

Climate Neutral Now 2024 Closure Summary

April 2025

This document summarizes the principal activities carried out in 2024 and highlights the broader achievements and impacts of the Climate Neutral Now initiative.

INTRODUCTION

This report marks the final phase of the United Nations Framework Convention on Climate Change (UNFCCC) secretariat's Climate Neutral Now initiative (CNNow, or the Initiative).

The Initiative was convened and managed by the UNFCCC secretariat since 2015, aimed at promoting voluntary climate action by non-Party stakeholders through measuring, reducing, and offsetting emissions. Following an assessment of its alignment with evolving global standards, particularly the Integrity Matters report,¹ the decision was made to phase out CNNow. All activities under the initiative ceased at the end of 2024, marking its full closure.

The phase-down followed a structured timeline. New pledges were accepted until 31 July 2023, after which no further commitments were registered. The 2023 calendar year was the last year for monitoring under Climate Neutral Now, meaning no climate actions were tracked beyond this period. Reports on 2023 emissions (or earlier years) were received until 30 June 2024, with no further reporting accepted beyond this deadline. Participants were allowed to use visual assets demonstrating their involvement in the initiative until 31 December 2024, after which they were no longer valid.

This phased approach allowed participants to complete their commitments while ensuring a structured and transparent conclusion to the initiative.

The CNNow website will be archived in the UNFCCC secretariat registry and its contents will be available at: [A-Z of archived websites - UNFCCC Web Archive](#).

SUMMARY OF OUTCOMES

The Initiative was established as a pioneering effort to drive voluntary climate action among non-Party stakeholders. Over its lifespan, it mobilized over 1,000 signatories globally, with 186 active participants recorded by mid-2024. The initiative experienced notable growth in participation between 2018 and 2021, bolstered by targeted outreach, platform enhancements, and simplified reporting processes.

CNNow successfully engaged a wide range of sectors, with 76% of participants being companies, while the rest comprised NGOs, international organizations, government entities, and academic institutions. The initiative drew strong participation from Europe (54%), followed by the Americas

¹ [Report of the High-Level Expert Group on the Net Zero Emissions Commitments of Non-State Entities tasked by the United Nations Secretary General.](#)

(22%) and Asia (16%), with lower representation from Africa and Oceania, reflecting regional policy landscapes and institutional capacity as key drivers of engagement.

The initiative incorporated partnerships as part of its strategy, notably with the Thailand Carbon Neutral Network (TCNN), which adopted CNNow's reporting framework and standards. CNNow also encouraged participants to offset emissions through the UN's Voluntary Cancellation Platform (VCP) and cancel Certified Emission Reductions. CNNow participants reported offsetting 5,048,335 tonnes of emissions, of which 1,917,396 tonnes were offset via the VCP and 3,130,939 CERs were canceled in the CDM registry. Despite the voluntary nature of offsetting, these cancellations represented approximately 8% of all CER cancellations through the VCP between 2015 and 2023.

In addition to promoting emissions reductions, CNNow invested in capacity building to support transparent and accessible climate action. The initiative developed widely used tools such as the [GHG Emissions Calculator](#), [the Lifestyle Calculator](#), and [the Green Event Tool](#). These tools remain publicly available and continue to empower stakeholders pursuing climate neutrality.

CNNow also engaged in communications efforts to promote the Clean Developing Mechanism (CDM) by framing CERs as recognized UNFCCC offsetting units. This was done through marketing campaigns, partnerships, and endorsements from participating companies. The initiative's emphasis contributed to greater visibility of the CDM in climate neutrality dialogues, although tracking direct impacts on project-level activities remains a challenge due to data fragmentation.

Following a structured and transparent phase-out process, CNNow formally concluded operations at the end of 2024. While direct engagement has ceased, the initiative's legacy endures through its publicly accessible tools, guidance materials, and the many organizations it helped mobilize. CNNow demonstrated the potential of voluntary climate action to complement international climate frameworks, setting a foundation for future efforts and innovations in this space.

ACTION UNDERTAKEN IN 2024

FINAL REPORTING AND CLOSURE OF CLIMATE NEUTRAL NOW

The UNFCCC secretariat submitted this final report and other comprehensive data to NAZCA as part of a progress update. In addition, the secretariat completed an extensive internal review of the Initiative. This comprehensive record aims to ensure continuity and inform the secretariat's cooperative climate actions beyond the Initiative's lifecycle.

FINAL REVIEW AND ENGAGEMENT OF PARTICIPANTS

The secretariat undertook a final review of participants to rigorously assess, and document reporting compliance and climate actions undertaken by participants. All participants were strongly encouraged to submit their final climate reports, thereby qualifying them for the official CNNow badge and ensuring their actions were transparently featured on the CNNow website. This final engagement not only reinforced accountability but also provided an inclusive, comprehensive conclusion to participant activities under CNNow. As a result, a complete dataset showcasing the commitments and actions of participants was generated, significantly enhancing transparency and visibility of those actively involved in voluntary climate initiatives. By concluding participant engagement through structured final reporting and recognition, CNNow created a valuable reference that will inform and support future voluntary climate action and stakeholder collaboration.

CHALLENGES

A key challenge was ensuring CNNow's alignment with evolving global standards, particularly the *Integrity Matters* report. CNNow lacked provisions for net zero pledges, interim targets, and transparency in transition plans. The report's stricter stance on offsetting and just transition also highlighted gaps in CNNow's framework. Ultimately, the decision to phase out CNNow reflected the need to align with higher integrity standards in global climate action.

*For any inquiries, please contact the UNFCCC secretariat at **secretariat@unfccc.int**.*