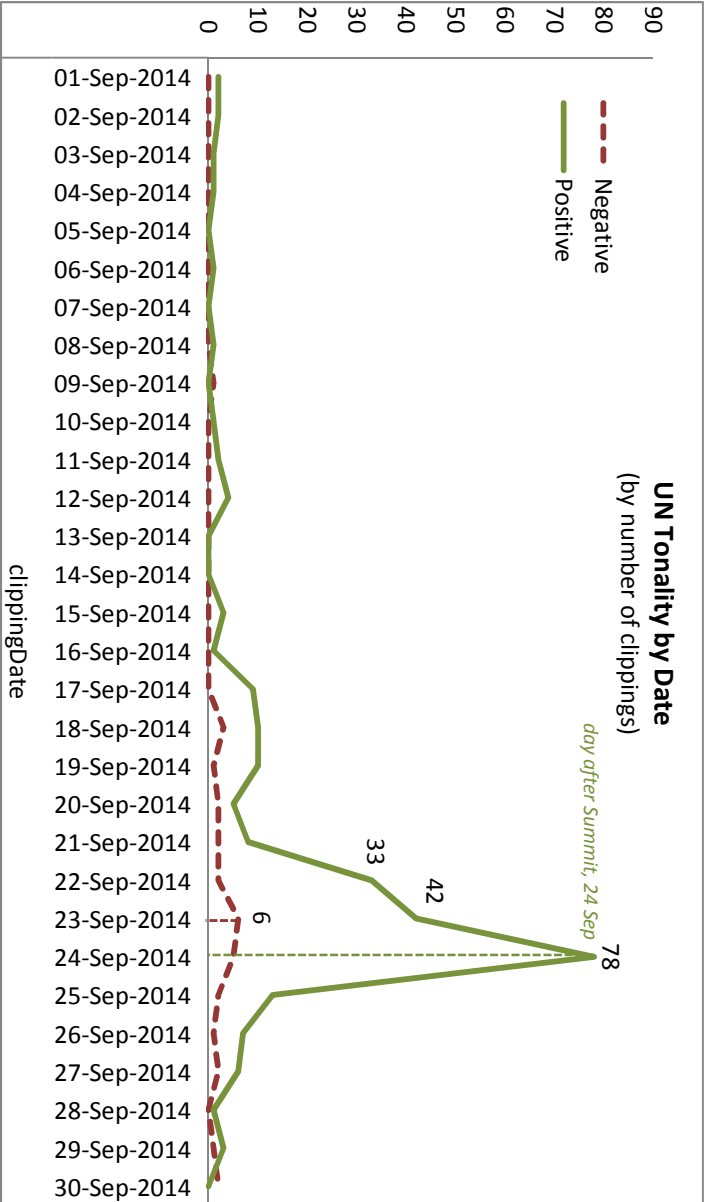


Figure 12

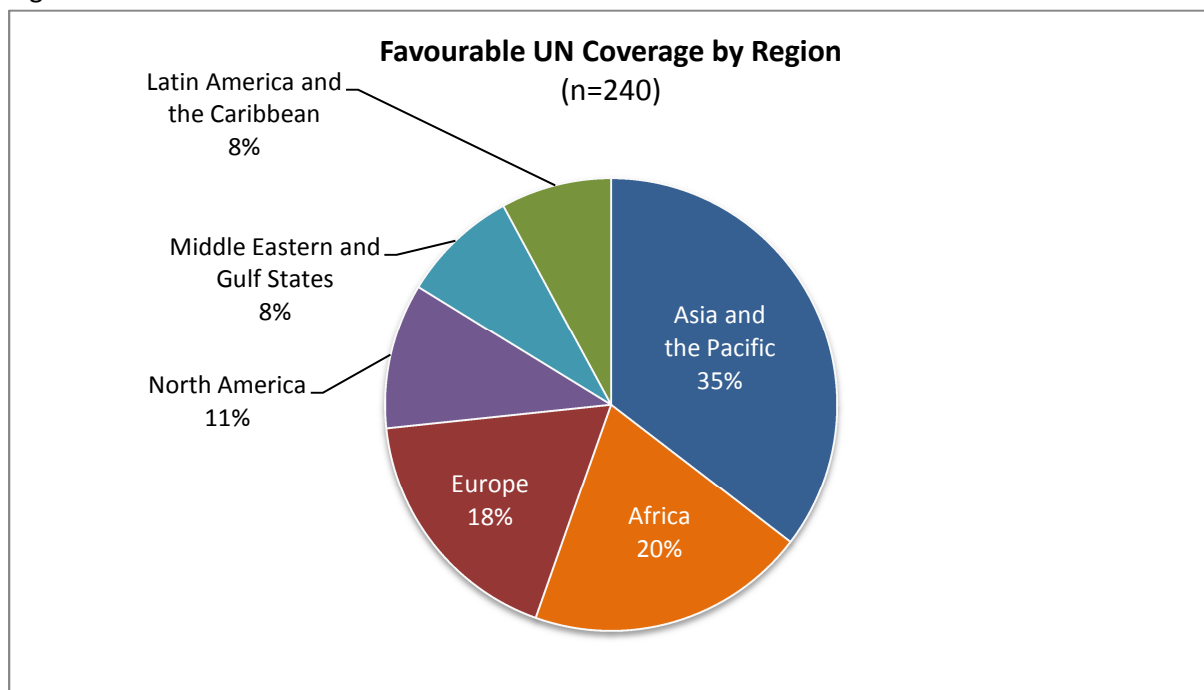


### ***Favourable Organizational Coverage***

Before the Summit, media outlets including NHK Broadcasting Corporation (Japan) and Al-Mustaqbal (Lebanon) reported on the United Nations' support for small island countries to confront climate change and the International Conference on Small Island Developing States. Another frequently covered topic in relation to the Organization was the Secretary-General Ban Ki-moon's participation in the People's Climate March in New York, where he "joined hands with those marching for climate action" (Folha de S. Paulo, Brazil).

Favourable United Nations media coverage started to climb on 21 September 2014, and peaked on 24 September, the day after the Summit (see Figure 12). Media articles acknowledged the United Nations' efforts to take the lead in demanding global actions: "Ban seeks vision, concrete action from world leaders at UN Climate Summit" (*Tehran Times*, Iran), "UN demands true commitments at Climate Summit" (*El País*, Spain), and "Ban Ki-moon calls for an effective and meaningful climate treaty" (*Daily Jugantar*, Bangladesh). The Organization was portrayed as a "canvas inspiring action on climate change" (*Business Standard*, India) and that it "set a 'new course' on climate change" (*The Pioneer*, India).

