

Extreme Hangout COP30 Belém

10th November - 21st November 2025



Belém Extreme Hangout COP 30

"It is going to be an extremely intense year of action to ensure that COP 30 brings the best possible results."
André Corrêa do Lago - COP 30 President



ABOUT US



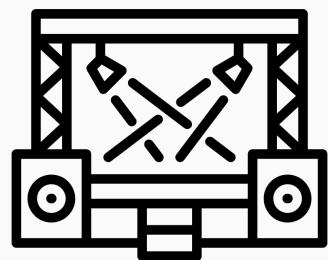
- The Extreme Hangout is a climate and nature event series, community & media hub
- Our mission is to give intergenerational change-makers a voice, popularise the climate movement and inspire environmental action
- We organise a 12 day impact event at COP each year, a three day event during London Climate Action Week and local events called Extreme Hangout Locals with event partners worldwide
- Since launch in 2021 we have run 25 events, hosted 2,000+ speakers from over 150 countries and engaged 40,000 visitors
- We bring together thought leaders and powerful voices to share the best regenerative practices and highlight actionable solutions to boost knowledge sharing and collaboration to drive ambitious and positive change
- We curate and post environmental video stories daily to our 20 million social media fans generating millions of impactful views per month

Now entering its fifth year Extreme Hangout is one of the most popular event experiences at COP

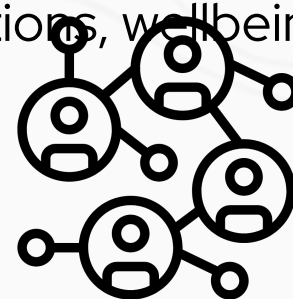


The Extreme Hangout at COP 30 is open to all, free to enter and is a place for networking, entertainment and learning

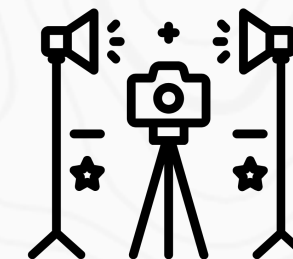
- Extreme Hangout combines talks from high-profile speakers, networking, experiential zones to engage, connect and empower changemakers.
- Mainstage - Panel discussions, keynote speakers, fireside chats, cinema screenings, live music
- Studio - for media partners, creators, leaders, CEOs and sponsors to create storytelling videos and thought leadership interviews
- Cafe & Bar - local & seasonal food and drinks, leading chefs and experiences in our all day cafe and evening bar. A place to hang out, share ideas, recharge yourself and your devices
- Experiential, creative and demo zone - showcasing the leading local and international brands & artists
- Outside Park Space - for art installations, wellbeing activations, creative interactive and the opportunity to relax



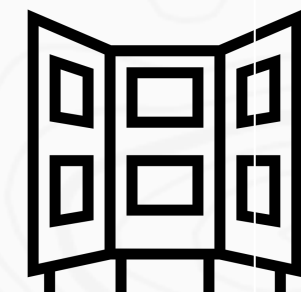
**MAIN
STAGE**



**HANGOUT HUB
BAR & NETWORKING**



**STUDIO SPACE FOR
STORYTELLING & THOUGHT
LEADER INTERVIEWS**



**EXHIBITIONS
& WORKSHOPS**





COP27 - 2022 EGYPT

Co-Located with New York Times in Bedouin tents overlooking the Red Sea

5 DAYS	2500 VISITORS
190 SPEAKERS	2M VIDEO VIEWS



OFFICIAL COP 28 PARTNER COP28 - 2023 DUBAI

A multi functional hub in the green zone with a stage, exhibition space, workshops and studios

10 DAYS	20,000 VISITORS
560 SPEAKERS	10M VIDEO VIEWS



COP29 - 2024 BAKU

Situated in the heart of the green zone, providing a setting of education, entertainment and networking

