



COP29
Baku
Azerbaijan
UN CLIMATE CHANGE CONFERENCE

In Solidarity for a Green World

GREEN ZONE

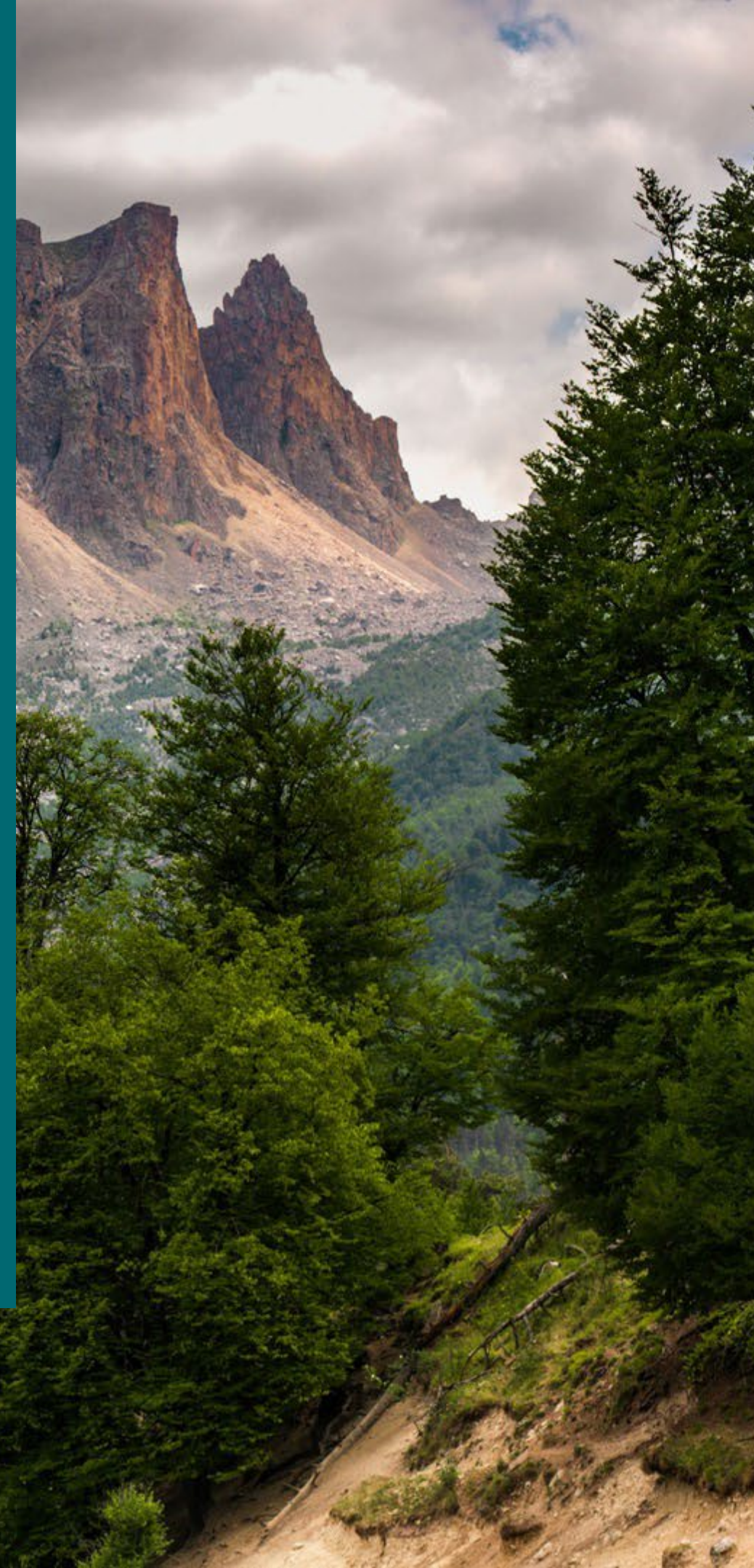
Partnership and Exhibition Overview

cop29greenzone.com

Event Management Company
dmg events

Table of Contents

About COP29	About COP29	03 - 04
Green Zone Overview	COP29 Green Zone Venue The Green Zone Hubs Who Will Attend? Green Zone Experience	05 - 12
Partnership & Exhibition	Who Should Participate? How to Participate? Why Participate? Brand Positioning – Global Engagement Stand Design and Packages Partnership Benefits & Criteria Partnership Packages	13 - 28
Services & Support	Services & Support Contacts	29 - 31



ABOUT COP29

The Conference of the Parties (COP) is the premier global forum of the United Nations Framework Convention on Climate Change (UNFCCC), dedicated to addressing climate change.

