

Agenda item 2.3

Paragraph 10 of the annotated agenda

Outreach for the voluntary cancellation of certified emission reductions



CDM EB 100

Bangkok, Thailand, 27 to 31 August 2018



Procedural background

- **CDM two-year business and management plan 2018–2019: Goal 2:** Nurture the demand for, and participation in, the CDM

- **At its ninety-third meeting (EB 93), EB 95 and EB 99,** the Executive Board of the clean development mechanism considered information notes related to increasing the voluntary cancellation of certified emission reductions (CERs) and the operation of the Online Platform for Voluntary Cancellation Platform of Certified Emission Reductions (VCP), and provided guidance on activities to be implemented by the secretariat.



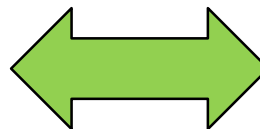
Purpose

- The purpose of this information note is to provide an update on current efforts to increase the voluntary cancellation of CERs, thereby responding to the mandates provided at EB 93, EB 95 and EB 99. In particular, this note will provide information on:
- Outreach to companies and organizations
 - Engagement of online travel providers;
 - Outreach to events;
 - Preparation of a social media campaign.



Outreach to companies and organizations

**United Nations online platform
for voluntary cancellation of
certified emission reductions**



**CLIMATE
NEUTRAL**

**MEASURE
REDUCE
OFFSET NOW**

- VCP and CNNOW are mutually complementing tools.
- CNNOW seeks to encourage people, companies, organizations, events and others, to measure, reduce and offset, through CERs, their climate footprint.
- VCP enables immediate on-line purchase and cancellation of CERs



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Outreach to companies and organizations

- Targeted outreach to companies, based on company profiles
- ~15% success rate (35 of 225 committed in past 12 months)
- Targeted outreach to IGOs, to follow suit with UN C-Ø commitment
- 11 of 65 contacted IGO's committed in the past 6 months
- Support to Airports Council International to encourage C-Ø airports
- 237 airports / 66 countries / 3.3 billion passengers participating
- In discussion with fashion and sports sectors for them to establish sector initiatives to move to climate neutrality, incl. with CERs.
- Promoting VCP through UNFCCC Newsroom and media
- Highlighting C-Ø companies/orgs through Momentum for Change



Online travel providers

- Significant opportunity to increase demand for CER's if online travel providers offer climate neutral travel and accommodation.
- 25 companies contacted with four signaling interest.
 - Technical integration too complex.
 - Subscription or bulk purchase models considered instead.
 - In-house consideration and testing of green travel models by companies ongoing.
 - WTTC recently joined hands to promote climate action and climate neutrality among travel providers and hotels



Outreach to events

- Events: Meetings, sports, concerts, festivals, exhibits...
- Ongoing outreach and engagement (e.g. IPCC, World Ocean Summit, IPBES, DJ Motoma World Tour, Bollywood Dance Festival, Global Climate Action Summit ...).
- Collaboration with Positive Impact Events and the Events Council International, are also ongoing, both to promote climate neutrality as a standard feature of meetings and events.
- Sports in focus with FIFA 2018 as a climate neutral world cup, excluding travel of participants.
- 234.000 tCO₂ eqv offset, including 65.000 CERs.
- Sports-climate initiative encouraged



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Social media campaign

- EB95 mandated preparations of a social media campaign to attract increased traffic to VCP.
 - External social media expert to develop strategy
 - Facebook as main platform, supported by Twitter
 - Two approaches: Video for key target group, and quiz for wider target group.
 - Linked to dedicated landing pages at VCP
 - Sequential launch when new VCP is ready (now)
 - Target to reach at least 500.000 people and attract some 50.000 visits to VCP. Conversion rate (visit → cancellation) is as yet unknown for the new VCP.
 - Results planned to be reported to EB 101



