



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente
Программа Организации Объединенных Наций по окружающей среде برنامج الأمم المتحدة للبيئة

联合国环境规划署



2016 EMISSIONS GAP REPORT

Media Monitoring Report

Executive Summary

The present report offers an overview of the global media coverage of UN Environment's flagship Emissions Gap report. Launched on November 3rd, 2016, the annual study measured the gap between countries' climate pledges and the emissions reductions needed to stave off the worst effects of climate change. It is traditionally published ahead of the UN Climate conference to inform governments' decisions there.

Media monitoring period: November 2 – November 21, 2016

Media monitoring languages: English, French, Arabic, Chinese, Russian, Spanish

Top Figures

The global media have published at least **4,764** articles mentioning UN Environment and the emissions gap. That is over 1,200 more mentions than the 2015 edition. There were two major peaks in media coverage: November 3rd and 4th, when the report was published and the Paris Agreement came into effect, and November 7th, which marked the start of the Marrakech climate conference, COP 22.

The report was also widely quoted in relation to the US elections and their outcome, with various high-level journalists calling for strong action on climate change and warning of the consequences if future administrations failed to act.

Over **2,800** premium media outlets in **115 countries** published articles about the Emissions Gap report in at least **30 languages**.

The report was launched through a global press release and a press conference in London, which featured UN Environment Head Erik Solheim and Chief Scientist Jacqueline McGlade along with partners from the private and public sectors and the civil society. A minimum of 75 representatives of prime UK and global media were present, including **AP, AFP, Reuters**, a strong **BBC** contingent, **Financial Times, the Guardian, the Independent, Le Monde, the Telegraph** and others, in addition to around 200 participants from the civil society, business and public sector. The press conference was streamed live on UN Environment's YouTube channel.

UN Environment Chief Erik Solheim and Chief Scientist Jacqueline McGlade gave one-on-one interviews to the Associated Press.

UN Environment issued two media advisories, a [press release](#) in eight languages and two additional press releases: on the second [1 Gigaton Coalition](#) report and on [Cancun pledges](#).

The Emissions Gap press release, including Erik Solheim's quote, was picked up by all major news wires, including **AP, AFP, Reuters** and **Xinhua**, as well as major international and national media outlets across the world.

The second report of the 1 Gigaton Coalition was quoted at least 130 times, by over 100 news services in more than 30 countries including by [Xinhua News Agency](#), [Deutsche Welle](#), the [Indo-Asian News Service](#), [Inter Press Service](#), [the Nation](#) (Pakistan), [KBC](#) (Kenya) and others. All media clippings of the 1 Gigaton Coalition report can be accessed here:

<https://drive.google.com/file/d/0B5WRGzSpTZmDNzJIWIBuaU1WV2c/view?usp=sharing>

Top coverage

1. Global and regional news agencies



2. North-American media outlets



3. European media outlets



4. Latin American media outlets:



5. Asia-Pacific media outlets:



6. African media outlets:



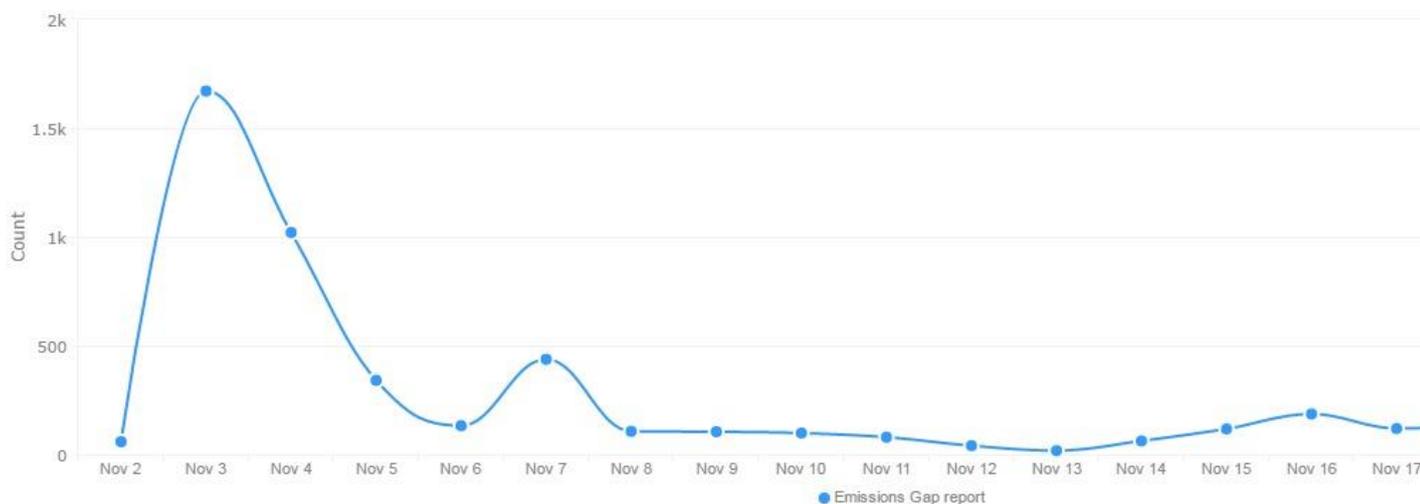
7. West-Asian media outlets:



Coverage Analysis

Conversation Volume

Nov 2, 2016 - Nov 21, 2016



Media coverage of the report peaked on the day of its launch, November 3rd, with nearly 1,700 articles published worldwide. November 4th saw the Emissions Gap findings quoted in over 1,000 articles dealing with the entry into force of the Paris Agreement. November 7th, the opening day of the Marrakech climate conference (COP 22), resulted in another spike of articles, totaling over 400.

The media coverage after November 8th resulted mostly from post-election commentaries on Donald Trump's climate policies

Audience

At least 4,764 articles on the Emissions Gap report were published in the monitoring period by over 2,800 leading media outlets in 115 countries and in at least 30 languages.

Broadcast media

The Emissions Gap report was covered by some of the most prominent international, regional and national media, including BBC (International and UK service, TV and radio), FOX News, Al Jazeera, Bloomberg TV and Radio, ABC Australia and many more.

The Associated Press produced [a video package](#), which included interviews with Erik Solheim and Jacqueline McGlade and which was picked up by numerous TV stations around the world.

Sentiment

The 2016 Emissions Gap report revealed the breach between the declared emissions reductions and the climate action necessary to reach the goals of the Paris Agreement. It was a call to governments for more ambition and to non-state actors for intensification of climate efforts.

The main message of UN Environment's media activities was that the emissions gap remains large, but can still be bridged with immediate, decisive action by governments and non-state actors.

This idea was picked up by most of the important news providers around the world. The most influential article by [AP's Karl Ritter](#) called the Emissions Gap a "sobering report that warned of a human tragedy unless governments stepped up efforts to fight global warming."

The [AP video package](#) included Erik Solheim's interview, in which he said the world was "on the right track, but not moving fast enough."

[Reuters'](#) article was more pessimistic in tone, saying that greenhouse gas emissions were "set to bust" the Paris Agreement in 2030. It countered that notion with Jacqueline McGlade's statement that the emissions gap can "absolutely be filled".

[AFP's article](#) also conveyed UN Environment's message, focusing on actions needed to avoid "climate tragedy".

[BBC's](#) online, radio and TV reports carried the same message and quoted Erik Solheim as saying the Paris Agreement and the Kigali Amendment were not enough to stay under 2 degrees Celsius.

In its opening COP 22 story, [CNN](#) said the emissions gap was "the other election week story" and used [UN Environment's tweet](#) to illustrate the level of greenhouse gas emissions.

