

# THE CHALLENGE

## Understanding country perceptions around climate change and the energy transition

### Tracking and Managing Perception Trends Across Global Markets



Client Industry  
Senior Government Level

Markets  
Middle East, G20 and EU

#### Objectives

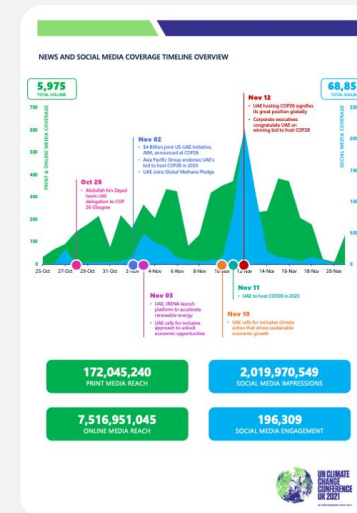
Understand global perceptions in relation to the government’s climate change initiatives and energy transition policies

#### Implementation & Approach

- Monitoring news coverage and social media conversations across key markets
- Investigation and analysis of captured data to uncover trends and nuances and to highlight potential reputational risks

#### Select Outcomes

- Regular reporting on key issues and developments shared with national leadership and distributed among concerned authorities and departments



**Analysis: Gulf energy giants pledge net zero - but plan to stick with oil**

**Associated Press**

**Readers**

**COP26: OPEC's Middle East heavyweights make their case for oil in the energy transition**