The Path to COP28
IMPACT REPORT
Across 14 months, GEFI has led the first and largest finance-focused campaign for COP28, bringing together high-profile institutions and thought leaders to raise awareness and drive action from the global finance sector.

- **The first and largest** finance-focused campaign for COP28
- **14 month campaign** with DIFC as host financial centre and 60+ partners
- **Focused on raising awareness and inspiring action across 4 core workstreams**
- **1 official UNFCCC Side Event** and 4 or 5 additional speaking engagements at Blue Green Zone events
- **10 Summits** across Dubai, Edinburgh, Kuala Lumpur, and London
- **10 industry reports**
- **11 technical round tables**
- **7 stakeholder meetings**
- **16 SDG Hive events**
- **An open letter issued to the COP28 President**
- **60 thought leadership pieces**
- **4 DIFC Podcasts**
- **£5m+ campaign** advertising projection on the DIFC Gate Building
- **Media coverage** in Al Arabiya, Forbes Magazine, Gulf News, Khaleej Times, The Banker and Zawya
- **10 industry reports**
- **6 CISI endorsed CPD events**
- **3 evening lectures**
- **Engaged over 10,000 global finance practitioners**
- **3-part CPD accredited training series**
- **5 Asset TV interviews**
Outputs

In addition to the considerable momentum built by the campaign, GEFI launched and facilitated key partnerships and pioneering projects that will lead the way in mobilising financial institutions toward a just transition from commitment to implementation, measurement and reporting.

- Helped influence Global Stocktake Agreement to transition away from fossil fuels

- Encouraged two banks in Habib Bank (Pakistan) and ADIB (UAE) to sign up to the UN Principles for Responsible Banking

- Facilitated a partnership between Federated Hermes and GASP to find new ways to collaborate on innovative climate and biodiversity related investment solutions

- Announced Tayyib Inspired – a GEFI project with PwC, UKIFC and ISRA Consulting combining Islamic finance and sustainability

- Facilitated a partnership between the Islamic Development Bank, London Stock Exchange Group and International Capital Markets Association to produce green sukuk guidance in line with the Green Bond Principles

- Inspired and shaped the DIFC Sustainable Finance Catalyst announced at COP28

- DIFC geotargeted awareness campaign aimed at Expo visitors during the two weeks of COP28, delivered 3.3m impressions on Facebook and Instagram, resulting in 4.4k clicks and 6.6k engagements

- Encouraged two banks in Habib Bank (Pakistan) and ADIB (UAE) to sign up to the UN Principles for Responsible Banking

- Agreed partnerships with Greenpeace and Islamic University of Maldives

- Successfully lobbied COP28 team to move finance day to 4 December