

CDM-EB90-AA-A10

Communicating the sustainable development co-benefits of CDM project activities and programmes of activities to the public

Version 01.0



United Nations
Framework Convention on
Climate Change

COVER NOTE

1. Procedural background

1. At its eleventh session, the Conference of the Parties serving as the meeting of the Parties to the Kyoto Protocol (CMP), through its decision 6/CMP.11, paragraph 21, encouraged the Executive Board of the clean development mechanism (CDM) (hereinafter referred to as the Board) to continue its efforts in communicating the sustainable development co-benefits of CDM project activities and programmes of activities (PoAs) to the public.
2. This activity relates to routine operations under objective 1a in the CDM management plan 2016 (MAP 2016): Operate efficient project and entity assessment processes; activity group Project assessments; activity heading Sustainable development co-benefits, including reporting and promotional activities.

2. Purpose

3. This activity in MAP 2016 covers communication efforts to increase awareness about the sustainable development co-benefits of CDM project activities and PoAs and to increase the number of project activities and PoAs utilizing the sustainable development co-benefits tool (the SD Tool).

3. Key issues and proposed solutions

4. As of 16 June 2016 there are 36 sustainable development co-benefits reports (SDC reports) published on the SD Tool micro-website. This is a small number relative to the number of registered CDM project activities (7,716 as of 7 June 2016) and PoAs (291 as of 30 April 2016). It is assumed that the low number of reports is due to various reasons, one of which may be a lack of awareness among CDM project and programme participants about the existence and benefits of using the SD Tool.
5. This activity aims to increase awareness about the SD Tool and the sustainable development co-benefits among selected relevant stakeholders using the secretariat's communication channels, in response to the encouragement by the CMP.

4. Impacts

6. It is expected that as a result of this project there will be an increase in the number of CDM project activities and PoAs that use the SD Tool to report on sustainable development co-benefits.

5. Subsequent work and timelines

7. Activities are being carried out throughout 2016, taking advantage of key events in the UNFCCC process for communication efforts and in coordination with other communications by the secretariat, for example those related to outreach for the online platform for the voluntary cancellation of certified emission reductions.

6. Budget and costs

8. The budget for these activities is covered under MAP 2016.

7. Recommendations to the Board

9. The Board may wish to take note of the work carried out to date.

TABLE OF CONTENTS	Page
1. INTRODUCTION	5
2. OUTREACH ACTIVITIES	5
2.1. Goals	5
2.2. Synergies.....	5
2.3. Audiences.....	6
2.4. Activities to raise awareness about sustainable development co-benefits	6
2.5. Activities to increase the number of CDM project activities and PoAs that report through the SD Tool	7
3. RECOMMENDATIONS TO THE BOARD	7
APPENDIX 1. STATUS OF IMPLEMENTATION	8

1. Introduction

1. At its eleventh session, the Conference of the Parties serving as the meeting of the Parties to the Kyoto Protocol (CMP), through its decision 6/CMP.11, paragraph 21, encouraged the Executive Board of the clean development mechanism (CDM) (hereinafter referred to as the Board) to continue its efforts in communicating the sustainable development co-benefits of CDM project activities and programmes of activities (PoAs) to the public.
2. As of 16 June 2016 there are 36 sustainable development co-benefits reports (SDC reports) published on the sustainable development tool (the SD Tool) micro-website. This is a small number relative to the number of registered CDM project activities (7,716 as of 7 June 2016) and PoAs (291 as of 30 April 2016). It is assumed that the low number of reports is due to various reasons, one of which may be a lack of awareness among CDM project and programme participants about the existence and benefits of using the SD Tool.
3. This activity in the CDM management plan 2016 (MAP 2016) covers communication efforts to increase awareness about the sustainable development co-benefits of CDM project activities and PoAs and to increase the number of project activities and PoAs utilizing the SD Tool.

2. Outreach activities

2.1. Goals

4. The goals for this MAP activity are:
 - (a) To increase the communication initiatives towards selected stakeholders on the sustainable development co-benefits of CDM project activities and PoAs;
 - (b) To increase the number of CDM project activities and PoAs that report through the SD Tool.

2.2. Synergies

5. In addition to encouraging the use of the SD Tool, most actions to communicate the sustainable development co-benefits of CDM project activities and PoAs will be implemented in coordination with efforts to raise awareness about, and include CDM project activities in, the online platform for the voluntary cancellation of certified emission reductions (CERs).

