



Canada Pavilion at COP27

Event Lead Partnership Agreement

This Event Lead Partnership Agreement (“Agreement”) is agreed to by (Organization/Individual) (“Event Lead”) for the purpose of participating in the Canada Pavilion at COP27.

1. Canada Pavilion Overview

The Event Lead acknowledges and commits to delivering on outcomes and objectives related to the Canada Pavilion to the best of their ability.

Egypt will preside over the twenty-seventh Conference of the Parties (COP27) to the United Nations Framework Convention on Climate Change (UNFCCC), which will take place in Sharm el-Sheikh, Egypt, from November 6-18, 2022.

The Egyptian Presidency has chosen to focus COP27 on implementation, calling on countries to accelerate their climate ambition through enhanced commitments and concrete actions.

As part of its Presidency Program, Egypt has selected 10 thematic days to spotlight critical areas for climate action and collaboration. Egypt’s 10 themes are:

Energy	Finance	Adaptation	Gender	Science
Biodiversity	Solutions	Water	Decarbonisation	Youth and Civil Society

For the first time in recent history the Government of Canada (GoC), led by Environment and Climate Change Canada (ECCC), will host a Canada Pavilion at COP27. The Canada Pavilion provides a unique opportunity to showcase Canadian climate action, amplify global efforts and support for developing countries, support the Egyptian Presidency’s COP27 goals, and profile the diversity of Canadian actions and perspectives on climate change. The Canada Pavilion will:

- Showcase domestic climate commitments and efforts of all actors;
- Amplify international support for developing countries and leadership on signature international initiatives;
- Highlight synergies with climate action and protection of nature;
- Profile Canadian leadership and innovation in our clean tech and energy sectors;

- Promote Indigenous Climate Leadership;
- Drive further climate ambition and advance the Egyptian Presidency's goals.
- Advance Egypt's Presidency priorities

Programming

In order to ensure that the Pavilion programme is inclusive and diverse, and reflects the dynamism and breadth of Canada climate action, events that are being developed should be considering the following factors listed below. These factors related to thematic relevance and overall interest will be assessed against in the triage stage.

- Thematic Relevance
 - Events that showcase Canadian implementation and leadership, advance additional action, or spur partnership on one or more of the chosen themes will be given priority.
- Overall Interest
 - At any given time, there are a multitude of events occurring as part of the official UNFCCC program or in countries' pavilion. Given the competition for attention, priority will be given to events that can garner interest and attention. Applicants will be asked to consider the following when submitting an event:
 - Target Audience and Thematic Appeal
Priority will be given to events with a clearly defined target audience that overlaps with the general make-up of COP delegates. This means having events that appeal to both Canadian partners and stakeholders, but also delegates from around the world. It also means creating events which have broad content appeal (i.e. not too niche a subject matter) and includes speakers that can offer perspectives from around the globe.
 - Convening Power of Speakers
The convening power of the UNFCCC COP is enormous, with over 25,000 delegates representing key political, business and non-governmental leaders. Events should take advantage of this convening power and leverage the profile of those in attendance at COP. Recognizing that not every event will include a high-profile speaker, events will nevertheless be reviewed against the convening power of proposed speakers and preference will be given to those with broad appeal (e.g. key political, international organization, or non-governmental leaders).
 - Creative and Innovative Event Formats
While many events at COP and in the Canada pavilion are expected to take place in a panel format, consideration will be given to events that break that mold while still accomplishing policy objectives. Events that are capable of attracting a broad audience through unique and dynamic formats will be given additional consideration. This can notably include events designed to take place in the 'networking' space. (*See Event Formats referenced below for more detail*).
 - Spurring Further Action
Events that are used to make new announcements or further climate collaboration (e.g., through new partnerships or initiatives) either on the part of the Canadian government or a partner organization will also be prioritized as events capable of attracting a significant audience.

Partnership and Diverse Perspectives

An overarching goal of the Canada Pavilion is to highlight Canada's partnership in implementing its climate commitments. The department will prioritize events that embody this goal. This means giving additional consideration to events that highlight or are led by key Canadian partners and stakeholder organizations, foreign governments or international organizations.

It also means prioritizing events that include a number of different voices and interests within the event itself. For example, events that adopt a balanced approach to a thematic subject by including multiple voices such as those of Indigenous peoples, provinces and territories, municipalities, Environmental NGOs, industry, academia, foreign governments, and international organizations will be prioritized.

