



COP26

ACTIVITY SUMMARY

Media & PR

Our media plan for COP26 was ambitious yet realistic. We knew the media landscape would be incredibly crowded and that the agenda would generally be set by developments and announcements coming out of the conference.

That said, we were keen to use the opportunity that COP26 presented as a platform to highlight our role in tackling the climate emergency and nature crisis and build awareness and relationships with media on our key climate topics.

Our approach was to seek proactive media opportunities based on our agreed key themes. Reactive media requests were judged on their relevance to these key themes and to our target audiences. We developed a timeline of media activity in line with the programme of COP26 theme days (See Presidency Programme for COP26 on [page 10](#)).

Key pieces of media activity

Youth Committee & launch of international statement

- Following the press release issued by National Parks UK on the [Joint Statement on the Climate Change and Biodiversity Crisis](#), we set up an interview for Catriona Manders from the National Park's Youth Committee on BBC Radio Scotland's Good Morning Scotland, where she spoke eloquently about the role of young people in climate action. You can listen to [Catriona's interview at 1:07 into the programme](#).



US Secretary of the Interior Deb Haaland visit to the Park

- We issued a [press release](#) and pictures following Secretary Haaland's visit to discuss the role of protected areas and young people in tackling the climate emergency. This was covered extensively, including in [The National](#), [The Press & Journal](#), [Dumbarton Reporter](#) and [Stirling Observer](#).



Sustainable Transport

- The challenge and opportunities around sustainable transport in rural areas was the focus of an opinion piece from Head of Visitor Services, Kenny Auld, and this ran in [The Herald](#).
- Kenny was also interviewed by [The Guardian](#) for a UK-wide article on the same topic.

Additional/legacy content

We have several planned pieces of media content that will be rolled out in coming months to maintain the momentum and build on our narrative around climate and nature:

- Green Finance and how it will drive forward change at landscape scale (Gordon Watson)
- Launch of schools woodland project (potential Ministerial involvement)
- Community action to tackle climate change (case studies & key speakers)
- The role of National Parks in tackling climate and nature crises (James Stuart)
- Key speakers list: will continue to promote this to media

Digital Communications

Using social media and our website was a crucial element of our COP26 communications plan. It helped amplify our messaging and activity over the course of the summit reaching a wider audience and engaging existing followers in more climate and nature focused content.

Social Media

A programme of COP26 related content was prepared and ran throughout the two week conference.

As a result, our followers, reach and impressions (the number of times our posts are seen) and engagements (interactions on posts) on social media all increased over the COP26 period.



On Twitter, our priority channel for social media content, our COP26 related posts had nearly **211,000 impressions**.

69% of our November impressions came from COP26 (210,791 out of 307,300 impressions) tweets.

Impressions in November were 63% higher than in October (307,300/187,700). Our average engagement rate for August to October was 1.4%, the COP26 tweets had an engagement rate of 2%.

