

5th Annual

SUSTAINABLE INNOVATION FORUM 2014



Endorsed by



PERÚ

Ministerio
del Ambiente

December 9, 2014 , Lima

Post Event Report

www.cop20lima.org

2,000+

Registration
requests

521

Attendees

40

Speakers

53

Sponsors &
Partners

7million+

Social Media
Reach



Event Highlights

Inspiring Keynotes & Practical Panels

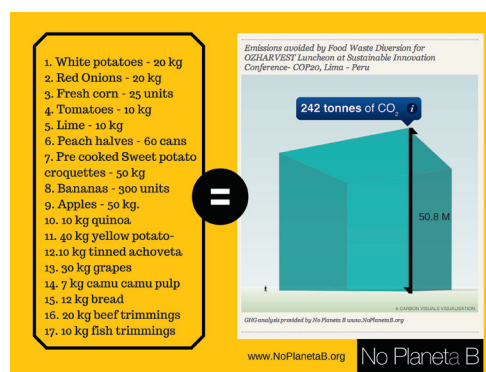
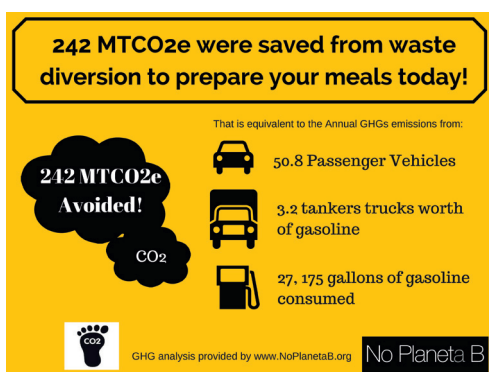
From Achim Steiner, Executive-Director, UNEP; President Felipe Calderon, former President of Mexico and Chair of the Global Commission on the Economy and Climate; Lord Nicholas Stern, Chair of the Grantham Research Institute and Sir David King, UK Special Envoy for Climate Change, as well as business and financial perspectives from BMW, SAB Miller, New Holland Agriculture, EIB, Allianz, Electrobras and more.



Unrivalled Multi-Stakeholder Networking



Carbon Savings



Rescued Lunch Served To Delegates Delivered 242 MTCO₂e Saving

BMW Providing UNEP with 100% Electric Vehicle Saved 71 kg of Tail Pipe Emissions

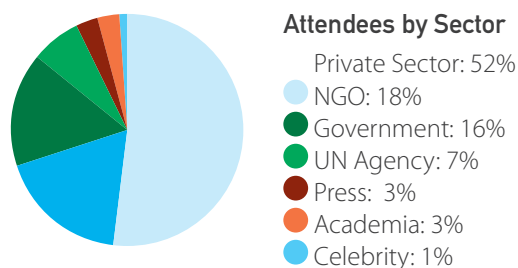
Attendee Breakdown

In 2014 over 2,000 people applied to attend the Sustainable Innovation Forum, making this year's forum the most popular to date. From those initial registrations, the crème de la crème from each stakeholder group were confirmed and 521 attendees joined us on the day. Executives from CEO's of multinational companies, UN bodies, Government figureheads and delegations, NGOs and civil society were represented en masse.



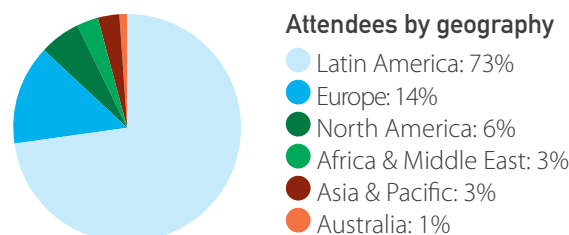
Attendees by Industry Sector

Being the largest business event on the sidelines of the COP, we ensured just over 50% of attendees joined us from the private sector. Government and NGO made up just under 35% over the audience and the remainder of the delegates represented UN agencies, press, academia, civil society and celebrities.



