
CLIMATE NEUTRAL NOW

is a commitment to limiting the amount of greenhouse gases emitted by human activity to the levels that trees, soil and oceans can absorb naturally

Photo by CGIAR





“Climate science shows clearly that the world needs to achieve a three-part goal to successfully address climate change: peaking global emissions in the next decade, triggering a deep de-carbonization of the global economy and achieving climate neutrality as soon as possible in the second half of the century.”

*Christiana Figueres,
UNFCCC Executive Secretary*

“climate change needs to be seen in terms of what it means for the wellbeing of people”

*Patricia Espinosa
Undersecretary General & UNFCCC Executive Secretary*



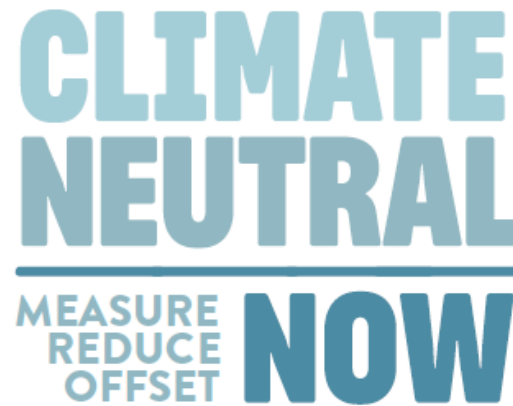


LAUNCH EVENT

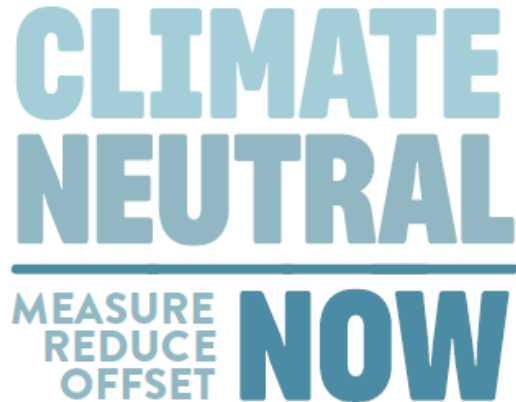
- 22 September 2015 in New York City.
- During Climate Week - in conjunction with opening of the UN General Assembly, and towards the Sustainable Development Goals.
- Broad media coverage, and representation from diversity of sectors.
- Included announcements of climate neutral COP21, Sustainable Development Goals Summit, UN system and others.
- Additional event in London, 20 October

**CLIMATE
NEUTRAL**
**MEASURE
REDUCE
OFFSET NOW**

For events & shows.....



For organisations and cities.....



For individuals.....

**CLIMATE
NEUTRAL**

MEASURE
REDUCE
OFFSET **NOW**



"We all need to take personal responsibility to combat the threat of climate change. Join me in becoming **Climate Neutral Now** to reduce the impact of climate change and offset carbon emissions. Help protect the ecosystems that sustain biodiversity and save the livelihoods of billions of people around the world."

Edward Norton

Actor filmmaker UN Goodwill Ambassador for Biodiversity



"The changes the world is seeing are entirely man made; and time is running out to prevent a complex web of catastrophes sending shockwaves through our economies, societies and the natural world. Nobody, from businesses, to governments, to individuals can afford to put off taking action."

Sir Richard Branson

Entrepreneur



It is simple



**Measure the
current climate
footprint**



**Reduce
emissions as
much as
possible**



**Offset residual
that cannot be
reduced**



MEASURE the CARBON FOOTPRINT

made up of set of GHG caused by activities, a footprint can be for a product, service, event, company or even a personal asset.



REDUCE EMISSIONS



many organization's already do climate footprints, identify the causes and sources emissions, opportunities to reduce and implement them now!

