



FAITH PAVILION

Evaluation Report

Contents



1. Executive summary
2. Objectives
3. Our approach
4. Branding and design
5. Pre COP: media engagement
6. During COP: media engagement
7. Digital and social media
8. Pre COP: social media
9. During COP: social media
10. Conclusions
11. Key learnings
12. Recommendations



Executive summary

FAITH.
CLIMATE.
ACTION.

- Faith was clearly positioned at the heart of COP28 with clear recognition and support for the power of faith in climate.
- Media coverage was significant - as much as 7% of the total media coverage of COP28 referenced faith in some capacity.
- More than 4000 articles referenced the Faith Pavilion at COP28 with positive key messages aligned to our briefing.
- In the run up to and during COP, Greenhouse issued 10 press releases and media advisories and arranged interviews with 8 media outlets.
- Over 16000 pieces of content across social channels included the hashtags, #FaithAtCOP28 or #FaithClimateAction, and referenced the Faith Pavilion, which helped to raise the profile of the pavilion online.
- Social media engagement increased during COP, with Meta driving majority of the engagements on ICSD channels.

4060
media articles
on Faith
Pavilion

7%
of COP28
stories
mentioned faith

250
spokespeople
mentions

16.3K
Hashtag
mentions

3.6K
social media
engagements

+50
Organisations
shared content

Our Approach

Objectives



Faith Pavilion goals

1. Help faith based organisations engage and advocate for specific negotiation outcomes at COP 28 and beyond.
2. Increase visibility for environmental advocacy work by spiritual and religious actors, particularly those on the frontlines of the human-made climate crisis and how this work contributes to the goals of the Paris Agreement.
3. Promote faith and interfaith understanding and create a space for spiritual reflections, artistic expressions, and prayers.

Communication objectives

1. Develop a coherent narrative and campaign to cut through the noise of COP and raise the profile of the interfaith movement and faith groups at COP28, and across the climate movement.
2. Create a strategic communications plan to engage policy makers, faith leaders and communities, and the wider climate movement at COP28, on the power of the interfaith movement to support and drive action on climate change
3. Drive media and social media engagement to ensure that the Faith Pavilion and the interfaith movement has a voice at COP28, through a high profile moment or series of moments, to inspire and drive action.



Media approach



Strategic partnerships

What: develop strategic partnerships in advance

- Identify influential media networks to develop strategic media partnerships.
- For example: Religious Media Centre (UK), Religious News Service (US), B network of radio stations.
- Target in advance, to build relationships and explore opportunities for partnership.

Mainstream media

What: develop news and strong platforms through partners

- Identify and work with mainstream media with news, enviro and religious correspondents.
- Build list to target with big announcements at COP28

Faith based media

What: interviews/op-eds to inspire faith communities

- Identify and work with specific faith outlets focused in UK, US, global news agencies - plus G20 countries + others/ other countries that we think are important.
- Faith-specific media networks, for example the Catholic Media Association, Evangelical Press Association, AMEJA, Hindu Media Forum etc.

Opt-in media list

What: build the list and group of who will attend COP28

- Using a simple sign up to create a database of contacts that we can add to and provide daily briefings and opportunities for coverage in the run-up to and during COP28

Digital and social approach



Strategic partners

What: work with strategic partners in advance of COP28 to build networks

- Collaborate with partners and faith based networks
- Identify high profile. influencers and advocates to offer comment/quotes
- Work with social media teams of partners in advance to get on board.
- Ensure good routes for distribution.

Content

What: create engaging content to engage and inspire

- Brand, logo, creative platform.
- Hero film - faith leaders calling for climate action - from film makers for High Level Faith Leaders Summit.
- Film shorts - encourage film production team to create shorts representing key faiths
- Faith infographic - demonstrating the scale and influence and impact of faith in environment,

Digital toolkit

What: develop a comms toolkit for use across networks

- Build content into an inspiring communications toolkit with assets.
- Brief partners, sponsors, networks and influencers, to use the toolkit at COP.

Across channels

What: ensure engaging presence on digital/social

- Work with your team to ensure great website landing page hosting assets and CTA.
- Ensure effective social content calendar in run up and during COP28.

Branding and Design

Branding and Design

We created a new flexible brand identity and key messages to help the Faith Pavilion stand out and to encourage climate action.

Flexibility in look and feel was important as different partners and stakeholders would use the identity to create their own content. The Faith Pavilion brand design would exist in several different locations, so we created 2 different styles, 'Contemplation' and 'Action' and a modular graphic system that would work across partners and platforms..



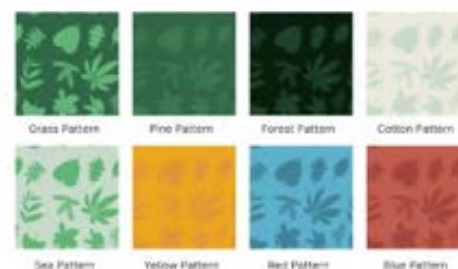
Faith Pavilion Vector Graphics Quick Access Guide
Leaf Graphics



Faith Pavilion Vector Graphics Quick Access Guide
Suggested Leaf Tile Colour Combinations



Faith Pavilion Vector Graphics Quick Access Guide
Leaf Pattern Textures



Faith Pavilion Vector Graphics Quick Access Guide
Colours



Contemplation ← → Action

- A calmer look overall
- Predominantly uses colours from the main colour palette
- Larger, simpler compositional areas
- Use of negative space around text. Longer-form messaging and text.

- Bolder and more energetic in style
- Brings in colours from the accent palette
- More complex, busier compositions, consisting of many tiles
- Use of negative space around main messaging. Shorter, punchier texts.



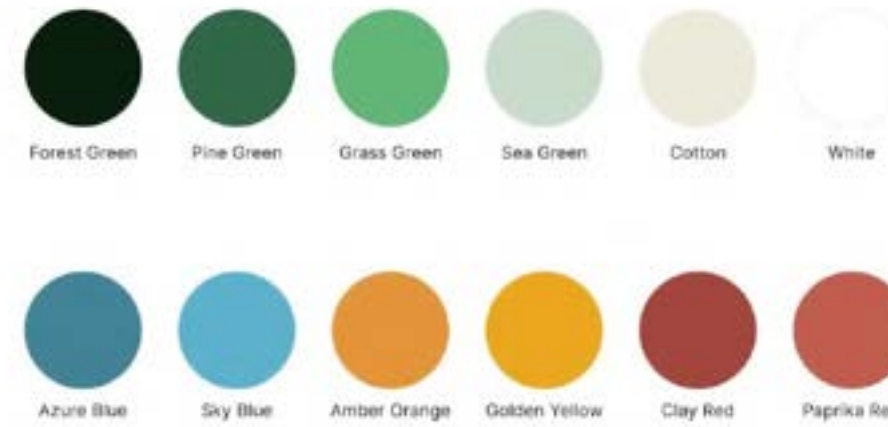
Branding and Design

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Faith Pavilion Vector Graphics Quick Access Guide
Colours



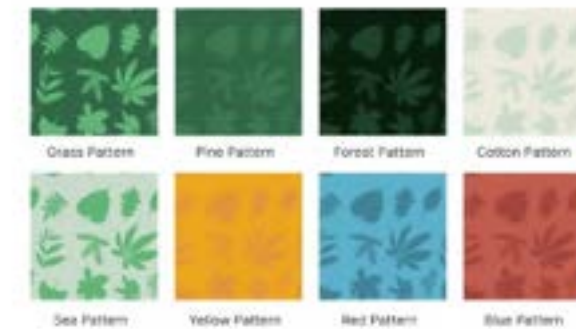
Faith Pavilion Vector Graphics Quick Access Guide
Leaf Graphics



