



EXTREME HANGOUT
GIVING YOUNG CHANGEMAKERS A VOICE

COP28 REPORT

2023

“

By far
and away
the most
interesting,
dynamic
and diverse
programming.

Jenny Fairbank, New York Times



EXTREME HANGOUT COP28

Invited into the Green Zone, Extreme Hangout took over a park, built a main stage, a Hangout tent, a workshop space, multifunctional studios, and programmed for 10 days non-stop, open 10am to 10pm.



10 550 61% 140 45

DAYS

SPEAKERS

FEMALE VOICES

NATIONALITIES

OVERUSED BEANBAGS

IN THE GREEN ZONE

THE PROGRAMME

Our stage is for diverse and intergenerational conversations. The Extreme Hangout is greater than the sum of all its parts and our thanks goes to our entire community for their contributions.

20,000

VISITORS

40

PANELS

32

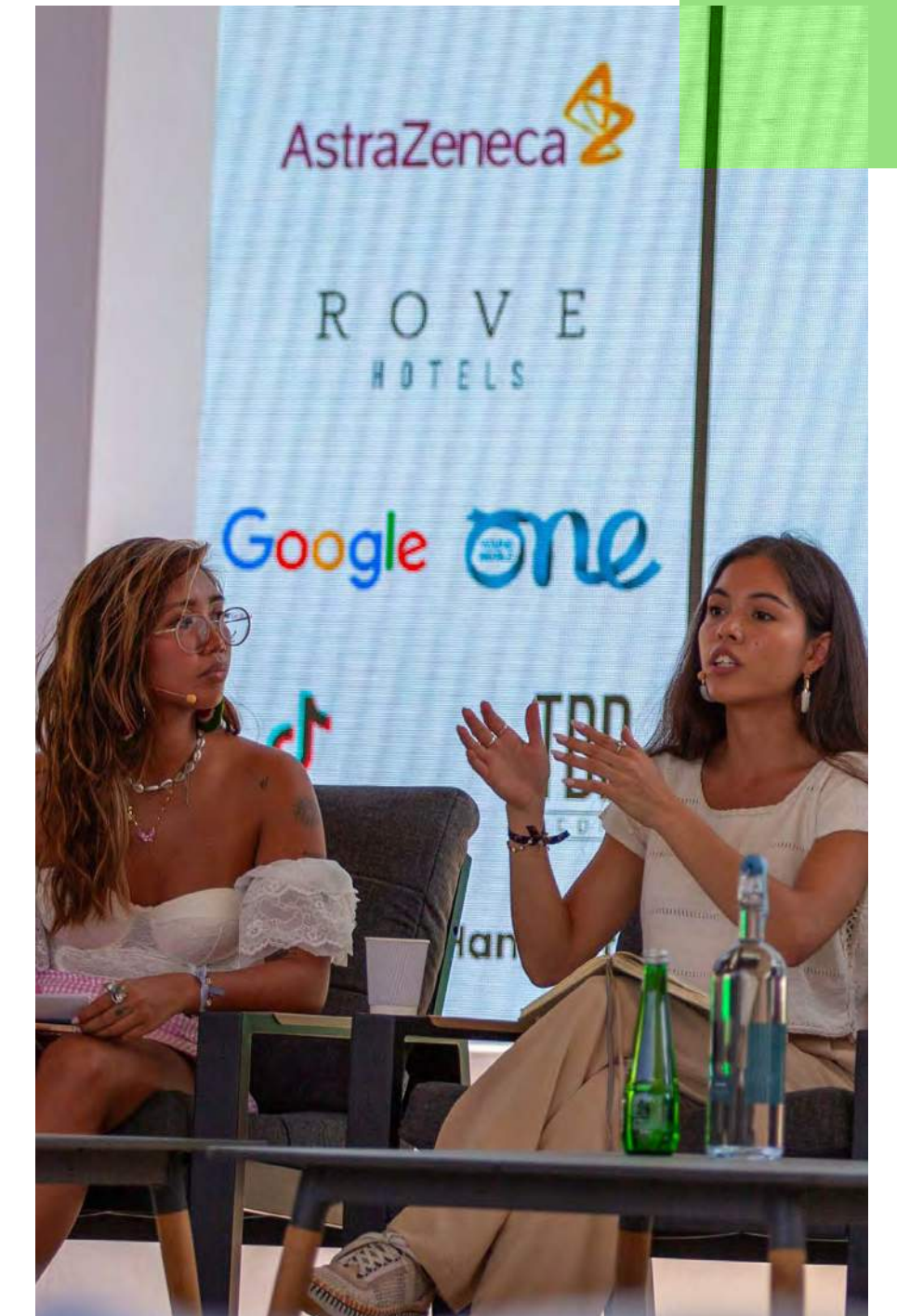
WORKSHOPS

30

STORYTELLERS

14

MUSICAL EVENTS



LIVESTREAM & BROADCASTING

Our livestream videos including our panels and storytellers across all our pages continue to open doors and partnership opportunities.



170+ WATCH HOURS ON YOUTUBE



"Extreme Hangout knows how to create a fantastic atmosphere."

Max Klymenko, TikTok influencer

EXTREME'S Combined Audience

7.8 M FACEBOOK

4.4 M TIKTOK

1.3 M INSTAGRAM

55 K LINKEDIN



TBD MEDIA PRODUCTION

Provided a production crew to film every event and produce highlight videos of each day on-site.



EXTREME HANGOUT STUDIOS

Three studios used by Google, Earthrise, TBD Media, with Extreme Hangout managing the content.



BROADCAST TO A 14 M AUDIENCE



IRENA SPECIAL BROADCAST

Had the finalists of IRENA NewGen Rising Stars Award on our stage for a special TV broadcast.

