A CONSTRUCTION & REAL-ESTATE CLIMATE ACTION
PAVILION AT COP26
GLASGOW, UK, 1-12 NOVEMBER 2021

Engagements for a zero emission, efficient and resilient building and construction sector in the decade following 2020

Partners

Supporters

Sponsorship interest expressed as of 1 December 2020:
Velux, Stora Enso, LafargeHolcim Ltd, Saint-Gobain, Rockwool, Sekisui House, Ltd., Danfoss, Kingspan Holdings (Irl.) Limited, Schneider Electric, Skidmore, Owings & Merrill, PEEB, and John Sisk & Son

Media partner: TBA
INTRODUCTION

On the occasion of its 5th anniversary, the Global Alliance for Buildings and Construction (GlobalABC) proposes organising a thematic pavilion at COP26 symbolizing the period 2015-2020 as well as future commitments of actors along the buildings and construction value chain. The COP26 will be a particularly important COP: 2020/2021 is the start of the Paris Agreement implementation process. In addition, the Technical Expert Meeting on Mitigation (TEM-M) in October 2020 will focus on sustainable buildings and the Race to Zero Dialogues including a track on decarbonizing the built environment for which Ministers and CEOs are expected.

This is the moment for the buildings and construction sector to become more visible and assume the key role it needs to play in meeting the Paris Agreement Goals. A pavilion on Construction & Real-estate Climate Action at COP26 could be a key component of a global communication strategy. This pavilion will be the place to launch engagements and a cooperation between willing parties for matchmaking and collaboration on large-scale building projects for the next decade and other multi-year programmes, and support organizing a potential construction ministerial meeting by UNFCCC.
1. WHY A GLOBALABC PAVILION?

The idea to create a pavilion for the GlobalABC at COP26 springs from the need to provide full visibility for this essential sector at this important COP, and launch an impactful communications campaign for buildings and construction climate action.

We invite members of the GlobalABC and other actors along the building and construction sector value chain to engage in a dialogue in a welcoming and visible space, a meeting place where everyone can understand what sustainable construction is about.

Various events (organized by GlobalABC-Partners or sponsors) would be held every day, helping our members and other stakeholders showcasing their ambition and promoting their solutions towards de-carbonization while keeping the GlobalABC visible throughout the COP26 period.

2. MULTIPLE BENEFITS AND OPPORTUNITIES

COP26 - 2020/21 as a key COP year: Start of the Paris agreement process; opportunity to send strong messages on reinforcing buildings and construction policies for the coming 5-year cycle of NDCs.

COP26 presidency benefits: An agreement on Art. 6 (market mechanisms) is highly uncertain. Therefore, organizing a sectoral communication and engagement would likely be welcome.

UNFCCC impact: Raising the importance and visibility of the buildings and construction sector, possibility also by hosting a real estate ministerial meeting of ministers in charge of buildings and construction.

Cooperation of parties: Through match-making, explore the possibility of large-scale building projects.
**GlobalABC member collaboration:** Network organizations (i.e. WBCSD, WorldGBC, and others) could co-organize one collective event per day (leading to the launch of a process for the next decade).

**Sponsor benefits:** Communication slots at the Real-estate Climate Action Pavilion proportional to contribution. 10 days represent ca. 20 private/sponsor-event slots of around 2 hours per sponsors.

**Communication and press impact:** The pavilion as focal point of our global 2021 communication strategy: Journalist are invited to do short interview videos; close cooperation between communication officers of sponsors and media partners throughout the year and at COP26. Ca. 3,000 media are expected at COP26.

**Visitors and stakeholders impact:** A common project enabling a larger collaboration between building value chain stakeholders (manufacturers, architecture, engineering, construction, developer, real estate services, finance, insurance) building on the construction and real estate pavilion programme and resulting communication strategy.
3. THE COP26 VENUE – OUTSIDE NEGOTIATION AND DELEGATION SPACE

COP26 will offer three types of space to showcase activities, engagement and results of organizations (including companies):

- **Pavilions Space** (# 10,000 m²) for approximately 50 pavilions (country and accredited organizations are able to apply, for example the UN Environment Programme). Pavilion programmes are free of charge.

- **Two Global Action Rooms** (150 & 400 seats) and am-phitheatrer (150) for interactive and multimedia activities (programme managed by COP26 Unit).

- **Exhibit Space** (3,000 m²) for approximately 160 exhibits of 2x2 m (managed by UNFCCC secretariat).

4. COST OF A PAVILION: MINIMUM EUR 210,000; RECOMMENDED EUR 320,000

- **The minimal appropriate size for a Pavilion is 140 m²** (50 m² for meeting and socialization, 60 m² for side event conferences hosting about 80-100 guests, 10m² for translation staff, 20m² office or animation staff.)

