



UNFCCC
Secretariat



LAUNCH REPORT

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MOMENTUM FOR CHANGE. CHANGE FOR GOOD

2011

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Preface

At the UN Climate Change Conference in Durban at the end of last year, the international community sent a critical message that all countries had a common vision and individual responsibility to create a low- greenhouse gas emission, climate-resilient future.

However, it is clear that a number of misconceptions concerning climate change mitigation and adaptation continue to exist, and persist to stifle the crucial changes and developments required to adequately address the climate change challenge. The three main misconceptions are: First, the perception that because climate change negotiations are slow, there is no real action on the ground. Secondly, the belief that there must be absolute policy certainty before the private sector can act. Thirdly, that many governments and companies consider climate action to be too expensive to even consider.

The Momentum for Change Initiative, with funding from the Bill and Melinda Gates Foundation provides a platform to showcase projects from around the world that have been successfully at either reduce greenhouse gas emissions, or assisting communities to adapt to the consequences of climate change.

By showcasing selected “Lighthouse Projects” and presenting them to an international audience as beacons of opportunity, the Initiative demonstrates that there is already a great deal of climate action, that it is possible to move ahead without absolute policy certainty, and that acting on climate change is both financially viable and is already benefitting many communities.

This first pillar of Momentum for Change recognizes that the problems of climate change and poverty alleviation are inextricably linked, and in order to adequately address the complex challenges posed by climate change, an unprecedented level of innovative public-private collaboration is necessary.

The Initiative was officially launched in Durban last year, with the participation of special guests including, Mr. Ban Ki-moon, United Nations Secretary-General, H.E. Mr. Jacob Zuma, President of South Africa, Ms. Maite Nkoana-Mashabane, President of COP 17/CMP 7, and Lord Nicholas Stern as the event moderator. The launch was extremely well attended, and showcased 10 exemplary projects that were addressing issues such as reforestation, water recycling, solar lights, intelligent transport solutions and micro-insurance. In accordance with the theme, all of these projects are implemented by public private partnerships and all have proven results in responding to climate change, whilst at the same time increasing standards of living and quality of life for communities in developing countries.

In selecting the projects, an emphasis was placed on scalable and replicable actions with measurable impacts that can inspire policy-makers, businesses and the general public. Inspiration was most certainly achieved at the launch, with the stories told by the project participants being those of passion and achievement, and a desire to make a real difference.

This is a narrative that the Initiative wants to transport to ever wider audiences. The launch in Durban was just the beginning of a series of similar activities designed to encourage governments and business to take further action.

This year will see a call for submissions of projects that wish to be included, as well as the convening of an expert panel to make the project selection. Similar success stories will continue to be showcased at future conferences, taking advantage of the high visibility that these occasions offer.

It is our hope that this initiative will build Momentum for Change, as it continues to recognize and encourage, the amazing people, companies, organizations and communities everywhere that are making the Change for Good.

Sincerely,

Christiana Figueres
Executive-Secretary
UNFCCC secretariat



“[T]he projects are a testimony that action has started to take place, that action without absolute policy clarity can be low risk, and that action can be cost effective with win-win benefits for all, in particular for communities in developing countries.” - Christiana Figueres

Executive Summary

In 2011 the secretariat of the United Nations Framework Convention on Climate Change (UNFCCC), in partnership with the Bill and Melinda Gates Foundation launched the first platform of the Momentum for Change Initiative.

The launch of the Momentum for Change Initiative was held on the evening of 6 December 2011, in one of the plenary halls of the venue of the 17th Conference of the Parties and 7th Conference of the Parties serving as the Meeting of the Parties to the Kyoto Protocol (COP 17/CMP 7) in Durban, South Africa.

The plenary, with a capacity of 1400 audience members, was open to all registered members of the conference, including country delegates, NGO, IGO and youth group observers, as well as special invited guests and representatives of the private sector.

A large group of media and interested audience members gathered to witness the launch and hear the introductory speeches of special guests, Mr. Ban Ki-moon, United Nations Secretary-General, H.E. Mr. Jacob Zuma, President of South Africa, Ms. Maite Nkoana-Mashabane, President of COP 17/CMP 7 and Ms. Christiana Figueres, UNFCCC Executive Secretary.

