

Agenda item 5 c

Paragraph 52 of the annotated agenda

UPDATE ON IMPLEMENTATION OF CDM COMMUNICATION STRATEGY/WORKPLAN

CDM EB 62

Marrakesh, Morocco, 11-15 July 2011



COMMUNICATION AND OUTREACH PROJECTS

ENHANCED MEDIA OUTREACH

- Press policy adopted at EB55
- Board members participated in media training at Deutsche Welle, Feb. and March 2011
- CDM Highlights sent to press following each meeting
- The Chair has been available to press (wire services and specialist press)
- Media plan/table prepared
- Intern working on CDM radar

ENHANCED MEDIA OUTREACH

EB Media Plan – Rolling schedule
21/04/2011

| Goal | News Hook | Message | Audience | AI/NAI | Speaker | Partner | Timing | News Outlet | Progress |
|-----------------------------------|---|--|--|--------|------------------|---|--------|---|----------|
| Promote CDM of use in new markets | CDM can improve the health and quality of life for people on a low income (Soyuzta CDM project in SA) | CDM is adaptable to all parts of the world, but is of particular relevance to Africa | Potential Project participants, NAI in Africa considering projects, project developers, Stakeholders | NAI | Head of project, | DNA SA, ACPC (African Climate Policy Centre based in Addis Ababa) | | Regional Press (including Pana Press, SABC) | |

EB Media Plan – Rolling schedule
21/04/2011

| | | | | | | | | | |
|-----------------------------------|-----------------------------------|---|---|-----|-----------------------------|---|--|--|--|
| Highlight SD Benefits of projects | Clean water can earn you CERS | CDM is also part of the MDGs and can promote these through use of a brand new meth. | WF projects in Africa Stakeholders, Potential WF project participants | | Gaj Hedge | Water Aid (big water charity), UN Agencies (UNEP, UNDP, WHO & UNICEF, who are part of the meth) | | | |
| | CDM co-benefits project in Bali | CDM is ground-up work with local communities. | Stakeholders, potential projects, | | Project head (Rotary Ubud?) | Rotary (who sponsored some of it), DNA in Indonesia | | Envorl media manage regional UN Outreach | |
| | CDM project in Peru has generated | Investing in CDM means investment in | Stakeholders, Potential projects, wider Latin American community | NAI | Project head, EB Committee | World Bank, ECLAC (UN economic | | Regional media, UN Radio | |

PRESS COVERAGE

"A request for revision of the methodology used in these projects is now with the Executive Board's Methodology Panel," said spokesman David Abbas...

EU 'Surprised' at CO2 Recycling; UN Denies Blame (Update)...
BusinessWeek - Mar 17, 2010
"This is an issue that requires resolution at the level of the EU" emissions trading system, UN carbon market spokesman David Abbas said today in an e-mail...

2009
中国企业申请CDM项目目标中清洁能源占比50% 新闻稿
和新闻 - Dec 25, 2009
随后早报记者联系位于波恩的联合国CDM理事会,新闻发言人David Abbas向记者表示,《京都议定书》附件B下,他国企业申请CDM项目是依据《京都议定书》和理事会的...

UN Stage Certifying Wind Projects in China - BusinessWeek
BusinessWeek - Dec 2, 2009
David Abbas, a Bonn-based spokesman for the UN Framework Convention on Climate Change, wasn't immediately available for comment...
Steps Approving China Wind Projects, ... Eibonberg news articles

Mexico por mecanismos de limpieza ambiental
El Comercio - Dic 6, 2008
Según la información de David Abbas explicó que Latinoamérica tiene 31 de los proyectos de este tipo de mecanismo...

rule out more HFC-23 offset issuance
Nov 18, 2010
date on past or future issuance cases and what is at the end a matter of board members David Abbas the CDM's public...

ness Line : Indian CDM project registrations...
Nov 1, 2010
A shortage of manpower has resulted in a backlog of projects Mr. Information officer UNFCCC said the Secretariat aimed...

backlog Slow Climate Change Efforts...
2008
"awaiting completeness checks before they can be registered"
David Abbas, a spokesman at the UN Framework Convention...

2010
CDM Cancels Methodology Panel Meeting Works to Clean...
BusinessWeek - Dec 16, 2010
... the secretariat's current focus on clearing registration and issuance cases which it can report is progressing rapidly said David Abbas a spokesman...