Comprising 198 countries and the European Union, COP is the highest decision-making body on climate issues under the (UNFCCC).

The 29th session of COP (COP29) will take place in Baku, Azerbaijan from 11 to 22 November 2024. This two-week global mega-event will gather heads of state, climate experts, political leaders, young people, and civil society actors to collaborate on the urgent challenge of climate change.

As the world's most significant climate conference, COP29 will serve as a pivotal platform for negotiating international climate policies, advancing climate action, and fostering global cooperation to achieve a sustainable and resilient future.



COP29 will be held at the Baku Stadium which is located 6 km from Baku city center and 15 km from the international airport, with excellent transport connectivity.





Welcome to the COP29 Green Zone

The Green Zone at COP29, managed and delivered by the COP29 Presidency, is a vibrant and dynamic space designed to bring together non-accredited delegates from diverse sectors. This inclusive platform encourages the private sector, governments, the public, youth groups, civil society, academia, and artists to engage in meaningful dialogue and collaboration.

COP29 recognizes the essential role of both government and the private sector in addressing the urgent challenge of climate change. Our approach to the Green Zone offers organizations including those from the private sector a unique opportunity to showcase their contributions and solutions to the global climate crisis. With cutting-edge technologies, climate action innovations, and entrepreneurial ventures, the private sector will play a pivotal role in the COP29 Presidency's mission.