[The Washington Post](#) called the report "the definitive study of how much the world is currently emitting, and how much it *can* emit to remain on course to meet its goals." The article said the findings of the report were "a grim mathematical reality", but it also featured a hopeful message by UN Environment's Chief Scientist.

Some major publications focused mostly on the negative side of the report, stressing the dire consequences of inaction. Among them were: "Climate Headed for Catastrophic Change Despite Paris Accord" and: "UN paints apocalyptic picture of famine, war and disease unless world wakes up to dangers of climate change."

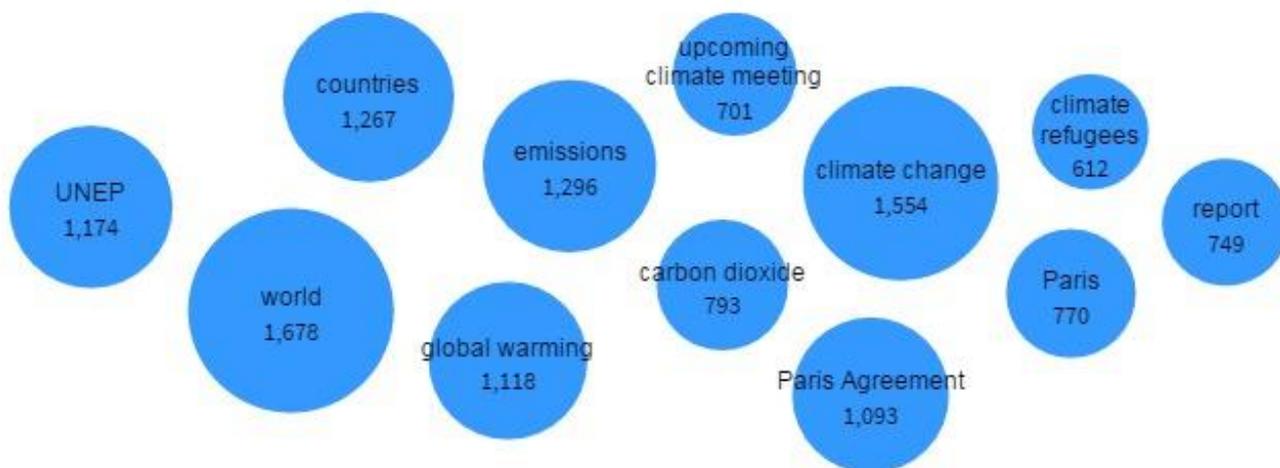
Some major publications stressed the dire consequences of inaction. Among them were the [the Washington Post](#), [Los Angeles Times](#), [CNN](#), [Univisión](#) as well as [Bloomberg](#), who published the title: "Climate Headed for Catastrophic Change Despite Paris Accord" and [the](#)

Independent: "UN paints apocalyptic picture of famine, war and disease unless world wakes up to dangers of climate change."

Conservative and right-leaning media in the US, such as [FOX News](#) and [Breitbart News](#) limited themselves to re-printing articles by news agencies and did not offer their own commentary.

Many media outlets used the Emissions Gap report data in their opening COP 22 pieces on the COP 22 conference to illustrate the challenge facing the delegates. [Reuters](#), [Al Jazeera](#), [BBC](#), [AFP](#), [the Huffington Post](#), [the Indian Express](#), [Kommersant](#), [Deutsche Welle](#) and many more used this approach.

