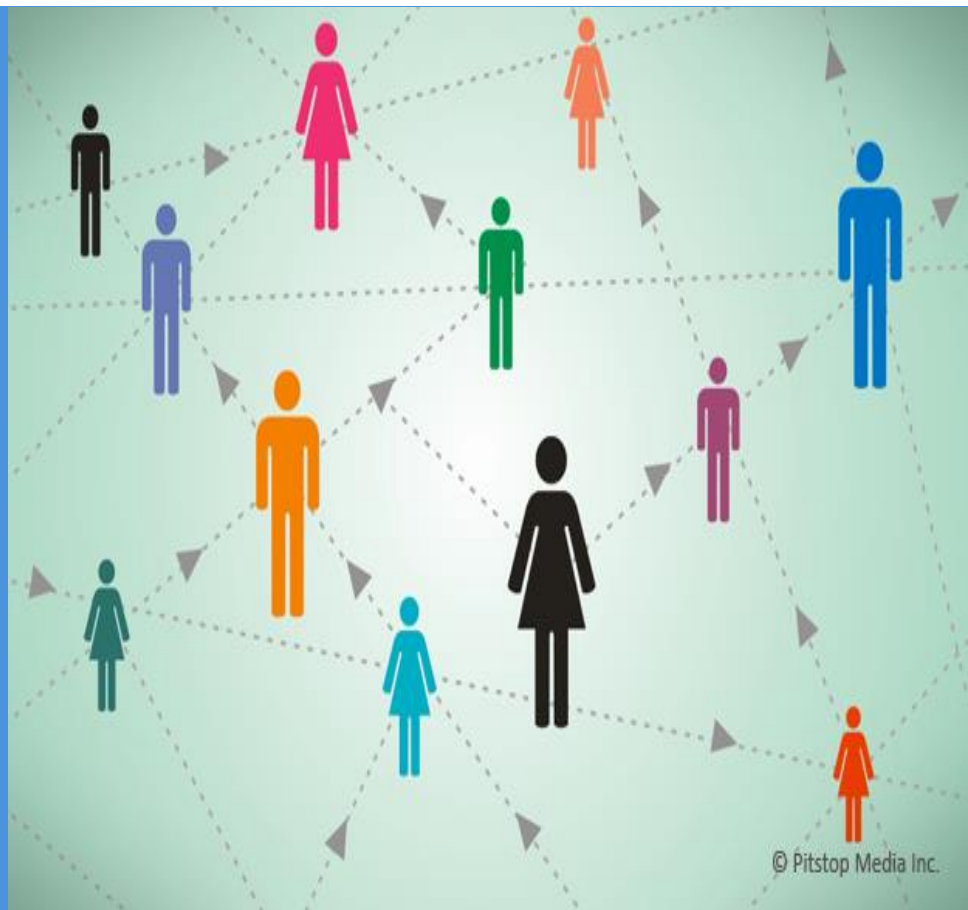


Agenda item 2.2.
Paragraph 5 of the
annotated agenda

Increasing the voluntary cancellation of certified emission reductions

CDM EB 95

Bonn, Germany, 11 - 13 July 2017



© Pitstop Media Inc.



Procedural background and Purpose

- At EB 93 the Board considered a concept note on increasing the voluntary cancellation CERs. The Board requested the secretariat to prepare an updated concept note for its consideration at a future meeting, incorporating feedback received from the companies and organizations, and guidance received from the Board at EB 93.
- The purpose of this concept note is to provide an update on the progress of activities undertaken towards increasing the voluntary cancellation of CERs and to seek further guidance from the Board regarding a proposal for a social media campaign



Voluntary cancellation of CERs

1 January – 1 June 2017

- 62,027 CERs cancelled in the voluntary cancellation platform, at an average price of USD 2.10.
- A total of 1.4 million CERs are now available from 49 projects in the Platform, at prices between USD 0.41 and 5.00.
- 4.6 million CERs voluntarily cancelled directly in the CDM Registry.
- Some 2.9 million CERs of these assessed to be cancelled with the aim of achieving climate neutrality, mainly in the private sector.
- 600 percent increase since the same period in 2016.
- Information about CERs cancelled in national registries is not available since the registries do not share such information.



