Climate Neutral Now and the Platform for Voluntary Cancellation of Certified Emission Reductions

17th Global DNA Forum
Marrakech, Morocco, 5-6 November 2016
The fundamentals

- CDM was set up as a mechanism to primarily support Kyoto Protocol compliance markets with Certified Emission Reductions.
- Over time, CDM has evolved into a multi-purpose tool, also in voluntary markets.
- Shrinking KP demand and dropping prices put many projects at risk.
- In response, the CDM Executive Board decided to support the demand side as well.
What is needed?

- Make it (a lot) easier to access CERs
  - On-line store experience
  - Direct selection of projects / countries / technologies / costs
  - Immediate confirmation
  - Not open for trading, only cancellation

- Proactive outreach and promotion
  - Needs to be part of a package
  - Integrated in climate neutral concept
I chose this because "measure to increase the use" is confusing with promotional activities

Sana Lingorsky, 02/03/2016
Make is easy to use CERs: The VC Platform

Welcome!

Click here to view all available projects

Contribute to climate action! Each tonne of emissions reductions that you purchase supports worthy projects that bring sustainable development to developing countries while reducing greenhouse gases. Please explore the site today, but come back to see new projects that are regularly added to the site.

You can use them to compensate for the emissions that you generate and cannot avoid in your daily life, your travel or your organisation. To calculate your personal, family or small business emissions, use our climate footprint calculator.

Agriculture
Biomass energy
Hydro
Make is easy to use CERs: The VC Platform

- Number of projects in platform: 38
- Total number of CER on offer: 34
- Price range: USD 0.5 – 5.0 / CER
- Number of CERs cancelled: 42,854
- Number of transactions: 881
- Seller countries:

  - Brazil 3
  - Chile 7
  - China 1
  - India 19
  - Kenya 1

  Total 34
Promotion and outreach

- Concept of Climate Neutrality reflected in Paris Agreement
- Offsetting as part of three-step approach: Measure – reduce – offset
- Goes beyond CDM
- Engagement with champion companies, organizations and individuals – steady increase in uptake
- Further emphasis on sports and cultural events and conferences
- Expanding towards consumers, consumer facing orgs, and social media
Facilitating access to SD info (CMP request)
VC Platform and Climate Neutral Now

- Serve specific CDM purposes
- But also serve a wider purpose beyond CDM
- Offers models of services and approaches that may be useful for new instruments in the post-Paris world
  - Bring UNFCCC services into 21st century
  - The operating environment post-Paris is NOT the same as the Kyoto Protocol.
  - Be aware of transition from KP to PA
  - Purpose beyond specific mandates
  - Motivate – enable – recognize action