

**From:**

**Subject:**

**Date:**

Media Advisory - COP30 Presidency to Launch Maloca, a Virtual Platform for Global Climate Engagement

Tuesday, September 23, 2025 3:03:46 PM

---

Hello,

On Friday, September 26, the Brazilian Presidency of COP30 will officially launch *Maloca*, a new digital platform designed to expand global access to COP30 in Belém and other major climate events.

The launch will feature remarks by Ambassador André Corrêa do Lago, COP30 President, Ana Toni, COP30 CEO, and Marcos Neto, UN Assistant Secretary-General and Director of UNDP's Bureau for Policy and Programme Support.

The event is open to the press with participation available both in person and through Maloca's immersive, virtual environment.

Please find the full media advisory below.

Best,



**\*\*\*MEDIA ADVISORY\*\*\***

**COP30 Presidency to Launch *Maloca*, a Virtual Platform for Global Climate Engagement**

**New York, September 23, 2025** – On Friday, September 26, the Brazilian Presidency of COP30 will officially launch *Maloca*, a new digital platform designed to expand global access to COP30 in Belém and other major climate events. The launch will take place at the United Nations Development Programme (UNDP) headquarters in New York.

COP30 President Ambassador André Corrêa do Lago will be joined by Ana Toni, CEO of COP30, and Marcos Neto, UN Assistant Secretary-General and Director of UNDP's Bureau for Policy and Programme Support.

[Maloca](#) is a flagship initiative of UNDP Brazil, in partnership with the Brazilian Ministry of Foreign Affairs. It offers open, interactive access to COP30 and related climate forums, enabling participants worldwide to create avatars, engage in real-time discussions, and host events. The platform aims to democratize participation in climate action, particularly for communities and institutions from the Global South.

**Event Details:**

**Option 1: In-person in New York**

**Date:** Friday, September 26, 2025

**Time:** 10:00 AM - 10:50 AM EDT (please arrive 30 minutes early for check in)

**Location:** UNDP Headquarters, One United Nations Plaza, New York (15FF Executive Room)

**RSVP:** In-person attendance is limited. Journalists must confirm participation and provide ID/passport details by September 25 to [mariana.barros@undp.org](mailto:mariana.barros@undp.org) / +55 11 98202-8242.

**Option 2: Online, via Maloca**

**Date:** Friday, September 26, 2025

**Time:** 10:00 AM - 10:50 AM EDT / 11:00 AM - 11:50 AM Brasília time

**Location:** Virtual

**Note:** Journalists are encouraged to create avatars in advance [here](#) (password: Maloca).

###



[www.edelman.com](http://www.edelman.com)

This message and its contents are confidential. If you received this message in error, please inform the sender and then delete it. For information on how Edelman uses personal data and your rights, please see our [Privacy Policy](#). Please reply to this email to notify us if you do not want us to contact you with information similar to the subject of this email communication.

*This material is distributed by Daniel J. Edelman, Inc. on behalf of the United Nations Development Program on behalf of COP30 Presidency, Brazil. Additional information is available at the Department of Justice, Washington, DC.*