Figure 13

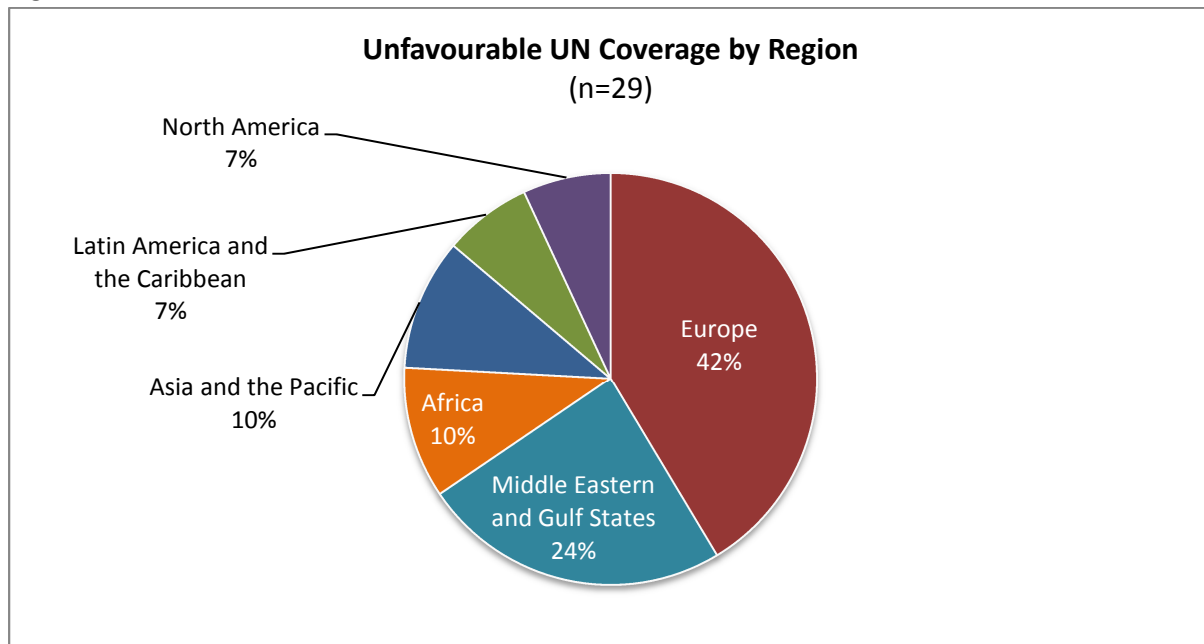


Regionally, favourable coverage of the United Nations was significantly more visible in Asia and the Pacific with 35 per cent of all clippings positively mentioning the Organization, followed by Africa with 20 per cent and Europe with 18 per cent (see Figure 13).



## Unfavourable Organizational Coverage

Figure 14



Unfavourable media coverage of the United Nations reached the peak on the day of the Summit, 23 September 2014, but tapered off in the following days. Europe had the largest share, with 42 per cent of unfavourable coverage, followed by Middle Eastern and Gulf States with 24 per cent and Africa with 10 per cent.

Similar to the negative coverage of the Climate Summit, unfavourable organizational coverage drew on the failure of the Copenhagen Summit. Several media expressed their disappointment with the United Nations' capacity of translating promises into progress. They also argued that the organization has not been able to hammer out a legally-binding treaty to combat climate change, or build consensus between developing countries and developed countries. An article in *Al Jazeera* (Qatar) argued, "While the Summit and UN Secretary-General Ban Ki-moon will denounce global warming in general ways, it's clear that, behind the scenes, corporations will play the leading role. The most powerful so-called climate-saving committee associated with the UN committee is loaded with representatives from the most powerful corporations from around the globe."

A few clippings criticized the United Nations' judgement in positioning climate change at the top of its agenda. For example, *The Australian* (Australia) pointed out in its headline: "Ban Ki-moon is wrong: poverty, not climate, must be our top priority". Although media outlets recognized climate change as a real problem, they believed there were bigger concerns, such as poverty, to be discussed by world leaders, and that "renewable energy sources were too expensive to encourage a switch" (*The Australian*, Australia).

## SPOKESPEOPLE

Eleven United Nations spokespeople were quoted and/or mentioned in 51 per cent of the total analysed clippings.

### *Secretary-General Ban Ki-moon*

Secretary-General Ban Ki-moon had the highest visibility among the United Nations spokespeople, and was quoted or mentioned in 843 articles or 46 per cent of total clippings, representing an unprecedented high level of media visibility for the Secretary-General at major United Nations conferences on climate change (see Figure 15).

Figure 15

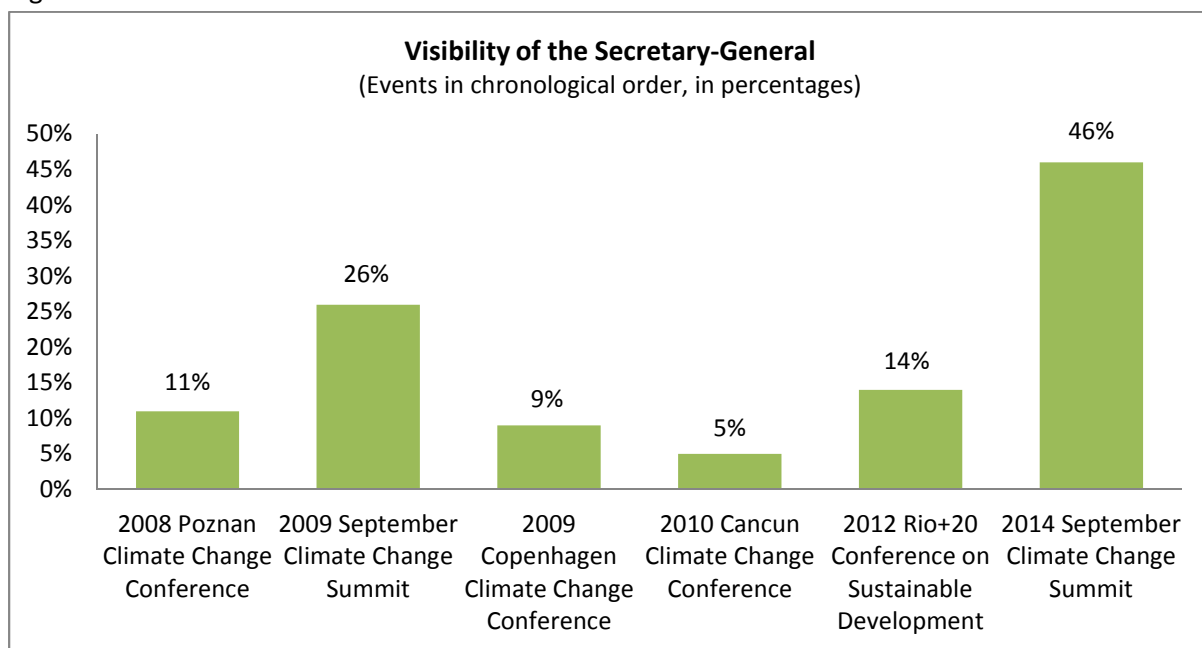
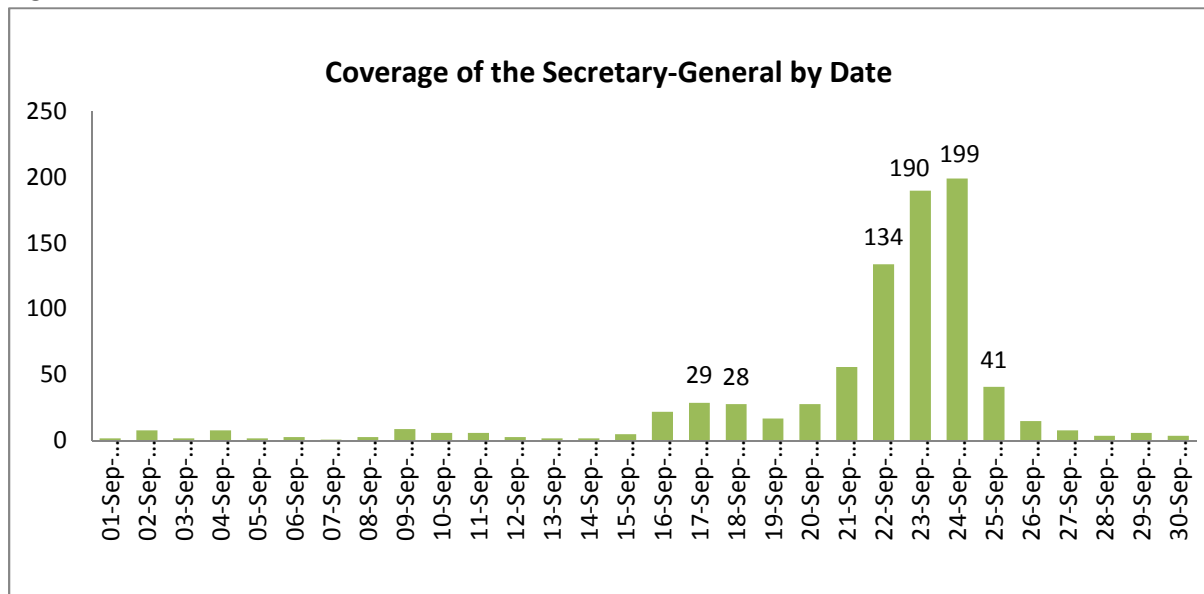


