

RELEVANT INFORMATION FOR COUNCIL

FILE: S122318.001 **DATE:** 24 October 2016
TO: Lord Mayor and Councillors
FROM: Monica Barone, Chief Executive Officer
SUBJECT: Information Relevant To Item 7.2 – C40 Large Cities Climate Change Summit - Mexico City 2016 – At Council - 24 October 2016

Alternative Recommendation

It is resolved that Council:

- (A) endorse the Lord Mayor's international travel to the 2016 C40 Mayors Summit in Mexico City from 30 November to 2 December 2016;
- (B) endorse the Chief Executive Officer and up to ~~three~~ **four** City staff to travel to the 2016 C40 Mayors Summit from 30 November to 2 December 2016;
- (C) endorse, in conjunction with travel to the 2016 C40 Mayors Summit, the Lord Mayor and Chief Executive Officer (accompanied by up to ~~three~~ **four** City staff) to visit New Orleans to learn about that city's leading resilience planning; and
- (D) note that the Lord Mayor will provide a report to Council after the travel.

Purpose

Last week, C40 requested that the Lord Mayor serve as an Ambassador to the C40 Mayors Summit to help build momentum for city climate action before and during the Summit.

As an Ambassador, the Lord Mayor will be put forward to international public and media audiences to talk about climate action underway in Sydney.

Confirmed media attending C40 include AFP, AP, CNN, Huffington Post, Mashable, Radio Canada, Xinhua. Likely media attending include Asahi Shimbun, BBC, Bloomberg TV, Die Welt, Economist, Guardian, Le Monde, Monocle, Nat Geo, Reuters, Vice News.

Representatives from Facebook, Instagram, Twitter and Snapchat will also partner with C40 and be present, along with their very large worldwide audiences.

As an Ambassador, the Lord Mayor will be involved with significant media and social media activities at the Summit. It is therefore proposed the Communications Manager from the Office of the Lord Mayor also accompany the Lord Mayor. Funding is available within existing operational budgets to accommodate this change.

An analysis of the coverage of the Lord Mayor's involvement in the Paris COP 2015 found over 270 items promoting the work of the City of Sydney across a range of metro, national and internal media reaching over one million people. Over 250,000 people were reached via social channels.

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approved

P. M. Barone
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