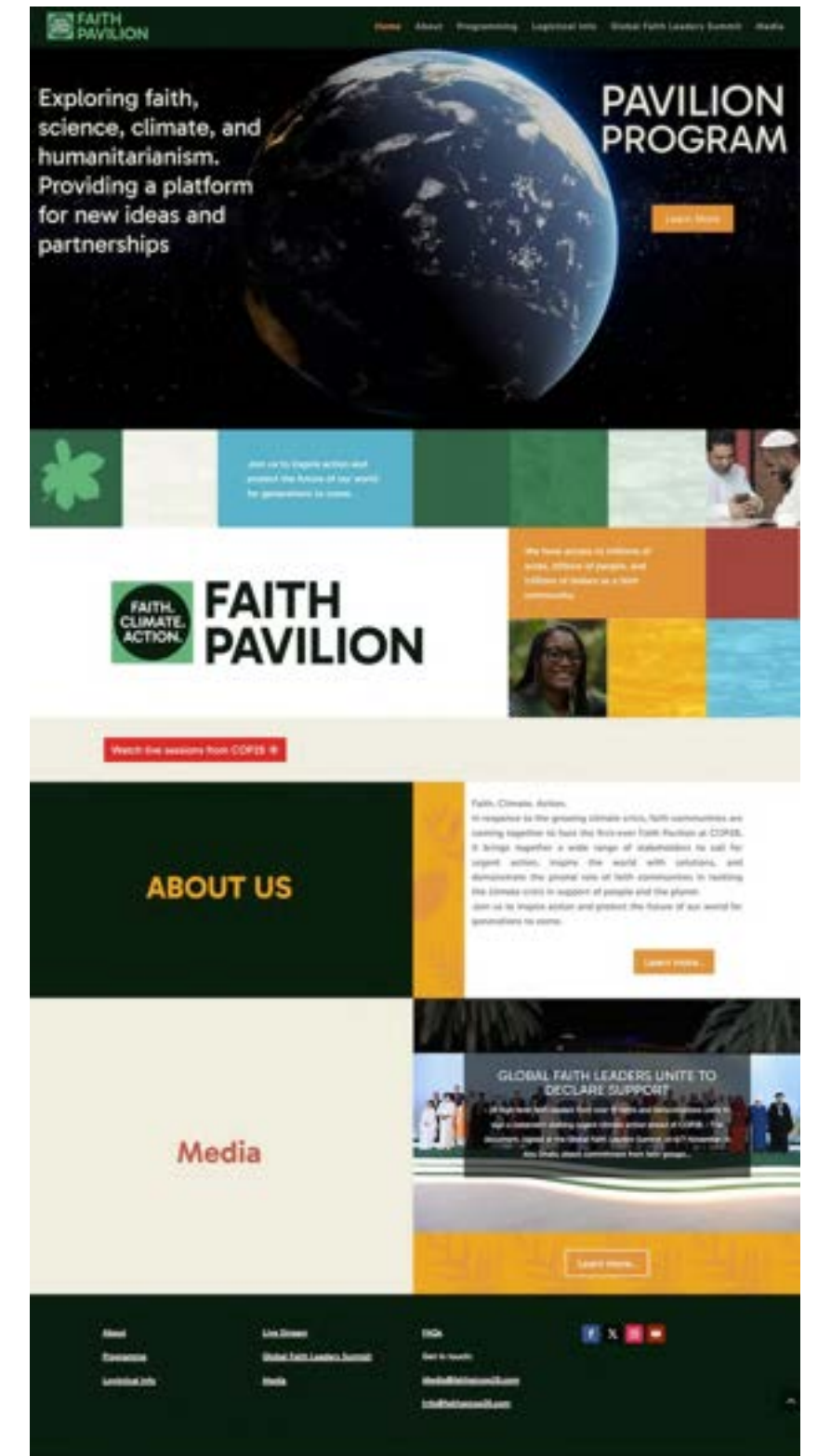
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Suggested Leaf Tile Colour Combinations



Faith Pavilion Vector Graphics Quick Access Guide
Leaf Pattern Textures



Branding and Design



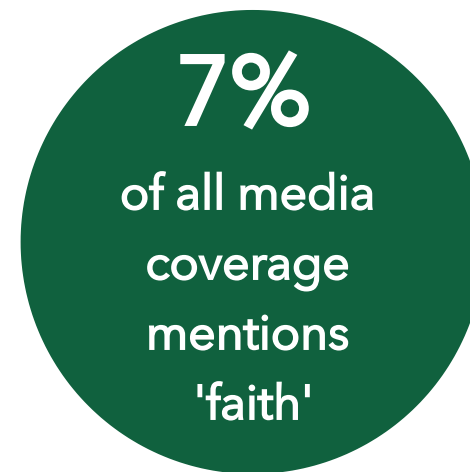
Media engagement

Media results at a glance



Total media mentions of the Faith Pavilion (1 Nov - 19 Dec)

1874 media articles mentioned the Faith Pavilion in the run-up to COP28 (1 Nov - 29 Nov)



7% of all COP28 media coverage includes mention of faith, religion or spirituality

1867 media articles mentioned the Faith Pavilion during COP28 (30 Nov - 12 Dec)



Media mentions of core spokespeople (1 Nov - 19 Dec)

319 media articles post-COP28 (13 - 19 Dec)



Media activity pre-COP



We developed the following media platforms pre-COP28:

- Global Faith Leaders' Summit in Abu Dhabi, and the signing of the declaration, to create awareness of the central role of faith at COP28.
- News of Pope Francis and the Grand Imam attending COP28 to inaugurate the Faith Pavilion, with details of the role of the Pavilion, to drive awareness in the media globally.
- The decision of Pope Francis not to attend COP28 generated a second round of news coverage which continued to create awareness of the role of Faith and the Faith Pavilion itself.

Activity results in 1874 media articles mentioned the Faith Pavilion in the run-up to COP28 (1 Nov - 29 Nov).



Media coverage pre-COP



RNS Religion News Service

Pope Francis to join other clergy at first 'Faith Pavilion' at climate summit

'This demonstrates the significance of the interfaith movement in helping to tackle the climate emergency,' said one faith leader about the pavilion.

November 9, 2023
By Adelle M. Banks



Cardinal Pietro Parolin, left, addresses the Global Faith Leaders Summit, Nov. 7, 2023, in Abu Dhabi. (Photo courtesy of Muslim Council of Elders)

The California diocese has pioneered the use of a "carbon tracker" app, which helps users reduce their carbon footprint by reviewing how much they fly and drive, the source of heat in their homes and the kinds of food they choose to eat.

Andrus said his church presented the model during Climate Week in September in New York City as Muslims, Hindus, Roman Catholics and others discussed how they can make tangible differences to respond to climate change.



Bishop Marc Andrus. (Photo by Emma Marie Chiang)

At the Faith Pavilion, he said, representatives of different faiths will be able to speak and present examples of ways they are trying to replenish the Earth or reduce the negative effects they have on it — from Sikhs who have created "small sacred forests" in the Punjab region of India to Ethiopian Orthodox Christians who are "ringing their churches with forest" in the midst of a desert.

Andrus and Neril, like signatories on the statement, hope future U.N. climate summits will also include a pavilion focused on faith, as well as the continued presence of prominent religious leaders.

