Climate Action Live

Digital Report - June 2022



The report was compiled using data from Digitalis, Signal-AI, and Social360 and provides an overview of the monitoring conducted for the Climate Action Live online campaign in June 2022.

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1. Scope and Methodology

This report contains key metrics from the monitoring of the Climate Action Live, focusing on the 14-28 Jun 2022. It is split into three sections: Online and Traditional Media Analysis, Social Media Analysis, and Search Engine results Page Analysis.

The data contained within this report was collected using the following keywords and hashtags:

Keywords and Hashtags

Climate Action Live	**Jeremy Gilley**	**#DoYourPeace**	**#Goal16**	**#Act4SDGs**
Climate Action	**#ClimateActionLive**	**#PeaceOneDay**	**#Goal13**	**#QualityConnections**
Make peace with the planet	**#21June**	**#PeaceDay**	**#TurnItAround**	**#EnvironmentRightNow**
Climate Action Live Global Digital Experience	**#NoClimateActionNoPeace**	**#GlobalGoals**	**#JeremyGilley**	
No Climate Action, No Peace	**#ClimateAction**	**#SDGS**	**#LiptonIceTea**	

Background

"No Climate Action, No Peace"

In order to reach its target of making 3 billion people aware of Peace Day by 2025, Peace One Day is sharpening its focus. Recognising that Peace and other issues of global concern - Climate Action, Anti-Racism and the mobilisation of youth - are all intimately connected, from 2021 Peace One Day is marking four critical days in the global calendar, each with deep significance in relation to seasonal change. Each of these key stations of the year plays host to a live digital event, each providing a platform for discussion and action around issues of global concern.

On 21 June 2022, Peace One Day produced the second annual Climate Action Live event spreading the message of 'No Climate Action, No Peace'. Unlike other Peace One Day events such as Peace Day Live 21 September and Anti-Racism Live 21 March, there is no pre-established link between 21 June and Climate Action. Nevertheless, Peace One Day was humbled by the overwhelmingly positive response and support we received from some of the world's foremost thinkers and leaders in relation to Climate Action. Viewership was in line with similar events produced by bodies such as the UN, and our message had a truly global reach, with a highly engaged audience that tweeted from almost every country on the planet. This is a strong foundation for a new event, and we are excited to continue growing these conversations around the world annually.

2. Summary

Social Media Analysis Highlights

The Peace One Day social media campaign for Climate Action Live garnered acceptable engagement and impression statistics in its second year.

- 470,008 impressions
- 5,077 engagements

The collective hashtags we monitored for the Climate Action Live event were used in almost every single country in the world. The following were the most frequently used within the period 14 -28 Jun 2022.

- #ClimateAction (70,502 total tweets)
- #SDGS (69,066 total tweets)
- #GlobalGoals (12,179 total tweets)
- #PeaceDay (6,821 total tweets)
- #21June (4,840 total tweets)

The digital event has seen increased viewership this year as we recorded a significant hike of 3,000 views in comparison with last year's event.

Online and Traditional Media Analysis Highlights

- On the day of the event (21 Jun 2022), the publications that mentioned Climate Action Live had a total potential reach of 387 million. The US, UK, and China produced the most article relating to the day itself.
- The Climate Action Live event received a total of 137 articles in the period between 14-28 Jun 2022 – an increase of almost 100 articles from the same period last year. The biggest spike in coverage was on 22 Jun 2022, with 54 articles published worldwide. This was more than the entire volume of articles published during the entire monitoring period in 2021 demonstrating significant media traction with the campaign.

Search Engine Results Page Analysis Highlights

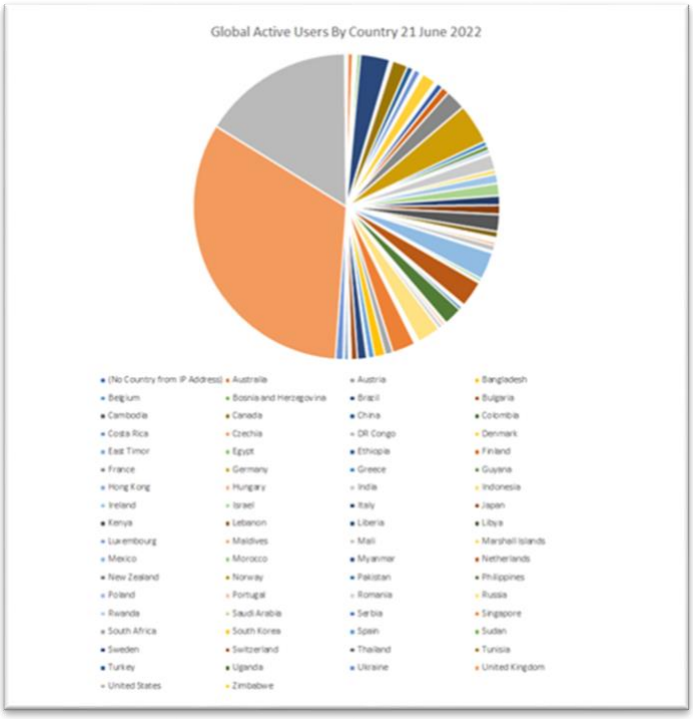
The search engine results pages (SERPs) for the keywords associated with the Climate Action Live event presented mixed findings. While there was a large amount of content related to 'climate action' generally, this detracted from the coverage relating to the Global Digital Experience itself. As a result of this, there were minimal differences in the SERPs between the results a week before and on the day of the event itself. The results for "Climate Action Live Global Digital Experience" were the best performing out of the keywords, with the content clearly optimised to rank for this term.

3. Website Traffic

The Peace One Day website gained over 600 active users on the day of the event. Note that the baseline number of active users a week before the event was approximately 160 users per day. The chart below demonstrates the deviation from the baseline number of unique visitors per day over the course of the campaign period.



Through the period of website monitoring, we identified visitors from 69 countries around the world, with the largest visitor locations being the UK and the US. This aligns closely with the data trends we identified for online and traditional media, as well as social media. The chart below demonstrates the geographical spread of users.



Event Viewership

The event was viewable in two locations, on the @PeaceOneDay Twitter account and at www.peaceoneday.org. Together, they brought the event a total combined live viewership of 9,126, which is an increase of nearly 3,000 views in comparison with last year's Climate Action Live event. Most of the views originate from Twitter as the total number of views associated with the Twitter account reached 8,830 whereas the website amassed 296 views. This, combined with the web traffic information detailed above, indicates that the viewers that tuned in for 21 June were highly engaged, with users visiting our website to watch there, register, or otherwise seek out additional information about Climate Action Live.

4. Social Media Analysis

This section presents an analysis of social media coverage of the Climate Action Live event, focusing on activity during the period 14-28 June 2022.

Hashtags Participation

The following statistics are the total tweets (from available data from Twitter's API) for various keywords associated to the event between 14-28 June 2022. These give an indication of the scale of content being shared on the platform. Again, a theme that we have seen with the SERPs is that there is a significant volume of content relating to "climate action" more generally, but this has not filtered down specifically to the Climate Action Live event.

- #ClimateAction (70,502 total tweets)
- #SDGS (69,066 total tweets)
- #GlobalGoals (12,179 total tweets)
- #PeaceDay (6,821 total tweets)
- #21June (4,840 total tweets)
- #Act4SDGs (1,519 tweets)
- #ClimateActionLive (654 total tweets)
- #Goal16 (206 total tweets)
- #LiptonIceTea (102 total tweets)
- #Goal13 (65 total tweets)
- #TurnItAround (55 total tweets)
- #PeaceOneDay (26 total tweets)
- #EnvironmentRightNow (13 total tweets)
- #QualityConnections (4 total tweets)
- #JeremyGilley (2 total tweets)
- #NoClimateActionNoPeace (0 tweets)
- #DoYourPeace (0 tweets)

Online Coverage

This section provides examples of how the event was picked up and shared by prominent users on Twitter. We have included the follower counts which indicate the potential audiences for these specific tweets, in addition we include the approximate number of retweets and likes which show direct engagement and interaction with the message. The number of posts related to the Climate Action Live event increased steadily in the lead-up to the occasion, peaking on 21 June 2022 as the event organisers and participants actively promoted the event, seeing engagement from social media users.

- Multiple participants promoted taking part in the event, while notable sources such as Business Standard and The Body Shop UK anticipated the gathering online.

- Out of all the standalone hashtags tracked for this analysis, #PeaceOneDay and #ClimateActionLive appear the most frequently.

Peace One Day Team Social Media Campaign Tweets

Peace One Day took to social media platforms several times to promote the Climate Action Live. The following posts were all published through Peace One Day's and Jeremy Gilley's social channels.