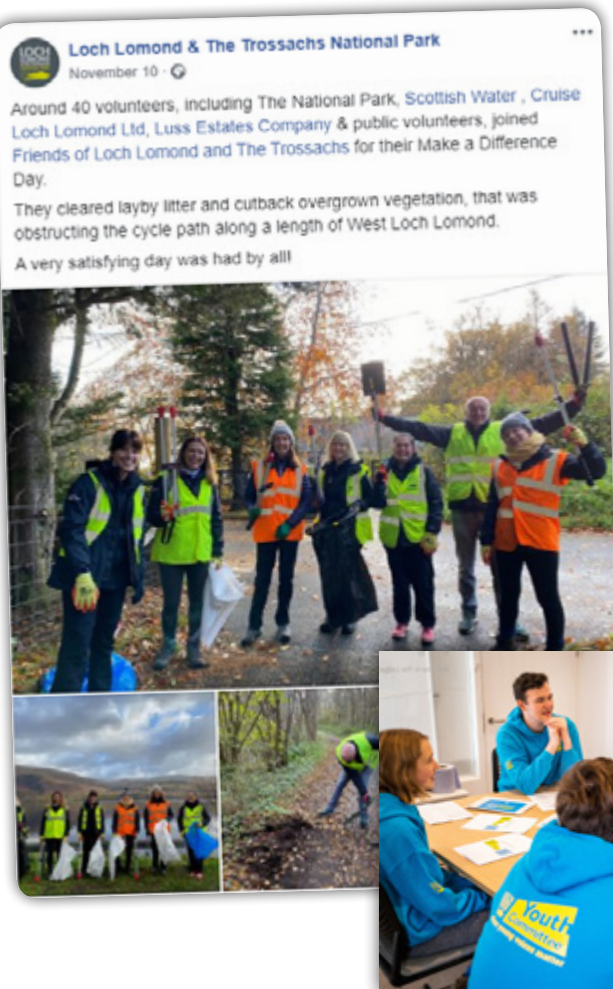
Our top Tweet was on the US Secretary of the Interior visit, with combined impressions of 33.1k and an engagement rate of 5.9%. Our Twitter post with the highest engagement rate was our Rangers offering wildlife walks to GEFI delegates at 6.5%.



COP26 related Facebook activity achieved an overall reach of 72.7k. Our top Facebook post was Make a Difference Day with a reach of 10.8k. This post also achieved the most reactions, comments and shares, followed by Nature Based Solutions video and US Secretary visit. Our three blogs, on Youth Empowerment, Sustainable Transport and Community Collaboration, were the next highest reaching posts.

Other key social media content included:

- Mission Zero video
Facebook reach 3.7k, Twitter impressions 11k
- Nature based solutions video
Facebook reach 4.4k, Twitter impressions 18.5k
- Closing reflections
Facebook reach 2.8k, Twitter impressions 4.4k



We also used our social media channels to highlight a range of activities and events held for young people from our Youth Committee and Junior Ranger programme.

In addition to publishing our own dedicated content throughout COP26 we used our channels to celebrate and share COP26 related content from the Scottish Government, key partners, Board members, staff and stakeholders.

