



Climate High-Level Champion for COP29 **2024 Key Outcomes Report**

The High-Level Champion's role

Driving collaborative climate action across sectors, countries and communities

The Climate High-Level Champions work to mobilize ambitious climate action from businesses, cities, regions, and financial institutions to support governments in achieving the goals of the Paris Agreement.

By driving partnerships, showcasing transformative solutions, and prioritizing support for vulnerable communities, the High-Level Champions turn ideas into impact - cleaner air, better jobs, safer homes, and a healthier world for all.

Appointed by the COP Presidency for a two-year term, and passing the baton from COP to COP, the High-Level Champions are uniquely placed to drive bold climate action across the global economy and civil society.



HLC's Global Frameworks

The Climate High-Level Champions lead several key global frameworks, such as **Marrakech Partnership for Global Climate Action, 2030 Climate Solutions, Breakthroughs, Sharm El-Sheikh Adaptation Agenda, Regional Platform for Climate Projects (RPCP)**, aimed at accelerating global climate action. These initiatives help to facilitate collaboration between national governments and non-party stakeholders—including cities, regions, businesses, investors, and civil society—to implement the Paris Agreement's goals.

Marrakech
Partnership



SAA

SHARM
ADAPTATION
AGENDA



RACE TO ZERO

Key Moments of 2024



Bonn SB60: Overview

Under the leadership of the High-Level Champions, with support from UNFCCC and Climate Champions teams, the Marrakech Partnership and other Partners, delivered a series of events in support of the UNFCCC process by mobilising non-Party stakeholders and a whole-of-society approach, including:

- 1 Marrakech Partnership 'collaborating towards COP29' event
- 1 HLCs 'Setting the Agenda from Dubai to Baku' Flagship event
- 16 Meetings with UNFCCC Executive Secretary, Parties & Constituencies
- 1 HLCs dialogue with businesses to strengthen NDCs
- 1 Dialogue on multilevel partnership for enhanced NDCs
- 1 Marrakech Partnership gender roundtable
- 1 Scaling implementation and financing adaptation solutions event



Bonn SB60: Key Outcomes

At SB60 in Bonn, the High-Level Champion:

- Discussion with the Marrakech Partnership stakeholders for continued collaboration around the priorities of the HLCs and MP Work Programme for 2024.
- Gathered feedback from Parties on the priorities for the year and sent a letter for ideas on how to accelerate climate action and drive implementation, resulting in submissions representing 38 Parties and 22 from non-Party stakeholders
- Amplified 5 Pillars of Harmony under COP29 Action Agenda Presidency Initiatives.
- Hosted a flagship event ‘Setting the agenda from Dubai to Baku: mobilizing non-Party stakeholders for enhanced national climate plans,’ with national governments, businesses, cities, IP, and youth leaders to accelerate the implementation of the UAE Consensus and build momentum for successful COP 29 outcomes.
- Convened 30 senior policymakers, businesses, financiers and insurers, and sub-national representative to address barriers and accelerate opportunities for NDCs to accelerate real-economy implementation of climate goals. Participants included senior policymakers from a number of countries including Brazil, Germany, Japan, Viet Nam and Barbados and senior business representatives from Ikea, Iberdrola, Nestle, and Microsoft.
- Convened national governments, Mayors, and Governors during the Dialogue on Multilevel Partnership for Enhanced NDCs,’ to accelerate multi-level partnerships between national and subnational governments through the Coalition for High Ambition Multilevel Partnerships (CHAMP).

London Climate Action Week: Overview

An annual event bringing together leading climate experts to help discussing solutions for the climate emergency, particularly leveraging the opportunity of London as one of the largest financial centres in the world. Hosted by think tank E3G and attended by CEOs/CSOs, politicians, climate leaders, academics, and civil society organisations, 2024 themes were: the road to Belem; financing the global climate transition; mobilising whole of society climate action; and delivering a net zero and resilient UK. The key objective was to set out the HLC vision for COP29 and speak about priorities with real-economy actors and non-State actor initiatives.



The week in numbers:

- 10** High-Level Champions convened events
- 14** Key events attended by COP29 HLC
- 4** 'Big Ticket' event speeches or panels
- 1** Closed-door engagement event at Chatham House
- 1** Flagship event with Race to Zero and Race to Resilience



London Climate Action Week: Key Outcomes

At London Climate Action Week, the High-Level Champion:

- Engaged with real-economy stakeholders (C-Suite) to set out a vision and **discuss priorities for COP29**.
- Opened the week by convening a flagship event **‘Innovating for Change’** with the Race to Zero and Race to Resilience partners. The interactive programme highlighted leadership and success stories from across regions and sectors, including from Natura & Co, Impax Asset Management, and the Brazilian State of Minas Gerais to more than 100 leading business and sustainability voices in the room.
- The High-Level Champion spoke at **‘big ticket’** events: Insurance De-Risking Summit, World Climate Investment Summit, Climate Innovation Forum, and Mission 2025. This enabled her to set out the COP29 and HLCs priorities, including the importance of SMEs and plans for a Business and Philanthropy Forum, to a broader audience.
- A closed-door roundtable at Chatham House with non-Party stakeholder initiatives and civil society, to build relationships and gather feedback, advice and support for the focus on business engagement and SMEs.
- **Connected and built relationships** with influential individuals including Mbororo Indigenous woman Hindou Oumarou Ibrahim, Andrew Steer of Bezos Earth Fund, Maria Mendiluce of We Mean Business and the SME Hub, Emma Howard Boyd Chair of the London Resilience Review, Malini Mehra of Globe and London Climate Action Week Steering Committee, Adam Elman of Google.
- Gave media background interviews with Reuters and the FT.

Climate Week New York: Overview

Hosted by The Climate Group since 2009 alongside the UN General Assembly, Climate Week NYC (CWNYC) is one of the key annual summits in the international calendar. Climate Week NYC brings together international leaders from business, government, and civil society to showcase climate action and advance solutions. The 79th session of the United Nations General Assembly (UNGA 79, Sept 10-24) is the most important event of the UN, it convenes UN officials, Heads of State, Ministers and leaders in New York, hosted at the UN HQ. As part of UNGA, UN also hosted the Summit of the Future..

Just two months before COP29, CWNYC was a key opportunity for HLCs to convene stakeholders, update on progress, build momentum, set expectations and enhance ambition ahead of COP29.

The week in numbers:

- 7** High-Level Champions convened events
- 12** Key events attended by COP29 HLC
- 7** Key meetings & bilaterals
- 2** Campaign launches (at flagship event):
 - Impact Makers
 - Climate-proofing SMEs
- 1** Flagship event co-convened with the COP29 Presidency on Baku Initiative for Climate Finance, Investment and Trade



Climate Week New York: Key Outcomes

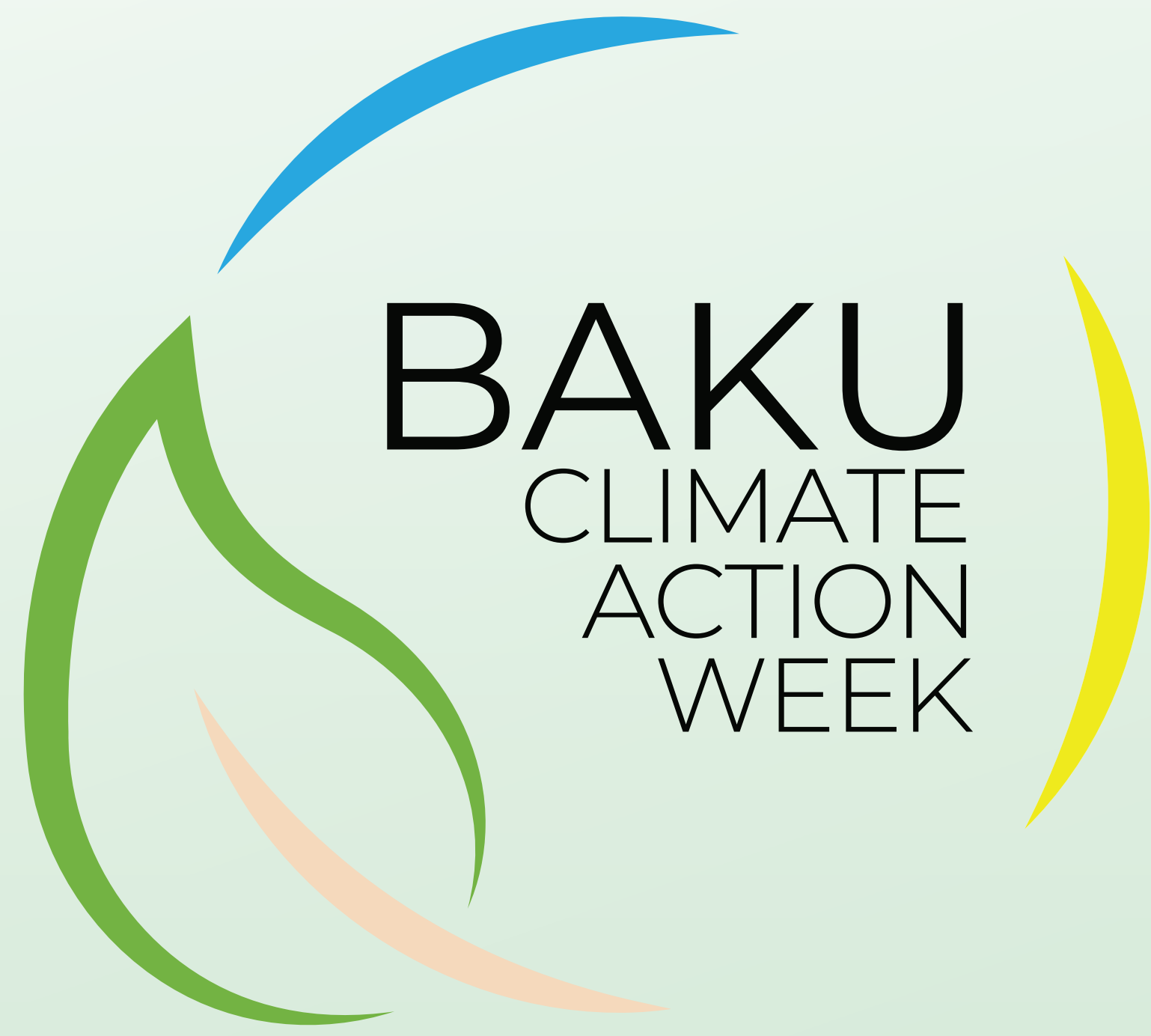
- Engaged with key stakeholders (Ministers & C-Suite) to build momentum and support **ambitious NDCs** ahead of COP29.
- Convened the flagship event ‘Inspiring action for all: showcasing climate leadership from SMEs and Impact Makers’ to formally **launch two COP29 HLC campaigns: Impact Makers and Climate Proofing SMEs**. The event introduced the campaigns, showcased leadership from a diverse range of actors, as well as highlighting the vital role SMEs can play in the green transition.
- The High-Level Champions spoke at **‘big ticket’** events. This elevated the Champions as thought leaders and enabled them to share their key messages to a broader audience on a range of topics e.g. High-level Political Dialogue of the Coalition for High Ambition Multi-Level Partnerships, It’s Time To Unite For Mission 2025, the Global Renewables Summit, Hub Live: ‘It’s Time to deliver on climate finance and power sustainable growth’ and Ceres at Climate Week.
- Spent time and **fostered relationships** with new partners including Amazon, TikTok and LinkedIn - leading to an exciting debate event at COP29.
- Engaged with **regions and important stakeholders** at the Global Africa Business Initiative: Unstoppable Africa and an Indigenous Peoples roundtable on access to finance.
- Engaged with Parties, philanthropists and partners on the **future of the Action Agenda**.
- Elevated the COP29 Presidency’s **Baku Initiative for Climate Finance, Investment and Trade** through a highly attended flagship event.

