

COP26 SOCIAL MEDIA PLATFORM PROPOSAL

1 SUMMARY

This project aims to collaborate with all Scottish environmentally-focused organisations to create a social media platform and media content for it that can take the message of young people (<35 year olds) in Scotland to the COP26 conference in Glasgow. This unified voice could break past the physical barriers of the conference and influence decision makers.

2 BACKGROUND

There is huge potential for Scottish academic and environmental organisations to come together through a social media page to deliver one clear message to the COP26 conference through multimedia content. This could overcome limited physical access to the conference and inspire public following to reach policy advisors and diplomats. The more we collaborate, the larger the audience we will create to hear the climate change messages of young people in Scotland.

3 PROJECT

3.1 Structure and opportunities

Form a working group between academic and environmental organisations to create a branded social media platform, and produce professional video content for it, to take Scotland's message to COP26.

This would bring many benefits over solely creating content for our own current social media pages:

- *Access media skills and network:* Environmental organisations will be able to connect with media professionals to help them tell their stories.
- *Connect with new audiences:* Output will connect with audiences beyond the current reach of individual organisations so we would all gain more social media followers.
- *Unified influence:* Instead of all organisations just sharing similar content, this will bring us all together to collaborate, share ideas and present one clear unified message to COP.
- *COP26 access:* While we will have very limited physical access to the conference, local social media content could, through going viral, reach decision-makers inside.
- *Supportive Platform:* Gaining a following for this platform will allow us to offer an audience to the voices of people from under-represented groups.

3.2 Media Content

Through a series of branded social media pages, release weekly videos and a podcast that detail the vision for the future that young people have and the stories of people who embody sustainable living or are impacted by climate change. In the lead up to COP, stories can be sought from within Scotland and pitched to national governments. During the conference, stories can be sought from the international community of young people in Glasgow and pitched to the UN.

4 WORKING GROUP AND PROJECT INITIATION

Through forming a sector-wide working group, skillsets in media production and environmental communication from across the sector will be combined in order to create influential content with a scope much greater than that of any one organisation. While it is expected that the team will grow through time, an initial small team would be formed in Jan/Feb which has sufficient expertise to get the project off the ground and produce the initial batch of content. External social media, communication and film expertise would also be sought through time.