



The New York Times

# Climate Hub

Ideas with the Power to Change our Future

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Glasgow, November 2021

# ESG and The New York Times

ESG has become a **must** have - not a nice to have.

- Important for Investors
- Important for readers
- Important for employees
- Important for our advertisers

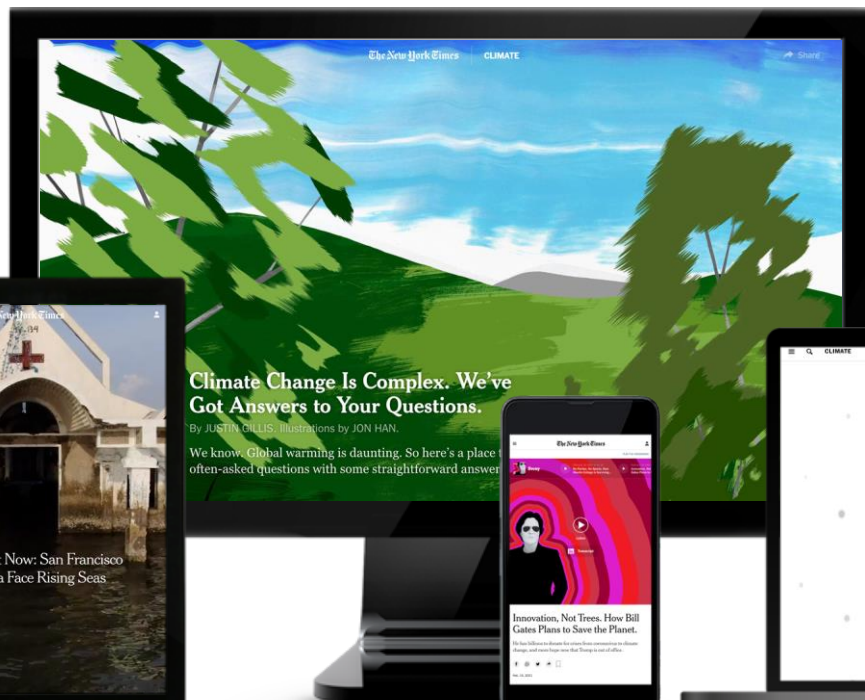
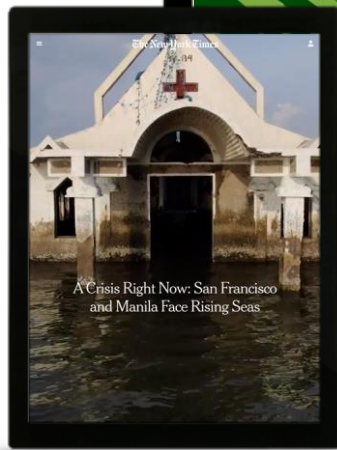
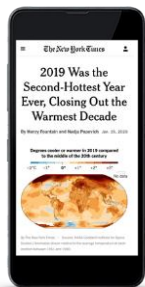
Climate has become a core pillar of our coverage.



# The New York Times has diligently covered climate change.

In 2020, The Times published **3,896** articles with 'climate' in the headline.

We saw an average of **6MM** monthly pageviews to the climate section in Q4 2020 (+53% increase in pageviews per climate change article since 2016)