CDM Wash Turns Force to Cash HFC Credit Supply Reform 2012...
BusinessWeek - Dec 15, 2010
... March 211 according to the UNFCCC website The agency for that meeting hasn't been said David Abbas a spokesman in Bonn for the CDM said today by phone...

2011
GreenBusiness | Emissions are easier, economy's collapse...
Green Business - Feb 2, 2011
"To offset these emissions, new Mechanisms, Emissions Administration, and Host countries are looking for investment opportunities. CO2 credit issues are also on the table," David Abbas...

Cash for Clean Energy in India May Beat UN Carbon Plan...
Bloomberg - Jan 25, 2011
UN Spokesman David Abbas said in an e-mail that domestic programs "based not on the intent in CDM growing," David Abbas, the public information officer for the UNFCCC, said in an interview in Johannesburg today...

Interest in Carbon Market Growing Amid Shortcomings, UNFCCC...
Bloomberg - Jan 26, 2011
"I see the interest in CDM growing," David Abbas, the public information officer for the UNFCCC, said in an interview in Johannesburg today...

Offset Ban Will Boost Demand for Africa Carbon Projects, UN...
BusinessWeek - Jan 26, 2011
"The large new demand as a result of removing industrial gas credits from the supply will increase the attractiveness of CDM in Africa," David Abbas...

UN does not rule out more HFC-23 offset issuance | Reuters
BusinessWeek - Jan 18, 2011
Reuters India - Jan 18, 2011
"I cannot speculate on past or future issuance cases and what is, in the end, a matter of responsibility for board members," David Abbas, the CDM's public...

Proliferation of Emissions Offsets Threatens to Depress...
New York Times - Jan 17, 2011
New York Times - Jan 17, 2011
"We'd be keeping a close eye on the number of submissions and will be working to reduce the wait times to 15 days," CDM spokesman David Abbas said...

UN Cuts Emissions Request Backlog to 30 Days From 90...
Bloomberg - Jan 5, 2011
David Abbas, a CDM spokesman based in Bonn said today that pending cases numbered 91 on Jan 1. The regulator missed its target because these were...

CDM Cancels Methodology Panel Meeting Works to Clean...
BusinessWeek - Dec 16, 2010
... the secretariat's current focus on clearing registration and issuance cases which it can report is progressing rapidly said David Abbas a spokesman...

CDM Wash Turns Force to Cash HFC Credit Supply Reform 2012...
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... March 211 according to the UNFCCC website The agency for that meeting hasn't been said David Abbas a spokesman in Bonn for the CDM said today by phone...



COMMUNICATION AND OUTREACH PROJECTS

PHOTO AND VIDEO CONTEST

Changing Lives 2010 a success; contest will be run again in 2011.

- Engaging project participants
- Images for publications, website, display
- Videos for website, YouTube channel, Facebook

PHOTO AND VIDEO CONTEST



UNFCCC/CDM Changing Lives Photo and Video Contest 2010

ClimateChangeTV 112 videos



Uploaded by ClimateChangeTV on Dec 3, 2010
Christiana Figueres, Executive Secretary of the UNFCCC, has taken time out

UNFCCC/CDM International Photo and Video Contest 2010

Changing LIVES Changing LIVES Changing LIVES

First Place: Oliker Diamant | Title: Landfill Project in Pasto, Colombia
CDM Project: 2794 Bioneris Landfill Project in Pasto, Colombia

Second Place: Hector Tapia and Juan Martinez | Title: Luz Verde in Puebla, Mexico
CDM Project: PoA 2535 Cuademos Mexico

Third Place: Lalit Aggarwal and Gisham Singh | Title: Changing Lives in Gorai
CDM Project: 2844 Gorai Landfill Closure and Gas Capture Project Mumbai, India

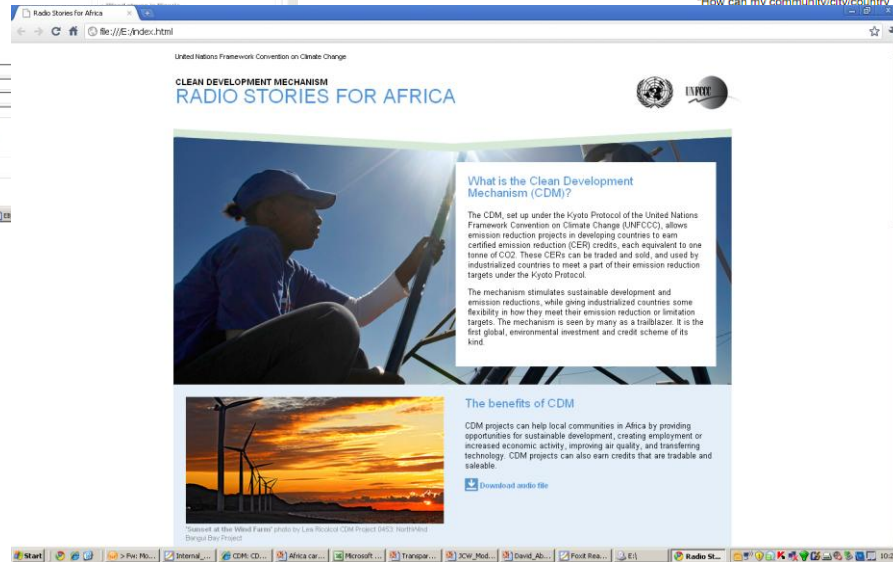
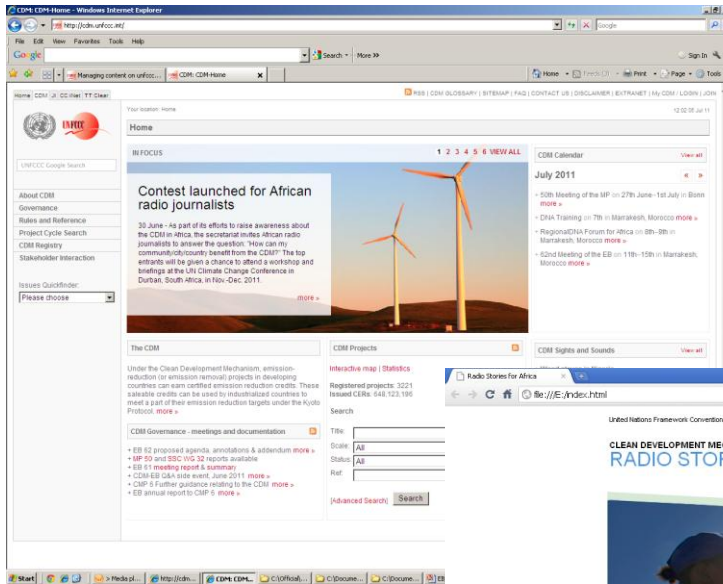


COMMUNICATION AND OUTREACH PROJECTS

RADIO FOR AFRICA

- Contest for African radio journalists launched; part of radio club
- Fellow from Voice of Nigeria working with programme to grow contact lists
- Five “broadcast-ready” radio stories have been produced by the secretariat

RADIO FOR AFRICA CONTEST LAUNCHED



Changing LIVES

UNFCCC/CDM African Radio Contest 2011

In the run-up to the international climate change conference in Durban, South Africa, the United Nations Framework Convention on Climate Change (UNFCCC) is pleased to announce the launch of a radio contest under the theme "Changing Lives".

The winners will be invited to travel to Durban to take part in a two-week programme of briefings and workshop sessions to coincide with the UN Climate Change Conference (November 28 - December 9, 2011), at which the countries of the world will be working hard to develop a global response to the challenge of climate change.

The radio contest is open to all broadcasters and freelancers in Africa and is intended to raise awareness about climate change issues and the Clean Development Mechanism (CDM) of the Kyoto Protocol.

The CDM is a market-based mechanism that allows emission-reduction projects in developing countries to earn tradable and saleable credits that can be used by industrialized countries to meet a part of their emission reduction targets under the Kyoto Protocol.

CDM projects are helping local communities in Africa by providing opportunities for sustainable development, creating employment or increased economic activity, improving air quality, and transferring technology, among other benefits.

We invite you to grab your microphone and recording device and create a compelling, exciting radio story that answers the following question:

"How can my community/city/country benefit from the CDM?"

...terred" CDM project (see information below and registered project, but which explore the /city/country (see information below on how national authorities).