Results to date

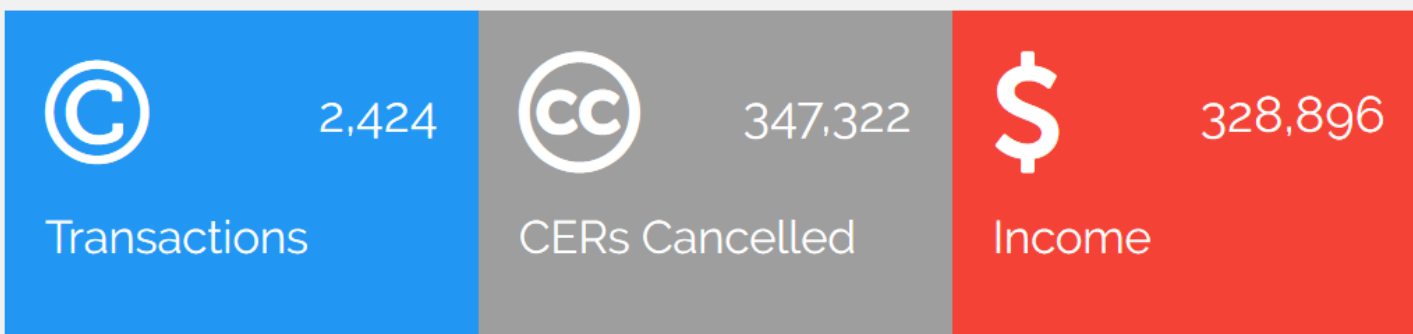
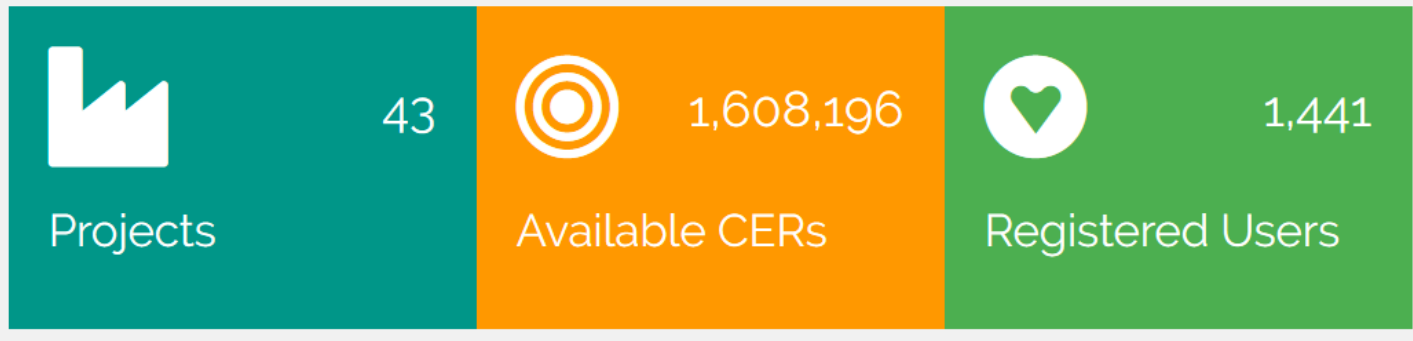
- Voluntary cancellations in national registries: ???
- Voluntary cancellations in CDM registry: 2.15 (5.88) million CERs
- Cancellations in VCP:

Reporting period	Cancellations	CERs cancelled
1 September to 31 December 2015	462	8,750
1 January to 30 June 2016	268	13,377
1 July to 31 December 2016	294	36,917
1 January to 30 June 2017	350	65,668
1 July to 31 December 2017	516	72,489
1 January to 30 June 2018	457	73,482
Total	2,345	270,683



Some insights on VCP

Totals (since 9sep2015)