# Featuring Our Climate and Environment Editorial Team



**Coral Davenport**  
Energy & Environmental  
Policy



**Jonathan Ellis**  
Deputy Editor



**Hannah Fairfield**  
Climate Editor



**Christopher Flavelle**  
Climate Correspondent



**Henry Fountain**  
Reporter



**Lisa Friedman**  
Reporter



**Sarah Graham**  
Senior Editor



**Brad Plumer**  
Reporter



**Jesse Pesta**  
Deputy Editor



**Kendra Pierre-Louis**  
Reporter

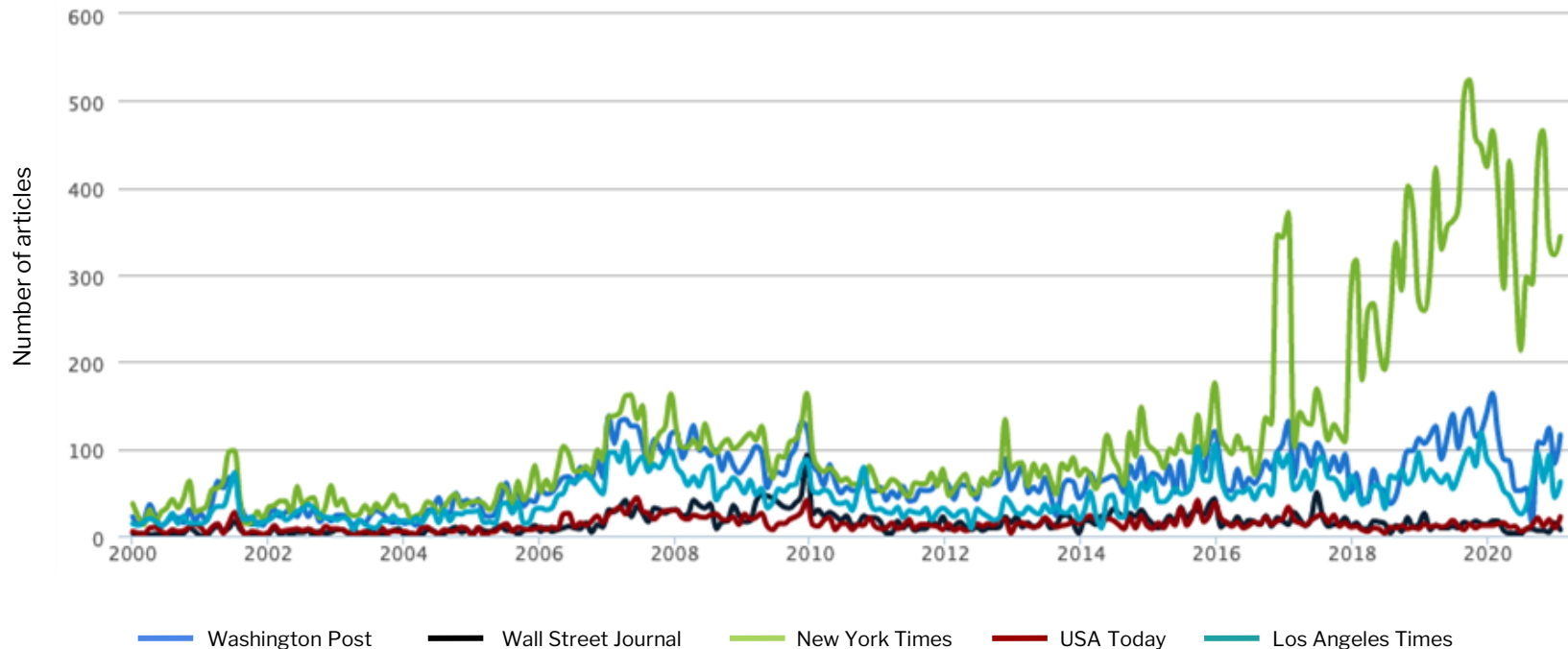


**John Schwartz**  
Climate Change Writer



**Somini Sengupta**  
Intl Climate Reporter

# Our journalism is leading in Climate Change Coverage

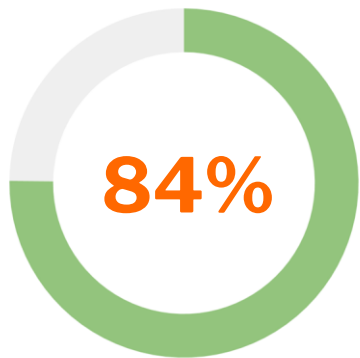




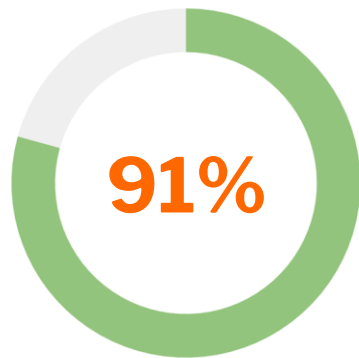
# Our Readers care about Climate and Sustainability

As the world emerges from the pandemic, global readers are renewing  
& reinforcing their focus on tackling the climate emergency.

