

Further, Faster | Fringe Festival at COP26

Climate Change

Speaking Science to Power

Professor Gail Whiteman, U of Exeter
Business School, Founder Arctic Basecamp

November 4, 2021

For professional investors only



Sustainability. We mean it.

Why Speak Science to Power?

1

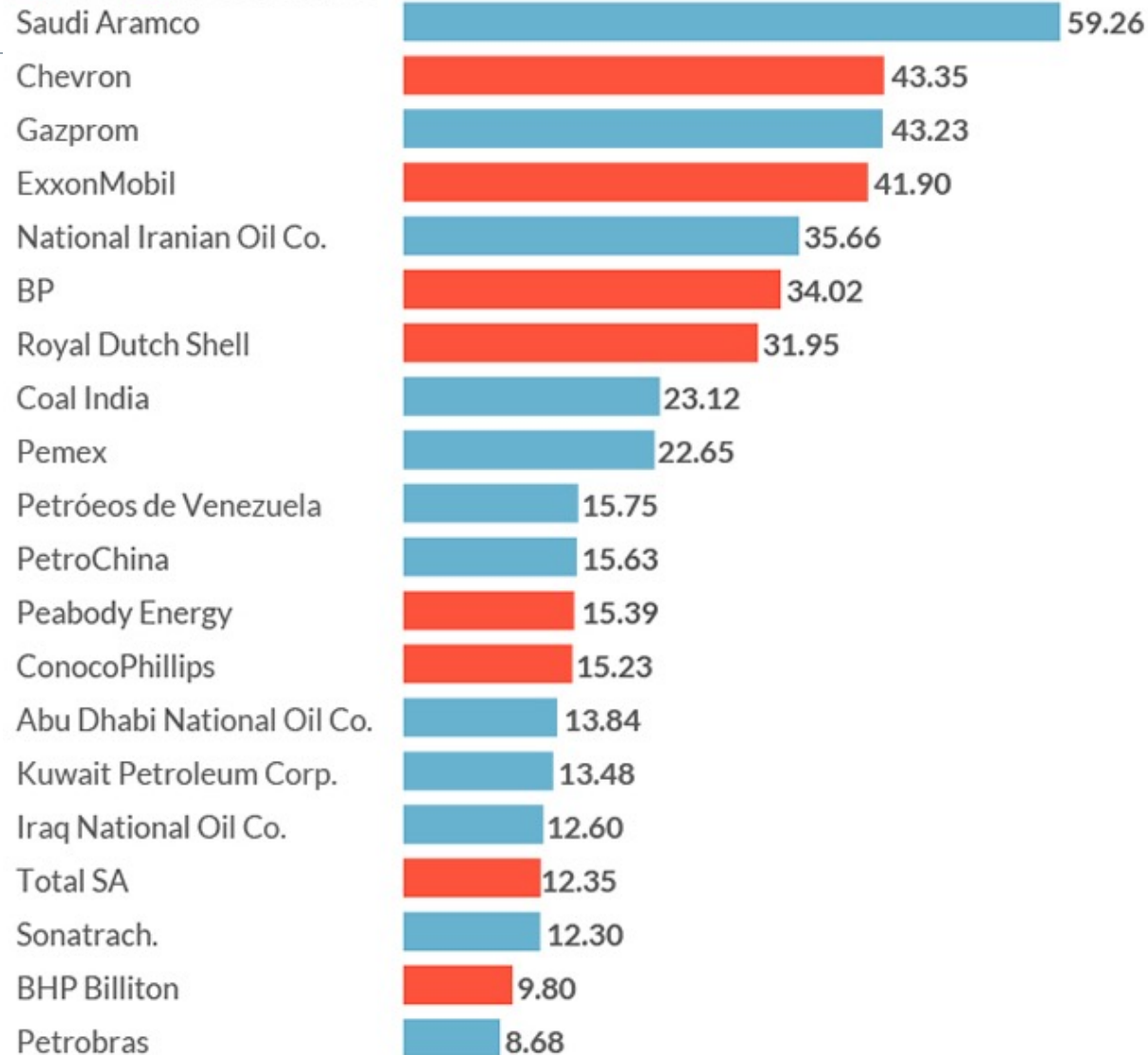


**Speak truth
to power**

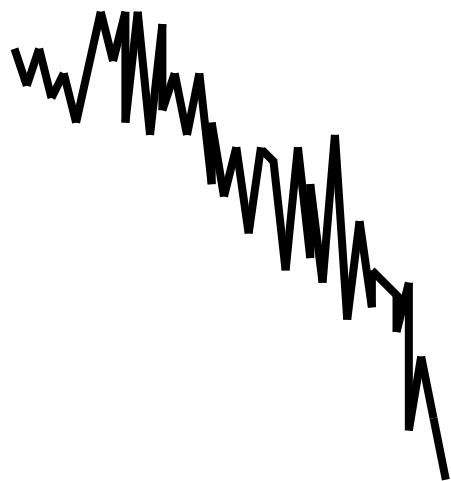
Top 20 fossil fuel companies behind one-third of greenhouse gas emissions