Attendees by Geography

43 nations were represented at the Sustainable Innovation Forum, making it the most diversely attended business event on the margins of COP20. Nearly 75% of the audience were Latin American, but the remaining 25% included coverage from every continent except Antarctica.



Testimonials

"The Sustainable Innovation Forum brought together different perspectives in a very stimulating way"

Karsten Löffler, Managing Director, Allianz Climate

"The event was outstanding. From the themes discussed learnings from the speakers to the agenda and schedule. The event organization and support to attendees was very special."

Carlos d'Arce Junior, Marketing Director, New Holland Agriculture Latin America

"The Sustainable Innovation Forum is my favourite event at the COP. It's a great showcase of companies, cities and individuals who are getting on with the important matter of reducing emissions, regardless of what's going on in the negotiations. Positive, practical and inspiring."

Jane Burston, Head, Centre for Carbon Measurement, National Physical Laboratory

"I found the Sustainable Innovation Forum to be a stimulating, informative and practical window into business perspectives on climate solutions - engaging and enlightening!"

Carl Pope, Special Advisor to Michael Bloomberg & Principal, Inside Straight Strategies

"The Sustainable Innovation Forum provided a valuable opportunity to engage in a stimulating and fruitful exchange of opinions on topics at the forefront of innovation and investment for a green economy. In the context of COP 20, the Forum brought together a uniquely wide range of perspectives."

Pavan Sukhdev, UNEP Goodwill Ambassador

Survey Says...

100% of attendees surveyed confirmed they would recommend or highly recommend this event

Why Delegates Attended SIF14

The number one reason our delegates gave for attending the Forum was to understand more about topic areas on the agenda – with **35%** stating this was the main reason

31% stated the main reason was for networking and **25%** confirmed it was to hear from the high level speakers.

How Delegates Heard About SIF14

32% of our attendees heard about the Forum via direct email marketing and an additional **29%** were referred by a colleague

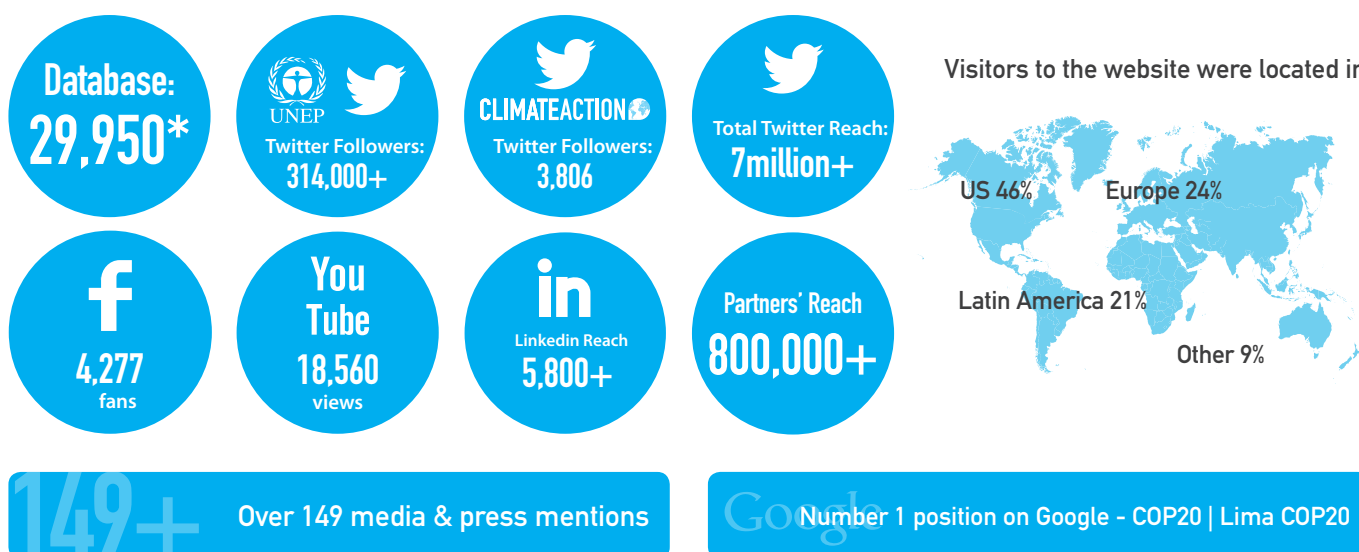
An unprecedented **20%** heard about the Forum via social media (Twitter, Facebook and LinkedIn)

3% found us through a Google search and the remaining **16%** found out about SIF via webinars, media partners and UN newsletters.