Voluntary cancellation of CERs

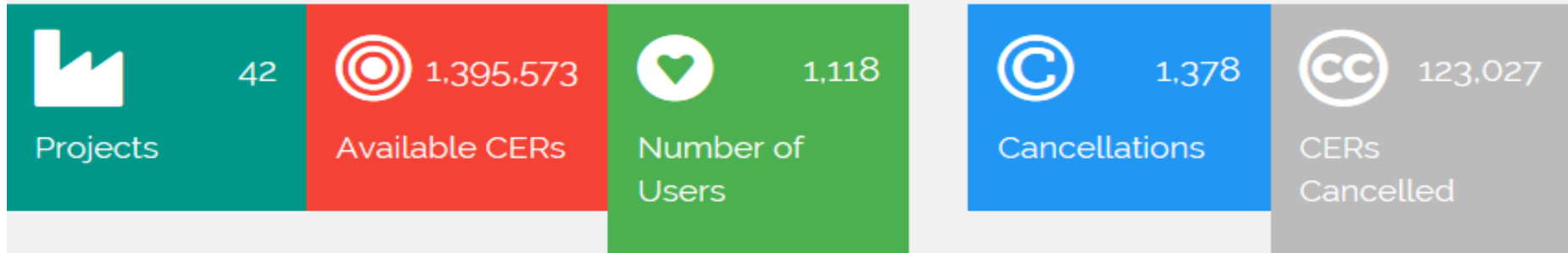
Observations

- Overall trend in voluntary cancellations is very positive
- The level of use of the Voluntary Cancellation Platform has still a lot of improvement potential:
 - Note EB 93's mandate to improve user friendliness of the Platform
 - Note that the first integration partner was connected to the Platform in May, as approved by EB 91
 - Note that the functions/user friendliness in itself needs to be accompanied by active outreach work. Ongoing work include outreach to companies, organizations, events and (proposed) individuals through social media.

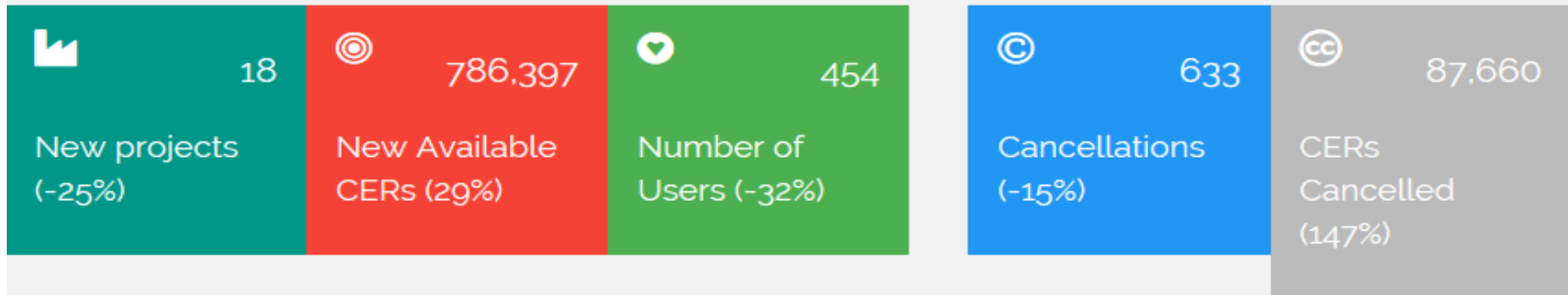


Voluntary Cancellation Platform analytics

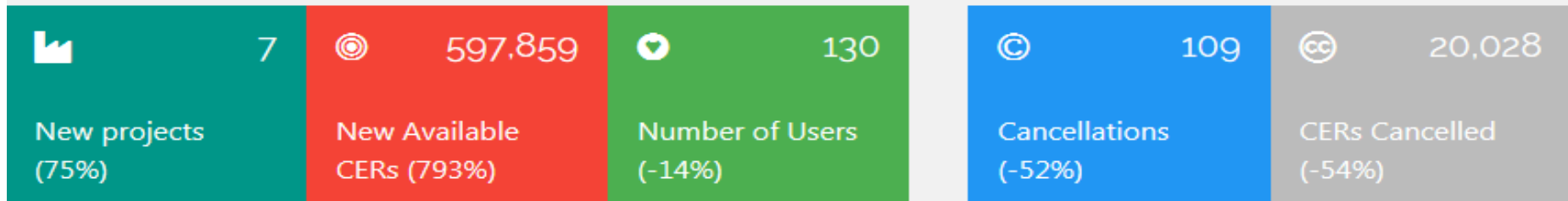
Totals (since 9sep2015)