A total of 28 representatives of 10 projects from around the world, discussed their projects with the event moderator, Lord Nicholas Stern, and shared their lessons and experiences with the audience.

The event was a great success with audience members and project participants alike, providing positive feedback on the experience, inspirations and lessons learnt from the launch.

Momentum for Change - the concept and reason behind it

It is widely recognized that the multilateral process under the UNFCCC is inherently difficult. International negotiations have not kept up with the pace necessary for an adequate global response on mitigation and adaptation to climate change, despite it being well known that climate change and its interrelated challenges are more pressing than ever.

Working towards an international agreement is a complex and difficult process, where climate change mitigation and adaptation are often perceived as a burden rather than as opportunities. The UNFCCC secretariat has therefore sought to create a new initiative that dispels many of the negative perceptions around climate change mitigation and adaptation, and instead focuses on the positive action already underway and on successes already being achieved.

By leveraging the high visibility of climate change conferences under the UNFCCC and creating opportunities to highlight achieved results on the ground, the Momentum for Change Initiative aims to provide a platform for selected "Lighthouse Projects" to act as beacons of inspiration pointing the direction towards fulfilling the objectives of the Convention and its Kyoto Protocol. These "lighthouse projects" are to ultimately serve as models of best practice, and lend themselves towards introducing innovation in terms of delivering benefits on a global scale, in particular, for local communities in least developed areas.

The Initiative also aims to transform the impression of slow progress in the negotiations, into a much more positive "can do" environment that both recognises action and progress, as well as encourages national governments to be more ambitious in their decisions, ultimately contributing to the creation of a virtuous cycle that will build momentum for climate change action.

"The aim of this is to gather momentum, to gain momentum and to add momentum..." - Christiana Figueres,

Momentum for Change Initiative Launch

The first pillar of Momentum for Change has been implemented with the support of the Bill and Melinda Gates Foundation. This pillar has a specific focus on projects developed under a public-private partnership, which mitigate or increase resilience to climate change, whilst at the same time benefiting the urban poor.

"This initiative is a shining example of what can be achieved when the public and private sectors work together to save tomorrow, today" - Minister Maite Nkoana-Mashabane, introductory statement.

It has been recognized that developing countries will be hit first and hardest by the impacts of climate change. Furthermore, developing countries are faced with tackling poverty and improving living standards in a world with much fewer resources and greater environmental limitations. Lord Nicolas Stern described this dichotomy in his opening to the launch:

"We're here today because we are all grappling with the two defining issues of this century: overcoming poverty and managing climate change. If we fail on one we fail on the other, we have to grapple with those together." Lord

Nicholas Stern, Momentum for Change Initiative Launch

The public-private partnerships selected for this launch, successfully demonstrate the significance of the public and private sector working together and how challenges faced by both sectors and the community of consumers can be overcome through collaboration.

Durban Launch

“This is a special moment in the COP where we are looking at practical examples of how we reduce our emissions, adapt to climate change, overcome poverty and promote development, all at the same time”.

Lord Nicholas Stern, Momentum for Change Initiative Launch.

Project selection

The launch and inaugural project showcase was formulated as a sample of future Momentum for Change events. The UNFCCC secretariat turned to fellow international organizations in order to identify successful projects that met a set of basic criteria, and requested that they submit transformative examples of climate change projects.

The projects that were ultimately selected to best meet the criteria were put forwarded by organizations such as ICM, ICLEI, Global Compact, UNEP, the World Economic Forum, Nrg4SD, GeSI, and the United Nations Foundation.

The initial criteria for project selection were the following:

1. The project has delivered concrete results on climate change mitigation or adaptation, with social benefits that can already be demonstrated.
2. The project is facilitated by a Public-Private Partnership (any level of government in collaboration with a private company, NGO or civil society organization).
3. The project has been implemented in a developing country and is delivering social benefit or poverty alleviation, ideally to the urban poor.
4. The project is scalable and replicable.
5. The project is not registered under Joint Implementation (JI) or the Clean Development Mechanism (CDM)¹.