12 DAYS	7,964 VISITORS
254 SPEAKERS	5M VIDEO VIEWS

CUMULATIVE SINCE COP26 IN GLASGOW

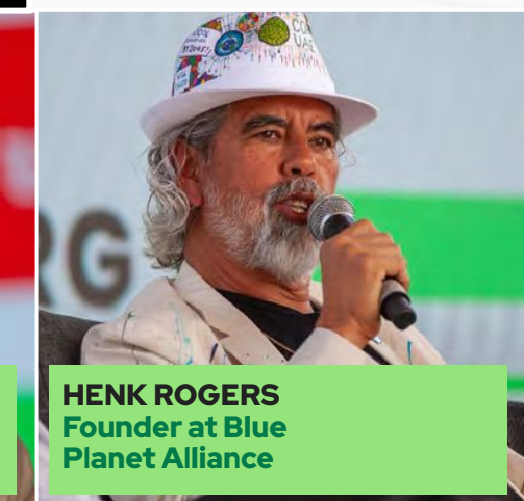
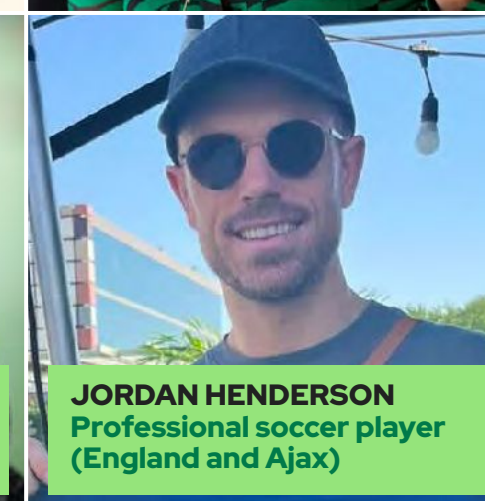
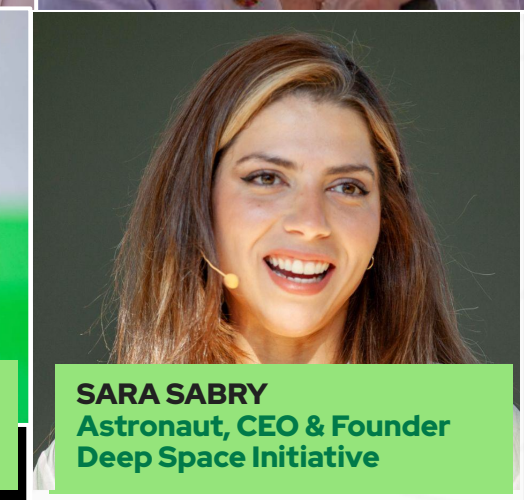
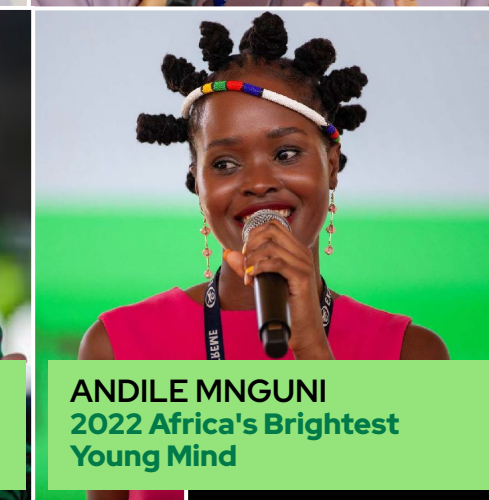
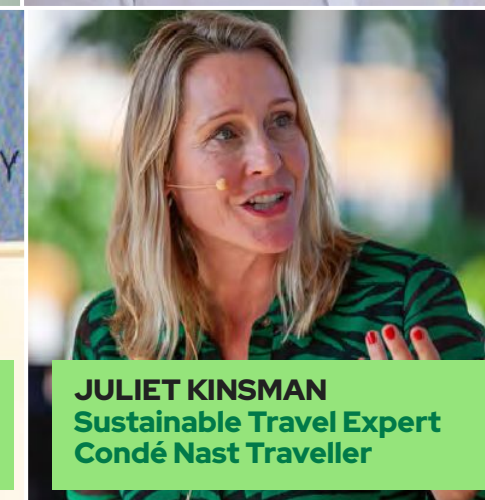
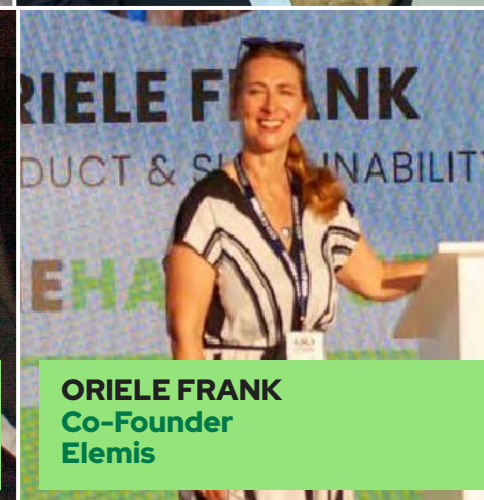
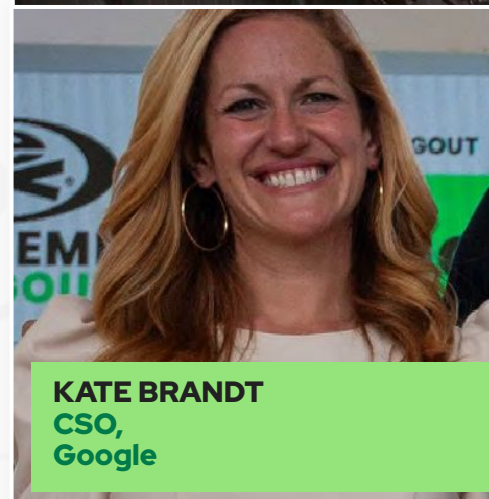
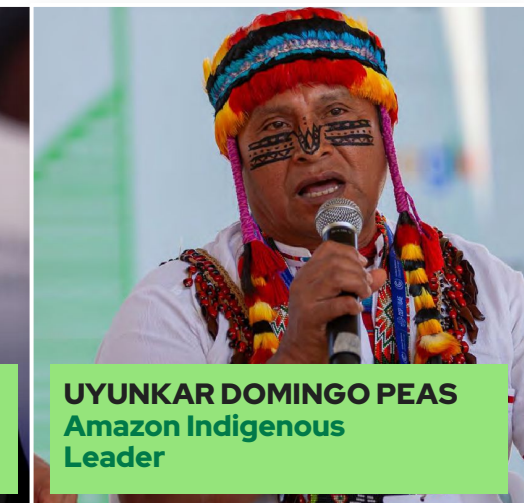
40,000 VISITORS	2,000 SPEAKERS	150 NATIONALITIES	60%+ FEMALE SPEAKERS	22M VIDEO VIEWS	120M REACH VIA TOP 20 INFLUENCERS
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Previous speakers