Peace One Day on Twitter

"Peace One Day is pleased to announce that Co-Chair of the UNHCR Global Youth Advisory Council Barthelemy Mwanza will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit http://peaceoneday.org for more info. #ClimateActionLive" (5+ retweets, 6+ likes. 16 Jun)

"Peace One Day is pleased to announce that 17-time Grammy Award Winner Sting will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit http://peaceoneday.org for more info. #ClimateActionLive". (3+ retweets, 11+ likes. 15 Jun)

"Peace Onentti Herlin Foundation Harri Lammi will be joining us for Climate Action Live Day is pleased to announce that Head of Environmental Projects in Tiina and A 21 June. Follow our social media for announcements, and visit http://peaceoneday.org more info. #ClimateActionLive". (4+ retweets, 8+ likes. 15 Jun)

"Peace One Day is pleased to announce that Professor at UCL and Natural History Museum of Denmark Mark Maslin will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit http://peaceoneday.org for more info. #ClimateActionLive". (5+ retweets, 8+ likes, 15 Jun)

"Peace One Day is pleased to announce that Kaoma will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit http://peaceoneday.org for more info. #ClimateActionLive". (2+ retweets, 3+ likes. 14 Jun)

Peace One Day on Instagram

Via Instagram, "Back with another musical performance is Singer, Songwriter, and Multi-Instrumentalist Florrie. Stay tuned for more. @sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (8.9k+ followers, 4+ likes. 22 Jun)

"A truly inspiring interview with UNHCR Special Envoy for the Horn of Africa Ambassador Mohamed Abdi Affey. Thank you to all of our participants who were interviewed for Climate Action Live.@sdgaction @councilofeurope @lipton @triviumpackaging#ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (8.9k+ followers, 5+ likes. 22 Jun)

"Please welcome Julia Jackson as she moderates the Clean Energy Freedom panel. Participants include Kevin Johnson, Kevin J. Patel, and Alexandria Villasenor. More panels to come during Climate Action Live.@sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGille". (8.9k+ followers, 6+ likes. 22 Jun)

"Intro film for Climate Action Live 2022 made by Peace One Day founder Jeremy Gilley.@sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (8.9k+, 43+ views. 24 Jun)

"Thank you so much to everyone who watched Climate Action Live 2022! We heard from amazing artists, activists, and so many more. Another huge thank you to all of our participants and partners! This show would not be possible without all of you! @sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (8.9k+ followers, 8+ likes. 22 Jun)

Jeremy Gilley

"Emmanuel Jal is back with a spoken word performance. Stay tuned for more during Climate Action Live. @sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (10.9k+ followers, 8+ likes. 22 Jun)

"Full Climate Action Live broadcast available on peaceoneday.org or on Twitter @PeaceOneDay. @sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (10.9k+ followers, 15+ likes. 23 Jun)

"Thank you so much to everyone who watched Climate Action Live 2022! We heard from amazing artists, activists, and so many more. Another huge thank you to all of our participants and partners! This show would not be possible without all of you! @sdgaction @councilofeurope @lipton @triviumpackaging#ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (10.9k+ followers, 11+ likes. 22 Jun)

"Peace One Day is pleased to announce that United Nations Special Rapporteur on Human Rights and the Environment Dr. David R. Boyd will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more info. @councilofeurope #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #JeremyGilley". (8.9k+ followers, 6+ likes. 20 Jun)

"Climate Action Live 21 June is only 1 week away! What will you do to help stop climate change? Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more info.@sdgaction @councilofeurope @lipton @triviumpackaging #ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley". (10.9k followers, 11+ likes. 21 Jun)

"Peace One Day is pleased to announce that South Korean TV Personality June Kang will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more info. @sdgaction @councilofeurope @lipton @triviumpackaging

#ClimateActionLive #ClimateAction #ClimateChange #PeaceOneDay #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace #Goal16 #Goal13 #QualityConnections #LiptonIceTea #21June #TurnItAround #Act4SDGs #EnvironmentRightNow #JeremyGilley #JuneKang70". (10.9k+ followers, 13+ likes. 21 June)

Other Participants

Below are some of the key tweets shared by users with significant followings.

Africa

- Nigerian actor, Hakeem Kae-Kazim (13.4k+ followers, 3+ likes) relayed "Peace one day and Climate action now live…. protect our planet save our future!!! @PeaceOneDay @climateactionl1 @JeremyGilley". (21 Jun)

- Activist Kumi Naidoo (54.1k+ followers, 6+ retweets, 40+ likes) posted "I am excited to be joining Peace One Day for their Climate Action Live on the 21st of June. They will be posting announcements regarding the free broadcast on Instagram @PeaceOneDay_Official and @PeaceOneDay on Twitter". (3 Jun)

Asia

- Business Standard India (2.1m+ followers, 1+ retweets, 4+ likes) relayed "Rich nations can green their own economies all they want. If they don't provide the funds to repeat the trick around the world, it will all be in vain", pointing to its article. (23 Jun)



Europe

- The Parliamentary Assembly of the Council of Europe (26.7k+ followers, 6+ retweets, 4+ likes) posted "The head of PACE's Network for a Healthy Environment @RikDaems is among panellists at this @PeaceOneDay live show tomorrow, bringing together leading activists, speakers, actors and musicians to press for #ClimateAction. He's on at 15.55 UK time". (20 Jun)

United Kingdom

- Pro activist, Jordyn Burnouf (514+ followers, 10+ retweets, 22+ likes) shared "Tune in tomorrow on Indigenous Peoples Day for my panel discussion with some incredible folx leading the way for peace and climate action! @PeaceOneDay @Twitter @boyler @ProfMarkMaslin @sevengenenergy @IndigClnEnergy @metisnationsask #ClimateActionLive #IndigenousCleanEnergy". (20 Jun)

- The Body Shop UK (150.7k+ followers, 2+ retweets, 3+ likes) tweeted "Join Climate Action Live 2022 today as climate activists, leaders and artists across the world discuss how, together we can achieve a more sustainable future for our planet @peaceoneday". (21 Jun)



United States

- Founder of Fable Vision, Peter H. Reynolds (55.6k+, 3+ retweets, 12+ likes) posted "Peace… one day… possible… together". (16 Jun)

Worldwide

- United Nations (15.6m+ followers, 209+ Retweets 605+ likes) tweeted "We cannot have a healthy planet without a healthy ocean. Together, let us do our part to make a difference for the ocean and for ourselves. @antonioguterres calls for bold #ClimateAction to #SaveOurOcean & our shared future at UN Ocean Conference". (27 Jun)

- UN Human Rights (32+ retweets, 52+ likes) also shared "People in vulnerable situations are at higher risk of suffering negative impacts of climate change. #ClimateAction can only be fully effective when it integrates their perspectives –UN Human Rights Chief @mbachelet tells @UN_HRC". (28 Jun)

- UN Women (2.1m+ followers, 36+ retweets, 94+ likes) posted ""Recognize, applaud, publish and cheer on the brave women who have constantly advocated and promoted equitable, gender-focused and just #ClimateAction measures." We need more innovators like @poshgero Founder and CEO of Drop Access. #MSMEDay22". (27 Jun)

- UN Secretary-General, António Guterres, (1.7m+ followers, 776+ retweets, 1.6k+ followers) detailed "Our fragile planet is hanging by a thread. We see the warning signs all around us. Every fraction of a degree of warming matters. Every day matters. Every #ClimateAction matters". (24 Jun)

- Greenpeace (1.9m+ followers, 22+ retweets, 46+ likes) shared "Draw a Venn diagram to map these questions: What are you good at? What is the work that needs doing? And what brings you joy? "Where your answers intersect is where you should put your #ClimateAction effort."#JoyfulActivism." (25 Jun)

- In a related post via Facebook, The United Nations (7.1m+ followers) commented "Get ideas on how you can join the global #ClimateAction movement". (22 Jun)

- UNICEF (9.2m+ followers, 23+ retweets, 100+ likes) posted "Climate change is here. And 1 billion children are at extremely high risk of its impacts. But it is on all of us to take steps to protect our one and only home. What actions are you taking? #ClimateAction". (22 Jun)

- UNHCR (2.7m+ followers, 39+ retweets, 69+followers) relayed "Floods. Storms. Droughts. People #ForcedToFlee their homes due to extreme weather events show that the climate crisis is a human crisis. It's on all of us to take #ClimateAction. http://unhcr.org/globaltrends #GlobalTrends ". (17 Jun)

- Sting Digest (44.3+ followers, 300+ likes) reshared Peace One Day's earlier post "Peace One Day is pleased to announce that 17-time Grammy Award Winner Sting will be

joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit peaceoneday.org or @PeaceOneDay on Twitter to watch the free broadcast and register for more info. @sdgaction @councilofeurope @lipton @triviumpackaging #sting". (15 Jun)

- University professor, Mark Maslin (17.4k+ followers, 7+ retweets, 7+ likes) shared "Join me today live on @PeaceOneDay With impressive climate action leaders @j_rdynburnouf &@BrightonKaoma. Chaired by brilliant @boyler #PeaceOneDay #ClimateActionLive #CoolerTwitter #IndigenousPeoplesDay ". (21 Jun)



Additional Examples of Key Social Media Posts

The following screen captures show some of the key posts made by various influencers, politicians, athletes and other key personalities that engaged with the Peace One Day Climate Action event.