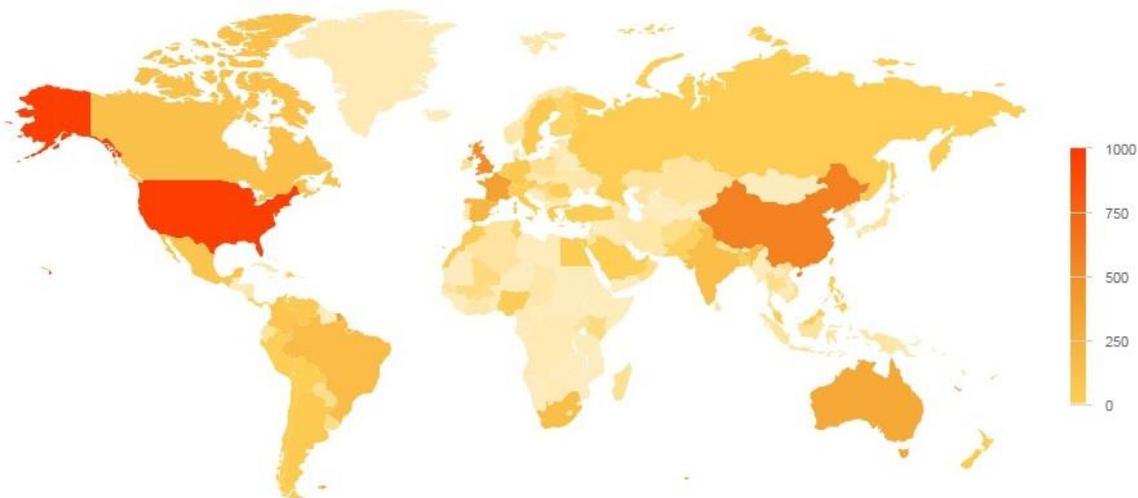
Emissions Gap Buzzwords



The phrases most frequently used in articles on the Emissions Gap were "climate change" or "global warming" and "world". The phrases "UNEP", "emissions" and "Paris Agreement" also featured often, with over a thousand mentions each. The absence of emotionally charged phrases or mentions of specific countries among the most frequent words implies a global, factual angle taken by most of the global media.