Local Business Engagement



Local Business Engagement

- As part of its core non-state actor engagement activities, the Climate High-Level Champion hosted the **“Enhancing Ambition, Enabling Action: COP29 Sustainable Business Forum” on May 17, 2024, in Baku, Azerbaijan**. Convened by the COP29 Presidency, the Forum brought together Azerbaijan’s business community to mobilise climate finance and innovation in support of global climate efforts. This form served as a platform for the private sector to engage with the COP29 team’s vision and offer perspectives on emissions reduction, technology, adaptation, and finance.
- Building on efforts to mobilise private sector climate action for COP29 on local level, HLC has convened a roundtable **on July 30, 2024 on the Sustainable Built Environment in Azerbaijan**. The event brought together construction companies, public institutions, and international partners to discuss low-carbon, resilient development. A joint declaration was signed by major developers, committing to emissions tracking, transparency, and climate integration.



BAKU CLIMATE ACTION WEEK

30 September – 4 October



Baku Climate Action Week: Overview

Hosted by the COP29 Presidency and the COP29 HLC, the first Baku Climate Action Week (BCAW) served as a precursor to COP29. In partnership with LCAW, it brought together key stakeholders from across government, the private sector, civil society and international organisations and provided an open forum for exchanging ideas, forging partnerships and exploring innovative solutions to address global challenges such as energy transition, food security, water management, climate education and green skills development. The success of the week led to a resounding endorsement by Eduardo Paes, Mayor of Rio de Janeiro to continue the momentum with a similar Rio Climate Action Week to be organised ahead of COP30. BCAW featured over 30 events, drawing more than 2000 participants from a variety of sectors including policy, business, academia, civil society and youth.