CONTENT, MEDIA & DISTRIBUTION

32 NEWSLETTERS SENT OUT TO OUR 5000+ DATABASE

including 2x daily during the event, with a 97% delivery rate, and an average open rate of 55%



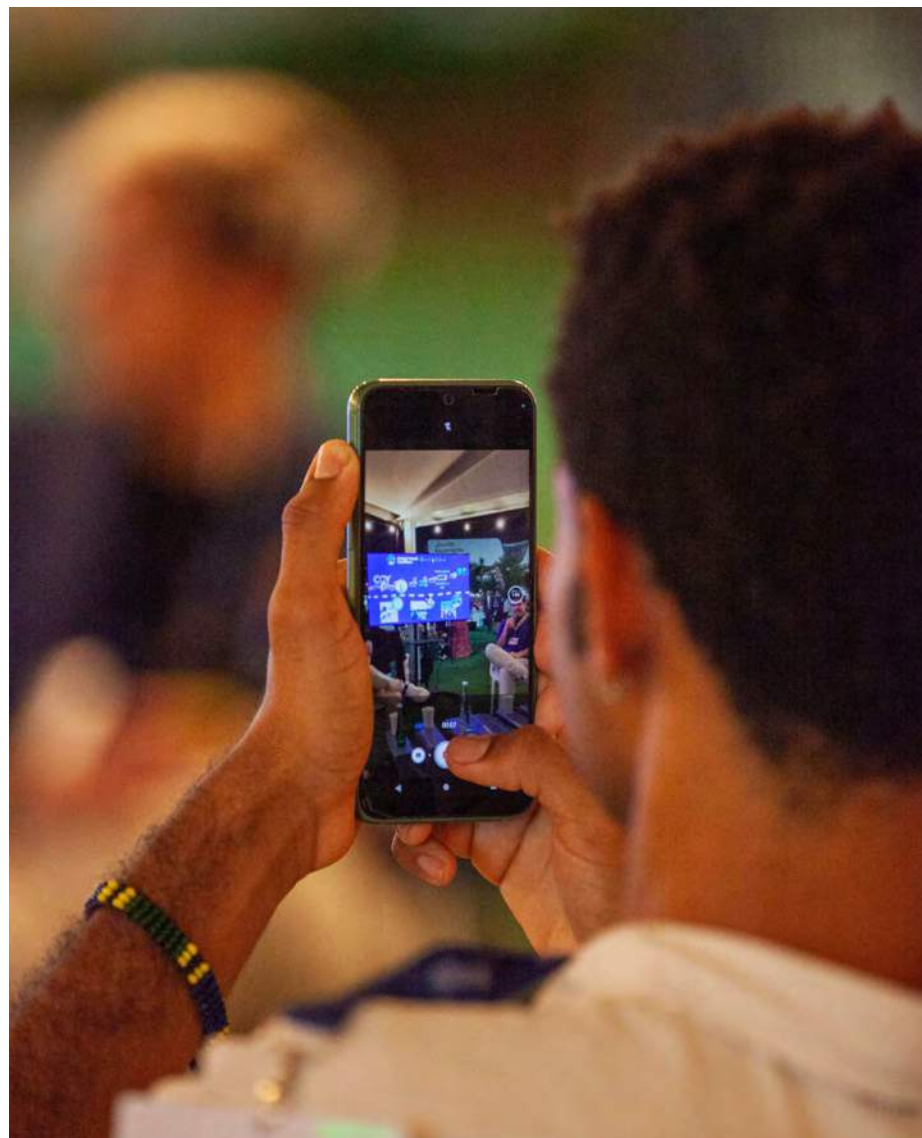
Influential figures posted and reposted our stories, reels and livestreamed sessions from their handles. The biggest buzz was created by the livestream of **The Guardians of Biodiversity concert**, with former Guns n Roses drummer, Matt Sorum and Brazilian sensation, Agnes Nunes.

INSTAGRAM

A total combined reach of **20.5M** propelled by the active involvement of key celebrities. **40+** posts per day, **10** daily recap videos, **40+** reels, **100+** posts dedicated to partners and speakers, Extreme Hangout tagged in **135+** posts.

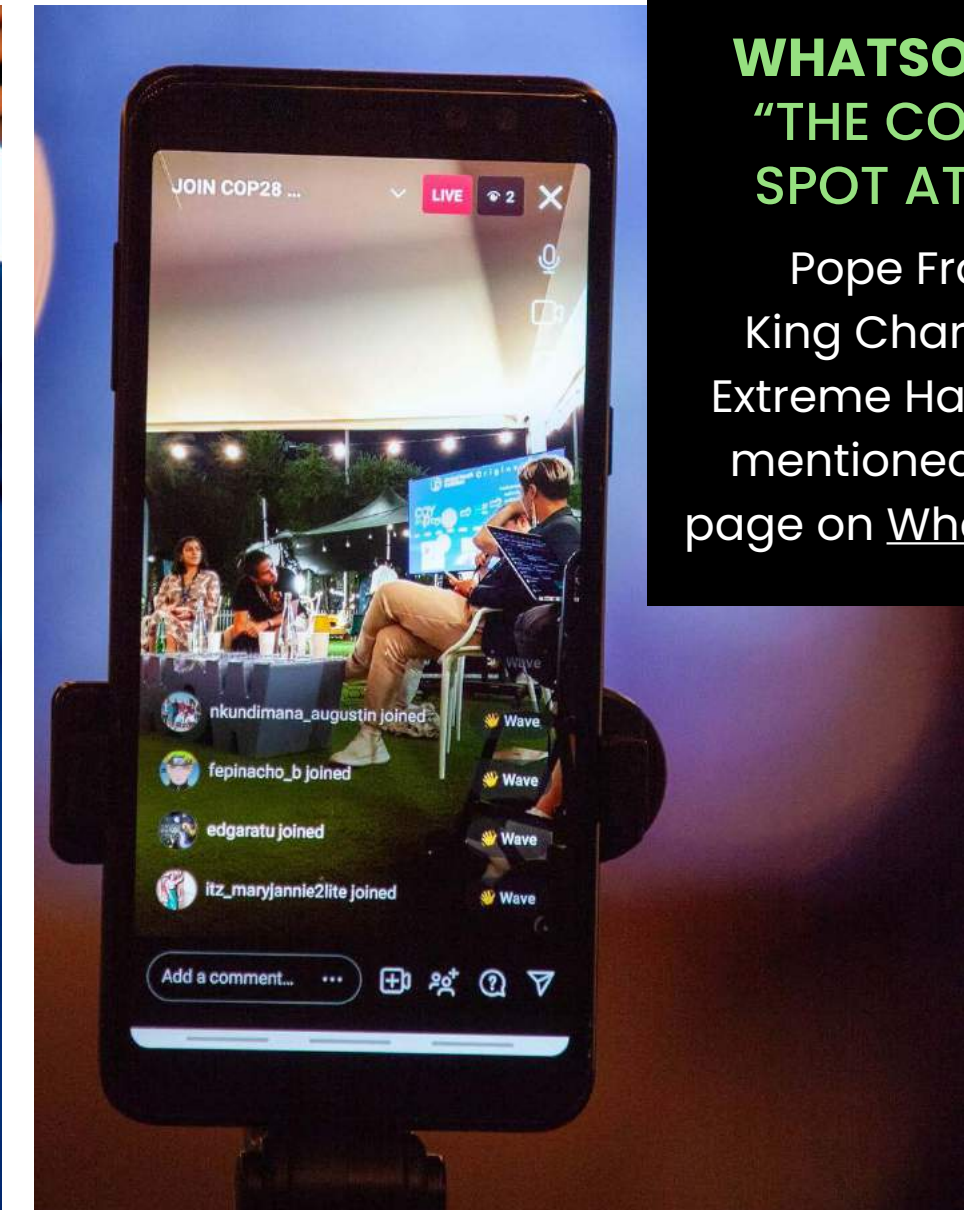
FACEBOOK

EXTREME's **7.8M** followers had access to our livestream and **46,000+** followers can continue to access our various panel discussions videos daily.