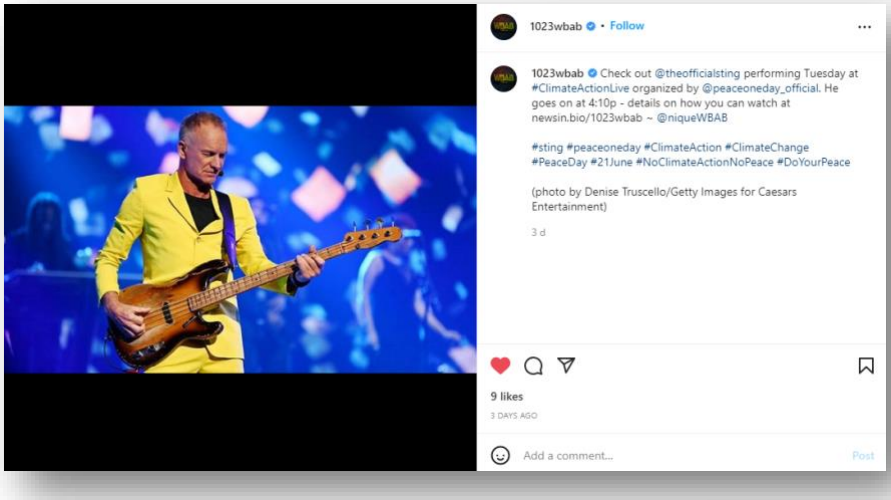




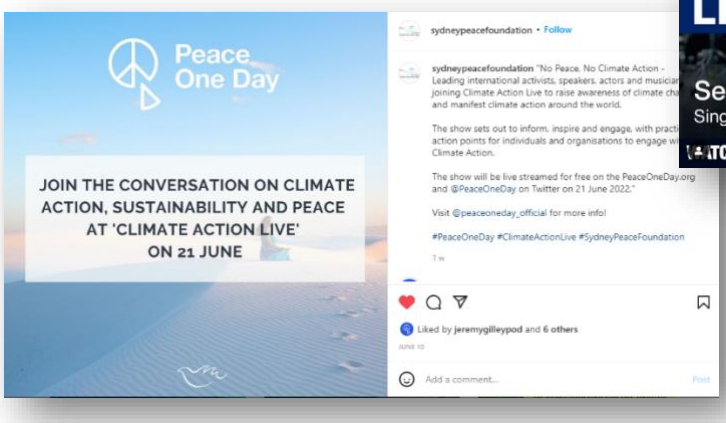





Peace
One Day
21 JUNE 2022
CLIMATE
ACTION
LIVE
JUNE KANG
TV Personality
in South Korea
Event sponsored by
Lipton
TRIVIUM
PACKAGING
TCH @peaceoneday.org or @PeaceOneDay on Twitter
junekang70 • Follow
junekang70 Peace One Day
Peace One Day - 6월21일
주요 국제 활동가, 연사, 배우, 음악가 및 세계 시민이 기후 변화에 대한 인식을 높이고 전 세계적으로 기후 행동을 실천하기 위해 CLIMATE ACTION LIVE에 참여하십시오
Peace One Day - June 21st
Leading international activists, speakers, actors, musicians and global citizens, join CLIMATE ACTION LIVE to raise awareness of climate change and manifest climate action around the world
Many thanks, Jeremy and your #PeaceOneDay Team for letting me be a part of this invaluable global effort!
peaceoneday.org
@peaceoneday
#ClimateActionLive
1,211 likes
14 HOURS AGO
Add a comment...
Post


1023wbab • Follow
1023wbab Check out @theofficialsting performing Tuesday at #ClimateActionLive organized by @peaceoneday_official. He goes on at 4:10p - details on how you can watch at newsin.bio/1023wbab ~ @niqueWBAB
#sting #peaceoneday #ClimateAction #ClimateChange #PeaceDay #21June #NoClimateActionNoPeace #DoYourPeace
(photo by Denise Truscello/Getty Images for Caesars Entertainment)
3 d
9 likes
3 DAYS AGO
Add a comment...
Post


Peace
One Day
21 JUNE 2022
CLIMATE
ACTION
LIVE
Sebastián Yatra
Singer and Songwriter
Event sponsored by
Lipton
TRIVIUM
PACKAGING
TCH @peaceoneday.org or @PeaceOneDay on Twitter
yatraspain • Follow
Sebastian Yatra
yatraspain Peace One Day is pleased to announce that Singer and Songwriter Sebastián Yatra will be joining us for Climate Action Live 21 June. @sebastianyatra @peaceoneday_official
Peace One Day se complace en anunciar que el cantante y compositor Sebastián Yatra se unirá a nosotros para Climate Action Live el 21 de junio. #ClimateActionLive #SebastiánYatra #SebastianYatra #TeamYatra #foreveryatra
Edited · 2 d
Liked by jeremygilleypod and 18 others
2 DAYS AGO
Add a comment...
Post


Peace
One Day
JOIN THE CONVERSATION ON CLIMATE ACTION, SUSTAINABILITY AND PEACE AT 'CLIMATE ACTION LIVE' ON 21 JUNE
sydneypeacefoundation • Follow
sydneypeacefoundation "No Peace, No Climate Action - Leading international activists, speakers, actors and musician joining Climate Action Live to raise awareness of climate ch and manifest climate action around the world.
The show sets out to inform, inspire and engage, with practi action points for individuals and organisations to engage w Climate Action.
The show will be live streamed for free on the PeaceOneDay.org and @PeaceOneDay on Twitter on 21 June 2022."
Visit @peaceoneday_official for more info!
#PeaceOneDay #ClimateActionLive #SydneyPeaceFoundation
1 w
Liked by jeremygilleypod and 6 others
JUNE 10
Add a comment...
Post


Twitter Nonprofits @Nonprofits · 2m
Check out @PeaceOneDay's Live Broadcast
WHO WILL YOU MAKE PEACE WITH ON PEACE DAY 21 SEPTEMBER?
LIVE 21 viewers
Peace One Day @PeaceOneDay
We're Live! Peace One Day presents Climate Action Live 21 June 2022


Professor Mark Maslin @ProfMarkMaslin · 3h
Join me today live on @PeaceOneDay!
With impressive climate action leaders @j_rdynburnouf & @BrightonKaoma.
Chaired by brilliant @boyler
#PeaceOneDay #ClimateActionLive #CoolerTwitter
#IndigenousPeoplesDay
LON - 8:28pm
NYC - 3:28pm
MEX - 2:28pm
SF - 12:28pm
CLIMATE, SCIENCE, TECHNOLOGY
0:12 105 views


SREnvironment @SREnvironment · 1m
This was a really great conversation! Thank you @RikDaems of @PACE_News, @SREnvironment, @harrilammi, @lizwathuti, #EnvironmentRightNow @coe @PeaceOneDay
PACE_Social @PACE_Social · 4h
Don't forget to tune into the panel "Healthy #environment as a #HumanRight"at 16h55 CEST, with @RikDaems of @PACE_News, @SREnvironment, @harrilammi, @lizwathuti, moderation by Afua Nkansah-Asamoah
#EnvironmentRightNow @coe @PeaceOneDay


@Brightonkaoma
@BrightonKaoma
Happy to join @boyler and other amazing change agents at @PeaceOneDay
Peace One Day @PeaceOneDay · 7h
LIVE: twitter.com/i/broadcasts/1...
8:19 PM · Jun 21, 2022 from Lusaka, Zambia · Twitter for iPhone