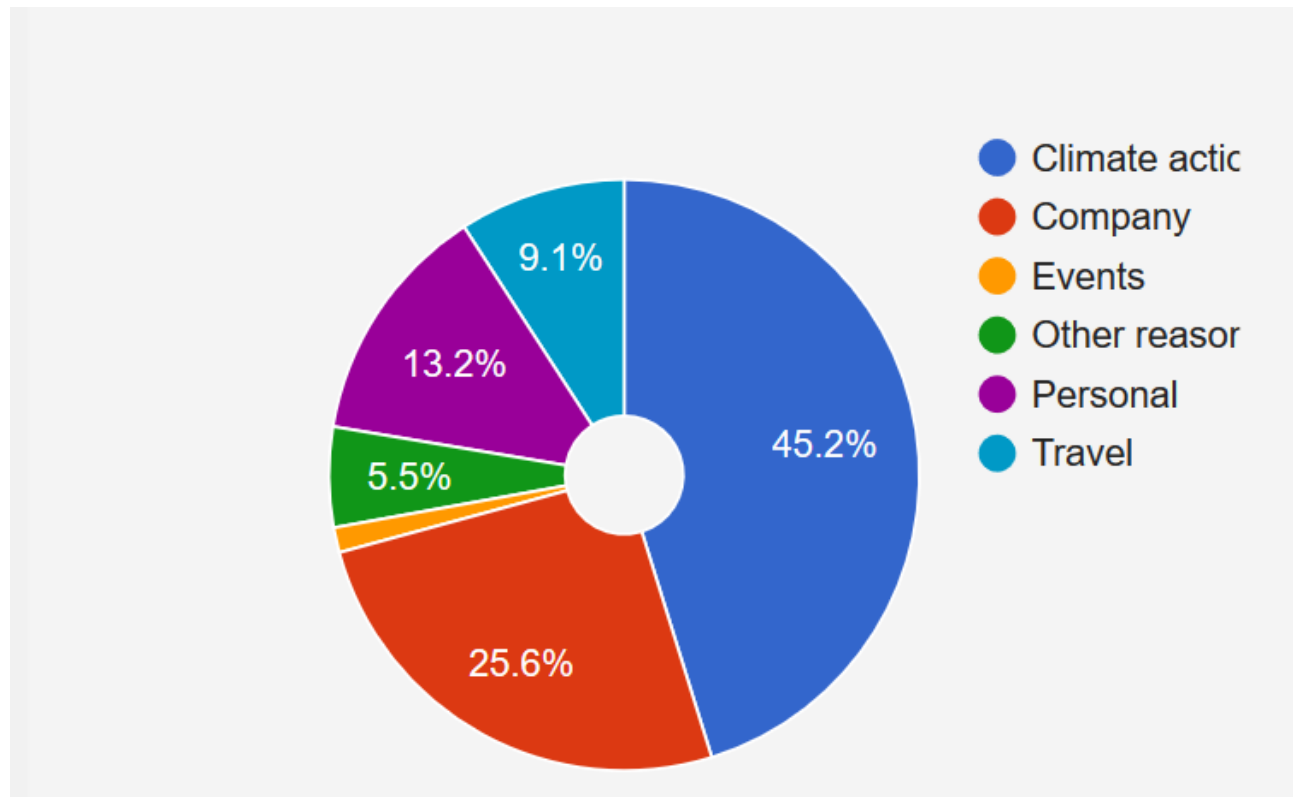
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Some insights on VCP

Stated reason for cancellations

By number of transactions



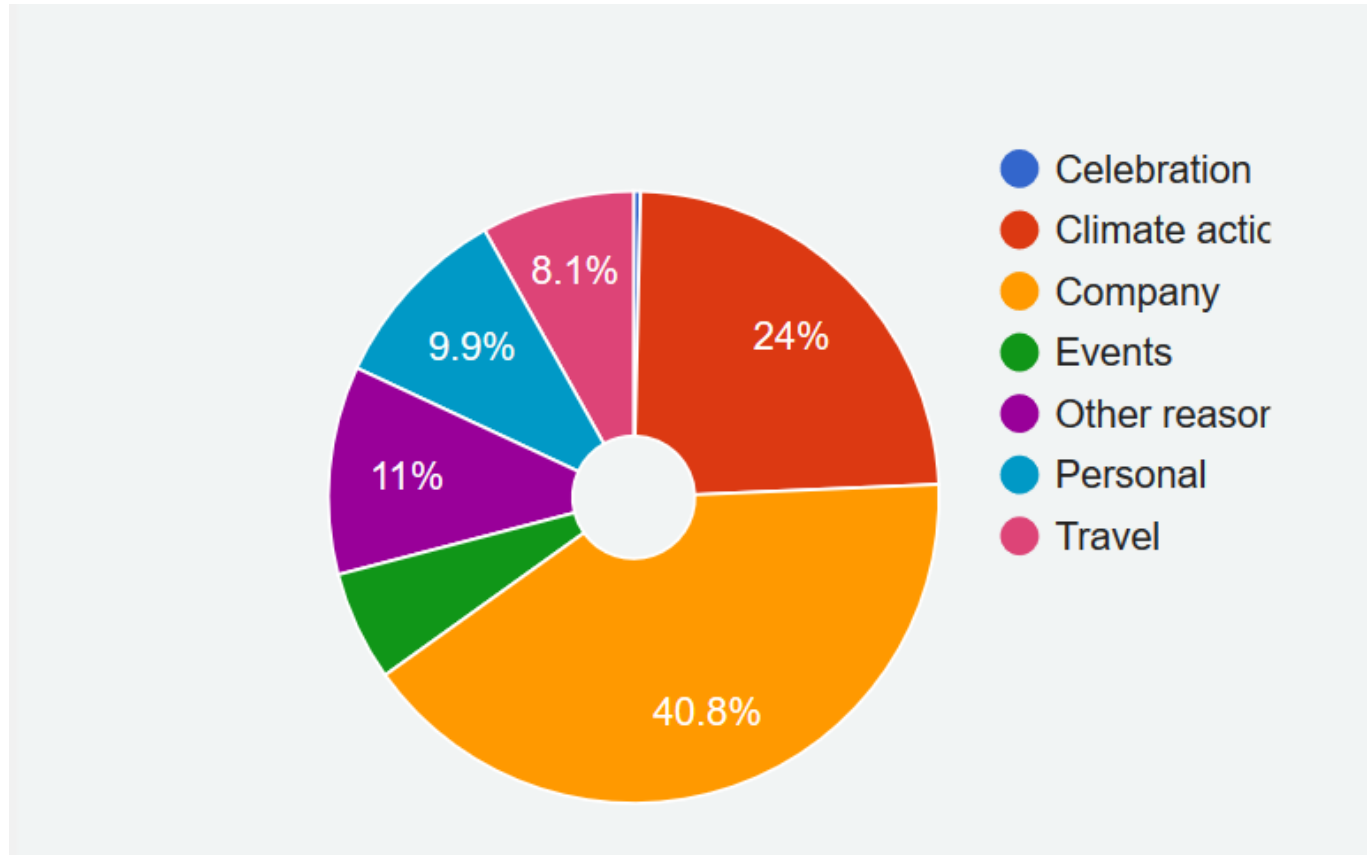
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Some insights on VCP