Figure 16

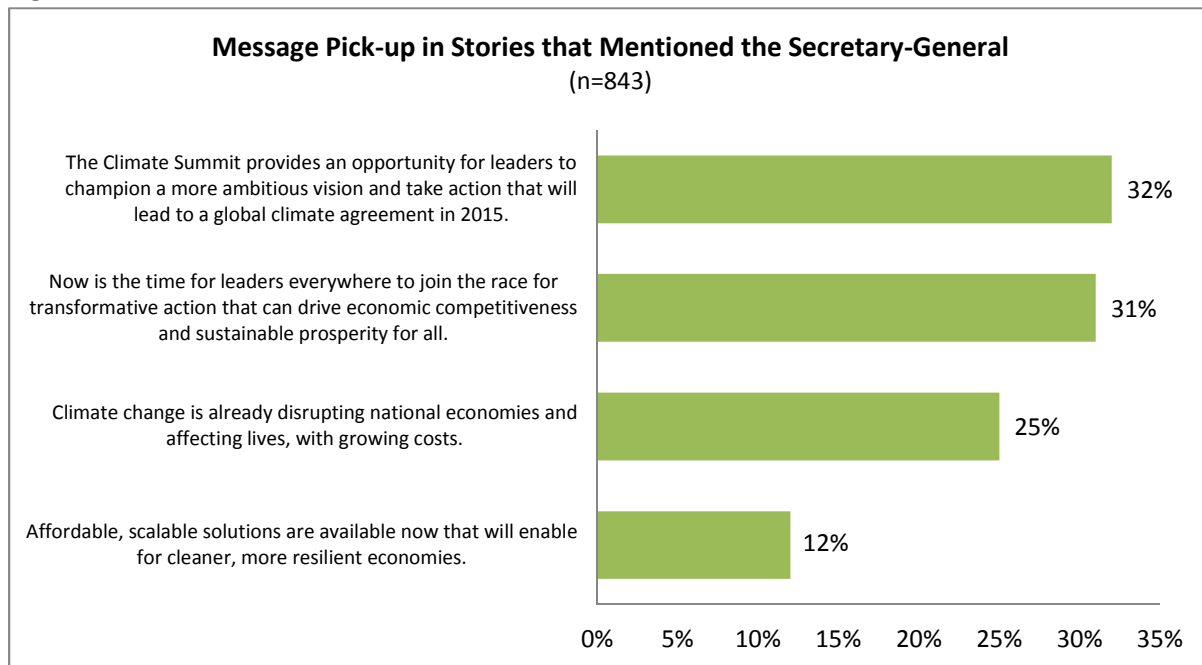


Coverage of the Secretary-General reached an early, modest peak on 17-18 September when his plan of participating in the People’s Climate March in New York was announced. He continued to receive media attention as he joined over 300,000 others to walk in the March and was described as leading the March by some outlets: “Ban Ki-moon joins 310,000 – strong march for climate action” (*Bloomberg*, United States), and “Rallies led by Ban Ki-moon and Fabius exceeded expectations” (*Al-Ahram*, Egypt).

The volume of media coverage of the Secretary-General reached its peak on 23-24 September (see Figure 16). Many headlines quoted his comments on the urgency and severe impacts of climate change as well as the need for immediate action: “Ban Ki-moon: no one is spared by climate change” (*Ta Nea*, Greece), “Ban Ki-moon feels climate change is the No.1 crisis” (*Financial Tribune*, Iran), and “Climate change could destroy us, warned UN’s chief” (*Novinky.cz*, Czech Republic). “UN chief calls for intensified efforts on sustainable growth” (*China Daily*, China), “Ban calls for pumping \$100 billion annually in fund to fight climate change” (*Al-Hayat*, Middle East), “UN’s Ban says markets must mobilize to protect climate” (*Bloomberg*, United States), and “UN Secretary-General asks ‘new direction’ for the planet at the Climate Summit” (*O Globo*, Brazil).

Another focus of the media coverage was the Secretary-General’s role in urging world leaders to act on climate change. This resulted in a significantly higher pickup of those UN key messages that emphasized the need for world leaders to rise to the occasion (see Figure 17) in articles where the Secretary-General was mentioned. Overall, the Secretary-General helped to communicate the United Nations key messages. Stories mentioning the Secretary-General were more likely to carry a United Nations message, with 56 per cent picking up at least one of the key messages.

Figure 17



Ultimately, the Climate Summit was closely associated with the UN Secretary-General Ban Ki-moon, often depicted as “Ban Ki-moon’s Summit”, as can be seen in media headlines: “UN Secretary-General’s summit will highlight basic concepts and steps to tackle climate change” (*EnviWeb*, Czech Republic), “Ban Ki-moon UN climate summit opens in order to change the course of the planet” (*El Caribe*, Dominican Republic), and “Five ways Ban Ki-moon’s Summit has changed international climate politics forever” (*The Guardian*, United Kingdom).

Regionally, the Secretary-General’s visibility was the highest in Europe, followed by Asia and the Pacific and North America. The Secretary-General was mentioned less frequently by media outlets in Africa and Middle Eastern and Gulf States.

### ***Messenger of Peace Leonardo DiCaprio***

Actor and environmental activist Leonardo DiCaprio’s activities helped to promote the Climate Summit, with headline mentions in 3 per cent of total clippings.

Nearly half of the media coverage occurred on 16-17 September, when he was designated as the new UN Messenger of Peace on Climate Change. In the days that followed, the media picked up his participation in the People’s Climate March and his new Instagram account. DiCaprio’s speech at the Climate Summit was also extensively quoted by media headlines: “None of this is hysteria, it is fact: watch Leonardo DiCaprio’s United Nations Summit Speech” (*National Post*, Canada), “Leonardo DiCaprio: tackling climate change is not the same as acting” (*Russia Today*, Russian Federation) and “Leonardo DiCaprio tells UN climate change conference: ‘make history or be vilified by it’” (*The Daily Telegraph*, United Kingdom).

Geographically, media outlets based in the United States were more likely to feature DiCaprio in headlines, followed by Japan and Russian Federation.