The week in numbers:

- 6 Roundtables
- 3 Pledges
- 1 Memorandum of Understanding
- 2 Workshops
- 5 Youth & Children Engagement events
- 2 Art Exhibitions



Baku Climate Action Week: Key Outcomes

Some key outcomes include:

- **Private sector & Finance commitments:** BCAW secured vital commitments from the private sector and finance institutions, reinforcing the need for increased investment in sustainable practices and climate resilience, especially in climate vulnerable countries.
- **SMEs in Green Economy:** BCAW underscored the fundamental role SMEs play in national economies and global supply chain, emphasising the importance of empowering and supporting SMEs in the green economic transition.
- **Agricultural Report:** the launch of the “Agricultural Report of Breakthrough Agenda” by GGIAR and FCDO represented a crucial step towards decarbonising the sector, advancing sustainable agricultural practices, empowering farmers and scaling adaptation efforts.
- **Baku Climate Science Conference:** the conference brought to the fore cutting-edge research and innovation in climate science, focusing on the role of empirical data, AI, and advanced analytics in greenhouse gas emission monitoring and adaptation.
- **Built environment & Smart cities:** The signing of MoU between the State Urban Planning and Architecture Committee and IFC on “Green Buildings Framework in Azerbaijan” was one of the key outcomes of the week.
- **“Walk the Talk” for Climate Action,** an inclusive event was organized in partnership of the UN Azerbaijan along Baku Boulevard bringing together a diverse group of participants from government, private sector, civil society and youth.
- **The exhibition 'Caspian Dreams'** by renowned photojournalist REZA showcased the relationship between art, culture, and climate. As part of BCAW, in partnership with the legendary photojournalist, a viewing and artist talk were hosted, featuring the exhibition documenting the dramatic transformation of the city of Baku.

Baku Climate Action Week: Roundtables

Some key outcomes include:

- “Just transition Partnership and Catalyzing Investment” roundtable - provided a vital platform for stakeholders to discuss strategies for an equitable energy transition and to unlock the financing needed to achieve global climate goals.
- “HARMONIYA 4 Climate Resilience” roundtable - signing of the **Harmoniya Food Systems Call to Action Pledge** signalling a strong commitment from both local and international stakeholders to advance sustainable agriculture and water management practices.
- “Zero Emissions Shipping, Freight Logistics and Transport” roundtable – pledge to **Advance efforts toward achieving zero-emission transportation systems** were signed where participants committed to advancing green shipping initiatives in Azerbaijan.
- “AI and Technology” - a significant outcome of this roundtable was signing of a **Baku AI and Innovation Pledge** to advance a use of AI technologies in Azerbaijan’s journey to net-zero emissions by 2050.
- “Creating the Highway for Private Finance” roundtable - brought together Azerbaijani financial institutions, regulators, and international experts to discuss the role of private finance in advancing climate action and achieving the SDGs.
- “Carbon Mitigation and Market Mechanisms” roundtable – brought together policymakers, environmental experts, and business leaders to discuss the foundation needed for establishing a carbon market infrastructure in Azerbaijan.



Baku Climate Action Week: Youth Engagement

During BCAW, the HLC placed a strong emphasis on youth engagement, supporting the organization of several events led by the Youth Climate Champion for COP29. These efforts positioned young people and children as central drivers of climate action.

- **IDEATHON: “Bridging the gap – Youth and Green job Markets”** initiatives demonstrated how innovation and ambition from younger generations can help to bridge the gap between today’s challenges and tomorrow’s solutions.
- **The Azerbaijan Universities Network on Climate Change** high-level event highlighted the pivotal role of universities and higher education institutions in addressing climate change. The event also laid the groundwork for establishing the network, drawing inspiration from global examples such as the UK Universities Climate Network.
- **National High-Level event on Climate Change & Children**, held as part of BCAW, was a critical session dedicated to drawing attention to the unique vulnerabilities of children in Azerbaijan amidst and climate change.
- **Sustainable Future: Youth-led Green Innovation** event provided a platform for young entrepreneurs to showcase their innovative solutions to pressing environmental challenges.
- **Art exhibition on “Caspian Dream”** provided a platform for young artists to reflect on Azerbaijan’s environmental past and future through their artistic lenses.



COP29: Overview

Under the leadership of the High-Level Champions, with support from UNFCCC and Climate Champions teams, the Marrakech Partnership and other Partners, delivered **25+ MP events** at COP29, including:

- 9 Marrakech Partnership Action Events
- 9 Implementation Labs
- 4 HLCs Special Events
- 1 GCA High-Level Event
- 1 Closing Event
- 1 Business, Philanthropy & Investment Climate Platform

Additionally:

- 15+** The Climate Champions Team supported partners at 15+ events, roundtables and sessions, including at the **Resilience Hub, South Africa, Methane Hub, Ocean and UAE Pavilions**

Flagship events and themes included: Nature Finance, Enhancing NDCs, Climate-proofing SMEs, Investing in Skills for Climate Action, Finance and Informality.



COP29 Business, Investment, and Philanthropy Climate Platform (BIPCP)

The High-Level Champion, with the COP29 Presidency and Ministry of Economy delivered the **Business, Investment and Philanthropy Climate Platform** convening over 1,000 business, finance and philanthropic leaders. Investors, with over \$10 trillion in assets, committed to accelerate the deployment of private capital into climate markets.