**INVESTORS ON
CLIMATE CHANGE**

THE CLIMATE GROUP

States & Regions



OFFSET UNAVOIDABLE EMISSIONS

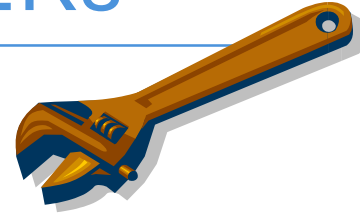


Offset with at least 20% United Nations Certified Emission Reductions to compensate for unavoidable emissions our current society makes us emit

**CLIMATE
NEUTRALizE
YOUR CAR**
**MEASURE
REDUCE
OFFSET NOW**



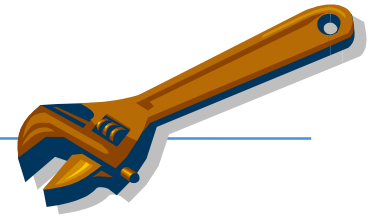
Online platform for cancellation of CERs



1. To support CDM project developers by providing an additional channel to offer their CERs for sale (and cancellation) to the public.
2. To allow the public to support mitigation action (and sustainable development) in a voluntary manner (SD-Tool)



Key characteristics of the platform



- ❖ Makes CERs available for voluntary cancellation (VC) easily visible and searchable;
- ❖ Contains a simple process to pay for the VC of those CERs;
- ❖ For each purchase a certificate will be issued to the buyer, including personalized reason for purchasing;
- ❖ Recognition of the buyer through listing (if buyer accepts) in the Climate Neutral Now website;
- ❖ No brokerage fee charged to any user;
- ❖ Only CERs located in the CDM registry will be offered (both CP1 and CP2).

General features



- a) UNFCCC operates the platform;
- b) Purchase - PayPal, Credit Card, Bank Transfer;
- c) Accessible through the main internet browsers (Chrome, Internet Explorer, Firefox and Safari);
- d) Accessible from desktop and mobile devices;
- e) Initial version will be available in English. Other languages on the way;
- f) Availability: 24 hours a day, seven days a week;
- g) Service-desk support during UNFCCC secretariat during working hours.

[PURCHASES](#)[MY ACCOUNT](#)[MY ORDERS](#)[FAQ](#)[CLIMATE NEUTRAL NOW](#)

Go Climate Neutral Now!

Online platform for voluntary cancellation of certified emission reductions (CERs)

[Log in/Register](#)[Shopping cart \(0 t\)](#)

Welcome to our store



Agriculture



Biomass energy



Cement



CO2 capture & usage



EE households



EE industry

Quick link




Project types




Maximum price



Seller's view



 Framework Convention on
Climate Change

PURCHASESSELL CERSMY ACCOUNTMY ORDERSFAQCLIMATE NEUTRAL NOW




Go Climate Neutral Now!

Online platform for voluntary cancellation of certified emission reductions (CERs)

[certooltest.seller.1@zgurus.de](#)  Shopping cart (0 t) 

Sell CERs


Create new offers (17)Active offers (0)

**IN: 126523926 - 126552402**
Project number: 277
Availability: 28477

1	tonne(s)
1.00	USD/tonne
0	sales tax/VAT in %

☐ I agree with the terms of service and I adhere to them unconditionally [\(read\)](#)


Sell CERs

**EG: 6989356 - 7012221**
Project number: 490
Availability: 22866

1	tonne(s)
1.00	USD/tonne
0	sales tax/VAT in %

☐ I agree with the terms of service and I adhere to them unconditionally [\(read\)](#)

Sell CERs

**EG: 7407242 - 7434115**
Project number: 490
Availability: 26874

1	tonne(s)
1.00	USD/tonne
0	sales tax/VAT in %

☐ I agree with the terms of service and I adhere to them unconditionally [\(read\)](#)

Sell CERs

My account

Customer info

Addresses



Sell CERs

My sales

My orders

Change password

Log out



Project page

certooltest.seller.1@zgurus.de

Shopping cart (0 t)

Home / Wind / 12.3 MW wind energy project in Tamil Nadu, India (277)

12.3 MW wind energy project in Tamil Nadu, India (277)



Wind turbines generate electricity using the power of the wind, reducing the amount of fossil fuels that we need to use to generate our power, and therefore reducing the amount of greenhouse gases that we release to our atmosphere. Project benefits: preserving natural resources; promoting renewable energy; reducing dependency on non-renewable resources; and helping spread green technology worldwide.

