

---

# CDM: A tool for accelerated global climate action

**Twentieth Meeting of the Global CDM Designated National Authorities Forum**

**12 June 2019**

**Bonn, Germany**



*UNFCCC secretariat, Sustainable Development Mechanisms Programme*

*Miguel Naranjo, Programme Officer*

# Background

---

- CDM 2018-2019 Business and Management Plan (MAP), Goal 2:

*“To nurture demand for and participation in the CDM”*

- Goal 2b:

*“Enhance the use of CDM for voluntary purposes”*

- - CDM as a tool for Global Climate Action



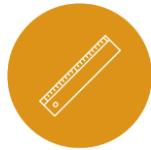
**United Nations** Climate Change  
Global Climate Action



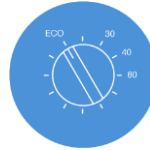
# Direct outreach to private sector and others

- Climate Neutral Now initiative

**CLIMATE NEUTRAL NOW**  
MEASURE REDUCE OFFSET



1. MEASURE



2. REDUCE



3. OFFSET

- 155 participants as of 29 May 2019, 1.2 million CERs cancelled

**SONY**

 Microsoft

**M&S**  
EST. 1884

 **Fjordkraft**  
Mer for pengene

 **ARENDAL KOMMUNE**

  
**AVIVA**

**SAP**

 **Real Betis Balompié**

**FIFA**



Full list of participants available at <https://unfccc.int/climate-action/climate-neutral-now>

# Direct outreach to international organizations

---

- Commitments to climate neutrality announced at COP 24:
  1. Organization for Economic Cooperation and Development (OECD) Secretariat
  2. Common Markets for Eastern and Southern Africa Secretariat (COMESA)
  3. East African Development Bank (EADB)
  4. West African Development Bank (BOAD)
  5. Asian Development Bank (ADB)
  6. Pacific Community
  7. ICLEI-Local Governments for Sustainability
  8. European Investment Bank (EIB)
  9. European Bank for Reconstruction and Development (EBRD)
  10. Southern African Development Community (SADC) Secretariat
  11. Inter-American Development Bank (IDB)
  12. International Paralympic Committee (IPC)
  13. Latin American Energy Organization (OLADE)
  14. World Travel & Tourism Council (WTTC)
  15. ParlAmericas (announced 2019)
- UN cancelled 2.5 million CERs until 2018
- In collaboration with UN Environment



**GREENING THE  
BLUE REPORT 2018**  
THE UN SYSTEM'S ENVIRONMENTAL FOOTPRINT AND EFFORTS TO REDUCE IT



# Sectoral collaborations

---

- Airport Council International's Airport Carbon Accreditation program

830,000 CERs cancelled up to  
December 2018



- World Travel and Tourism Council (WTTC) – first steps



- Events Industry Council (EIC) – in process



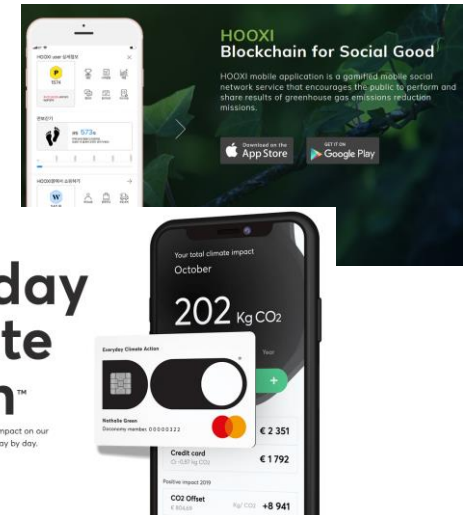
# Collaborations to increase outreach

## Private sector and NGOs formal collaboration

- Wayaj (USA, travel agency)
- Lvdoaya (China)
- W-Foundation (Republic of Korea)
- Doconomy (Sweden) – in process
- Gulf Organization for Research and Development (GORD) – Sustainable events tool
- Positive Impact Events

## Informal collaboration

- Support and collaboration with multiple organizations that promote voluntary use of CERs



# Collaborations to increase outreach

---

## Government sector

- Huella Chile, Huella Perú and Costa Rica Climate Neutral programs – early discussions
- German Federal Ministry for Economic Cooperation and Development (BMZ) - "Alliance for Development and Climate" – ongoing collaboration and discussion



# Collaborations to increase outreach

## Reaching out to individuals

- Storm Warning Association, Finland

### *Citizens Climate Pledge*

- Social media campaigns

*2018 and 2019*

**”** *I am concerned about the serious risks that climate change poses for present and future generations.*

With my signature I agree to take the following actions:



**I promise** to do my best to reduce the greenhouse gas emissions caused by me and to cut my personal climate footprint by half within ten years or faster.