"Most of the world's population, and many of the political negotiators at the COPs, affiliate with a religion," stated Neril. "Yet for the first 27 UN climate conferences,

NATIONAL CATHOLIC REPORTER

THE INDEPENDENT NEWS SOURCE

COP28 to have first-ever 'Faith Pavilion' at a UN climate summit

'This demonstrates the significance of the interfaith movement in helping to tackle the climate emergency,' said one faith leader about the pavilion.

EARTHBEAT / FAITH



Cardinal Pietro Parolin, left, addresses the Global Faith Leaders Summit, Nov. 7, 2023, in Abu Dhabi. (Photo courtesy of Muslim Council of Elders)



Media activity during COP



We had to change our media strategy at COP28 as the planned stories of the launch of interfaith statement and Al Mizan which were postponed.

We developed a WhatsApp group of VIP journalists attending COP28 and pitched stories via our a media advisory/press release on key days.

Our media strategy and delivery included:

- Pitching features on the role of Faith Pavilion.
- Meeting journalists and showing them the Faith Pavilion in action.
- Pitching stories based on key speakers.
- Offering comment and quotes on key days of action.
- Supporting the Interfaith Walk.



Activity during COP28 resulted in 1867 of articles across global media from (30 Nov - 12 Dec).

Media outreach



Media advisories released:

1. Faith Pavilion announcement (pre-COP)
2. Inauguration announcement
3. Post-Inauguration / signing release
4. Faith Walk announcement
5. Call To Action declaration
6. UNHCR bulletin
7. UNHCR quote
8. Sadhguru / kick off announcement
9. Sri Sri Ravi Shankar bulletin
10. Afrodescendent / feminist talk

Interviews secured with:

- BBC World Service
- BBC Radio 4
- AFP
- The Times
- France 24
- RFI
- Euronews
- Religion Media Centre

Media enquiries / meetings:

- The New York Times
- The Guardian
- Mongabay
- Nation Media
- EFE News
- Religious Media Service
- Politico
- The Spectator

Media highlights



ARAB NEWS
CHURCH TIMES
RNS Religion News Service
CNA Catholic News Agency
VATICAN NEWS
msn
BNN Bloomberg
ZAWYA BY REFINITIV
TAGESSPIEGEL
FOX NEWS channel
europa press
DW Deutsche Welle
one
Daily Mail
EPISCOPAL NEWS SERVICE
The Washington Times
Los Angeles Times
WAM EMIRATES NEWS AGENCY
yahoo!
THE TIMES
FRANCE 24
IT THE IRISH TIMES
LA CROIX international
THE WORLD'S PREMIER INDEPENDENT CATHOLIC DAILY
sky news
arabica
POLITICO
THE TABLET
LA PRESSE
World Council of Churches
The New York Times
REUTERS
rfi
ANGELICAN INK
AFP
BBC RADIO 4
EFE
The Guardian
Religion Media Centre
NATIONAL CATHOLIC REPORTER
THE INDEPENDENT NEWS SOURCE
The Boston Globe
EL ESPECTADOR
BBC WORLD SERVICE



Media highlights



The New York Times

Got Climate Angst? At the U.N. Summit, There's a Quiet, Spiritual Place.

A pavilion at COP28 offers a space for meditation, prayer and something that feels lacking, at times, from global warming talks: hope.

Among the hubs for climate scientists, activists and fossil fuel lobbyists at the United Nations climate summit is a new addition this year: a place to pray.

The first-ever Faith Pavilion, inaugurated by Pope Francis and the Grand Imam of Al-Azhar, Ahmed al-Tayeb, in a video message on Sunday, offers a space for meditation, daily prayers and even a chanting session led by the Indian mystic and yogi Jaggi Vasudev, who goes by Sadhguru.

The pavilion is also a place for pastors, imams, rabbis and other spiritual leaders to exchange ideas about how to guide people through the effects of climate change.

The Rev. James Bhagwan, the general secretary of the Pacific Conference of Churches, spoke on a panel on Monday in Dubai about how to comfort people in the Pacific islands who have been displaced from their ancestral and spiritual homelands because of rising sea levels and climate disasters.

More than 300 religious leaders representing Islam, Christianity, Judaism, Hinduism, Unitarian Universalism and Indigenous faiths are expected to participate in discussions at the pavilion during the two-week climate summit.

The pavilion is not just a space for faith leaders to share ideas. They are offering their counseling services to any of the tens of thousands of attendees from nearly 200 nations at the climate talks, known as COP28.

On several mornings and evenings over the coming week, spiritual leaders from different faiths are scheduled to lead sessions of moral support.

So far, the initial sessions have been sparsely attended. But more people may start to trickle in soon: Climate negotiations, which are on ongoing, are hitting roadblocks over how to determine whether countries are meeting the shared goal of limiting global warming to 1.5 degrees Celsius above preindustrial levels, according to two negotiators.

More broadly, failures at past summits to address climate change at a fast enough pace have brewed resentment and distrust among some participants. As world leaders made pledges about their commitment to curbing global emissions, fossil fuel company representatives, attending the summit in record numbers this year, have been lobbying to advance oil and gas interests.

For religious leaders and followers alike, the Faith Pavilion offers a refuge from those tensions.

The messages of a pavilion dedicated to spirituality stood in contrast to the atmosphere of a summit where the host country, the United Arab Emirates, has welcomed corporate interests, particularly the fossil fuel industry.

"In the climate negotiations, when we come here to COP28, it's all about money, money, profit, profit," said Athena Peralta, a program executive at the World Council of Churches. "But the climate emergency is, at root, a moral crisis and a spiritual crisis."

The experiment taking place in the Faith Pavilion is unusual for the Emirates and other countries where there is tight political control.

"There is nothing that scares governments and even corporations like interfaith action," said Meryne Warah, the global organizing director of GreenFaith, an environmental group, said at a panel discussion on Monday. "When they see faith communities united for the same cause, they get shook."

Ms. Peralta said she turned to prayer for strength and for hope, two qualities sorely needed in climate change negotiations. "This is where we derive the energy to carry on," she said. "It's especially needed at the COPs." But, she added, "prayer without action does not work."



From meditation to spiritual guidance to indigenous hymns, the vibe in the "faith pavilion" at COP28 is a little different to elsewhere at the high-stakes UN climate talks in Dubai.

Orthodox priests rub shoulders with Emiratis in flowing white robes and Jewish rabbis in the quiet, air-conditioned calm of the pavilion, the first ever dedicated to religion at a COP conference.

Housed in a building of dark glass and geometric triangles, the pavilion offers a space for quiet reflection away from the frenetic diplomacy and flashy business shows that accompany the marathon climate negotiations.

It also offers something else sorely needed at COP -- unity and optimism.

"This testifies to the willingness to work together," Pope Francis said in a video message at the pavilion's inauguration on December 3 in a united call to action with senior Muslim cleric Ahmed al-Tayeb, the grand imam of Al Azhar.

"Today, the world needs alliances that are not against someone, but for the benefit of everyone."

Visitors joining daily "ritual relaxation" sessions or engaging with religious leaders in a lounge room are invited to consider the role of faith in addressing the challenge of global warming.

"For a fairer and more sustainable world, we trust and pray," one visitor wrote on a paper cut-out tree pinned alongside other messages of hope and solidarity to the pavilion wall.

- Spiritual crisis -

Organisers say more than 300 faith leaders from all major religions and traditional beliefs are expected to participate in the pavilion during the two-week-long conference being held in the glitzy Gulf city.

