

How Did COP27 Change the Sustainability Debate? A Media Analysis

Media Analysis Summary



Following a year of climate-related disasters and broken temperature records, COP27 generated significant media interest and shifted the sustainability narrative in some new directions.

Our media analysis found that “**Loss and damage fund**” emerged as a new topic within the wider debate. It became the largest topic of the conference and it got more media attention than other trending topics such as **Net zero** and **Sustainable energy**:

Top 5 topics in the COP27 debate by share of voice



21%

Loss and damage fund



18%

Net zero



17%

Renewable energy



15%

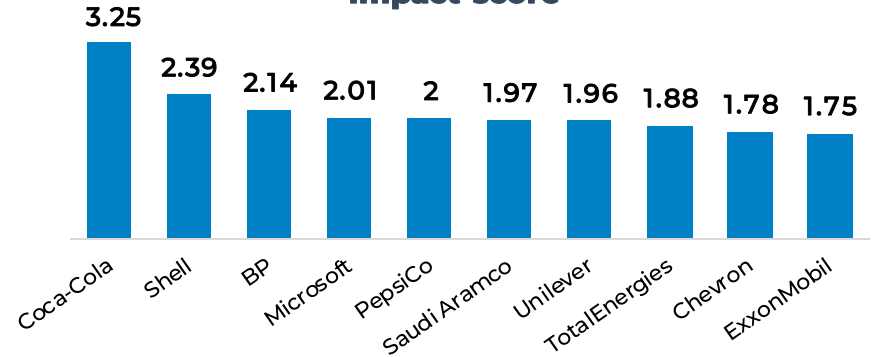
Greenwashing



10%

Deforestation

Top 10 companies in the COP27 debate by media impact score



A sponsorship deal between COP27 and **Coca-Cola**, which has been described as the “world’s top polluter” by environmental groups, became a major point of conversation, making Coca-Cola the most influential company in the COP27 debate.

5 takeaways from the COP27 conference:

- New buzzwords entered the sustainability conversation – loss and damage
- Hosting global sustainability events can actually damage a nation’s brand
- The fossil fuel industry has finally come out of the shadows
- Brands can face backlash if they don’t get their sponsorship comms strategy right
- The level of scepticism on social media rises as every shortcoming is framed as hypocrisy

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