2.3. Audience

6. The encouragement from CMP to the Board referred to the audience as “the public”, which encompasses any individual and organization around the world. Outreach toward such a generic and vast audience is not realistic. Therefore, the secretariat focused this activity on relevant stakeholder groups, defined as those which would be interested in or would benefit from having information about the sustainable development co-benefits of CDM project activities/PoAs and the SD Tool. It is expected that reaching out to the relevant groups will produce a spillover effect towards the general public.
7. The selected stakeholder groups include the following:
 - (a) Focal points of CDM project activities and PoAs;
 - (b) Designated national authorities (DNAs) of the CDM;
 - (c) Hosts of Regional Collaboration Centres (RCCs);
 - (d) Members of the Nairobi Framework Partnership and international financing institutions;
 - (e) Participants in the 2016 UNFCCC negotiations.

2.4. Activities to raise awareness about sustainable development co-benefits

8. Activities implemented to raise awareness about the SD Tool and the SDC reports among relevant stakeholders include the following:
 - (a) Systematically including sustainable development co-benefits messaging in workshops and meetings organized by or with support from the UNFCCC secretariat on CDM and related issues, in particular through RCCs;
 - (b) Implementing a communications campaign through the UNFCCC secretariat’s social media channels to highlight existing resources related to co-benefits (CDM videos, SD Tool micro-website, etc.);
 - (c) Placing two communication pieces on the UNFCCC Newsroom website and the CDM website main page;
 - (d) Developing a brochure on the sustainable development co-benefits and the SD Tool to be made available on the SD Tool micro-website and the main CDM website and used for communication to stakeholders;
 - (e) Launching an email campaign directed at all DNAs to remind them about the existence of the SD Tool, the relevance of sustainable development co-benefits, and their usefulness for national authorities and project developers;
 - (f) Distributing the brochure on sustainable development co-benefits and the SD Tool to participants in the forty-fourth sessions of the UNFCCC subsidiary bodies in Bonn and at the twenty-second session of the Conference of the Parties and the twelfth session of the CMP in Marrakech, Morocco.

2.5. Activities to increase the number of CDM project activities and PoAs that report through the SD Tool

9. Activities implemented to increase the number of reporting CDM project activities and PoAs include:
 - (a) An email campaign directed at all focal points of project activities and PoAs with CERs issued, inviting them to use the SD Tool and highlighting its benefits;
 - (b) An email campaign directed at DNAs reminding them about the existence of the SD Tool and inviting them to promote it among CDM project participants;
 - (c) Encouragement to project activities and PoAs already in contact with RCCs to use the SD Tool;
 - (d) Systematic inclusion of sustainable development co-benefits messaging in workshops and meetings organized by or with support from the secretariat on the CDM and related issues, in particular through the RCCs.
10. The annex contains a status update on the implementation of the activities described above as of 16 June 2016.

3. Recommendations to the Board

11. The Board may wish to take note of the implemented activities and include them as relevant in its report to the CMP at its twelfth session.

Annex. Status of implementation

1. The table provides an overview of the status of implementation of the activities under this workplan.

Table 1. Status of implementation

Activity	Deadline (2016)	Status
1. Development of a brochure on sustainable development co-benefits and the sustainable development tool (SD Tool)	10 May	Completed
2. Distribution of the brochure at the forty-fourth session of the subsidiary bodies	20 May	Completed
3. Posting of the brochure on the SD Tool micro-website and the clean development mechanism (CDM) white pages	31 May	Completed
4. Implementation of a communications campaign using UNFCCC social media channels to highlight existing resources related to co-benefits	31 December	Ongoing
5. Two communication pieces to be placed on the UNFCCC Newsroom website and the CDM website landing page carousel	31 December	Ongoing
6. Development of sustainable development co-benefits messaging in the form of a PowerPoint presentation and briefing note for use by the Regional Collaboration Centres (RCCs), and at events organized by the UNFCCC secretariat and Nairobi Framework Partnership	31 May	Completed
7. Coordination with RCCs and strategy and relationship management teams to include SD co-benefits information in their communications and interactions with relevant stakeholders	10 May	Completed
8. Communications campaign through email to all focal points of project activities and programmes of activities with certified emission reductions issued, inviting them to use the SD Tool and highlighting its benefits (in coordination with communications on the voluntary cancellation platform).	30 June	Completed
9. Communication campaign through email to all designated national authorities to remind them about the existence of the SD Tool and its benefits (in coordination with communications on the voluntary cancellation platform).	1 July	Completed
10. Distribution of brochure at the twenty-second session of the Conference of the Parties and the twelfth session of the Conference of the Parties serving as the meeting of the Parties to the Kyoto Protocol	8 November	Not started

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Document information

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