COP29 Business, Investment, and Philanthropy Climate Platform (BIPCP)

Further partners for the event included AVPN, Bill & Melinda Gates Foundation, International Finance Corporation, Marrakesh Partnership, Sustainable Markets Initiative, WBCSD, World Economic Forum and XPRIZE.



COP29: Key Outcomes

At COP29, the High-Level Champion:

- Convened **bilateral meetings with Parties** to update on progress throughout the year and receive feedback on how to improve. Welcomed Parties **renewal of the mandate of the High-Level Champions** until 2030 and recognition of the importance of non-Party stakeholders in supporting Parties achieve the Paris Agreement goals.
- Hosted a successful **Global Climate Action High-Level event and Marrakech Partnership program** across the two weeks featuring diverse, high-level speakers and implementation solutions from non-Party stakeholders across the world.
- An exhibition featuring portraits of 16 Impact Makers selected through the High Level Champion's campaign.
- An energized high-level multi-stakeholder roundtable on Small and Medium Enterprises (SMEs) as a driver of a just transition and a resilient green economy with key collaborators.
- The High-Level Champions spoke at key **Presidency Action Agenda** events throughout the two weeks, the opening press conference, and multiple events in pavilions, the Green Zone and official side events.
- **Regular Press Conferences and media engagement** as both High-Level Champion and Presidency spokesperson.
- Publication of the **Yearbook of Climate Action 2024, Truly Global: A Regional Outlook on the 2030 Climate Solutions** and updated **Whole-of-Society rallies to support strong National Climate Plans** and presented the **improvements to the Marrakech Partnership structure** to the Marrakech Partnership.

NPS Engagement in the UNFCCC Process

- In addition to the key events outlined previously, the High Level Champion participated in the Copenhagen Climate Ministerial and Petersberg Dialogue to provide Parties with information, ideas and solutions about the non-Party stakeholders' (NPS) ambitious climate actions.
- At events at the pre-COP meeting in October in Baku, she delivered a keynote address on enhancing international cooperation at the Roadmap to Mission 1.5 Troika High-Level Dialogue, highlighting that non-Party stakeholders are leading the charge and should be viewed as key delivery partners for NDCs, and the need to invest in people.
- The High Level Champions and the Marrakech Partnership have been supporting engagement of NPS into the UNFCCC process, including through the Mitigation Work Programme and the new collective quantified goal on climate finance, the Sharm el-Sheikh Dialogue on Article 2, paragraph 1(c) of the Paris Agreement and its complimentary Article 9, and the follow-up on the first Global Stocktake, among others.



Campaigns



SME Campaign

23 Sept | Climate Week NYC

Launch event during Climate Week NYC, dedicated website published and key campaign messages shared throughout Nigar's speeches and interviews

16 Nov | COP29

Announcements and showcasing progress at COP29, including HLC Special Event and social media communications

Road to Baku

Recruit collaborators, work towards COP29 objectives and mobilisation efforts, collate existing resources and publish op-ed

The campaign has built significant momentum, recruiting

- **44 Campaign Collaborator** organisations working towards objectives
- Reaching a network of almost **90 million SMEs**
- Local campaign mobilisers in **100+ countries**



Campaign collaborators' work span business, financial institutions, universities, cities and subnational governments and local communities, enabling a multi-stakeholder collaborations and systemic approach.



Under COP29 HLC leadership, campaign partners announced significant progress at COP29