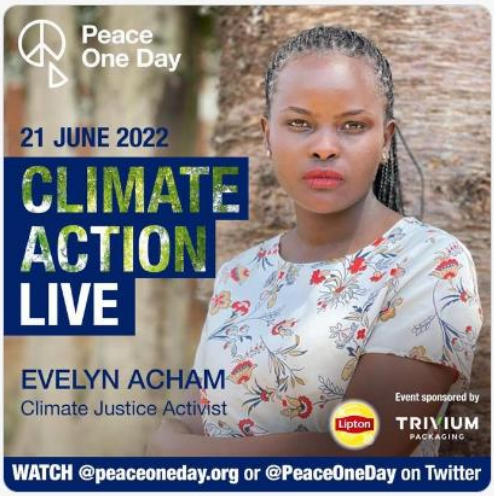

Flynn Devine @FlynnDevine · 4h
Excited to chair a panel about young people in climate action for #ClimateActionLive today
I'll be joined by 4 young activists: @eve_chantel @FarzanaJhumu @dishsravii and Adriana Hernandez
Starting around 16:50 BST view via Twitter by @PeaceOneDay or on peaceoneday.org
Peace One Day
21 JUNE 2022
CLIMATE ACTION LIVE
FLYNN DEVINE
Democracy Practitioner and Core Delivery Team of the 2021 Global Assembly
Event sponsored by
TRIVIUM PACKAGING
WATCH @peaceoneday.org or @PeaceOneDay on Twitter


Jordyn Burnouf
@j_rdynburnouf
Tune in tomorrow on Indigenous Peoples Day for my panel discussion with some incredible folx leading the way for peace and climate action! @PeaceOneDay @Twitter @boyler @ProfMarkMaslin @sevengenenergy @IndigClnEnergy @metisnationsask
#ClimateActionLive #IndigenousCleanEnergy
Peace One Day @PeaceOneDay · 18h
Peace One Day is pleased to announce that Jordyn Burnouf will be joining us for Climate Action Live 21 June. Follow our social media for announcements, and visit peaceoneday.org for more info. #ClimateActionLive
Peace One Day
21 JUNE 2022
CLIMATE ACTION LIVE
JORDYN BURNOUF
Advisor to VP, Métis Nation-SK
Chair, SevenGen Board of Directors, Indigenous Clean Energy
Event sponsored by
TRIVIUM PACKAGING
WATCH @peaceoneday.org or @PeaceOneDay on Twitter
8:20 PM · Jun 20, 2022 · Twitter for iPhone
9 Retweets 21 Likes

Evelyn Acham @eve_chantel · 2h

Iam pleased to announce that I will be joining Climate Action Live 21 June. Follow peace one day social media for announcements, and visit peaceoneday.org for more info. #ClimateActionLive

@PeaceOneDay @mitzijonelle



11 12

Holme Grange School @HolmeGrange · 39s

We've enjoyed listening to the fantastic debates today with @PeaceOneDay and hearing the wonderful @EmmanuelJal again #climateactionlive



john dickman @john_dickman · 8h

Awesome work by @boyler

> **Peace One Day** @PeaceOneDay · 14h
> Now presenting our final panel moderated by Sean Boyle, Climate, Science, and Technology. Participants include Jordyn Burnouf, Mark Maslin, and Brighton Kaoma. Thank you to all of our amazing panelists who have participated in Climate Action Live 2022. #ClimateActionLive



4

Liri Kopaci-Di Michele @LiriKopaci · 1h

Stay tuned for panel on « Healthy #Environment a #HumanRight » panel organised by @PACE_News Network of Contact Parliamentarians in cooperation w/ @PeaceOneDay & w/ participation of @RikDaems @SREnvironment @harrilammi @lizwathuti moderated by Afua Nkansah-Asamoah ⏰:15:55 BST



> **Peace One Day** @PeaceOneDay · 2h
> Today is the day! #ClimateActionLive begins at 1pm GMT on 21 June. Tune in to see special interviews, words of peace, musical performances, panel discussions, and more! Watch the free broadcast on peaceoneday.org or on Twitter ...

4 6

Moritz Jahn Fan Community @moritzjahnfc · 39m

Moritz will perform again at 8:05 p.m. (BST). You can watch it here 👇 ou on peaceoneday.org. ☮️🎋🌎🌍🌏

#moritzjahn #pesceoneday #climateactionlive

> **Peace One Day** @PeaceOneDay · 4h
> LIVE: twitter.com/i/broadcasts/1...

PACE Social
@PACE_Social

Don't forget to tune into the panel "Healthy #environment as a #HumanRight"at 16h55 CEST, with @RikDaems of @PACE_News, @SREnvironment, @harrilammi, @lizwathuti, moderation by Afua Nkansah-Asamoah #EnvironmentRightNow @coe @PeaceOneDay

> Peace One Day @PeaceOneDay · 1h
> It's time! Tune in right now to watch Climate Action Live on peaceoneday.org or on Twitter @peaceoneday. We cannot wait for you to see what we have in store!



2:47 PM · Jun 21, 2022 · Twitter Web App

Sean Boyle @boyler · 6h

Join me today live on @PeaceOneDay!

I will be hosting the impressive climate action leaders @j_rdynburnouf, @ProfMarkMaslin & @BrightonKaoma.

#PeaceOneDay #ClimateActionLive #CoolerTwitter #IndigenousPeoplesDay

LON - 8:28pm
NYC - 3:28pm
MEX - 2:28pm
SF - 12:28pm



You and 6 others

6 15

Trivium Packaging @TriviumInsights · 23s

#ClimateActionLive show is on! We are proud to support @PeaceOneDay in their efforts to drive the movement fighting Climate Change. Join us for panel discussions, interviews with key influencers, and special music performances.

> Peace One Day @PeaceOneDay · 2h
> LIVE: twitter.com/i/broadcasts/1...

Disha Ravi Retweeted

Peace One Day @PeaceOneDay · Jun 21
LIVE:



Peace One Day @PeaceOneDay
We're Live! Peace One Day presents Climate Action Live 21 June 2022

4 69 105

Luisa Neubauer Retweeted

Peace One Day @PeaceOneDay · Jun 21
LIVE:



Peace One Day @PeaceOneDay
We're Live! Peace One Day presents Climate Action Live 21 June 2022

4 69 105

Mitzi Jonelle Tan #ClimateJusticeNow Retweeted

Peace One Day @PeaceOneDay · Jun 21
LIVE:

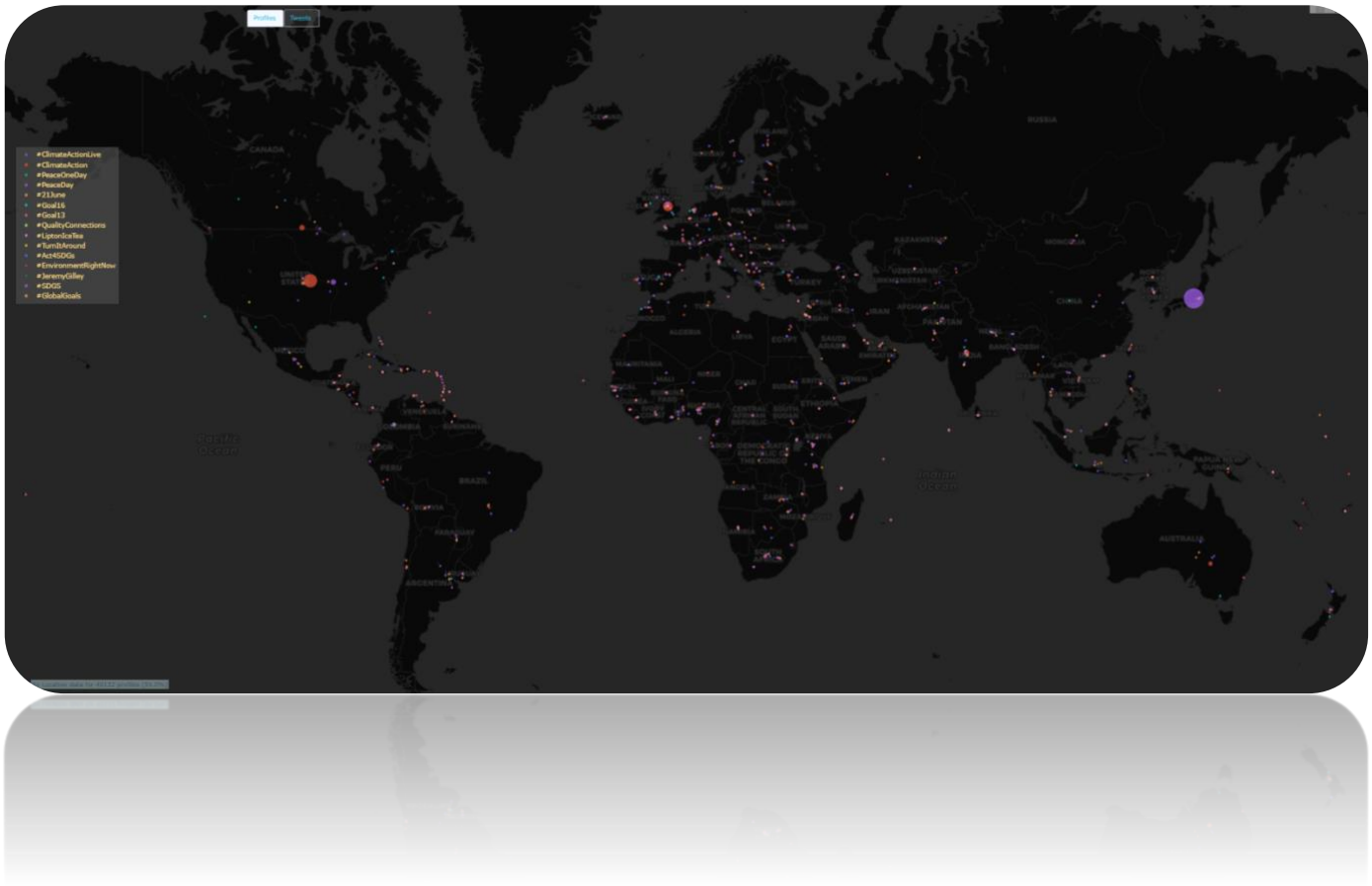


Peace One Day @PeaceOneDay
We're Live! Peace One Day presents Climate Action Live 21 June 2022

4 69 105

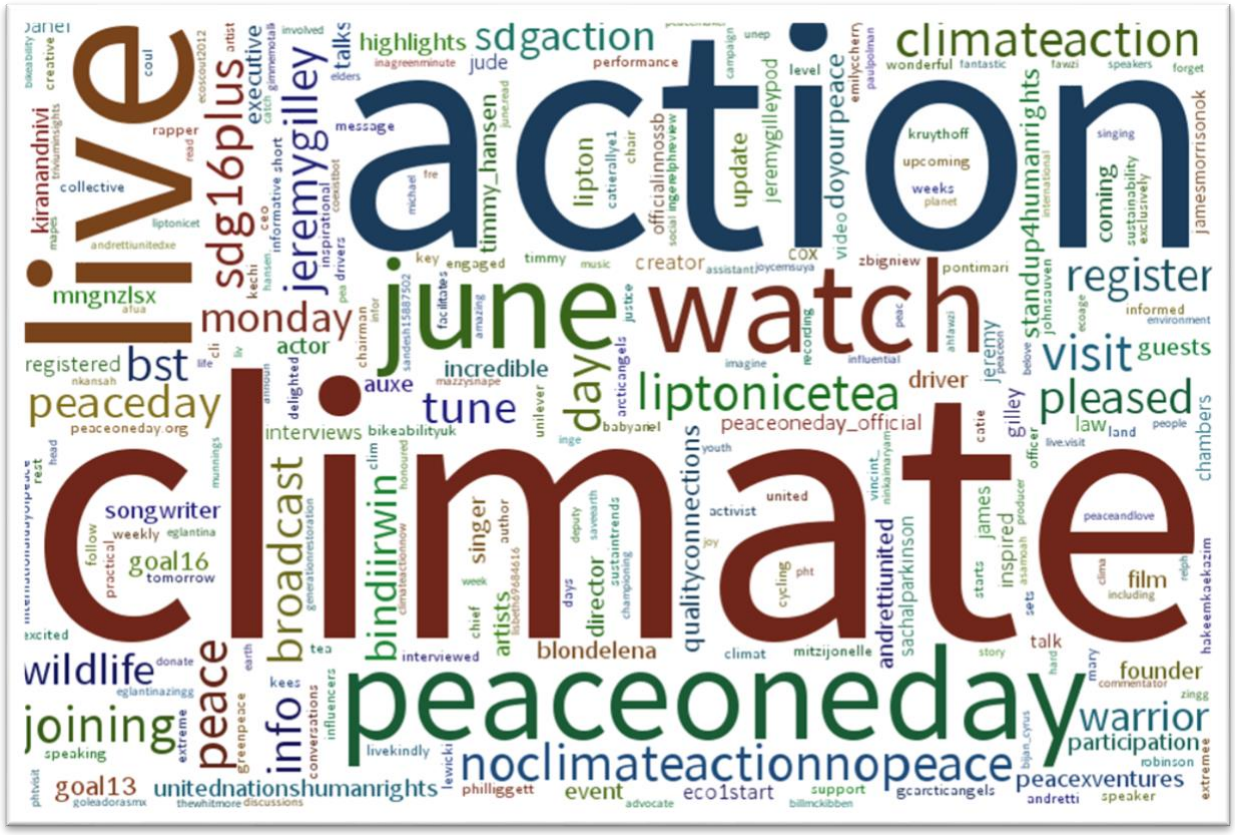
Heat Map

The following heat map represent the user-reported locations for the participants of all hashtags monitored between 14-28 Jun 2022. Note that location data did not exist for 54% of users – this is a normal statistic as not all users provide location data on their profiles and/or tweets. Nonetheless, this heat map demonstrates the global reach of the message, with almost every country on the planet being represented. The majority of participating users were based in the UK, US, and Japan.



Trending keywords

The following word chart demonstrates all the terms associated with the Climate Action Live event, taken from across social media.



Peace One Day Team Activity

From 14 June 2022 to 28 June 2022, the Peace One Day team posted 63 times across Facebook, Instagram, LinkedIn, and Twitter. Over that period, we recorded 470,008 impressions and 5,077 engagements. Jeremy Gilley's accounts posted over 50 times across Facebook, Instagram, and Twitter in the same period and these posts amassed 43,403 impressions and 701 engagements.

5. Online and Traditional Media Analysis

Volume of Coverage

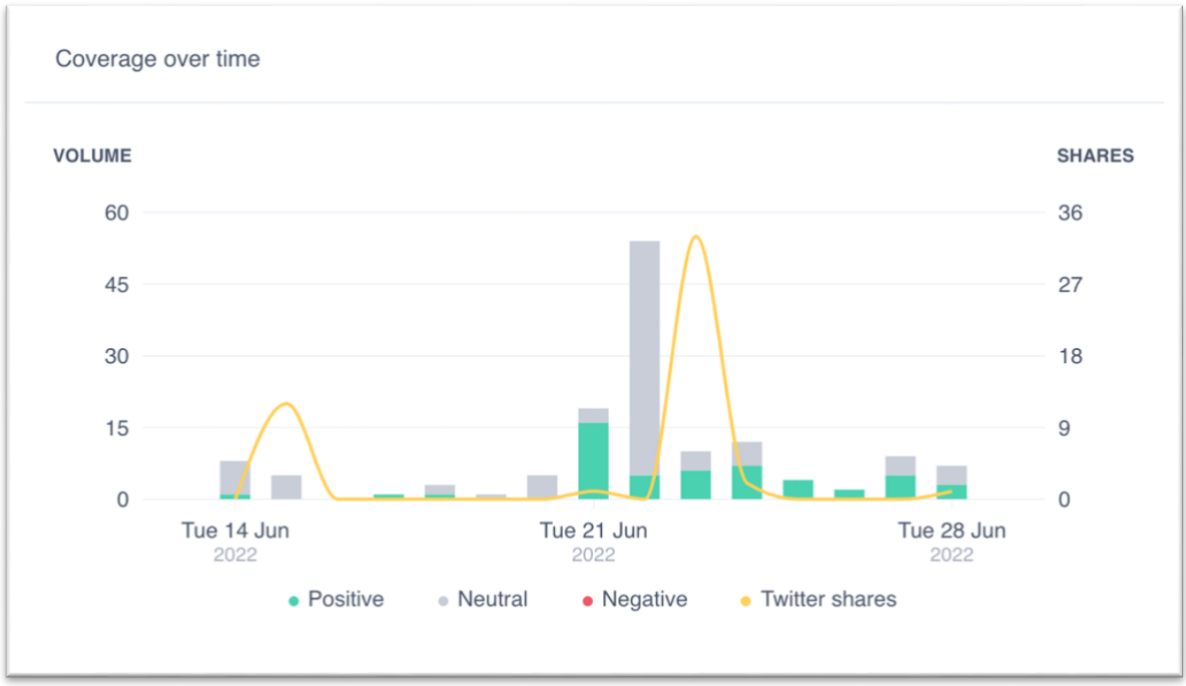


The Climate Action Live received a total of 137 articles in the last two weeks. The biggest spike in coverage actually occurred during the day of the 22nd of June, with 54 articles worldwide.