Year-to-date (Comparison with the previous period)



Last 90 days (Comparison with the previous period)



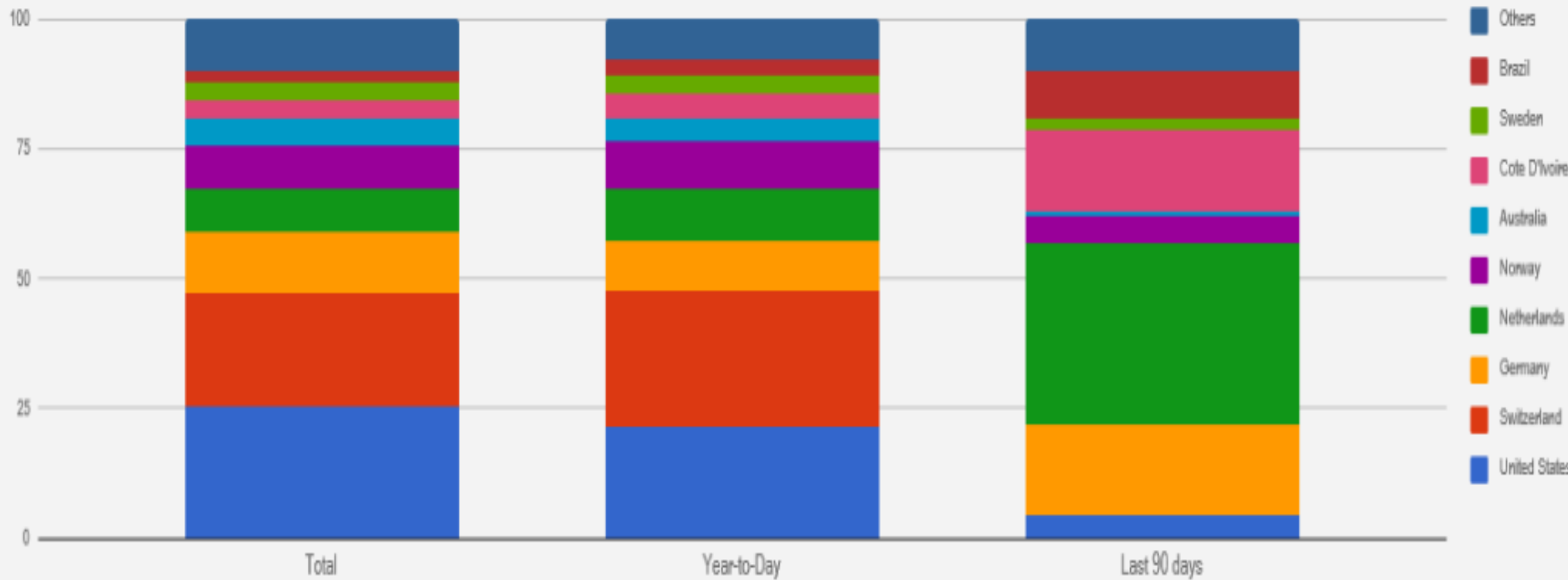
Agenda item 2.2

Paragraph 5 of the annotated agenda

Voluntary Cancellation Platform analytics

Country of cancellation

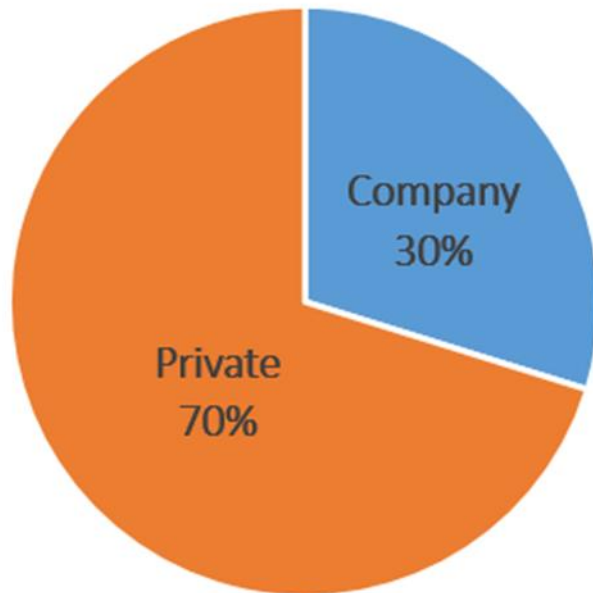
Country - CERs



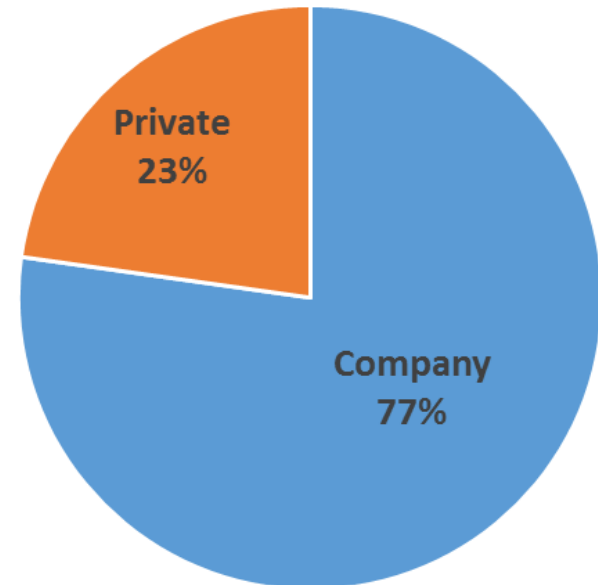
Voluntary Cancellation Platform analytics

