Summary
COP 25
EIB
Peers

Table of content

1. COP 25 General overview
   - Key Stats
   - COP 25 general overview

2. EIB & COP 25
   - Daily media coverage
   - Key Stats
   - Main messages
   - Spokespeople
   - Ambassadors
   - Geographic breakdown
   - Top journalists & publications
   - Spanish media coverage

3. Key Actors - Benchmark
   - IOs media coverage
   - UN
   - European Commission
   - FAO
   - World Bank
   - GCF
   - AfDB
This report is only based on online sources and does not include any print publications

This report is broken up into three sections:
• **Section 1** focuses on COP 25 online media coverage between 2–14 December 2019.
• **Section 2** focuses on the coverage of the EIB Group at COP 25 throughout the same period.
• **Section 3** focuses on the media coverage received by major International Organisations at COP 25.

Overview
• The online data for this report is collected by Meltwater (283,659 online publications).
• Core Publications refer to key political and/or economic media sources identified by the EIB.

Reach
• Reach for online media coverage is based on metrics provided by SimilarWeb.
• Reach is an estimate of the number of potential views an article would get over the period from 2nd December – 14th December.
Summary & Main Findings

**EIB Impact – Online media**

- With 769 articles, the EIB Group online media coverage increased by **150%** in comparison with COP 24, reaching 494 million potential viewers between 2–14 December 2019.
- Top 2 countries in terms of media coverage are: **Spain** (42%) and **China** (7.5%).
- Six main topics:
  - 1. The renewable energy projects signed at COP25 (8% of online coverage)
  - 2. The EIB’s Just Transition (6.5%)
  - 3. The new Energy Lending Policy (4.4%)
  - 4. The EIB’s cooperation, partnerships and multilateral action (3.4%)
  - 5 & 6. The EIB Climate Action Roadmap (0.8%) & The Economic case for Climate Action (0.8%).
- The EIB share of voice at COP 25 has increased by **29%** compared to COP 24 (0.9%). The EIB was the third most prominent international organisations only behind the UN (25%) and the EC (1.3%) and ahead of FAO, World Bank, EBRD, and the Green Climate Fund.

**Key Topics**

- The Climate Action Roadmap was the main topic associated to the EIB Group at COP 25, receiving wide online media coverage from leading international sources such as BBC News and Bloomberg.
- The EIB investments in renewable energy projects signed at COP 25 generated 125 articles, of which 90% (112 articles) mentioned the EIB in the headline.

**Main Ambassadors**

- VP Navarro and President Hoyer were the most influential EIB ambassadors at the conference, both receiving the most mentions (188 and 108, respectively) as well as the highest potential reach (80m and 69m).
- Articles mentioning President Hoyer focused on the EIB mobilising private investment to comply with the Paris Agreement.
Part I: COP 25
General Overview
EIB Group & COP25 Overview

Key stats - daily media coverage

**EIB Group**
- 769 Mentions
- 494M Potential Views
- 58 Core Mentions

**COP 25**
- 82,687 Mentions
- 57bn Potential Views
- 3,092 Core* Mentions

*Core coverage consists of articles featured in a set list of key political publications as identified by COM.
• COP 25 opening day generated the most media coverage during the conference.

• Reducing greenhouse gas emission was the main topic discussed at COP. The discussion generated tension and dissatisfaction as delegates failed to reach an immediate outcome and only agreed on reducing carbon-related investments.

• The final draft acknowledged the "significant gap" between existing pledges and temperature goals set forth in the 2015 Paris climate agreement.
Part II: EIB Group & COP 25 Overview
A significant proportion of the EIB online media coverage referred to the projects in Brazil and Spain signed at COP 25, as part of the EIB’s Climate Action Roadmap.

The EIB’s Energy Lending Policy was mainly prominent in English, German and Spanish online media.

*Trending themes are the key topics which featured around EIB at the COP 25 conference.
Between 2–14 December, the EIB online media coverage at COP 25 focused on three main areas: the renewable energy projects signed at COP25 (8% of online coverage), EIB’s Just Transition (6.5%), the Energy Lending Policy (4.4%).

The EIB investments in renewable energy projects signed at COP 25, namely with Neoenergia in Brazil (19 articles, covered by EuropaPress and Expansión) and Natixis in Spain (17 articles, covered by Expansión and Cinco Días) generated great media coverage in both countries.

Online publications across the world including Devex and RTVE.es reported on the EIB’s Just Transition from fossil fuels.

The EIB Energy Lending Policy, which sets out an extensive energy transition plan, received coverage from influential online media outlets such as BBC News, Financial Times and Bloomberg.