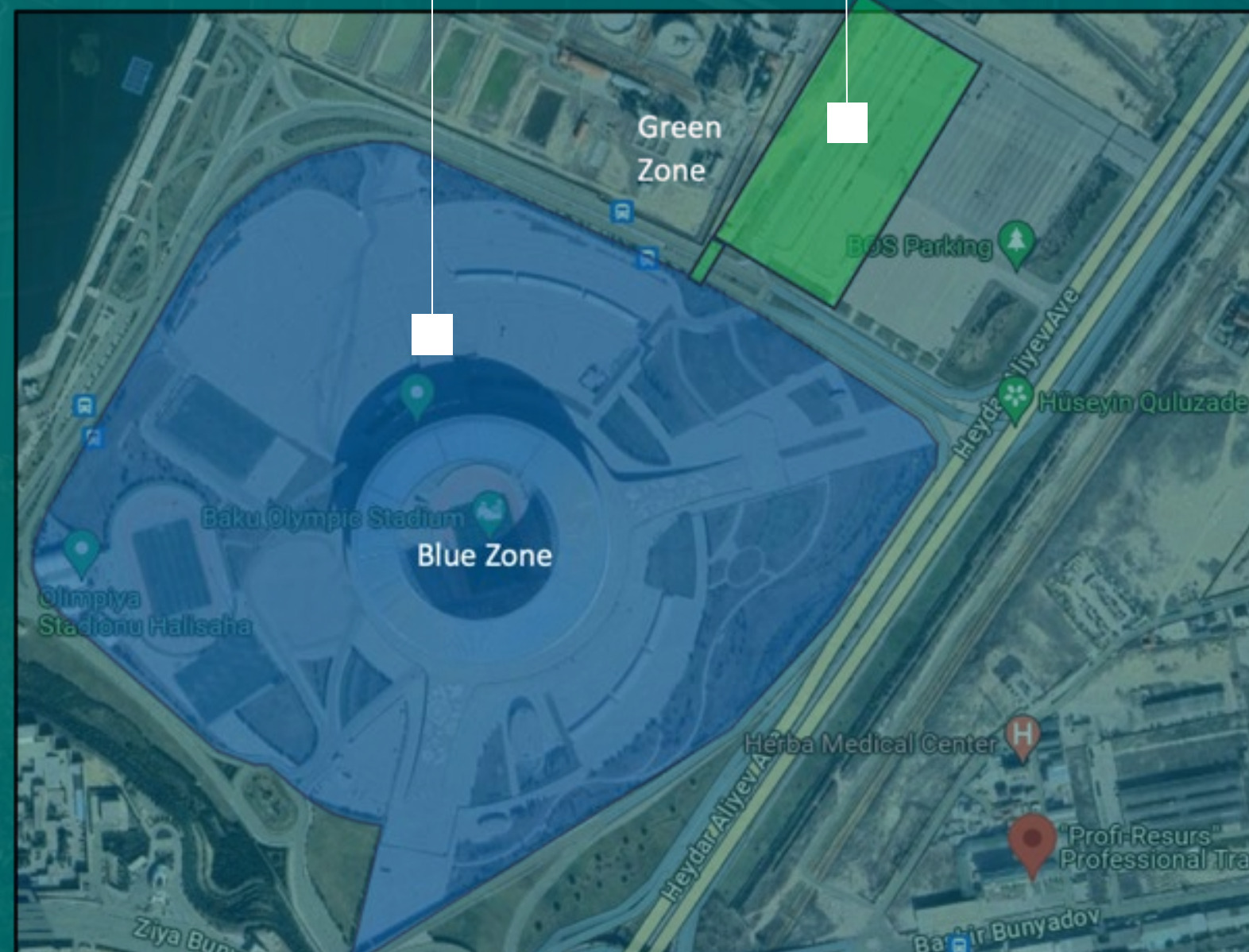
COP29 will feature two main zones

The Blue Zone

The Blue Zone, managed by the UNFCCC, is open to accredited delegates only and will host formal negotiations, the Leaders Summit and pre-approved country pavilions.

The Green Zone

The Green Zone, managed by the COP29 Presidency, will host eight dedicated hubs across the dedicated Green Zone venue, focusing on key climate change sectors. It will bring together the private sector, governments, the public, youth groups, civil society, academia, and artists.



The Green Zone Hubs

The Green Zone is dedicated to advancing the COP29 Presidency's vision and priorities for climate action, in alignment with the global goals of the Paris Agreement and the UN Agenda 2030.

The Green Zone will provide a focal point for climate action, focusing on eight key themes to help achieve a sustainable future for all.



1. Climate finance

The provision of adequate finance is essential for supporting climate change initiatives and driving sustainable development.



2. Green transformation

The challenges of climate change require a comprehensive shift towards a more sustainable and environmentally friendly society.



3. Knowledge

Achieving the goals of the Paris Agreement requires informed decision-making, knowledge-sharing, adaptation, and transparency.



4. Sustainable nature

The responsible and balanced use of natural resources while ensuring their long-term viability is critical to achieving overall sustainability.



5. Initiatives and opportunities

Overcoming climate change will require actions from all locations, industries, and communities, which can benefit from collaboration and support.



6. Unity

The shared impacts and responsibility of global climate change necessitate collective action by all nations to combat climate change.



7. Technology and innovation

Accelerating technological innovation enables the development and deployment of cleaner, more efficient technologies.



8. Youth

Ensuring the long-term success of any climate change efforts requires the active inclusion and participation of youth.

If we are to build a more sustainable world, we must work together and take urgent and impactful climate action now.



Who Will Attend?

The Green Zone will be where organizations come together to share ideas, collaborate, and move the needle forward on delivering deep, rapid and sustained emission reductions now to keep temperatures under control and stay below 1.5°C, while leaving no one behind.

This central hub for climate change action will host a diverse array of participants, including the public, private sectors, governments, IGOs, NGOs, researchers, artists, decision-makers, and civil society representatives, collaborating to present and share their visions and ideas for a zero-carbon future.



Governments



Academia



UN agencies, IGOs, NGOs



Global media



Youth groups



The general public



World leaders



Civil society



Private sector



Artists



COP29 is a global call to action, where the decisions made, and the partnerships formed have the potential to shape the future of our planet. It is a critical opportunity for all sectors to come together and work towards a sustainable and equitable future for all.

The Green Zone Experience

The COP29 Green Zone will be a focal point of innovation and engagement, featuring eight distinct hubs and a dynamic blend of activities.

The Green Zone will feature activations, interactive exhibits, concerts, discussions, and events that highlight climate action and sustainable best practices.

Join us at the COP29 Green Zone, where innovation meets action, and together, we can pave the way for a sustainable and resilient future.



Product Demonstrations

Witness the latest in sustainable solutions and cutting-edge technologies through live demonstrations.



Presentations

Gain insights from experts and thought leaders on crucial climate-related topics.



Panel Debates

Engage in thought-provoking discussions and debates on various aspects of climate change mitigation.



Poster Sessions

Explore research findings and innovative ideas presented by leading researchers and innovators.