CONTENT, MEDIA & DISTRIBUTION

Social media was actively used by the Extreme Hangout Team and our partners to engage and inspire our audience. We showcased panels, storytellers, events, workshops and ambience across multiple platforms.



WHATSON UAE:
"THE COOLEST SPOT AT COP"
Pope Francis, King Charles and Extreme Hangout all mentioned on one page on [WhatsOn UAE](#)



TIKTOK

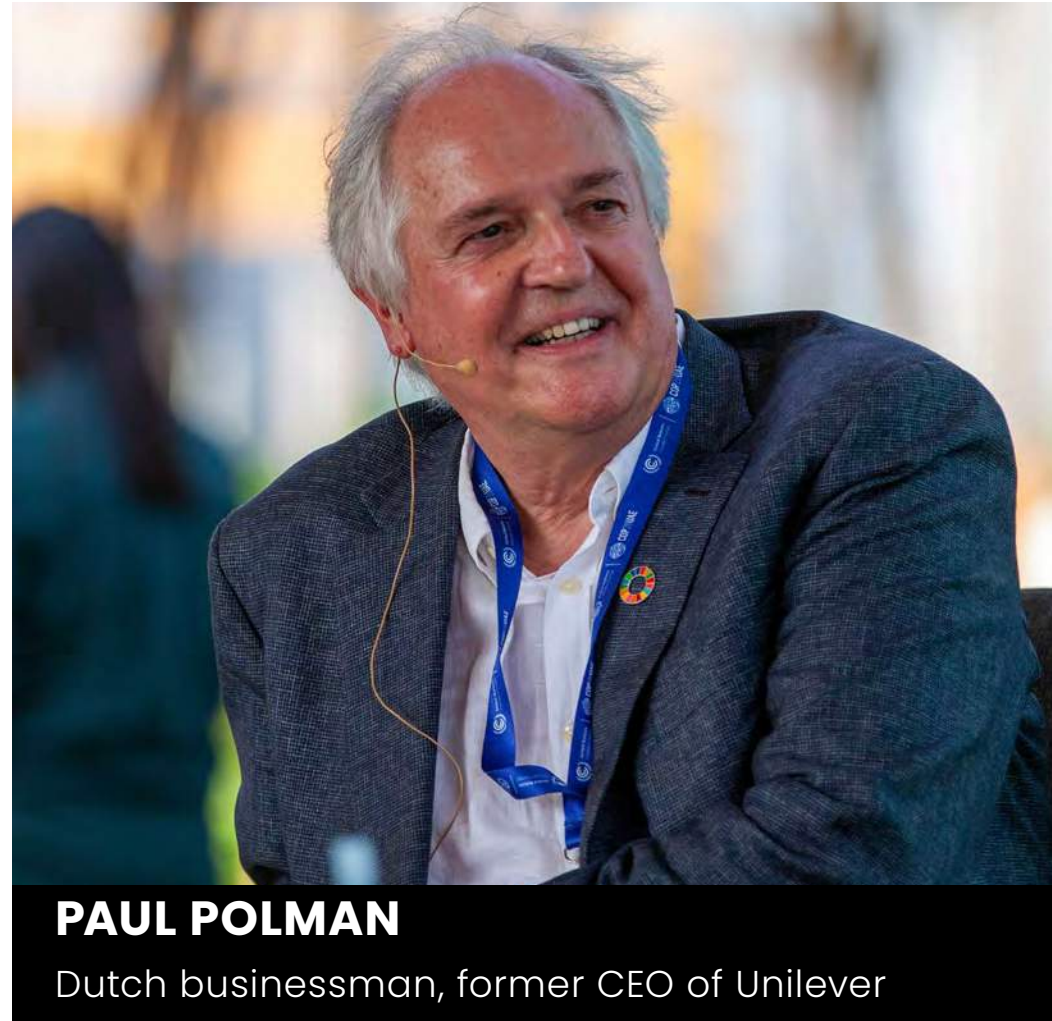
TikTok partnered with us and their panels were livestreamed from TikTok's main account. The 5 TikTok creators who were a part of those 2 panels have a combined reach of **14.5 MILLION** followers.

LINKEDIN

Access to **55,000+** followers, **65+** sessions announced, then livestreamed. **10** daily recap videos. Average engagement rate of 10%.



