

Agenda item 2.5

Paragraph 12 of the annotated agenda

UPDATE ON IMPLEMENTATION OF CDM COMMUNICATION STRATEGY / WORKPLAN

CDM EB 65

Durban, South Africa, 21-25 November, 2011



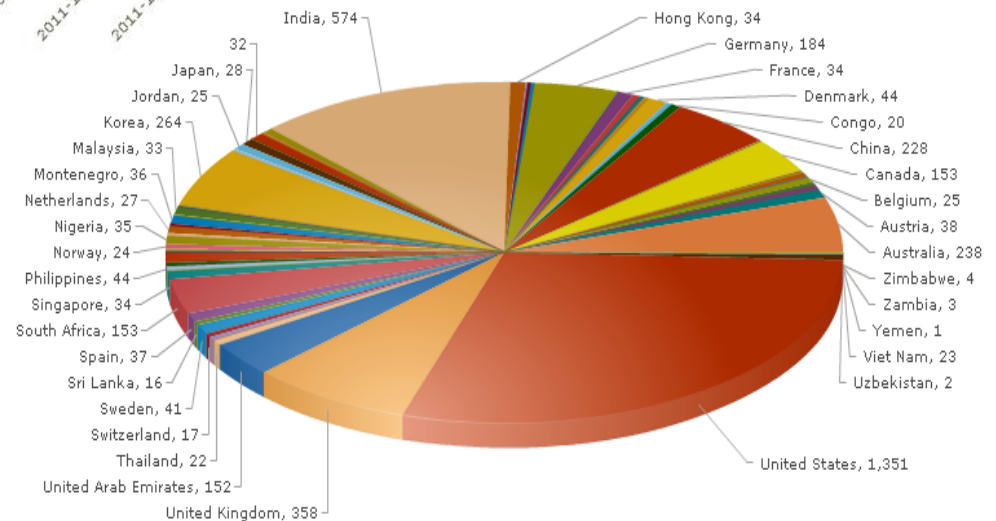
COMMUNICATION AND OUTREACH PROJECTS

ENHANCED MEDIA OUTREACH

- Enhanced monitoring of coverage
- Translation
- Analysis



ENHANCED MEDIA OUTREACH



CDM INFO QUERY SERVICE AND CDM ON THE RADAR

- Engaging with stakeholders
- Sharing information
- Contributing at an early stage to research/analysis

The image displays four screenshots from a Microsoft Dynamics CRM system, illustrating the CDM Info Query Service and CDM on the Radar. The top-left screenshot shows a 'Case' record for 'CAS-01038-T4ZQRE' with details on customer, product, and assignment. The top-right screenshot shows a 'Service Dashboard' with charts for 'Cases by Priority Pct.', 'Resolved Case Satisfaction', and 'Case Mix (By Type)'. The bottom-left screenshot shows a list of 'Active Cases' with columns for Case Number, Customer, Priority, and Owner. The bottom-right screenshot shows a detailed view of an 'Active Case' with a list of activities and their descriptions.



COMMUNICATION AND OUTREACH PROJECTS

PHOTO AND VIDEO CONTEST

Changing Lives 2011 a success; contest will be run again in 2012.

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



PHOTO AND VIDEO CONTEST 2011

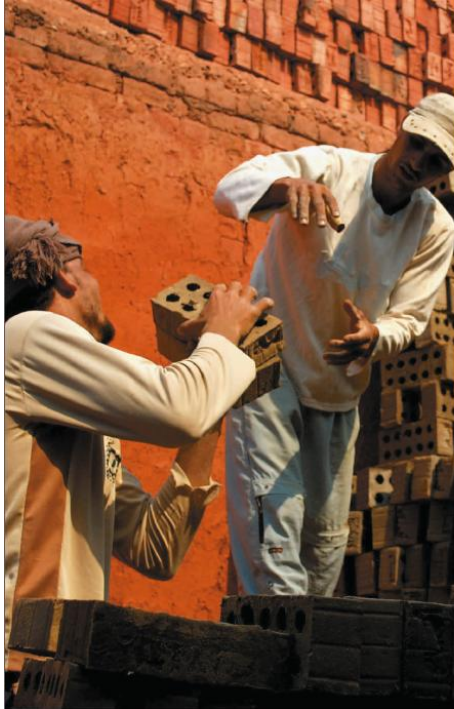


Photo by: UNFCCC/Climate Change Photo Contest 2010

United Nations
Framework Convention on
Climate Change

SIMPLIFYING REQUIREMENTS WHILE ENSURING QUALITY

The Executive Board and its support structure have enhanced the efficiency of many processes under the CDM by, among other things, increasing the clarity of guidance and removing unnecessarily complex rules, all while ensuring the quality of emission reductions generated.