On the day of the event, the publications that mentioned Climate Action Live had a total potential reach of 387 million.

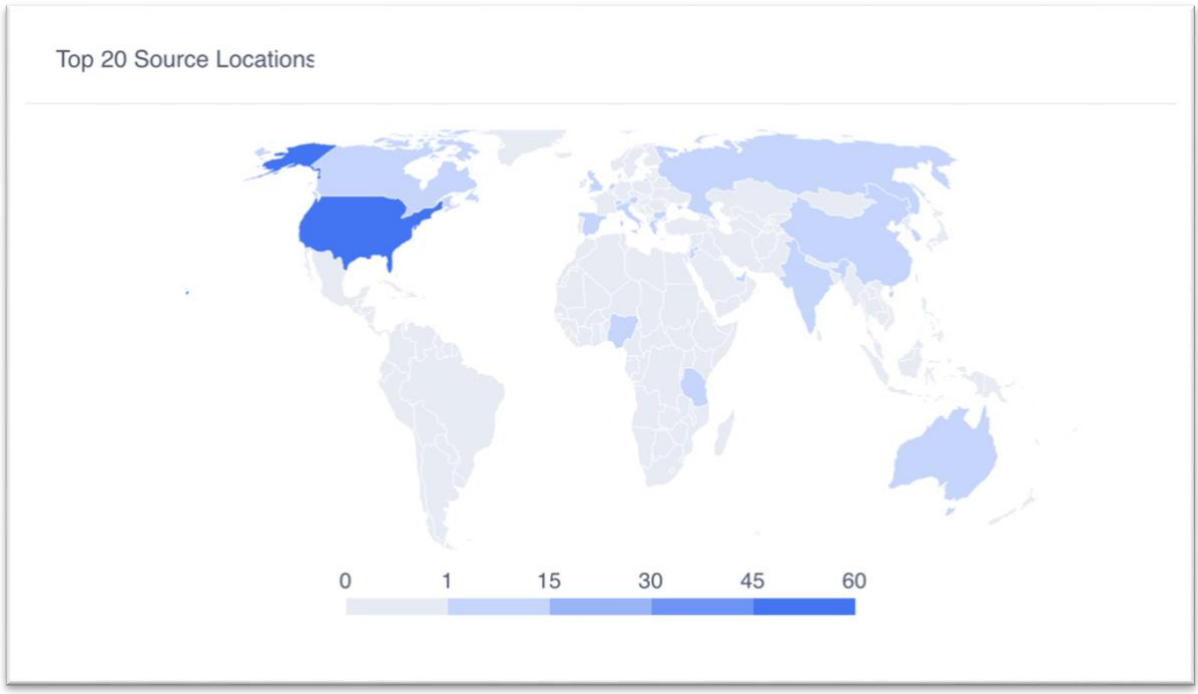
Note, “reach” refers to the number of times people were potentially reached by news on about Climate Action Live. Reach is calculated from aggregating each publications’ circulation (Print) or monthly unique visitors (Digital). Reach, in this case, should not be confused with the actual number of people who read the articles. Instead, it indicates the number of times people may have read news about Climate Action Live.

Sentiment



Out of the 137 articles published during the examined time frame, there were no articles carrying negative sentiment. 36% of the articles were positive with 64% of the articles registered as being neutral.

Heatmap



The majority of mentions for Climate Action Live originated from the United States, followed by the United Kingdom.

More specifically, 56 articles were published by US sources, and 12 articles were from UK Sources. Ten of the articles originated from Chinese sources.

Five EU countries published news related to the Climate Action Live event: Spain, Greece, Italy, The Netherlands, and Switzerland.

6. Search Engine Results Page Analysis

The section provides an analysis of the first pages of Google's search engine results for the following keywords connected to the campaign:

- Climate Action Live Global Digital Experience
- Climate Action Live
- Climate Action
- Make peace with the planet
- No Climate Action, No Peace
- Jeremy Gilley

Methodology for Analysis

In the analysis below are tables detailing the various page 1 results for the above keywords, the URL, headline and relevant positioning on the page are detailed, with each being assigned a coloured tone key: positive (green), neutral (amber), negative (red) and irrelevant (grey).

We tone-set the results by analysing each of the URLs ranking across Google's page 1 and 2 in the context of the Climate Action Live event campaign. We consider positive URLs to be resources mentioning the Climate Action Live event and raising awareness of it. Neutral search results are ones which may make a mention of the event but that are not specific enough to be considered as positive assets. Irrelevant search results are the ones which may include the keywords, but which context differs from that of the initiative/does not mention Climate Action Live. We have not identified any negative results in relation to the event.

Climate Action Live Global Digital Experience

14 Jun 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/live	Live - Peace One Day		1
https://www.looktothestars.org/news/20191-peace-one-day-announces-cli...	Peace One Day Announces Climate Action Live Global Digital ...		2
https://www.youtube.com/channel/UC_bQe4e0XX0fJzZQQ6b0G4A?featur...	Peace One Day - YouTube		3
https://www.prnewswire.co.uk/news-releases/peace-one-day-announces-th...	Peace One Day announces this year's Climate Action Live on ...		4
https://breadbirmingham.co.uk/wp-content/uploads/2022/01/Bread-Virtual-...	Virtual Events | Bread Birmingham		5
https://qtv.media/peace-one-day/	Peace One Day | QTV | Innovative outside broadcast and ...		6
https://www.nls.uk/climate-action/	Climate action | National Library of Scotland		7
https://countdown.ted.com/	TED Countdown		8
https://www.imdb.com/name/nm0319074/news	Jeremy Gilley (I) - News - IMDb		9
https://ukcop26.org/the-conference/green-zone-programme-of-events/	Green Zone Programme of Events - GLASGOW - COP26		10

A week prior to the event, search engine results for the keyword “Climate Action Live Global Digital Experience” were mostly positive. Results spanned owned assets and press releases about the event, alongside a couple of pages that aren’t relevant to the event.

21 Jun 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/live	Live - Peace One Day		1
https://www.looktothestars.org/news/20191-peace-one-day-announces-cli...	Peace One Day Announces Climate Action Live Global Digital ...		2
https://www.youtube.com/channel/UC_bQe4e0XX0fJzZQQ6b0G4A?featur...	Peace One Day - YouTube		3
https://www.bloomberg.com/press-releases/2022-06-16/peace-one-day-an...	Peace One Day announces this year's Climate Action Live on ...		4
https://breadbirmingham.co.uk/wp-content/uploads/2022/01/Bread-Virtual-...	Virtual Events | Bread Birmingham		5
https://m.facebook.com/peaceday/videos/highlights-film-climate-action-live-...	Climate Action Live 21 June - International Day of Peace		6
https://qtv.media/peace-one-day/	Peace One Day | QTV | Innovative outside broadcast and ...		7
https://www.worldclimatesummit.org/	World Climate Summit | COP27 Side Event | Sharm el-Sheikh ...		8
https://www.tpximpact.com/our-work/climate-action-through-a-sustainable-...	Climate action through a sustainable web build - TPXimpact		9
https://www.nls.uk/climate-action/	Climate action | National Library of Scotland		10

Search engine results for 21 Jun 2022 were similarly positive. Six of ten results were positive, offering information from Peace One Day sites or press releases. The neutral QTV media page ranked at position seven, while the bottom 3 entries were irrelevant to the event.

28 Jun 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/live	Live - Peace One Day		1
https://www.looktothestars.org/news/20191-peace-one-day-announces-cli...	Peace One Day Announces Climate Action Live Global Digital ...		2
https://www.youtube.com/channel/UC_bQe4e0XX0fJzZQQ6b0G4A?featur...	Peace One Day - YouTube		3
https://covcan.uk/climate-action-live-2022/	Climate Action Live 2022		4
https://www.prnewswire.co.uk/news-releases/peace-one-day-announces-th...	Peace One Day announces this year's Climate Action Live on ...		5
https://www.worldbank.org/en/events/2022/02/24/green-and-digital-acceler...	Green and Digital: Accelerating Climate Action. Learning from ...		6
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley - Founder - Peace One Day | LinkedIn		7
https://www.worldclimatesummit.org/	World Climate Summit | COP27 Side Event | Sharm el-Sheikh		8
https://events.climateaction.org/sustainable-innovation-forum/	Home - Sustainable Innovation Forum - Events - Climate Action		9
https://www.tpximpact.com/our-work/climate-action-through-a-sustainable-...	Climate action through a sustainable web build - TPXimpact		10

On 28 Jun 2022, the search engine results for this keyword were mostly positive. Five of the ten URLs are positive and ranking prominently on page one. The Bloomberg press release, the Facebook URL, and the Virtual Events page got pushed down the SERPs while the COVCAN page and the PR Newswire press release joined page one.