¹ All information on CDM/JI projects can be found at <http://cdm.unfccc.int/> and <http://ji.unfccc.int/index.html>

10 Exemplary projects showcased

Buffelsdraai Landfill Site Community Reforestation - South Africa



Photograph provided by the City of Durban

As a host city for the FIFA World Cup in 2010, the City of Durban took on the task to offset the carbon dioxide emissions produced from the event. In order to do so, the city partnered with the non-government organization, “The WildLands Conservation Trust”, to establish a number of local natural habitat restoration projects.

These reforestation projects were designed to not only contribute to the uptake of carbon dioxide, but to also play a vital role in supporting natural ecosystems and human communities.

The development of this Community Ecosystem Based Adaptation approach has engaged 600 local community members as “treepreneurs” and created a number of permanent jobs, improving education, food supply and productivity.

“Let’s use this as an appropriate approach to helping the poor improve their lives, restore our ecosystems whilst at the same time adapting to climate change. We see it growing, we see the magic, and the magic sits next to me.” - Buffelsdraai partnership member referring to a community representative at the Momentum for Change launch.

Global Alliance for Clean Cookstoves - The Paradigm Project - global



Photograph provided by the Global Alliance for Clean Cook Stoves

The Global Alliance for Clean Cookstoves is a public-private partnership that is providing a collaborative network to support the widespread adoption of clean cookstoves and the creation of a global market.

“With cooking you are asking women to change one of the most fundamental things about how they live their lives.” Global Alliance representative at the Momentum for Change Launch

The use of efficient cookstoves can dramatically reduce fuel consumption, associated deforestation, carbon dioxide release as well as the social and health impacts of collecting firewood and smoke related illnesses from traditional indoor cooking.

Private sector partners, including Shell, Morgan Stanley, Dow Corning and Bosch Siemens, have been working successfully with multiple national governments for a number of years. Through collaboration with the Global Alliance, they aim to reach 100 million households by 2020.

Wales-Mbale Climate Change Tree Planting - Uganda



Photograph provided by the Welsh Government

Increasing temperatures and intensified rainfall is damaging the vital coffee farms in the Mbale region of Uganda.

The Wales Government, in partnership with the Gumuntindo Fairtrade Organic Coffee Cooperative has taken the initiative to plant over one million trees to improve the coffee growing environment. Trees are also being planted along urban streets to provide shade and improve the urban environment.

The scale of the project is also reinforcing messages of climate change awareness, which are being taught as part of the program, as well as motivating participation in courses on nursery establishment, forestry, and management.

“The challenges we have faced are taking the message to community members who do not understand climate change” - Mbale-Wales Partnership representative at the Momentum for Change Launch

Throughout the discussions at the launch it was clear that as with many projects, education and raising community awareness has had to become a large part of this project.

eMalaheni Water Reclamation Plant - South Africa



Photograph provided by Anglo American

eMalaheni is home to more than 500,000 people in a region of South Africa, where climate change is contributing to the problem of access to clean water.

Anglo-American, the multinational mining company, operates a thermal coal facility nearby, which generates large volumes of waste water.

In collaboration with the local government and other partners, Anglo-American has now established a water treatment scheme that is providing a safe and reliable source of water to the community.

This partnership has provided jobs to local community members, is being scaled up to produce 50 mega-litres of water per day and is already being replicated in other areas.

“It is being replicated not just amongst our operations but also with the other major companies around the world that we are able to share the technology with. So this is actually being used by all and not just to help ourselves” - Anglo American representative at the Momentum for Change Launch

Spurring Climate Change Adaptation in Schools through Rainwater Harvesting - Seychelles

“We wanted to educate our people on how to adapt”. - Seychelles schools representative at the Momentum for Change Launch



Photograph provided by the Seychelles Government

The Republic of Seychelles is vulnerable to particular climate change effects and challenges which include sea level rise, increase in sea surface temperatures and changes in rainfall patterns.

To address this, a public private partnership comprising local government, foreign government, international and non-governmental organizations have implemented a rainwater harvesting project aimed at providing fresh water to schools and implementing an in-depth education and awareness program.

The success of the project has created opportunities for other climate change adaptation initiatives, such as broader education programs and promoting rain water harvesting at the community level. Sustainability for Seychelles (S4S), Seychelles Islands Foundation (SIF) and Sea Level Rise Foundation and UNEP/UNDP CC-DARE have engaged in this project with financial support from the Danish International Development Agency (DANIDA)

“What they learn in school they bring to the community, so that is how you have up-scaling.” - Seychelles schools representative at the Momentum for Change Launch

Horn of Africa Risk Transfer for Adaptation - Rural Resilience Initiative - Ethiopia

The devastating impacts of natural hazards on food and farming security in the Horn of Africa are well known. As climate change increases the frequency and intensity of these events, Swiss Re and Oxfam America, along with the Ethiopian Government and other partners have developed a system of micro-insurance to help guard against the losses from crop failure.

Cash-poor farmers are able to pay their premiums by engaging in community identified projects that reduce risk and build climate resilience such as improved irrigation and soil management.

In the event of a drought, insurance payouts are triggered automatically when rainfall drops below a pre-determined level, enabling farmers to afford the seeds and inputs necessary to plant in the following season and protecting them from having to sell off productive assets to survive.

“We are now convinced about the project, we have received a lot of benefits” -
Ethiopian community member representative



Photograph provided by Oxfam American

“In the beginning we were suspicious. Then workshops supported by drama [and other activities] helped us to join the project”. - Local Community representative at the Momentum for Change launch

Solar Driven LED Street Lighting in Guiyang villages - China



Photograph provided by Philips

The Guiyang project which is part of the 'Solar LED Lighting 1000 Villages Program' is an initiative launched by The Climate Group and the UN One Foundation providing communities in China with solar powered LED street lighting.

The solar driven LED street lighting provides high-quality, cost-efficient lighting using sunlight instead of conventional electricity.

Philips has partnered with the Guiyang Municipal Engineering Administration Department, contributing to the installation of solar LED lights in 400 Villages across China. Light after sunset enhances the quality life in many ways: it makes the living environment a safer place and provides the opportunity to continue economic and social activity after dusk.

"Through the 1000 village project, we have managed to address not only the lighting issue, [but] also greatly improve the living quality, also income. We have also witnessed a great increase in awareness in climate change and sustainable living." - Guiyang project representative, Momentum for Change Launch

A Liter of Light - Philippines

The nature of the basic galvanized iron housing available in many urban areas of the Philippines creates the problem of access to daylight.

A Liter of Light project is a partnership of local governments and private enterprise that is scaling-up a simple idea to provide lighting through solar bottle bulbs.

Used plastic drink bottles are "up-cycled" using basic carpentry skills to provide up to 60 watt brightness, refracting to all corners of a 40 square meter room.

The program teaches grassroots entrepreneurs how to spread the initiative throughout the country, saving electricity and improving quality of life and productivity within homes.

"We gave the technology away on the internet...to come up with viral technologies". - A liter of light representative

The uptake of this technology has been incredibly fast, with on-line videos and other media spreading the message on the benefits of, and how to install these lights. Replication is occurring all over the world.

"We never thought we would get here with one plastic bottle, but sometimes it's the things that we most overlook that can change the world" - A liter of light project representative, Momentum for Change Launch



Photograph provided by A Liter of Light

"Simple ingenuity conceived and put into practice can move so fast" - Lord Nicholas Stern

The Buses of Brazil: Connectivity - Intelligent Transport Solution - Brazil



Photograph provided by Ericsson

The Society of Urbanization of the city of Curitiba in Brazil has partnered with Ericsson, Vivo and Dataprom to deliver a smarter and more efficient public transport solution.

Bus fleets are electronically monitored via GPS and interface with an electronic ticketing system. The advanced fleet management system allows the public transport to be more efficient, by monitoring when a bus is full and sending a new bus to the same route. It allows quicker and fewer stops, and the greater convenience provides a more attractive transport solution for the city's 3.5 billion inhabitants.

The emission reductions from allowing more people to use public transport in a more efficient way is substantial, whilst also improving the air quality and livability for the urban population.

"The success of this project is allowing the trialing of other similar initiatives in Curitiba and around the world". - Project representative, Momentum for Change Launch

Scaling Up Solar through Public-Private Action - India



Photograph provided by WEF

India is a developing country with rapid growth and increasing energy needs.

The Indian government has identified solar power as central to its long term energy security, but is faced with cost and investment barriers to large scale implementation.

Through the work of the World Economic Forum, Asian Development Bank and collaboration between public and private sectors, a system of Partial Credit Guarantee has been launched which provides a mechanism for public private partnership investment into solar power.

"India will become a world leader in solar power"- WEF representative, Momentum for Change launch

India is using this system to reach a goal of deploying 20,000 million watts of solar power by 2022, providing urban energy security, job creation and electricity to the 45% of the rural community who currently have no access to power.

The Launch Event

The launch of the Momentum for Change Initiative was introduced by Lord Nicholas Stern, who set the set scene of the significance of the climate change challenge the world faces this century.



He explained the critical connection between poverty and climate change, highlighting the pertinence of the theme for this launch, being public private partnerships that benefit the urban poor.

“We have to have a radical change in the way that developing processes take place in order to overcome poverty and manage climate change at the same time.” - Lord

Nicholas Stern

Lord Nicolas Stern emphasized the promise offered by learning from the examples of best practice to be showcased throughout the evening, and explained the significance of learning from their experiences in how to take these innovative ideas on climate change projects to scale.

“We have to start with understanding what works and what doesn’t work and learn from the examples, not only how to make things happen but also how to move to scale.” - Lord Nicholas Stern

Christiana Figueres, Executive Secretary of the UNFCCC explained to the audience the purpose and goals behind this new initiative of the secretariat.

Introductions were concluded with the presentation of a movie which summed up the meaning of the concept of Momentum for Change and then provided a brief introduction to the projects that would later be discussed by their representatives at the event. The movie provided an excellent brief summary and can viewed on the Momentum for Change website at:

http://unfccc.int/secretariat/momentum_for_change/items/6214.php

Following the movie, the three special guests, Mr. Ban Ki-moon, United Nations Secretary-General, H.E. Mr. Jacob Zuma, President of South Africa, Ms Maite Nkoana-Mashabane, President of COP 17/CMP 7, were invited to speak and provide their views on the topic.



“The projects are invaluable contributions to the global effort to combat and eradicate poverty and promote food security and sustainable livelihoods.” - Maite Nkoana-

Mashabane, President of COP 17/ CMP 7

Acknowledgements

Durban Launch

Event Moderator: Lord Nicholas Stern , Chairman of the Grantham Institute on Climate Change and the Environment and IG Patel Professor of Economics and Government, London School of Economics.

Special Guests:

- United Nations Secretary-General Mr. Ban Ki-moon
- H.E. Mr. Jacob Zuma, President of South Africa
- H.E. Minister Maite Nkoana-Mashabane, President of COP 17/CMP 7

Project presenters:

Buffelsdraai Landfill Site Community Reforestation

- Dr Debra Roberts - Deputy Head: Environmental Planning and Climate Protection Department, eThekweni Municipality
- Hon. James Nxumalo - Mayor of eThekweni Municipality
- Mr Andrew Venter - Wildlands Conservation Trust, Chief Executive Officer
- Ms Ziningi Gcabashe - Buffelsdraai Community, Treepreneur Facilitator

Global Alliance for Clean Cookstoves - The Paradigm Project

- Ms Johanna Matocha - The Paradigm Project - Project Development
- Ms Claire Njuguna - Food for the hungry , Project coordinator
- Ms Radha Muthiah - Global Alliance for Clean Cookstoves, Executive Director

Wales-Mbale Climate Change Tree Planting

- Mr. Nimrod Wambette - Coffee Co-op, coffee producer
- Mr. Jon Townley - Head of International Sustainable Development and the Wales for Africa Team

eMalahleni Water Reclamation Plant

- Mr. Peter Gunther - Anglo American Thermal Coal, S&SD
- Hon. (Ms) Salome Sithole - Executive Mayor of eMalahleni