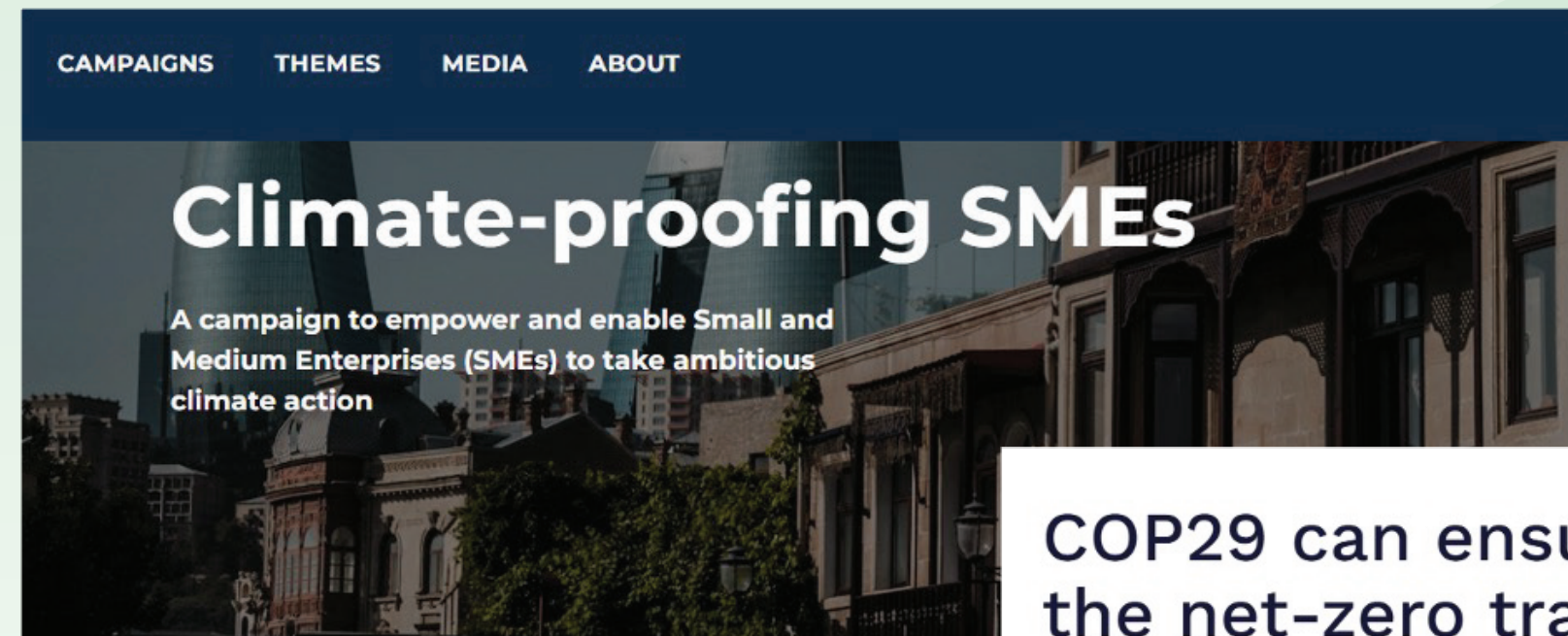
- **Mastercard** Centre for Inclusive Growth's report Unlocking the power of small businesses to drive climate-smart inclusive growth
- Launch of the **Climate Drive 2.0** hosted by WBCSD
- **ICC** report on Unlocking sustainable finance for SMEs
- **Acumen** \$300M Agricultural Adaptation Commitment
- Over 9000 SMEs in **Race to Zero**
- **CDP** first SME Questionnaire responses from >12,000 SMEs
- Declaration signed by **KOBIA, SEBRAE, International Trade Centre (ITC)** to facilitate the green transition of small businesses at COP29
- **ITC** draft principles to include small businesses in national climate plans
- **IUCA** and **Centre for Climate Engagement** report collating academic insights from around the world

“ SMEs are crucial for climate success. The Climate Proofing SMEs campaign will focus on empowering them to thrive in the green transition – boosting climate literacy, access to finance and resilience.”



Nigar Arpadarai
Climate High-Level Champion
COP29 Presidency

Communication included the **campaign website**, **handle and social media assets** (available in 7 languages) posted by campaign collaborators, **op-ed** in Edie and messages in Top of the COP newsletter



COP29 can ensure SMEs thrive in the net-zero transition – here's how

Nigar Arpadarai and Maria Mendiluce jointly outline how the climate pledges made at COP29 this month could affect SMEs, and how best to make this an opportunity rather than a burden.



The **Special Event** brought together 29 campaign collaborator on the ground in Baku with private sector leaders supporting SMEs customers and suppliers to discuss their role in driving a **just transition to a resilient net zero economy.**



We also convened collaborators for discussions on **access to finance** for SMEs in Global South and the role of SMEs in driving a **Just Energy Transition in Africa**, alongside supporting several partner led events.



While some organisations brought SMEs to participate in discussions at COP29 but meaningful **presence of SMEs** continues to be a challenge.

Climate Proofing SMEs campaign: Road to COP30

COP30 targets

CAPACITY BUILDING

- Increase SME Access to tailored resources and capacity building, across priority regions
- Increase access to finance for SMEs, including private and multilateral

CATALYTIC COLLABORATIONS

- Strengthen incentives for SMEs to spearhead the green transition (policy and value chain engagement)
- Expand research and evidence base for SME climate action

Next steps

- HLC will convene in January 2025 and regularly thereafter the campaign 40 collaboration partners to confirm and refine strategic objectives for 2025.
- Throughout the year, HLC will showcase SME leadership through comms channels.
- HLC will leverage key global milestones to convene partners and drive campaign progress.
- HLC will work with COP30 Presidency to ensure Baku-to-Belem continuity.
- Facilitate sharing of tools, resources and requests between organisations on an ongoing basis.