Mail to a friend

Project number
277

Country
India

Continent
Asia

ApplicableCommitmentPeriod
1

USD 2.75 per tonne
Applicable tax rate: 0 %
Vendor: Clean Energy Corp.
[Test]

Availability: 1000 tonne(s)

1

tonne(s)

Add to cart

Details of the SD tool

- ✓ The tool produces a **sustainable development co-benefits (SDC) description report**
- ✓ **Checklist** approach
- ✓ **Three** steps with menu of generic dimension, criteria and indicators
- ✓ **Indicators** have been informed by relevant standards and identified based on what is reported in the PDDs of over **2500** registered CDM project activities
- ✓ Seeks a **balance** between **standardization** and **flexibility** in the taxonomy
- ✓ Incorporated **inputs from stakeholders** on drafts of the tool during 2012



3 steps in completing a description of sustainable development co-benefits

1. **Select a project activity / PoA**

Title, type, Ref. Num. or project cycle stage, SS, host country, location

2. Complete the **level of sustainable development co-benefits** of the project

3 categories: 1- **Environment**: air, land, water, natural resources


2- **Social**: jobs, health and safety, education, welfare

3- **Economic**: growth, energy, tech transfer, BoP

3. **Third party assessment** and **contact information**. An independent third party could verify the statements made in the SD description.


Step 2


SDC Description




Sustainable Development Co-Benefits Description

Home

Environment 

Social 

Economic 

Further Information 

Section 1


Section 2


Save

Save and Preview

Close

Submit

+ Environment - Air 

- Environment - Land 

Does the activity improve the soil quality and/or avoid soil pollution, waste disposal?

The activity can improve the soil quality through the production and use of e.g. compost, manure nutrient and other fertilizers and/or avoid polluting the soil, waste disposal.

- ☐ Yes (and I wish to specify)
- ☐ No (the activity has no direct impact)
- ☐ N/A (the question is not relevant)

+ Environment - Water 

+ Environment - Natural resources 

Report – Output from SD tool

A. Environmental co-benefits

All available environmental co-benefits are described.

	Indicator	Specification	Extent
Air	The CDM PoA improves air quality by reducing air pollutants as follows:		
	SOx		N/A
	NOx		N/A
	Fly ash emissions	<i>The project activity will eliminate indoor pollution caused by cooking from project participating households. The smoke from cook-stoves will not only be reduced, but will be entirely eliminated as wood and charcoal stoves will be replaced with stoves that use clean and renewable energy.</i>	Highly
	SPM	<i>Reduced smoke from cooking. Cooking smoke will be eliminated.</i>	Highly
	NMVOCs		N/A
	Noise		N/A
	Odors		N/A
	Dust		N/A
	Other air quality improvements		N/A
	The CDM PoA improves the soil quality and/or avoid soil pollution, waste disposal as follows:		

An opportunity for collaboration

- ❖ Climate Neutral Now is fully aligned with the SG's call for a climate neutral UN, including the recent goal of 2016.
- ❖ UNFCCC supports other UN organizations to purchase and cancel Adaptation Fund CERs, in addition to regular procurement and UNOPS' service.
- ❖ Coordination and mutual communications support with Greening the Blue / SUN.