Stated reason for cancellations

By income



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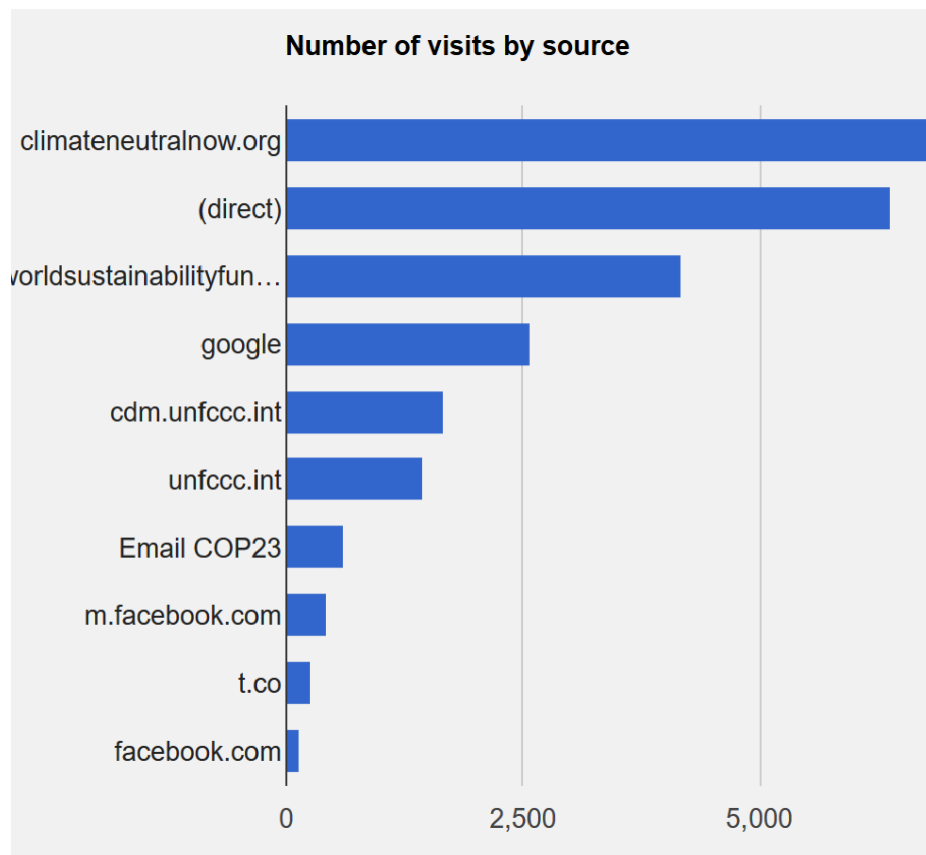
Some insights on VCP

Home country of purchaser

CERs cancelled per country of buyer

	Country	Total
1	United States	108,308
2	Switzerland	34,257
3	Germany	33,965
4	Australia	26,755
5	France	16,825
6	Sweden	15,944
7	Netherlands	11,151
8	Norway	10,797
9	Greece	10,154
10	United Kingdom	9,833
11	Others	69,333

No of visits by source



Conclusions

- The Board's efforts to nurture demand for CERs is bearing fruit and is progressing in several areas in parallel, and is also contributing to climate action more generally.
- While voluntary cancellation of CERs shows a steadily increasing trend, there is a significant potential to multiply voluntary cancellation through the continuation of initiated work.
- Work is maintained within the approved budget.



Recommendations to the Board

- ❖ The Board is invited to take note of the ongoing work to nurture demand for voluntary cancellation of CERs
- ❖ The Board is invited to provide additional suggestions for how the demand side work can be further strengthened.