This is the first time in nearly 30 years of global climate talks that religion has been given its own venue, and the striking space has prime real estate in the buzzing heart of an enormous complex.

This COP is the largest ever and thousands of people walk by the pavilion every day, whether en route to meetings and expo shows, or to buy ice cream from a stall doing brisk trade out front.

Faith leaders are offering moral and pastoral services to diplomats working around the clock on the agreement, and for the first time have interfaith representatives attending the formal negotiation sessions.

"We want to bring that spiritual understanding to the decision-making process," Iyad Abumoghli, the director for Faith for Earth, an initiative within the UN Environment Programme, told AFP.

Panels at the pavilion have explored difficult themes including the climate-related loss of homeland, mining in Africa, and ethical investing, and speakers have included government ministers, academics and business leaders.

Faith leaders also issued an interfaith statement in support of reducing and eventually exiting fossil fuels -- a flashpoint issue at the conference overseen by an Emirati oil executive.

The pavilion seeks to foster trust -- a vital element at any COP -- between scientific and religious communities that haven't always seen eye-to-eye.

"I know it's all about science," Mohamed Bahr from the Muslim Council of Elders, told AFP. "But we're trying here to bridge the gap between science and faith."



Media highlights



Report from Dubai: climate change and religion united at COP28



Pope Francis and Grand Imam Ahmed al-Tayeb signed a declaration at the COP28 climate summit calling for peace in the world and more climate action. For the first time in negotiations, there is the presence of a 'pavilion of faith'. Our special envoys, María Clara Calle and Marina Colorado, had the opportunity to speak with Rabbi Yonatan Neril about the relationship between religion and climate change.



Pope urges world religions to unite against environmental devastation

Reuters

December 3, 2023 8:34 AM GMT - Updated 11 days ago



"Religions, as voices of conscience for humanity, remind us that we are finite creatures, possessed of a need for the infinite," the pope said, noting that a Faith Pavilion was a first at a COP conference.

"For we are indeed mortal, we have our limits, and protecting life also entails opposing the rapacious illusion of omnipotence that is devastating our planet," he said.

Religions, he said, "need, urgently, to act for the sake of the environment", educate their members to "sober and fraternal lifestyles" instead of wasteful ones and work for a return to the individual contemplation of nature's grandeur.



Media highlights



Faith leaders get behind Fossil Fuel Non-Proliferation Treaty

The Faith Pavilion at COP28 has put out a new declaration which, among other things, calls on negotiators to adopt the Fossil Fuel Non-Proliferation Treaty.

The treaty is gaining traction at COP, with Colombia becoming the tenth nation to join its call for a new international mechanism to specifically manage the energy transition.

"Faith leaders are united with climate scientists and activists to say: now is not the time to deny the science," says Rabbi Yonatan Neril, founder of the Interfaith Center for Sustainable Development. "Now that the talks are in the negotiations phase, faith communities are actively pushing to ensure the needs of the poorest and the planet are placed at the heart of the agreements we desperately need."

The Faith Pavilion's declaration is "inspired" by an interfaith statement from Pope Francis, Ahmed El-Tayeb, the Grand Imam of Al Azhar, and around 30 other religious leaders that was released yesterday.

If you'd like to read more about the role that faith groups are playing at COP28 - including an interview with Rabbi Neril - check out our long read on the subject here: ["The biggest NGO in the world: What role can religious leaders and faith groups play at COP28?"](#)



Climate action can be a great force for co-operation in the collective interest in spite of other differences. This was indicated by Pope Francis and the Grand Imam of al-Azhar, Ahmed Al-Tayeb, signing a declaration of support for urgent mitigation measures. This came via video addresses at the inauguration of a "faith pavilion", where there were messages of urgency and hope for robust climate action.



The relationship of the climate crisis with health, war and peace enters Religion, which for the first time has a dedicated space in a COP; also arrived at the day with a presentation by **Pope Francis and the great imam Ahmed al Tayeb,** sheikh of Al Azhar University, the main source of theological opinion in Islam. Sunni.

In a video message at the inauguration of the Pavilion of Faith, they called for unity and action to stop climate change and to end wars and ensure world peace, because if conflicts continue it will be impossible to safeguard the Earth.



Heavenly Alliances: Prayers at COP28 for a Greener Tomorrow

In the history of COPs, annual global climate meetings, there has never been a dedicated space for different religions.

For the first time, here it was, adjacent to the World Climate Action Summit and the negotiations zones.



Soil not just farmer's business, it's everybody's business: Sadhguru at COP28 in Dubai

He said that with just one-tenth of the money currently being spent on climate mitigation, we can significantly turn around the land and soil situation and reverse climate change by 35 to 40% in 8 to 12 years' time.

During an earlier segment of the summit, Sadhguru advocated for soil revitalization policies. He emphasized that soil serves as the "ultimate unifier," and faith leaders can play a pivotal role in influencing both individuals and policymakers to implement policies that promote soil revitalization.



O COME, ALL YE FAITHFUL: Pope Francis may have been too sick to come to COP in person, but he still kicked off the inauguration of the first-ever Faith Pavilion via video-link Sunday. The center, in a suitably celestial white building along one of the main avenues in the Blue Zone, is the first to mark the contribution of the faithful to the climate crisis.

Spotted at the Faith Pavilion: The UAE's intriguingly titled Minister of Tolerance and Coexistence **Nahyan bin Mubarak Al Nahyan.**



Media geographic reach



Top 20 countries:

- United States - 1,426 *
- United Arab Emirates - 429
- India - 180
- Canada - 161
- Italy - 136
- Egypt - 136
- United Kingdom - 121
- Australia - 112
- Bahrain - 101
- Spain - 87
- Saudi Arabia - 70
- Argentina - 43
- Brazil - 41
- Lebanon - 36
- South Africa - 35
- Colombia - 34
- Mexico - 32
- France - 29
- Philippines - 27
- Malaysia - 17

*NB: this over indexes due to online titles having a .com website address

Media - core spokespeople



Rabbi Yonatan Neril
Founder & Director of the Interfaith
Center for Sustainable Development



Bishop Marc Andrus
Bishop of the Episcopal
Diocese of California



Khushwant Singh
Head of Secretariat of PaRD



Dr. Iyad Abumoghli
Director of the Faith for
Earth Coalition of UNEP



Judge Mohamed Abdelsalam
Secretary-General of the
Muslim Council of Elders

Media - programme speakers



Sri Sri Ravi Shankar
Humanitarian & Spiritual Leader



Sadhguru
Founder & Head of
the Isha Foundation



Meryne Warah
Global Director of Organising
GreenFaith



Athena Peralta
Program Executive at the
World Council of Churches



Jessica Bwali, Global Campaigner,
Tearfund



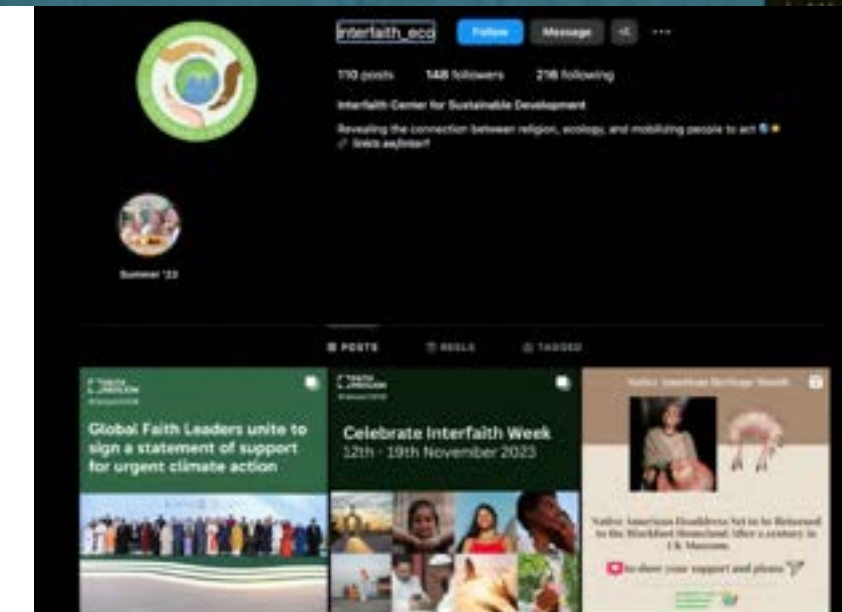
Cardinal Parolin
Prelate of the Catholic Church
& Vatican's Secretary of State