The Board developed guidelines on standardised emissions baselines that allow countries to calculate the typical emissions for an entire sector and create a list of technologies or measures that are automatically additional. The Board also adopted a straightforward approach for demonstrating additivity using the concept of "first of its kind" and provided guidance on common practice.

The Board worked in 2011 to refine and consolidate the CDM's general requirements into three new cornerstone documents: a project standard for project participants, a validation and verification standard for designated operational entities, and a project cycle procedure that includes opportunities for direct communication between project participants and the UNFCCC secretariat.

The Board is aware, however, that further simplification of the CDM requirements is necessary in the next year and beyond. In particular, the Board will conduct a comprehensive analysis of its standards and procedures, with a view to determining whether simpler approaches could be applied to achieve the same results. Where necessary, this will be achieved by applying conservative default values, to set emission baselines for example, or conservativeness factors, to address uncertainty and ensure environmental integrity. The Board considers this to be a crucial further task in ensuring the long-term efficiency and attractiveness of the mechanism.

UNFCCC Executive Board
Annual Report 2011

KEEPING PACE WITH DEMAND

In December 2010, the UNFCCC secretariat backlog of requests for project registration by the end period under the Kyoto Protocol was at its highest. The Board endeavours to ensure future registration, issuance, and requests will remain within its capacity.

The Board expects a further increase in project registrations in 2012, as project participants register by the end period under the Kyoto Protocol to ensure the adequacy of CDM project pipelines.

UNFCCC/CDM Changing Lives Photo and Video Contest 2010

ClimateChangeTV 112 videos Subscribe



Like Add to Share

Uploaded by ClimateChangeTV on Dec 3, 2010

Christiana Figueres, Executive Secretary of the UNFCCC, has tak



COMMUNICATION AND OUTREACH PROJECTS

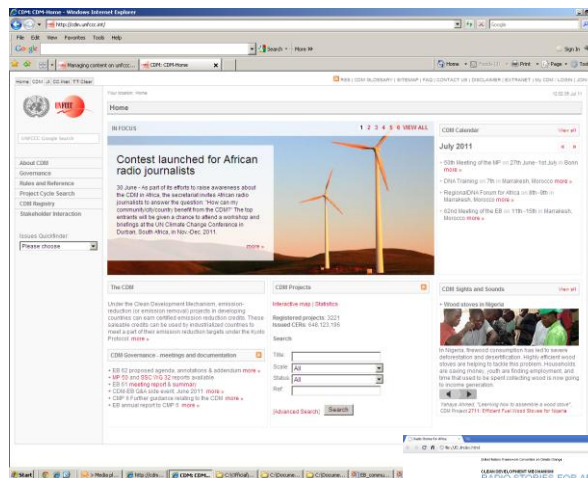
RADIO FOR AFRICA

- Radio stories
- Radio club
- Contest



RADIO FOR AFRICA CONTEST

- Contest held
- Winners attending media workshop in Durban



Changing LIVES

UNFCCC/CDM African Radio Contest 2011

The first UNFCCC/CDM African Radio Contest has now been concluded

The entries have been judged and the winners selected in the first UNFCCC/CDM African Radio Contest. Nine finalists will have an opportunity to attend the international climate change conference in Durban, South Africa (28 November - 9 December, 2011) where they will attend daily press briefings and take part in a workshop conducted by the UNFCCC secretariat.

Broadcasters and freelancers from Africa were invited to grab their microphone and recording device and create a compelling, exciting radio story that answered the following question: "How can my community/country benefit from the CDM?"

Radio stories were judged on originality, technical excellence, clarity of message, thoroughness of investigation, level of professionalism and presentation skills.

The organizers and judges were pleased with the quality of entries, and see the competition as part of efforts to create a CDM Radio Club that will facilitate dialogue between the secretariat and African journalists, and that will raise awareness about, and participation in, the CDM on the continent.