The United Nations to lead by example



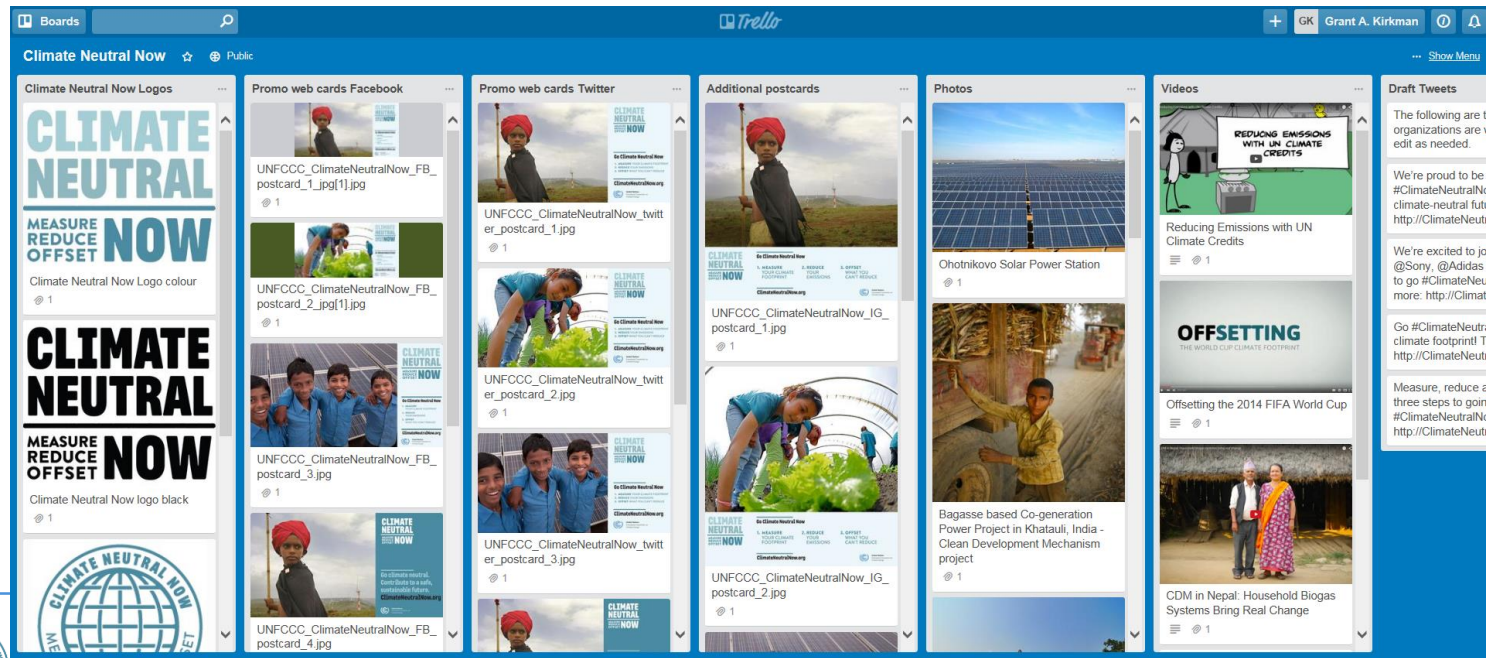
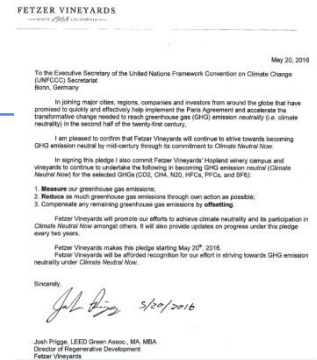
Whats in it for companies and events?

a UN countersigned Pledge

social media exposure – 0.5 followers and growing

medium & high level event exposure, press and video

resources to use on tap & updated (*trello*board)





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NEUTRAL**
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REDUCE
OFFSET **NOW**

Go climate neutral. Contribute
to a safe, sustainable future.
ClimateNeutralNow.org