Digital and social media

Social media activity



- Created target list of over 400 individuals from Faith based organisations and over 50 faithinfluencers.
- Developed and distributed a communications toolkit and prompted them to share our assets.
- Hosted two training sessions pre-COP.
- Our toolkit included a suggested content calendar, relevant hashtags, social posts and assets.
- Asked partners within our wider network to share assets within the toolkit, or to reshare content from our Core Planning Group.
- Set up a broadcast WhatsApp group to keep partners updated with new assets during COP.
- All assets were posted on the ICSD channels, and supported by key assets being shared on the Faith Pavilion channels on X.
- Ran a Paid Search campaign directing users to the ICSD website.



Social media: summary and highlights

FAITH.
CLIMATE.
ACTION.

- Facebook was the best performing platform from a reach and engagement perspective.
- Use of the toolkit was lower than we would have liked, but over 50 organisations engaged with the content shared, or created their own posts mentioning the Faith Pavilion and used the hashtags.
- UNEP Faith for Earth and the Muslim Council of Elders were the only core partner organisations, apart from ICSD, that utilised the toolkit or included the hashtags in their posts, which limited the engagement and reach of the posts.
- A few high profile faith leaders and individuals shared content related to the Faith Pavilion, which broadened the reach and helped to build momentum around it, including Sadhguru, Gurudev Sri Sri Ravi Shankar and Adil Najam.

182
Posts shared

3.6K
Engagements

+50
Organisations
Engaged

68.7K
Impressions
on ICSD posts

16.3K
Hashtag
mentions

+12M
Impressions
on posts with the
hashtag



Overall partner engagement



More than 50 organisations, partners and groups shared content related to the Faith Pavilion, with multiple organisations sharing more than one piece of content related to the Faith Pavilion.

Below are a few key organisations:



Communications Toolkit: asset examples



FAITH PAVILION
#FaithatCOP28

“The climate crisis, which has deep ethical roots, is an alarming and clear example of a failure of conscience and responsibility. Its powerful effects are being felt even now – especially by those peoples that are most vulnerable. The real enemy is irresponsible behaviour.”



Cardinal Pietro Parolin
Vatican Secretary of State

FAITH PAVILION
#FaithatCOP28

“Secular efforts will remain impoverished unless, and until, we join to harness the spiritual potential that lies latent in us. Planetary resurgence involves healing and restoring Mother Earth, degraded and depleted by human attitudes and activity.”



Bhai Mohinder Singh
OBE KSG

FAITH PAVILION
#FaithatCOP28

“Whichever tradition it is that we belong to, the values that we share are the same. This is why faith leaders have such an important role to play at this particular moment. When we share a vision of hope with people, it really empowers them.”



Sister Jayanti
Director of Brahma Kumaris World Spiritual Organization

FAITH PAVILION
#FaithatCOP28

“Here at COP28, we need the political, moral and spiritual leadership of faith leaders to hold negotiators to account and ensure that politicians live up to their responsibilities.”



Filippo Grandi
UN High Commissioner for Refugees

FAITH PAVILION
#FaithatCOP28

“We can choose to face the harsh reality of climate change with courage and resolve, turning our pain into the strength necessary to act now before it is too late. It is a daily choice, and not an easy one, but one which determines the fate of all those who will come after us on this planet.”



Christiana Figueres
Former Executive Secretary of the UNFCCC

FAITH PAVILION
#FaithatCOP28

“This summit is a historic opportunity for us religious and spiritual leaders to do as the great Indigenous Lakota Chief Sitting Bull said in his infinite wisdom, ‘Let us put our hearts, minds, and spirit together to see what life we will give to our children.’”



Grandmother Mona Polacca
Indigenous Leader from the Colorado River Indian Tribe

FAITH PAVILION
#FaithatCOP28


“Faith-based organisations can play a very big role in attending to the mental health of people, inspiring them and motivating them to take action, which will protect our planet and protect our environment.”



Gurudev Sri Sri Ravi Shankar
Global humanitarian, spiritual leader and peacemaker

FAITH PAVILION
#FaithatCOP28

“We need the moral voice and spiritual authority of faith leaders globally to summon the conscience of world leaders, awaken their ambition, and inspire them to do what is needed at COP28 to save our one and only home.”



Antonio Guterres
Secretary-General United Nations



Communications Toolkit: asset examples



FAITH PAVILION
#FaithatCOP28

Faith communities are coming together to host the first ever Faith Pavilion at COP28




FAITH PAVILION
#FaithatCOP28

1700 leaders unite for a 1.5° plan at COP28



FAITH PAVILION
#FaithatCOP28

Faith Communities represent 85% of the world's population



85%



FAITH PAVILION
#FaithatCOP28

Climate change is threatening the sacred sites of Kedarnath, reshaping religious beliefs.

FAITH PAVILION
#FaithatCOP28

The Faith Pavilion is calling for world leaders and policy makers to commit to the Fossil Fuel Non-Proliferation Treaty



FAITH PAVILION
#FaithatCOP28

EVENT:
Interfaith, Indigenous, Afrodescendants and Youth Walk.

8 December 2023 15:00 - 16:00
Faith Pavilion Plaza (B5, 64)

People of a wide range of customs, traditions, faiths and religions will come together in solidarity to call on Parties to agree a just and ambitious agreement at COP28.




FAITH PAVILION
#FaithatCOP28

Highlights from the inauguration of the Faith Pavilion at COP28

FAITH PAVILION
#FaithatCOP28

The Faith Pavilion releases a Call to Action urging for more ambitious agreements from negotiators at COP28



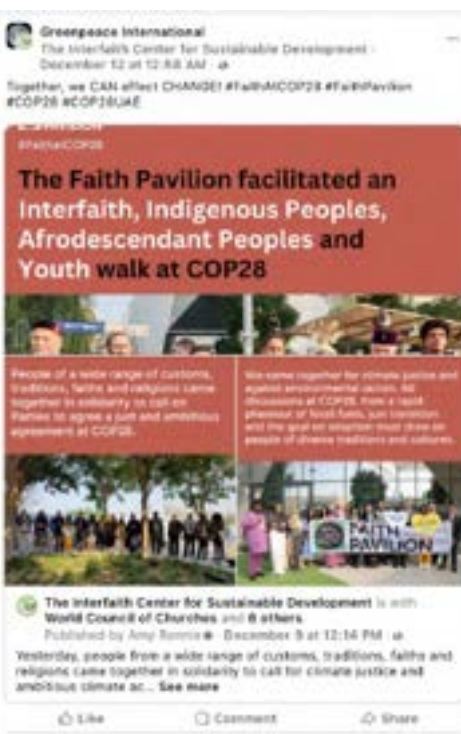
“Faith leaders are united with climate scientists and activists to say: now is not the time to deny the science. Now that the talks are in the negotiations phase, faith communities are actively pushing to ensure the needs of the poorest and the planet are placed at the heart of the agreements we desperately need.”