Type of client

Number of clients

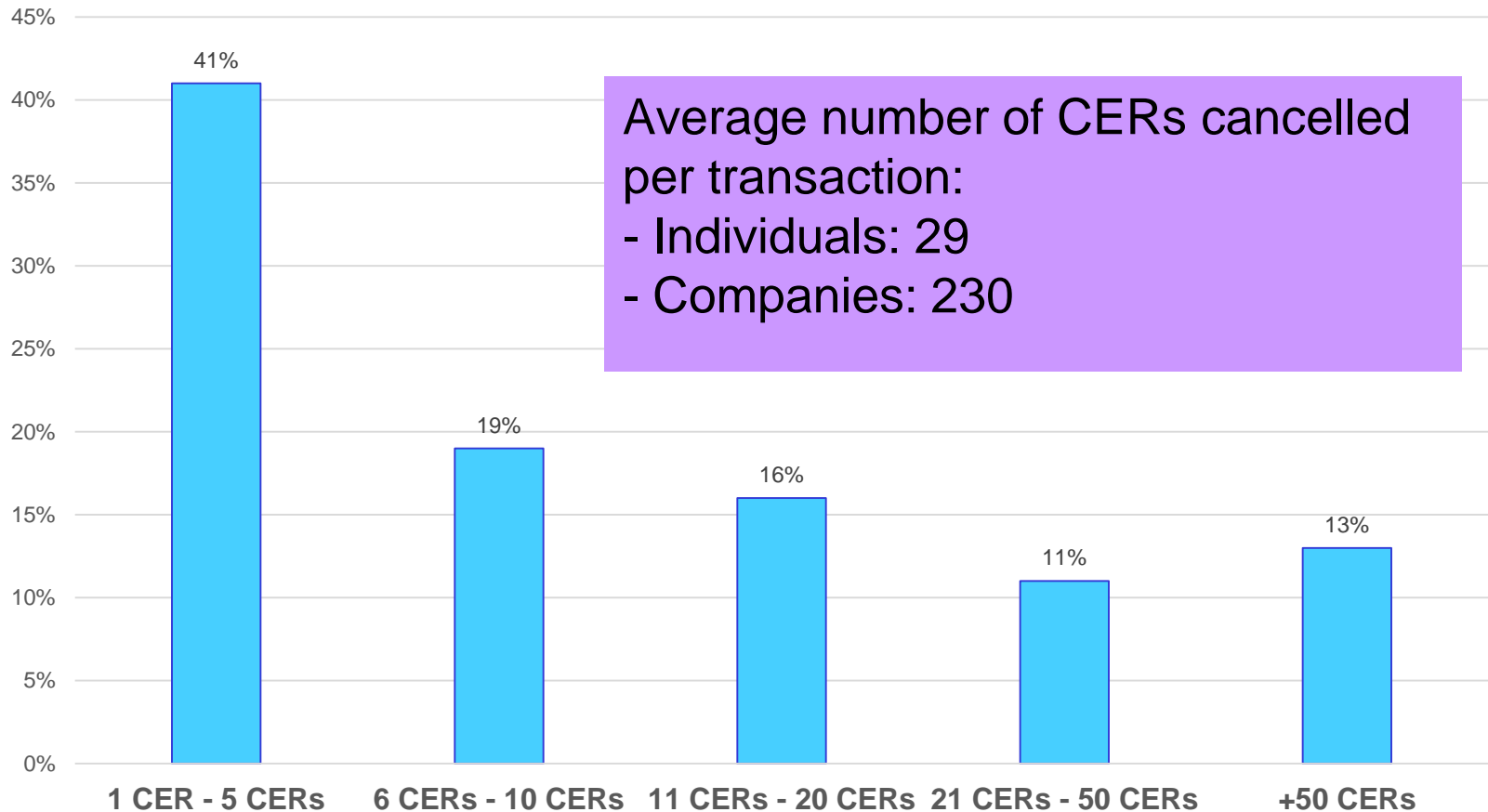


Volume of cancellations



Voluntary Cancellation Platform analytics