### ***Other Spokespeople***

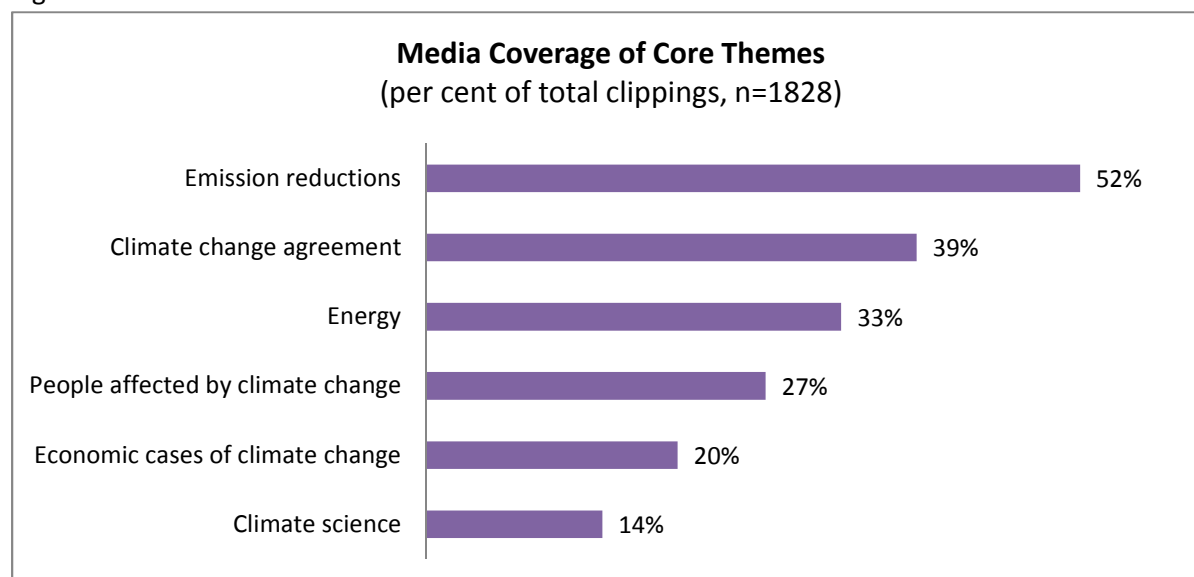
The other spokespeople for the Climate Summit included:

1. Christiana Figueres, Executive Secretary, UN Framework Convention on Climate Change (UNFCCC)
2. Achim Steiner, Executive Director, UN Environment Programme (UNEP)
3. Rajendra Pachauri, Chairman, Intergovernmental Panel on Climate Change
4. Helen Clark, Administrator, UN Development Programme (UNDP)
5. Selwin Hart, Director, Secretary-General's Climate Change Support Team
6. Jim Yong Kim, President, World Bank
7. Robert Orr, Assistant Secretary-General for Policy Coordination and Strategic Planning
8. Mary Robinson, Special Envoy for Climate Change
9. Michael Bloomberg, Special Envoy for Cities and Climate Change

UN Framework Convention on Climate Change (UNFCCC) Executive Secretary Christiana Figueres' overall media visibility was low, with 3 per cent of total coverage. The remaining United Nations spokespeople also had little media visibility with less than 2 per cent of coverage each.

## CORE THEMES

Figure 18



### ***Emissions Reductions***

“Emissions reductions” was at the centre of the discussions at the Climate Summit, and was covered by 52 per cent of the media clippings analysed. The number is consistent with the percentage of media coverage of emissions reductions during previous climate change conferences such as the 2010 Cancun Climate Change Conference (55 per cent).

Media coverage before the Summit highlighted the alarming level of carbon emissions and the urgent need for action: “The earth is getting hotter. The debate concerning emissions reductions is heating up too” (*EurActiv.cz*, Czech Republic) and “New momentum needed to reduce CO<sub>2</sub> emissions” (*Yomiuri Shinbun*, Japan). The Climate Summit was seen as “a great opportunity to reduce greenhouse gas emissions” (*Revista Visao*, Portugal).

Achievements of the Climate Summit on emission reductions were extensively covered by media worldwide, mostly in favourable terms: “The UN Climate Summit comes to an agreement to reduce greenhouse gas emissions” (*Podrobnosi.ua*, Ukraine), “Climate Summit: Speed up talks on new framework for carbon emissions” (*Mainichi Shinbun*, Japan), and “Climate Summit ended with positive results but without new targets to cut CO<sub>2</sub> emissions” (*Expresso*, Portugal).

Member States’ commitments made at the Summit were also picked up: “U.S. gives \$15 million to help cut methane emissions” (*Time Magazine*, United States), “Iceland to cease using carbon based energy sources” (*Morgunblaio*, Iceland), “Belgium sets an objective of reducing greenhouse gas emissions of 80%-95% by 2050), and “At UN Climate Summit, Canada vows tougher vehicle emission standards”

(*National Post*, Canada). The world's biggest emitters, namely China, United States and India received a considerable amount of criticism from the media. However, the coverage of their participation at the Climate Summit was positive: "U.S. and China announce plans to curb greenhouse gases" (*Los Angeles Times*, United States), "China's remarks on emissions peak 'extremely encouraging'" (*Xinhua*, China), and "Climate Summit: US and China finally realize the necessity of reducing CO<sub>2</sub>" (*Tokyo Shinbun*, Japan).

The oil industry's actions and commitments at the Climate Summit, especially the Rockefeller Brothers Fund' divestment from fossil fuels, received a lot of media attention: "Rockefeller family to get out of oil and go green" (*The Times*, United Kingdom), "Fund built on Rockefeller oil fortune set to ditch fossil fuels for renewables" (*Financial Times*, United Kingdom). According to an article by the *Financial Times* (United Kingdom) "Oil stakes claim to be part of the solution in a gas-fired future" executives from oil and gas companies including Royal Dutch Shell, Norway's Statoil and China's Sinopec came to show their support for putting a price on carbon emissions and other climate measures.

### ***2015 Climate Change Agreement***

The global agreement on climate change to be negotiated in Paris in 2015 was mentioned in 39 per cent of the media clippings. Although a small number of clippings were doubtful whether this climate agreement could be reached, the majority of the media acknowledged the Summit's success in building momentum and mobilizing support for the 2015 conference in Paris: "a warm-up for Paris meeting" (*China Daily*, China), "an attempt to do the groundwork for the upcoming negotiations in Paris in 2015" (*Publico*, Portugal), and "(The Climate Summit) has done its job for building momentum towards Paris" (*Bloomberg*, United States).

Professor Klaus Schwab, Founder and Executive Chairman of the World Economic Forum, summed up the view that the Summit had built momentum for a 2015 climate change agreement in his op-ed in *The Huffington Post* (United States), "Something profound and very practical is taking root. The first substantive wave of multi-stakeholder partnerships to seriously address climate change has begun. It is a quiet transformation, and still early days. Nevertheless, this is what is most important about the Climate Summit. Looking beyond all the details, it has promoted a shift in thinking, highlighting that there are other practical ways to tackle climate change through the mobilization of successful multi-stakeholder collaborations."

### ***Energy***

Among the eight action areas of the Climate Summit, "energy" received the highest volume of coverage, picked up in 33 per cent of the total clippings. The media headlines identified the shift toward clean energy as one of the main goals of the Climate Summit: "Climate Summit kicked off with promises of \$200 billion for clean energy" (*Nation*, Pakistan), "Agreement at the Climate Summit to increase use of

renewable energy sources” (*Al-Hayat*, Middle East), and “UN Climate Summit sets goals to save forests, use clean energy” (*Manila Bulletin*, Philippines).