## NYT Digital Readers



Say reducing their carbon footprint/impact on the environment has become more important to them.



Say companies behaving in more sustainable/eco-friendly ways has become more important to them.



Climate change is **not** up for debate.

## COP26: a Pivotal Moment

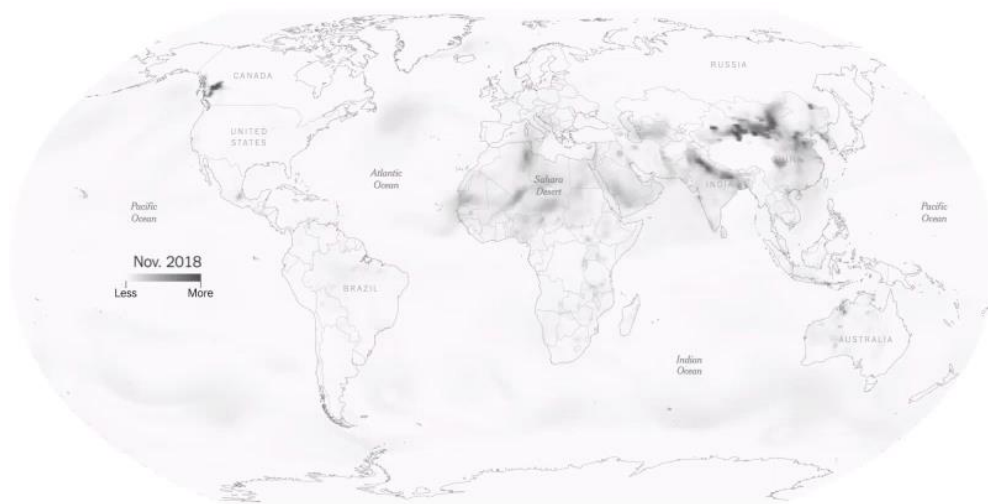
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The world is warming, towns are flooding, forests are burning and the ice caps are melting. The impacts of climate change are growing at an alarming rate and becoming increasingly more severe year after year.

In 16 major countries, three out of four people expect government to prioritize environmental protection in planning for recovery from the Covid-19 pandemic, according to a recent Ipsos survey.

Stakeholders are recognising this as a pivotal moment, and key milestones in the climate conversation are anticipated to take place at COP26, where attendees will engage in taking meaningful and tangible action.

Coinciding with COP26, The New York Times will host a major climate conference with global businesses, governments and individuals.



Introducing

The New York Times

**Climate Hub**





The New York Times

**Climate Hub**

Programme Overview



# Climate Solutions for Tomorrow's World

November: 2-12

Bringing together the world's leading Business and Political leaders along with the financial, tech community and civil society for 10 days of programming to discuss how Climate **Solutions** can be scaled to meet the Net Zero by 2020 challenge.



# Experience Solutions that are Helping Meet the Net Zero Challenge

Our Climate Hub will also host dynamic sessions in alignment with COP26 and its efforts to educate attendees on the current crisis and what we can do as citizens and businesses to take action today.

**These programme tracks are informed by a number of cross-cutting solution accelerators:**



Finance



Technology



Youth



Women's Empowerment

**The Climate Hub programming will focus on 5 tracks:**



Energy & Storage

A workable and just transition powered by the exponential uptake of carbon capture technology and renewable energy.



Food & Agriculture

Redesigning how we grow, raise, distribute and eat to achieve a sustainable food system that everyone can access.



Materials & Innovation

Private and public work together to bring down the cost curve for green transformation and advance infrastructure for low-carbon alternatives.



Waters & Oceans

The oceans are recognized as a source of abundance and a solution to capture excess heat and provide renewable energy. Water stewardship becomes a strategic element in the economic recovery.



