

UK Media Breakdown: Peatland Pavilion at UNFCCC COP26Search term: 'Peatland Pavilion'

105 articles in total with a potential audience reach of **3.7 million** and a value of **£161k**. Top articles from 1st November 2021 until 1st December 2022 include:

- Scots rocket site approved by government despite fears it will destroy precious peat bogs (Potential audience reach: 1,387k Value: £37.2k)
 https://www.dailyrecord.co.uk/news/scottish-news/scots-rocket-site-approved-government-25397868
- New texts and more protests what has happened on the 'last' day of Cop26 (Potential audience reach: **215k** Value: **£4526**) *The Herald Online*
- Stormont minister brands competing climate change bills 'embarrassing' (Potential audience reach: **215k** Value: **£4526**) *The Herald Online*
- COP conference talks about peat (Potential audience reach: 208k Value: £27.2k) Print in BBC Gardener's World Magazine:

COP conference talks about peat

The crucial role played by peat bogs in the fight against global warming came under scrutiny at the COP26 conference on climate change in Glasgow last month. The Global Peatland Pavilion saw the UK government launch its Peat Action Plan for England, and brought governments from around the world together to discuss how best to protect the world's peatlands. Full story in next month's Clippings



Coverage by media outlet:



Peatlands & COP26 - International Coverage:

- The Washington Post: *Serious about climate change? Get serious about peat.* https://www.washingtonpost.com/world/2021/11/10/cop26-peat-carbon/
- CBS News: Saving soggy peat bogs becomes a weapon in the fight against global warming https://www.cbsnews.com/news/cop26-summit-climate-change-carbon-dioxide-peat-bogs-global-warming/
- Bloomberg Law: Biden Climate Plan to Save Forests Pivots on Swamps, Wetland https://news.bloomberglaw.com/environment-and-energy/biden-climate-plan-to-saveforests-pivots-on-swamps-wetlands
- The Globe and Mail: What lies beneath: Exploring Canada's invisible carbon storehouse https://www.theglobeandmail.com/canada/article-what-lies-beneath-exploring-canadas-invisible-carbon-storehouse/

Quote highlights:

- "Meanwhile, at the Peatland Pavilion attendees were invited to work out their "bog age" - spanning from the Neolithic to the present day. As those who have spent two weeks at Cop26 - with the end not yet in sight - might feel some affinity with bog creatures this may prove a handy chart for many" - featured in 63 regional articles titled 'New texts and more protests - what has happened on the 'last' day of Cop26'
- "Visiting the Peatland Pavilion at Cop26 on Tuesday, Mr Poots said peatland restoration will "play a key role in our plans to reduce carbon emissions" as envisioned through his draft green growth strategy." – featured in 10 regional articles titled 'Stormont minister brands competing climate change bills 'embarrassing'
- "Peat's role in capturing carbon is so important that Cop26 delegates in Glasgow will be able to step inside a giant "peatland pavilion" to learn about it." – The Daily Record (https://www.dailyrecord.co.uk/news/scottish-news/scots-rocket-site-approved-government-25397868)
- "This is an opportunity to shine a light on the hard work, commitment and dedication of those who are bringing the world's first carbon neutral spaceport to life whilst ensuring peat restoration is considered at each stage."
 (https://www.thenational.scot/news/19702887.cop26-crofter-space-hub-figure-talk-peat-event/)

Spokespeople for the Peatland Pavilion included:

• Stuart Brooks (National Trust):

"Stuart Brooks, of Scottish Heritage, will be trying to convince others at the Glasgow climate change conference just how important peat bog preservation is.

"We find peatlands, wetlands and swamps all over the planet — about 180 countries," he told CBS News. "In North America and South America, and in the tropics, in Southeast Asia and here in Northern Europe as well." https://www.cbsnews.com/news/cop26-summit-climate-change-carbon-dioxide-peat-bogs-global-warming/

- Richard Lindsay (University of East London):
 - " 'The first thing you have to do in a leaky spaceship is plug the hole,' said Richard Lindsay, a specialist in peatland ecosystems at the University of East London." https://www.washingtonpost.com/world/2021/11/10/cop26-peat-carbon/
 - + Gardens Illustrated piece





Rob Stoneman (Royal Society of Wildlife Trusts):

"Rob Stoneman, director of landscape recovery at the Wildlife Trusts, says very soon the government will probably pay land managers a few hundred dollars an acre to store carbon in a reclaimed peat bog. Corporations, too, might buy even more for credits from the carbon farmers of the future to offset their greenhouse gas emissions.

"The thinking is, that if you are going to get to net-zero as promised in Britain, somebody is going to subsidize this," Stoneman said." https://www.washingtonpost.com/world/2021/11/10/cop26-peat-carbon/

Hans Schutten (Wetlands International):

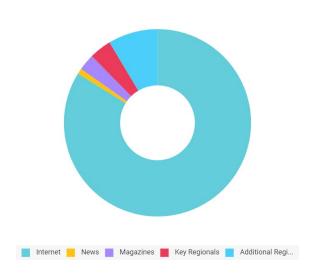
Speaking from the COP26 "Peatland Pavilion," Hans Schutten, program head at sustainability group Wetlands International, praised the international drive to tackle peatland degradation, saying that it can't come too soon.

"The world is recognizing the huge urgency to take action on peatland damage now," Schutten said. "We hope it's more than just words." https://www.energyvoice.com/renewables-energy-transition/cop26/362883/scotland-peatlands-cop26/

Common messaging and themes:

- The approval of the Sutherland spaceport
- Minister Poots visit to the Peatland Pavilion and the draft Northern Ireland peatland strategy
- The Peatland Pavilion offers a unique opportunity to position peatlands as a nature-based solution to climate change at the COP26.
- Critical role of NI peatlands.
- Regional newspapers (Orkney, John O'Groats, Caithness, Exeter etc) reporting local speakers in the Peatland Pavilion and communicating that there is good representation.
- Peatlands play a crucial role to mitigate climate change.

Volume – split by source type:



Volume – Trend by media:

