



Climate Neutral Network (CN Net)

*catalyzing global transition to low-carbon
economies and societies*

17 December 2009



CN Net: The Idea

- Provide a **web-based platform** to facilitate information exchange and networking on achieving a transition to a low and eventually climate neutral society
- Based on the proposal made by **Roberto Dobles**, Minister of Environment, Energy and Telecommunications of Costa Rica and then President of UNEP's Governing Council

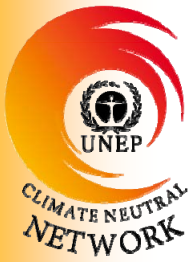




CN Net: Launch

CN Net was launched on 21 February 2008 during UNEP Governing Council meeting in Monaco with an initial 13 participants (4 countries, 4 cities and 5 companies)



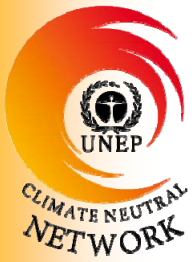


CN Net: Methodology

CN Net supports participants achieving their greenhouse gas emissions reductions by:

- publicizing plans and strategies
- providing a forum for planning emissions reductions and knowledge sharing between developed and developing countries
- promoting green development & climate friendly lifestyles





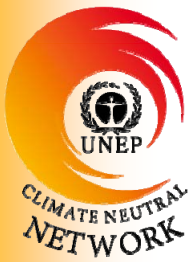
CN Net: Guiding Principles

“The ethos of the network is inclusive and welcomes pledges that may fall short of full climate neutrality at the outset but nevertheless contain a clear and explicit commitment to significantly reduce greenhouse gas emissions.

The network will not be prescriptive or policed in the sense that it does not lay down how participants will meet their climate neutral aims nor will UNEP verify claims.

However, we do expect participants to enter and strive to realize their pledges in a responsible fashion and look forward to regular updates for posting on the website alongside proof of attainment.”

-- UN Under-Secretary-General and UNEP Executive Director Achim Steiner’s speech at the launch of CN Net

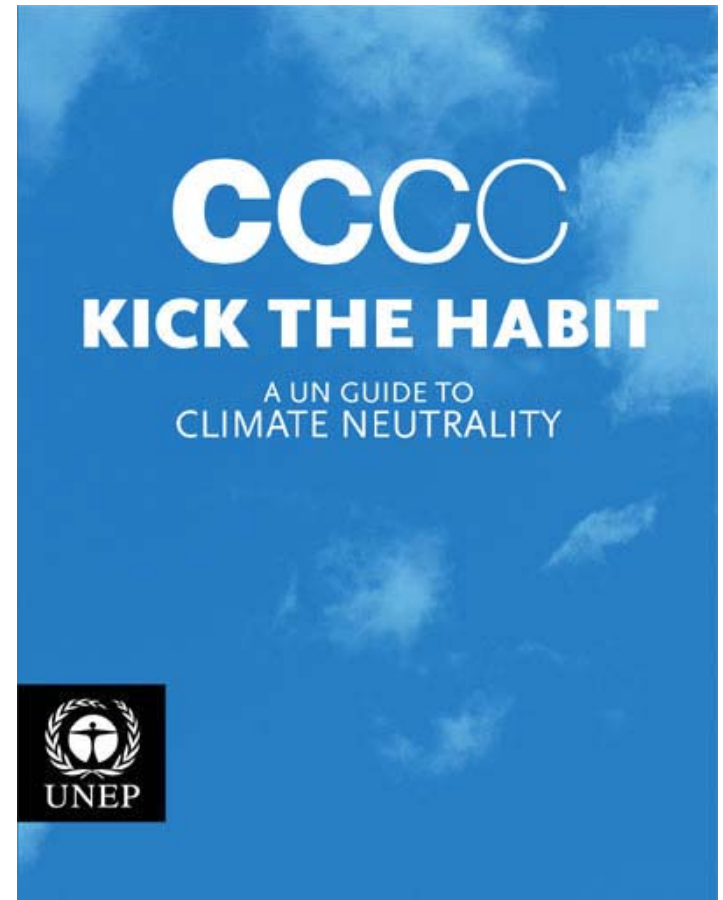


CN Net: Resources

CN Net follows the guidelines provided in the 2008 publication ***“Kick the Habit: A UN Guide to Climate Neutrality”***.

It recommends the following reduction cycle:

- Make the commitment
- Measure and analyze
- Reduce
- Offset
- Fine-tune, adjust, absorb lessons learned





