Engaging at COP 30

What is COP?

The 30th session of the United Nations Framework Convention for Climate Change (UNFCCC) Conference of the Parties (COP), more commonly referred to as COP 30, will be held in the Belem, Brazil, 10 – 21 November. The COP is the supreme decision-making body of the Convention. For governments, civil society, and the private sector, it provides an opportunity to showcase efforts around climate action and to engage stakeholders and collaborate on new partnerships.

The first COP in the Amazon Region, COP 30 in Belém, at the heart of the Amazon rainforest, places a spotlight on the world's largest tropical forest, which plays a critical role in global climate stability. It will emphasize the importance of protecting biodiversity, preventing deforestation, and promoting sustainable development in climate strategies.

COP 30 is also expected to address scaling up climate finance, particularly for developing nations that bear the brunt of climate change. Discussions on a just transition will take center stage, ensuring that economic shifts toward sustainability do not leave vulnerable communities behind.

COP 30 Leadership Includes

- Ambassador André Corrêa do Lago, COP 30 Brazil President – The President steers the COP process and facilitates consensus among Parties on the negotiated agreement for climate action.
- Ana Toni, COP 30 Executive Director and Brazil's Climate Change Secretary – leads the day-to-day operations of the 2025 conference and organizes the business community's interests.

Brazil's Climate Leadership & the Global South

- Under Brazil's Presidency, COP 30 will highlight the role of emerging economies in leading on climate action, building on itsrecent G20 Presidency, and as the country hosts the BRICS Summit.
- It is expected to amplify the voices of the Global South, particularly on issues like adaptation, loss and damage, and Nature-based Solutions.

Potential Breakthroughs in Carbon Markets & Nature-based Solutions

- COP 30 may deliver significant agreements on carbon markets, forest conservation incentives, and the role of Nature-based Solutions in global climate strategies.
- Brazil's leadership in carbon sequestration, bioeconomy, and renewable energy could set new benchmarks for global climate policy.

COP presents an opportunity for organizations to:

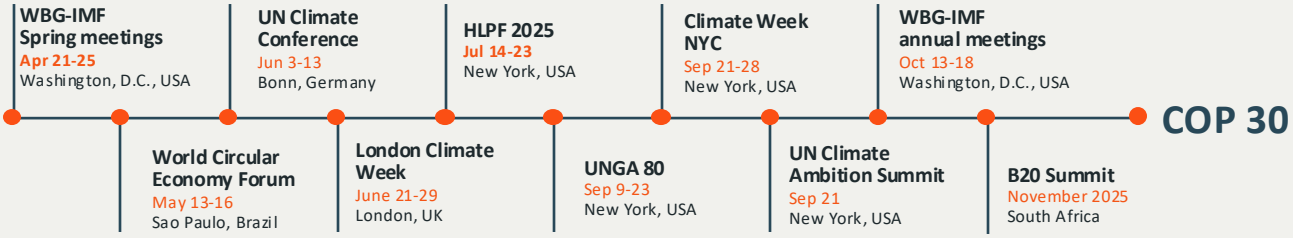
Showcase commitment and action on fighting climate change and interconnected issues such as nature, often in collaboration with other corporations, civil society and/or governments.

Engage a broad range of stakeholders, from global decision makers and leaders, to civil society and investors.

Demonstrate sector and/or overall corporate leadership on climate change and the environment, driving positive change and innovation towards net zero.

Collaborate and coordinate with governments and other actors on new public-private partnerships.

In the lead up to COP, there are several key moments where organizations can enhance their positioning and contribute to climate action:



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Engaging at COP 30

As countries continue updating their Nationally Determined Contributions (NDCs), COP 30 presents a pivotal opportunity for businesses to align their strategies with global climate commitments and strengthen their presence in Latin America.

With deep regional expertise, sector-specific approaches, extensive COP experience, and a strong network in Brazil through the G20/B20 and BRICS Summit, APCO can help clients navigate COP 30 with impactful, business-aligned strategies that maximize influence and high-profile engagement.

How APCO can help:

Experienced on the global stage

APCO's dedicated teams shape our clients' engagements with key global agenda setting platforms and organizations – from the G20 and its thematic groups to the UN General Assembly; the World Economic Forum and the most relevant multilateral processes, including COPs.

Our deep understanding

Our team has a deep understanding of the multiple ongoing parallel action tracks within the UNFCCC, together with the working groups/platforms that have evolved over the years. We can guide strategic engagement around these key areas, shaping mutually beneficial initiatives from collaboration around Race to Zero to engagement with Climate Champions, Youth and other priority groups.

In addition, APCO's International Advisory Council (IAC) and its four subgroups comprise more than 100 recognized global leaders, including: former elected politicians; leaders of business and industry; academics at leading universities; world-class journalists and editors; NGO and nonprofit pioneers; diplomats; and policy experts that regularly provide insights on topics critical to sustainable development and climate.

A unique lens on Latin America

At APCO, we take pride in having a team of Latin American experts who work hand in hand with a global network in the world's major business centers. We have extensive knowledge across various industries in the areas of communications, stakeholder engagement, public affairs, executive visibility, and crisis and risk management. We understand the complex challenges and trends impacting businesses today in the region, and we closely follow the evolution and changes in key global markets daily.

We bring together diverse perspectives, experiences, and talents across Latin America and the Caribbean, with a strong presence in key markets like México and Brazil. Our deep regional expertise, extensive network, and multicultural approach enable us to deliver truly integrated solutions in Public Affairs, Corporate Communications, and Issues Management.

APCO's capabilities for COP 30:

- Design an agenda that aligns with and drives business objectives
- Craft narratives and executive positioning that resonates and is in alignment with the current dialogue
- Advise on announcements, commitments and initiatives that align with COP priorities
- Map priority events, panels, and meetings at and on the road to COP
- Create bespoke side events aligned to client priorities
- Coordinate media engagement and press office, digital presence and online stakeholder engagement
- Secure sponsorship and other amplification opportunities
- Secure and coordinate meetings with key stakeholders
- Provide on the ground support with a dedicated team
- Facilitate engagement with government officials and decision makers

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