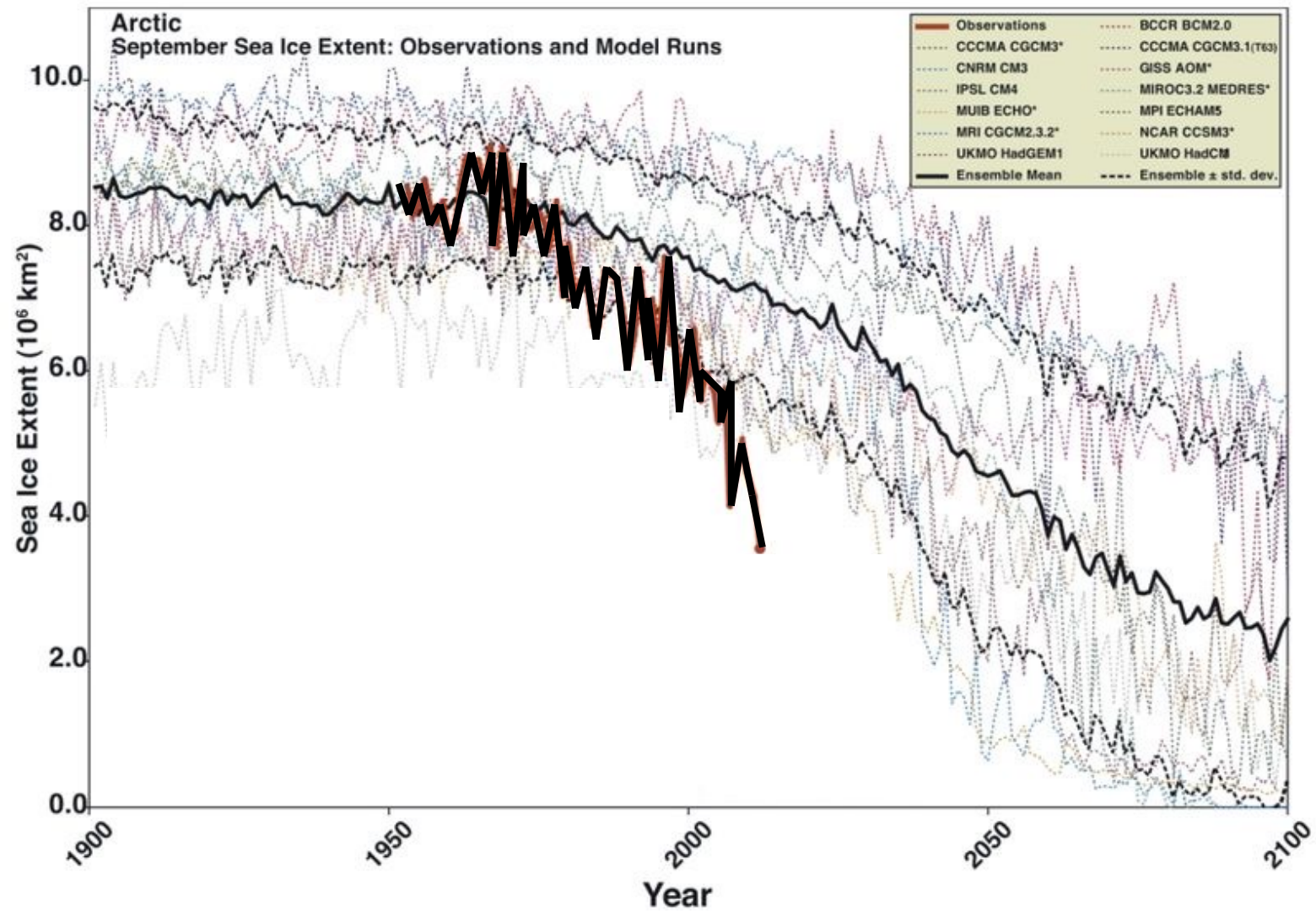
Billion metric tons of carbon dioxide equivalent

■ State ■ Investor-owned



Source: Climate Accountability Institute





How to Speak Science to Power?

Illustrative Example: The Arctic

2





Arctic Ocean

Greenland

Alaska

Baffin Bay

Canada

The idea started in 2010....

CEOs need to understand the implications of preserving the Arctic ice sheets and that they are strategically invaluable assets.





