

CDM-EB93-AA-A03

Concept note

Technical support for the online platform for voluntary cancellation of certified emission reductions

Version 01.0



United Nations
Framework Convention on
Climate Change

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1. Procedural background

1. At its eighty-ninth meeting, the Executive Board of the clean development mechanism (CDM) (hereinafter referred to as the Board) requested the secretariat to commence work on translating the online platform for voluntary cancellation of certified emission reductions (CERs) into French and Spanish, hire a consultant to evaluate the user-friendliness of the platform and report the findings back to the Board. Additionally, the Board requested the secretariat to further enhance transparency by extracting the text on sustainable development in the project design documents (PDDs) and making it visible on the platform directly.
2. This work relates to the activity 'Operation and further development of the voluntary cancellation platform' under objectives 2(b): 'Enhance the use of the CDM for voluntary purposes' as referred to in table 5 on page 12 of the CDM management plan 2017 (EB 92 report, annex 1).

2. Purpose

3. This note serves the dual purpose of providing updates on relevant activities and proposing measures in relation to the outcome of the independent evaluation of the user-friendliness of the platform (hereinafter referred to as the independent review) as requested by the Board at EB 89.
4. The updates relate to:
 - (a) The use of the platform since EB 89, when the Board last considered the matter;
 - (b) Translation of the platform into French and Spanish;
 - (c) Publishing of information on sustainable development on the platform's project pages;
 - (d) Technical developments;
 - (e) Partnership with exchanges.
5. The results of the independent evaluation of the user-friendliness of the platform are presented in section 3.4. The section also discusses measures to address the issues found and makes a recommendation on the way forward.

3. Key issues and proposed solutions

3.1. Use of the platform

6. As of 31 January 2017, the total amount and value of cancelled CERs since the beginning of operations was:
 - (a) CERs: 62,902;
 - (b) USD: 103,115.
7. The average price for cancelled CER was USD 1.64.

8. In the last half-year, the purchased CERs continued along a relatively flat trend with the exception of the last two months of the period which showed an increase as a result of two events. In December 2016, a Norwegian entity called Chooose purchased 7,720 CERs¹. Chooose launched a site that offers offsetting to the general public starting in 2017. On 27 January 2017, an article published in Forbes made a reference to the Climate Neutral Now initiative².
9. The dropout rate³ showed a minimal improvement in the second half of 2016 but remains around 96 per cent. Drop-out rates of 98 per cent or higher are common for online retailers but it is difficult to say how the dropout rate compares to sites for benevolent causes, similar to the voluntary cancellation platform. It is also worth noting that purchases from 65 countries had been made as of the end of January 2017.
10. Further information on transactions for the last six months, purchases by country, purchases in CERs and USD value since beginning of operation with highlighted key events, leaders in the number of purchasing transactions, purchasers contributing more than USD 1,000, and source and type of purchaser are included in appendix 1.
11. **Recommendation:** The secretariat to begin reporting on the use of the platform through the regular reports to the Board by including similar information to that included in appendix 1. The effort for the secretariat would be minimal as the compilation of data would be automated.

3.2. Other relevant updates

3.2.1. Translation in French and Spanish

12. The translation of the content of the platform in French and Spanish⁴ was completed in November 2016. A delay of over a month occurred while waiting for the secretariat-wide contract for translation services to be concluded. The request to the platform's service provider for implementing the additional languages⁵ was issued in December 2016, which was too late for scheduling and completing the work before year-end, as originally planned. The official launch in the additional languages is deferred to the beginning of March 2017.
13. It should be noted that support for the platform in the additional languages is expected to be a challenge for the secretariat due to currently available but limited internal capacity for

¹ Chooose approved the publication of their transactions on the platform. If Chooose offers offsetting through the CERs they purchased, they would provide a direct link to their source of offsets and thereby demonstrate the credibility of their operations. Their website can be accessed at: <<https://chooosetoday.com>>.

² The article "9 Things You Can Do About Climate Change" can be accessed here: <<https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/jeffmcmahon/2017/01/23/nine-things-you-can-do-about-climate-change/&refURL=&referrer=#3588ab4680c7>>.

³ The dropout rate is the percentage of users who access the platform but do not complete a purchase.

⁴ An external service provider translated the content and interface labels that were not supported by the multi-language capability of the nopCommerce, the technology on which the platform was built.

⁵ The implementation includes technical work on loading the translated content and user acceptance testing.

supporting French and Spanish. The secretariat would be expected to translate changes to content made in the course of the platform's maintenance and provide user support services. The secretariat will report to the Board on experience gained with supporting the platform in the additional languages at a future meeting.

3.2.2. Information on sustainable development co-benefits

14. At EB 89, the Board requested the secretariat to replace on the platform's project pages the links to the PDDs with directly accessible information on sustainable development co-benefits. This work was completed in 2016 and is incorporated in the standard procedure for newly listed projects on the platform.

3.2.3. Search engine optimization

15. At the annual meeting with the service provider in late November 2016, the issue of low traffic to the platform and difficulties with finding the platform through Internet browsers was discussed. The service provider proposed to carry out search engine optimization.
16. Search engine optimization is the process of affecting the visibility of a website or a web-page in a search engine's unpaid results — often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page) and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users, and these visitors can be converted into customers.
17. The secretariat requested the service provider to carry out search engine optimization for three different keywords combinations. It should be noted that making it easy to find the platform through these keywords does not guarantee any increase in the use of the platform. The measures for increasing the purchasing completion rate are discussed in section 3.3.

3.2.4. Partnership with exchanges

18. At EB 91, the Board considered and approved a cooperation proposal with an external entity to facilitate the cancellation of CERs through technical arrangements between the CDM Registry and the entity. The cooperation was approved as a non-exclusive arrangement that could be extended to other interested entities.
19. By the end of January 2017, the secretariat completed the technical work and documentation for the business model as well as the internal partnership approval process, including publishing an expression of interest for the partnership.
20. Two companies have already submitted proposals for partnership. One of the two companies has submitted their documentation for the due diligence process and is under evaluation. A third company is considering submitting a proposal, too.
21. The technical work required on the platform to support the business process was commissioned in December 2016 and is expected for delivery in Q2. This would be in time for the partnerships already in the pipeline. The secretariat will update the Board on further progress at a future meeting.
22. The secretariat invites the Board to take note of the updates in this section.

3.3. Independent reviewObjective, scope and method

23. At EB 89, the Board requested the secretariat to engage an expert to evaluate the platform, and the evaluation report was submitted in December 2016. The following paragraphs outline the objectives, scope and method of the evaluation. The full report is available in appendix 2 and includes two contributions from the consultant: an illustration of how the landing page could be improved (page 27) and high-level suggestions for promotion (page 28).
24. The primary objective of the review was to evaluate the user-friendliness of the platform and to identify and propose improvements that encourage users to start and complete the process of purchasing CERs. In addition to **usability**,⁶ the review looked at the messaging and content of the platform and their impact on the **user experience**.⁷ The marketing of the platform, supported through the Climate Neutral Now website, was not in focus for the review.
25. The review method was comprised of an expert review and user experience testing. The user experience testing was based on a group of six users of different nationalities and different backgrounds, self-reported to be willing to take climate action. The user experience test was partially extended to five small companies to obtain additional feedback from a business perspective.

3.3.2. Findings and analysis

26. In general, no major technical obstacles affecting **usability** were found. The usability issues relate to two tooltip⁸ glitches (on mobile devices only), confusing error messages during login and the payment status update, and the display of units and prices at the checkout stage. The secretariat has already partially addressed these issues and will address the remaining ones in the platform maintenance support.
27. The critical issues relate to the **user experience** affected by the content of the platform, the definition of the target group, user guidance and the handling of trust. Resolving these issues can be expected to significantly improve the level of completed transactions once the users have already arrived at the platform.⁹

⁶ **Usability** is the degree to which software can be used by specified consumers to achieve quantified objectives relating to effectiveness, efficiency, and satisfaction in a quantified context of use.

⁷ **User experience** refers to a person's emotions and attitudes about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human-computer interaction and product ownership.

⁸ The **tooltip** is a graphical user interface element that is used in conjunction with a cursor, usually a pointer. The user hovers the pointer over an item without clicking it, and a tooltip may appear: a small "hover box" with information about the respective item.

⁹ The strategy for attracting users to the platform is detailed in a separate concept note on increasing the demand for the voluntary cancellation of CERs and is also to be presented at EB 93.

28. The following main findings with respect to user experience are briefly analysed¹⁰ in connection to possible solutions:
- (a) The platform's **user interface design should better reflect the marketing strategy** as elaborated by the Climate Neutral Now initiative;
 - (b) The platform should offer improved **design of entry points and pathways**¹¹ consistent with the interest and needs of the different target group segments;
 - (c) The platform's content needs to **explain the background story and key positioning elements** to the user clearly and simply;
 - (d) The platform needs to offer an **improved reward system, credibility and a carbon footprint calculator**.

3.3.1.1. Aligned approach to the user interface design and promotion

29. The independent review identified several issues suggesting that the platform's user interface design did not reflect a clear marketing strategy, for example the lack of (a) entry points for defined target segments; (b) a relevant background story; (c) messaging aligned with the promotional channels; and (d) others aspects to be discussed later. The review concluded that further user experience optimizations need to consider marketing choices to attract users to the platform in the first place.
30. Because the platform was developed under cost constraints, it reflects only basic designs and minimum user capabilities necessary to complete the process of voluntary offsetting. In addition, the tight timelines for implementation required development to progress in parallel to the elaboration of the marketing strategy. The secretariat has already taken steps to ensure closer coordination between promotion and platform support.
31. Another conclusion of the review that is worth highlighting relates to the platform's **positioning**. The participants in the user testing primarily considered it as a **charitable donation to a cause**,¹² in contrast to a retail service. This is in line with the view of the Board and will continue to be taken into account when improving the exposure and user experience for the platform.
32. **Recommendation:** The secretariat should ensure future platform improvements to reflect the marketing strategy and relevant developments as elaborated by the Climate Neutral Now initiative, taking into account the platform's positioning.