Energy plans or actions of UN Member States announced at the Summit were widely covered. For example, “France bets on geothermal energy” (*New York Times*, United States), “White House unveils new solar, energy efficiency steps” (*USA Today*, United States), “Iceland to use only renewable energy” (*RUV*, Iceland) and “UAE renews pledge to back renewable energy” (*Khaleej Times*, United Arab Emirates).

Additionally, the Rockefeller Brother Fund’s leadership to invest in clean energy and American actor Alec Baldwin’s advocacy for green energy were picked up by media outlets.

### ***People Affected by Climate Change***

The thematic discussion “People affected by climate change” was mentioned in 27 per cent of total clippings. The coverage marked a significant shift over the years of the media’s focus from nature and root causes of climate change to its impacts on people.

According to the media, disasters caused by climate change displaced more people than conflicts: “Far more displaced by disasters than conflict” (*Khaleej Times*, United Arab Emirates), and “Natural disasters made three times more people homeless compared to wars last year” (*Tyden*, Czech Republic). Effects of climate change, global warming and rising sea levels in particular, have put the small island developing states at risk: “Marshall Islands face serious danger of submergence” (*Yomiuri Shinbun*, Japan), and “Islands: we’ll disappear in the ocean” (*Die Tageszeitung*, Germany).

Media outlets also reported on the support pledged for countries affected by disasters at the Climate Summit: “Developed countries should stand by affected countries” (*Daily Ittefaq*, Bangladesh), “Ban: Supporting small islands to confront climate change” (*Al-Mustaqbal*, Lebanon) and “UN Summit considers financial reporting on disaster resilience” (*IRNA*, Iran).

### ***Economic Cases of Climate Action***

“Economic cases of climate change” was discussed in 20 per cent of the analysed clippings. The main argument reflected in the media coverage was that combating climate change would bring benefits to economic growth: “Climate fight versus economic growth (is) a false choice” (*The Australian*, Australia), “Green economy isn’t rocket science – and it’s not even costly” (*International Press Service*, United States), and “Green bonds rise as investors seek profit from a low carbon economy” (*ABC*, Australia). A number of media outlets reported on the potential for job growth. For example, “A tip for Tony Abbott: Decarbonising the economy to tackle climate change will create more jobs” (*Canberra Times*, Australia), *The New Economy Report*, led by former President of Mexico Felipe Calderón, was quoted by several media, including *CNN International* (United States), *El Espectador* (Colombia), *La Estrella de Panamá* (Panama), *Politiken* (Denmark) and *United Press International* (United States). The report was used to bolster arguments that slowing climate change would stimulate the economy.



## ***Climate Science***

Only 14 per cent of the media clippings focused on climate science. Instead of debating whether climate change was happening and was caused by man, scientific discussions unanimously supported the message that climate change is a reality with dire consequences, and actions must be taken to stop its effects.

The level of greenhouse gas in the atmosphere took centre stage in the media's climate science discussions. Many media outlets quoted the report by World Meteorological Organization that "CO<sub>2</sub> levels in atmosphere at record-breaking rate" (*The Sydney Morning Herald*, Australia).

Looking into the earth's future, media discussions highlighted the year 2050 as a critical point and expressed strong pessimism: "WMO releases weather forecast in 2050: Japan may enjoy autumn leaves around Christmas season in 2050" (*Mainichi Shinbun*, Japan), "Earth to reach critical warming point in 30 years, expert alert" (*El Mundo*, Spain), and "The temperature will hit 'red' in the next 30 years" (*Ta Nea*, Greece). Many media outlets used dramatic language to address the danger of climate change: "The Arctic can be lost forever" (*Svenska Dagbladet*, Sweden), and "Global disaster is 30 years away, says climate scientists" (*The Times*, United Kingdom).

## ***Climate Financing***

Climate financing was covered by 15 per cent of the total clippings. The visibility of this issue was significantly higher in Europe and Asia and the Pacific.

A notable number of media picked up the announcement of \$200 billion of financial assets mobilized by the Climate Summit: "Climate Summit kicks off with promises of \$200b for clean energy" (*Nation*, Pakistan), "Financial groups back \$200bn pledge to fight climate change" (*Financial Times*, United Kingdom), and "Green climate fund will have \$200 billion by 2015" (*O Estado de S. Paulo*, Brazil). Carbon pricing and divesting from fossil fuels were also cited as achievements of the Summit: "73 countries and more than 1,000 companies and investors support a price on carbon" (*ThaiPR.net*, Thailand) and "fossil fuel divestments make UN Climate Summit a success" (*The Huffington Post*, United States).

Although governments, investors and financial institutions promised to give billions to support climate change financing, a number of media signalled uncertain about the future of the UN's Green Fund: "Road from promise to project uncertain" (*Statesman*, Pakistan), "Climate's woes: low tech, lack of funding" (*Manila Standard Today*, Philippines).

## EVENTS

### ***People's March***

The People's Climate March received the highest volume of coverage among the events and activities that took place in conjuncture with the Climate Summit. It was mentioned in a total of 424, or 23 per cent of the clippings.

As reported in the media, approximately 2,000 marches were organized in hundreds of cities around the world, with the participation of over 600,000 individuals. This unprecedented movement was reported on a global scale: "Melbourne rally for climate change action attracts 30,000 people" (*The Age*, Australia), "Campaigners join London march for global action on climate change" (*Associated Press*, United States), "Delhi rally against climate change ahead of UN talks" (*Daily Tribune*, Bahrain) and "2000 rallyers in Brussels for more climate action" (*Metro*, Belgium). Among all marches, the Climate March in New York was described as the "largest of its kind" (*Time Magazine*, United States), with "more than 300,000 people [standing] up for anti-climate change action" (*Echo Moskvyy*, Russian Federation).