- Rental fee for the ground space in COPs are around 500 euros/m² (min 70,000 €).

- Fee for installation and equipment are around 1000 euros/m² or more depending on the audio devices (min 140,000 €).

- Including Catering, Translation and Communication officer the **financing needed amount to around EUR 320,000** (see budget details in Annex 3).

- If covered by **16 sponsors** for instance it could be split into 3 levels of sponsorship: 3 ‘tier 1’ sponsors (EUR 40,000), 6 ‘tier 2’ sponsors (EUR 20,000) and 11 ‘tier 3’ (EUR 10,000).
5. SPONSORS OF THE PAVILION & CORRESPONDING SERVICES

Sponsors are companies engaged in this transition. Depending on whether they are tier 1, tier 2 or tier 3, sponsors have access to different levels of service.

Sponsorship includes time slot to organize events (ca. 2 hours) at the pavilion (prorate of the percentage of the global budget): Tier 1 = 2 events; tier 2 = 1 event; tier 3 = 0.5 (or shared event).

Services: Tier 1 and tier 2 sponsors have access to catering services for 2 and 1 events respectively. All tiers have access to pavilion communication officer support for 4, 2 or 1 days respectively.

6. POTENTIAL REAL-ESTATE CLIMATE ACTION PAVILION MASTERPLAN (140 M²)
# Building Sector Climate Action Pavilion at COP26

## Fee

<table>
<thead>
<tr>
<th></th>
<th>Gold Tier 1</th>
<th>Silver Tier 2</th>
<th>Bronze Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution (flat)</td>
<td>40,000 €</td>
<td>20,000 €</td>
<td>10,000 €</td>
</tr>
<tr>
<td>Max number of sponsors (estimation)</td>
<td>3</td>
<td>6</td>
<td>11</td>
</tr>
</tbody>
</table>

## Accreditations

<table>
<thead>
<tr>
<th>Number of persons accredited (via GlobalABC &amp; Partners)</th>
<th>Gold Tier 1</th>
<th>Silver Tier 2</th>
<th>Bronze Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

## Events on the Pavilion

<table>
<thead>
<tr>
<th>Number of side events (2 hours max) in the pavilion (140pax) that you can organise including during the second week of the COP (logistic and audio services provided)</th>
<th>Gold Tier 1</th>
<th>Silver Tier 2</th>
<th>Bronze Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>Translation services</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Number of events with catering for 50px</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

## Pavilion Services

<table>
<thead>
<tr>
<th>Number of days - assistance of pavilion communication officer</th>
<th>Gold Tier 1</th>
<th>Silver Tier 2</th>
<th>Bronze Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

## Assistance

<table>
<thead>
<tr>
<th>Participate in an interactive panel discussion, part of a small group of high-level peers during official UNFCCC events of COP26</th>
<th>Gold Tier 1</th>
<th>Silver Tier 2</th>
<th>Bronze Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Contribute to a webinar ahead of COP26 with an average audience of 700-900</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address a highly esteemed audience with a keynote speech at the cocktail reception to be organized in the pavilion</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Your organization mentioned in the main press release</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Have your interview distributed through GlobalABC marketing channels</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Your sponsorship promoted on GlobalABC social and digital channels</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Your logo featured the website and event collateral</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Your logo the infographics produced by the GlobalABC to be distributed to all members</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Your brand listed on the pavilion product and services directory</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>You take part to GlobalABC 2020 communication campaign (before and after COP26)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
**ANNEX 1**

*General information about Climate COPs and COP26*

**GENERAL CONTEXT OF CLIMATE COPs**

Each year the UNFCCC organizes a climate conference gathering parties (national government as well as climate-related businesses and other organizations to the UN Convention for Climate Change and following agreements, including the latest and particularly important Paris Agreement launched during COP21.

Parties are negotiating terms (obligations and recommendations) under these arrangements, and some have national Pavilions (e.g. Germany, France, UK, Japan, Indonesia, Morocco, China, India, South Africa, and many others) where thematic events are organized. Civil society organizations are associated with both pavilions or side events. A total of 20-30,000 people visit Climate COPs each year. COP26 may attract up to 40,000 attendees, peaking at 15,000 on the busiest day.

The venue is divided into a Blue Zone (Under UN jurisdiction) and a second ‘Non–Blue’ Zone (or ‘Green Zone’). These zones have different access rules and host different events, (see [here](#) for COP25 events).

Access to the Blue Zone is through a limited number of accreditations delivered by Parties or UNFCCC-recognized organizations. The Blue Zone hosts delegation, plenary, negotiation and press conference rooms, and official side events and exhibits selected by the UNFCCC secretariat.