3.3.1.2. Improving the entry points and user guidance

33. The platform's design needs to take into account the target groups and offer **entry points** and **pathways** consistent with the interests and needs of the user segments. For example, the needs of individuals and business organizations are different with respect to recognition for their action. Another difference between the target segments is the preference for selecting the project where the CERs are generated. As seen from the

¹⁰ Further details can be found in the review report.

¹¹ The **entry point** indicates to the user what to do in the respective area, while the **pathway** provides guidance on how to do it.

¹² Page 16 of the independent review report.

experience in operating the platform and confirmed by the review, individuals commonly require a direct pathway that skips the selection of offsets. It is sufficient for them to know that the offsets are issued by the United Nations. The opposite is more common for organizational users who require information about the projects that generated the offsets.

34. The obstacle to offering users a direct path to checkout,¹³ namely the absence of a uniform price per CER, has already been recognized as a challenge. At EB 89, the Board considered options for the express selection of CERs. However, further measures for simplifying the selection could be considered, for example improved search criteria or the establishment of a premium price for users who choose to skip the selection. This premium price could be equal or higher than the highest price offered on the platform. The solution options could be refined and a final simplification choice made in the context of designing improved entry points and pathways, if and when such work is approved.
35. **Recommendation:** As already mentioned, the design effort during the development of the platform was kept to the minimum to reduce cost and shorten timelines. To increase the rate of completed purchases, the platform should offer better entry points and respective pathways according to the preferences of the target segments.

3.3.1.3. Explaining the background story and key positioning elements

36. The marketing of the platform, supported though the Climate Neutral Now website, was not the focus of the review. Without judging its effectiveness, the report concludes that in order to ensure a good user experience, the content of the platform needs to be enhanced to clearly communicate the background story. This is particularly important because the platform can be accessed by users directly.
37. The background story tells the user **why** climate action in general and offsetting in particular are necessary and urgent, **what** the history of the platform is and the benefits it brings and **how** the users can contribute to climate action. Equally important is the users to be able to quickly understand if the platform is for them or not.
38. The platform's site is linked to the Climate Neutral Now site, but it became clear from the user testing during the evaluation that users who do not come to the platform from the Climate Neutral Now site cannot easily navigate to the background story.
39. **Recommendation:** The best approach to this issue is to add relevant content directly to the platform's pages to minimize the need for clicks and redirection to other pages. This would be particularly valuable for users who come directly to the platform. Where possible, the platform and the Climate Neutral Now site could be better integrated, particularly for offering add-on information for the more curious user.

3.3.1.4. Improving the reward system, credibility and calculator

40. The reward system could be improved through measures such as making the contributors' list¹⁴ more visible with separate sections for companies and individuals, improved searching and more appealing page design. In addition, exposing recent contributors and/or testimonials on the platform's landing page by redesigning the attestation to match

¹³ A direct path would eliminate the need for selecting the CERs by browsing the project offers.

¹⁴ The list of purchasers who effectively contributed to the projects from which they selected CERs.

target group needs and levels of contribution (e.g. silver, gold, platinum) would also add value.

41. The handling of credibility on the platform could be improved by making the United Nations brand and role more prominent, including unique photos for each project, information on the company or people behind the project, clarifications of the reason behind different prices per tonne, and a requirement to submit a sustainable development tool report.
42. Finally, the calculator is mentioned separately because of its significant potential as an entry point and popularity during the user testing. Minimum improvements to the calculator should include easy access from the various platform pages and links back to the platform's checkout or project selection process, as relevant, when the carbon footprint is calculated. An enhanced calculator would include versions for different target segments and gamification¹⁵ as an online marketing technique.
43. Addressing some of these issues can be very simple, at the cost of some effort by the secretariat and the project participants (e.g. providing unique photos for projects, introducing links to corporate sites of the providers, adding clarification tips). The remaining issues can be addressed by re-designing the user interface and the carbon footprint calculator and implementing the new design.
44. **Recommendation:** The secretariat should address all issues with low-cost solutions and improve the calculator subject to funding.

3.3.3. Proposed approach

45. The secretariat is already resolving the **usability** issues through regular maintenance support.
46. With respect to improving the **user experience** the secretariat recommends that the Board approve the hiring of a consultant to produce a design proposal for an enhanced user interface, taking into account the recommendations from the independent review and prioritization of the proposed changes by the secretariat.
47. Alternatively, as a low-cost solution, the secretariat could make content improvements with internal resources or develop more substantive design improvements with external partnership support. However, the secretariat believes that this is not a viable way forward due to the highly specialized nature of the online user interface design.
48. While the secretariat is convinced of the potential benefits from improving the user experience¹⁶ and is committed to completing the work on the platform that began in 2015, it should be said that in the world of online services, doing things "right" does not guarantee success. Factors that are out of the secretariat's control and trends in the business environment may hinder success.

¹⁵ Gamification is the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.

¹⁶ See section 4.

4. Impacts

49. Including a section on the use of the platform in the regular report to the Board would ensure that the Board receives regular relevant information in a consistent manner.
50. According to the independent review, a good user experience is a fundamental requirement for any web platform. Developing the platform's design to improve the user experience can be expected to significantly improve the rate of completion of purchases, provided that the few technical usability issues are resolved¹⁷ as well. An ambitious target would be to increase the rate of completion of purchases by 50 to 100 per cent.
51. Furthermore, an improved user experience would certainly have promotional effects as users can be expected to recommend the platform to other users. In the last year, the secretariat received feedback from users, including requests for improvements and statements of willingness to recommend the platform, particularly if the user experience is improved.
52. An additional positive impact expected from the improved user experience is the improved reputation of the secretariat as a service provider.

5. Subsequent work and timelines

53. Reporting on the use of the platform through the regular reporting to the Board can be implemented immediately with minimum effort through a semi-automated reporting process.
54. Improved design of the platform would require five months for the design work due to the use of a consultant, and one to two months for implementation from the time of scheduling. Subject to the provision of the required funding, the secretariat can complete the work around the end of 2017.¹⁸

6. Budget and costs

55. The estimated cost for the regular reporting on the use of the platform and improving the design of the user interface, including implementation by the service provider, can be accommodated within MAP 2017.

7. Recommendations to the Board

56. The secretariat recommends that the Board take note of:
 - (a) The translation of the platform into Spanish and French;
 - (b) Search engine optimizations;
 - (c) Partnership with exchanges;

¹⁷ The secretariat has already addressed some of the usability issues and is currently resolving the remaining issues.

¹⁸ A concrete timeline can be provided if the Board provides direction for this work.

57. The secretariat recommends that the Board:

- (a) Regularize the reporting on the use of the platform through the Board's regular reports;
- (b) Approve the re-design of the platform user interface with the objective to improve the user experience in accordance with (i) the detailed recommendations in section 3.3. and (ii) the prioritization of the proposed changes by the secretariat.

Appendix 1. Use of the online platform for voluntary cancellation of certified emission reductions

1. Total of certified emission reductions cancelled

1. As of 31 January 2017, the total amount and value of cancelled certified emission reductions (CERs) since the beginning of operations was:
 - (a) CERs: 62,902;
 - (b) USD: 103,115.
2. The average price for cancelled CER was: USD 1.64.

2. Transactions for the last six months

3. Table 1 contains information on the number of transactions for the last six compared to the monthly average since inception. The table also includes data on the total CERs and USD value for the monthly transactions.

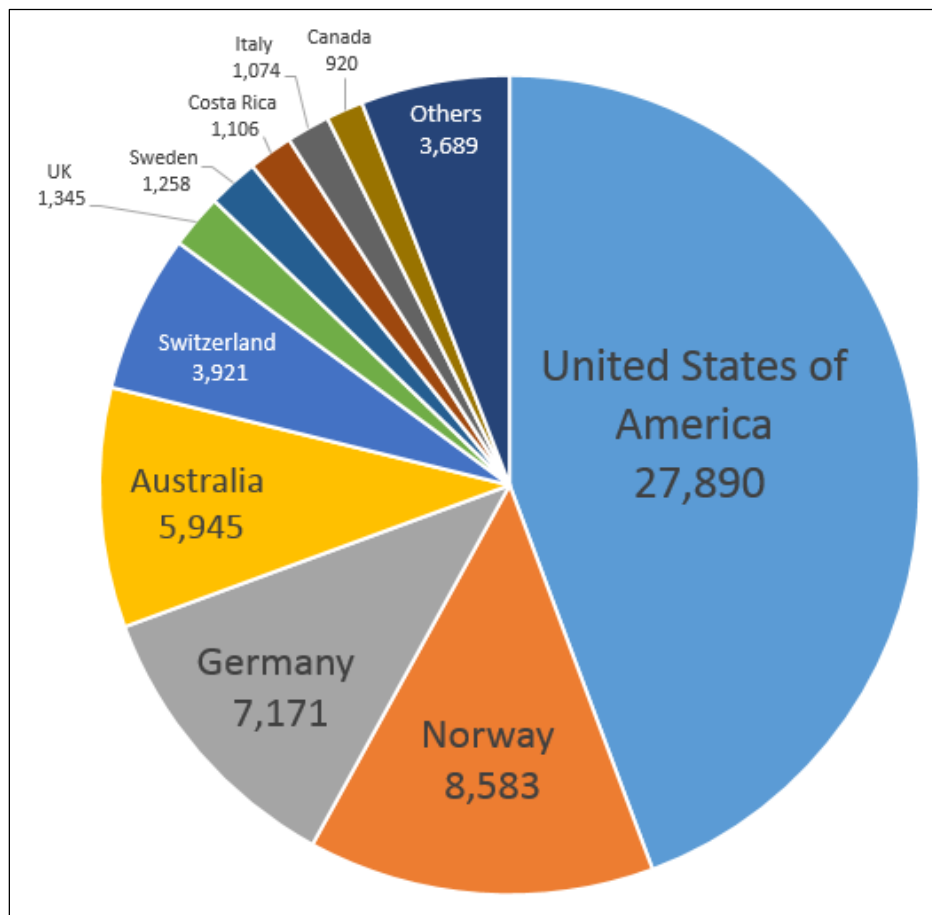
Table 1. Transactions for the last six month compared to average