Climate Action Live

14 Jun 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/Events?p=ClimateActionLiveGlobalDigitalEx...	Climate Action Live - Peace One Day		1
https://climatechangelive.org/	Climate Change Live		2
https://www.climateactionlive.show/	Climate Action Live		3
https://www.prnewswire.com/news-releases/peace-one-day-announces-thi...	Peace One Day announces this year's Climate Action Live on ...		4
https://www.climateaction.org/	Climate Action: Home		5
https://www.un.org/en/climatechange	ClimateChange - the United Nations		6
https://www.youtube.com/user/climateconference	UN Climate Change - YouTube		7
https://climatecapital.live.ft.com/	FT Climate Capital Live | 8 - 10 March 2022		8
https://www.looktothestars.org/news/20519-peace-one-day-announces-this...	Peace One Day announces this year's Climate Action Live		9
https://www.bloomberg.com/graphics/climate-change-data-green/	Bloomberg Data Dash: A Live Climate Scoreboard for the World		10

A week before the event, the page one results for “Climate Action Live” were dominated by pages relevant to the climate change movement, but only four of which mention the “Climate action Live” event. Some of the irrelevant pages ranked prominently on page one.

21 Jun 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/Events?p=ClimateActionLiveGlobalDigitalEx...	Climate Action Live - Peace One Day		1
https://climatechangelive.org/	Climate Change Live		2
https://www.climateactionlive.show/	Climate Action Live		3
https://covcan.uk/climate-action-live-2022/	Climate Action Live 2022		4
https://www.climateaction.org/	Climate Action: Home		5
https://www.youtube.com/c/ClimateAction	Climate Action - YouTube		6
https://www.youtube.com/watch?v=SfSrHCDQGE0	Climate Action Live Update - YouTube		7
https://www.prnewswire.co.uk/news-releases/peace-one-day-announces-th...	Peace One Day announces this year's Climate Action Live on ...		8
https://www.un.org/en/climatechange	ClimateChange - the United Nations		9
https://climatecapital.live.ft.com/	FT Climate Capital Live | 8 - 10 March 2022		10

On 21 Jun 2022, the day of the event, the first page presented five positive entries ranking in positions one, four and five, as well as seven and eight. The rest of the results are relevant to the climate change movement, but they do not mention the “Climate action Live” event.

28 Jun 2022

URL	Headline	Tone	Rank
https://peaceoneday.org/Main/Events?p=ClimateActionLiveGlobalDigitalEx...	Climate Action Live - Peace One Day		1
https://www.climateactionlive.show/	Climate Action Live		2
https://climatechangelive.org/	Climate Change Live		3
https://www.climateaction.org/	Climate Action: Home		4
https://covcan.uk/climate-action-live-2022/	Climate Action Live 2022		5
https://www.prnewswire.com/news-releases/peace-one-day-announces-thi...	Peace One Day announces this year's Climate ... - PR Newswire		6
https://www.youtube.com/c/ClimateAction	Climate Action - YouTube		7
https://www.youtube.com/watch?v=ifxMdPv1uMs	London Climate Action Week Live Stream - YouTube		8
https://www.prnewswire.co.uk/news-releases/peace-one-day-announces-th...	Peace One Day announces this year's ... - PR Newswire UK		9
https://www.un.org/en/climatechange	ClimateChange - the United Nations		10

A week after the event, the Peace One Day page hosting the event continued to hold its first position in the SERPs for “Climate Action Live”. Positions four to six and nine are also populated with positive results.

Climate Action

14 Jun 2022

URL	Headline	Tone	Rank
https://www.climateaction.org/	Climate Action: Home		1
https://www.un.org/sustainabledevelopment/climate-change/	Climate Change - United Nations Sustainable Development		2
https://climateactiontracker.org/	Climate Action Tracker: Home		3
https://www.climateaction100.org/	Climate Action 100+		4
https://globalgoals.org/goals/13-climate-action/	Goal 13: Climate action - The Global Goals		5
https://climatenetwork.org/	Climate Action Network – Home		6
https://ec.europa.eu/clima/index_en	Climate Action - European Commission		7

A week before the event, only irrelevant results appeared on the first page of search results for “Climate Action”. These are generic pages about the broader climate action movement, but none of which mention the event.

21 Jun 2022

URL	Headline	Tone	Rank
https://www.climateaction.org/	Climate Action: Home		1
https://www.un.org/sustainabledevelopment/climate-change/	Climate Change - United Nations Sustainable Development		2
https://www.climateaction100.org/	Climate Action 100+		3
https://climateactiontracker.org/	Climate Action Tracker: Home		4
https://climatenetwork.org/	Climate Action Network – Home		5
https://globalgoals.org/goals/13-climate-action/	Goal 13: Climate action - The Global Goals		6
https://ec.europa.eu/clima/index_en	Climate Action - European Commission		7
https://takeclimateaction.uk/	Take Climate Action		8

On the day of the event, the first page of results for “Climate Action” continued to be populated with generic content about climate change action, with no controlled pages about the event appearing on the top two pages.

28 Jun 2022

URL	Headline	Tone	Rank
https://www.climateaction.org/	Climate Action: Home		1
https://www.un.org/sustainabledevelopment/climate-change/	Climate Change - United Nations Sustainable Development		2
https://www.climateaction100.org/	Climate Action 100+		3
https://climateactiontracker.org/	Climate Action Tracker: Home		4
https://climatenetwork.org/	Climate Action Network – Home		5
https://globalgoals.org/goals/13-climate-action/	Goal 13: Climate action - The Global Goals		6

A week following the event, the first page of search results for "Climate Action" saw the ranking of one positive at the first position. However, the page was still dominated by generic content.

Make peace with the planet

14 Jun 2022

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Making_Peace_with_the_Planet	Making Peace with the Planet - Wikipedia		1
https://www.amazon.co.uk/Making-Peace-Planet-Barry-Commoner/dp/156...	Making Peace With the Planet - Commoner, Barry - Amazon UK		2
https://thenewpress.com/books/making-peace-with-planet	Making Peace with the Planet | The New Press		3
https://www.un.org/africarenewal/magazine/march-2021/making-peace-nat...	Making peace with nature is possible, if we start now - the ...		4
https://www.fairobserver.com/more/global_change/deborah-brosnan-climat...	2021 Is the Year to Make Peace With Our Planet - Fair Observer		5
https://www.jstor.org/stable/24113135	Barry Commoner: Making Peace with the Planet - jstor		6
https://www.unep.org/news-and-stories/speech/healthy-diets-healthy-peopl...	Healthy diets, healthy people and a nature-positive world		7
https://www.researchgate.net/post/How-can-humanity-make-peace-with-th...	How can humanity make peace with the planet Earth and ...		8

A week before the event, results for "Make peace with the planet" are dominated by pages relating to the UN report released in March 2021 and the 1990 book by ecologist Barry Commoner. Whilst they are all certainly ecologically and environmentally focused, none pertain to the Climate Action Live event.

21 Jun 2022

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Making_Peace_with_the_Planet	Making Peace with the Planet - Wikipedia		1
https://www.amazon.co.uk/Making-Peace-Planet-Barry-Commoner/dp/156...	Making Peace With the Planet - Commoner, Barry - Amazon UK		2
https://thenewpress.com/books/making-peace-with-planet	Making Peace with the Planet | The New Press		3
https://www.un.org/africarenewal/magazine/march-2021/making-peace-nat...	Making peace with nature is possible, if we start now - the ...		4
https://www.fairobserver.com/more/global_change/deborah-brosnan-climat...	2021 Is the Year to Make Peace With Our Planet - Fair Observer		5
https://www.jstor.org/stable/24113135	Barry Commoner: Making Peace with the Planet - jstor		6
https://www.unep.org/news-and-stories/speech/healthy-diets-healthy-peopl...	Healthy diets, healthy people and a nature-positive world		7
https://www.voanews.com/a/science-health_un-huge-changes-society-nee...	UN: Huge Changes in Society Needed to Make Peace with ...		8

On the day of the event, the results remain unchanged, still dominated by articles about the Barry Commoner book and the UN report with no mention of Climate Action Live.