Access to the Green Zone is free, depending on the rules of the hosting country. The hosting country usually organizes this zone to host civil society organizations.

National and thematic pavilions can be located either in the blue zone (this was the case at COP24 in Katowice) or green zone (this was the case at COP23 in Bonn). The master plan of the COP26 venue is not yet decided.
ORGANISATION OF THE COP26

Who is politically in charge?

- **Alok Sharma**, the former international development UK secretary is president of COP26;
- **Peter Hill** is Chair of COP26;
- **Roseanna Cunningham** is Scottish government’s Climate Change Secretary;
- **Andrea Jacqueline Leadsom** is Secretary of State for Business, Energy and Industrial Strategy (BEIS includes climate);
- **Lord Ian Duncan** is Parliamentary for the Under-Secretary of State for Climate Change;
- **Nigel Topping** is the High Level Climate Action Champion for the COP26.

Which department is in charge of the organization?

- **The Foreign and Commonwealth Office’s Major events Team** (Harry.Williams@fco.gov.uk).
- BEIS is in charge of a sectoral approach: **Ms Stephanie Edwards** (Stephanie.Edwards@beis.gouv.uk)
- Head of Sector Strategy for UK Presidency of COP26 – **COP26 Unit** (the focus is on few sectors including trade buildings equipment such as ACs).

How to stay informed?

The GlobalABC secretariat is in contact with the COP26 Unit.

For more information please contact the Secretariat at global.abc@un.org.
EVENT AGENDA (EXAMPLE)

The topic of the day will be decided by the GlobalABC Steering Committee together with the Pavilion’s Partners and in collaboration with sponsors. Wherever possible, topics of sponsors’ events are to be related to the topic of the day. 2 to 3 ‘private’ events of 2 hours each can be organised per day by sponsors.

<table>
<thead>
<tr>
<th>DAY</th>
<th>GLOBALABC &amp; PARTNERS “COLLECTIVE” EVENTS</th>
<th>SPONSORS “PRIVATE” EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>THEME</td>
<td>LAUNCH OF PROCESS</td>
</tr>
<tr>
<td>Day 1</td>
<td>2015-2020: What progress has been made and what are the gaps?</td>
<td>Launch of GCF project consortium*</td>
</tr>
<tr>
<td>Mon 9 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 2</td>
<td>Common language for NZEB and NZEC Buildings: How far must we go?</td>
<td>TBC</td>
</tr>
<tr>
<td>Thurs 10 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 3</td>
<td>Low carbon materials: What are data and standards?</td>
<td>TBC</td>
</tr>
<tr>
<td>Wed 11 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 4</td>
<td>Adaptation: What are the risks and responsibilities? What are the space cooling needs?</td>
<td>Launch of adaptation charter &amp; data project *</td>
</tr>
<tr>
<td>Tues 12 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 5</td>
<td>Role of designer and engineering: What training, contracts and tech do we need?</td>
<td>TBC</td>
</tr>
<tr>
<td>Fri 13 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 6</td>
<td>Inception and implementation of regulation: What facilitating environment and NDCs do we need?</td>
<td>TBC</td>
</tr>
<tr>
<td>Sat 14 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 7</td>
<td>Ministerial panel on “Renovation”: How do we scale up?</td>
<td>TBC</td>
</tr>
<tr>
<td>Mon 16 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 8</td>
<td>Role of finance and insurance: What support exits?</td>
<td>TBC</td>
</tr>
<tr>
<td>Thurs 17 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 9</td>
<td>Role of manufacturers</td>
<td>TBC</td>
</tr>
<tr>
<td>Wed 18 Nov</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day 10</td>
<td>Theory of change Regional Panel: Goals 2025 &amp; 2030</td>
<td>Launch of regional roadmaps*</td>
</tr>
<tr>
<td>Tues 19 Nov</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## ANNEX 3