Period	Transactions	CERs	USD value
Avg. results for the platform since the beginning of operations	69	3,415	4,503
2016m08	38	2,262	2,699
2016m09	43	1,809	3,703
2016m10	45	2,113	2,009
2016m11	61	4,748	6,977
2016m12	72	10,533	33,444
2017m01	101	3,874	4,749
Total	1,124	62,902	103,115

3. Information on user activities based on country of origin

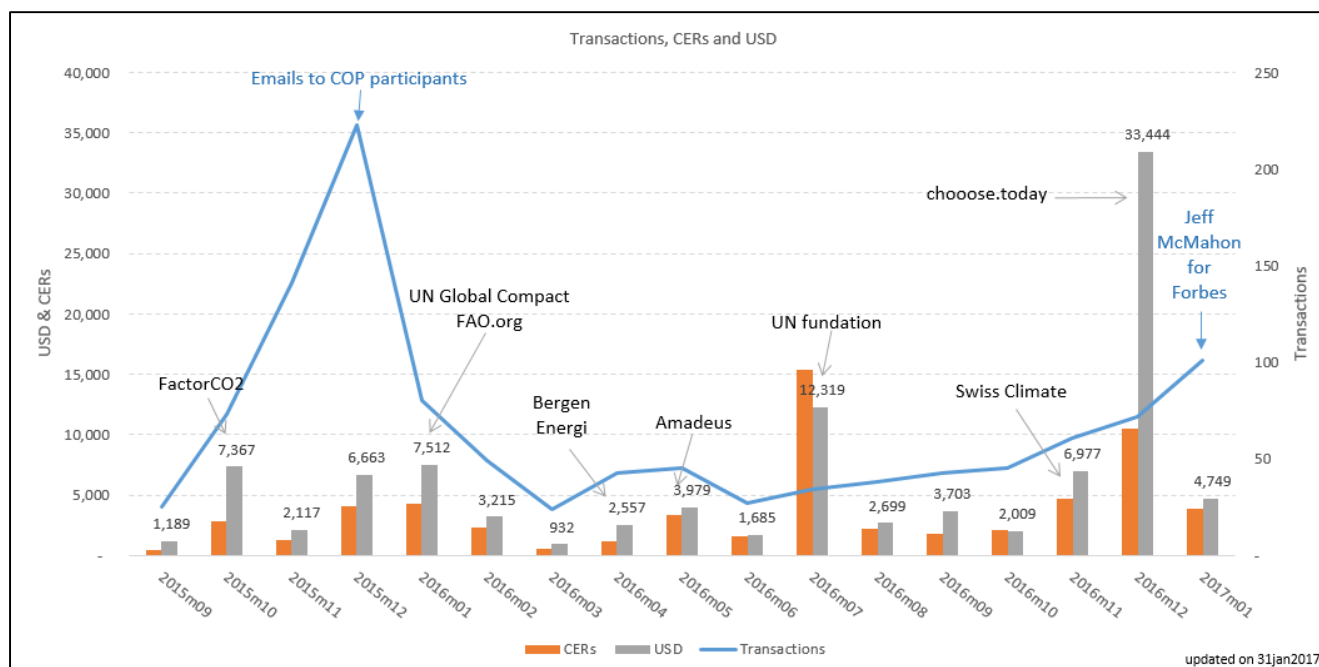
4. The following figure illustrates the number of CERs cancelled per country. As of 31 January 2017, purchases from 65 countries have been completed.

Figure 1. Number of certified emission reductions cancelled per country



4. **Purchases in certified emission reductions and USD with key events highlighted**
5. Figure 2 illustrates time series of the purchases in CERs and USD value since the beginning of operations. Particularly large purchases are highlighted by including the purchaser's name. These seven large purchases represent 63% of the total CERs purchased by organizations and 53% of the total CERs purchased by all users.
6. Figure 2 also shows the two events giving rise to the number of transactions. The two events are indicated on the line representing the transaction volumes.

Figure 2. Purchases in certified emission reductions and USD



5. Users with the most transactions

7. Table 2 lists the 10 users with most transactions. The group represents 15% of all transactions, 6% of CERs purchased and 4% of the total USD purchase value. In average a user generates 1.6 transactions.

Table 2. Users with the highest number of transactions

Name	Transactions	CERs
Marianne Weibel	27	32
CGIAR Research Program	26	30
Ian Devlin	24	57
Anonymous user	22	74
Fokus Zukunft GmbH & co.	16	1,530
Jack Clarke	14	434
Jared Prince	13	116
Nor Lastrina Hamid	12	13
Rhonda Saltzman	12	12
Ramsay Taplin	9	1,500
Total	175	3,798

6. Users with purchases exceeding USD 1,000 in total

8. 15 users, including individuals and organizations, have purchased CERs for a total value exceeding USD 1,000. This group represents 4% of all transactions, 59% of CERs purchased and 62% of the total USD purchase value.

7. How the users arrive at the platform

9. Table 3 indicates how the users arrive to the platform. About half of them are redirected from the Climate Neutral Now website. The remaining sources include direct access and a number of sources that cannot be identified with the existing analytical tools.

Table 3. Source of access for the platform

Source	Sessions	%
Climate Neutral Now site	14,841	50%
Other sources	14,853	50%
Total	29,694	100%

8. Type of users

10. Table 4 indicates the share of the individuals and organizations in the total CERs purchased and the total USD value of the CERs purchased, respectively. One extraordinarily large user is shown separately. This user is of the type "Organizations".

Table 4. Type of users

Type of users	CERs	Share in total USD value purchased
Organizations	54.3%	38.4%
Private people	33.5%	33.3%
Extraordinarily large value user	12.3%	28.3%
Total	100%	100%

Appendix 2. Independent assessment of the platform report

The report of the independent assessment of the platform is contained in the following pages.

Author: **Georgi Nemtzov**

December 2016

Assessment of and recommendations for the UNFCCC platform for voluntary cancelation of CERs

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I. Summary

The primary objective of the review is to evaluate the user-friendliness of the platform for voluntary cancellation of certified emission reductions (CERs) and to identify and propose improvements that encourage users to start and complete the process of purchasing CERs. In addition to usability (UI), the review looked at the messaging and content of the platform and their impact on the user experience (UX).

The review method comprised of an expert review and user experience testing. This is discussed in detail in section II. Section III discusses the findings. Recommendations for addressing the findings are contained in section IV. This section also includes a proposed mock-up for the landing page. Finally, section V proposes several low cost promotional options that could be developed provided that the user experience issues are resolved.

In general, no major technical obstacles affecting usability were found. The **critical issues** found relate to the user experience affected by the content and positioning of the platform, the definition of the target group, the user guidance and handling of trust. Changes to the platform's design that would improve the user experience can be expected to significantly improve the rate of completion of purchases, provided the few technical usability issues are solved as well.

The recommendations in this report focus on the messaging, content and design of the platform in order to improve the level of completed transactions once the users have already arrived at the platform. In addition, the implementation of the recommendations needs to be considered together with the appropriate marketing choices that are required in order to attract users to the platform in the first place. In short, to get positive results, increase exposure to the intended audience and improve user experience.

The marketing of the platform supported though the Climate Neutral Now website was not in focus for this review. Without judging its effectiveness, in order to ensure good user experience, the content and design of the platform need to be enhanced. This is particularly important because the platform can be accessed by users directly.

The following table summarizes the recommendations of the review.

Summary of recommendations

Issue	Severity	Suggestion
UI: Generic and confusing login error messages	Minor	Introduce meaningful, useful login error messages
UI: Confusion between unit, unit price and total on checkout	Minor	Separate unit (tonne) and price per unit in different fields. Total amount with larger font and different color
UI: Confusing system state upon payment confirmation and PayPal service unavailability	Minor	Change "Checking availability..." status message to "Processing payment" or similar. Change "Payment information is not entered" to "PayPal server unreachable. Please try again" or similar. PayPal landing page should reference UNFCCC and not just the service provider Objektkultur.
UI: Mobile device tooltips are not dismissible	Major	Make tooltips dismissible when tapped.
UI: Mobile device display issues – does not show "Attestation Preview" and complete purchase reasons	Major	Skip the tooltip and watermark the preview with "Preview" or "Example" and improve readability of purchase reasons
UX: Ineffective reward system	Major	Improve the contributors list. Separate lists for companies and individuals. Expose recent contributors on the home page. Redesign the certificate / attestation to match target group needs and levels of contribution.
UX: Poor calculator accessibility and design	Major	Ensure access to the calculator from multiple pages and redesign the calculator to match different segments' preferences.
UX: Incomplete explanation of purpose in the platform itself. Unclear to users from whom, what, why, how and who should do it	Critical	Clarify in the platform the target group and positioning elements. Promote testimonials from the target group to help clarify <i>who</i> and <i>why</i> , e.g. "My family is CO2 neutral now!". Present CO2 emissions data inferring urgency. Simplify the <i>what</i> and <i>how</i> explanations. Redesign towards guiding the users.
UX: Ineffective messaging / copywriting	Critical	Expose a background story for offsetting. Reflect in the platform key elements of the messaging that is used in promotion channels outside the platform (the Climate Neutral Now campaign) but which are absent in the platform itself. Ensure a clear and simple marketing message and shortly communicate why offsetting - where reduction is not possible the goal is still to be CO2 neutral. Eliminate the use of complex (attestation) or ambiguous (cancellation) wording. Show/tell rather than explain.
UX: Lack of user guidance and entry points	Critical	Design and test pathways / user journeys with respective entry points, e.g. companies vs individuals, buy from multiple projects, most tonnes (lowest price per tonne), most social impact (highest price per tonne, developing regions), local / regional contribution. Redesign and promote the calculator as a common entry point.
UX: Ineffective handling of trust and credibility	Critical	UN brand and role more prominent. Unique picture per project, more information for the company / people behind. Clarify emission reduction certification and reason behind different prices per tonne. Calculator needs more details (more accuracy levels) to be credible.