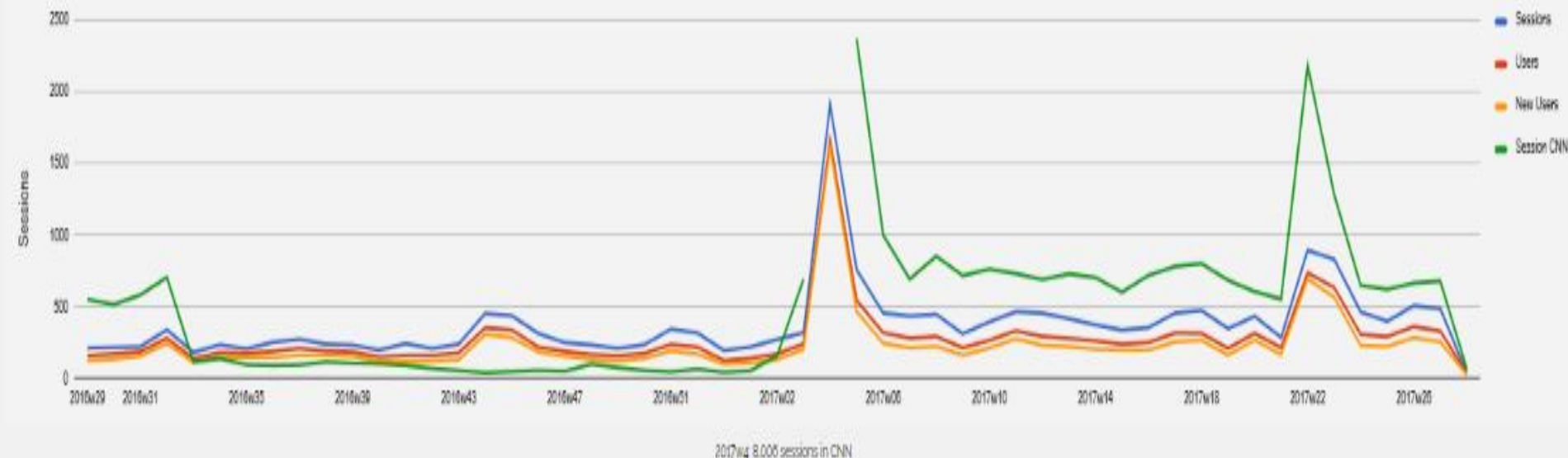
CERs cancelled per transaction



Voluntary Cancellation Platform analytics

Visitor trends (sessions/week)