Website

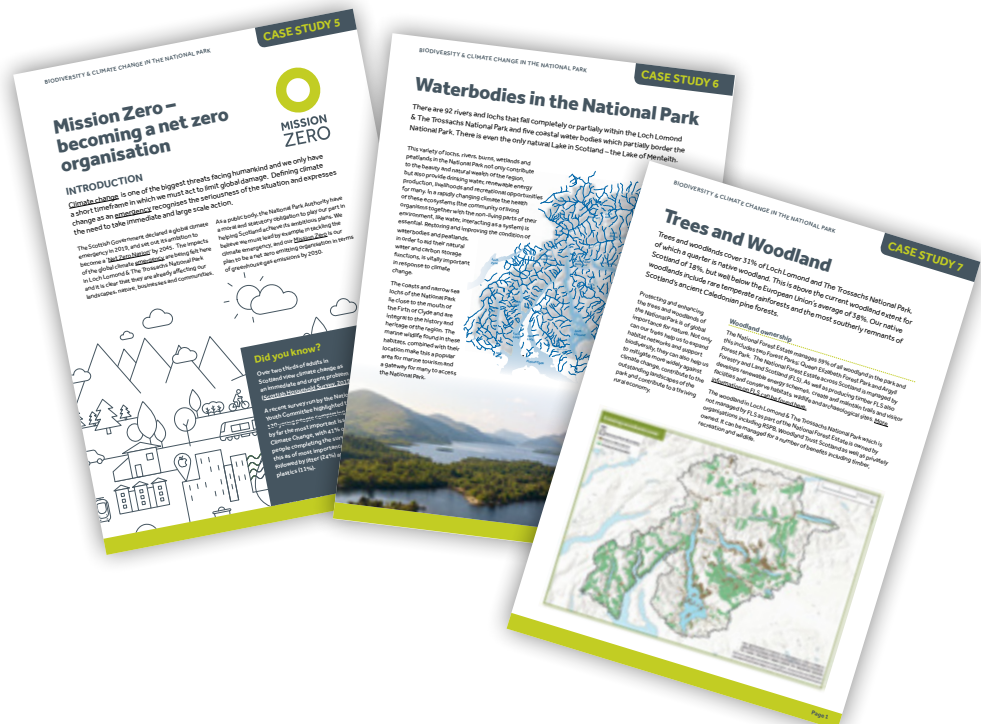
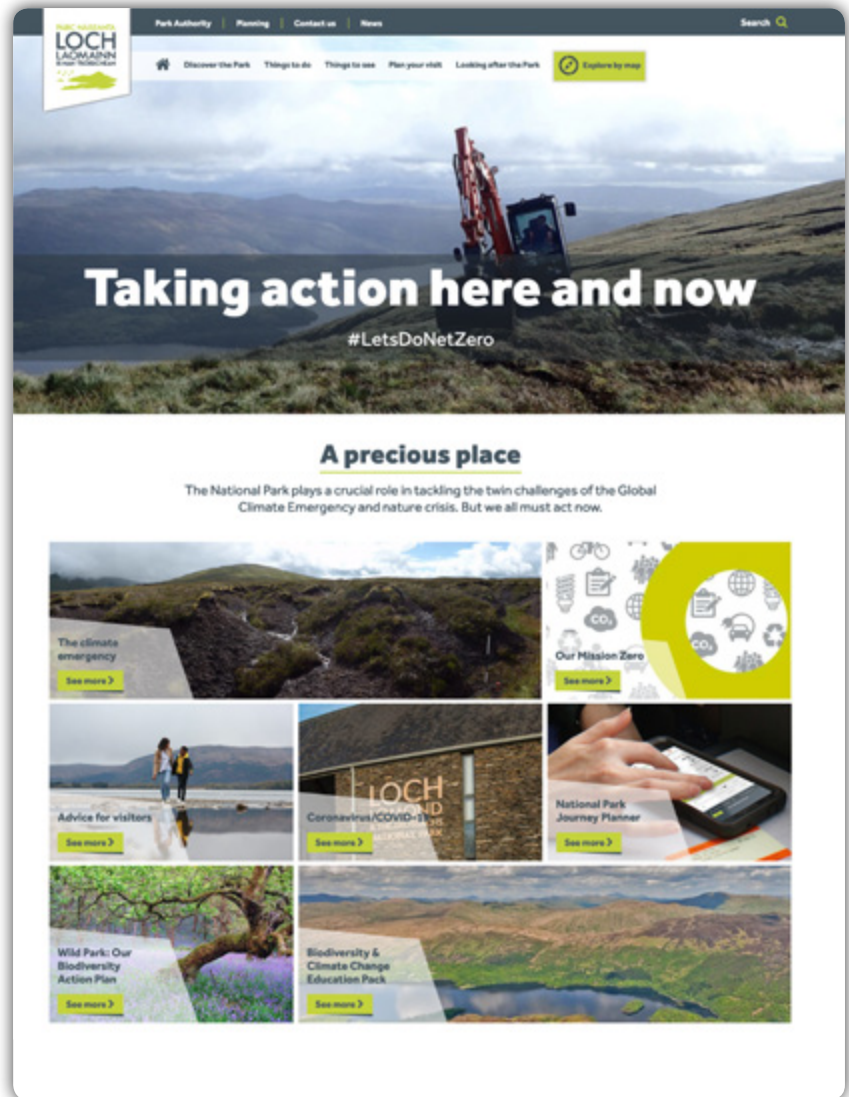
In advance of COP26 we refreshed our website homepage to give it a more climate and nature focus rather than visitor experience and information.

This included new imagery and a series of 'spotlight' links promoted pages on Mission Zero, the Climate Emergency, and climate and nature Education Resources.