WORLD CLASS VOICES



PAUL POLMAN

Dutch businessman, former CEO of Unilever



OLIVER STONE

4x Oscar Winning Film Director



SIR PASCAL SORIOT

CEO, Astra Zeneca



KATE BRANDT

CSO, Google



UYUNKAR DOMINGO PEAS

Amazon Indigenous Leader



MATT SORUM

American drummer, former Guns N' Roses



HINDOU OUMAROU

Chadian environmental activist and geographer



DAVID SHUKMAN

British journalist, formerly BBC News Science editor



NIGEL TOPPING

IUCN President, Global Leader for climate



PAUL DICKINSON

UN Climate Change High-Level Champion



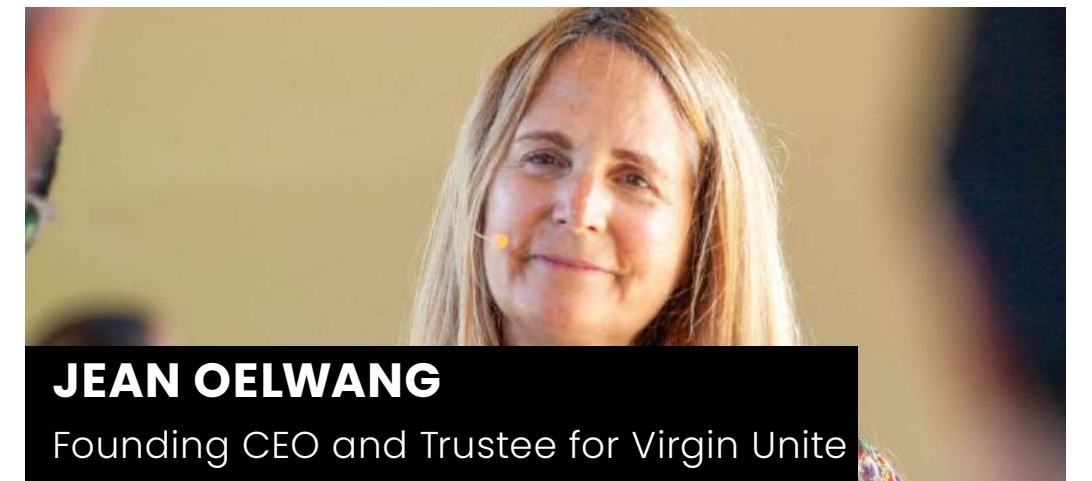
JOHAN ROCKSTRÖM

Director, Potsdam Institute for Climate Impact Research



SARA SABRY

First Egyptian Astronaut



JEAN OELWANG

Founding CEO and Trustee for Virgin Unite



NILE RODGERS

Musician and Environmentalist



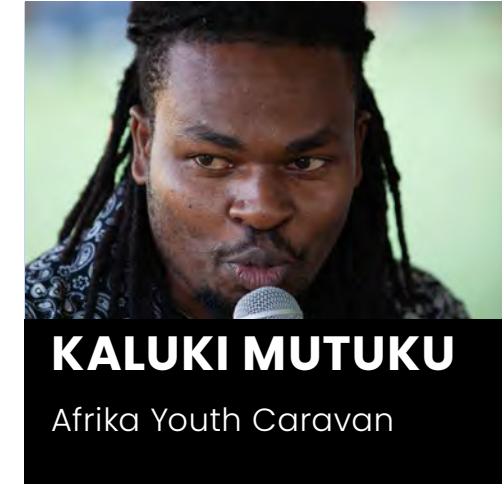
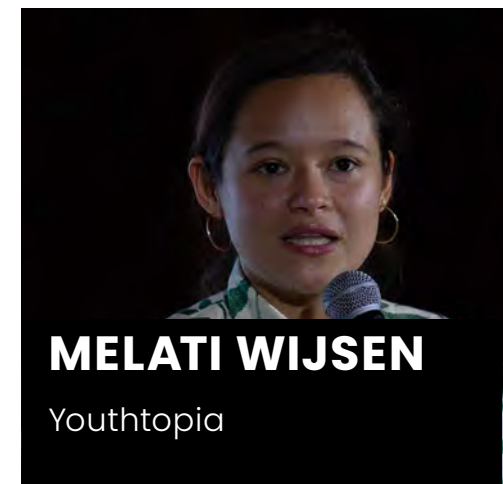
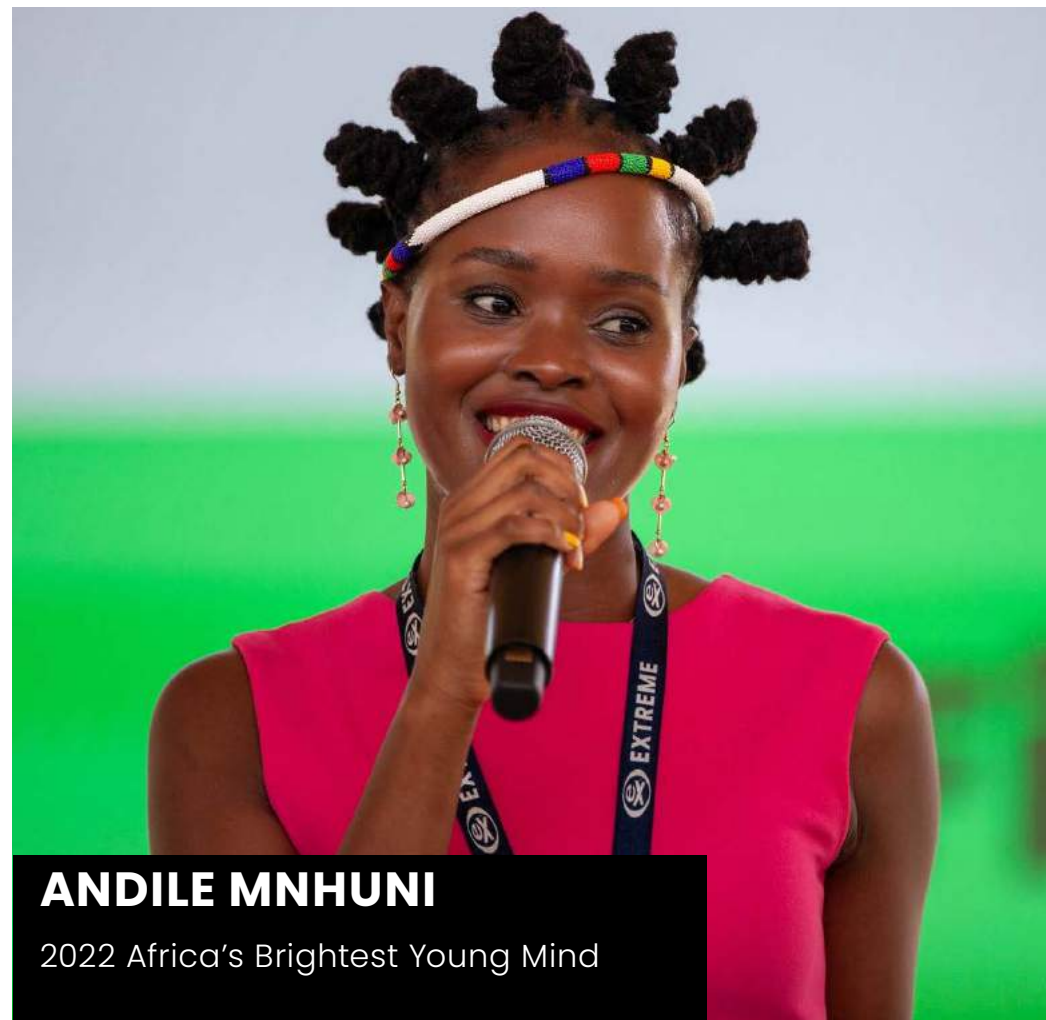
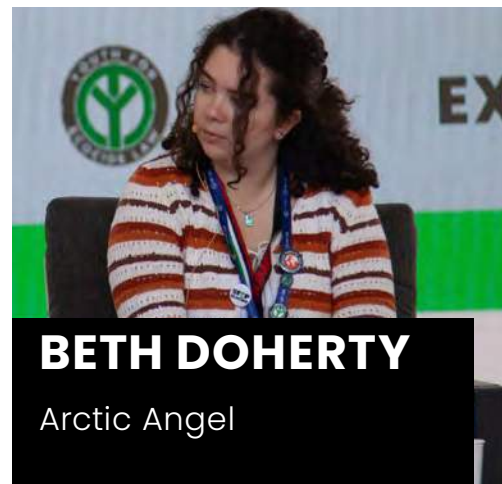
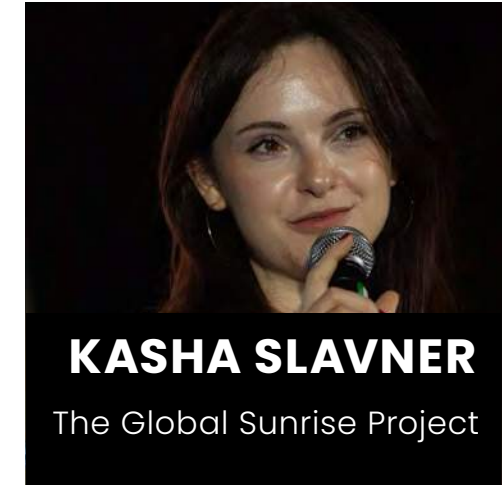
RISHI JAIN