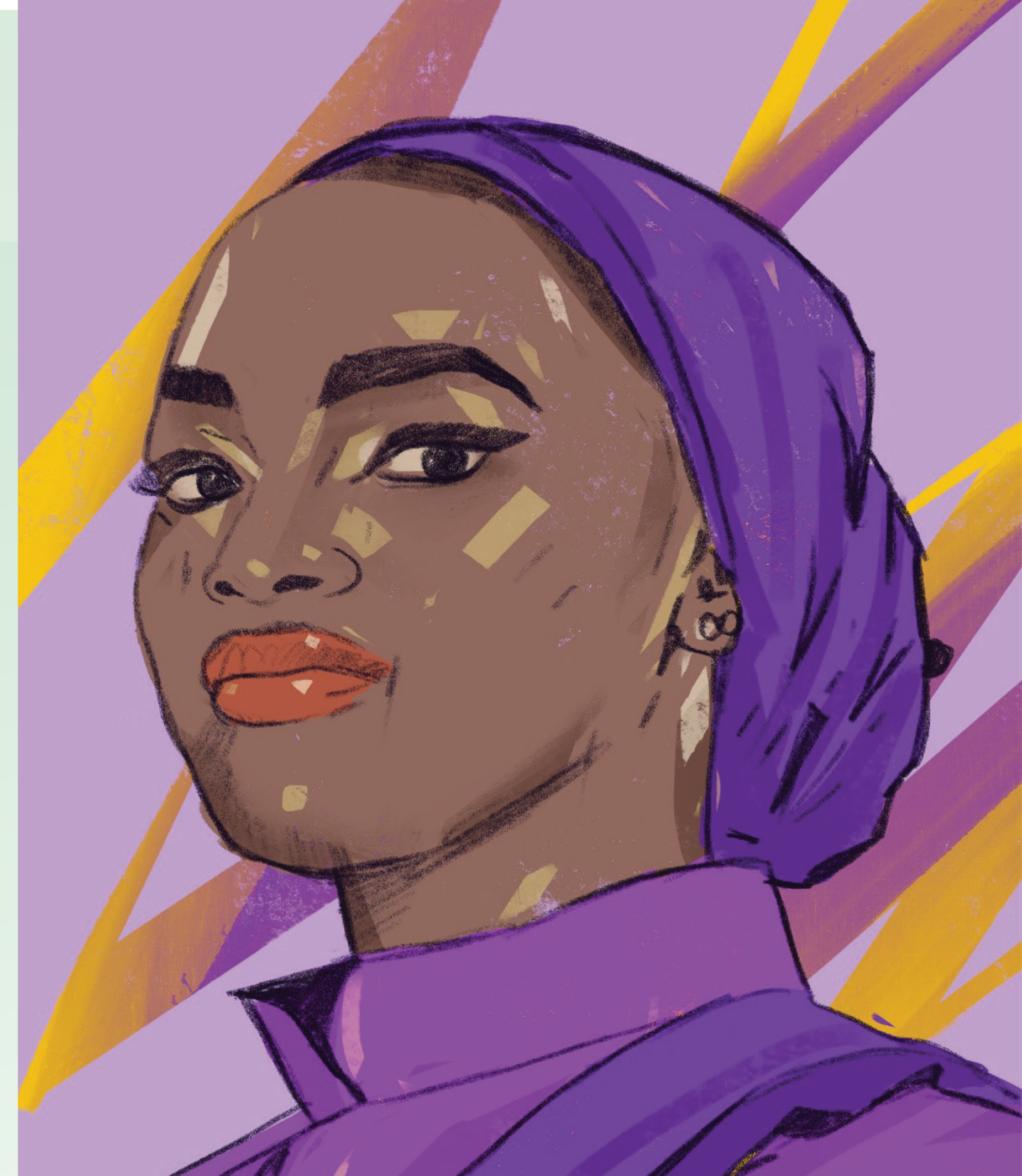


Impact Makers Campaign

Soft launched during Climate Week New York in September 2024, with a hard launch at COP29, Impact Makers seeks to scale the impact of “Green Disruptors” – including green startups, climate innovators from marginalised communities, activists, micro-SMEs, and cities, who demonstrate a climate focus or impact. This has so far been done through one mechanism: public storytelling, but there is an opportunity to link these disruptors to partner support systems.

In doing so, the campaign has an opportunity to address gaps in equitable access to training, capacity-building, potentially funding, or other resources that would enable these disruptors to scale up their work.

This campaign is envisioned to leave a legacy beyond COP29, stretching to COP30 with the potential to profile up to 100 Impact Makers.



COP29
IMPACT!
MAKERS!