New educational case studies were published online as well as a series of new blog and news pages:

- Sustainable transport blog
- Community collaboration blog
- Youth Committee blog 'Young people leading change'
- Youth Committee blog 'Young people deserve to be listened to'

Our intention is keep an increased focus on climate and nature content on our digital communications channels over the coming months, along with other key topics, to build on the momentum from COP26.



COP26

Stakeholder engagement

Our people and partnerships are our biggest asset, so a key focus for us during COP26 was to help our staff, board members, volunteers and key partners feel informed about our work towards the dual climate and nature crises and empowered to make positive changes to help tackle them.

Internal engagement

'Countdown to COP26'

In the lead up to the conference we published regular 'Countdown to COP26' updates via our internal communications platforms to help bring the conference to life for staff and Board members. These updates included details of our planning and activities, promotion of Green Zone activities and fringe events to get involved in, crowdsourcing recommendations for climate-based media to watch/listen to during the conference, and sharing updates on outputs from the conference itself.

Launch of new 'Climate Hub'

A series of pages were created on our staff intranet to house all climate related information, including updates on our Mission Zero journey, a selection of resources to encourage climate-friendly behaviour changes at home and at work, and a base for sharing climate related news from across the National Park and the world.



'Lunch & Learn' engagement sessions

A series of internal engagement sessions were held in the lead up to and during the conference to bring staff and board members together to discuss various aspects of the conference and our own work to tackle the climate emergency. This included a session explaining 'what is a climate change COP?' and another session looking more closely at the climate change impacts on National Parks around the world and the nature-based solutions being employed to combat them.

Climate / nature volunteering opportunities

We provided opportunities for staff and board members to actively take part in nature conservation activities through volunteering. More than 20 staff joined The Friends of Loch Lomond & The Trossachs 'Make A Difference Day' to help protect our lochs and rivers by clearing historical litter along the western shores of Loch Lomond before it enters the aquatic system.

Staff and volunteers have also been working with Forth Rivers Trust throughout November to help boost the number of trees along the River Larig to help stop bank erosion and protect and enhance the biodiversity of the river.

Special edition staff and Board bulletins

Both staff and Board members received a COP26 special edition of our regular fortnightly newsletters, including a round-up of our activities during the conference, updates on key aspects of our work to tackle the climate emergency (such as progressing our Mission Zero, working with land managers to build nature-based solutions to climate change, encouraging more active travel and supporting community collaboration on climate and nature), and opportunities to get involved. Both the staff and Board emails received a higher readership than usual, with 7% more opens from staff and 12% higher opens from Board members.



External engagement

COP26 Stakeholder Newsletter

On the final day of COP26 we issued a special edition of our monthly stakeholder newsletter to over 600 contacts across National Park communities, businesses, land managers, Councillors, MSPs and partner organisations. This included a round-up of our activities during COP26, updates on key areas of our work to tackle climate change in the National Park, a celebration of progress to date by a range of people, and a call to work more collaboratively in the coming months and years.

During the conference a virtual 'roadshow' of engagement meetings also took place with partner organisations to help further develop our Future Nature planning that will restore and safeguard nature in the National Park while also delivering big benefits for climate change. A further programme of external engagement is being planned in the new year to keep up momentum following COP26 and in preparation for refreshing some of our key plans and strategies.

COP26 Events

19th September Callander Climate Fringe Week

The National Park Rangers provided support to a [climate fringe event](#) in Callander demonstrating our electric vehicles to a number of community members, to highlight efforts to reduce greenhouse gas emissions and to help promote electric vehicles in a working environment.

2nd to 8th October NPP announcements on climate change and the REVERE funding scheme

During the first week of October there were a series of announcements by National Parks UK highlighting how the UK's National Parks were fundamentally important in helping to respond to the issue of climate change and biodiversity loss. The statements released highlighted the 'Net Zero with Nature' approach, which is the collective National Parks' strategy for responding to the climate and biodiversity issues. The Revere funding scheme was also announced which is the mechanism for raising the funds necessary to deliver the 'Net Zero with Nature' programme. Details of all these elements can be found on the National Parks UK website [here](#).