 United Nations
Framework Convention on
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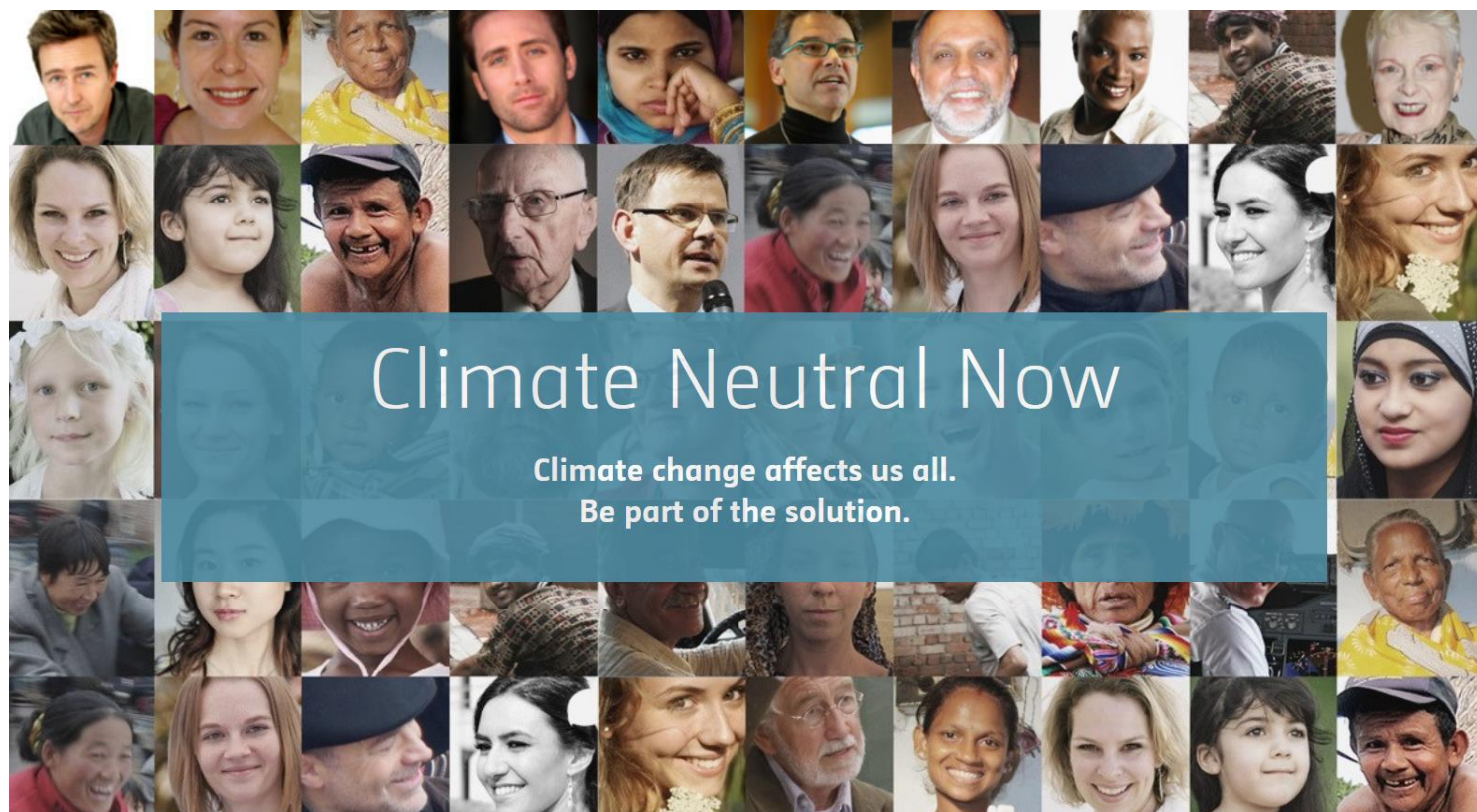
Go Climate Neutral Now

1. MEASURE
YOUR CLIMATE
FOOTPRINT
2. REDUCE
YOUR
EMISSIONS
3. OFFSET
WHAT YOU
CAN'T REDUCE

ClimateNeutralNow.org

 United Nations
Framework Convention on
Climate Change





Visit www.ClimateNeutralNow.org
or contact ClimateNeutralNow@unfccc.int