

## The Waterline Campaign: Countdown to COP26

Marketing Humber launched The Waterline Campaign in 2019, in partnership with The University of Hull, to connect industry, academia and communities with our transition to a net-zero future. We have been agents for change, driving the engagement of all communities through events, resources, PR, and social media.

In 2019 and 2020 Marketing Humber hosted The Waterline Summit, with event partners The University of Hull and Yorkshire Water, bringing two world-class events to the region to build awareness, share tools and resources for action, and demonstrate the opportunity for the Humber as a global testbed for innovative technologies and projects. These events, comprising exhibitions, webinars, debates, games, art galleries and more, engaged with communities across the region, nationally and internationally.

In 2020 we attained a truly international reach, with more than 2000 registrations, 30 Humber exhibitions, and 51 speakers across the week engaging a wide audience of businesses, investors, academics, students, and community groups. The event attracted influential speakers from Department for Business, Energy and Industrial Strategy, Bank of England, Arup, MakeUK, Environment Agency, Renewables UK, Team GB, HSBC, IP Group, and Macquarie Group amongst many more from our key Bondholder Partners.

Click the link here to watch: [The Waterline Summit 2019](#)



Click the link here to watch: [The Waterline Summit 2020](#)



For 2021, The Waterline campaign will look quite different again - engaging with the Humber region and the world across the year and culminating in a Summit event to be held during the COP 26 conference, which will connect and align our people with the global agenda to reach net zero. The Waterline Summit will focus upon the three key audiences of business, community, and academia as we continue to build momentum and tackle the 5 grand challenges of Climate Change.

**Marketing Humber will be looking to raise sponsorship money to fund this programme.**

### **Proposed 2021 Programme:**

#### **1. COP26 Programme:**

##### **Event Submissions to COP 26 Event Zones:**

- Marketing Humber submission:
  - Submitted as a film production to be hosted in the Imax cinema in Glasgow if successful as an independent proposal, but also available to support the HEY LEP proposal for an exhibition stand, and the AURA proposal for ConneX virtual platform.

- Excerpt from the submission:

### **The Waterline - Why the World Needs the Humber**

*The Humber is a region unique in its industrial geography, history, and community. As the UK's Energy Estuary, we are essential for the UK economy. However, the Humber emits more CO<sub>2</sub> than any other industrial cluster in the UK and is one of the most vulnerable to climate change through flooding.*

*There is no question - reaching net zero for the Humber is a must for our communities and for the UK.*

*There is also no hesitation - decarbonising the Humber is a challenge we are already rising to.*

*The Waterline campaign is bringing businesses, academia, and communities together to play their part, change behaviours, create choices, and build a net zero future for all.*

Through 'The Waterline - Why the World Needs the Humber' broadcast, we will illustrate the challenges and the resilience of the region and bring forward the spirit of the Humber and the global relevance of our research, innovation, and expertise to the conference. Key figures and global experts from all seven continents will be brought into the conversation, to reflect on how the transformation happening here is relevant to all estuarial communities.

Come on a roller coaster ride through the Humber. Meet the people changing our future through innovation, technology, and belief. Come and meet the businesses - grass roots to global corporations - embracing technology and providing opportunities to transition to a net zero economy. Discover the resilient and prosperous world of the future, emerging for the next generation.

This broadcast will appeal to businesses, communities and students and will feature in a major social media campaign. We will be streaming back events from COP26 to our regional event taking place alongside the conference.

- HEY LEP submission: three proposals submitted for 2-week exhibition stand to support the key themes of adaptation and resilience, energy transition, and nature based solutions. Marketing Humber will provide a whole place decarbonisation broadcast to share via this stand.
- AURA submission: led by the University of Hull, has submitted a proposal to showcase the first Festival of Green Innovation programme through the new Aura virtual, immersive events platform - 'Aura ConneX'. Marketing Humber will provide a whole place decarbonisation broadcast to share via this platform.
- MakeUK submission with the B6: through our partnership with MakeUK, Marketing Humber will be supporting this live event in the blue zone with a cluster specialist and industry case study.
- HSBC: Marketing Humber have offered to support the HSBC COP26 event through our partnership, providing an industrial cluster case study for sustainable finance - still waiting for confirmation.
- Marketing Humber has developed an umbrella brand for the regional campaign - The Waterline Stamp - for all organisations to join together and represent our region with one voice.



### **COP26 Activities:**

Marketing Humber would like to send a roaming reporter up to COP26 to stream back live interviews and will be targeting key events to stream back to the region to connect our communities with the activities in Glasgow. These would be hosted as part of The Waterline Summit 2021.