Over 1,000 speakers and panellists have taken to the Extreme Hangout stage at COP 26, 27, 28 and 29 including:

- Cultural Leaders
- Business Leaders
- Prime Ministers and Presidents
- Sustainability Champions
- Leading Social Creators
- Movie Stars, Sport Stars
- Musicians
- Tourism Leaders
- Ocean Activists
- Politicians
- Astronauts



Example of previous Daily programming themes

Some of the world's leading organisations individuals will join us to inspire and drive debate, discussion & action. Jointly managed and curated with sponsors, NGOs and supporters our daily themes are:

- **Day 1 - Welcome to COP**

Our first day at the Extreme Hangout aims to recognize the potential collective influence of eight billion imperfect environmentalists striving for progress together. We will spotlight those leading the way by example, with significant recognition given to the strength and determination of women.

- **Day 2- We are Nature (Nature, Biodiversity and Indigenous People)**

We recognize the intrinsic importance of nature and biodiversity as pillars upon which the health of our planet rests. We shall spend this day unpacking their interconnected influence, as well as the indispensable custodial role of indigenous communities.

- **Day 3 - Protecting our Blue Heart (Ocean, Coastal and Freshwater)**

Water is life. We will discuss the importance of our oceans, coastal areas, and freshwater resources in regulating the Earth's climate and supporting diverse ecosystems. How do we safeguard the lifeblood of our planet?

- **Day 4 - Redefining Wealth (Finance, Investment, Law, Insurance)**

Can finance and investment be our friend? This theme tackles the complex relationship between economics and the environment, highlighting innovative policies and financial mechanisms that drive sustainability, from green investments to climate risk insurance.

- **Day 5 - Power to the People (Energy, Peace, Relief, Recovery)**

Energy is more than just power—it's a pathway to peace, relief, and recovery. We will shine a light on the energy transition as well as considering strategies for disaster relief and recovery, emphasising the importance of building resilient communities and infrastructures.

- **Day 6 - Innovative Minds and Sustainable Futures (Design, Engineering, Technology, AI, Innovation)**

Bridging the ancient and the futuristic, we find out how we can harness technology and innovation whilst listening to the Earth and honouring traditional knowledge.

- **Day 7 - Rest Day (theme TBD)**

- **Day 8 - Moving with Purpose (Health and Wellness, Nutrition and Sport)**

Reframing the narrative around health and climate, we explore the intersection of wellness, nutrition, and sport. From fostering physical health to cultivating mental well-being, we highlight the importance of the power of play.

- **Day 9 - From Seed to Sustainability (Food and Agriculture)**

Exploring the journey from seed to stomach, focusing on sustainable agriculture and farming practices that protect our environment. Reinventing our food systems could be our secret weapon in the fight against climate change.

- **Day 10 - Travelling Lightly (Travel, Tourism, Mobility, Art, Music)**

Travel and tourism are deeply embedded in human culture. From eco-friendly travel to the arts that celebrate our shared heritage, how can we design a future where mobility and culture connect us without costing the planet?

- **Day 11 - Changing the Narrative (Media, Communication, Advertising, Consumption)**

Brands and the media has the power to drive meaningful change. We reverse attention back onto the role of media, advertising, and communications in promoting and hindering sustainability practices.

- **Day 12 - All in a word (A day of hope. People and Planet)**

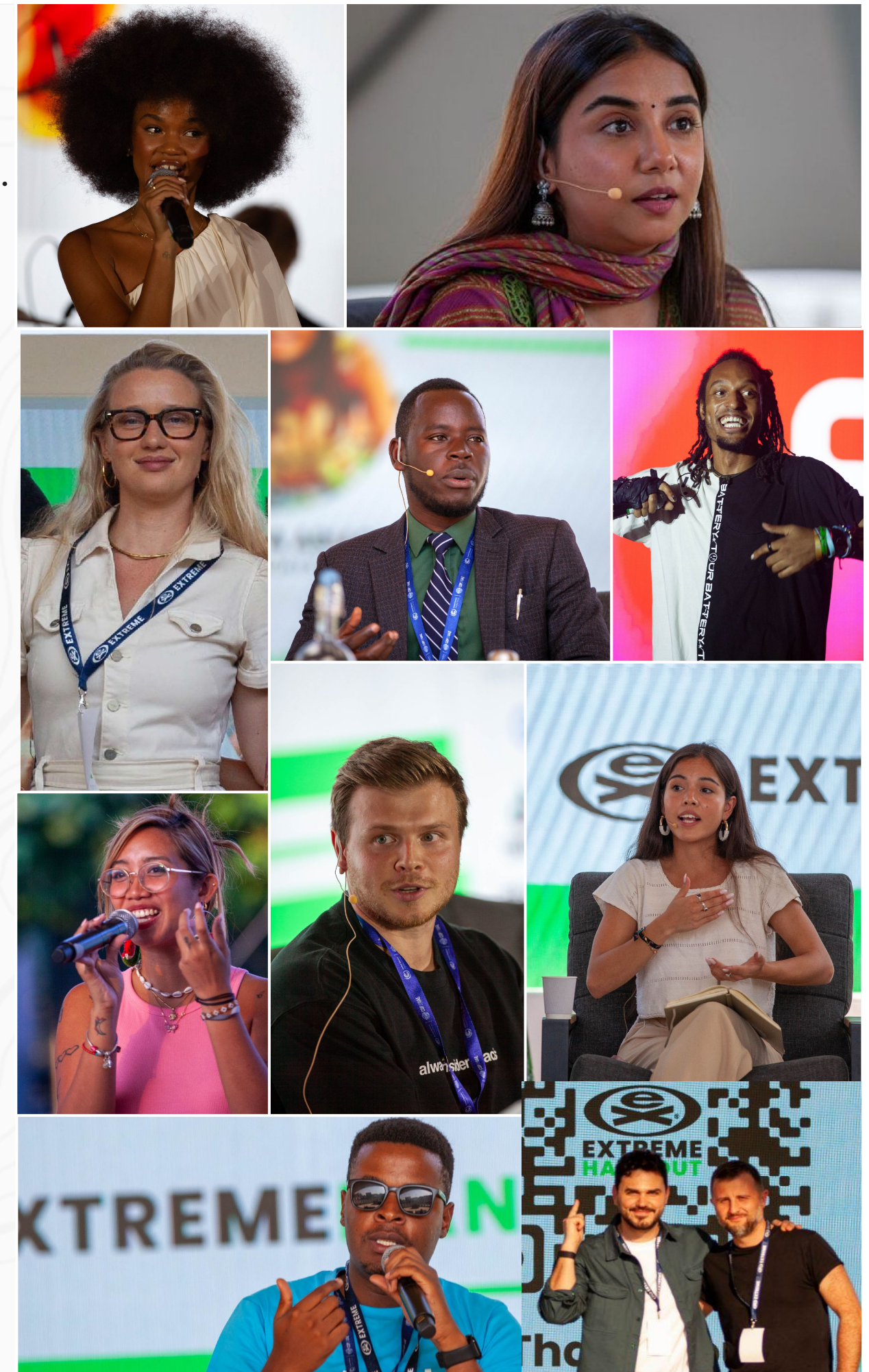
Our final day is dedicated to hope, unity, and a shared vision for a sustainable future. Only through recognizing our interconnectedness and the power of collective action can we protect our one and only planet.



COP30 Daily programming themes

Some of the world's leading organisations, individuals will join us to inspire and drive debate, discussion & action. Jointly managed and curated with sponsors, NGOs and supporters our daily themes are:

- **Day 1 - The World is Watching**
An inspiring global opening ceremony highlighting how storytelling, media, and cultural influence shape climate narratives and public imagination.
- **Day 2 - Kicking Off the Climate Cup**
Exploring the climate crisis through the lens of sport – how changing weather, infrastructure and athlete activism are redefining the future of global games.
- **Day 3 - Voices of the People**
From protest art to ballot boxes, this day centers civic engagement, radical participation, and cultural expression as tools for justice and systemic change.
- **Day 4 - Planet on a Plate**
Delving into the climate cost of what we eat, this theme explores regenerative agriculture, ancestral foodways, ultra-processed diets, and the chefs leading change.
- **Day 5 - Powering the Future**
What will truly fuel a just energy transition? From bold debates over solar and nuclear to cities built for climate and culture, this is a dive into the systems, leaders, and solutions shaping our future – from clean water to global breakthroughs in electrification.
- **Day 6 - Tech it to the Next Level**
Cutting-edge or climate-washing? This day critically explores smart cities, AI tools, and green tech – asking who benefits, what works, and what's hype.
- **Day 7 - Style and Substance**
A stylish, sharp dive into the future of fashion – exposing the system's hidden costs and uplifting radical design, Indigenous textiles, and circular innovation
- **Day 8 - Culture of Care**
Mental, physical and planetary health come together here – with a focus on environmental justice, healing systems, spiritual well being, and community resilience.
- **Day 9 - Roots and Rhythms**
Rooted in music, story, and biodiversity, this day honors Indigenous knowledge as key to planetary healing – featuring live performance, deep conversation and land-based wisdom.
- **Day 10 - Street Smarts**
An exploration of how cities move and breathe – through cycling, public transport, street art, and everyday culture in the climate age.
- **Day 11 - Beyond the Algorithm**
Who's shaping the climate story online? This day takes on misinformation, influence culture, and how digital platforms are reshaping activism and trust.
- **Day 12 - Pass it On**
Closing with intention and vision, this day looks at what we're handing over – through youth leadership, intergenerational dialogue, and long-term legacies.