Shared Presentation Theatres

Participate in sessions that allow for both in-person and virtual engagement, fostering a broader exchange of knowledge and ideas.



The Green Zone is dedicated to advancing the COP29 Presidency's vision and priorities for climate action, in alignment with the global goals of the Paris Agreement and the UN Agenda 2030.

Who should participate at the Green Zone?

The COP29 Green Zone is the ideal platform for any organisation working to address or highlight climate change. This include organisations from the following sectors:

Corporations

Businesses offering thought leadership, partnerships, solutions, products or services that respond to climate issues

Youth groups

Focused on empowering, educating, or inspiring young people to address climate change

Creative community

Artists and creative collectives working in climate change awareness

Civil society organizations

NGOs, IGOs and other civil society organisations

Research and academia

Universities, think-tanks, and other groups researching the impacts of climate change

Innovators

Technology innovators providing cutting-edge solutions or services to climate challenges

How to participate in the Green Zone?

Partnership Opportunities

Partnership provides organisations with a range of opportunities to increase awareness, educate the world and maximise exposure as market innovators, who are fully committed to climate action.

Organisations interested in partnering at COP29 are invited to submit an 'expression of interest' via the website with details about their organisation and sustainability initiatives.

The COP29 team will then directly engage with the interested parties to discuss the submissions and outline the next steps.

Exhibiting Opportunities

The Green Zone will feature activation's, interactive exhibits, concerts, discussions, and events that highlight climate action and sustainable best practices.

A range of spaces and packages starting at 50m2 up to 150m2 are available to choose from, or a custom build approach for larger space requirements and custom-made stand designs are available.



Why participate in the Green Zone

Put Your Organization on the Biggest Global Sustainability Stage

Partnering at the Green Zone provides a range of benefits to global organizations including global exposure to visiting professionals, corporate responsibility and governance insights, business outreach into new markets, and more.



Brand Positioning - Global Engagement

Showcasing Innovations

Exhibitors will have the opportunity to showcase their breakthrough climate innovations, cutting-edge technologies, and sustainable practices.



Brand and Reputation Enhancement

COP29 Green Zone exhibitors and partners will demonstrate to the global community their alignment with climate issues and their leadership in addressing the challenges of climate change.



Networking and Collaboration

A diverse range of global climate change stakeholder will join COP29, alongside over 200 companies and civil society groups. The Green Zone presents valuable networking, collaboration, and business opportunities.



Media Engagement

With global media already registered to attend COP29, being on the ground at the Green Zone will provide invaluable media access to organisations looking to share their news and achievements.



Partnership benefits

Partnership provides organizations with a range of opportunities to increase awareness, educate the world and maximize exposure as market innovators, who are fully committed to climate change mitigation.

Organizations interested in partnering at COP29 are invited to submit an 'expression of interest' to the dmg events team with details about their organization and sustainability initiatives.

The COP29 team will then directly engage with the interested parties to discuss their submissions and outline the next steps.



Impact of Partnership on Climate Action

Partnering at COP29 provides a unique opportunity to directly influence global climate action. Your support helps drive initiatives that reduce GHG emissions, promote sustainable development, and facilitate climate resilience in vulnerable communities.

By partnering at COP29, you contribute to tangible outcomes, such as enhanced climate finance mechanisms, accelerated deployment of renewable energy, and the adoption of innovative climate technologies. Your investment enables critical research, policy development, and grassroots projects that collectively advance global climate goals.

Benefits – Impact and Influence



Global Visibility and Influence

COP29 offers unparalleled visibility and influence on a global stage. As a partner, your brand will be prominently featured across a wide array of platforms, including event materials, media coverage, digital channels, and on-site signage. This high-profile exposure positions your organisation as a leader in climate action and sustainability, enhancing your reputation among international audiences. Furthermore, partnership provides exclusive opportunities to participate in high-level discussions, panels, and networking events, where you can engage directly with policymakers, industry leaders, and climate experts.



Alignment with Corporate ESG Goals

Partnering at COP29 aligns seamlessly with corporate Environmental, Social, and Governance (ESG) goals. Demonstrating your commitment to climate action and sustainability initiatives reinforces your organisation's ESG credentials, appealing to investors, customers, and employees who prioritise ethical and responsible business practices. By actively participating in COP29, you not only fulfil your corporate social responsibility but also drive progress towards a more sustainable and equitable future. This alignment with ESG goals helps build trust and loyalty among stakeholders, enhancing your corporate image and long-term success.

