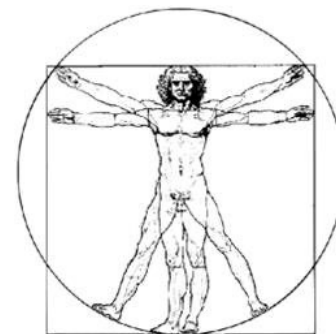


ecbi



# Corporate Air Passenger Solidarity

PCCB/ecbi Seminar on

Innovative Sources for Multilateral Climate Finance,

COP 24, Katowice, 8 December 2018

Professor Benito Müller

Senior Climate Finance Adviser, LDC Group Chair

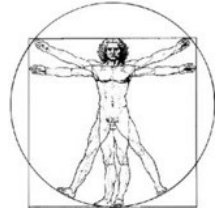
Director ecbi

ECI Convener International Climate Policy Research, University of Oxford

for sustained capacity building in support of international climate change negotiations

pour un renforcement durable des capacités en appui aux négociations internationales sur les changements climatiques

# Genesis 1: The Top Down Approach



ecbi

October 2006



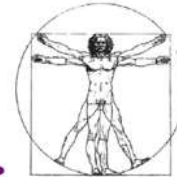
## IATAL — an outline proposal for an International Air Travel Adaptation Levy

Benito Müller and Cameron Hepburn



Oxford Institute for Energy Studies  
EV 36  
October 2006

December 2008



ecbi policy brief

## International Air Passenger Adaptation Levy (IAPAL)

A proposal by the  
GROUP OF LEAST DEVELOPED COUNTRIES (LDCs)  
within the framework of the BALI ACTION PLAN

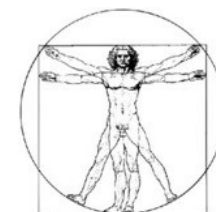
Submitted to the UNFCCC AWC-LCA  
on 12 December 2008

with  
Thirteen Questions and Answers

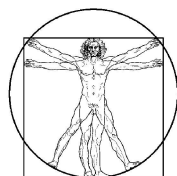
compiled by  
Benito Müller

European Capacity Building Initiative  
[www.eurocapacity.org](http://www.eurocapacity.org)

# Genesis 2: The Bottom Up approach (Daughter of IAPAL)



ecbi



## Crowdfunding for Climate Change

A new source of finance for climate action at the local level?

May 2013

WINNERS OF THE MIT CLIMATE CO-LAB POPULAR CHOICE AWARD!

By Konrad von Ritter and Diann Black-Layne  
May 2013

ecbi

European Capacity Building Initiative  
[www.eurocapacity.org](http://www.eurocapacity.org)

oxford  
climate  
policy

Environmental  
Change Institute eci



## Oxford Crowdfunding for Adaptation Initiative Tapping into Socially Responsible Corporate Air Travel

Brochure

February 2017

February 2017

Benito Müller<sup>1</sup>

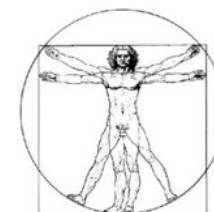
### Table of Contents

1. Introduction .....	2
Background .....	2
Summary of the Concept .....	2
2. Flyer .....	3
3. Adaptation Fund Income Sources .....	4
4. The Target Sector: Market Analysis .....	6
Why focus on socially responsible corporate air travel .....	6
Market size and potential revenue .....	7
4. The Mechanics .....	9
Donations .....	9
Marketing .....	9

# Genesis 3: The Corporate Air Passenger Solidarity Programme



THE GOVERNMENT  
OF THE GRAND DUCHY OF LUXEMBOURG



ecbi

2019 to 2020

## Corporate Air Passenger Solidarity

A socially responsible air travel scheme to attract private sector contributions to the Adaptation Fund