28 Jun 2022

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Making_Peace_with_the_Planet	Making Peace with the Planet - Wikipedia		1
https://www.amazon.co.uk/Making-Peace-Planet-Barry-Commoner/dp/156...	Making Peace With the Planet Paperback – 16 April 1992		2
https://thenewpress.com/books/making-peace-with-planet	Making Peace with the Planet | The New Press		3
https://www.un.org/africarenewal/magazine/march-2021/making-peace-nat...	Making peace with nature is possible, if we start now | Africa ...		4
https://www.fairobserver.com/more/global_change/deborah-brosnan-climat...	2021 Is the Year to Make Peace With Our Planet - Fair Observer		5
https://www.unep.org/news-and-stories/speech/healthy-diets-healthy-peopl...	Healthy diets, healthy people and a nature-positive world		6
https://www.jstor.org/stable/24113135	Barry Commoner: Making Peace with the Planet - jstor		7
https://www.plutobooks.com/9780745333762/making-peace-with-the-earth	Making Peace with the Earth - Pluto Press		8
https://www.abebooks.co.uk/9780394565989/Making-Peace-Planet-Comm...	9780394565989: Making Peace With the Planet - AbeBooks		9

A week after the event, search results for “Make peace with the planet” still presented content related to the Barry Commoner book and the UN report, with no mentions of the event on the top two pages of results.

No Climate Action, No Peace

14 Jun 2022

URL	Headline	Tone	Rank
https://sdg.iisd.org/commentary/guest-articles/no-sustainable-development-...	No Sustainable Development Without an Environment of ...		1
https://xrpeace.org/wp/wp-content/uploads/2020/02/Molly-Scott-Cato-MAW...	"No Climate Justice, No Peace"		2
https://rethinkingsecurity.org.uk/2020/08/11/climate-justice-peace/	No Climate Justice, No Peace - Rethinking Security		3
https://www.un.org/sustainabledevelopment/climate-change/	Climate Change - United Nations Sustainable Development		4
https://womengenderclimate.org/no-climate-justice-no-peace-without-femini...	No climate justice, no peace without feminists - Women ...		5
https://www.theguardian.com/commentisfree/2021/oct/19/climate-change-is...	Climate change is a national security issue, but not in the way ...		6
https://climate-diplomacy.org/magazine/conflict/new-climate-peace	A New Climate for Peace		7
https://www.unep.org/news-and-stories/story/climate-action-peace-faith-ba...	Climate action for peace – faith-based perspectives - UNEP		8

One week before the event, page one results consist primarily of neutral and irrelevant mentions, with no owned asset or news articles addressing the event. There are however two mentions of the event on page two, one is a press release, and the other is an owned asset, ranking respectively in positions ten and twelve.

21 Jun 2022

URL	Headline	Tone	Rank
https://sdg.iisd.org/commentary/guest-articles/no-sustainable-development-...	No Sustainable Development Without an Environment of ...		1
https://xrpeace.org/wp/wp-content/uploads/2020/02/Molly-Scott-Cato-MAW...	"No Climate Justice, No Peace"		2
https://rethinkingsecurity.org.uk/2020/08/11/climate-justice-peace/	No Climate Justice, No Peace - Rethinking Security		3
https://www.un.org/sustainabledevelopment/climate-change/	Climate Change - United Nations Sustainable Development		4
https://womengenderclimate.org/no-climate-justice-no-peace-without-femini...	No climate justice, no peace without feminists - Women ...		5
https://www.theguardian.com/commentisfree/2021/oct/19/climate-change-is...	Climate change is a national security issue, but not in the way ...		6
https://twitter.com/PeaceOneDay/status/1406613440064626688	Peace One Day on Twitter: "No Climate Action, No Peace ...		7
https://grist.org/article/2009-12-10-no-climate-action-no-peace/	No climate action, no peace, says Obama in Nobel speech		8

By the day of the event, the results had changed to include an owned assets to page one. All of the neutral results remained, with one irrelevant entry getting displaced further down the SERPs. Page two had also included two positive results, a new press release and an owned asset, ranking respectively in positions twelve and seventeen.

28 Jun 2022

URL	Headline	Tone	Rank
https://sdg.iisd.org/commentary/guest-articles/no-sustainable-development-...	No Sustainable Development Without an Environment of ...		1
https://xrpeace.org/wp/wp-content/uploads/2020/02/Molly-Scott-Cato-MAW...	"No Climate Justice, No Peace"		2
https://rethinkingsecurity.org.uk/2020/08/11/climate-justice-peace/	No Climate Justice, No Peace - Rethinking Security		3
https://www.un.org/sustainabledevelopment/climate-change/	Climate Change - United Nations Sustainable Development		4
https://twitter.com/PeaceOneDay/status/1406613440064626688	Peace One Day on Twitter: "No Climate Action, No Peace ...		5
https://www.theguardian.com/commentisfree/2021/oct/19/climate-change-is...	Climate change is a national security issue, but not in the way ...		6
https://www.bloomberg.com/press-releases/2022-06-16/peace-one-day-an...	Peace One Day announces this year's Climate Action Live on ...		7
https://www.unep.org/news-and-stories/story/climate-action-peace-faith-ba...	Climate action for peace – faith-based perspectives - UNEP		8
https://climatesecurity.cgiar.org/	Climate Security CGIAR		9

A week after the event, the Bloomberg press release had climbed onto page one, and the POD tweet moved from position seven to five on page one. The PR Newswire press release had also climbed two positions to rank in position one on page two.

Jeremy Gilley

14 Jun 2022

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley - Wikipedia		1
https://www.imdb.com/name/nm0319074/	Jeremy Gilley - IMDb		2
https://twitter.com/JeremyGilley?ref_src=twsrc^google|twcamp^serp|twgr^a...	Jeremy Gilley (@JeremyGilley) · Twitter		3
https://www.instagram.com/jeremygilleypod/?hl=en	Jeremy Gilley (@jeremygilleypod) • Instagram photos and ...		4
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley - Founder - Peace One Day | LinkedIn		5
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Performing Artistes		6
https://en-gb.facebook.com/JeremyGilleyPOD/	Jeremy Gilley - Home | Facebook		7
https://www.ted.com/speakers/jeremy_gilley	Jeremy Gilley | Speaker - TED		8
https://motivationalspeakersagency.co.uk/current-affairs-speakers/jeremy-g...	Hire Jeremy Gilley | Peace One Day Founder		9

A week before the event, the search engine results for the keyword “Jeremy Gilley” returned a mixture of positive, neutral and irrelevant entries. The four positive results comprised of controlled assets belonging to Jeremy Gilley and the Peace One Day website. Page two also contained three positive results positioned as the tenth, eleventh, and seventeenth entries.

21 Jun 2022

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley - Wikipedia		1
https://www.imdb.com/name/nm0319074/	Jeremy Gilley - IMDb		2
https://twitter.com/JeremyGilley?ref_src=twsrc^google|twcamp^serp|twgr^a...	Jeremy Gilley (@JeremyGilley) · Twitter		3
https://www.instagram.com/jeremygilleypod/?hl=en	Jeremy Gilley (@jeremygilleypod) • Instagram photos and ...		4
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley - Founder - Peace One Day | LinkedIn		5
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Founder of Peace One Day. A successful actor ...		6
https://en-gb.facebook.com/JeremyGilleyPOD/	Jeremy Gilley - Home | Facebook		7
https://motivationalspeakersagency.co.uk/current-affairs-speakers/jeremy-g...	Hire Jeremy Gilley | Peace One Day Founder		8

The search results on the day of the event were almost unchanged from the week prior. Page one contained only eight results, with the TED profile dropping down the SERPs, leaving only three positives on page one.

28 Jun 2022

URL	Headline	Tone	Rank
https://en.wikipedia.org/wiki/Jeremy_Gilley	Jeremy Gilley - Wikipedia		1
https://www.imdb.com/name/nm0319074/	Jeremy Gilley - IMDb		2
https://www.instagram.com/jeremygilleypod/?hl=en	Jeremy Gilley (@jeremygilleypod) • Instagram photos and ...		3
https://uk.linkedin.com/in/jeremygilley	Jeremy Gilley - Founder - Peace One Day | LinkedIn		4
https://www.performingartistes.co.uk/artistes/jeremy-gilley	Jeremy Gilley - Founder of Peace One Day. A successful actor ...		5
https://en-gb.facebook.com/JeremyGilleyPOD/	Jeremy Gilley - Home | Facebook		6
https://motivationalspeakersagency.co.uk/current-affairs-speakers/jeremy-g...	Hire Jeremy Gilley | Peace One Day Founder		7
https://www.ted.com/speakers/jeremy_gilley	Jeremy Gilley | Speaker - TED		8

A week after the event, the TED profile had returned to rank on page one at position 8 while the Twitter profile dropped to position one of page two.