Partnering criteria

The COP29 Azerbaijan Partnership provides an opportunity for organisations who have committed to the Race to Zero objectives and have taken tangible steps in addressing climate to engage, promote and showcase themselves,

Eligibility criteria

For international and domestic organisations interested in partner COP29, Azerbaijan welcomes requests from organisations that are members of the UNFCCC Race to Zero program or will make a public Race to Zero pledge with credible net zero transition plans by 2030 and 2050 based on Science Based Targets initiative (SBTi) relevant to the specific sectors.

The UNFCCC Race to Zero framework is a UN-backed global campaign rallying non-state factors – including companies, cities, regions, financial and educational institutions to take immediate action to halve global emissions by 2030, and Net Zero by 2050. Race-to-Zero brings international credibility - it covers 116 countries around the world and has 11,309 members.

The Azerbaijan National pledge will provide visible public support and encouragement to national private companies and public sector entities in their respective journeys to the national sustainable development and net zero goals. Organisations who are ready to sign the Azerbaijan National pledge, participate in the sustainability knowledge (capacity building) program, and within 24 months after signing the pledge are ready to set emission reduction and net-zero targets with a credible net-zero transition plan. A partnership committee including COP29 Azerbaijan Presidency Strategy Team, and an accredited 3rd party will assess the applications.

Approach to application

The partnership team will guide organisations wishing to partner at COP29 through the application process and available options. In parallel, we will outline the tiered partnership packages that include a range of thought leadership, branding, activation, and stand space benefits. These packages will position your organisation to engage attendees across both the Green and Blue Zones.



Partnering criteria

1. Eligibility – meet the bar-to-entry criteria


Indicate your position on the COP29

Azerbaijan bar-to-entry criteria:

UNFCCC Race to Zero member

Or your organisation will make a public Race to Zero pledge with credible net-to zero transition plans by 2030 and 2050 based on Science Based Targets initiative (SBTi) relevant to the specific sectors


Or your organisation (national only) will sign the Azerbaijan National pledge, participate in the sustainability knowledge (capacity building) program and within 24 month set emission reduction and net zero targets with a credible net zero transition plan.



2. Present the scope, objective, topic and duration of the proposed content partnership:

Proposed activities (describe the activities to take place as part of the partnership, as well as resources, topic and timeline to be contributed)

Objectives of the proposed activity (explain the overall purpose of the partnership)



3. Confirmation of package level, financial and in-kind contribution

Indicate the expected partnership level in accordance with the outlined COP29 Azerbaijan packages



Partnership packages: Spotlight your brand

Take advantage of our range of partnership packages designed to maximise your marketing exposure and visibility. These packages provide opportunities to interact with a targeted and engaged audience through exhibition stand, speaking opportunities, exclusive networking platforms, branded content, and more. Engage with attendees and showcase your commitment to climate action at COP29.

Partnership Level	Main	Platinum	Gold	Silver	Bronze
Price (USD)	TBD	3,000,000	1,500,000	1,000,000	300,000
Registration					
Complimentary full-registration event passes	TBD	15	10	5	2
Advertisement & Acknowledgements					
Inclusion of promotional material in Welcome Bag	1	1	1		
Advertisement in the Final Program	1 Adv	2 Advs (full page)	2 Advs (full page)	1 Adv (full page)	1 Adv (full page)
Prime Space for advertisement in the Final Program	✓	2nd choice			
Logo on promotional banner displayed onsite	✓	✓	✓	✓	
Free-standing sign in delegate lounge	✓	✓	✓		
Sponsor's logo recognition on: Onsite event signage Event website and app Final Program All promotional email blasts	✓	✓	✓	✓	✓
Young Professionals networking reception branding opportunities	✓	4 events	3 events	2 events	1 event
City Look and Branding					
Exhibition	✓				
Exhibition space in prime location (sqm)	Sqm TBD	300	200	100	50
Priority choice of exhibition space location	✓	1st choice	2nd choice	3rd choice	4th choice
Complimentary exhibition booth staff badges	Amount TBD	30	15	8	4
Logo and exhibitor profile in Final Program and app					
Activation event	✓	✓	✓	✓	✓
Additional Privileges	✓	✓	✓	✓	✓
Green Transformation build opportunity around COP29 venue	✓				
Sponsor branding in member's lounge	✓				

Green Zone: Stand Design and Packages

The Green Zone offers two exhibition stand build options, Option 1 Stand Packages provide Turnkey Solutions and Option 2 is a fully designed and customised build.