...y, technical excellence, clarity of message, professionalism and presentation skills. The we'll be looking for radio stories able to

0 August 2011.

COMMUNICATION AND OUTREACH PROJECTS

AUDIO FILES ON CDM

Some 48 audio files, including 12 in French, are on the CDM website

- Additional audio files to be produced, based on the need (in response to common queries)

MULTI-MEDIA PRODUCTS ON CDM WEBSITE

This screenshot shows the 'Sights and Sounds' section of the CDM website. It features a navigation menu on the left with categories like 'About CDM', 'Project Cycle', and 'Stakeholder Interaction'. The main content area includes a 'News' section with a headline 'UNFCCC contest for radio journalists' and a date of 28 June 2011. Below this, there are sections for 'Photos' and 'Videos', both featuring a 'Changing LIVES' banner. The 'Photos' section includes a paragraph about the UNFCCC secretariat's photo contest and a link to 'Photo Contest Winners 2010 | 2009 | 2008'. The 'Videos' section includes a paragraph about the UNFCCC secretariat's video contest and a link to 'Video Contest Winners 2010 | 2009'. At the bottom, there are sections for 'Audio Files' and 'Radio for Africa', each with a brief description of the content.

This screenshot shows the 'International Video Contest 2009' results page. The page is titled 'UNFCCC/CDM International Video Contest 2009' and features a navigation bar with 'Changing LIVES' banners. The main content area is divided into three columns, each representing a prize category. The 'First Place' category features a video titled 'CDM Changes Nansong's Life' by Yanyan, with a biography of the winner and a description of the video. The 'Second Place' category features a video titled 'Circle of Light' by Sandeep Damra, with a biography and a description of the video. The 'Third Place' category features a video titled 'Changing Lives in China' by Yan Yan, with a biography and a description of the video. The page also includes a sidebar with 'About CDM' information and a search bar.

COMMUNICATION AND OUTREACH PROJECTS

WORKING WITH DNAs TO REACH POTENTIAL PROJECT PARTICIPANTS

DNA Communicators of the Year Showcase

- Generate incentive for DNA focus on communication and outreach
- Provide an opportunity for sharing of information on successful efforts



DNA COMMUNICATORS
OF THE YEAR
SHOWCASE 2010



DNAs of Armenia, Brazil, Rwanda and Spain named Communicators of the Year in 2010



DNA COMMUNICATORS OF THE YEAR SHOWCASE 2011 LAUNCHED



Clean Development Mechanism Designated National Authorities Communicators of the Year Showcase 2011

After the positive response to last year's inaugural competition, the UNFCCC secretariat is pleased to announce details of the DNA Communicators of the Year Showcase for 2011.

This year, participating DNAs are asked to create a flyer designed to entice potential CDM participants to seek more information from their DNA office.

That's not all. DNAs are also asked to prepare a communication/distribution strategy to help ensure that the flyer reaches its intended audience. And, finally, DNAs are asked to write a reflection on the flyer project, looking at how it worked in practice.