Sessions by week (YtD)

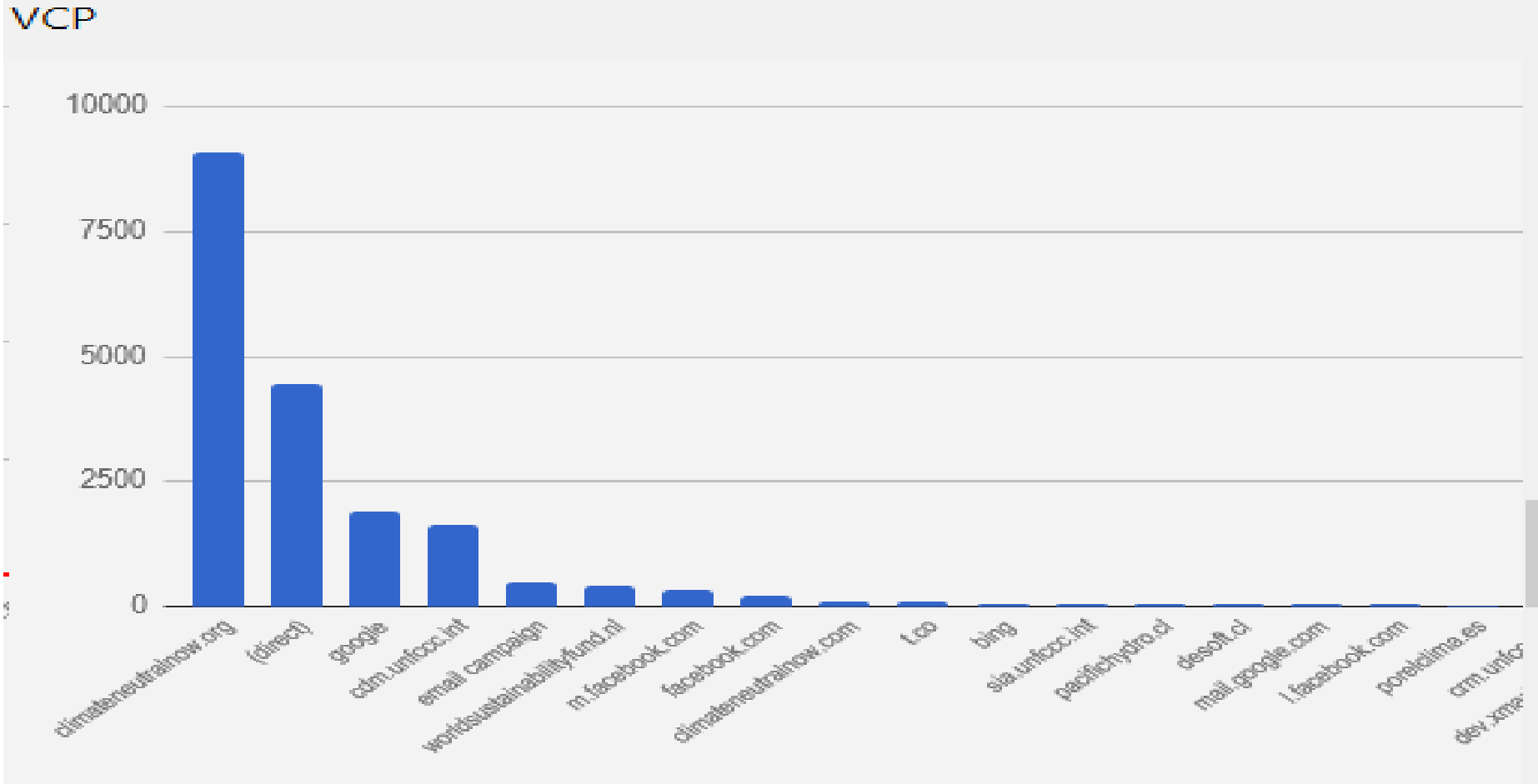


Agenda item 2.2

Paragraph 5 of the annotated agenda

Voluntary Cancellation Platform analytics

Referrals to VC Platform



Agenda item 2.2

Paragraph 5 of the annotated agenda

Voluntary Cancellation Platform analytics

Conversion rates

Totals

%

11.7

Conversion rate from CNN to VCP

%

35

Conversion rate from VCP to Sales

Year-to-date

%

27.4

Conversion rate from CNN to VCP

%

32

Conversion rate from VCP to Sales

Last 90 days

%

25.7

Conversion rate from CNN to VCP

%

1.8

Conversion rate from VCP to Sales



Business and sector organizations



- Continuous outreach under Climate Neutral Now
- Some 500+ companies contacted
- So far about 10% accepted and 10% declined
- Examples of new signatories include SAP, City of Arendal (Norway), LB Bank (Sri Lanka) and Ticket Master (Finland)
- Cooperation with Airport Council International has recently seen the airports of Abidjan, Athens, Lyon, Gatwick, Mumbai, Munich and Schipol going climate neutral.

- EB 93 requested the secretariat to explore options for cooperation with online travel & hotel booking companies to link bookings with voluntary cancellation of CERs in the VC Platform. This is more time consuming than expected and is still ongoing.

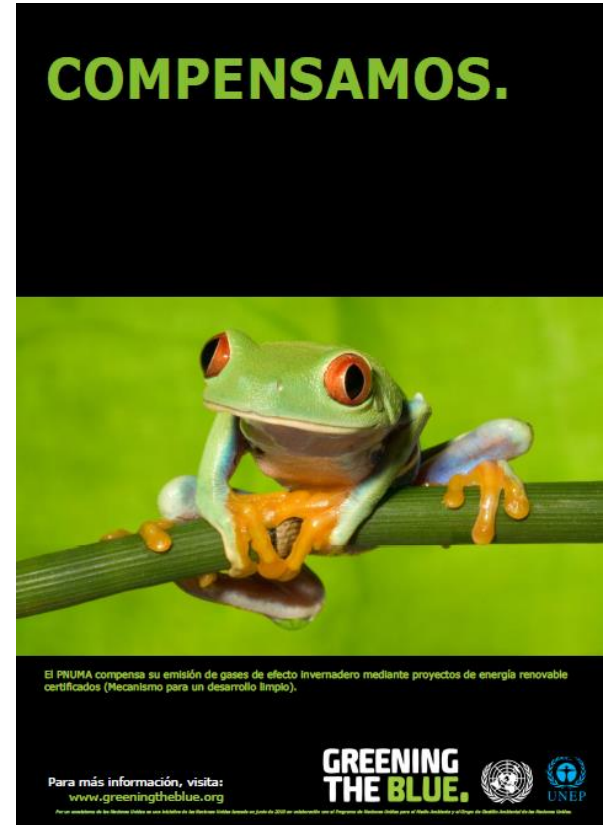


UN and other international organizations

- 32 of 66 reporting UN organizations are climate neutral.
- Of a total climate footprint of ~2 million tCO₂eqv, some 650.000 are offset, mainly through the Adaptation Fund CERs.