The European Commission’s Green Deal presented at COP 25, which requires extensive support and investment from the EIB in order to achieve climate neutrality in all EU member states by 2050, generated more than 70 articles.
Ambassador | Mentions | Reach  
--- | --- | ---  
Emma Navarro | 188 | 79,085,456  
Werner Hoyer | 108 | 69,290,159  
Nancy Saich | 8 | 5,649,974  
Andrew McDowell | 8 | 2,203,646  
Ambroise Fayolle | 1 | 657,136  

- VP Navarro’s mentions mainly referred to the EIB financing wind energy projects in Spain and Brazil and on the EIB becoming the EU climate bank.  
- Articles mentioning President Hoyer focused on the EIB mobilising private investment to comply with the Paris Agreement.  
- VP Andrew McDowell’s mentions especially related to the EIB phasing out investments in fossil fuels.

“We are not going to finance fossil fuel projects. It has been a difficult decision, but it has been taken after a two-month process of consultations and negotiations with organizations and government.”
- Andrew McDowell (CincoDias, 6 Dec 2019)

“We are working on mobilising up to EUR 1tn over the coming decade through projects that, like the ones we are supporting today, are going to help with the transition towards a low-carbon economy by promoting renewable energies”
- Emma Navarro (Market Screener, 5 Dec 2019)

“In the same way, the president of the European Investment Bank (EIB), Werner Hoyer, recalled that the entity, “the largest climate bank in the world”, will allocate half of its financing to environmental projects in 2025 and will invest a billion Euros in them between 2021 and 2030.”
- Werner Hoyer (CincoDias, 10 Dec 2019)
“Everything is linked, Article 6 of the Paris Agreement, the EU taxonomy, the EIB turning into a climate bank. You can say we are connecting the dots here” - Bas Eickhout, Euractiv

“Working with the EIB “is a great honor” … “an improvement in the cost of financing, but also to start a collaboration with a European actor very relevant and that will be key for the fulfillment of the objectives in the fight against climate change.”” - Enrique Díaz-Tejeiro, Siglo XXI

“And I will also work with the European Investment Bank (EIB) so that at least half of its funding is dedicated to climate action by 2025.” “That’s twice as much today” - Valdis Dombrovskis, El Confidential

The main ambassadors are key individuals mentioned within 40 words from the EIB mention.
### EIB & COP 25

#### Geographic Breakdown

2nd Dec – 14th Dec 2019

<table>
<thead>
<tr>
<th>Country</th>
<th>Mentions</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spain</td>
<td>321</td>
<td>266,051,432</td>
</tr>
<tr>
<td>China</td>
<td>58</td>
<td>51,131,553</td>
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<tr>
<td>United States</td>
<td>44</td>
<td>16,647,420</td>
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<tr>
<td>United Kingdom</td>
<td>35</td>
<td>37,758,199</td>
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<tr>
<td>Brazil</td>
<td>30</td>
<td>16,208,627</td>
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<tr>
<td>Mexico</td>
<td>26</td>
<td>3,914,141</td>
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<tr>
<td>Luxembourg</td>
<td>26</td>
<td>1,055,302</td>
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<tr>
<td>Sweden</td>
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<td>1,300,312</td>
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<td>Belgium</td>
<td>21</td>
<td>29,212,994</td>
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<tr>
<td>Portugal</td>
<td>21</td>
<td>6,169,587</td>
</tr>
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</table>

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## Top Publications & Journalists

**2nd Dec – 14th Dec 2019**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Mentions</th>
<th>Reach</th>
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<tbody>
<tr>
<td>Invertia.com</td>
<td>12</td>
<td>1,264,836</td>
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<tr>
<td>SIGLO XXI</td>
<td>12</td>
<td>258,864</td>
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<tr>
<td>El Confidencial</td>
<td>12</td>
<td>48,219,336</td>
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<td>CincoDias - El País</td>
<td>9</td>
<td>14,942,322</td>
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<td>El Periódico de la Energía</td>
<td>9</td>
<td>518,346</td>
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<tr>
<td>Europa Press</td>
<td>8</td>
<td>11,466,760</td>
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<tr>
<td>Expansión.com</td>
<td>7</td>
<td>18,251,954</td>
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<td>Eldiario.es</td>
<td>7</td>
<td>13,866,230</td>
</tr>
<tr>
<td>EQ International</td>
<td>6</td>
<td>45,204</td>
</tr>
<tr>
<td>Devdiscourse</td>
<td>6</td>
<td>209,970</td>
</tr>
<tr>
<td>EFEverde</td>
<td>6</td>
<td>466,740</td>
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</table>