2014 Global Marketing Reach

Our international multi-channel marketing reach enabled SIF to be the largest, most geographically diverse business event alongside COP20.

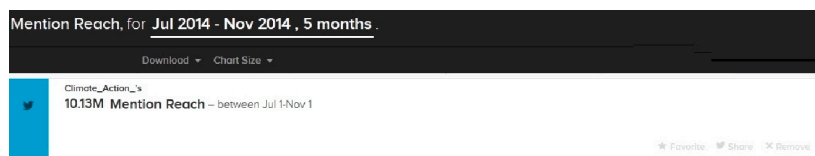
Event Website Traffic Statistics



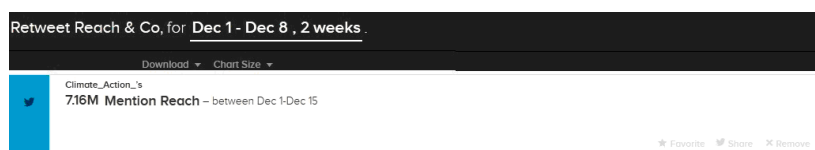
*As of 23rd January 2015. Our ongoing outreach means these numbers are increasing every day.

2014 Social Media Reach

In the main part of the marketing campaign for Sustainable Innovation Forum 2014, from July until end of November 2014 our cumulative MT reach on Twitter was over 10 million.



In just the two week period surrounding the Forum, our MT reach on Twitter was over 7 million.



Selection of Organisations That Attended SIF14

Private Sector

ABB
Abril
Allianz Climate Solutions
Ambev
Andesco Trading
Anglo American Perú
Anthroct
AQUATECH PERU
Arelasco
Arquitectura y Ciudad
Atmocean Wave Energy
AVC Arquitectos Peru
Banco de Desarrollo de America Latina
Be Corp Global
B-Green
Bio Assets
BlackBridge
BMW Group
Bosques Amazonicos
Brazilian Confederation of Industry
BYD
CAF
Camargo Correa - Sucursal Perú
Canadian Mining
Cargill
CEMIG
Centro Desarrollo Social
Chamber of Commerce and Culture of Belgium and Luxembourg in Peru
China Steel Corporation
Conservation International
Climate Change Research Group
Climate-KIC
Conduce tu Empresa
ContourGlobal LatAm
Contrucoes & Comercio Camargo Correa
Deloitte
Deloitte & Touche
Division of Communications & Public Information (DCPI)
E5 - European Business Council for Sustainable Energy
ECF
ECO SOLAR
Ecohouse
ECOTIERRA
ECOTIERRA PERU
Editora Abril
EDS Consultoria
Eletrobras
ELITE Consulting
Enertek
ERM Peru
Ernst Basler & Partners
Estudio Aramburu
European Investment Bank
Exxaro Resources
Fab Lab Perú
Fairclimate Fund
FEPCMAC
Giovanni nel Mondo
GOWI
GREEN ENERGY Consultancy & Services
Green Qual Consulting