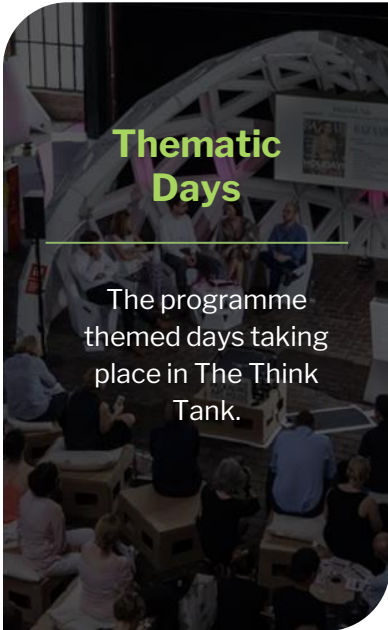
Transport & Infrastructure

Wholesale transformation of our cities and mobility and transport systems, driven by smart finance and design and technology.



# Programme Overview

The editorial programme at The NYT Climate Hub will be titled **Climate Solutions for Tomorrow's World**.



## Thematic Days

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The programme themed days taking place in The Think Tank.



## Times Talks

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Our high-level, high-profile exchanges gather large audiences to take a future-focused view of climate solutions.



## The New York Times Debates

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The Debates will take place in The Forum and in the Think Tank. The Think Tank will hold broader Debates, whilst Debates in The Forum will provide a focused, more intimate setting.



## Climate Solutions Sessions

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Our Sessions will engage with an ecosystem of stakeholders to contribute to the collaborative climate solutions.