Director of Impact, Liverpool Football Club

"Your voice is as important as anyone else's. All you have to do is share what you believe in and tell your friends and bring other people and create your own pack of believers."

Matt Sorum, American drummer, former Guns N' Roses

YOUNG CLIMATE LEADERS



GLOBAL CREATORS & INFLUENCERS



PRAJAKTA KOLI
@mostlysane



SOLI BOLITA



ANA BEATRIZ BRITO DA SILVA



ANAS BUKHASH



JORDAN HENDERSON



OMAR SAMRA



BOSH TV!



ARIZONA MUSE



ALICE AEDY
@earthrise



JACOB BEAUEMPS
@breakinglab

YOUTUBE CREATORS



DESTINEE WRAY



MISHO BAESHEN

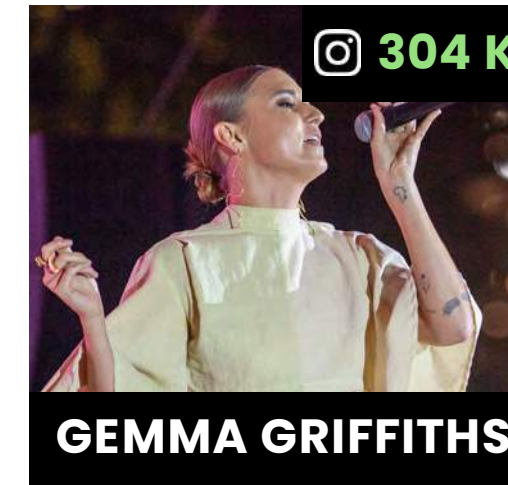


MAX KLYMENKO

TIKTOK CREATORS



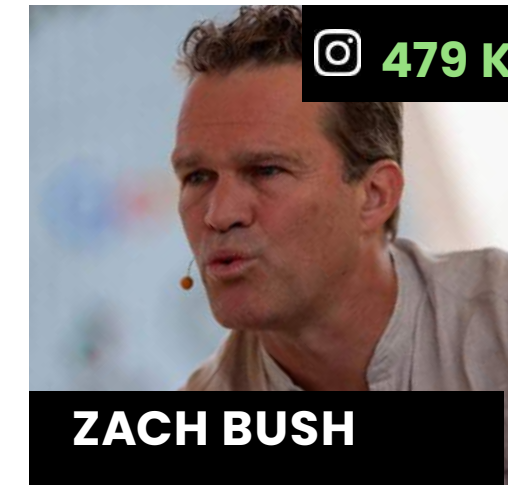
AGNES NUNES



GEMMA GRIFFITHS



LUCAS DI GRASSI



ZACH BUSH



THE GREEN SHEIKH

BUSINESS & CLIMATE LEADERS



EMMA COX
Global Climate Leader,
PwC



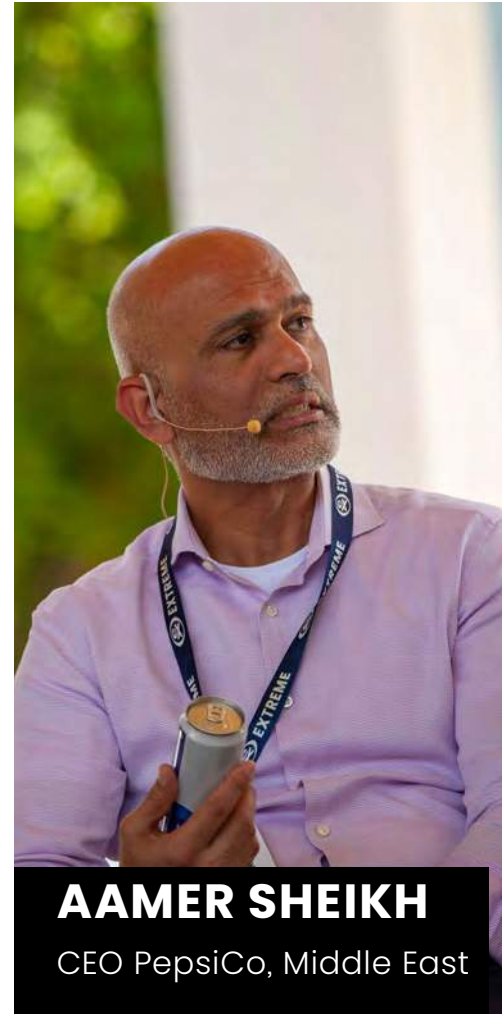
CAROLINA SCHWAB
President and Co-founder of Ocean Born Foundation