With both options dmg events will manage the entire process from concept to delivery.

Following your Expression of Interest your Account Manager will arrange a call to onboard you to COP29 and discuss stand packages and event in further detail.



Stand Package Approaches

Stand Packages

Show Ready turnkey Modular stand packages are available between 50-150 sqm. These packages provide a choice of layouts to accommodate all event needs from exhibition, meeting, hospitality or presentation spaces.

They include features and services (flooring, furniture, lighting, AV, electrics), additional services can be ordered or upgraded through the exhibitor portal.

Colour schemes and brand positioning can be specified within package.

Upgrades to each package budget cap will incur additional costs and may require a custom build approach.

Space, Package and Services Prices will be presented upon completion of your Expression of Interest.

Custom Build Stand

A custom build approach will be project managed by our design and build team – a dedicated Project Manager and support team will provide a full consultancy services to establish space objectives, budget and delivery.

We will provide concepts to suit your required approach or alternatively we can work with your current stand plans to deliver and build.

The design, sustainability and cost management will be managed through a review and sign off process.

Space, Custom Design and Services Prices will be presented with you following the completion of your Expression of Interest.

STAND DESIGN AND PACKAGES OVERVIEW

50 SQM

EXHIBITION ONLY / EXHIBITION & MEETING SPACES

There are two stand package setup options – Exhibition Only or Exhibition & Meeting space.

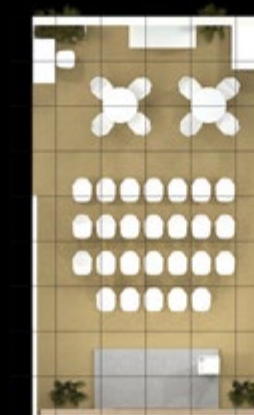
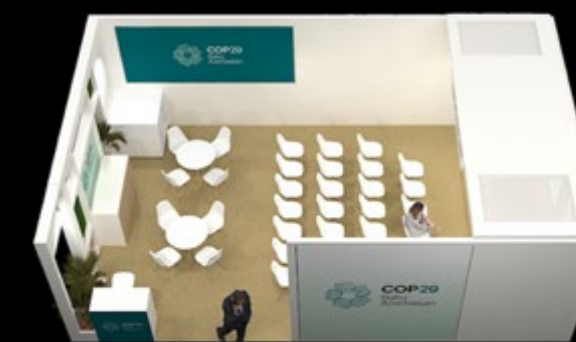
These packages provide a “Show Ready” approach with a turnkey solution for exhibitors ensuring a hassle-free and cost-effective alternative to custom-built stands.

Space inclusions:

Internal and external branding, carpet, furniture package including welcome desk, lockable cupboard, chairs and furniture and AV.

Within each package there is flexibility to choose customised wall branding, furniture layouts and tailor on-screen messages and branding to suit your needs.

Additional services and upgrades to core items can be added to your design, such as conference packages, furniture, internet, AV, office equipment, catering and cleaning, can be ordered via the online portal.



STAND DESIGN AND PACKAGES OVERVIEW

100 SQM

EXHIBITION ONLY / EXHIBITION & MEETING SPACES

There are two 100m2 stand package setup options – Exhibition or Exhibition & Meeting space.

These turnkey stand approaches are designed to combine meetings, presentations, and networking spaces; the layouts are flexible to meet your needs and we will work with you to design the format that best suits your event strategy.

Space inclusions:

Internal and external branding, carpet, furniture package including welcome desk, lockable cupboard, chairs and furniture and AV.

Within each package there is flexibility to choose customised wall branding, furniture layouts and tailor on-screen messages and branding to suit your needs.

Additional services and upgrades to core items can be added to your design, such as conference packages, furniture, internet, AV, office equipment, catering and cleaning, can be ordered via the online portal.



STAND DESIGN AND PACKAGES OVERVIEW

150 SQM

EXHIBITION & MEETING SPACES

This 150m² turnkey stand approach is designed to combine meetings, presentations, and networking spaces; the internal layouts are flexible and can be adjusted to meet your needs. The design team will work with you to create the format that best suits your event strategy.

Space inclusions:

Internal and external branding, carpet, furniture package including welcome desk, lockable cupboard, chairs and furniture and AV.