II. Methodology

1. Expert Review

The expert review is effectively a heuristic evaluation in which the platform's user interface is compared against commonly accepted usability principles (heuristics). It focuses mainly on technical aspects of usability.

2. User Experience Testing

For the purpose of identifying major user experience issues a combination of user experience testing and interview sessions were conducted. The intent of this qualitative study was to gather both objective behavior observations and subjective perceptions. It focuses on evaluating the effectiveness of marketing and product design strategies from a psychological perspective on the user's experience.

Sample

- 7 participants (1 male, 6 female)
- 6 nationalities (Austrian, British, Bulgarian, Italian, Swiss, Japanese, not including doubles)
- Age: between 25 and 47
- Income of average and above
- No prior knowledge of the platform or the CERs mechanics
- Self-reported to be willing to take action in support of positive climate change
- Availability and willingness to participate on a voluntary basis

Personas

- Top corporate manager with self-identified growing conscience
- University researcher with focus on solar energy
- Non-profit project manager
- For-profit product manager
- Student with pronounced environmental political stance
- Stay-home parent caring for environmental issues
- Managing partner in a small family company

The participants can be segmented in 2 types: contributor (altruistic drive) and compensator (selfish drive).

Process

Two sessions were conducted with each participant – an initial session and a follow-up session. The purpose of the initial session was to get the first unbiased impressions and reactions to the platform. As a briefing, the participants were told that they would be presented with an online platform which facilitates contribution to the cause of mitigating climate change effects. They were encouraged to share their remarks and questions, to verbalise their thoughts and emotions while exploring the platform.

The purpose of the follow-up session was to gather suggestions and feedback on possible ways of improving the platform and ways to address specific user needs. This feedback was used to verify and complement the recommendations section.

In addition, a short ad-hoc survey was conducted with five small companies, all clients of an outsourced accountancy services company. This ad-hoc survey focused on getting the perspective of small businesses on three topics:

- Perceived value of climate neutrality attestation document;
- Specific credibility concerns related to projects;
- Perceived significance of the footprint calculator.

3. Best Practices Analysis

This part was intended as a brief analysis of the best practices employed by similar platforms (amazon.de, kickstart, willhaben). The objective was to underline the reasons why such best practices are used, to what effect, and whether some are relevant to the UNFCCC platform. The three platforms for the benchmarking were selected because of their popularity and positioning: platforms connecting providers with end customers.

In the course of the follow-up user sessions it became evident that the UNFCCC platform has a different perceived positioning, which is closer to a charity: contribution to a benevolent cause. There was no possibility to refocus on more relevant platforms, therefore only a few relevant principles were preserved and are briefly outlined to reinforce the recommendations.

III. Findings

1. Expert Review: Technical usability issues

The expert review revealed that the platform's user interface adheres to most of the usability heuristics. The interface is clear and provides sufficient level of utility. The responsive design provides consistent cross-platform experience with minor exceptions on mobile devices (smartphones). The registration process is straightforward and meets the requirements for ease of use. The login process revealed minor issues related to error handling.

Browsing/searching (for projects) meets technical requirements for ease of use but is one dimensional and conflicts the flexibility of use principle. This will be further examined as a user experience issue. From the two entry points (the gallery of projects and the filter mask), the users explored only the gallery of projects and did not use the filter mask at all.

The checkout process starts in a common way (browsing, shopping cart) setting expectations to be fast and uncomplicated. However, further in the process several usability and user experience issues are revealed mostly related to inconsistency and handling of trust.

In conclusion, no critical technical obstacles affecting usability were found on the platform. Most of the usability issues identified are related to optimization for mobile devices and error handling/prevention.

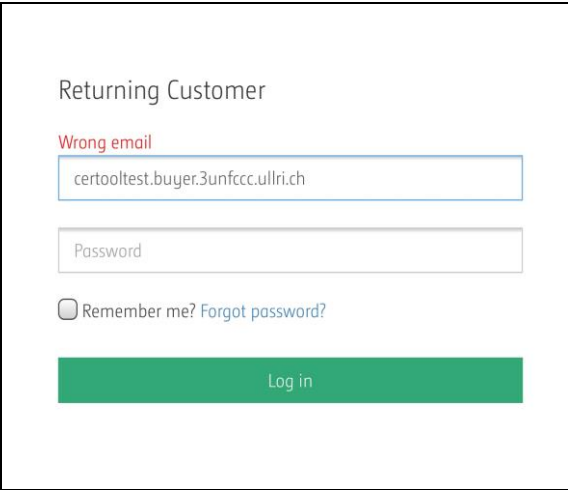
In addition to that, the platform departs from certain more abstract heuristic principles, for example match between system and real world¹ (usually you do not buy something to destroy it and get a certificate of that), recognition versus recall (what the user can recognize as familiar will handle more easily) and flexibility of use (alternative ways to complete a task). A significant challenge for the user would be to relate the platform to real world experiences. The mechanics of cancellation, the concept of neutrality and various

¹ To illustrate the principle, e-commerce solutions use a shopping cart metaphor to match real world shopping with online shopping.

terms used are counterintuitive, hard to comprehend or confusing. These departures are addressed in detail later on as user experience issues.

Details about the technical usability issues found:

- **Landing page:** Clicking on the very first link "View all projects" on the landing page (action = attracts clicks) sends the user to a similar view but this time the link to the calculator is missing. From this second "View all projects" page there is no straightforward path to the landing page which makes it almost impossible to find the calculator (only linked on the landing page).
- **Log-in:** In case of entering an e-mail in an unexpected format, the system outputs a generic and misleading message. The script "Wrong email" can mislead the user to believe he entered an alternative email (not the one associated with the account) instead of the right e-mail in a wrong format or with a typo.



The screenshot shows a login form titled "Returning Customer". It features a text input field for an email address, which contains "certooltest.buyer.3unfccc.ullri.ch". Above this field is a red error message that reads "Wrong email". Below the email field is a password field labeled "Password". Underneath the password field is a checkbox labeled "Remember me?" followed by a link "Forgot password?". At the bottom of the form is a green button labeled "Log in".

Returning Customer

Wrong email

certooltest.buyer.3unfccc.ullri.ch

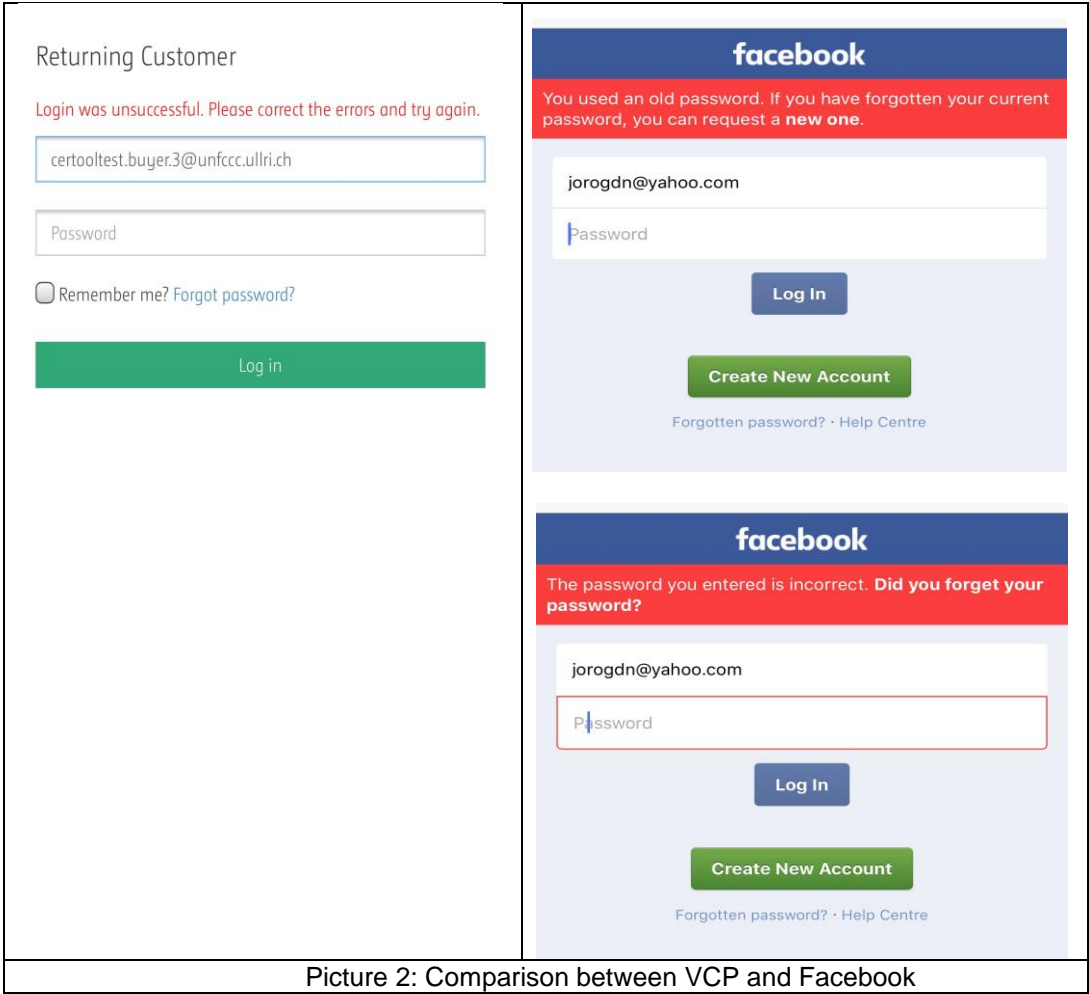
Password

☐ Remember me? [Forgot password?](#)

Log in

Picture 1: Log-in

- **Log-in:** In case of entering a wrong password, the system outputs a generic and misleading message. Generic login error messages are known to increase failed login attempts and are a questionable security measure (compare to Facebook's meaningful, clear and useful login error messages).