Top-3 winners:

Emmanuel Okella, News Editor, Radio Simba, Uganda
David Mwanza, Journalist, Zambia National Broadcasting Corporation, Zambia
Uguchi Anyaka, News Anchor, Aso Radio and TV, Nigeria

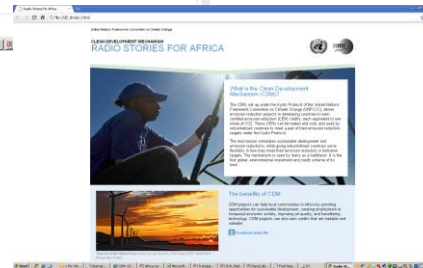
Judging Panel:

John Hay, Media Relations Officer, UNFCCC
Andreas Schmidt, Head of Kiswahili Service, Deutsche Welle
Mara Odeh, Former Acting Director General of Federal Radio Corporation of Nigeria
Loise Vanroye, Senior Manager, Kenya Broadcasting Corporation
Inini Roumboulogu, Communications Officer, UNFCCC

To listen to the stories of the nine finalists, please visit this link:

<http://www.unfccc.org/press-media/arc/>

Congratulations to the winners and thank you to everyone who entered!

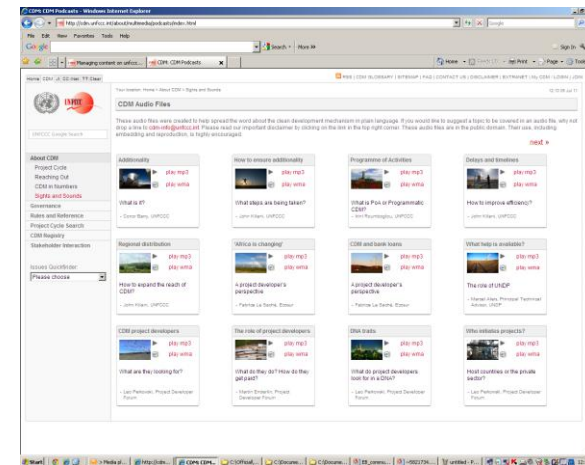


COMMUNICATION AND OUTREACH PROJECTS

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)
- Topical pod-casts planned



COMMUNICATION AND OUTREACH PROJECTS

WORKING WITH DNAs TO REACH POTENTIAL PROJECT PARTICIPANTS

DNA Communicators of the Year Showcase

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





DNA COMMUNICATORS
OF THE YEAR
SHOWCASE



COMMUNICATION AND OUTREACH PROJECTS

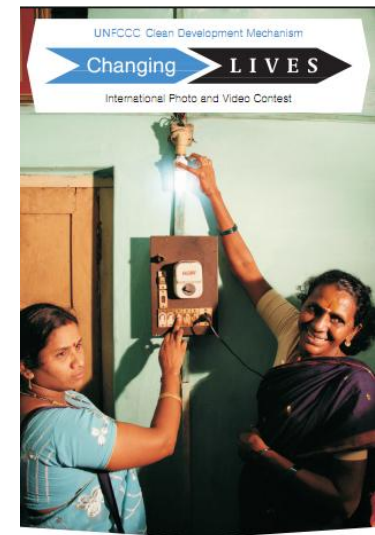
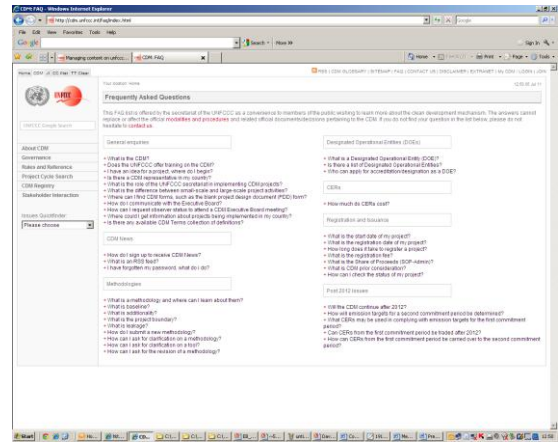
PARTICIPATION IN CARBON MARKET EVENTS

Reach out to the carbon market community

- Participation in select events
- Information booth
- Speakers



COMMUNICATION TOOLS, SERVICES, PRODUCTS



United Nations Framework Convention on Climate Change



Thank you