#ARCTICMATTERS



#SpeakingSciencetoPower

WORLD
ECONOMIC
FORUM



Rolling Stone

TIME

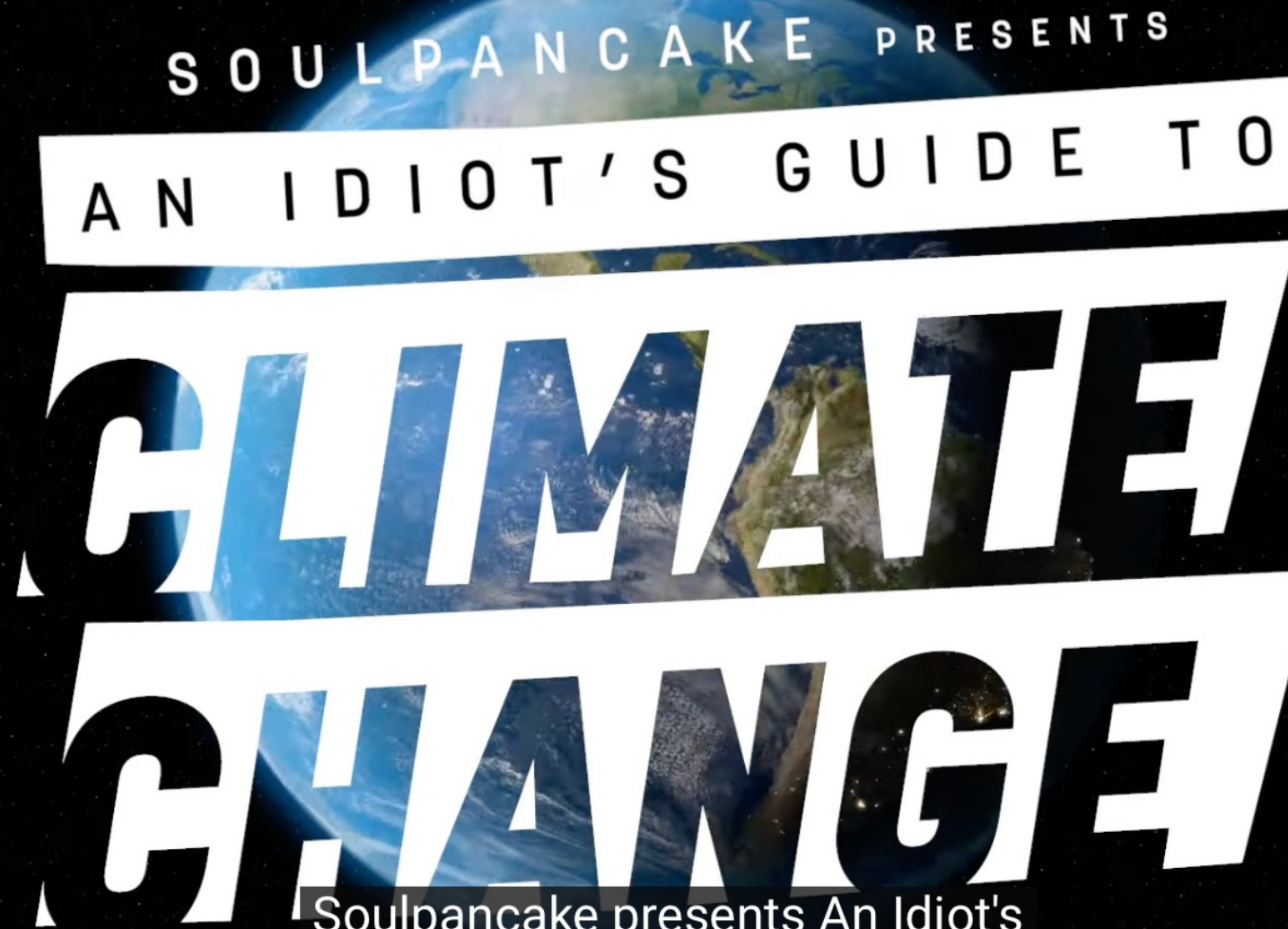


THE GLOBAL GOALS
For Sustainable Development

CLIMATE
WEEK
NYC
BY THE CLIMATE GROUP







SOULPANCAKE PRESENTS

AN IDIOT'S GUIDE TO

CLIMATE CHANGE

Soulpancake presents An Idiot's
Guide to Climate Change.



Davos 2021 – Davos Agenda

- Almost 53k views on YouTube (2k concurrent views on the day)
- YouTube featured Live Video (US feature)
- High Level Panel then Make Earth Cool Again - entertainment, education, music & comedy
- Social media reach of 1.5m pre/during/post
- Audience growth of over 1.2k
- Nearly 4k interactions on social media
- New audience attracted – 83% new website visitors during event





Caption



ICE-COLD BOTTLED WARNING.

Demand ½ Global Emissions by 2030



#ArcticMelt
arcticbasecamp.org

THE UNOFFICIAL MELTED ICEBERG WATER OF COP26

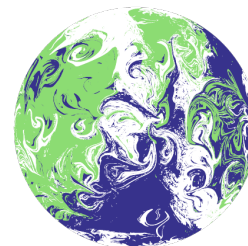


High level panel on risk.

November 5, 2021, 15:00-16:30



#SpeakingSciencetoPower





**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**


IN PARTNERSHIP WITH ITALY



What happens in the Arctic doesn't stay in the Arctic

 @arctic.basecamp

 @arcticbasecamp

 /arcticdavos

#SpeakingScienceToPower

#UniteBehindTheScience

#ArcticAlarm

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