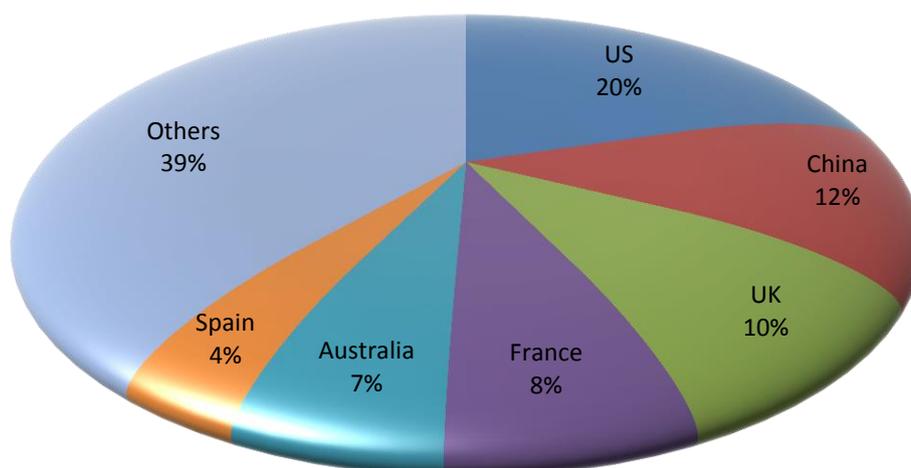
Coverage by Country

Nov 2, 2016 - Nov 21, 2016



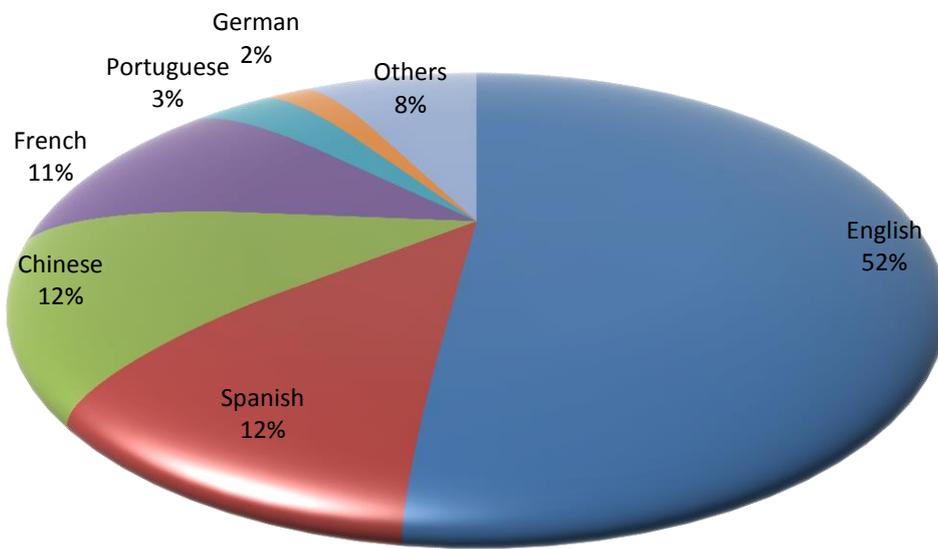
With over 2,800 leading media outlets in 115 countries reporting on the Emissions Gap report in at least 30 languages, the launch was a truly global affair. Media coverage was spread relatively equally across the world. Media in the US, China and the UK produced the largest number of articles with 20, 12 and 10 per cent of all coverage respectively. Australian media also demonstrated a high interest, producing 7 per cent of all articles and a large number of TV and radio reports.

Number of articles on the Emissions Gap report



Coverage by Language

Number of articles on the Emissions Gap report



More than a half of all analyzed articles were written in English – a result of intensive coverage in the US, the UK, Australia and Canada as well as by international media, such as Al Jazeera English, China Daily and AFP.

Selected Clippings

Click on image to access article

Associated Press (AP) – Produced a widely picked-up video package, featuring interviews with Erik Solheim and Jacqueline McGlade and the most frequently re-printed articles [by Karl Ritter](#) (on the report launch) and [by Michael Astor](#) (on the Paris Agreement entry into force).



Reuters – Produced at least seven widely picked up news stories, including a highly influential article by Nina Chestney and Peter Hobson.



Greenhouse gas emissions set to bust global climate pact in 2030: U.N.

By **Nina Chestney** and **Peter Hobson** | LONDON

Greenhouse gas emissions in 2030 will exceed by 12 billion to 14 billion tonnes what is needed to keep global warming to an internationally agreed target, the United Nations said on Thursday.

A day before the global Paris Agreement climate pact formally comes into force, the annual report of U.N. Environment analyzed countries' current pledges for emission cuts and said they were not sufficient.

Emissions in 2030 are expected to reach 54-56 billion tons of carbon dioxide equivalent, far above the level of 42 billion tons needed to have a chance of limiting global warming to 2 degrees Celsius (3.6 degrees Fahrenheit) this century.

Agence France Presse (AFP) – Produced three influential media packages: on the day of the report launch, on the occasion of Paris accord entry into force and on the opening day of Marrakech COP 22 – all quoting the findings of the Emissions Gap report.



Deeper carbon cuts needed to avoid climate tragedy – UN

'If we don't start taking additional action now, beginning with the upcoming climate meeting in Marrakesh, we will grieve over the avoidable human tragedy,' says UNEP head Erik Solheim

**Agence France-
Presse**

@afp

Published 8:01 PM,
November 03, 2016

Updated 9:19 PM,
November 03, 2016



CNN – Quoted Emissions Gap in its opinion piece [by John Sutter](#) on the opening day of the Marrakech COP. It also published two editorials on [Trump's climate](#) policies, quoting the [UN Environment report](#).