Brochure

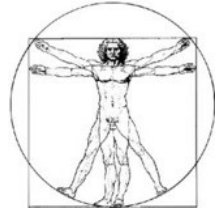
October 2018

### Table of Contents

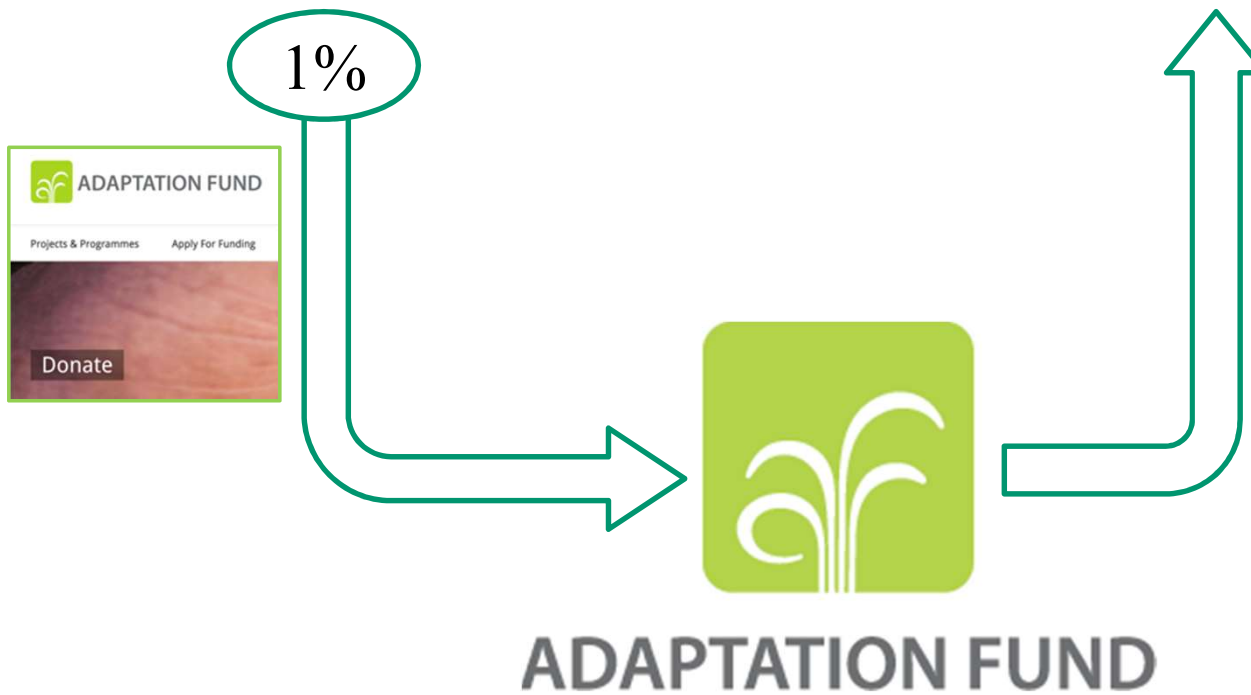
1. The Concept.....	1
2. Objectives.....	2
3. The Corporate Passenger Solidarity Partnership.....	3
3.1 The CAPS-Partners.....	3
3.2 The Core Programme Team .....	3
4. Methodology and Activities .....	4
5. Timetable .....	5

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
<b>I. Research Phase</b>								
Stakeholder Workshop								
Stakeholder Interviews								
• Questionnaire Design								
• 20 Interviews								
Feasibility Assessment								
<b>II. Development Phase</b>								
Platform Development								
• Web design								
• Content Creation								
• Launch of the Platform								
Design Marketing Campaign								
• Marketing Plan								
• Communication Strategy								
• Marketing Content Dev't								
• Campaign Plan								
<b>III. Campaign Phase</b>								
Marketing Campaign								
• Social Media Campaign								
• Events and Trade fairs								
• Regional developments								
• Third Party Origination								
Monitoring of Results (cont.)								

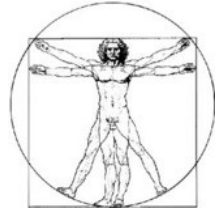
# The Mechanics



ecbi



# What Scale?



ecbi

**Forbes** ▾

Editors' Pick

New Posts  
+13 posts this hour

AUG 6, 2013 @ 12:10 PM12,394 VIEWS

## Business Travel Market To Surpass \$1 Trillion This Year

**Kenneth Rapoza**, CONTRIBUTOR  
*I cover business and investing in emerging markets.* [FULL BIO](#) ✓  
Opinions expressed by Forbes Contributors are their own.