Picture 2: Comparison between VCP and Facebook

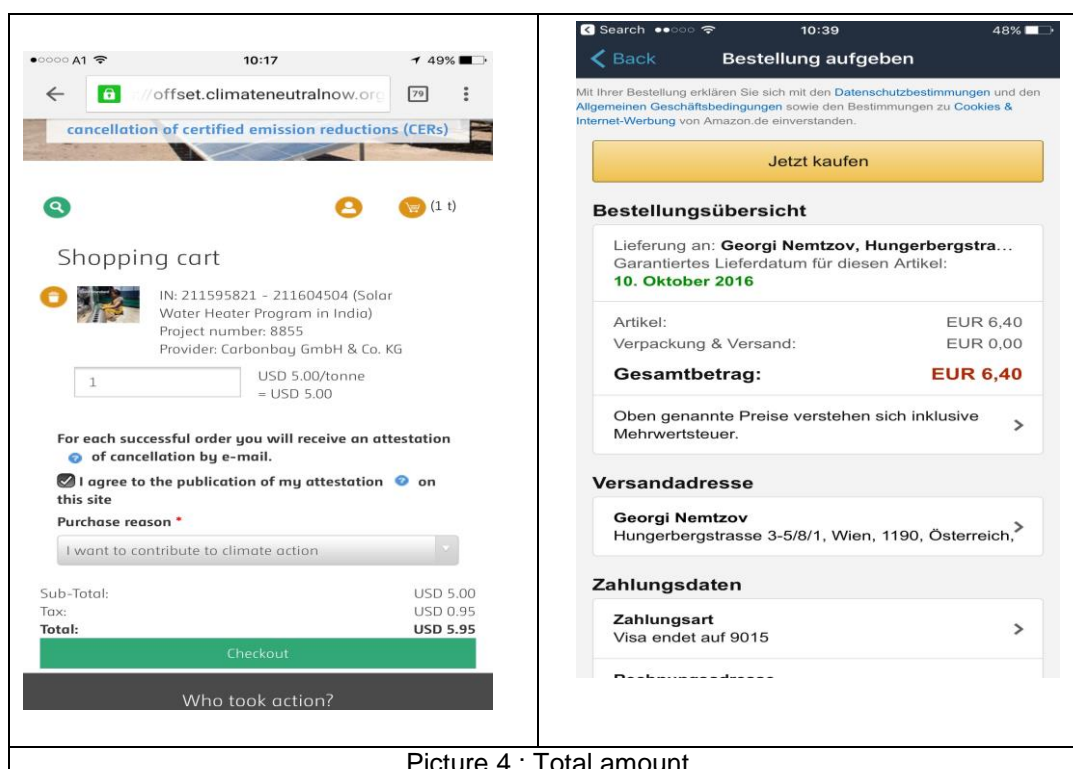
- **Checkout:** It is not immediately clear what the unit subject to user input is: currency or tonnes.



Picture 3.: Checkout

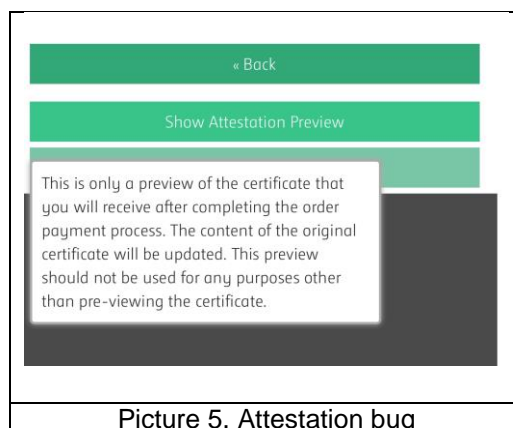
- **Checkout (mobile device only):** After tapping the “?” to clarify "Attestation" the tooltip cannot be dismissed by tapping on or outside of it. This puts the system in a perceived irresponsive state which might lead to cancelation of the process or forced user errors.

- **Checkout (mobile device only):** The required multiple choice "Purchase reason" options are not fully readable on mobile. This might compromise the quality of the data collected.
- **Checkout:** The "Total amount" font style (size, color, etc.) and layout composition do not promote readability on mobile (compare to Amazon). In combination with the unit clarity issue, this might lead to confusion as to how much exactly the user will be spending and to what effect (compare to amazon's clarity).



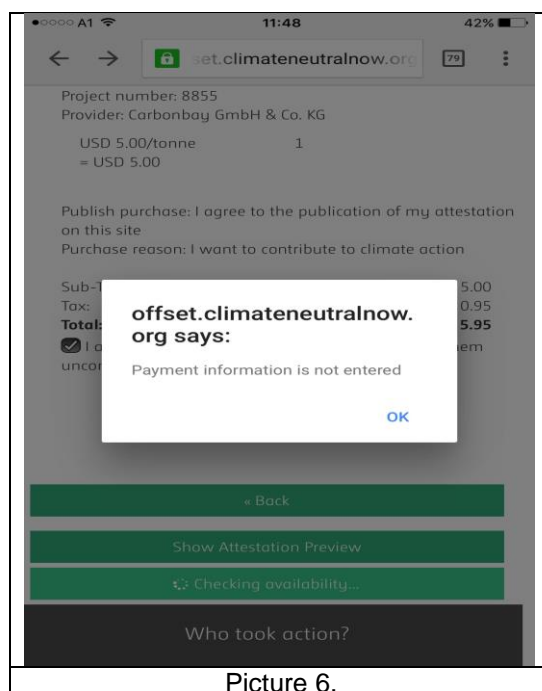
Picture 4.: Total amount

- **Checkout (mobile device only):** When tapping on "Show Attestation Preview", the tap only shows a tooltip without an indication that the user has to tap the button again to actually show the preview.



Picture 5. Attestation bug

- **Checkout:** Upon ticking off the "I agree with the terms...", the "Confirm" button becomes active and upon tapping/clicking it, it goes in pending/inactive state with label "Checking availability...", which is not an accurate message.
- **Payment:** In case of unavailability of PayPal's payment gateway, a modal error message shows up stating that "Payment information is not entered" - this is another misleading message. The dialog box provides means for dismissing the message but no option to correct the wrong error, e.g. to enter the allegedly missing information.



Picture 6.

2. User Experience Testing: User experience issues

2.1. User experience testing sessions

This section describes in detail the experience and the issues identified during the individual user sessions and the ad-hoc survey with small companies.

During the initial user experience test, all users exhibited a similar pattern of behavior:

- All shared initial enthusiasm to support a cause they believed in;
- All tried to understand what they can do and how, and if the platform was for them;
- All tried to explore the platform (between 1-10 min) to answer the questions from the previous point;
- All openly shared and clearly exhibited a state of confusion;
- All users interrupted the session before check out in the first session, all needed exhaustive clarifications on the nature and mechanics of the platform;
- All provided extensive feedback.

During the second session with the same participants, feedback on ideas for possible improvements of the platform and ways to address specific user needs were gathered. The recommendations section uses this feedback.

2.2. Reasons for early confusion

The most probable reasons for early confusion were that participants could not find any of the following:

- **emotion laden messages / images** which could create an impulse for action;
- **action related entry points** (buy, view, etc);
- **indication of the target group** and if they belonged to it.

"I don't know what to do here"

"This looks too complicated for me"

"It requires me to think and I'm not used to think anymore"

"It looks like a site for an internal use"

"I saw the FAQs but it takes too much time to read those, I'm a fan of short instructional videos".

Comments 1: Early confusion

The platform is content oriented but it would be much more effective to be task/action oriented instead. It is not apparent what the users can do and how they should do it. When less familiar is the territory more the need for guidance.

2.3. Ambiguous concepts and purpose

The slogan in the header “**Go Climate Neutral Now!**” was largely misinterpreted and the mechanics of **canceling / destroying certificates** were regarded as confusing.

“I am neutral if I do not do anything. I want to do something!”
“This thing with giving money to cancel / destroy certificates doesn’t feel right.”
“I can add tonnes to the cart. Why would I do that?”
“It’s confusing and reading the FAQs didn’t make it better”
“So, is this all about the calculator? Or about supporting projects? Or about buying tonnes? Or about destroying certificates?”

Comments 2: Ambiguity

All users found that the act of cancelation of CERs is counter-intuitive. They all stated that they wanted to leave a mark, preferably in the social space, as a direct consequence of their positive actions. Such intent is more associated with the creation of something (no matter how small it is) and not with the cancelation / deletion of something, hence the cognitive dissonance.

When asked to compare the offsetting to a similar activity, participants placed it as primarily a **charitable donation to a cause** manifested as a direct contribution to a specific project. Furthermore, some found it burdening to research the projects themselves, instead of the organization (the charity) hiding and managing the projects similar to a traditional charity model. This observation indicates the importance of defining the positioning and designing the entry points accordingly.

2.4. Persisting user experience problems

Persisting problems that led to interrupting the sessions were **lack of guidance** or **trust and credibility concerns**. Participants who actively browsed for projects encountered several issues which they reported to diminish the credibility of the projects for them:

“Why different projects have the same picture?”

"I counted 9 projects with the same picture and a category having the same picture as a project"

"The company name (behind a project) is not a link. How can I trust the company is real?" - for the contemporary user if an entity has no digital footprint it is as if it does not exist;

"Category with a single project in it looks strange and it forces me to click twice to get to the project details".