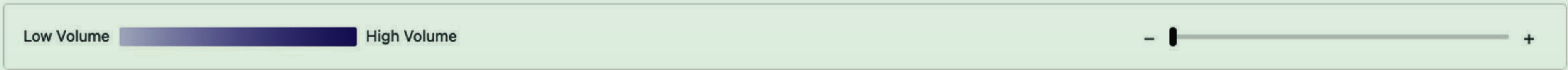
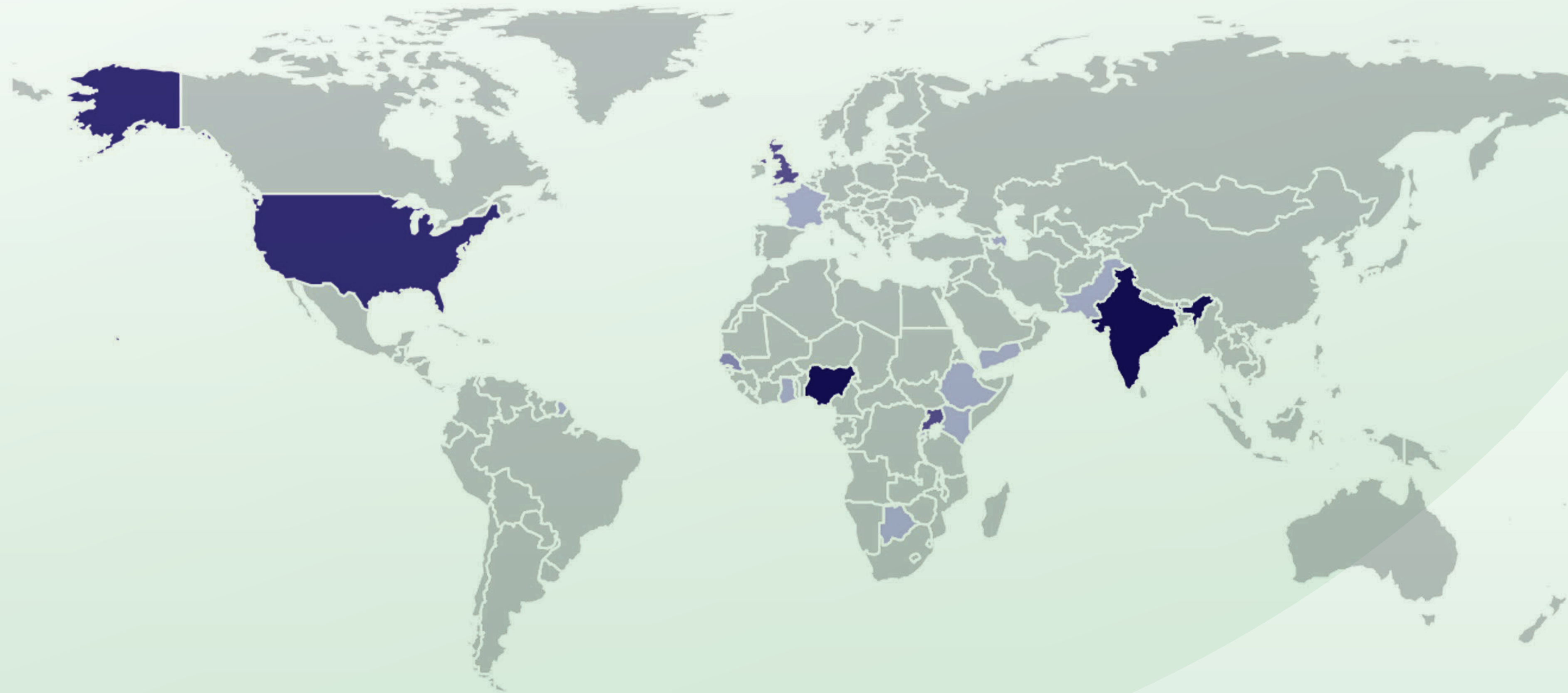
Impact Makers: In numbers

- **1** dynamic microsite operational and engaged with 14,798 times during COP
- **40 Impact Makers** selected to date and profiled through creative storytelling, illustrations, social media and video content from 19 countries
- **16** Impact Makers featured in the COP exhibition
- **7** languages represented in our social media pack
- **8** diverse organisations represented in the Steering Committee
- **9,444,829** social media impressions and **193,333** engagements for IM content by end-COP29



COP29
IMPACT!
MAKERS!

#COP29ImpactMakers global reach



Impact Makers Campaign: Road to COP30

Target: 100 IMs profiled by COP30

Progress: 113 applications received, 40 so far selected

Next steps:

- Reconfirm and refine strategic objectives for 2025, including the goal of expanding to 100 Impact Makers by COP30
- Deepen global reach through multilingual content and strategic partnerships, for example media outlets and NGOs
- Integrate Impact Makers into key climate events, "moments" and platforms
- Strengthen community engagement whilst refining target audiences
- Develop a comms & events strategy for integrating IM at COP30
- Develop spin-off products, from thematic or regional roundups to compiling impact, advice and reflections for future Impact Makers



COP29
IMPACT!
MAKERS!