<table>
<thead>
<tr>
<th>Journalist</th>
<th>Publication</th>
<th>Mentions</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wiktor Nummelin</td>
<td>Ny Teknik</td>
<td>16</td>
<td>705,740</td>
</tr>
<tr>
<td>Guillermo Peris</td>
<td>SIGLO XXI</td>
<td>12</td>
<td>258,864</td>
</tr>
<tr>
<td>Lara Lázaro</td>
<td>DiarioInformacion.es</td>
<td>11</td>
<td>2,697,803</td>
</tr>
<tr>
<td>Silvia Martinez</td>
<td>El Periodico.com</td>
<td>10</td>
<td>6,150,958</td>
</tr>
<tr>
<td>Salvador Arroyo</td>
<td>Lasprovincias.es</td>
<td>9</td>
<td>2,525,390</td>
</tr>
<tr>
<td>Anand Gupta</td>
<td>EQ International</td>
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<td>45,204</td>
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<tr>
<td>Maria Neira</td>
<td>ChinaDaily.com.cn</td>
<td>4</td>
<td>2,512,602</td>
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<tr>
<td>Mariana Mazzucato</td>
<td>Financial Times</td>
<td>4</td>
<td>4,432,489</td>
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<tr>
<td>Javier Albisu</td>
<td>EFEverde</td>
<td>3</td>
<td>78,177</td>
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<tr>
<td>Antonio Cerrillo</td>
<td>LaVanguardia.com</td>
<td>3</td>
<td>17,373,258</td>
</tr>
</tbody>
</table>

## Summary

**COP 25**

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### Top Shared Articles

**EIB approves EUR 8.1 billion for renewable energy, energy efficiency, sustainable transport, and agriculture**

13 December 2019

The European Investment Bank (EIB) approved EUR 8.1 billion of new financing for climate action, sustainable development, health, and education investment across Europe and around the world.

*Top shared articles is generated by Meltwater’s Social Echo tool, which measures the real time number of social shares (Twitter, Linkedin and Facebook) for any online articles.*

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**EU carbon neutrality: Leaders agree 2050 target without Poland**

On funding the transition, the council welcomed an announcement by the European Investment Bank (EIB), the EU’s lending arm, that it would provide €70bn of investment in climate action and environmental sustainability from 2021 to 2024.

As a news conference, Mr Michel acknowledged that the transition would be more difficult for some member states.

*Shares 25K 0*

**BBC NEWS**

**EIB approves EUR 8.1 billion for renewable energy, energy efficiency, sustainable transport, and agriculture**

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*Shares 90 3.4K*
Spanish online media coverage focused on two main themes: the EIB funding nine solar plants in Spain and President W. Hoyer’s discussion on how to mobilise private investment to comply with the Paris Agreement.
Part III: Key actors benchmark
International Organisations media coverage

2nd Dec – 14th Dec 2019

Summary
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N. Of mentions per Organisation

- UN: 20,923
- European Commission: 1,068
- EIB: 769
- FAO: 672
- World Bank: 444
- Green Climate Fund: 331
- AFDB: 166
- ICO: 159
- KFW: 120
- EBRD: 60
- IDB: 45
- AFD: 37
The peak on the 2nd December coincides with the opening ceremony of COP 25. It was driven UN Secretary-General Antonio Guterres’s statement on that “the point of no return for climate change is fast approaching, and that there is a lack of political will to stop climate change”. UN COP 25 messages were reinforced by Carolina Schmidt comments, Chile’s Environment Minister, as she warned that those refusing to adjust to the planet’s rising temperatures “will be on the wrong side of history”.

20,923 Mentions
12.1bn Reach
412 Core Mentions
The media coverage peak on the 10th December was largely driven by President von der Leyen calling for the EU to stop greenhouse gases emissions by 2050.

Michael Bloomberg, also highlighted that the next US President should halt fossil fuel subsidies altogether.
FAO’s media coverage peaked on Friday Dec 6 as the World Animal Protection and 14 leaders urged to reduce greenhouse pollution from Food and Agriculture. A FAO report claiming that livestock sector alone accounts at least 14.5% of global greenhouse gas emissions generated wide media coverage.
World Bank media coverage was mainly driven by Canada’s $275 million commitment to support the Energy Transition and Coal Phase-Out Program.
Mentions of the Green Climate Fund (GCF) were largely driven by the press release titled “African Development Bank joins forces with international organisations to help developing countries build resilience to extreme weather” referencing GCF as a founding member of the Alliance for Hydromet Development. Further mentions of the Green Climate Fund on the day highlighted their partnership with MUFG Bank to accelerate green energy transition in Chile.
The media coverage peak on the 12th and 13th of December referred to *Africa Day*. Director for Climate Change and Green Growth at the African Development Bank, Anthony Nyong, stated that Africa has responded positively to climate change. On the 13th of December, AfDB announced a partnership with 11 international organisations to build resilience against the impact of extreme weather in developing countries.