The other election week story



By **John D. Sutter**, CNN

Updated 2124 GMT (0524 HKT) November 7, 2016



Story highlights

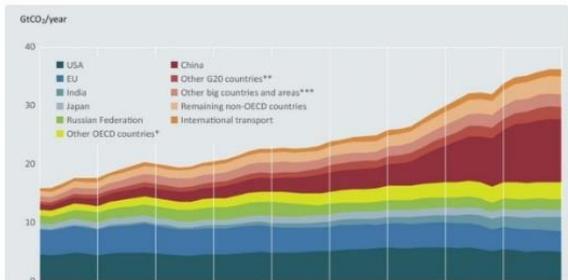
Sutter: COP22 climate talks in Marrakesh are an important followup to UN climate talks held last year in Paris

The divergent views of Hillary Clinton and Donald Trump on climate change are hugely consequential, Sutter says

Editor's Note: John D. Sutter is a columnist for CNN Opinion who focuses on climate change and social justice. Follow him on Snapchat, Facebook and email. The opinions expressed in this commentary are his.

(CNN) — The world's attention is rightly focused this week on the US election.

Meanwhile in Morocco, however, diplomats are trying to do something future generations might see as even more consequential: They're trying to safeguard the planet from dangerous climate change.



UN Environment @UNEP [Follow](#)

CO2 emissions account for 68% of global greenhouse gas emissions. #EmissionsGap Report on the way forward: bit.ly/2flOdIC

9:28 PM - 3 Nov 2016

193 retweets 132 likes

BBC – In addition to an online article by Matt McGrath, the Emissions Gap report headlined the British broadcaster's TV and radio news on local and national UK stations as well as BBC International.



Science & Environment

UN review says carbon plans fall well short of climate goals

By Matt McGrath
Environment correspondent

🕒 3 November 2016 | Science & Environment

A UN review of national plans to cut carbon says they are well short of the levels needed to keep the rise in global temperatures under 2C.

The report finds that by 2030 the amount of CO₂ entering the atmosphere will be some 25% above that mark.

The analysis takes into account the pledges that countries have made under the Paris climate agreement.

Many scientists say that technology to remove carbon from the air will now be needed to meet the Paris targets.

The **UN Emissions Gap Report**, prepared by an international team of scientists, finds that by 2030, global emissions are expected to reach 54 to 56 gigatonnes of CO₂.

Le Monde – Dedicated one of its viral interactive factsheets – Les Décodeurs – entirely to the Emissions Gap.

LES DÉCODEURS
VENONS-EN AUX FAITS

LES DÉCODEURS | Datavisualisation | Vérification | Nanographix | Contexte | Leaks | En bref

Climat : les engagements des Etats seront insuffisants pour tenir l'objectif de l'accord de Paris

LE MONDE | 03.11.2016 à 11h29 • Mis à jour le 04.11.2016 à 11h10 | Par Gary Dagorn

Abonnez vous à partir de 1 € | Réagir | Ajouter | Partager (615) | Tweeter

Dans la lutte contre le réchauffement climatique, l'accord de Paris, adopté à l'issue de la COP 21 en décembre 2015, désormais signé par 192 pays et ratifié par 92 d'entre eux, marquait une étape importante des négociations climatiques, en devenant le premier accord international destiné à baisser les émissions humaines de gaz à effet de serre (GES).

Passez votre souris sur les termes **en bleu** pour obtenir une définition.

Mais à la veille de l'entrée en vigueur du texte et à quelques jours de l'ouverture de la COP 22 de Marrakech, les chiffres publiés par le PNUÉ (Programme des Nations Unies pour l'Environnement) ce jeudi 3 novembre viennent sèchement rappeler que l'objectif principal de l'accord, à savoir limiter le réchauffement climatique « bien en dessous de 2 °C par rapport aux niveaux préindustriels », est très loin d'être atteignable en l'état.