- Rabbi Yonatan Neril, Founder of the Interfaith Center for Sustainable Development

Inside the Pavilion



Digital Toolkit in Action

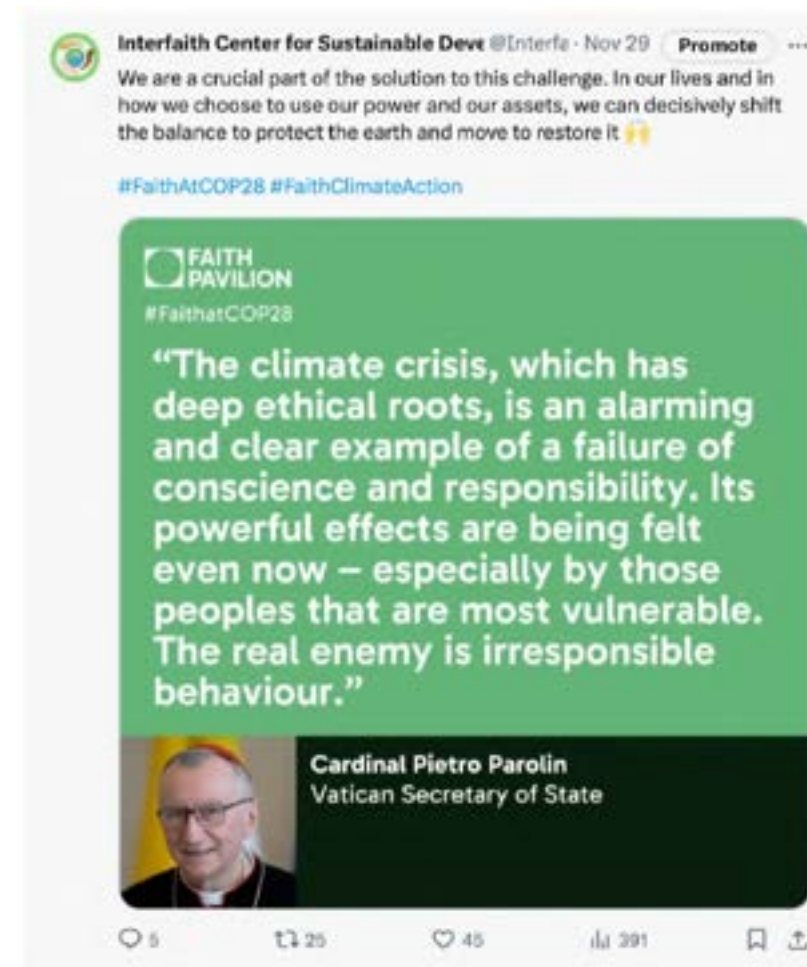


Top performing posts pre COP28 on X



Insights

- The top performing post was the quote card. Short, concise posts tend to perform well on X, and the quote is from a high-profile religious leader, which is credible and encourages more engagement.
- In both the top performing posts, the messaging is positive, which could resonate better with the audience.
- Performance improved in the lead up to the start of COP28, which could be as a result of partner engagement as well as an increase in hashtag searches as they became more relevant to COP.



Impressions: **392**
Engagements: **201**
Reposts: **25**
Likes: **45**
Comments: **5**



Impressions: **175**
Engagements: **158**
Reposts: **39**
Likes: **28**
Comments: **1**



Top boosted posts pre COP28 on Meta



Insights

- The highest performing boosted posts were the quote cards displaying quotes from high-level faith leaders. The quotes are motivating and encouraging, and feel more credible which drives more engagement.
- Boosted posts supported the campaign in reaching new audiences and driving engagement, and should be incorporated in future campaigns.
- A strategic approach to boosted posts should be factored in to future campaigns, as well as diversified content.



Impressions: **32,053**
Reach: **15,671**
Engagements: **965**



Impressions: **6,957**
Reach: **4,196**
Engagements: **544**

Top performing posts pre COP28 on Meta



Insights

- The informative posts performed well organically on Meta, with an engagement rate slightly above benchmarks of 1-5%.
- Longer form posts tend to perform well on Facebook, providing more context around specific events.
- The post around the Global Faith Leaders Summit performed the best from a reach and engagement perspective.
- The copy in both posts is direct and informative, which performs well on Facebook and resonates with ICSD's audience.
- Facebook reach increased by 2.8K%, which is supported by boosted posts, and Instagram reach increased by 34.9%.



Impressions: **446**
Reach: **415**
Engagements: **26**
Engagement Rate: **5.83%**



Impressions: **747**
Reach: **690**
Engagements: **50**
Engagement Rate: **6.7%**



Top performing posts pre COP28 LinkedIn



Insights

- LinkedIn as a platform generated the less from an engagement perspective.
- The posts that performed well are longer form assets, providing more context and information.
- Despite low impressions and clicks on these posts, the engagement rate is still good, and above a benchmark engagement rate of 2-5%.
- Throughout the campaign period, the number of page views increased by 39.1% and unique visitors also increased by 15.4%.



Impressions: 117
Clicks: 8
Engagements: 4
Engagement Rate: 10.26%



Impressions: 118
Clicks: 7
Engagements: 8
Engagement Rate: 12.71%



Partner engagement pre COP28

- Of the Core Planning Group, UNEP Faith for Earth and PaRD were the most active in utilising the toolkit and amplifying the Faith Pavilion.
- Majority of the engagement from partners was on X, where they tend to have more of a following.
- Earlier engagement with partners and commitments to share content is a learning we could test in future campaigns to encourage more partners to amplify the Faith Pavilion.
- Partner engagement increased the closer it got to COP, and majority of the engagement came during COP. Partners shared and engaged with posts promoting content from the lead up and during COP.
- Faith-based Facebook groups shared and engaged with the posts shared on ICSD's channel, and should be targeted in future campaigns.

