

COP16 Biodiversity Water Pavilion

Short report on Nearctic’s concept development, local and international partner coordination, investor and sponsor relations, press awareness and SOSWATER ecosystem activation.

- BIODIVERSITY
- WATER
- CIVIL SOCIETY
- SPONSORS

89K+

reported visitor exposure at COP16 activations

500+

guests, sponsors and network participants invited

\$1.0M

internal equivalent value across press, media and engagement

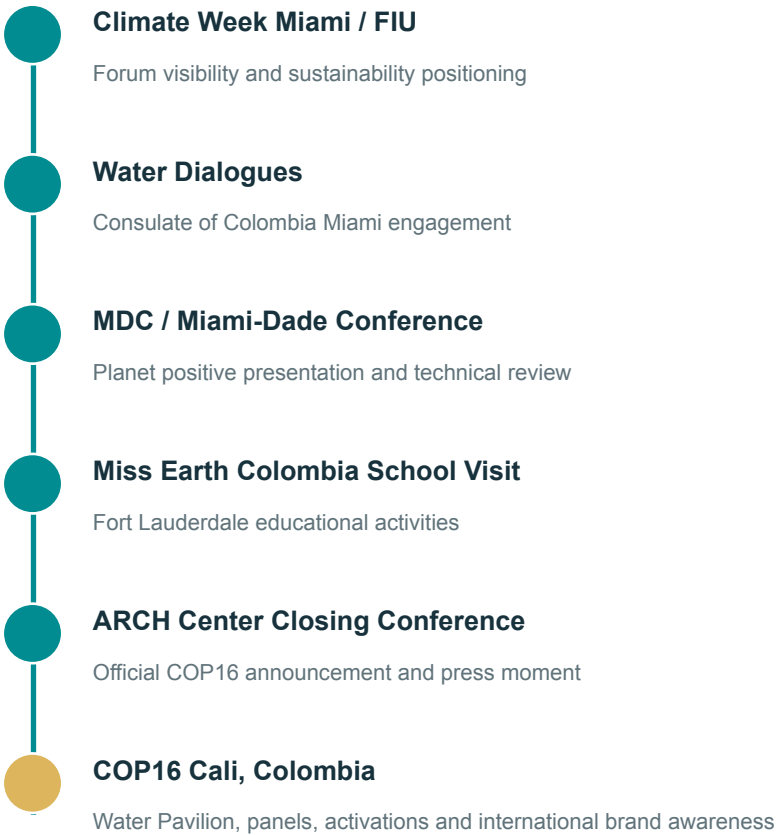
Strategic thesis

Nearctic translated water and biodiversity programming into a high-value visibility platform supported by institutional access, expert networks, civil-society engagement and international representation.

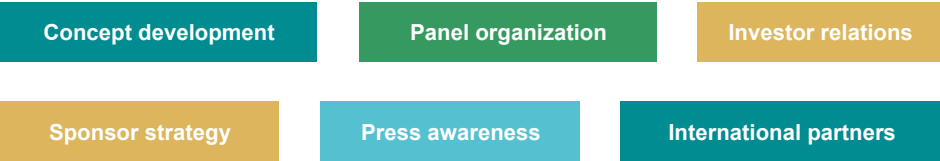


Activation path: local credibility to global platform

Nearctic built momentum through forums, diplomacy, education, panels, partners, sponsorships and media before converting the campaign into COP16 visibility.



Execution system



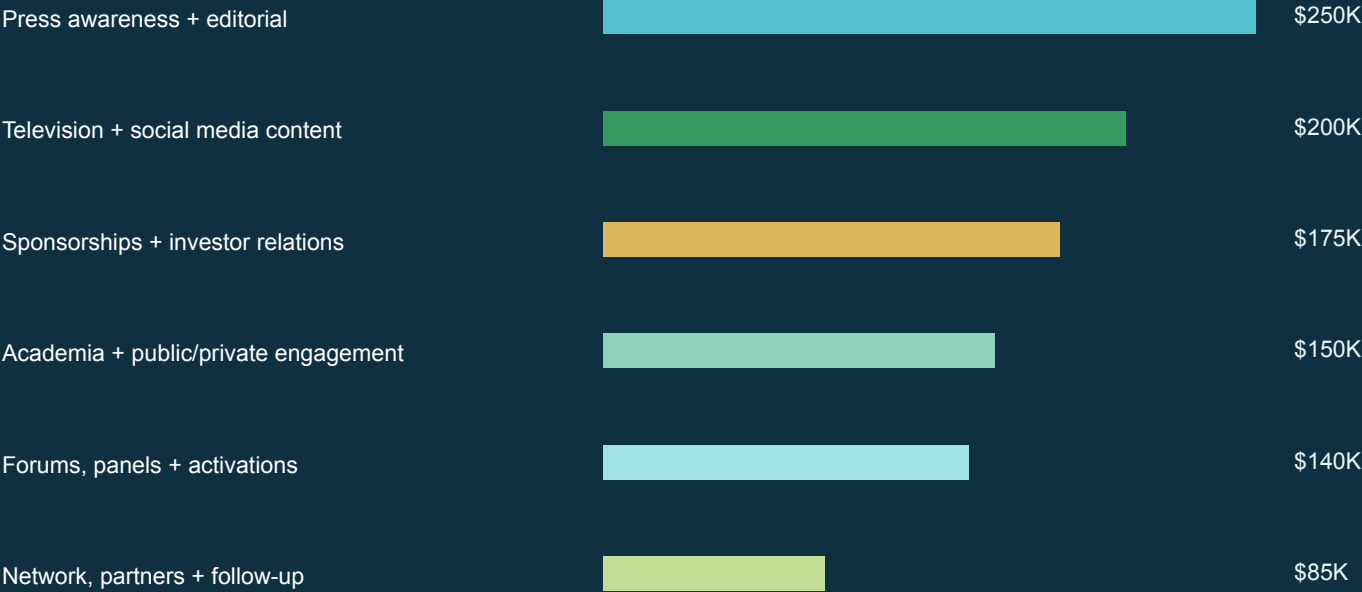
Network represented

Industry specialists, partners, panelists, experts, family offices, investors, UN-affiliated organizations, academia, private sector and public sector stakeholders.

Marketing value representation

Internal equivalent value estimate: \$1.0M across visibility, press, editorial, television, social media, academia and private/public-sector engagement.

\$1.0M value stack



Bottom line: the campaign created a combined reputation, stakeholder, media and sponsorship platform around water and biodiversity.



Nearctic value chain

- 01 Concept + narrative
- 02 Partners + sponsors
- 03 Panels + experts
- 04 Press + media
- 05 Civil society impact