Lire notre visuel interactif : [Climat : où en est l'accord de Paris ?](#)

Le rapport « emissions gap » du PNUÉ publié chaque année constitue un état des lieux le plus précis possible des émissions humaines de gaz à effet de serre et estime ainsi l'ampleur du « fossé » qui sépare nos paroles de nos actes. Le rapport s'attache à comparer par exemple nos émissions actuelles et futures aux réductions qu'il faudrait consentir pour garder de bonnes chances de limiter le réchauffement à +2 °C, ou mieux à 1,5 °C. Et le moins qu'on puisse dire est que ce fossé est grand.

China Daily – In addition to re-printing the news-wires' articles, published an opinion piece by Wang Yanfei centred on the global and Chinese transformation to green economy.

CHINADAILY

Economy moving to low carbon

By Wang Yanfei | China Daily | Updated: 2016-11-05 07:15

Amount of emissions compared to GDP falls as country prepares to hit its pledged targets

China is expected to contribute more to help bridge the emission gap to achieve the Paris Agreement, after the United Nations warned the world is not yet on track to hit goals set in the pact that came into force on Friday.

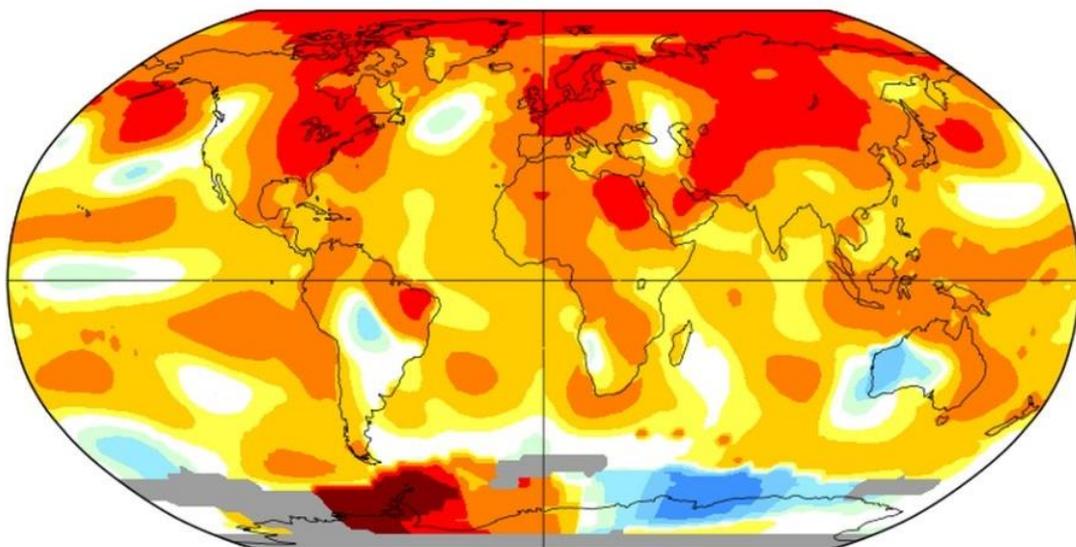
Mashable – Major online-based news sources, such as Mashable, the Huffington Post (10 articles) and SFGate picked up the emissions gap story, publishing in-depth native content about its implications.

Mashable

The Paris treaty pledges will not be enough to slow global warming, UN report says

946
SHARES

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Global temperature departures from average during Sept. 2016.

IMAGE: NASA GISS



BY ANDREW
FREEDMAN

NOV 03, 2016

Although historic international progress has been made in the fight to slow global warming during the past two years, it may not be enough.

The world is still headed for a temperature rise that is well above the target the international community is aiming for.

This is the sobering conclusion of a new U.N. report released on Thursday morning, which found that warming of between 2.9 to 3.4 degrees Celsius, or 5.2 to 6.1 degrees Fahrenheit, is likely by the end of the century if countries meet their pledges under the Paris Climate Agreement but don't commit to cutting another quarter off predicted 2030 greenhouse gas emissions.

All Media Clippings

can be accessed through the link below:

<https://drive.google.com/open?id=0B5WRGzSpTZmDVFFrcVJOWnZWWVk>