Hangout Hub

The heart of our experience and a welcoming space open to all:

- Hangout, recharge and relax;
- Enjoy drinks at the bar, free tea, coffee and water;
- Hold meetings and relaxed networking events in a informal atmosphere;
- Host lunch, dinner or evening drinks receptions;
- Convene networking opportunities;
- Deliver team workshops;
- 'Overflow' from the Blue Zone;
- Play table tennis, experience a nature based VR experience.



EXTREME HANGOUT

Experiential & Activations

Our Exhibition space and interactive workshop area let organisations showcase products and services, share climate solutions and deliver interactive activations, for example:

- **ASTRAZENECA CEO** Pascal Soriot hosted 200 guests for a “Reimagining Sustainable Healthcare” workshop;
- **OXFORD SMITH SCHOOL** celebrated the success of their Youth Climate Training Programme with a workshop for 100 guests;
- **TIKTOK** held a “How to inspire climate action through authenticity on TikTok” workshop and dinner for 100 guests, led by global creators and changemakers.



WORKSHOP BY
REYANNE MUSTAFA

EXTREME HANGOUT

On-Site Studio Space

Full-service facilities for media partners, creators and sponsors to create storytelling videos, thought leader interviews and organisation profiles in real time at COP30.

At COP28 our studios were used by Extreme, CNN, BBC, Google, Earthrise, Facebook, Tik Tok and many content creators.

Facilities include soundproof studios and recording booths complete with recording and lighting equipment.

A dedicated Selfie Space allows visitors to capture that perfect shot to share across their social media.



COP29 CEO & Changemaker Interviews

Discussing the world of tomorrow, today

The COP29 CEO Leadership Interviews highlighted how pioneers and innovators are making real change and facilitating action.

Filmed in our purpose-built COP29 studio, this collection of video interviews, highlighted the thoughts and visions of leaders, from across the business and sustainability landscape.

Guaranteed distribution through multiple international media channels, digital publishers and social media platforms.

Be part of our leadership evening where we facilitate connection, dialogue, learning and collaboration between leading change makers attending CO30

COP30 Concierge option

*** Detailed presentation available on request**



EXTREME HANGOUT

Media and Broadcast Coverage



“Extreme Hangout knows how to create a fantastic atmosphere.