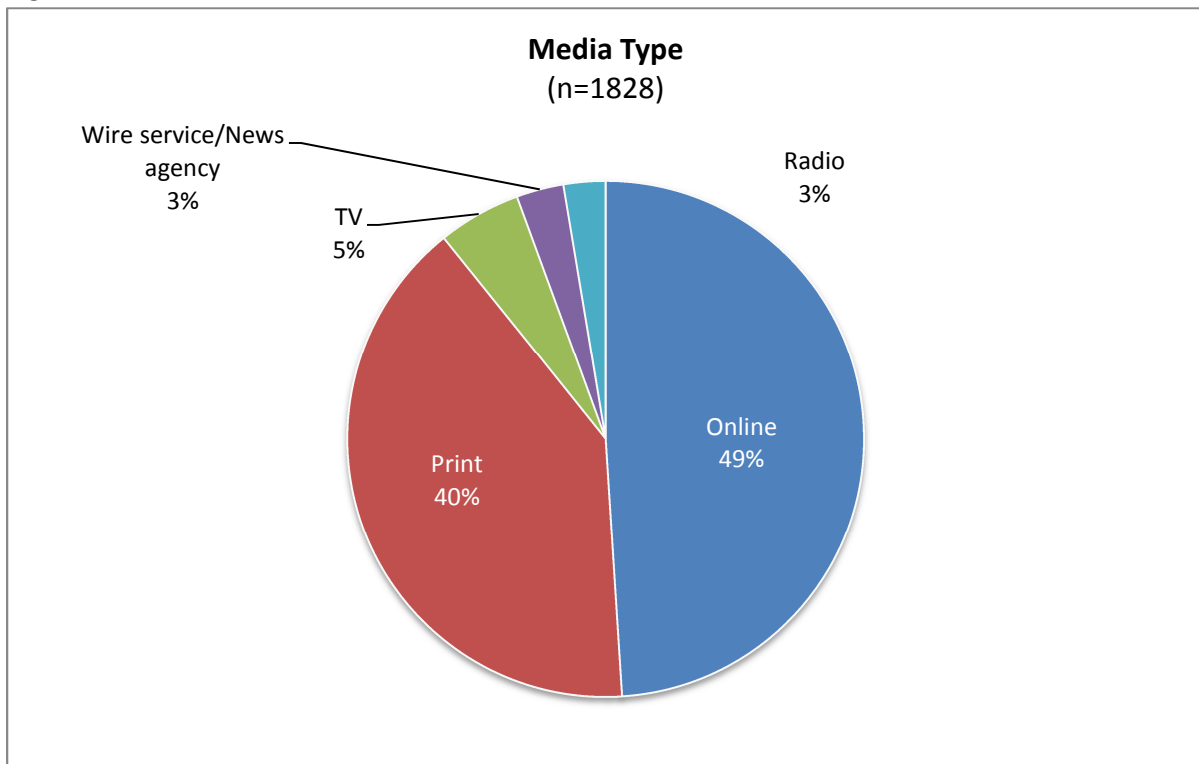
The People's March was both described as a grassroots driven event and as closely associated with the United Nations. Nearly half of the media coverage of the People's March mentioned the United Nations in the headlines or prominently in the body of the article. The UN Secretary-General Ban Ki-moon's participation in the New York March was widely picked up. An article published by *the Washington Post* (United States) argued that the success of the People's Climate March demonstrated effective grassroots organizing and considerable passion about climate change - "If governments cannot agree on an international regime of carbon limits, alarmed and determined individuals must take the initiative."

### ***Other Activities and Events***

Other than the People's March and the UN Private Sector Forum received low volume of media coverage, garnering 1 per cent of total clippings each. Various other civil society activities were mentioned in 6 per cent of total media clippings.

## MEDIA TYPE

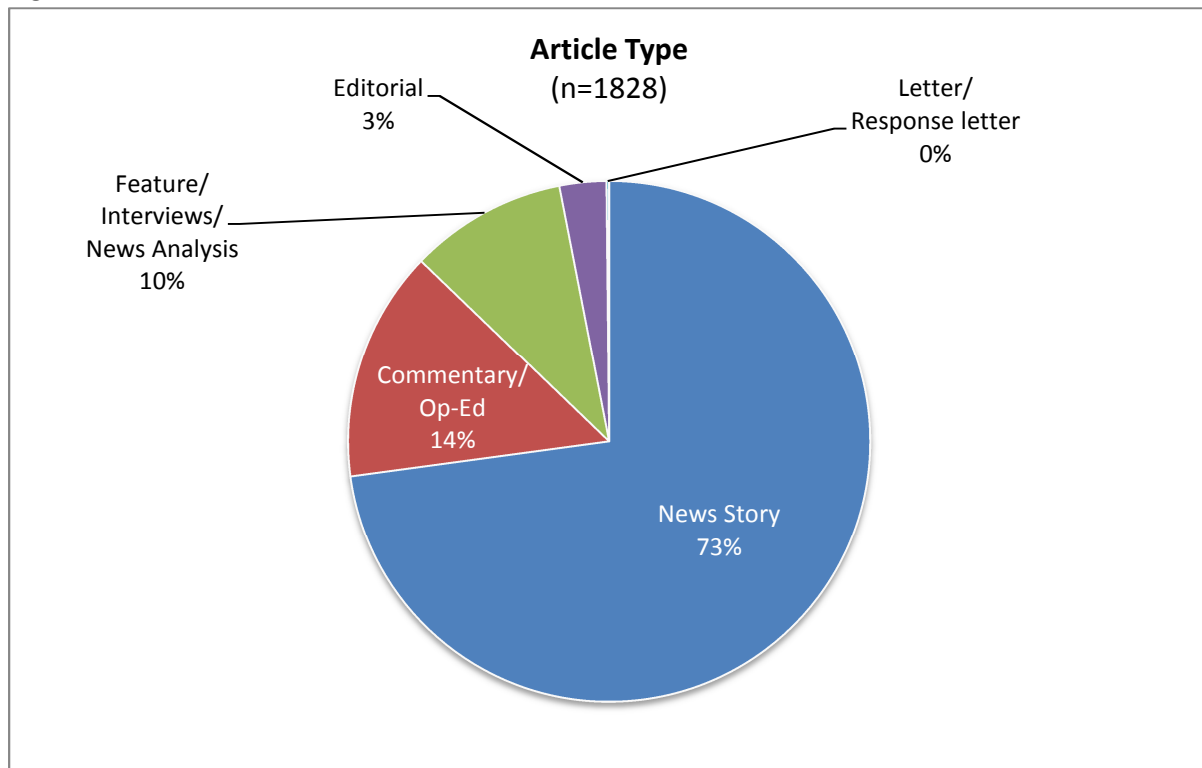
Figure 19



Nearly half of the clippings were collected from online media sources. 40 per cent came from print media sources. TV and radio coverage amounted to 8 per cent. 3 per cent of the coverage was from wire service and news agencies.

## ARTICLE TYPE

Figure 20



News stories were the most common article type, with 1,331 stories collected, representing 73 per cent of the total number of clippings. The second most frequent article type was commentary/op-ed pieces with 262 clippings, 14 per cent of the total. In addition, there were 178 feature/interview/news analysis clippings (10 per cent), 53 editorials (3 per cent), and 3 letter/responses (0 per cent).

## ANNEX I – LIST OF MONITORED MEDIA

No.	Media Name	Country
1	ABC Radio Australia	Australia
2	ADN	Colombia
3	Aftonbladet	Sweden
4	Age (The)	Australia
5	Agence Europe	Belgium
6	Agence France Press (AFP)	France
7	Agencia Brasil	Brazil
8	Aktualne.cz	Czech Republic
9	Al Arabiya Channel	United Arab Emirates
10	Al Jazeera Channel	Qatar
11	Al-Ahram	Egypt
12	Al-Akhbar	Egypt
13	Al-Gomhuria	Egypt
14	Al-Hayat	Middle East
15	AllAfrica.com	South Africa
16	Al-Masry Al-Youm	Egypt
17	Al-Mustaqbal	Lebanon
18	Al-Shorouk	Egypt
19	Al-Wafd	Egypt
20	Al-Watan	Egypt
21	Al-Youm 7	Egypt
22	An-Nahar	Lebanon
23	AP (AP)	United States
24	Asahi Shinbun	Japan
25	Asian Age	India
26	As-Safir	Lebanon
27	Australian (The)	Australia
28	Bahrain News Agency	Bahrain
29	Bangkok Post	Thailand
30	BBC Indonesia	United Kingdom
31	Bergens Tidende	Norway
32	Berlingske Tidende	Denmark
33	Bloomberg	United States
34	Boston Globe	United States