Spurring Climate Change Adaptation in Seychelles Schools through Rainwater Harvesting

- Ms Jeannette Larue - Environment Department, Public Education & Community Outreach, Director General
- Mr. Franky Dupres - Public Utility Cooperation, Project Engineer
- Miss Sonam Gaytso - Student

Horn of Africa Risk Transfer for Adaptation - Rural Resilience Initiative

- Mr. Mengesha Gengesha - Oxfam America /REST
- Ms Silas Buru - Community member
- Dr Senait Bedada - Oxfam America, Project Manager
- Dr David Bresch - Swiss Re, Head Sustainability and Political Risk management

Solar Driven LED Street Lighting in Guiyang villages

- Mr. Changqing Ma - Vice Mayor, Guiyang Government
- Mme Changhua Wu - The Climate group, Greater China Director
- Mr. Ming Ye - Philips/lighting, Senior Director

A Liter of Light

- Mr. Illac Diaz - Liter of Light, CEO
- Mr. Demi Bukas - Community member, entrepreneur

The Buses of Brazil: Connectivity - Intelligent Transport Solution

- Mr. Luciano Ferreira Queiroz - Vivo consultant
- Ms Matilda Gustafsson - Ericsson, Sustainability Director

Scaling Up Solar in India through Public-Private Action

- Dr Kirit Parikh - Integrated Research and Action for Development, Chairman
- Mr. Shreemat Pandey - Principal Secretary to Chief Minister, Rajasthan
- Mr. Thomas Kerr - WEF, Director, Climate Change Initiatives

Bill and Melinda Gate Foundation

- Mr Sean Green

The Momentum for Change Initiative Team

Momentum for Change - Mitigation and Adaptation Benefiting the Urban Poor

Momentum for Change Initiative supporter: The UNFCCC secretariat wishes to express its deepest appreciation to The Bill and Melinda Gates Foundation, for its support in making the Momentum for Change Initiative become a reality, showing that Change for Good is already happening throughout the world through mitigation and adaptation actions that also benefit the urban poor.

Further information

Momentum for Change Initiative

http://unfccc.int/secretariat/momentum_for_change/items/6214.php

On-demand webcast

http://unfccc4.meta-fusion.com/kongresse/cop17/templ/play.php?id_kongresssession=4450&theme=unfccc

Photos

<http://www.flickr.com/photos/unfccc/sets/72157628089275198/>

Momentum for Change Initiative video

http://www.youtube.com/watch?v=dVy24A_5DLk

Lighthouse projects video

http://www.youtube.com/watch?v=s_TWgJzQn_Y

Contributors:

http://unfccc.int/secretariat/momentum_for_change/items/6214.php

Quotes from the Event

“We are grappling with the two defining challenges of this century: overcoming poverty and managing climate change. If we fail on one, we fail on the other... we are looking at practical examples of how we actually do that” - Lord Stern, opening remarks.



“This initiative is a shining example of what can be achieved when the public and private sectors work together to save tomorrow, today” - Minister Maite Nkoana-Mashabane, introductory statement.

“The Momentum for Change “lighthouse projects” must become the true beacons of opportunity pointing the directions towards fulfilling the objects of the convention” - Minister Maite Nkoana-Mashabane, introductory statement.

“Together we can change this world” - Mr. Ban Ki-moon, Secretary-General of the United Nations.

“The UN system is not only backing the Momentum for Change Initiative, it is also helping to implement some of the projects showcased here today.” - Mr. Ban Ki-Moon



“As a young now, I know that I’ll be definitely living with climate change” - Sonam, Seychelles, project participant in rainwater harvesting.



“The whole process is part of the story. The whole process is part of the development and the lessons of how things happen” - Lord Stern



“We are convinced about the project, we have received a lot of benefits” - Ethiopia

“We never thought we would get here with one plastic bottle, but sometimes it’s the things that we most overlook that can change the world” - A Liter of light



“I never thought I would help that many people” - A Liter of Light

“Simple ingenuity conceived and put into practice can move so fast” - Lord Stern