MAX KLYMENKO • TIKTOK INFLUENCER

EXTREME HANGOUT

Livestream & broadcast

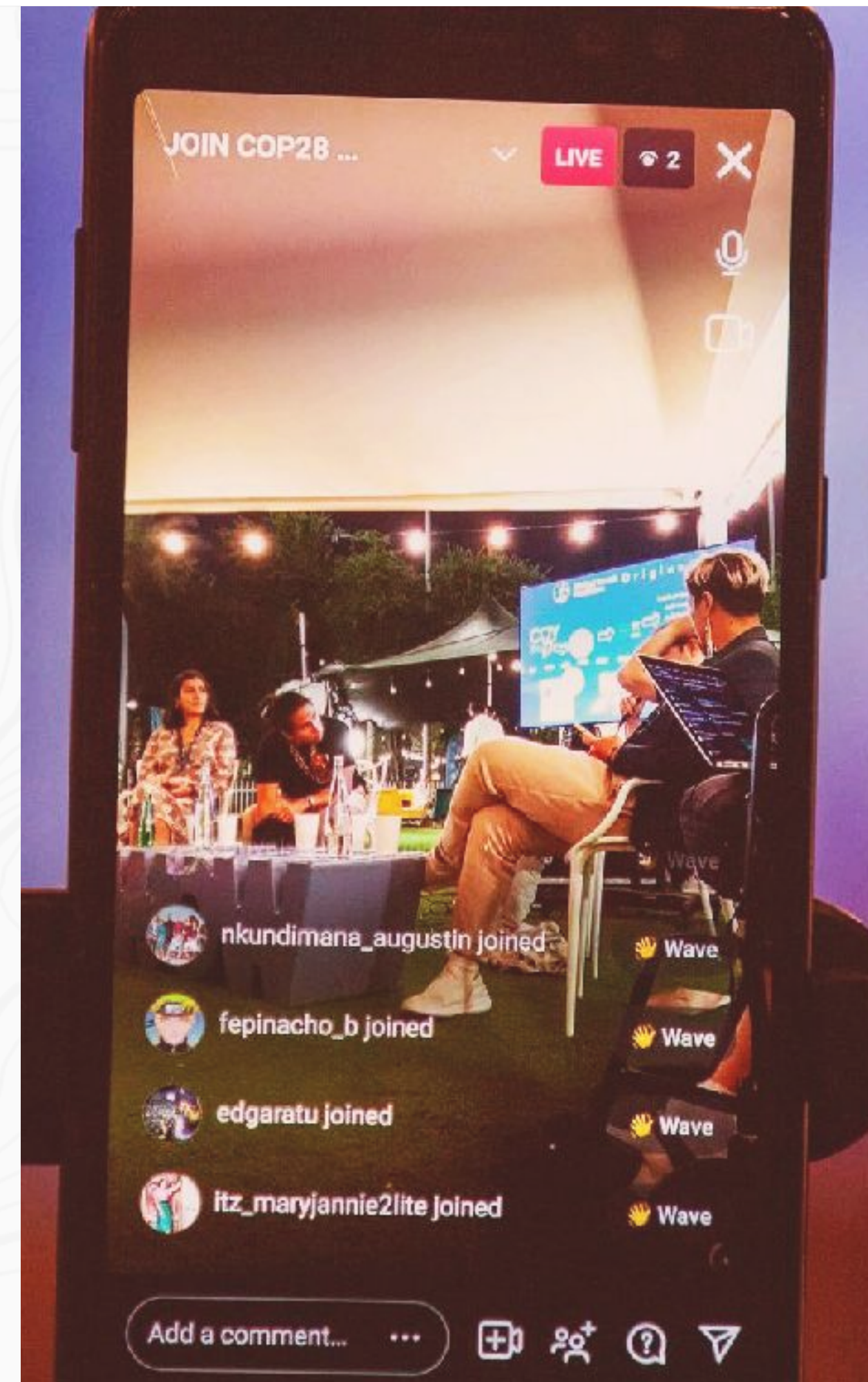
All Extreme Hangout activities are filmed can be live streamed worldwide across social and mainstream media, driving engagement and impact. All video content is rights free and available to any to one to use worldwide in perpetuity.

MEDIA DELIVERABLES

- Inspiring and educational content from leadership interviews and all panel discussions;
- Live broadcast feed of all panels and talks from 5 camera live studio setup;
- Live radio, podcast and press reporter feeds;
- Short video edits including: major highlights, daily highlights, BTS;
- Bespoke interviews with influential activists, sports stars, business leaders, politicians, scientists, celebrities and influencers.

BROADCAST DISTRIBUTION

- Extreme's network – UNREEL – 20 million fans, 300 million monthly views
- For COP28 we posted over **170 hours** of content on YouTube.
- Live feeds Feeds and shorts are distributed too Meta/ Facebook, Tik Tok, Google, WaterBear Network, New York Times, BBC, One Worldwide, Sky, Linkedin and Channel4.



EXTREME HANGOUT

Social media

We utilise and tap into our own, our speakers and partner's social media to engage the broadest audience possible and showcase panels, amplify stories and drive impact through multiple platforms.

INSTAGRAM

For COP30 we will be building on our COP29 activities which reached a total combined reach of 20.5M from 40 posts per day, 10 daily recap videos, 40+ reels, 100+ posts dedicated to partners and speakers, Extreme Hangout tagged in 135+ posts.

FACEBOOK

The livestream will be streamed to and made available to our 8m Facebook followers