### BUDGET (DETAILS)

<table>
<thead>
<tr>
<th>SERVICES</th>
<th>QUANTITY 1</th>
<th>QUANTITY 2</th>
<th>PRICE/UNIT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surface</td>
<td>m²</td>
<td></td>
<td>€/m²</td>
<td>196 000 €</td>
</tr>
<tr>
<td>Rental</td>
<td>140</td>
<td>500</td>
<td></td>
<td>70 000 €</td>
</tr>
<tr>
<td>Fittings</td>
<td>600</td>
<td></td>
<td></td>
<td>84 000 €</td>
</tr>
<tr>
<td>Furniture</td>
<td>300</td>
<td></td>
<td></td>
<td>42 000 €</td>
</tr>
<tr>
<td>Translation</td>
<td>Num. language</td>
<td>Num day/language</td>
<td>€/day</td>
<td>20 000 €</td>
</tr>
<tr>
<td>Translation</td>
<td>2</td>
<td>10</td>
<td></td>
<td>2000</td>
</tr>
<tr>
<td>Sonorisation</td>
<td>Num. headphone</td>
<td>Num</td>
<td></td>
<td>10 000 €</td>
</tr>
<tr>
<td>Sonorisation</td>
<td>50</td>
<td>Num</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Régie son/image</td>
<td>Num. of people</td>
<td>Num</td>
<td>€/pers/day</td>
<td>3 000 €</td>
</tr>
<tr>
<td>Régie</td>
<td>1</td>
<td>Num</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>Animation</td>
<td>Num. of people</td>
<td>Num</td>
<td>€/pers/day</td>
<td>6 000 €</td>
</tr>
<tr>
<td>Hostess</td>
<td>2</td>
<td>Num</td>
<td></td>
<td>300</td>
</tr>
<tr>
<td>Bar</td>
<td>Num./day</td>
<td>Num</td>
<td>€/drink</td>
<td>3 000 €</td>
</tr>
<tr>
<td>Coffee/tea</td>
<td>300</td>
<td>Num</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Catering</td>
<td>Num. of events</td>
<td>Num</td>
<td>€/pers</td>
<td>36 000 €</td>
</tr>
<tr>
<td>Event</td>
<td>18</td>
<td>Num</td>
<td>40</td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>Num./day</td>
<td></td>
<td>€/month</td>
<td>48 000 €</td>
</tr>
<tr>
<td>Press/Project officer</td>
<td>180</td>
<td>8000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>322 000 €</strong></td>
</tr>
</tbody>
</table>
ANNEX 4

LOCATION

Scottish Events Campus
SEC Center (capacity for 12,000 people) : Halls 23,000 m² + SEC Amadillo (designed by Foster+partners): Conference rooms 5,000m² + SSE Hydro (Arena 12,000m²) + additional structures on Parking # 45,000m²

Similar to surface in COP21 Halls in Bourget which saw a total of 80,000 m² and COP25 Halls in Madrid.
ANNEX 5

TIMELINE AND TO-DO LIST

- Drafting of the proposal (by the GlobalABC Steering Committee co-chairs)
- Liaise with the Secretariat of GlobalABC, FIABCI, WBCSD, presidency of IDFC
- Test the proposal to 10 potential tier 1 and tier 2 Sponsors
- Contact UK representatives (COP26 presidency and UK climate champion)
- Contact UNFCCC secretariat
- Dialogue with partners and potential sponsor: Specify the thematic agenda
- Presentation of the proposal at the GlobalABC Assembly (online, 25-26 March
- GO decision
- 1st April, Decision of UK presidency to postpone COP26 in 2021

APRIL-OCTOBER 2020

- Specify acceptance criteria for sponsor companies.
- Send invitation letter (UN Environment Progamme, Co-chairs; France and WBCSD) to potential sponsors.
- Specify the coordination of the pavilion project.
- Specify communication strategy, potential media partners.

NOVEMBER-DECEMBER 2020

- An organization ‘UNFCCC Observer”, called “organizer”, is selected and commits to "hold" the bid/
- LoI of Sponsors (deadline to receive LoI beginning of October)
- Steering Committee for the COP26 “Building sector Climate Action” is formed.
ANNEX 5 (CONTINUED)

JANUARY-OCTOBER 2021

• Choice of a project manager/ Press officer.
• Implementation of a 2021 collective (GlobalABC-Partners & Sponsors) media plan.

END OF 1ST TRIMESTER 2021

• Confirmation of financial commitments of Sponsors.
• Pre-Booking of the space (tbc).

END OF 1ST SEMESTER (JUNE/JULY 2021)

GOVERNANCE

• Pavilion Steering Committee gathering GlobalABC secretariat, Partners and Sponsors representatives.
• A project manager is nominated by the Pavilion Steering Committee in its first meeting.
• A charter (based on the present concept paper) specifies rules and duties, all Pavilion Steering Committee members agree to adopt the charter.
• Payment of contributions is gathered in one account before being transferred to UNFCCC secretariat (tbc).
TOWARDS A ZERO-EMISSION, EFFICIENT AND RESILIENT BUILDINGS AND CONSTRUCTION SECTOR

MEET THE BUILDING SECTOR VALUE CHAIN AT COP26 IN GLASGOW
BUILDINGS AND REAL-ESTATE CLIMATE ACTION PAVILION AT COP 26

GLASGOW, UK, NOVEMBER 2021

The global communication hub of the GlobalABC and its partners for the decarbonization of the building sector in the decade following 2020.

CONTACT

GlobalABC Secretariat at the UN Environment Programme (based in Paris, France)
Global.abc@un.org; Sophie.loran@un.org