**GBTA**  
GLOBAL BUSINESS TRAVEL ASSOCIATION

AboutMembershipConventionEventsResourcesGBTA HubFoundationEducationOn DemandSponsor

GBTA Home > Press Releases > GBTA Foundation Annual Forecast Predicts Global Business Travel Spending to Hit Record High of \$1.25 Trillion in 2015

Press Releases  
All Press Releases

News Release

GBTA Foundation Annual Forecast Predicts Global Business Travel Spending to Hit Record High of \$1.25 Trillion in 2015

China Business Travel to Skyrocket By 61 percent Over Next 5 Years

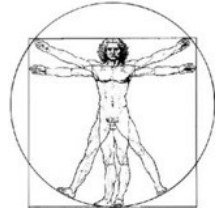
GBTA Identifies Five Business Travel Markets of the Future

- 1 percent of corporate passengers donating (on average) 1 per cent of their ticket price would yield ***\$125 million annually***.
- 10 percent of corporates that offset air travel adopt CAPS: ***\$100 million annually***



# The Trailblazers: **toniic**

The global action community for impact investors.



ecbi

## carbon offset menu recommended by toniic members



By offsetting your carbon footprint with SeaGrass Grow, you help to defend against climate change AND restore critical marine habitats.

http://www.seagrassgrow.org/



ADAPTATION FUND

Donating to the UN Adaptation Fund helps developing countries build resilience and adapt to climate change.

https://www.adaptationfund.org/



Calculate your carbon emissions and capture them with trees that bring social and financial benefits to the farmers who plant them.

https://www.treeedom.com/

**CHOOOSE**  
a cooler world

Select your choice of monthly subscription levels to buy up and delete the CO2 emission quotas of big polluters.

https://www.chooose.co/

**greenseat**  
you make it happen

For the price of one cup of coffee, GreenSeat offsets your emissions with projects that avoid or reduce carbon in developing countries.

https://www.greenseat.com/

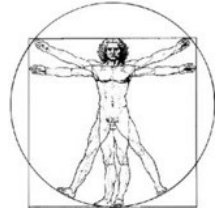
**WILDLIFE WORKS**

When you purchase REDD+ offsets from Wildlife Works, you are purchasing Verified Emission Reductions that preserve threatened forests, protect endangered wildlife, and uplift forest communities.