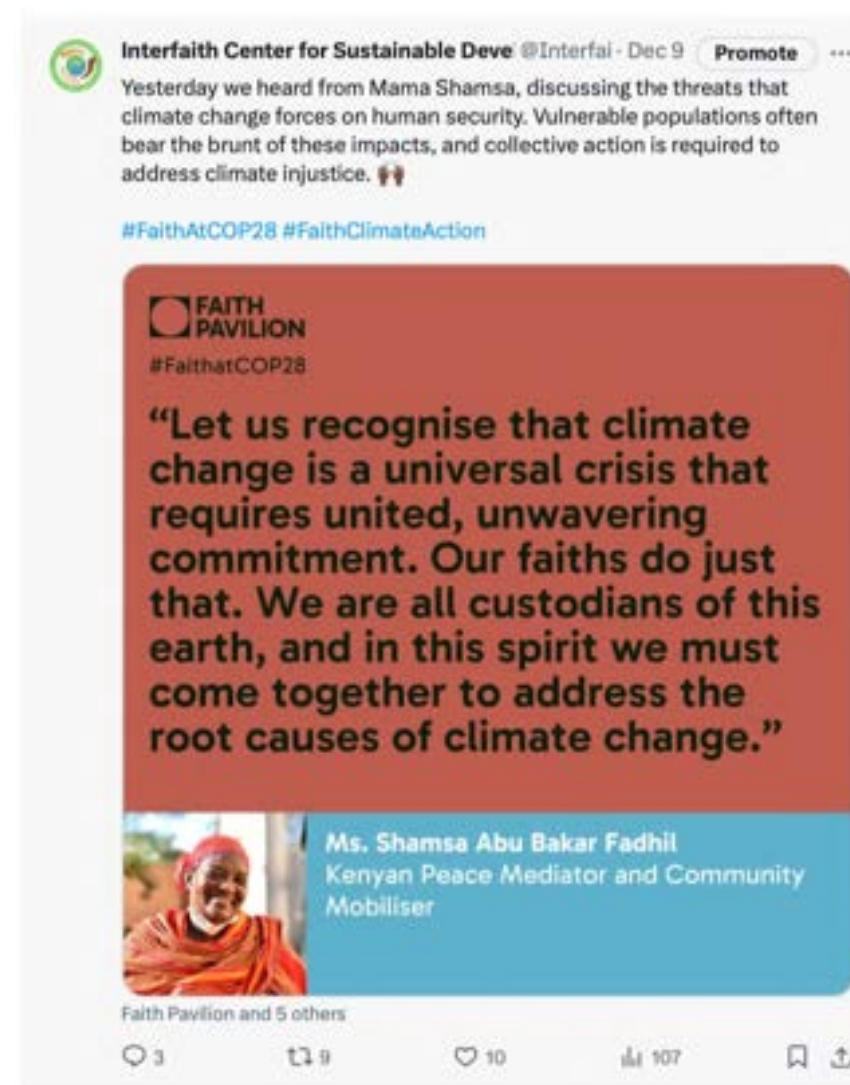


Top performing posts at COP28 on X



Insights

- The quote cards are the best performing posts, with similar messaging calling for collective action. Whereas, the climate stories' carousels and the highlight video content did not perform as well.
- The number of engagements is low, however the engagement rate is relatively high at 33.33% and 25.98%, indicating that this type of content resonates with this audience.
- Overall we achieved over 4k impressions during COP28, which is an increase of 946% compared to previous periods on X.
- Reposting from other accounts is effective at driving higher engagements and broadening reach..



Impressions: **108**
Engagements: **36**
Likes: **10**
Reposts: **9**
Comments: **3**



Impressions: **127**
Engagements: **33**
Likes: **9**
Reposts: **10**
Comments: **0**

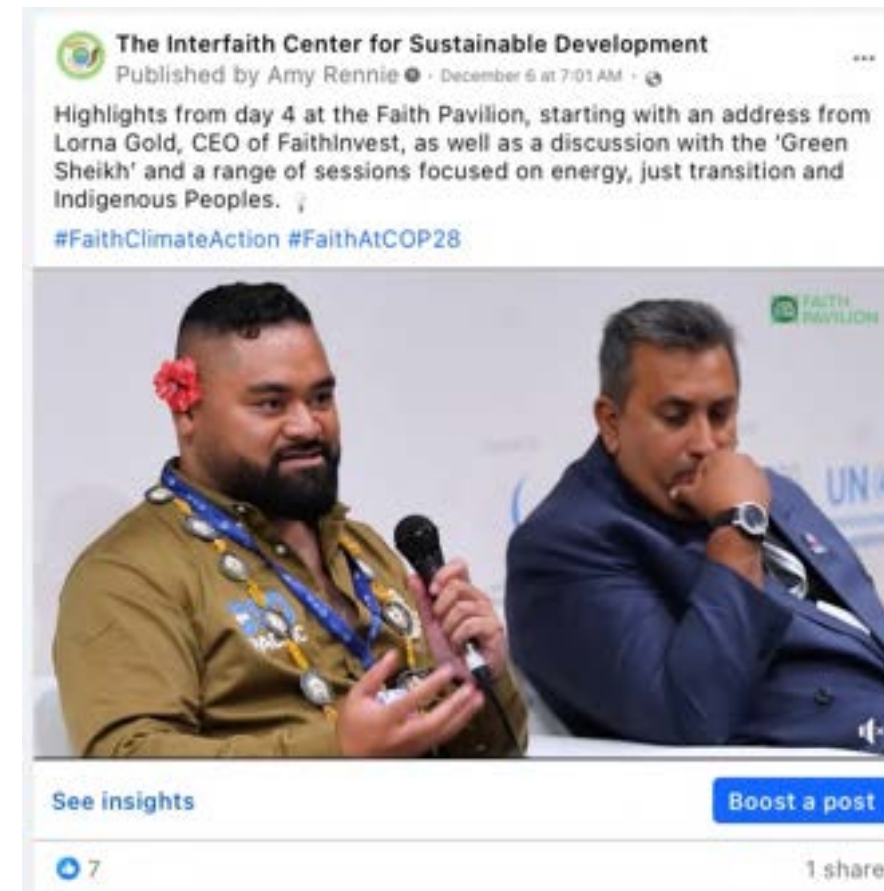


Top performing posts at COP28 on Meta



Insights

- The informative carousel posts tend to perform well with this audience from a reach and engagement perspective.
- The highlight video performed well for reach and video, however the engagements on video posts was low. This video could have performed well due to some high profile speakers included in the video.
- Meta is a good platform to keep users informed of events taking place and various outcomes, and should be factored in to future campaigns.
- Facebook reach gradually increased throughout the duration of the campaign, indicating that the hashtags gained more traction and partner engagement increased.



Impressions: **13,610**
Reach: **9,993**
Engagements: **16**
Video Views (3s): **7,943**



Impressions: **713**
Reach: **642**
Engagements: **33**
Shares: **13**



Top performing posts at COP28 on LinkedIn



Insights

- The top performing posts were both longer form carousel posts, which are quite text heavy. This style of post tends to perform fairly well on LinkedIn, however the number of engagements is relatively low.
- Videos do not perform well on LinkedIn, with few engagements and video views, and should rather be utilised on other channels.
- Throughout the campaign period, the number of page views increased by 48.3% and unique visitors also increased by 7.7%.



Impressions: **78**
Engagements: **4**
Engagement Rate: **11.54%**
Clicks: **5**



Impressions: **55**
Engagements: **5**
Engagement Rate: **10.91%**
Clicks: **1**



Partner engagement at COP28



High profile influencers that shared content related to the Faith Pavilion, all of which were also speakers at the Faith Pavilion, helped to elevate the Faith Pavilion across social channels.