Within each package there is flexibility to choose customised wall branding, furniture layouts and tailor on-screen messages and branding to suit your needs.

Additional services and upgrades to core items can be added to your design, such as conference packages, furniture, internet, AV, office equipment, catering and cleaning, can be ordered via the online portal.



ELEVATE YOUR BRAND WITH CUSTOM DESIGN STANDS

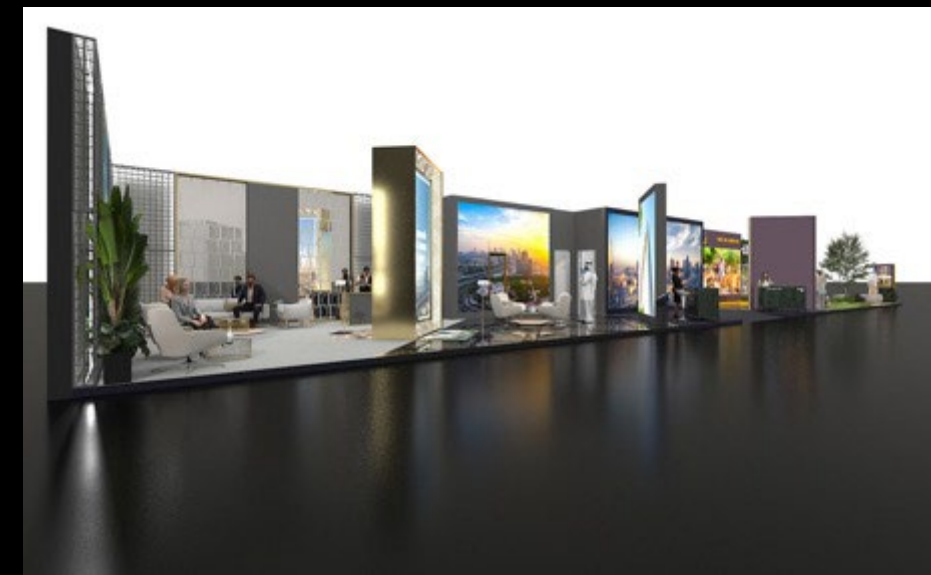
CUSTOM BUILD STRUCTURE

Collaborative Design Process: We will help you bring visions to life. Our design process is a collaborative journey where your ideas take center stage. We work closely with you to ensure that every aspect of the stand—from concept to construction—reflects your brand’s unique identity and objectives.

Tailored to Your Needs: Your brand is one-of-a-kind, and your stand should be too. Whether you’re showcasing a new product, launching a service, or simply aiming to increase brand awareness, our custom design stands are crafted to meet your specific goals and requirements.

Features and Benefits:

- **Bespoke Design:** Stands are tailored to create an immersive brand experience that captivates and engages your audience.
- **Quality & Sustainability:** With attention to detail and a focus on sustainable materials, our stands are built to impress and engage the event attendees.
- **Integrated Technology:** From interactive touchpoints to dynamic displays, we can integrate the latest technology to keep your audience connected and informed.
- **Full-Service Support:** From initial sketches to final installation, we provide comprehensive support to ensure a seamless and stress-free experience.



Services and support

dmg events are the appointed Event Management Company and sole provider of Partnership and Exhibition Services for the COP29 Green Zone.

We will provide a fully integrated suite of services that will enable you to shape your unique approach and maximise your presence.

Our dedicated team looks forward to working with you to support your presence at COP29.

Your dedicated Account Manager will work with you throughout your COP29 journey, they will be supported by our stand design and operational teams who will help project manage your presence at COP29.

Our team will:

- Provide full consultation services to design and manage your partnership package, space, exhibition stand (packaged or custom) and other required services.
- We will guide you throughout the entire event planning process
- Provide you access to our exhibitor event portal to manage your entire event.
- Will be on hand to ensure you have the right information at the right time to support your presence at COP29.

Our full suite of services include:

- Dedicated Account Management
- Partnership design and activation
- Branding and design
- Audio Visual support
- Photography and videography
- Livestreaming
- Freight Forwarding
- Stand Design Consultancy and Build
- Conference Technology
- Furniture
- Interpretation and translation
- Temporary staffing
- Other core and on-demand services
- COP29 FAQs and services



Connect with the Green Zone Team

Partnership & Exhibition Team

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Operations Team

GreenZoneOps@dmgeventsglobal.com

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Our International Network

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