**Sign now!**



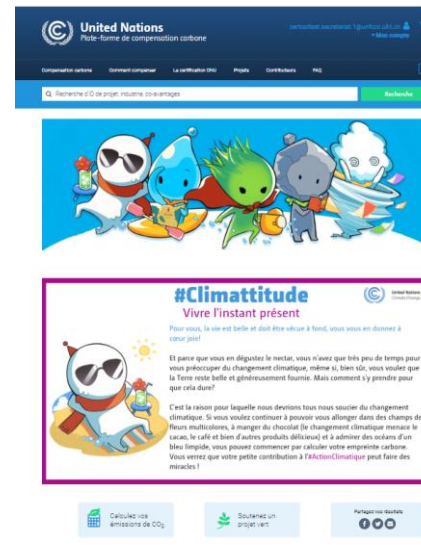
**To achieve** the target, I will pay attention to the climate footprint of my energy use, travelling, eating and consumption habits, electronic devices and household appliances as well as my financial savings. I will make low-carbon choices wherever possible.

**CALCULATE**  
your CO2 footprint »



**I pledge** to consider addressing my unavoidable climate footprint by offsetting emissions which I cannot reduce, to become climate neutral now.

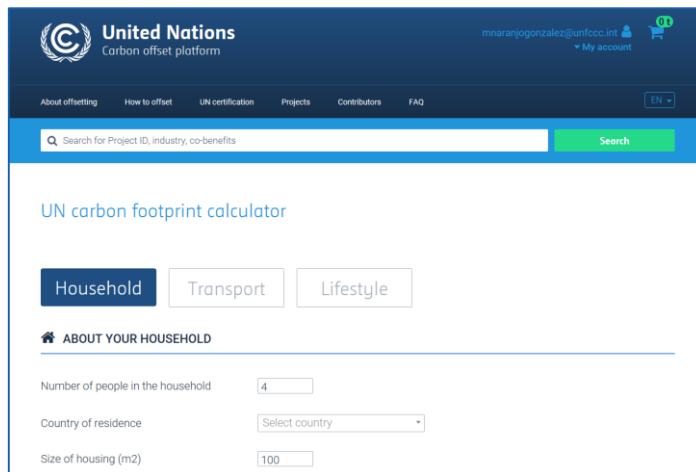
**CLIMATE  
NEUTRAL  
NOW**





# Making it easy(-ier)

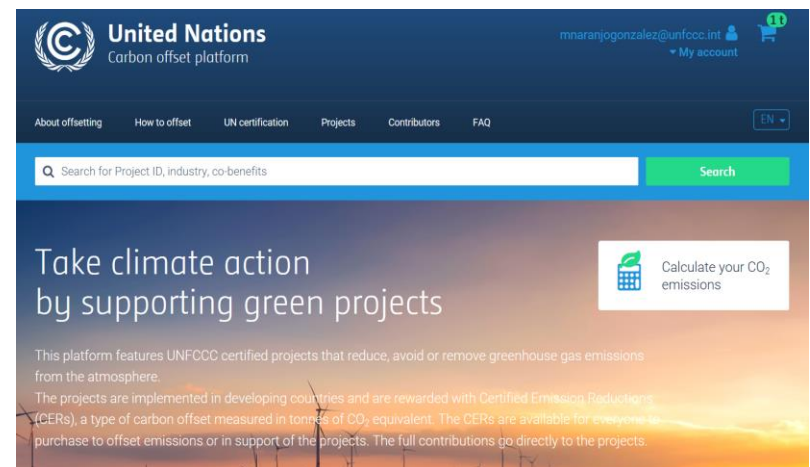
## Improved GHG emissions calculator



The screenshot shows the 'UN carbon footprint calculator' interface. At the top, there's a header with the United Nations logo and 'Carbon offset platform'. Below the header is a navigation bar with links: 'About offsetting', 'How to offset', 'UN certification', 'Projects', 'Contributors', and 'FAQ'. A search bar is present with the placeholder text 'Search for Project ID, industry, co-benefits'. The main content area has three tabs: 'Household' (selected), 'Transport', and 'Lifestyle'. Under the 'Household' tab, there's a section titled 'ABOUT YOUR HOUSEHOLD' with three input fields: 'Number of people in the household' (value: 4), 'Country of residence' (dropdown menu showing 'Select country'), and 'Size of housing (m2)' (value: 100).

<https://offset.climateneutralnow.org/footprintcalc>

## Improved online platform



The screenshot shows the main landing page of the 'United Nations Carbon offset platform'. The header and navigation bar are identical to the calculator page. Below the search bar, there's a large banner with the text 'Take climate action by supporting green projects'. To the right of the banner is a button that says 'Calculate your CO<sub>2</sub> emissions'. Below the banner, there's a paragraph of text: 'This platform features UNFCCC certified projects that reduce, avoid or remove greenhouse gas emissions from the atmosphere. The projects are implemented in developing countries and are rewarded with Certified Emission Reductions (CERs), a type of carbon offset measured in tonnes of CO<sub>2</sub> equivalent. The CERs are available for everyone to purchase to offset emissions or in support of the projects. The full contributions go directly to the projects.'

<https://offset.climateneutralnow.org/>

***Approx. 800,000 tons CO<sub>2</sub> as of May 2019***



---

Thank you!

Comments, questions!