ORIELE FRANK
CSO and Co-Founder
of ELEMIS



JULIET KINSMAN
Sustainability Editor,
Condé Nast Traveller



AAMER SHEIKH
CEO PepsiCo, Middle East



JULIET DAVENPORT
President of the Energy Institute



JURGIS DIDZIULIS
Activist & Performer



ANA KREACIC
COO of the Oliver
Wyman Forum



LAILA ABDULLATIF
Director General of Emirates Nature-WWF



HENK ROGERS
Founder at Blue Planet
Alliance



MARY FELLOWES
Founder, Greenwith Studio



IAN GILL
Global Head of Sustainability, TikTok



JOJO MEHTA
Co-Founder of Stop
Eccicide International



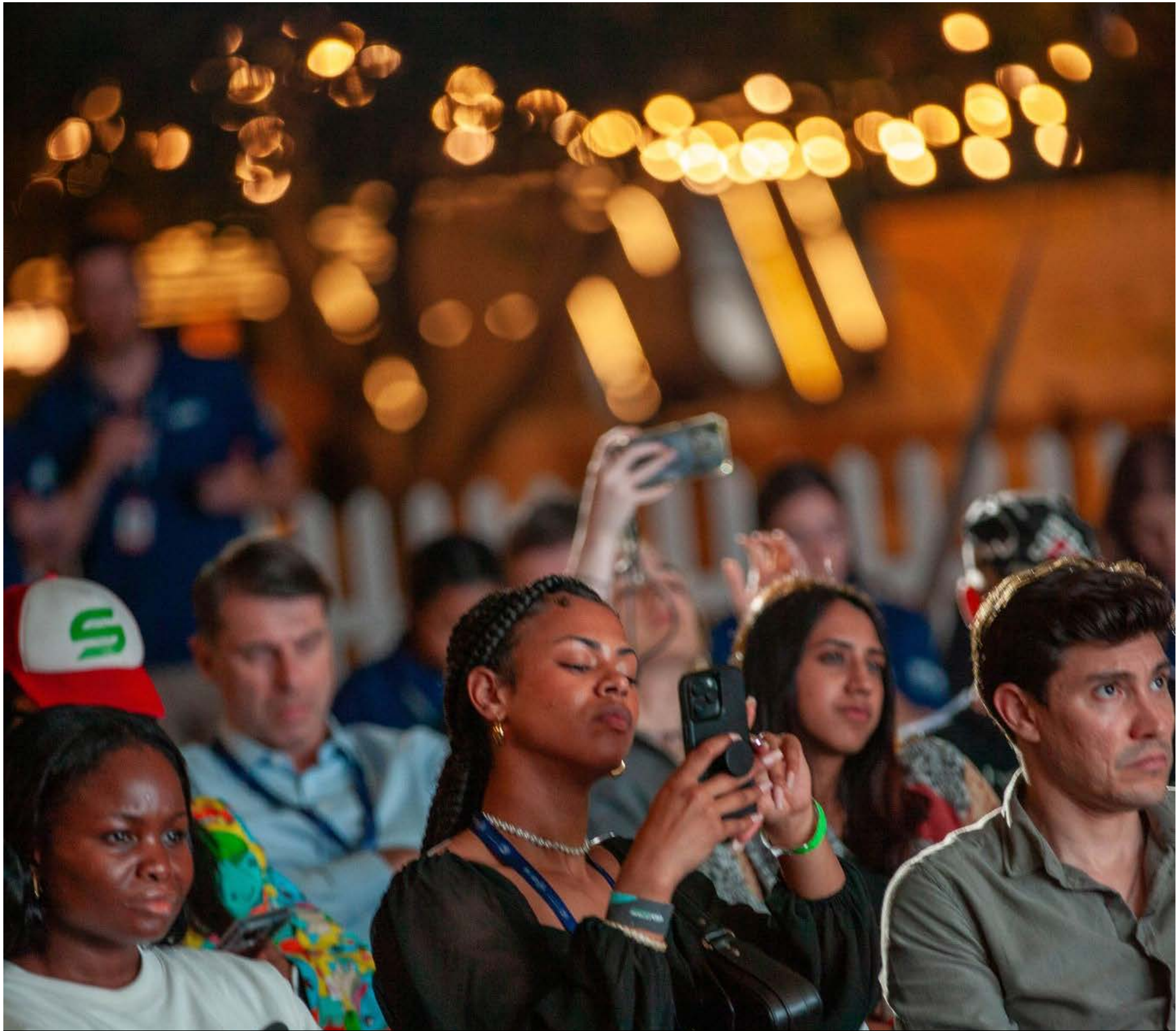
NAOKO ISHII
Executive Vice President of
the University of Tokyo



RT HON CHRIS SKIDMORE OBE MP
UK Member of Parliament

"Having heard about Extreme Hangout's accolades for the best stage and set up at COP27, I can confirm they live up to the praise. The open, welcoming and vibrant atmosphere sets Extreme Hangout apart."
Richard Bampfylde, SDG Sustainability and Partnerships



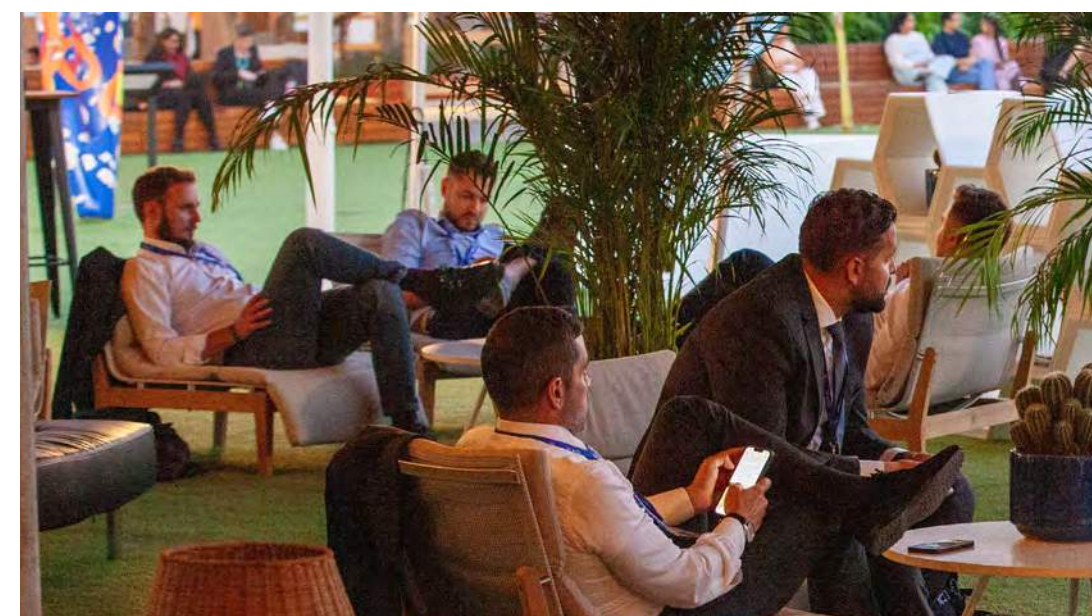


TIKTOK hosted a panel with Creators from around the world “How to inspire climate action through authenticity on TikTok”, plus a talk and reception for 100 at the Extreme Hangout.