Comments 3: Lack of guidance or trust and credibility concerns

The UN brand conveys trust but to a lesser extent with the business-minded users. The links in the project pages to the UNFCCC website project pages were seen positively - "This looks serious". This group expected to see aggregated, and easier to digest, financial data on the initial project page. Another group of users (non-business) expected to see a more representative page of the project with pictures of people behind the project / company. This page could be directly on the platform.

When the users understood the role of projects, they expressed preferences to have:

- Project bundles (offset from multiple projects) consisted of projects from a specific region or local projects;
- Project bundles based on projects with highest social impact;
- Possibility to easily select the cheapest or, in one case, the most expensive price per tonne;
- Quick offsetting regardless of project;
- Recurring contribution (monthly, yearly, etc).

These are all good hints for designing possible entry points on the landing page.

2.5. The calculator

Most users accessed the calculator and liked the concept of estimating their emission but found the calculator to have **usability issues** and be poorly designed. Some of the comments made pointed to **credibility issues**:

"Why am I asked something I don't know or is very hard to find out" (e.g. private car parameters);

"I do not trust the quick calculation";

"How can they accurately calculate our office's footprint with only the number of people in it? What about how many computers we have?"

"And now what?" (after completing the calculator, there is no link for returning to the platform to continue the process)

"Is this good or bad?" (Looking at the calculator results).

Comments 4: The calculator

Most participants admitted that measuring their climate footprint is attractive. They enjoy being tested and being told what they are and where they stand, something that the calculator failed to do at all. All wished they had information on how their footprint measures in their respective group (average family in a country, small business, etc.) - were they good citizens, did they need to improve a little or a lot.

Participants with business background doubted the accuracy and credibility of the calculation with the limited set of data required. They expected to fill in more specific data to trust the accuracy. On the other hand, other participants expected to be able to fill the data just by looking around them instead of having to refer to their electricity bills, calculate or convert units.

All expected to see the calculator clearly on the front page (not having to look for it) because it was fun to do and it provided the number of tonnes to offset (instead of wondering how many), which is a major entry point in itself. All felt confused when they were sent back to where they started with no effect from the footprint calculation they had just completed. This is a severe user experience issue.

The calculator has **significant potential**, including as a major entry point, but needs a comprehensive redesign to fulfill that.

2.6. Results from the small companies' ad-hoc survey

The results of the survey with five small companies illustrate the specific views of this segment. All of them stated that they would be keenly interested in receiving an attestation for climate action from an UN organization, indicating the segment's value and their primary need.

With respect to the projects review, most of the users agreed that once they get to the page with project details it all looks serious and credible although somewhat confusing and inaccessible. They wished a more accessible level of financial transparency, i.e. easy access to financial report figures and some indication that the project/company received

their contribution. Some stressed the need to give visibility to the fact that the projects are vetted by the UN. In contrast, individual users who offset for private purpose only wanted to see the people behind a project to establish trust.

As indicated earlier, the company representatives shared a view that the calculator needs to look more comprehensive and specific to be perceived as accurate and credible.

2.7. Summary of key user experience issues

As a summary, the following causes were identified to mostly affect the user experience:

- **ineffective user guidance and lack of entry points that serve alternative preferences**
- **ineffective positioning, communication and copywriting in the platform**
- **ineffective handling of trust and credibility issues**

The single largest factor contributing to suboptimal user experience and confusion, evidenced by the observed high drop-out rate at the user testing, is the lack of user guidance. The platform is **content oriented** instead of being **task oriented**.

As a result of modern human-computer interaction, proliferation of computer games and gamified products, the user is conditioned to expect guidance - clearly communicated goals (what to do) and actions (how to do), especially in sequences (first this, next that) which is in simple terms what user guidance is about.

It is worth noting that often an effective guidance is not based on explicit instructions but rather based on implicit subconscious cues. The measure of effectiveness is that the user at any time has a task in mind, knows what to do and keeps the motivation to do it.

In closing, these critical causes of suboptimal user experience are pointing to an **incomplete messaging and explanation of purpose in the platform**, in particular the loose definition of the target group and almost absent story telling (what is the history of the platform, what benefits it brings about, why the urgency of action). Their adequate address would depend on formulating better the marketing strategy.

3. Best Practices Analysis: amazon.com, kickstarter.com, willhaben.at

This part is intended as a brief analysis of the best practices employed by similar platforms (platform with similar positioning). The objective was to underline the reasons why such best practices are used, to what effect, and whether some are relevant to the UNFCCC platform. Amazon.com, Kickstart.com and Willhaben.at were selected because of their popularity (increased chance that general audience will be familiar with the way they do things) and function to connect providers/sellers with end customers.

However, in the course of the review it became evident that the UNFCCC platform has different positioning. The participants placed it as primarily a **charitable donation to a cause**, manifested through the direct contribution to a specific project as an act of responsible citizenship. Because it was not possible to refocus this analysis on more relevant platforms, only a few relevant principles are outlined to reinforce the recommendations.

Overall, popular platforms that connect providers with end customers shows that their landing pages are oriented towards two main branches of traffic:

- People who want a piece of that platform's action but might not care or know exactly what piece. These might be new customers (drawn from to platform's value proposition as indicated from referral or a promotion) or satisfied returning customers who are driven from the experience of use for themselves. **The various entry points / shortcuts serve this branch.** The shortcuts emphasize criteria that users might be (are) sensitive about: price, availability, regional characteristics, category, etc. The shortcuts serve as **activators** (recognition rather than recall) and as action points.
- People who know exactly what they are looking for. These might be new or returning customers who are familiar with the platform's value proposition and have in mind a concrete target they are going for. **These are served with the search mask** which might be simple (single input field) or more complex.

The current version of the UNFCCC platform has only 2 entry points (browse projects and a complex search mask), with the predominance of the search mask, therefore serves the needs of the second branch of traffic (users who are looking for a specific

project). If the intention is to attract general public not familiar with the carbon neutrality concept the platform's design would have to be changed to serve this audience.

Amazon.com

Positioning: The everything shop.

Amazon is one of the largest global virtual marketplaces. It offers multiple entry points to new customers and personalized suggestions to returning customers thus trying to **activate** impulses for buying. Amazon emphasizes the parameters to which its customers are most sensitive to: **price** (how much you save), **satisfaction** (ratings and reviews) and **delivery time** (buy now get it tomorrow).

In the case of the UNFCCC platform the following relevant parameters emerged from the user interviews:

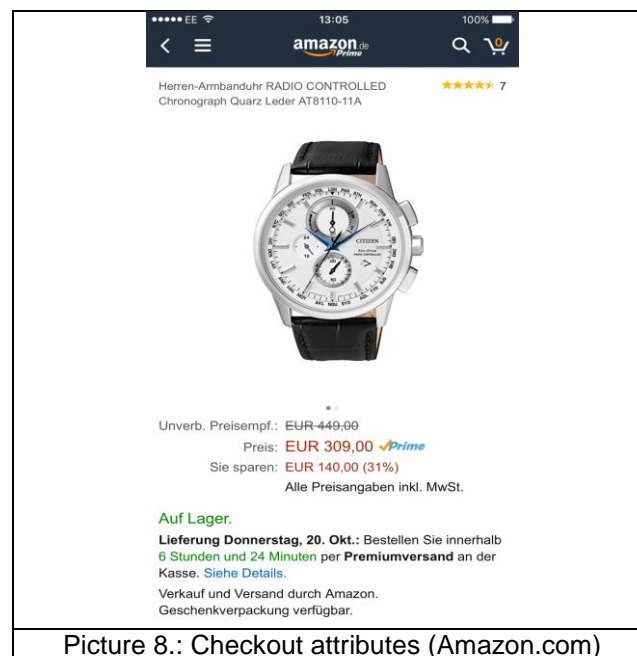
- Products by region – UNFCCC uses the search mask for finding projects according to regions. A more direct pathway, e.g. a dedicated entry point promoting the functionality, would be more effective;
- Highlighting popular products – UNFCCC can highlight most popular projects or projects with highest social impact and provide a dedicated entry point. Use of terminology such as “Sustainable Development Co-Benefits” should be replaced by more popular terms like “Social impact”;
- Bundle of products (possibility to process multiple products in a single checkout) – feasibility to be assessed in relation to payment processing restrictions;
- Lowest/highest price per product/tonne – most of the test users were interested in the price parameter. Relevant entry points should support that need;

In addition, amazon offers good examples for:

- Handling seller information – dedicated sellers' pages and possibility to contact the seller (picture 7);
- Multiple entry points with clear pathways towards checkout;
- Clear checkout attributes for unit, unit price and total price (already identified in the expert review, illustrated on picture 8).



Picture 7.: Handling seller information (Amazon.com)



Picture 8.: Checkout attributes (Amazon.com)

Kickstarter.com

Positioning: Empower consumers with investor powers, empower entrepreneurs with engaged market.

Kickstarter is a crowdfunding platform for a diverse range of projects that features a large array of entry points all concentrated on clear actions. Despite being a content heavy platform, it is still **task / action oriented**.