Representational Criteria

While the events program will seek to advance those overarching policy goals, a cross-cutting theme throughout the event program will be showcasing Canada's inclusive approach to climate action. With this cross-cutting priority in mind, the evaluation criteria will also assess the extent to which the following representational criteria are reflected in event proposals, as appropriate.

- Official Languages
The Canada pavilion must reflect both official languages. Priority will be given to events that include bilingual speakers or events that are conceived of or delivered in French. Exceptions may be made in specific to achieve other representational goals (e.g., Indigenous-led events).
- Regional Representation
Events will be assessed against the degree to which their event offers diverse regional perspectives from across Canada and the globe.
- Indigenous Representation
Events will be assessed against the degree to which they meaningfully include Indigenous voices as part of their events. Additional consideration will be given to those events that amplify the voices of Indigenous peoples from remote communities on the front lines of climate change.
- Gender Representation
Events will be assessed against the degree to which they have gender diversity and balance among their speakers.
- Visible Minorities
Events will be assessed against the degree to which they amplify the voices of underrepresented people, including visible minorities, and appropriately reflect the diversity of Canada.

Reference: Event Formats

The Canada Pavilion will be able to host the following event types throughout its operation:

- Panel Discussion
A few subject matter experts gather on stage to discuss a specific topic and offer differing perspectives. The panelists share facts or experiences, express opinions, and answer audience questions.
- Presentation or Keynote Addresses/ Speakers
An address or speech by a high-level speaker designed to present the issues of primary interest to an assembly and is often meant to arouse unity and enthusiasm about a topic.

- Roundtable
An opportunity for participants and selected speakers to engage on a specific discussion item through short interventions and discussion.
- Announcement/Media Opportunity
An opportunity for official announcements to be made public via the form of a speech, address to alert everyone of an upcoming event or initiative. These can be mediatized and can take the form of a media op after the announcement is made.
- Visual Presentation (e.g., Movie, Documentary)
A presentation of a movie or documentary on a certain topic followed (if willing) by a question-and-answer session or any other presentation.
- Brown Bag Lunch, Case Study, workshop
A brown bag lunch, or a lunch and learn, is an informal training or information session, usually performed during lunch. A case study is an in-depth study of one person, group, or event. In a case study, nearly every aspect of the subject's life and history is analyzed to seek patterns and causes of behavior. In either type of event, these are meant for high level interaction with participants.
- Attraction Event: Demonstration, Exhibit, Showcase
This interactive event type relies on creating memorable experiences for the audience. Whether it be a cooking class, a VR experience, or a live drawing session, these attract participants to the Pavilion and take place in the networking space.
- Reception (Networking, Gathering)
The type of reception or networking event you could propose is limitless. Whether it be a happy hour social gathering, a speed networking session, a roundtable discussion, an industry seminar, all are aimed to take place in the evening timeslots and would aim to increase the networking aspect of the Pavilion.
- Private Event
While not recommended, a private event is for invited guests only (for example, a company party) while a public event is open to everybody. The Pavilion aims to be as inclusive as possible.

2. Event Lead Responsibilities

- Identify Single Point of Contact
Event Lead is responsible for identifying a single point of contact that will interface with the Event Management Team regarding all aspects of their event.
- Identify Speakers
Event Lead is responsible for identifying, reaching out and confirming all speakers that will participate in their event.
- Manage Speakers
Event Lead agrees to review speaker responsibilities and code of conduct with all speakers, and confirm Agreement of such, prior to their involvement in the event.
- Partner Management
Event Lead is responsible for liaising and communicating with additional event partners who are supporting the planning and delivery of their event.