No.	Media Name	Country
46	CNN en español	International
47	CNN International	United States
48	Corriere della sera	Italy
49	Crítica Libre	Panama
50	CRo 1 Radiozurnal (Cesky rozhlas)	Czech Republic
51	CT24 (Ceska televize)	Czech Republic
52	Czech Radio Plus	Czech Republic
53	Dagens Nyheter	Sweden
54	Dagsavisen	Norway
55	Daily Ittefaq	Bangladesh
56	Daily Jugantar	Bangladesh
57	Daily Mirror	Sri Lanka
58	Daily Nation	Kenya
59	Daily Naya Diganta	Bangladesh
60	Daily News	Sri Lanka
61	Daily Shamokal	Bangladesh
62	Daily Star	Bangladesh
63	Daily Sun	Bangladesh
64	Daily Telegraph (The)	United Kingdom
65	Daily Times (The)	Pakistan
66	Daily Tribune	Bahrain
67	Daily Yomiuri	Japan
68	Dawn	Pakistan
69	Deccan Herald	India
70	Delo	Slovenia
71	Den'	Ukraine
72	Denik	Czech Republic
73	Deredactie.be	Belgium
74	Diario de Noticias	Portugal
75	DN.Debbat	Sweden
76	Dnevnik	Slovenia
77	E15	Czech Republic
78	East African Standard	Kenya
79	Echo Moskvý	Russian

<b>35</b>	Business Daily	Kenya
<b>36</b>	Business Day	South Africa
<b>37</b>	Business Mirror	Philippines
<b>38</b>	Business Standard	India
<b>39</b>	Canadian Broadcast Centre (CBC)	Canada
<b>40</b>	Canberra Times	Australia
<b>41</b>	Chicago Tribune	United States
<b>42</b>	China Daily	China
<b>43</b>	Christian Science Monitor	United States
<b>44</b>	Citizen (The)	South Africa
<b>45</b>	Clarín	Argentina
<b>No.</b>	<b>Media Name</b>	<b>Country</b>
<b>91</b>	El Panamá América	Panama
<b>92</b>	El Periódico	Colombia
<b>93</b>	El Peruano	Peru
<b>94</b>	El Sol de México	Mexico
<b>95</b>	El Tiempo	Colombia
<b>96</b>	El Universal	Mexico
<b>97</b>	Emirates 24/7	United Arab Emirates
<b>98</b>	Ethnos	Greece
<b>99</b>	Ettela'at	Iran
<b>100</b>	Excelsior	Mexico
<b>101</b>	Express Tribune	Pakistan
<b>102</b>	Expressen	Sweden
<b>103</b>	Expresso	Portugal
<b>104</b>	Eyewitness News	South Africa
<b>105</b>	Fasozine	Burkina Faso
<b>106</b>	Finance.ua	Ukraine
<b>107</b>	Financial Times (The)	United Kingdom
<b>108</b>	Folha de S. Paulo	Brazil
<b>109</b>	Foreign Policy	United States
<b>110</b>	Fox News	United States
<b>111</b>	Frankfurter Allegmenine	Germany

<b>80</b>	Economic Times	India
<b>81</b>	El Caribe	Dominican Republic
<b>82</b>	El Colombiano	Colombia
<b>83</b>	El Comercio	Peru
<b>84</b>	El Correo	Peru
<b>85</b>	El Espectador	Colombia
<b>86</b>	El Mundo	Brussels (Spain and Andorra)
<b>87</b>	El Mundo	Spain
<b>88</b>	El Nuevo Siglo/El Siglo	Colombia
<b>89</b>	El País	Spain
<b>90</b>	El Pais (Colombia)	Colombia
<b>No.</b>	<b>Media Name</b>	<b>Country</b>
<b>139</b>	Jakarta Post (The)	Indonesia
<b>140</b>	Japan Times (The)	Japan
<b>141</b>	Juventud Rebelde	Cuba
<b>142</b>	Jyllands Posten	Denmark
<b>143</b>	Kathimerini	Greece
<b>144</b>	Khaleej Times	United Arab Emirates
<b>145</b>	Kleine Zeitung	Austria
<b>146</b>	Kleine Zeitung	United States
<b>147</b>	Kommersant	Russian Federation
<b>148</b>	korrespondent.net	Ukraine
<b>149</b>	Kristeligt Dagblad	Denmark
<b>150</b>	Kronen Zeitung	Austria
<b>151</b>	Kurier (der)	Austria
<b>152</b>	L' Expression	Algeria
<b>153</b>	L' Observateur Paalga	Burkina Faso
<b>154</b>	La Courrier	Switzerland
<b>155</b>	La Estrella de Panamá	Panama
<b>156</b>	La Jornada	Mexico
<b>157</b>	La Libre Belgique	Belgium
<b>158</b>	La Nación	Argentina
<b>159</b>	La Nouvelle	Algeria

Zeitung		
112	Gazeta.ru	Russian Federation
113	GEO	Pakistan
114	Globe and Mail	Canada
115	GMA News Online	Philippines
116	Gulf News	United Arab Emirates
117	Hamshahri	Iran
118	Helsingin Sanomat	Finland
119	Herald Sun	Australia
120	Hindu (The)	India
121	Hindustan Times	India
122	Horizons	Algeria
123	Huffington Post (The)	United States
124	Hufvudstadsbladet	Finland
125	Il Sole 24ore	Italy
126	in.gr	Greece
127	Independent	Bangladesh
128	Independent (The) UK	United Kingdom
129	Indian Express	India
130	Information	Denmark
131	International Press Service (IPS)	United States
132	IOL News	South Africa
133	Iran Daily	Iran
134	IRIB News	Iran
135	Irish Times	Ireland
136	IRNA	Iran
137	Islamic Republic of Iran News Network (IRINN)	Iran
138	Jakarta Globe (The)	Indonesia
No.	Media Name	Country
187	National Post	Canada
188	Nepszabadsag Online	Hungary
189	New Age	Bangladesh
190	New Era	Namibia

République		
160	La Prensa Panama	Panama
161	La Primera	Peru
162	La Repubblica	Italy
163	La República	Peru
164	La Tribune de Genève	Switzerland
165	Le Pays	Burkina Faso
166	Le Soir	Belgium
167	Le Temps	Switzerland
168	Listin Diario	Dominican Republic
169	Los Angeles Times	United States
170	Magyar Nemzet	Hungary
171	Mail Guardian	South Africa
172	Mainichi Shinbun	Japan
173	Malaya	Philippines
174	Manila Bulletin	Philippines
175	Manila Standard Today	Philippines
176	Manila Times	Philippines
177	Mehr News Agency	Iran
178	Metro	Belgium
179	Miami Herald	United States
180	Milenio	Mexico
181	MO Magazine	Belgium
182	Morgen (De)	Belgium
183	Morgunblaio	Iceland
184	Moudjahid	Algeria
185	MVS Radio	Mexico
186	Nation	Pakistan
No.	Media Name	Country
	South China Morning	
235	Post	Thailand
236	Spiegel (der)	Germany
237	Standard (Der)	Austria
238	Statesman	Pakistan