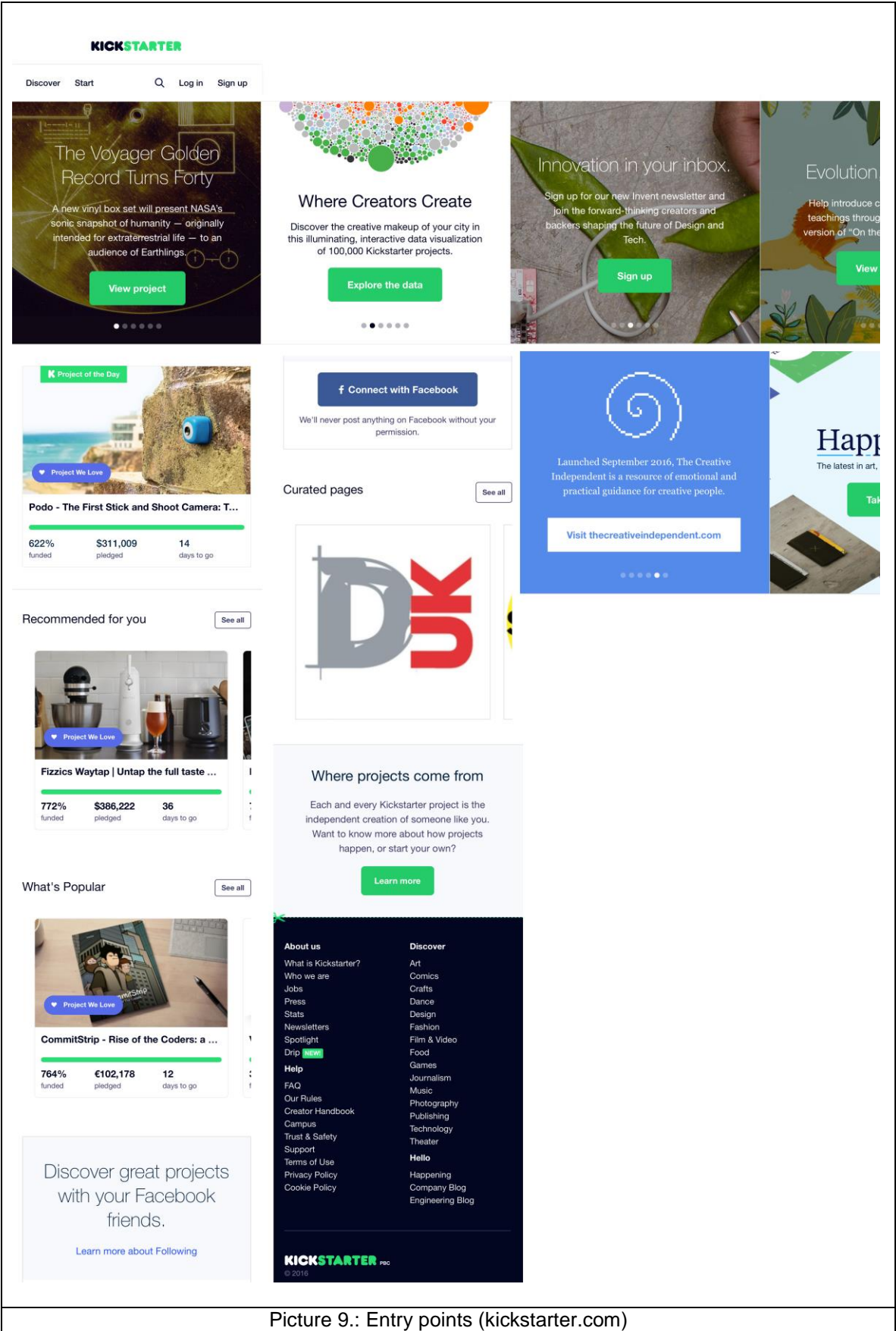
No matter who you are and what your intention is, Kickstarter.com's entry points try to

match content that might generate enough interest so that the user proceeds further to a concrete project (picture 9).

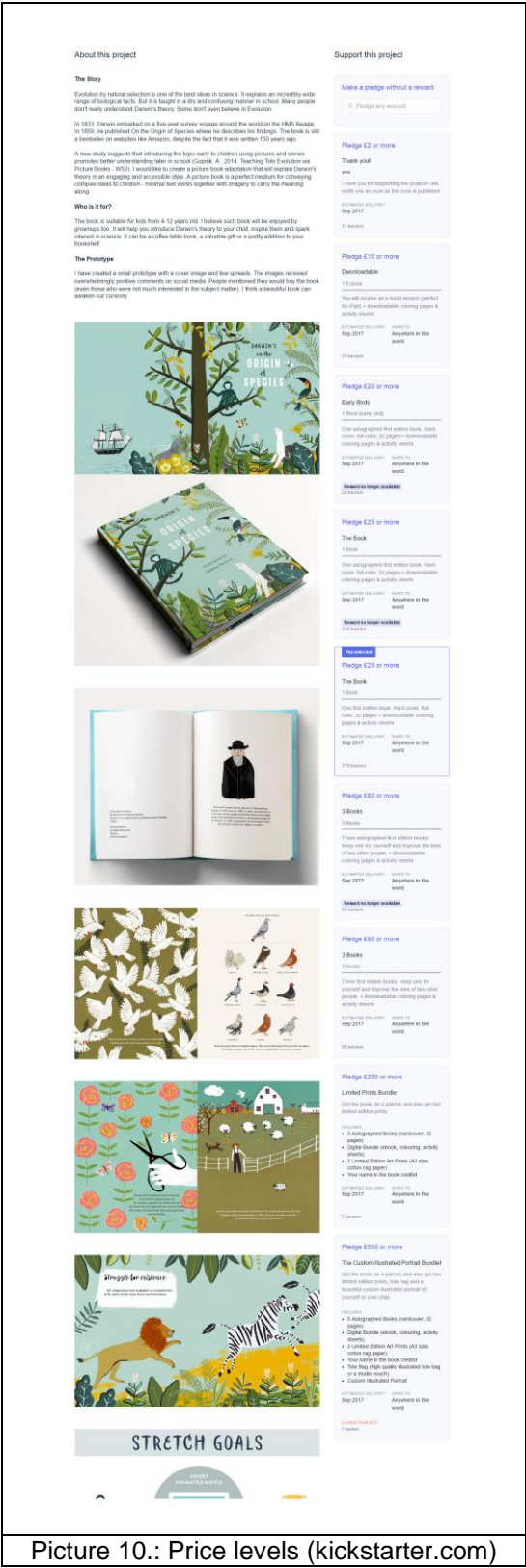
Each project is promoted with a video from the creator which increases credibility and helps creating a story around the project (explaining the mission/vision, provoking emotion).

Contributions to projects are divided into predefined price levels (picture 10). This facilitates easier decision making through recognition vs recall. Each price level comes with an appropriate reward. Appropriate recognition is a key satisfaction parameter. After the user has pledged s/he can see the chosen price level marked (picture 10). This is a little footprint of the user's action, but it has the perceived significance of a dent in the universe.

All above features can inspire a better design of the UNFCCC platform's project pages and entry points according to the specific user preferences (e.g. offsetting based on a choice of project or a more direct route based on other parameters such as cost). Recognition of higher levels of contribution can also be considered in designing the certificates (e.g. silver / gold / platinum certificate).



Picture 9.: Entry points (kickstarter.com)



Picture 10.: Price levels (kickstarter.com)

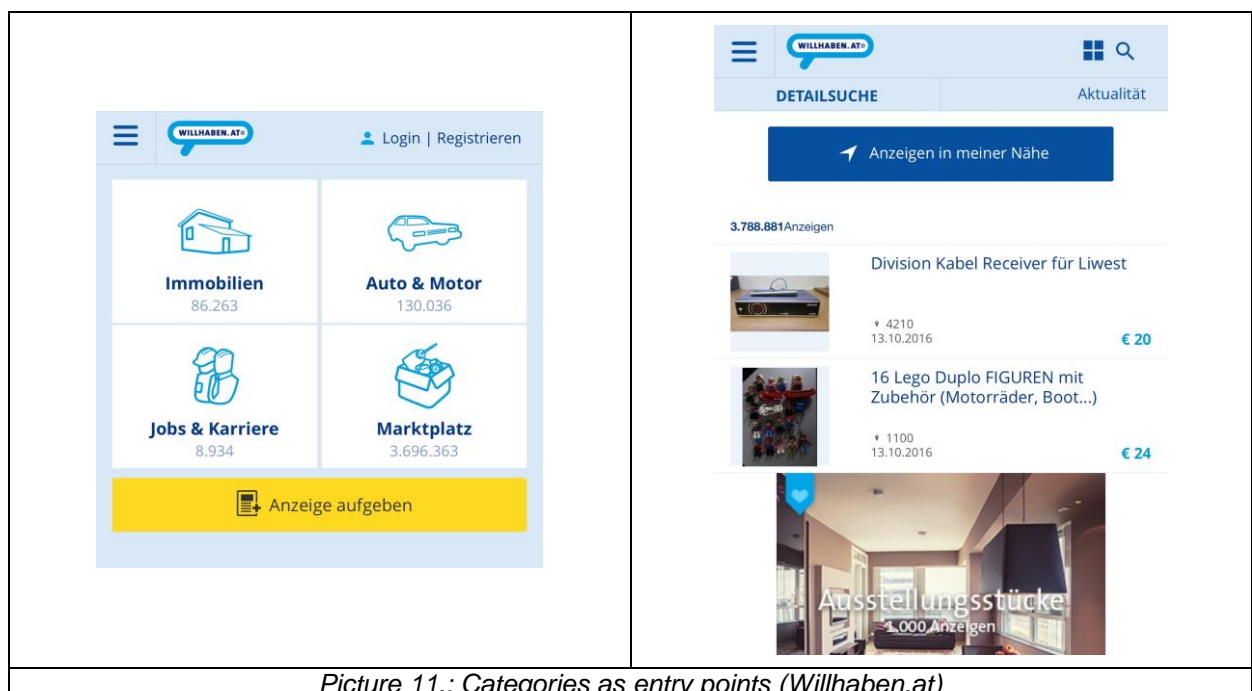
Willhaben.at

Positioning: Reduce total cost of ownership.

Willhaben.at is one of the largest second-hand marketplaces in the German speaking world. The platform makes it easy to understand **who** is it for and **what** you can do by exposing the two major use cases on the initial view: buy and sell (for buyers and sellers of second-hand items).