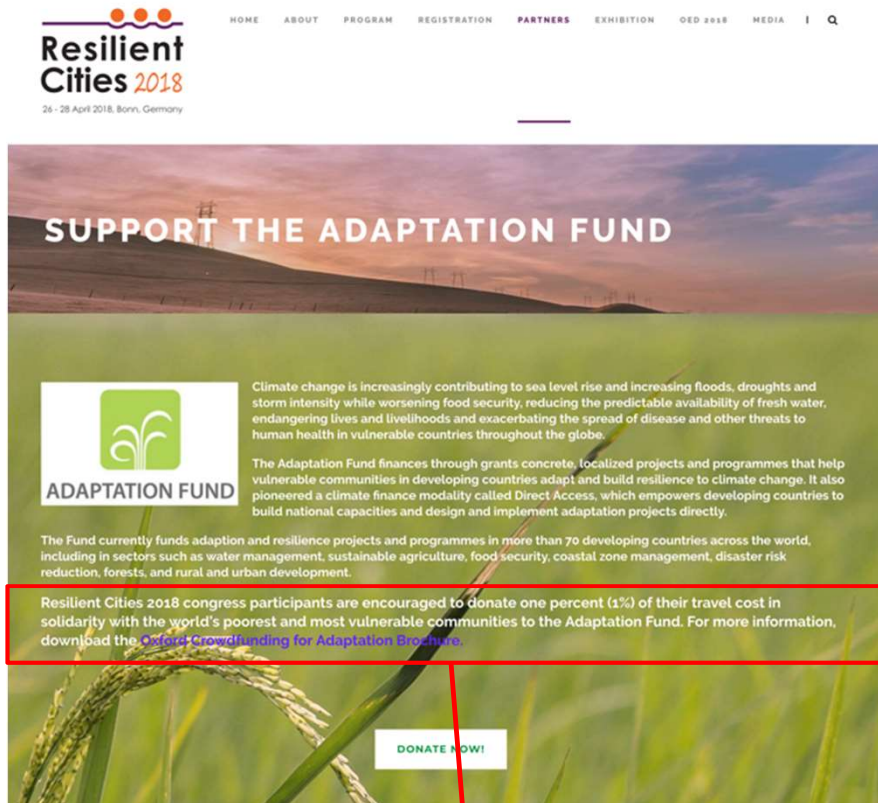
https://www.wildlifeworks.org/

# The Trailblazers: I.C.L.E.I

Local Governments for Sustainability



ecbi


A screenshot of the Resilient Cities 2018 website. The banner features a landscape with wind turbines under a sunset sky. The text 'SUPPORT THE ADAPTATION FUND' is prominently displayed. Below this, there is a section about the Adaptation Fund, including its logo and a description of its mission. A red box highlights a call to action for Resilient Cities 2018 participants to donate 1% of their travel cost to the Adaptation Fund. A 'DONATE NOW!' button is visible at the bottom right of the banner.

HOME ABOUT PROGRAM REGISTRATION PARTNERS EXHIBITION OED 2018 MEDIA I Q

## Resilient Cities 2018

26 - 28 April 2018, Bonn, Germany

### SUPPORT THE ADAPTATION FUND



**ADAPTATION FUND**

Climate change is increasingly contributing to sea level rise and increasing floods, droughts and storm intensity while worsening food security, reducing the predictable availability of fresh water, endangering lives and livelihoods and exacerbating the spread of disease and other threats to human health in vulnerable countries throughout the globe.

The Adaptation Fund finances through grants concrete, localized projects and programmes that help vulnerable communities in developing countries adapt and build resilience to climate change. It also pioneered a climate finance modality called Direct Access, which empowers developing countries to build national capacities and design and implement adaptation projects directly.

The Fund currently funds adaption and resilience projects and programmes in more than 70 developing countries across the world, including in sectors such as water management, sustainable agriculture, food security, coastal zone management, disaster risk reduction, forests, and rural and urban development.

Resilient Cities 2018 congress participants are encouraged to donate one percent (1%) of their travel cost in solidarity with the world's poorest and most vulnerable communities to the Adaptation Fund. For more information, download the [Oxford Crowdfunding for Adaptation Brochure](#).

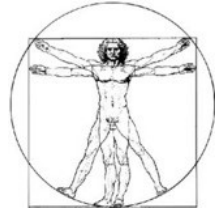
**DONATE NOW!**

Resilient Cities 2018 congress participants are encouraged to donate one percent (1%) of their travel cost in solidarity with the world's poorest and most vulnerable communities to the Adaptation Fund. For more information, download the [Oxford Crowdfunding for Adaptation Brochure](#).



# The Trailblazers: **ICLEI**

Local Governments for Sustainability



ecbi

## HOW TO ACHIEVE CLIMATE NEUTRALITY

ICLEI  
Local  
Governments  
for Sustainability



### STEP 4: OFFSET

Offset any emissions that cannot be further reduced or avoided, ideally through UN recognized mechanisms such as purchasing credits and donation to funds which support integrated, sustainable urban and territorial development. These offsetting opportunities may also be local and voluntary.



- ‘Climate Neutrality’ is more than ‘carbon neutrality’
- ‘Offsetting’ is more than purchasing carbon credits

# Neutrality: A Case Study

## Good offices



As a protecting power, Switzerland assumes a go-between role © Keystone

Switzerland's good offices are a long-standing tradition and play a key role in Swiss peace policy. Switzerland can build bridges where others are prevented from doing so, because it does not belong to any power bloc and does not pursue a hidden agenda.

Switzerland supports conflicting parties in their search for a negotiated solution, either acting as mediator directly or supporting negotiations and the mediation of other states or international and regional organisations. As a protecting power, it safeguards the interests of foreign states.

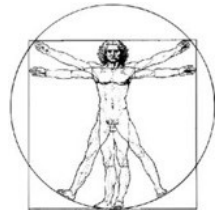
In international law and international relations, the term 'good offices' under the UN Charter refers to all diplomatic and humanitarian initiatives by a third country or a neutral institution whose purpose is to resolve a bilateral or international conflict or to bring the parties to the negotiating table.