CN Net: Commitment

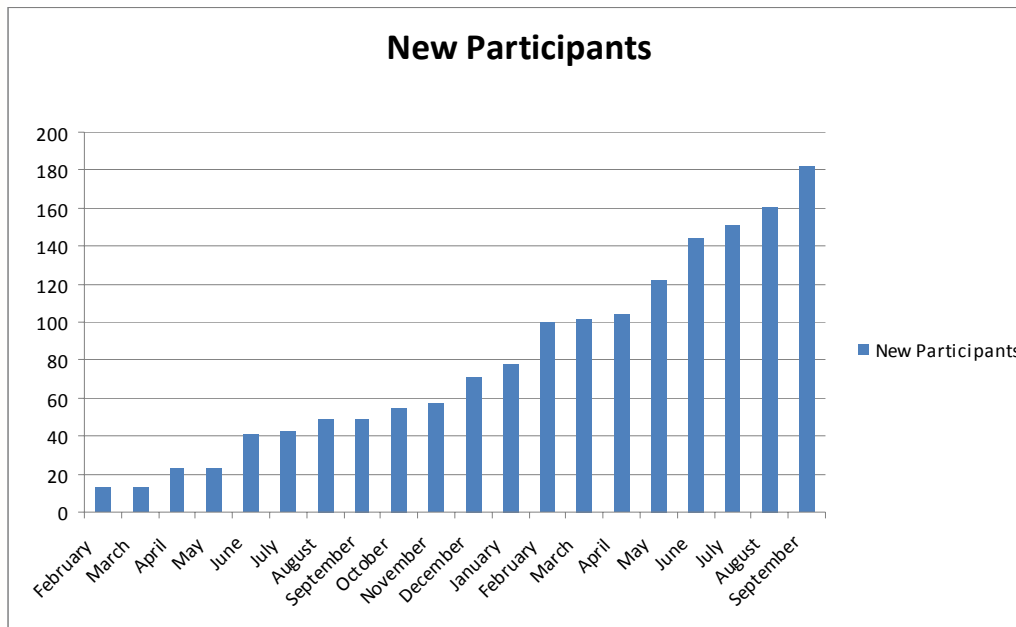
By joining the CN Net, participants commit to:

- Undertaking a greenhouse gas emissions inventory and reporting it on the CN Net website;
- Establishing a climate neutral strategy identifying short, medium and / or long term goals for emissions reduction and offsetting, and reporting it on the website; and
- Sharing lessons learned, innovative ideas, and success stories with other CN Net participants.



CN Net: Growth

From 13 founding participants to 100 participants by the CN Net's first anniversary (CN Net Centurions) to currently close to 200 participants



- Countries (10)
- Regions (3)
- Cities (15)
- Companies (109)
- Organizations (34)
- Universities (10)



CN Net Participants: example pledges

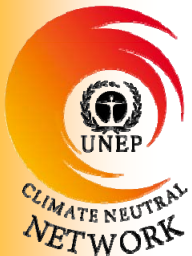
- Toyota Motors Europe is committed to sustainable mobility with the aim of “zero emissions”.
- Deutsche Post DHL has pioneered c-neutral shipments and aims to improve CO2 efficiency by 30% by 2020.
- News Limited has pledged carbon neutrality and launched One Degree public awareness campaign.
- Deutsche Bank plans to neutralize its carbon footprint by 2012.
- Scandinavian IT company Atea has set a goal to go climate neutral in 2010 after calculating that it loses approximately 478,922 working hours a year due to travel.
- Tesco Lotus - Thailand's largest supermarket chain - targets at least halving its carbon emissions by 2020.



CN Net: Website Vision

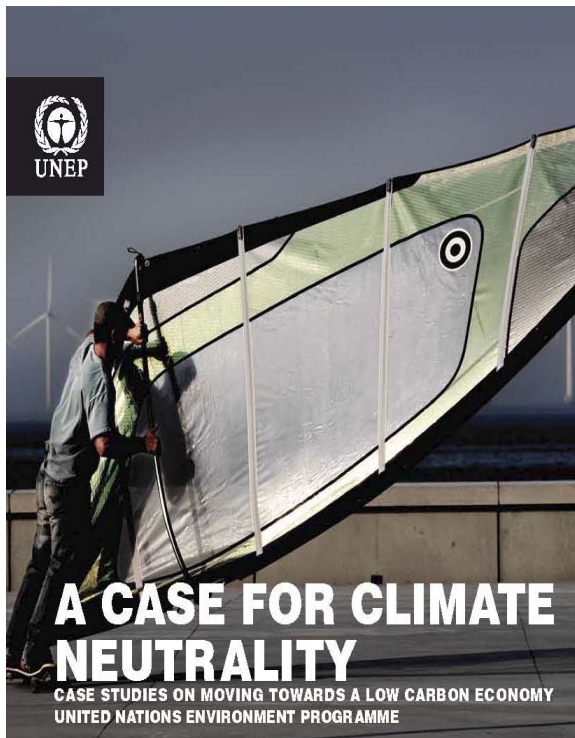
A premier online platform for information on climate neutrality www.unep.org/climateneutral





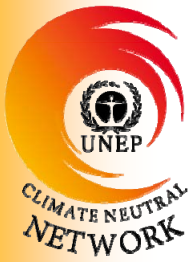
CN Net: Success Stories

CN Net showcases its participants across ten different sectors in its 2009 publication, *“A Case for Climate Neutrality: Case Studies on Moving Towards a Low Carbon Economy”*.



Both inspirational and practical, these case studies illustrate three themes:

- Climate neutrality is the future; going climate neutral now imparts a competitive advantage.
- Selection of offsetting that have some connection with the offsetter - rather than being "off-the-shelf" offsets – expands the benefits of offsetting.
- Paying for offsets creates powerful incentives to reduce emissions even further.



Thank you for your attention!

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