28th October North Lanarkshire Council Action on Climate Together online webinar

Board member Heather Reid attended an online Action on Climate Together 2021 event for all schools in the council area on 28th October. Heather showcased branded content focusing on how climate change relates to the Loch Lomond & the Trossachs National Park, delivering four sessions that engaged with over 8,500 students. In addition [Charlotte Wallace led a workshop session](#) on our new 'Mission Zero Case Study' for about 50 pupils and staff.



1st to 8th November - Nature Scot Bonsai Exhibit

In partnership with NatureScot and other EELG members an exhibit was created in the COP26 Blue Zone highlighting the importance of Scotland's natural environment with regards to the issue of climate change. Charlotte Wallace represented Loch Lomond & the Trossachs National Park Authority at this [Bonsai Exhibit space](#) during the conference. This was a great opportunity to engage with a range of stakeholders and a national and international audience about how Loch Lomond & The Trossachs National Park is responding to the climate emergency and the work being done on the Mission Zero project and around nature based solutions.

2nd November Scottish Government roundtable discussion on the role of digital solutions

Gordon Watson participated in the [roundtable discussion](#) on The Role of Digital Solutions in Climate Change and Meeting Scotland's Net Zero 2045 Ambitions. This took place in Scotland's Climate Ambition Zone.



2nd to 5th November GEFI seminar on Finance for Nature in Nature

This event tied in with the Net Zero with Nature initiative, and helped promote Loch Lomond & The Trossachs National Park to interested stakeholders. The Cabinet Secretary for Finance and the Economy Kate Forbes was in attendance on the 4th, and the Minister for Environment, Biodiversity and Land Reform, Màiri McAllan was present on the 5th. Gordon Watson delivered an introductory speech on the importance of peatlands in the fight against climate change. The National Park Authority also provided support across each day by offering Ranger-led nature walks to delegates and an electric vehicle shuttle service from Balloch Train Station. National Parks Partnership and Palladium also had a presence on the market place.



4th November OECD seminar on 'Rural Regions: Realising the net-zero opportunity'

Gordon Watson welcomed attendees at this event hosted at our Balloch Headquarters. The event was attended by Scottish Government Cabinet Secretary for Rural Affairs and Island Mairi Gougeon MSP, international government officials and business leaders. More details on the event can be found [here](#).

5th November 'The Nature of Our Future: the role of young people in climate solutions with nature'

For the Youth and Public Empowerment Day at COP26 a youth committee representative, [Catriona Manders](#), appeared on [Good Morning Scotland](#) discussing climate change prior to taking part in a discussion panel. The discussion panel event was held at the UK pavilion in the COP26 Blue Zone and was hosted by TV personality and Chief Scout Bear Grylls. A video of this discussion can be viewed online [here](#). Catriona was the UK National Parks representative at this event.

In addition Catriona also wrote a blog, posted on the Loch Lomond & The Trossachs National Park website, about why young people need to be consulted and involved in the decision making process with regards to tackling climate change. This blog can be accessed [here](#).



5th November International National Parks and Protected Places statement

A joint statement on the importance of protected spaces around the world, and how they are key in protecting nature and our response to the issue of climate change, has been created and signed by twenty six globally important conservation organisations. This statement was released in a presentation at COP26 at the UK pavilion by The Loch Lomond & The Trossachs National Park Authority Board Convener James Stuart. A statement representing young people's endorsement of this international protected areas statement was presented and signed by youth committee member, Catriona Manders.

A [press release](#) was also issued and an online video of the presentation can be found at the end of the '[The Nature of Our Future: The Role of Young People in Climate Solutions with Nature](#)' YouTube broadcast.



