

WHEN THE GOING GETS TOUGH HOW DOES YOUR DNA GET GOING?

Times are tough in the carbon market and CDM projects are not as attractive as they once were. For this year's competition, we want to know what key message *your* DNA is communicating to local stakeholders about the CDM...

2013 CONTEST DETAILS:

1. CHOOSE 1 KEY message your DNA is communicating regarding the benefits of the CDM, despite the current challenges.
2. FIND an image which depicts this message (photo, chart, infographic, PowerPoint slide or other).
3. COMBINE the image and the message and SUBMIT via e-mail with a short description of your entry.

E-mail submissions due to CDM-press@unfccc.int by **13 SEPTEMBER 2013**

Winning DNAs will be recognized at a ceremony during COP 19.

"So long as climate change is an issue, market mechanisms like the CDM are a necessity to drive investment and mitigation action."

Peer Stiansen, CDM Executive Board Chair

Ignacio Fuertes, CDM project 5721