- Meet Deadlines
Event Lead agrees to meet all deadlines associated with but not limited to confirming speakers, preparing event descriptions, preparing event runs of show, identifying audio-visual and equipment needs, etc. and understands that missing deadlines could impact the ability to include their event in Pavilion Program promotional material, and could result in the removal of their event from the Pavilion Program.
- Notify of Any Changes
Event Lead agrees to notify the Event Management Team immediately of any changes to the event run of show or if for any reason any speaker(s) is(are) unable to meet their obligations as speakers. In the event the original presenter is unable to attend, a substitute presenter of equal expertise will be recommended for approval by ECCC.
Note that we reserve the right to decline new speakers.
- Identify and Manage Audio-Visual Needs
Event Lead agrees to confirm any audio-visual needs with the Event Management Team. Any extraordinary items required by the Event Lead, are the responsibility of the Event Lead and the Event Lead agrees to ship/transport these to the Canada Pavilion to arrive in time for their event.
- Participate in One of Four Mandatory Event Lead Briefings
Event Lead agrees to participate in one of four mandatory Canada Pavilion Event Briefings (2 offered in English, 2 offered in French)
- Participate in Onsite Event Lead Briefings
Event Leads may be requested to participate in an onsite briefing at the Pavilion in advance of their Event
- Promote the Canada Pavilion
Event Lead agrees to amplify promotion of the Canada Pavilion on their social media channels in accordance with communication guidelines.

3. Speaker Responsibilities

- Be Present
There will be a preference for in-person participation for sessions at the Canada pavilion. However, the Government of Canada will be looking into the technical feasibility of remote participation in order to facilitate broader participation, particularly for underrepresented groups.

All speakers included in the Event Proposal will present a session at COP27 within the dates of November 6th - 18th, 2022. While there will be a preference for in-person participation, the Government of Canada will be looking into the technical feasibility of remote participation in order to facilitate broader participation.

Speakers agree to arrive 30 minutes prior to their session time for final instruction by the Event Management Team. All speakers confirm they will present the session as agreed in the approved run of show and presentation description. No substantive changes in content or presenters are made without prior written approval submitted to the Event Management Team for ECCC's final approval.

- Presenting Skills
Speakers should have the ability to inspire, entertain, and engage our audience through interactive presentations or workshops providing practical takeaways. Speakers shall understand how to address and teach adults. This includes, at a minimum, good voice projection, coordination of oral and visual information, and the

ability to interact positively with the audience. Speakers should avoid reading material from the slide presentation. Slide material should touch on key points of the presentation.

- Pitch / Ads - No Commercials
Speakers agree not to sell or promote any product, service, or publication during any presentation. Distributing or handing out a company's promotional literature is prohibited inside the Canada Pavilion.
- Political Views
During the presentation, speakers will refrain from partisan political views and will ensure a balanced representation of perspectives to reflect our community's diversity.
- Inclusivity
Speakers agree to the provided speaking policies and pledge to embrace the diversity of all individuals; to respect attributes such as sex, gender identification, race, ethnicity, age, citizenship, marital status, sexual orientation, nationality, socioeconomic status, religion, physical ability, mental ability, and expression. All speakers understand and support the importance of inclusion, safety of expression, and respect for different points of view.

4. Travel & Accommodations for Sharm el-Sheikh, Egypt

- Event Leads are responsible for all expenses associated with the presentation. This includes, but not limited to, travel, accommodations, speaker fees, shipping of additional material, changes to the additional setup, etc.

5. Intellectual Property Rights to Recording and Materials

- Content Copyright
Event Lead warrants and represents that the presentation is original work, factually accurate, and contains nothing libelous or otherwise unlawful. Event Lead has the authority to enter into this Agreement and is sole copyright holder or has obtained all necessary permissions or licenses from any persons or organizations whose material is included or used in the presentation.

6. Compensation

- Speaking Compensation
ECCC is not providing any compensation to Event Lead (and their speakers) for their involvement in the Canada Pavilion. ECCC will support with accreditation for COP27, if required.
- Travel & Accommodation
All expenses incurred to travel to Egypt to participate in the Canada Pavilion are the responsibility of the Event Lead and will not be reimbursed by ECCC or the Event Management Team.
- Audio Visual / Equipment
All expenses related to extraordinary items required by the Event Lead for the delivery of their event are the responsibility of the Event Lead and will not be reimbursed by ECCC or the Event Management Team.

7. Indemnification

- Indemnity
Event Lead agrees to indemnify, hold harmless, and defend ECCC and the Event Management Team from and against any losses, liabilities, damages, costs and expenses, including reasonable attorneys' fees, arising out of any third-party claim arising out of my breach of the representations or warranties made by me in this Agreement.

8. Code of Conduct

- Code of Conduct Agreement

All speakers have read the Code of Conduct (<https://unfccc.int/about-us/code-of-conduct-for-unfccc-conferences-meetings-and-events>) and agree to act in accordance with these codes.