191	New York Daily News	United States
192	New York Post	United States
193	New York Times	United States
194	New Zealand Herald	New Zealand
195	News (The)	Pakistan
196	News 24	South Africa
197	Nezavisimaya Gazeta	Russian Federation
198	NHK Broadcasting Corporation	Japan
199	Nihon Keizai Shimbun	Japan
200	NRC Handelsblad	Netherlands (The)
201	NRK	Denmark
202	O Estado de S. Paulo	Brazil
203	O Globo	Brazil
204	People's Daily	China
205	Peru21	Peru
206	Philippine Information Agency	Philippines
207	Phillipine Daily Inquirer	Philippines
208	Phillipine Star	Philippines
209	Pioneer (The)	India
210	Podrobnosi.ua	Ukraine
211	Politiken	Denmark
212	Post (The)	Zambia
213	Pravda	Slovakia
214	Pravo	Czech Republic
215	Presse (Die)	Austria
216	Pretoria News	South Africa
217	Prothom Alo	Bangladesh
218	Publico	Portugal
219	Publimetro	Colombia
220	Qatar Tribune	Qatar

239	Straits Times (the)	Singapore
240	Sueddeutsche Zeitung	Germany
241	Sunday Times	South Africa
242	Svenska Dagbladet	Sweden
243	Sydney Morning Herald (The)	Australia
244	Ta Nea	Greece
245	Tagesspiegel (Der)	Germany
246	Tageszeitung (Die)	Germany
247	Tehran Times	Iran
248	ThaiPR.net	Thailand
249	The Daily Star	Lebanon
250	The Egyptian Gazette	Egypt
251	The Guardian	United Kingdom
252	The Gulf Daily News	Bahrain
253	The Moscow Times	Russian Federation
254	The Nation	Sri Lanka
255	The National	United Arab Emirates
256	The Nations	Thailand
257	The New Age	South Africa
258	The Peninsula Newspaper	Qatar
259	The Scotsman	United Kingdom
260	The Times	United Kingdom
261	Time Magazine	United States
262	Times (The)	South Africa
263	Times of India	India
264	Times of Zambia	Zambia
265	To Vima	Greece
266	Tokyo Shimbun	Japan
267	Trinidad Guardian	Trinidad and Tobago
268	Trouw	Netherlands (The)



221	Reforma	Mexico
222	Respekt	Czech Republic
223	Revista Visao	Portugal
224	Rossiyskaya Gazeta	Russian Federation
225	RTP	Portugal
226	Russia Today	Russian Federation
227	RUV	Iceland
228	Rzeczpospolita	Poland
229	Salamat News	Iran
230	Salzburger Nachrichten	Austria
231	Sankei Shinbun	Japan
232	Sidwaya	Burkina Faso
233	Skai	Greece
234	SME	Slovakia
<b>No.</b>	<b>Media Name</b>	<b>Country</b>
283	Washington Post	United States
284	Washington Times	United States
285	Wiener Zeitung	Austria
286	wort.lu	Luxembourg
287	Xinhua	China
288	YLE Uutiset	Finland
289	Yomiuri Shinbun	Japan

269	TSF	Portugal
270	Turun Sanomat	Finland
271	TV Globo	Brazil
272	Tyden	Czech Republic
273	Ukraina Moloda	Ukraine
274	Ukraneews	Ukraine
275	United Press International	United States
276	USA Today	United States
277	Valor Econômico	Brazil
278	Vanguardia Liberal	Colombia
279	Vecer	Slovenia
280	Verdens Gang	Norway
281	Volskrant (De)	Netherlands (The)
282	Wall Street Journal	United States

## ANNEX II - MEDIA MONITORING ONLINE FORM



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 [Coding Guidelines](#) | 
 [Video Tutorial](#) | 
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CLIPPING IDENTIFICATION		SPOKESPEOPLE	
Article number*	<input type="text"/>	<input type="checkbox"/> Ban Ki-moon, Secretary-General, United Nations	<b>Events</b> <input type="checkbox"/> SG's press briefing <input type="checkbox"/> UN Private Sector Forum <input type="checkbox"/> People's march <input type="checkbox"/> Other civil society activities taking place in conjunction with the Climate Summit
Media name*	<input type="text"/>	<input type="checkbox"/> Christiana Figueres, Executive Secretary, UN Framework Convention on Climate Change (UNFCCC)	
Other media name	<input type="text"/>	<input type="checkbox"/> Achim Steiner, Executive Director, UN Environment Programme (UNEP)	
Media language*	<input type="text"/>	<input type="checkbox"/> Rajendra Pachauri, Chairman, Intergovernmental Panel on Climate Change	
Date*	<input type="text"/>	<input type="checkbox"/> Helen Clark, Administrator, UN Development Programme (UNDP)	
<small>Use Calendar or type it in format (dd-mm-yyyy)</small>	<input type="text"/>	<input type="checkbox"/> Seline Hart, Director, Secretary-General's Climate Change Support Team	
Headline*	<input type="text"/>	<input type="checkbox"/> Dr. Jim Yong Kim, President, World Bank	
Link to the article (if available)	<input type="text"/>	<input type="checkbox"/> Robert Orr, Assistant Secretary-General for Policy Coordination and Strategic Planning	
Media type*	<input type="text"/>	<input type="checkbox"/> Mary Robinson, Special Envoy for Climate Change	
Reprint from wire service/ News agency	<input type="text"/>	<input type="checkbox"/> Michael Bloomberg, Special Envoy for Cities and Climate Change	
Reprint from another publication	<input type="text"/>		
Article type*	<input type="text"/>		
Author	<input type="text"/>		
KEYWORDS MENTIONED		Documents/Declarations	
<input type="checkbox"/> Climate Convention [the treaty itself] <input type="checkbox"/> Climate Change Agreement (2015) <input type="checkbox"/> Emissions reductions  <b>Eight Actions Areas</b> <input type="checkbox"/> Agriculture <input type="checkbox"/> Cities <input type="checkbox"/> Energy <input type="checkbox"/> Financing <input type="checkbox"/> Forests <input type="checkbox"/> Pollutants <input type="checkbox"/> Resilience <input type="checkbox"/> Transportation  <b>Thematic Discussions</b> <input type="checkbox"/> Climate science <input type="checkbox"/> Climate, jobs & health <input type="checkbox"/> People affected by climate change <input type="checkbox"/> Economic case of climate action		<input type="checkbox"/> Calderon Stern Report <input type="checkbox"/> Declaration on Carbon Finance <input type="checkbox"/> Mayor's Compact <input type="checkbox"/> Dehydration Declaration <input type="checkbox"/> Other announcements/commitments resulting from the Climate Summit. Please specify: <input type="text"/>	
Tonality		Messages Present	
<input type="checkbox"/> United Nations <input type="radio"/> Positive <input type="radio"/> Neutral/Balanced <input type="radio"/> Negative <input type="text"/> Select Prominence		<input type="checkbox"/> Climate change is already disrupting national economies and affecting lives, with growing costs. <input type="checkbox"/> Affordable, scalable solutions are available now that will enable for cleaner, more resilient economies. <input type="checkbox"/> Now is the time for leaders everywhere to join the race for transformative action that can drive economic competitiveness and sustainable prosperity for all. <input type="checkbox"/> The Climate Summit provides an opportunity for leaders to champion a more ambitious vision and take action that will lead to a global climate agreement in 2015.  Add any other comments, interesting article details, quotes/references about the UN or the Climate Summit. <input type="text"/>	
Climate Summit		Summary/Comments	
<input type="radio"/> Positive success and/or progress <input type="radio"/> Neutral or Balanced <input type="radio"/> Lagging success/failure		Please write a summary of the article here. <input type="text"/>	
		<input type="button" value="Submit"/>	

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# 2014 Climate Summit Communications Strategy Logic Model