TIKTOK

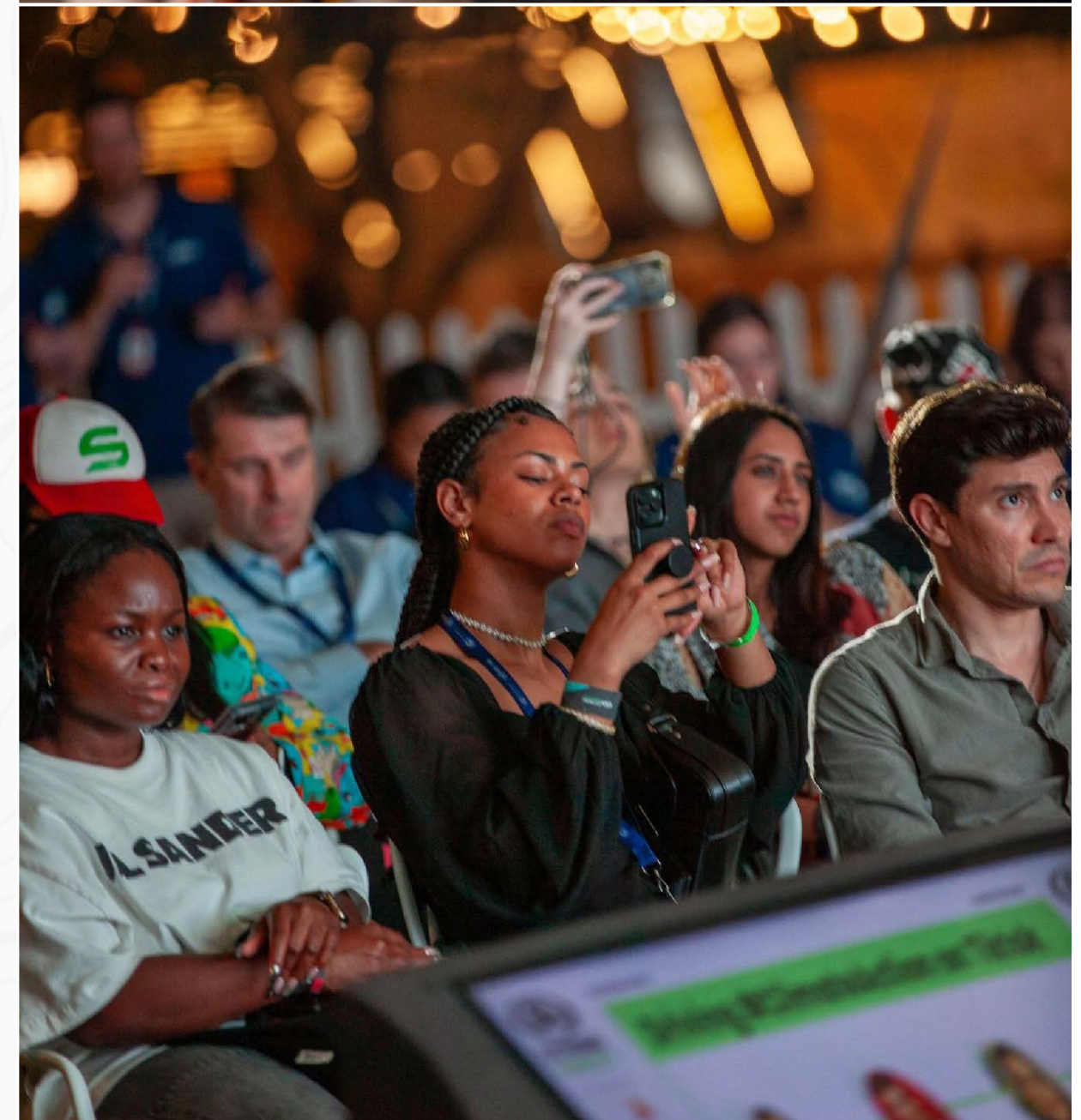
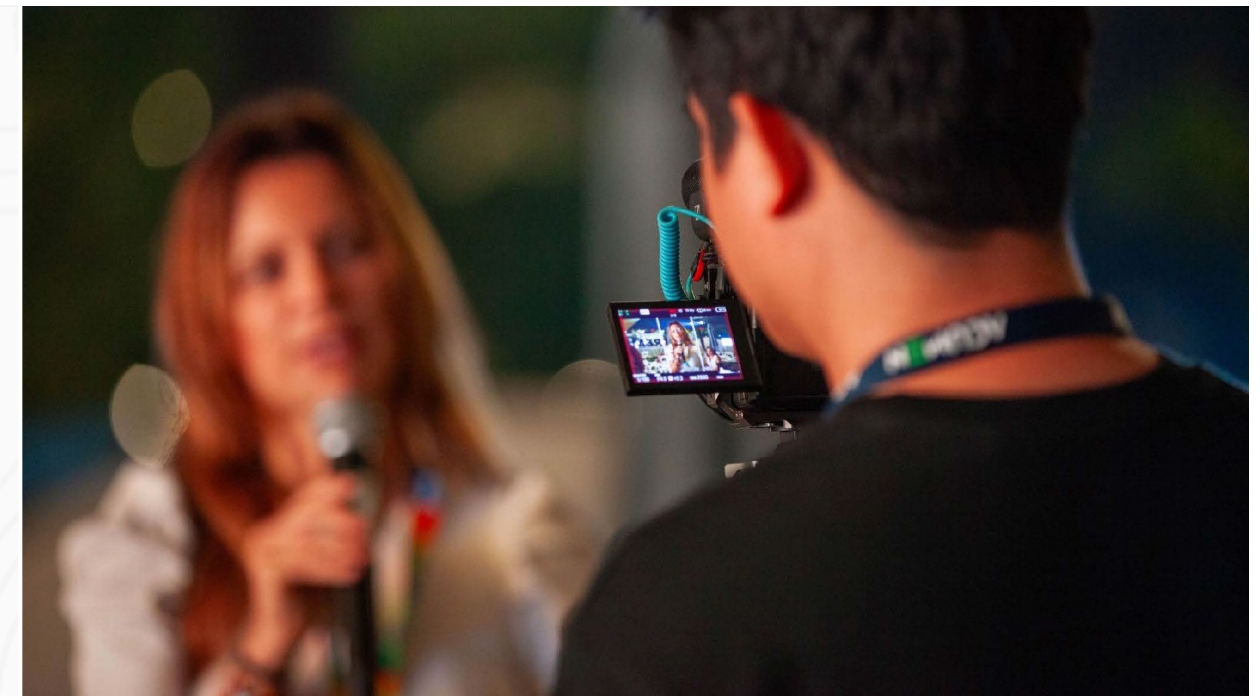
We will be looking to partner with TikTok again for COP30 after the 5 TikTok influencers who attended COP29 posted Extreme hangout content to their combined 14.5 million followers.