Gutinet
Hunt Oil
IBRID
IDRC Canada
IGES Ltd
Indus Motor Company
INGENIEROS CONSC. A.
ININDETEC
Interconexión Eléctrica (ISA)
International Chamber of Commerce
KFW
Klabin
KPMG
Libelula
LIMA CREATIVOS
Maplecroft
Microenergy Strategies Group (MESG)
Minera Ferrobamba
National Industry Confederation
New Holland Agriculture
NCI
NetSchWorks
No Planeta B
Nordic Power Partners
Novozymes
Partner Desenvolvimento
Permian Global
Philips Lighting
Philips North Latam
Pinheiro Neto
Plataforma PDS
Pöyry Peru
Prague Investments
Proexpansión
Promon Engenharia
Proyecto Huella de Ciudades
PwC
PwC Chile
Quimtia
RamaClara
Rimac Seguros
Rimac Seguros y Reaseguros
Rio Tinto
SAB Miller
Sealed Air Corporation
SELEGSA
Servicios Ambientales
SGS
Siemens
SNC-Lavalin
SolarReserve
Sr. Pollo Peru
Statkraft
Vale
Verico SCE

Non-Governmental Organisations & Associations

AIIESEC
AlianzaClimate
ARPEC CUSCO
Asociación Guatemalteca de Exportadores
Asociación Sustentar
Asociación UNACEM
Brahma Kumaris

CARE International
CDP
Center for Sustainable Development Studies
CIDEPP
Climate Change Research Group
CliMates
Competitiveness and Sustainable Development Institute
Development Reality Institute
Earth Child Institute
Éducation Internationale
Fundação Konrad Adenauer
Fundacion TierraVida
Global Canopy Programme
Global Green Growth Institute
Global Sustainable Electricity Partnership
Graham Research Institute
Green Club Canada
Green Economics Institute/Case
Western Reserve University
Heinrich Böll Foundation
ICTSD
Indigenous Movement
Ingouville Nelson & Asoc
Joint Center for Political & Economic Studies
Latin Link Peru
Lead International
Michael Bloomberg Foundation
National Physical Laboratory
Norwegian Confederation of Trade Unions - LO Norway
Proyecto Perú Desarrollo Sostenible
Rainforest Partnership
RED acción ambiente Peru
SAFCEI, Greek Patriarchate of Alexandria and all Africa
Society for Sustainable Tourism & Development
SustainUS
The Guatemalan Tomorrow Fund
U.S. Green Building Council
World Vision
World Steel Association

Government and United Nations Bodies

Centre de Suivi Ecologique
Center for International Forestry Research (CIFOR)
Centre for Carbon Measurement
Climate Change Group
CENTRE DE SUIVI ECOLOGIQUE (CSE)
City of Mexico
City of TSHWANE
City of Tshwane
City of Paris
CORMAGDALENA
Delegación Union Europea-Perú
Department of Range Resources Management
Environmental Quality Protection Foundation
Environment Agency, Abu Dhabi
EU Delegation to Peru
Forest National Corporation

Forests National Corporation
German International Cooperation/ Water and Sanitation Program
Global Commission on the Economy and Climate
Green Climate Fund
Green Initiatives for a Smart Tomorrow (GiST)
Haut Commissariat aux Eaux et Forets
Horn of Africa Regional Environment Centre
International Maritime Organization
Ministry of Environment, Argentina
Ministry of Environment, Australia
Ministry of Environment, Mexico
Ministry of Environment and Water, Peru
Ministerio del Ambiente, Peru
Ministry of Development Planning, Department of Policy and Strategic Planning, Peru
Ministry of Environment and Sustainable Development, Colombia
Ministry of Federal Planning, Peru
Ministry of Finances, Peru
Ministry of the Environment, Argentina
Moroccan Agency for Solar Energy (Masen)
Munici
Nacional Financiera
Observatory of Huancayo of the Geophysical Institute of Peru
Organismo de Evaluación y Fiscalización Ambiental - Ministerio del Ambiente
OEFA
Programa Nacional de Conservación de Bosques para la Mitigación del Cambio Climático
Regione Abruzzo, Italy
Solier Contratistas Generales
Tokyo Metropolitan Government
Udes Climat Canada
UNDP
UNEP
UNEP/GIST
UNEP-FI
UN FAO
United Nations Sustainable Development Solutions Network - Youth Solutions
UNFCCC
UNHCR

Financial Institutions

African Development Bank
Banco de Desarrollo de America Latina (CAF)
BNDES
European Investment Bank
IFC
Inter-American Development Bank
World Bank

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