Further, it shows its categories with clean illustrated icons (picture 11) to differentiate them from the items on offer, to increase readability and facilitate recognition. Once in a category (marketplace) the platform exposes a single carefully chosen shortcut: "Offers near you". This is to support the recognition of a parameter users care about - the convenience of a short pick-up route.

The UNFCCC distinction between category and projects should be improved, preferably moving away from the concept of project browsing and exposing the category (project type) which did not attract any interest during the user testing. Project category could be filtered by in an advanced search-page.



Picture 11.: Categories as entry points (Willhaben.at)

3. Recommendations

On the basis of the findings elaborated in the previous sections, the recommendations can be organized in two groups:

- Recommendations related to user interface optimizations; and
- Recommendations related to improving the user experience.

The most critical issues identified in this review are related to user experience. Changes to the platform's design that would improve the user experience can be expected to significantly improve the rate of completion of purchases from users who access the platform, provided all technical usability issues are solved as well.

The overall goals of a user interface redesign of the UNFCCC platform should aim to achieve the following:

- The landing / home page answers, in a very short time, the questions **for whom, from whom, what is it, how does it work, and why you should do it**;
- The users are **guided** through the whole process to checkout;
- The users receive an adequate **reward / satisfaction** for the contribution;
- The users feel like **sharing** their **positive experience**.

3.1. Refine the design of the content, messaging and other elements of the product positioning of the platform:

- **target group** (for whom it is) and its demographic profiles;
- the **needs** it can meet and the **problems** it can solve;
- its **name** and **category**, how is the action/s called (offset or contribute, support or donate), what is it similar to, how does it work;
- **benefits** or **rewards** it can bring.

All elements should come together - target group has the need / the problem that the product solves, can afford the price, appreciates the rewards, the value proposition is a real differentiator from the competition, etc.

3.2. Come up with a story that conveys the positioning strategy.

For example: “Offsetting was first developed from UNFCCC for large organizations like Microsoft, now it comes to everyone”. Support the story with relevant messages, i.e. “now every family and individual can be CO2 neutral”, “Now small businesses have the same tools that large organizations have for becoming climate neutral”, etc.

3.3. Simplify the communicated mechanics of the offsetting.

Skip the “Cancellation of certificates” and concentrate on “Buying tonnes of certified CO2 reductions”.

3.4. Map pathways.

Map pathways (user journeys) that lead to check out according to identified user needs / preferences (quick offset regardless of project, lowest price, local projects, etc). Create entry points for each pathway so that the needs can easily be recognised. Prioritise the entry points and reflect that in the layout of the home page. Design the next stages of the user journey with further contribution options depending on which entry point user is coming from - project bundles, projects by region / industry, etc. Redesign the last stage – check out and attestation - so that more custom-tailored attestations can be provided, i.e. the data from the choice “You are: individual / family / group / small business / organization / mid company / large company, etc.” can be used not only for your internal marketing insights but for generating a more custom-tailored and valuable attestation for the users. Design certificates for different levels of contribution.

3.5. Promote the footprint calculator on the platform’s home page and link in other pages.

Redesign to address usability issues and gamify to provide the expected personalized feedback (where do you stand, how much do you need to improve). Start with specifying your segment: are you an individual or a family or a company. Possibly skip the simple calculation option and revise the steps and the data required specific to the segment selected. Revise the data so it is easier to acquire (and minimize the cases where users have to search or calculate) without compromising the feeling of comprehensiveness where it is expected.

3.6. Improve the presentation of the projects including more information about the company behind.

Prioritize information that builds credibility (financial report data, signs of successfully received contribution). Where possible, include pictures of the people behind the company (builds credibility and trust).

3.7. Redesign the attestation / certificate of offsetting so it is suitable for different purposes, meets the needs of different segments.

A family might enjoy one type of certificate; a company might expect a very different one. Provide the possibility for custom certificates where users can hide some information and emphasize another. At the same time, the process should not be too complicated and compromise ease of use.

3.8. Promote testimonials.

Promote testimonials from the target group to help clarify who should offset / contribute, e.g. *"My family is CO2 neutral now!", "I always wanted to do my part in combating climate change - now I can"*. Present CO2 emissions data inferring urgency and other relevant content to clarify why they should do it. Simplify the explanation of what offsetting / certification is and how does it work, preferably in images or story - show and tell are more powerful than explain. A good example of powerful testimonial:

"We are supporting Climate Neutral Now because we believe in the power of accountability and have witnessed the transformative nature of carbon offset projects and sustainable community development, particularly in emerging nations"

Rob Bernard, chief environmental strategist at Microsoft Corporation

3.9. Expose more prominently (on the home page) the list of recent contributors.


This can link directly to the page "Who took action" with improved filtering and search options.

3.10. Recommendations related to user interface optimizations (usability):

- Ensure access to the calculator from multiple pages and redesign the calculator to match different user group segments' preferences (see III.1.a);
- Introduce meaningful, useful login error messages (see III.1.b) & c);
- On checkout, separate unit (tonne) and price per unit in different fields (see III.1.d) and highlight the total amount with larger font and different color (see III.1.g);
- On mobile device, make tooltips dismissible when tapped (see III.1.e) & f) and ensure the preview button displays an Attestation Preview instead of a tool tip. Also watermark the attestation preview with "Preview" or "Example" (see III.1.h);
- After "Confirm payment" change "Checking availability..." status message to "Processing payment" or similar. If redirection to PayPal is not completed, change message "Payment information is not entered" to "PayPal server unreachable. Please try again" or similar (see III.1.i) & j);
- The PayPal landing page should reference UNFCCC and not the service provider Objektkultur.

Mock-up landing page

UNFCCC



UNITED NATIONS
Framework Convention on Climate Change

Q

About

Log In

Sign Up

<

Everyone can be CO² neutral!

>

Offset your CO² emissions now!

Why offsetting CO² emissions is important?

Because very often this is your only way to reduce your climate footprint and become CO² neutral.

And here goes the story that UNFCCC introduced offsetting for large businesses which cannot reduce their climate footprint in other ways. Now offsetting is available to everyone. Here is how it works: UNFCCC certifies projects under the sustainable development initiative and assigns a monetary value to each tonne of CO² each project reduces. By buying these CO² reductions you offset your own footprint.

This can be complimented by a short and emotional story on how climate change is going to affect us in our lifetime. We all need to act now to prevent a very near

Climate Change 101 with Bill Nye | National Geographic

Why care?

101 CLIMATE CHANGE

4:10

Climate Change 101 with Bill Nye | National Geographic

National Geographic

1 year ago 214,125 views

Climate Change is a real and serious issue. In this video Bill Nye, the Science Guy, explains what causes climate change, how it ...

Climate Science: What You Need To Know

Climate Science: What You Need To Know

6:20

Climate Science: What You Need To Know

It's Okay To Be Smart

2 years ago 357,960 views

Learn the basic science of climate change in 24 easy steps Subscribe to It's Okay To Be Smart: http://bit.ly/iotbs_sub More info ...

"We all need to take personal responsibility to combat the threat of climate change. Join me in the Climate Neutral Now initiative to reduce the impact of climate change and offset carbon emissions. Help protect the ecosystems that sustain biodiversity and save the livelihoods of billions of people around the world."

Edward Norton, actor

CO₂ emissions (GtCO₂/yr)

100

80

60

40

20

0

-20

1980

2000

2020

2040

2060

2080

2100

High emissions leading to dangerous warming

2016 projection

Decreasing emissions compatible with a well below 2°C warming limit

Baseline

Country pledges (NDCs) for 2030 exceed the warming limit of the Paris Agreement

3.2–5.4°C relative to 1850–1900

0.9–2.3°C

2°C

Data: CDIAC/GCPI/IPC/Fuss et al 2014/Rogelj et al 2016

Our recent contributors

Urna Semper

10 tonnes

Acme Corp

10,000 tonnes

John Doe

10 tonnes

Energy Inc

150,000 tonnes

Paul Brian

25 tonnes

Ford Ltd

1,500 tonnes

What is your Climate Footprint?

You are

☒ Private - individual, family

☐ Legal entity - company, group

Country

Austria

Persons

1

Period

1 year

Next

Quick CO² offset

----- Individuals and families -----

10 tonnes

8 EUR

25 tonnes

19 EUR

50 tonnes

40 EUR

100 tonnes

80 EUR

more

...

---- Small&Medium organisations ----

1500 tones

750 EUR

2500 tonnes

1,800 EUR

5000 tonnes

3,900 EUR

10,000 tonnes

7,500 EUR

more

...

27

4. Options for promotion

Recommendations on how to improve the rate of successfully completed user sessions (completed purchases) were the primary objective for this review. However, the implementation of the recommendations needs to be considered together with the appropriate marketing choices that will be made in order to attract users to the platform in the first place. The formula in a nutshell is: **increase exposure, improve experience**.

With the understanding that the marketing and outreach are managed through Climate Neutral Now, which was not in scope for this review, there are several options that can be considered for the direct promotion of the platform. Low cost outreach marketing by definition involves using the social media directly instead of buying advertisement packages. Possible scenarios include:

- Tweeting celebrities publicly inviting them to use the platform;
- Privately contacting celebrities asking them to tweet/post about the platform;
- On successful checkout provide the option to share a suggested context sensitive message, e.g. “My family (or Company) is CO2 neutral now! <link>”, “What is your family’s climate footprint? <link>”, “Always wanted to do something about climate change but you didn’t know what? <link>”, etc.;
- Contact YouTube.com content creators with affinity to climate change topics (or any relevant to the target group) asking them to promote the platform possibly in exchange of promoting their selected and relevant content on the platform (also helps clarify why you should offset);
- On successful checkout provide the option to upload a picture to be featured on a possible “Climate neutral contributors” collage on the home page, which if used provides an incentive for social media sharing.

The choice and implementation plan for the above options should be based on a refined definition of the target group(s) and the resources available to UNFCCC.

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