# The March to COP 26

## Media Opportunities in Climate Editorial Coverage 2021

The New York Times  
**Climate Hub**

### NETTING ZERO SERIES

**19 JAN:**  
Making 2021 the year we break fossil fuel addiction

### CLIMATE SOLUTION SPECIAL REPORTS

**25 JAN**  
International Edition

**25 MAR**  
Water & oceans: restoring the lifeblood of the planet

**25 MAR**  
International Edition

**22 APR**  
Technology providing new solutions for health and climate

**22 APR**  
International Edition

**20 MAY**  
Ten years to complete a circular economy

**27 MAY**  
International Edition



**17 JUN**  
De-constructing the built environment for net zero

**16 JUN**  
International Edition

**23 SEPT**  
Transport & logistics for a post-Covid, net-zero world

**22 SEPT**  
International Edition

**7 OCT**  
Finance and Climate

**7 OCT**  
International Edition



**01 NOV**  
COP 26 Opening  
International Edition

**16 NOV**  
COP 26 Review  
International and US Edition

### NYT MAGAZINE

**18 APR**  
De-constructing the built environment for net zero

### CLIMATE & ENVIRONMENT DIGITAL COVERAGE

ALWAYS ON: CLIMATE & ENVIRONMENT COVERAGE



# The New York Times Climate Hub

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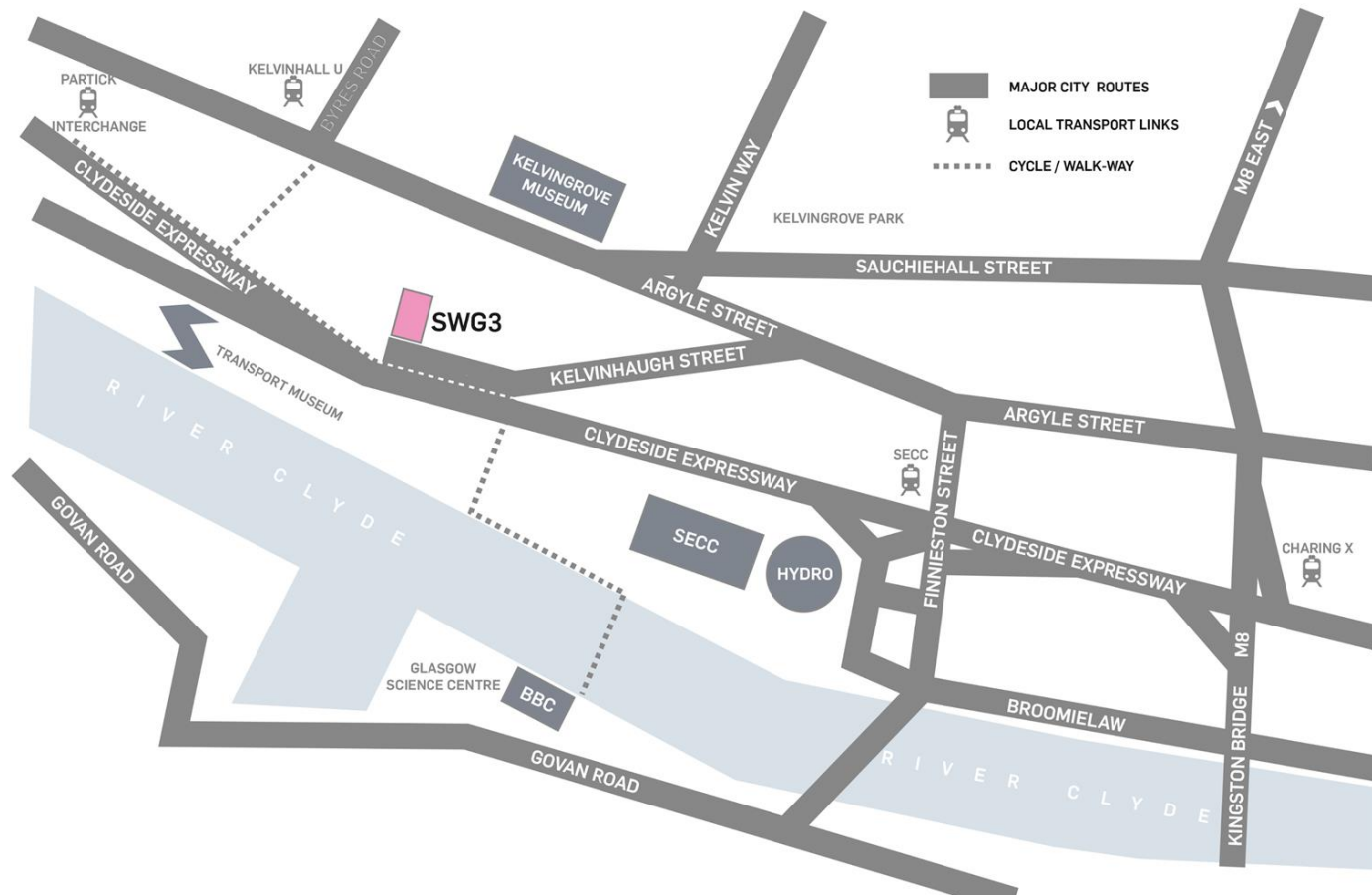
The centrepiece of our ten day event, The New York Times Climate Hub, will be a platform to bring together the many crucial stakeholders – including individuals, business leaders, policy makers and others – to discuss and debate scalable climate solution while showcasing our commitment and investment to covering the broad impact of climate change.



## The Location

SWG3  
100 Eastvale Place  
Glasgow  
G3 8QG

NOTE: THE COP26 VENUES WILL  
BE IN THE SECC AND HYDRO  
BUILDINGS A 15 MIN WALK FROM  
SWG3 -THE NYT CLIMATE HUB  
VENUE