- Cooperation to develop a green meetings tool to further enable calculation, reduction and offsetting of UN meetings.
- Outreach to other (non-UN) International organizations initiated.



- COP 23 to be fully climate neutral



Social media campaign

- Outreach currently targets organizations, companies, and events, but not individuals directly.
- Yet, the Voluntary Cancellation Platform is well aimed at individual consumers.
- The Board decided in MAP 2017 to increase the Voluntary Cancellation Platform's online media and web presence and enhance its use among consumers and individuals.
- Some 2.3 billion people are regular users of social media, such as Facebook, LinkedIn, Twitter, Instagram....



Social media campaign



- Requirements include:
 - Defined target groups
 - Tailored messages (web cards, videos...) embedded in social media feed.
 - Direct links to dedicated landing pages at the Voluntary Cancellation Platform.
 - Dynamic monitoring and boosting of successful posts
- Objective: increase visitors to the Voluntary Cancellation Platform by 100.000.
- Cancellation rate then depends on Platform user friendliness → use new version.
- Costs covered in MAP 2017 budget



Agenda item 2.2

Paragraph 5 of the annotated agenda

Recommendations

The Board may wish to:

- ✓ To take note of ongoing work as described in the concept note
- ✓ Approve that a social media campaign is initiated to increase the level of individuals visiting and using the Voluntary Cancellation Platform



Thank You