## 2. The Waterline Summit 2021:

The Waterline Summit 2021 will take place during COP26 and the full agenda is currently being developed. Our hybrid event will bring together people to share knowledge while also allowing a global audience to be in attendance through a digital platform. Held over three days, the summit will focus on three key audiences, business, students, and the local community. The event aims to engage those based within the region and those internationally as we continue to build momentum for the Waterline Campaign. The campaign promotes the Humber region as a global exemplar estuary with the innovation, technology, and expertise to transition the region to net zero.

We will look to connect this same audience with COP26, sharing knowledge and news from Glasgow. We hope to send a roaming reporter to COP26 to stream interviews back to the region, as well as streaming back key events.

This year, the focus will be on implementation and action; empowering communities to change behaviours and make sustainable choices within both work and home life - all within the 5 grand challenges: - how we power our lives, how we travel, how we build, construct and regenerate, how we manufacture and how we build a sustainable relationship with land, agriculture, and food, to transition to a net zero future, living with water safely, in a biodiverse world.

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### Example activities and events:

- COP26 streaming of interviews and events;
- ‘The Waterline - Why the World needs the Humber’ COP26 Broadcast;
- Business Day to provide a stage for webinars and demonstration of projects of all scales;
- The Waterline Student Challenge;
- Community and Place engagement;
- Earth 2050 Arts competition and Gallery;
- MyTopia - The Green City Builder game.

## 3. Student Programme to run March to November:

- The Waterline Student Pack launched 04 March
  - **LAUNCHED and ONGOING** and can be downloaded here: <https://www.marketinghumber.com/what-we-do/materials-resources/>
- National Career’s Week 01-05 March
  - **LAUNCHED and ONGOING** link: <https://ncw2021.co.uk/vcf-lobby/marketing-humber/>
  - Exhibition stand live throughout the whole of 2021
  - Engages UK student audiences with resources and tools for the Young Talent Network, The Waterline Campaign, student e-book, MyTopia and two

student sessions from The Waterline Session 2020

- Skills Humber 21 April
  - launch Bondholder Breakfast <https://www.marketinghumber.com/news-events/events/bondholder/pathways-to-success-the-humber-s-vision-for-skills-during-economic-recovery/>
  - Exhibition stand: <https://www.marketinghumber.com/news-events/events/business/skills-humber-2021/>
- The Waterline Student Challenge to be launched May (TBC):
  - Industry led student projects and competition within the 5 grand challenges to engage with the next generation - providing students with peer-to-peer connections, knowledge of sustainability, knowledge of career opportunities in the Humber, opportunity to develop employability skills.
  - Focus on key themes e.g.
    - 1) Plastic challenge
    - 2) Living with Water challenge
    - 3) Food challenge
    - 4) Energy challenge
    - 5) Mobility Challenge
  - Businesses to propose projects, judge and provide winning team with a VIP behind the scenes day.

#### 4. Partnership Programmes:

Marketing Humber are developing several strategic partnerships to promote the Humber across the national and international stage as an exemplar cluster for transition to net zero. These include MakeUK and HSBC previously mentioned and also:

- BSI
  - Marketing Humber are brokering a strategic relationship with BSI, as a national lead to promote and accelerate the Carbon net zero agenda.
  - Support for Waterline 2021 could include:
    - Knowledge Capture and Academic Alignment.
    - Capacity building for SME's - to explore and demonstrate SME's green credentials/progress against carbon reduction.

- Solution development - explore sponsoring or participating in a series of "hackathons" - taking local challenge/problem identified within the Humber region and workshopping/virtual development solutions; project stages to scope out potential implementation.
- AURA
  - Under 'The Waterline Campaign' umbrella, several events have been proposed and are being developed:
    - THYME Symposium on Bioenergy, Solid Fuels and Catalysis 12-14 April
    - Flood Resilience Conference July 2021 (date TBC)
- Commonplace
  - Initial conversations are taking place with the national body, Commonplace, keen to work with us to align with their Climate Change strategy and their focus on active travel, and strategic place regeneration.

## 5. Social Media and PR Programme:

- Podcasts:
  - Business Voice: Countdown to COP26
    - Series of the Business Voice Podcasts to focus upon the COP26 connections and our region's drive to join the net zero transition.
  - The Waterline Live
    - Blue Aurora podcasts to continue to build the relevance of the Humber on the global stage, connecting experts and leaders around the world with the innovation and resilience demonstrated here in the Humber.
    - <https://vimeo.com/484360656>
    - <https://thewaterline.global/podcasts/>
- Social Media Campaigns:
  - Several social media campaigns are planned to align with noteworthy events across the world eg
    - World Water Day 20 March (working with YW to take over the social media channels for the day).
    - Earth Day 22 April (working with The University of Hull to take over the social media channels for the day).
    - Environment Day
    - Ocean's Day