# The Location: Floorplan (Ground)

GROUND LEVEL





# The New York Times Climate Hub

## The Think Tank

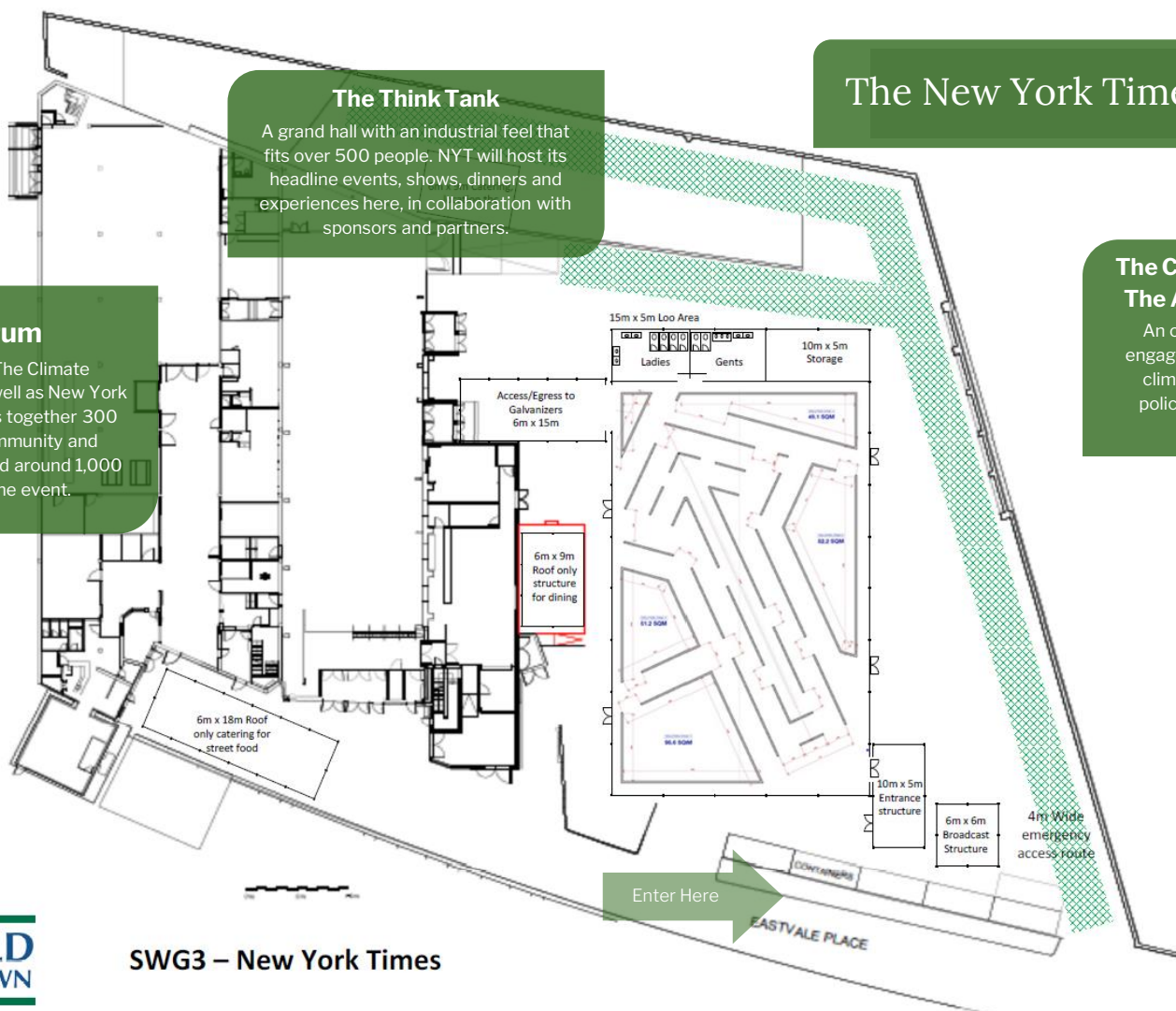
A grand hall with an industrial feel that fits over 500 people. NYT will host its headline events, shows, dinners and experiences here, in collaboration with sponsors and partners.