LINKEDIN

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



facebook



EXTREME HANGOUT • COP29 BAKU

Online Hangout & Newsletters

In August 2025 we will launch an online community to support Extreme Hangout.

This platform transforms every standalone Extreme Hangout event into a dynamic, always-on community of changemakers and climate activists.

In addition we email regular newsletter updates and announcements, including daily updates during the event days.

Emails go to the Extreme Hangout climate community database of over 5,000 people, have high engagement, averaging 97% delivery rate and 55% open rate.



Partner Benefits



WHY PARTNER WITH US

1. High-Profile Speaking Opportunities

Provide the Secretary, key Ministry figures, and local cultural leaders with curated moments on stage to speak to a global audience about Pará's cultural heritage, sustainability efforts, and leadership in climate action.

2. Hosting Receptions & VIP Gatherings

Opportunity to co-host opening and closing receptions, evening gatherings, and official delegations—showcasing Pará's hospitality, music, and cuisine to international dignitaries, media, and creators.

3. Cultural Activations & Performances

Integrate local artists, indigenous voices, musicians, and storytellers into the program. This positions the Ministry as a champion of cultural preservation and innovation on a global stage.

4. Co-Branding & Visibility

Parque da Residência and the Ministry of Culture will be co-branded across all Extreme Hangout assets: signage, stage design, video content, digital campaigns, and livestreams—seen by global audiences before, during, and after COP30.

5. Studio Access (Audio, Video, and Livestream)

Full access to an on-site content studio for recording interviews, podcasts, short-form videos, and livestreams with cultural voices from Pará and beyond—giving the Ministry ongoing content assets post-event.

6. Professional Content Creation

Receive a bank of professionally produced video and photo content for use across Ministry channels—featuring cultural moments, performances, interviews, and local storytelling.



Partner Benefits



WHY PARTNER WITH US

7. Powerful Networking Opportunities

Build relationships with global changemakers, artists, indigenous leaders, youth activists, influencers, and climate innovators who gather at the Extreme Hangout throughout COP30.

8. International Collaborations in Culture & Climate

Facilitate new cultural exchange initiatives and collaborative projects with other ministries and cultural institutions from across the globe attending COP30.

9. Social Media Reach Through Global Collaborators

Amplify Pará's cultural voice via Extreme Hangout's network of creators, podcasters, influencers and media partners—reaching millions of followers on TikTok, Instagram, YouTube and beyond.

10. Positioning Pará as a New Cultural & Tourism Destination

Frame Belém and the wider Pará region as an exciting, undiscovered destination for eco-conscious travelers and cultural explorers—showcasing its Amazonian beauty, heritage, and vibrant creative community.

11. Youth Engagement & Inspiration
































































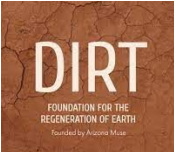
















Connect with young people from Brazil and worldwide through authentic, inclusive storytelling—building pride in Pará's culture and energizing a new generation of environmental and creative leaders.

12. Legacy Impact Beyond COP

Leave a lasting cultural footprint by embedding content, partnerships, and visibility that live on far beyond the 12 days of COP—supporting the Ministry's strategic goals into 2026 and beyond.



Past Sponsor and Partners include:





EXTREME **HANGOUT** OVERVIEW VIDEO



“The most beautiful engaging event and maybe the coolest venue at COP27” **Ivan Duque Marquez,**
Former President of Colombia

“We want to engage and inspire people, popularise the climate conversation, infuse it with hope and opportunity, through diverse, intergenerational, inter-community conversations showing that together we can build the 2050 of our dreams not our nightmares.

We work collaboratively with amazing partners who are thinking outside the box, amplify the volume of all doing meaningful climate action work, hold leaders to account, harness the power of sport and culture, encourage massive behavioural change and do all we can to help shift the climate dial.”

AMBER NUTTALL

EXTREME HANGOUT FOUNDER



WHY PARTNER WITH US

Joining us will allow your organisation to:

- Share your circular initiatives and highlight actionable solutions to boost knowledge and advance climate action
- Create authentic connections with our global community passionate about protecting humanity and regenerating the earth's living systems
- Engage internal teams to amplify your own efforts locally and internationally

THANK YOU

To learn more about partnership opportunities for the Extreme Hangout at COP 30 Belém to support Extreme Hangout Locals and engage with our changemaker community please contact:

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EXTREMEHANGOUT.ORG/COP_30 | EXTREMEHANGOUT.ORG