US Secretary of the Interior, Deb Haaland and Youth Committee member Aidan Cronin

6th November US Secretary of State and Scottish Government Cabinet Secretary visit

In support of the international statement activity, we welcomed US Secretary of the Interior, Deb Haaland, and Michael Matheson, Scottish Government Cabinet Secretary for Net Zero, Energy & Transport to the National Park where they had the opportunity to hear from and share perspectives from the US National Parks with:

- Aidan Cronin from our Youth Committee – about the role of young people in taking climate action.
- David Lowes of Glenfalloch Estates – sharing experience of putting nature-based solutions into action on the Estate;
- Members of the National Park Executive and Board on the challenges faced in this National Park, and the opportunities for National Parks to act as test beds for putting policy into practice at landscape-scale.

7th November 'Ancient Knowledge and Modern Thinking: Climate Perspectives in Folk Art'

Board member Heather Reid hosted a Green Zone event that focused on artwork and culture and climate change. The event was attended by 150 people and live streamed. Heather used the opportunity to promote the Loch Lomond & The Trossachs National Park's climate activity.



9th November 'Net Zero with Nature: How National Parks can drive UK Nature-based Solutions'

This discussion panel event, hosted by Accenture was held in front of a live audience as well as being streamed online. National Park Authority CEO, Gordon Watson, as a member of the discussion panel which was attended by a diverse mix of partners, parks and others: 70 people registered to join in-person, with a further 170+ joining online. A recording of the discussion can be viewed [here](#).

9th November - Design Council's 'Design for the Planet' festival

Director of Environment and Visitor Services, Simon Jones, delivered a presentation for the section on 'Resilient Places' looking at how designing resilience in to our natural spaces is fundamental in helping us to tackle the issues of climate change and biodiversity loss. The talk highlighted the National Park's Future Nature approach and the need to balance the interests of visitors, locals, land and nature. The presentation also focused on how designers could connect people to value nature and climate and to help to change future nature policies in to reality.

More than 5,500 people attended the festival online and feedback from attendees was that they came away inspired and more motivated than ever to continue their collective work to address the climate emergency. To watch any of the sessions, they are available until the middle of December 2021, they can be found [here](#).

WEEK ONE						
SUNDAY OCTOBER 31ST	MONDAY NOVEMBER 1ST	TUESDAY NOVEMBER 2ND	WEDNESDAY NOVEMBER 3RD	THURSDAY NOVEMBER 4TH	FRIDAY NOVEMBER 5TH	SATURDAY NOVEMBER 6TH
PROCEDURAL OPENING OF NEGOTIATIONS	WORLD LEADERS SUMMIT		FINANCE	ENERGY	YOUTH AND PUBLIC EMPOWERMENT	NATURE
	Welcoming world leaders to COP to put forward high level ambition and action towards securing global net zero and keeping 1.5 degrees in reach; adapting to protect communities and natural habitats; and mobilising finance.		Mobilising public and private finance flows at scale for mitigation and adaptation.	Accelerating the global transition to clean energy.	Elevating the voice of young people and demonstrating the critical role of public empowerment and education in climate action.	Ensuring the importance of nature and sustainable land use are part of global action on climate change and a clean, green recovery.
WEEK TWO						
SUNDAY NOVEMBER 7TH	MONDAY NOVEMBER 8TH	TUESDAY NOVEMBER 9TH	WEDNESDAY NOVEMBER 10TH	THURSDAY NOVEMBER 11TH	FRIDAY NOVEMBER 12TH	SATURDAY NOVEMBER 13TH
REST DAY AHEAD OF THE SECOND WEEK OF NEGOTIATIONS	ADAPTATION, LOSS AND DAMAGE	GENDER	TRANSPORT	CITIES, REGIONS & BUILT ENVIRONMENT	CLOSURE OF NEGOTIATIONS	
	Delivering the practical solutions needed to adapt to climate impacts and address loss and damage.	Progressing gender equality and the full and meaningful participation of women and girls in climate action.	Driving the global transition to zero emission transport.	Advancing action in the places we live, from communities, through to cities and regions.		
		SCIENCE AND INNOVATION				
		Demonstrating that science and innovation can deliver climate solutions to meet, and accelerate, increased ambition.				