NETWORKING

Our event spaces accommodated everything from interactive workshops to formal networking evenings.



MEETINGS FROM THE BLUE ZONE
found their way to our space.



ASTRAZENECA hosted “Reimagining Sustainable Healthcare”. 200 guests gathered to hear CEO Pascal Soriot, and Health Ministers from Egypt, Jordan, Lebanon, and Tunisia, among others.



OXFORD SMITH SCHOOL celebrated the success of their Youth Climate Training Programme with a workshop. 100 guests were then invited to an Oxford Community networking evening.



PEPSICO curated a panel “Empowering youth to drive sustainable solutions” with finalists from their Arab Youth Hackathon and Greenhouse Accelerator Program.

EVENINGS & WORKSHOPS

Our community grew each day with old friends and new frequenting the Extreme Hangout to sample everything we had to offer.



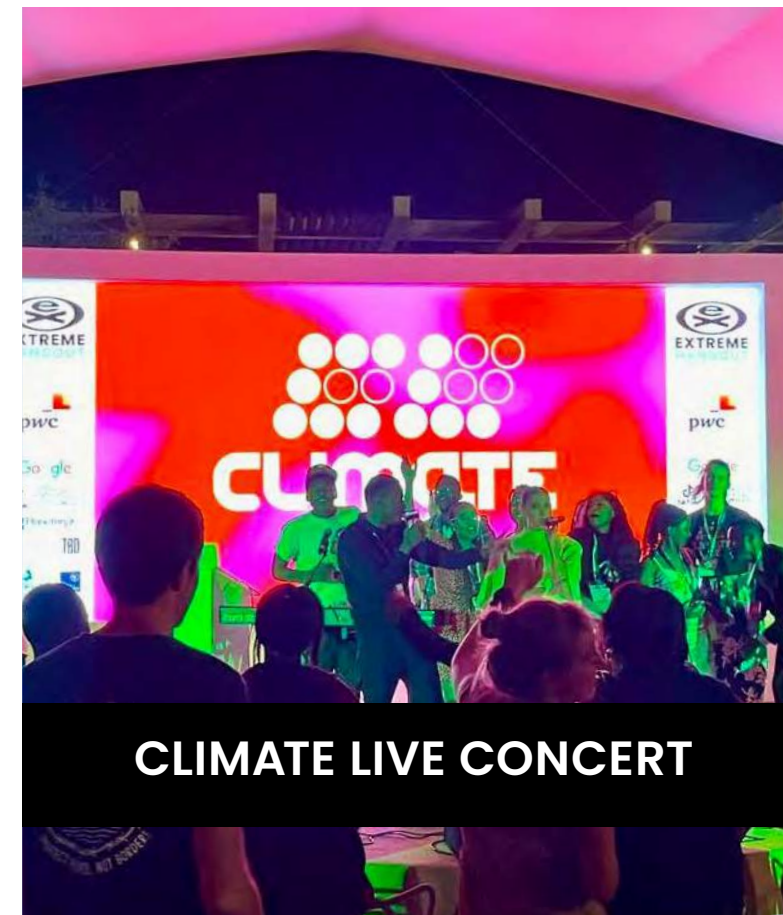
THE GUARDIANS OF BIODIVERSITY

WITH MATT SORUM AND AGNES NUNES

brought in our largest single audience for an amazing night of music.