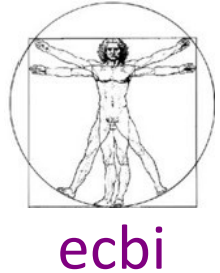
Armed Neutrality: Congress of Vienna 1815



International Committee of the Red Cross 1863



ecbi



# The Commission calls for a climate neutral Europe by 2050

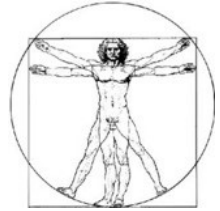


28/11/2018

Today the European Commission adopted a strategic long-term vision for a prosperous, modern, competitive and climate neutral economy by 2050 – A Clean Planet for all. The strategy shows how Europe can lead the way to cli-

mate neutrality by investing into realistic technological solutions, empowering citizens, and aligning action in key areas such as industrial policy, finance, or research – while ensuring social fairness for a just transition.





ecbi

# Climate Neutrality =

## Carbon Neutrality + Impact Solidarity

Offsetting with carbon credits

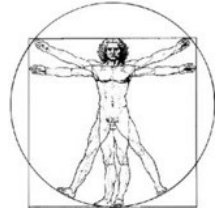
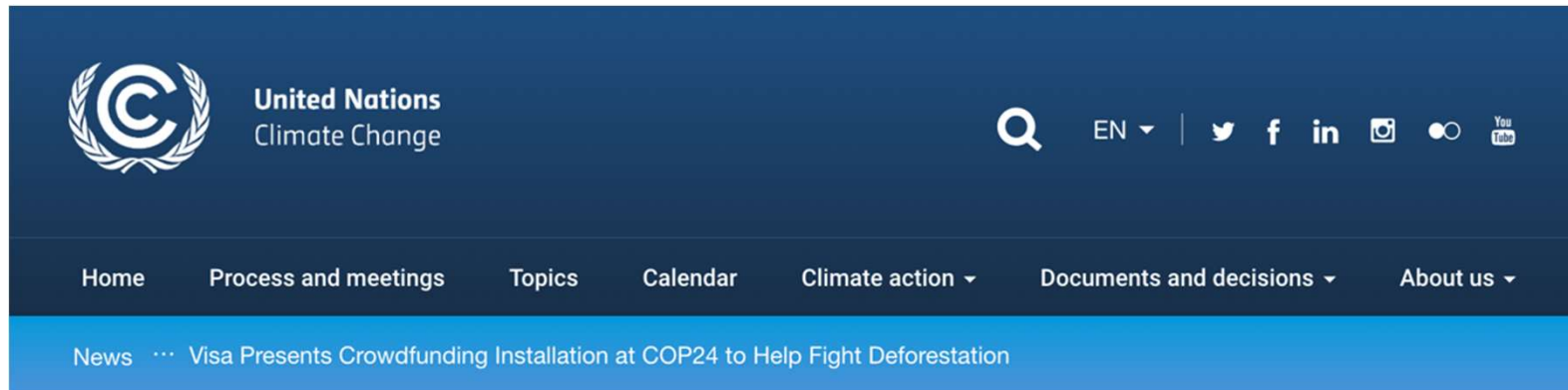


### Mitigation

Offsetting with CAPS contributions



### Adaptation



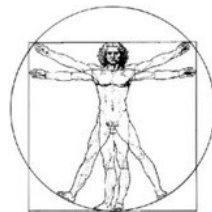
ecbi

ARTICLE / 03 DEC, 2018

## Visa Presents Crowdfunding Installation at COP24 to Help Fight Deforestation

**UN Climate Change News, 3 December 2018** – At the UN Climate Change Conference COP24 in Katowice, the payments network Visa Inc. is presenting an innovative way to make donations for climate action using a new digital platform, **with benefits of the activity going toward the climate resilience projects of the Adaptation Fund**, many of which involve ecosystem-based measures that improve peoples' lives and livelihoods while restoring natural protections such as forests to protect soils and sustainably manage land and water resources.





ecbi

# Thank You!