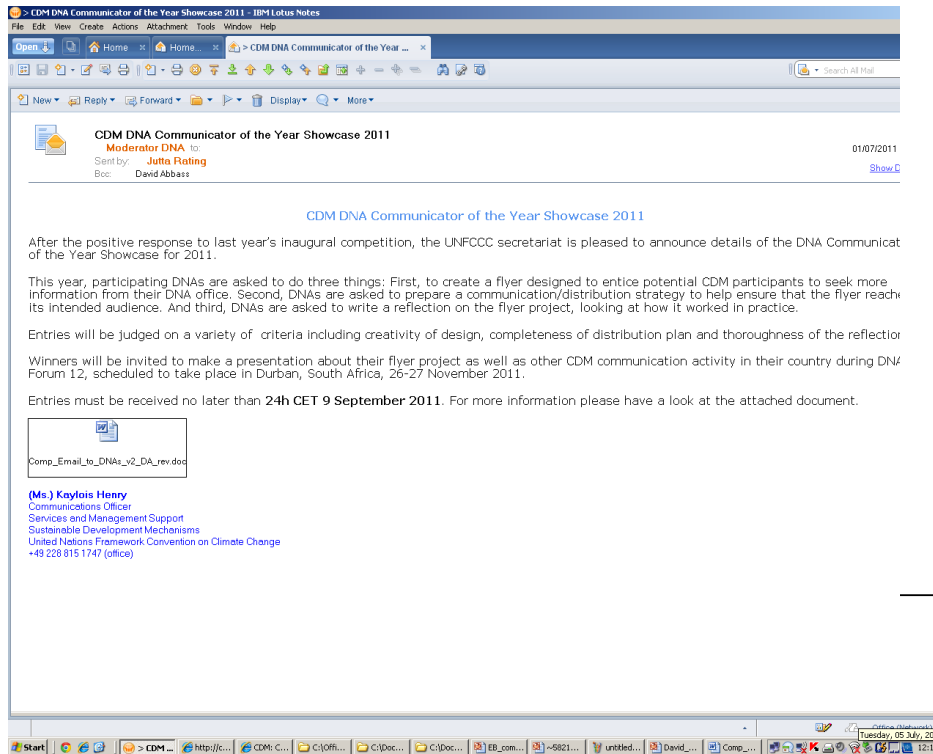
ONE: the flyer

This flyer should:

1. Be specific to the country of the DNA (however, do please include a translation of the text into English separately for the judges).
2. Contain general information about the CDM (what it is, its benefits and why a potential participant should want to learn more).
3. Contain information about your DNA, including location of office and contact details, plus website address, if available.
4. Contain text inviting stakeholders/potential CDM participants to contact the DNA for more information.
5. Be at least A4 in size but no larger. It should be able to fit in a standard size envelope for distribution. The flyer can be printed on both sides and the A4 sheet may be folded however you like.

TWO: the communication/distribution strategy (one A4 sheet, text on both sides maximum)

A flyer that no one reads or that doesn't spark the interest of its intended audience is not worth producing. That's why the



COMMUNICATION AND OUTREACH PROJECTS

PARTICIPATION IN CARBON MARKET EVENTS

Reach out to the carbon market community

- Participation in select events
- Information booth
- Speakers

COMMUNICATION AND OUTREACH PROJECTS

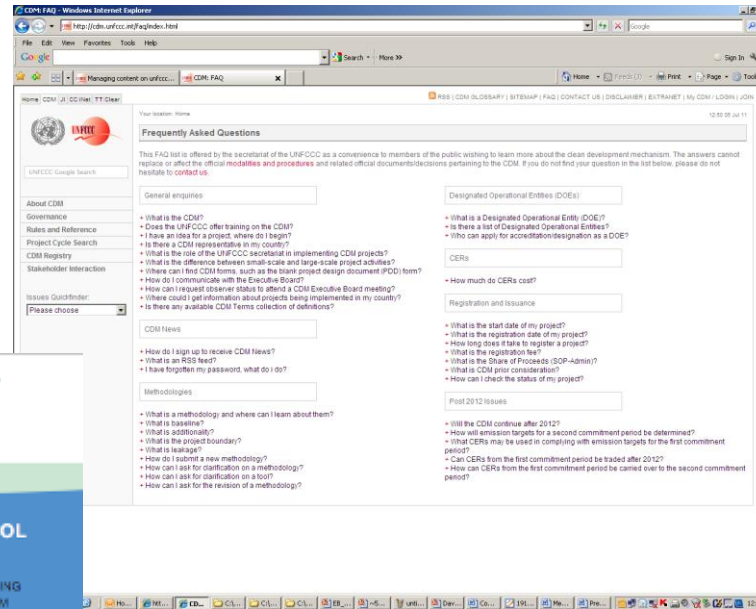
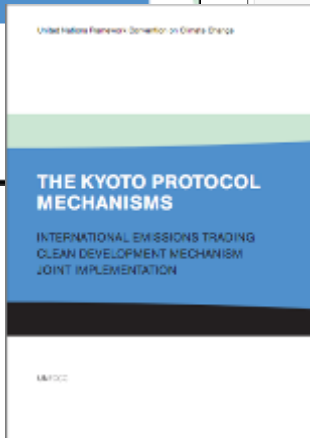
COMMUNICATION TOOLS, SERVICES, PRODUCTS

Key information/communication tools, services, products for stakeholders and potential PPs

Deliverables

- a) CDM website enhancements
- b) Revised brochure on the Kyoto Protocol mechanisms
- c) Question and answer service
- d) Project sheets
- e) Audio files
- f) Corporate-style annual report

COMMUNICATION TOOLS, SERVICES, PRODUCTS



Thank you