Adil Najam
104K Followers



Sadhguru
4M Followers

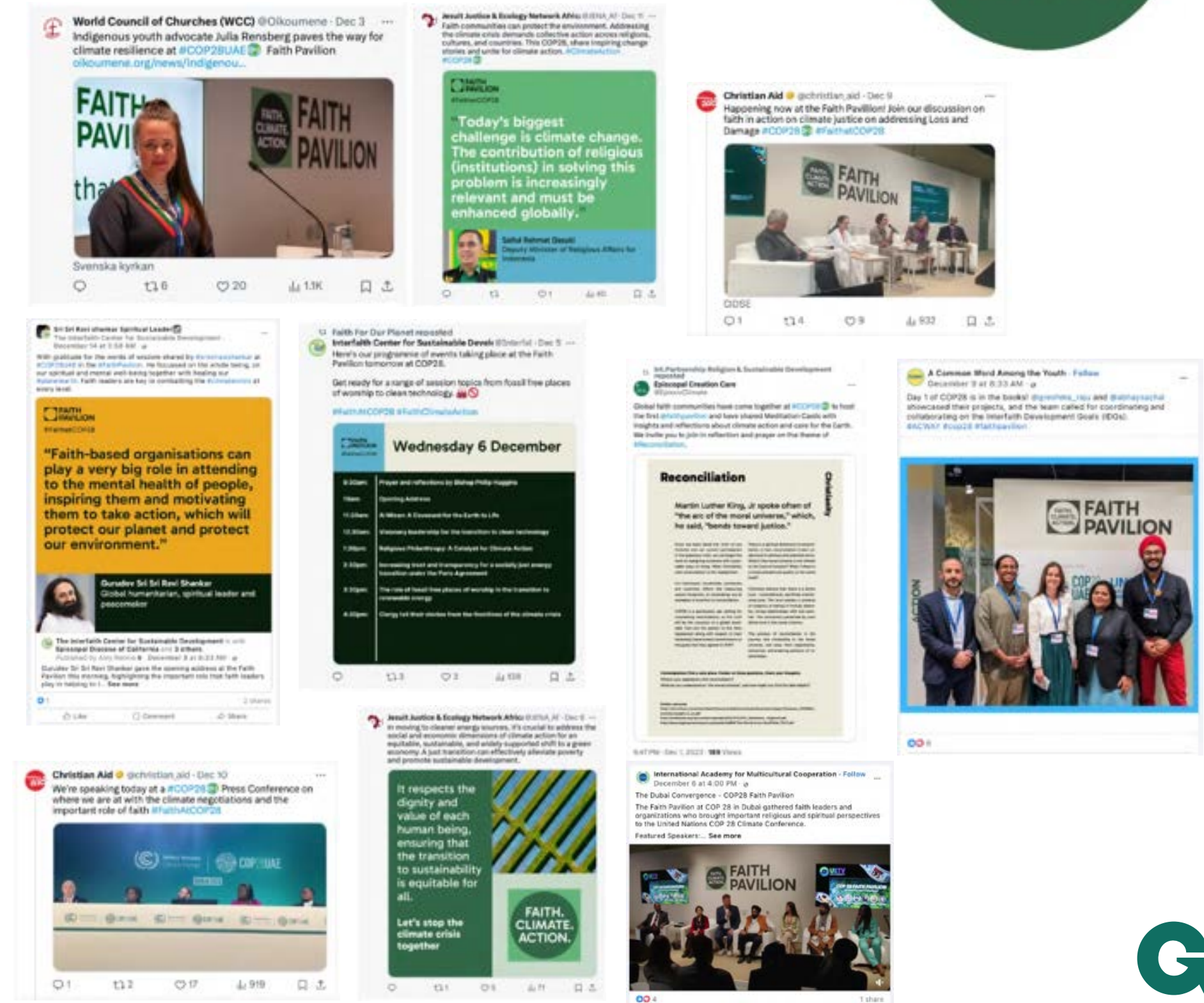


Gurudev Sri Sri Ravi Shankar
4.1M Followers

Partner engagement at COP28



- Over 2.3K unique users, including partner organisations and individuals, shared content and posts using the hashtags across social channels.
- The type of content was related to the Faith Pavilion, highlighting sessions, events and resharing assets on both the Faith Pavilion and ICSD channels.
- Of the Core Planning Group partners, UNEP Faith for Earth and Muslim Council of Elders shared a significant number of posts using the hashtags and referencing the Faith Pavilion throughout COP.
- Among the partner network, Christian Aid, Conscious Planet #SaveSoil, Jesuit Justice and Ecology Network Africa and Faith for Our Planet shared posts using the hashtags and had highest visibility.
- Partner networks should be leveraged to increase the exposure of the Faith Pavilion, and build support and momentum.



Lessons and Recommendations

Media: success and lessons learned



- **Quality of speakers and programming:** from the Pope to Sadhguru to the CPG and session speakers, the quality of input across the two weeks of the Pavilion was strong. Quality of speakers is testament to the power of the CPG and the wider faith movement at COP28. Earlier coordination with comms teams would enable us to build even broader media coverage.
- **Availability of spokespeople for interview:** great response to need for speakers, particularly through Yonatan. No request was turned down and this enabled trust and ongoing relationships to be built. It was a product of good planning and knowing when people were likely to be available.
- **Engagement with media:** we had a number of positive messages from journalists and news outlets offering appreciation for the quality and pacing of our content.
- **Major risks avoided:** from the potential to run major faithwashing stories, to questions about representation and a scandal involving a minister, we managed risk and crises, to avoid negative media coverage.



Feedback from media



Thank you for sending such terrific content!

Ruth Gledhill
Assistant Editor
[The Tablet](#)



Thanks so much! I loved visiting the faith pavilion.

--
Jenny Gross
Reporter, The New York Times



Julia, thanks again for helping us out with Rabbi Neril. It was perfect.



Recommendations - media

- **Establish the narrative:** establish a clear narrative/ call to action, prepared in advance, supported by news releases.
- **Reactions to negotiations:** any link with negotiators could allow us to share faith community responses to the latest developments, allowing timely and newsworthy commentary throughout the conference.
- **Stakeholders:** plan and agree in advance which internal and external stakeholders need to be notified of, or given approval of, press materials and quotes. Prepare approved quotes for external partners in advance, or give notice that sign off will be needed.
- **Interviews:** prepare a wider panel of core spokespeople with better youth and gender diversity.
- **Media contacts:** build on our existing list of good contacts across global media, following up with existing good relationships to establish the "what next" story and interest for the Faith Pavilion in 2024.
- **Country-specific outreach:** build on our approach this year of targeted, bespoke pitches to media in specific countries, offering relevant events and spokespeople.
- **Feature wider events:** there was media interest in the other events/ initiatives being run at the Pavilion - meditation sessions, youth cafes, and pastoral support - that we could look to place features on in future, if these are better established, advertised and attended. Better programming and announcement of high-profile speakers would have helped with media attendance at the 10am talks too.

Social media - recommendations



- **Planning and timeline:** we need to begin the social media campaign in advance, allowing us to build awareness and a following, bringing users on a journey to take a higher-barrier action during COP. The organic campaign needs to be supported by a paid campaign.
- **Partnerships:** begin reaching out to organisations and securing partnerships early on. We should also ensure we have defined asks and commitment from partners to support the campaign.
- **Digital toolkit:** engage with partners well in advance and agree on a set number of posts to share on their channels. Reduce the amount of content but ensure we are communicating key asks, which might encourage more partners to share the content and use the toolkit.
- **Photographer/videographer:** work with our own photographer/videographer to ensure there are no delays on receiving content, and allow us to have full creative control.
- **Paid Media:** Paid media should be included in future campaigns to achieve broader reach and increased engagement. Even \$15,000 would make a big difference.



Conclusions

Conclusions



- **Substantial interest and support for the Pavilion** was demonstrated by individuals, partners, media, other civil society groups and country delegations. Harnessing this support will be key to maintaining the success of the Pavilion, and ensuring the Pavilion is able to influence the direction of future COPs.
- **High levels of media coverage** before and during COP28 with substantial and genuine interest in the Faith Pavilion as the first of its kind.
- **Faith was firmly a part of COP28** with 7% of all coverage related to faith, spirituality or religion. This represents a step-change and watershed in the position of faith in the context of COPs.
- **Solid engagement on social media** and much more could be achieved with increased engagement of the wider faith community at COP28 before and during the event, and faster and broader sharing of visual media content.

Thank you