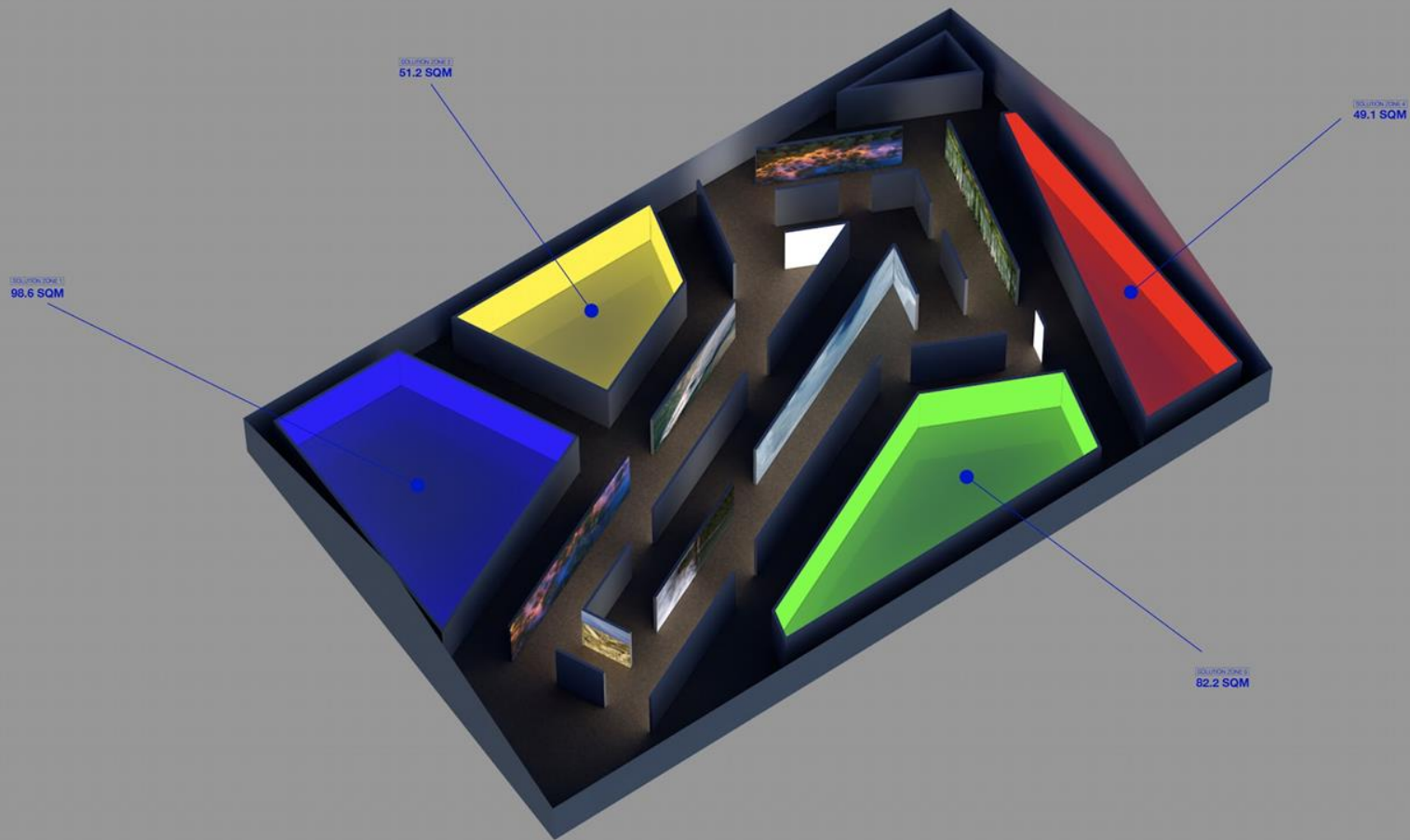
## The Forum

This Space hosts The Climate Solutions sessions as well as New York Times debates. Brings together 300 business policy, community and climate leaders/day and around 1,000 leaders across the event.

## The Climate Forward Tent & The Action on Climate Tent

An open space for attendees to engage and learn about the latest in climate science understand key policies and engage with current thinking.