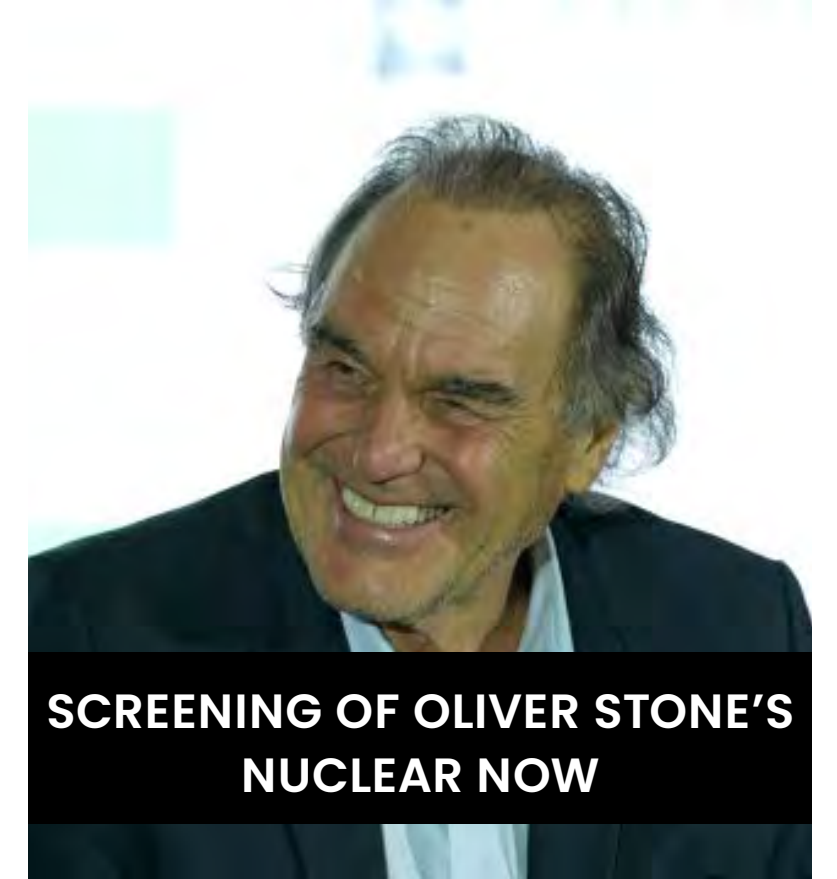
AMAZONIA: HEART OF MOTHER EARTH SCREENING



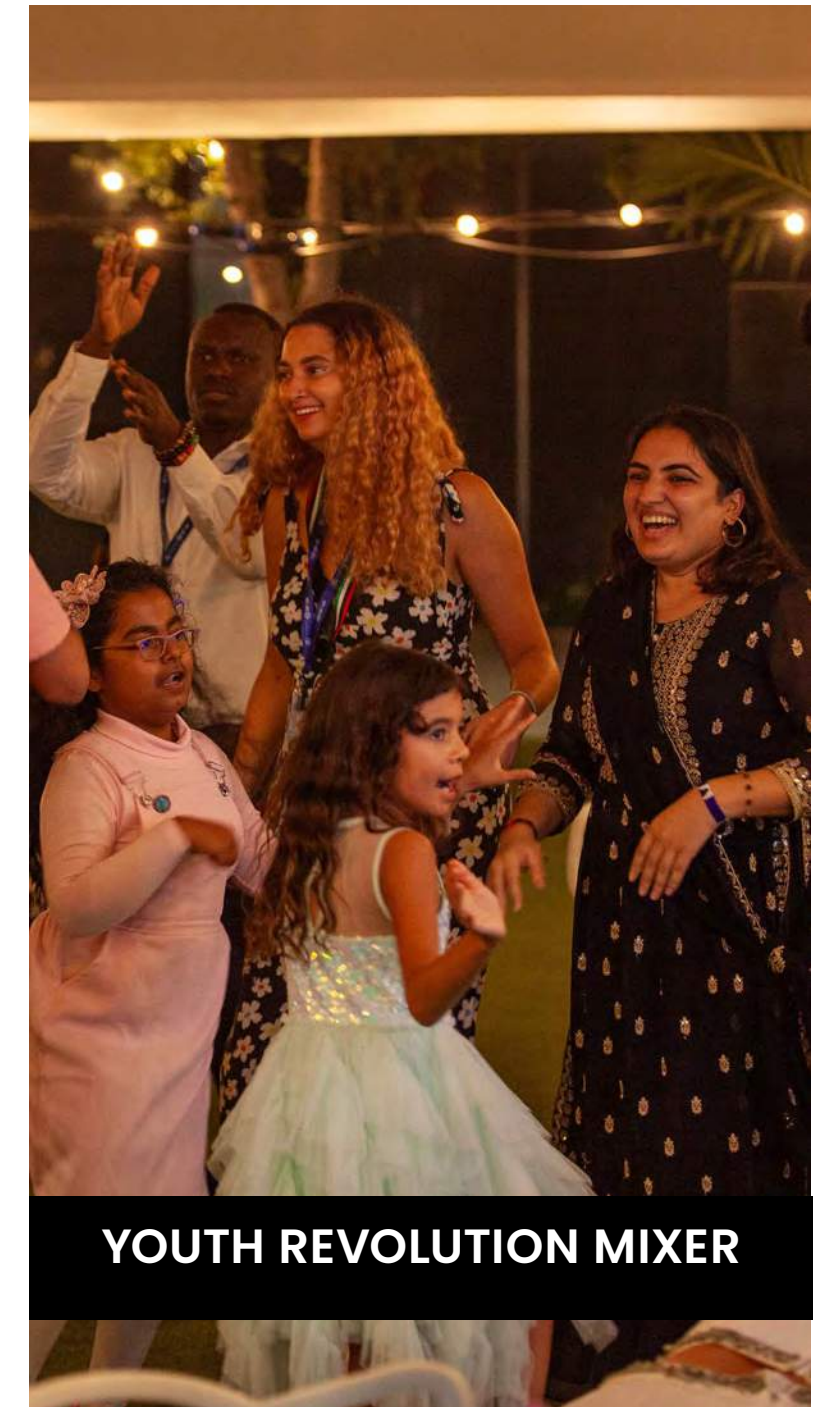
CLIMATE LIVE CONCERT



WORKSHOP BY REYANNE MUSTAFA



SCREENING OF OLIVER STONE'S NUCLEAR NOW



YOUTH REVOLUTION MIXER



MUSIC FOR IMPACT: BY JURGIS DIDŽIULIS



CLIMATE FRESK WORKSHOP



"WE ARE THRILLED TO PARTNER WITH EXTREME HANGOUT TO MAKE COP28 MORE ACCESSIBLE TO YOUTH GROUPS"

Paul Bridger, COO Rove Hotels



CENTRE FOR GLOBAL EDUCATION

ENABLING PARTICIPATION

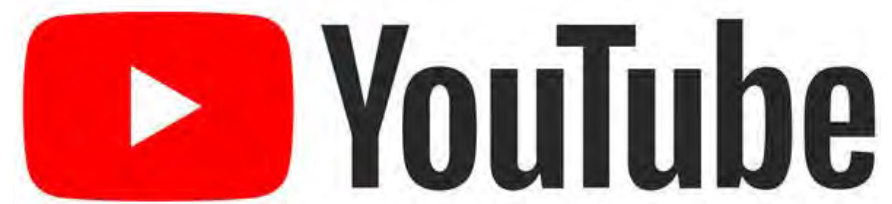
Extreme Hangout secured **2000 HOTEL NIGHTS** at COP for young and marginalised communities, with thanks to our sponsor Rove Hotel Group.



HARRY ACHEAMPONG, YOUTH PRIME MINISTER



OUR SPONSORS





PROGRAMME PARTNERS



MEASURING OUR PURPOSE

INSPIRED AND AWARE OF EXTREME HANGOUT AT COP28

20,000 attended IRL

10M+ saw Extreme Hangout online

VOICE AND PARTICIPATION

550 SPEAKERS, 54% under 30, 61% female, 75% young or marginalised.

2000 HOTEL NIGHTS secured for young / indigenous to attend COP

100 C-SUITE LEVEL involved in intergenerational conversations

POPULARISE AND DIVERSIFY

140 NATIONALITIES at the Extreme Hangout

Top 20 influencers on our stage have audience of **100M** across social media

COP28 GREEN ZONE ACTIVITY

545,000 Green Zone visitors

50,000 FROM BLUE ZONE came to Green Zone (highest ever at COP)

500,000 STUDENTS reached by COP28 initiatives



EXTREME HANGOUT AT COP28 DUBAI RECAP VIDEO

[WATCH HIGHLIGHTS](#)



“Thank you for joining us on this transformative journey at Extreme Hangout COP28 Dubai, where passion met purpose, love partnered with resilience and all together we showcased that dreams and hard work can equal a truly magnificent future for all!”

Amber Nuttall, Founder of Extreme Hangout

EXTREME HANGOUT IN 2024



LONDON CLIMATE ACTION WEEK

22ND-30TH JUNE




CLIMATE WEEK NYC

22ND-29TH SEPTEMBER



COP29 BAKU

11TH-24TH NOVEMBER


HOW CAN WE SUPPORT AND GROW YOUR SUSTAINABILITY AGENDA?
We would love to explore more.



EXTREME HANGOUT LOCAL PROGRAMME

CONTACT US

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