NYT COP26

NOT TO SCALE  
NOT FOR CONSTRUCTION

**ES DEVLIN STUDIO**

DRAWING TITLE  
TENT PLAN

DRAWING NUMBER  
NYT-TP-001

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Dimensions given in millimetres unless stated otherwise.  
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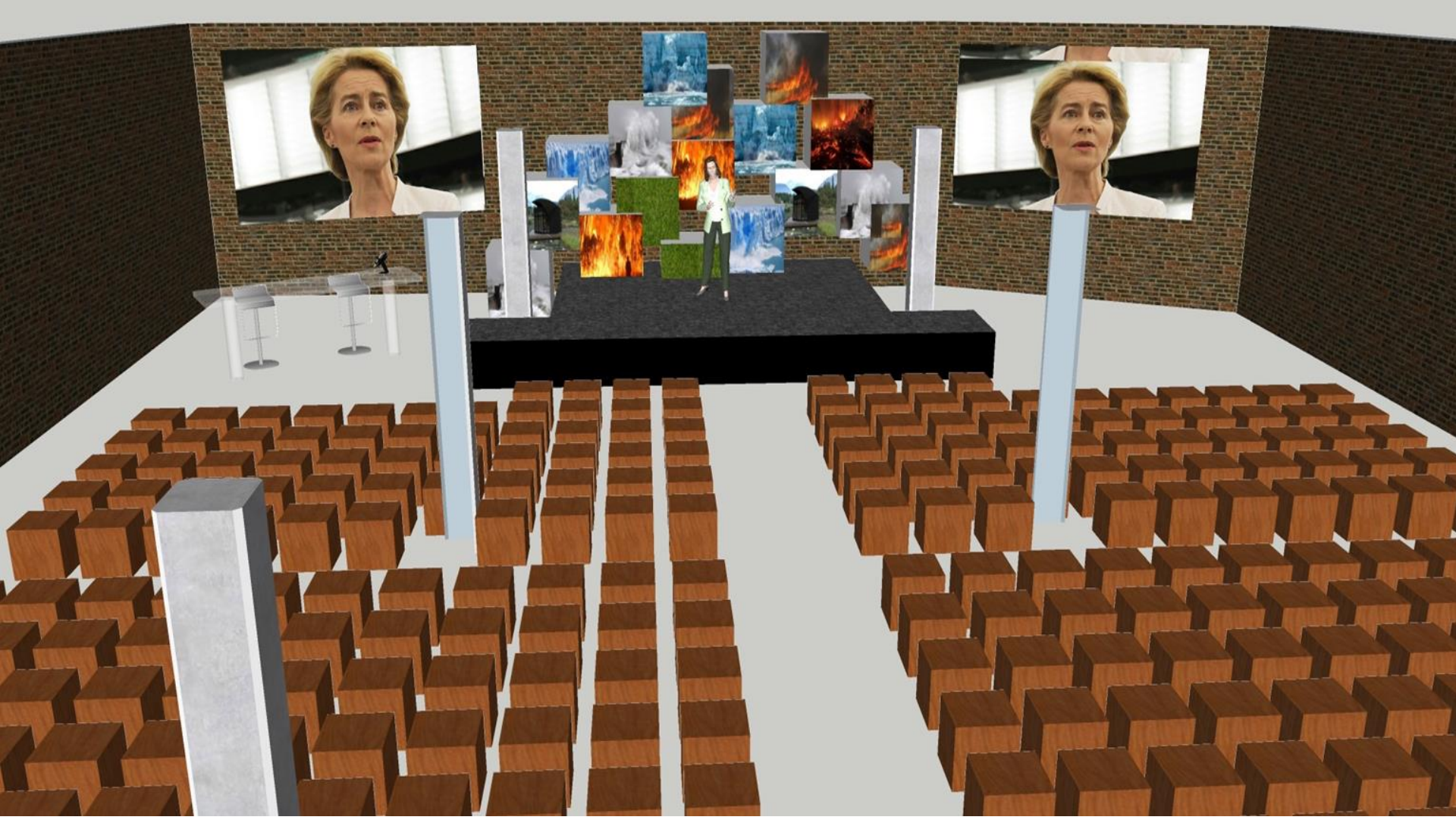












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