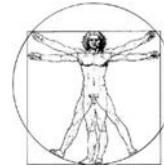


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## Corporate Air Passenger Solidarity

PCCB/ecbi Seminar on  
**Innovative Sources for Multilateral Climate Finance,**  
 COP 24, Katowice, 8 December 2018

**Professor Benito Müller**  
 Senior Climate Finance Adviser, LDC Group Chair  
 Director ecbi  
 ECI Convener International Climate Policy Research, University of Oxford

for sustained capacity building in support of international climate change negotiations  
 pour un renforcement durable des capacités en appui aux négociations internationales  
 sur les changements climatiques

## Genesis I: The Top Down Approach



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October 2006



### IATAL — an outline proposal for an International Air Travel Adaptation Levy

Benito Müller and Cameron Hepburn



Oxford Institute for Energy Studies  
 EV 36  
 October 2006

December 2008



**ecbi** policy brief

### International Air Passenger Adaptation Levy (IAPAL)

A proposal by the  
 GROUP OF LEAST DEVELOPED COUNTRIES (LDCs)  
 within the framework of the BALI ACTION PLAN

Submitted to the UNFCCC AWC-LCA  
 on 12 December 2008

with  
 Thirteen Questions and Answers

compiled by  
**Benito Müller**

## Genesis 2: The Bottom Up approach (Daughter of IAPAL)



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### Crowdfunding for Climate Change

A new source of finance for climate action at the local level?

May 2013

**WINNERS OF THE MIT CLIMATE CO-LAB POPULAR CHOICE AWARD!**

By Konrad von Ritter and Diann Black-Layne  
May 2013

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European Capacity Building Initiative  
[www.eurocapacity.org](http://www.eurocapacity.org)

oxford  
climate  
policy

Environmental  
Change Institute eci  
UNIVERSITY OF OXFORD

Oxford Crowdfunding for Adaptation Initiative  
Tapping into Socially Responsible Corporate Air Travel

Brochure

February 2017

February 2017

Benoit Müller<sup>1</sup>

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## Genesis 3: The Corporate Air Passenger Solidarity Programme



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THE GOVERNMENT  
OF THE GRAND DUCHY OF LUXEMBOURG

### Corporate Air Passenger Solidarity

A socially responsible air travel scheme to attract private sector contributions to the Adaptation Fund

Brochure

October 2018

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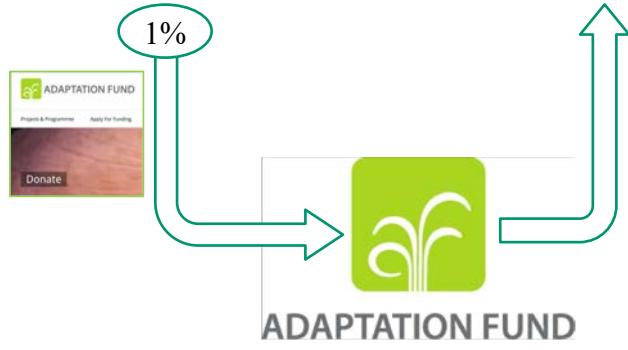
2019 to 2020

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
<b>I. Research Phase</b>								
Stakeholder Workshop								
Stakeholder Interviews								
Questionnaire Design								
20 Interviews								
<b>II. Development Phase</b>								
Feasibility Assessment								
Platform Development								
Web design								
Content Creation								
Launch of the Platform								
Design Marketing Campaign								
Marketing Plan								
Communication Strategy								
Marketing Content Dev't								
Campaign Plan								
<b>III. Campaign Phase</b>								
Marketing Campaign								
Social Media Campaign								
Events and Trade fairs								
Regional developments								
Third Party Origination								
Monitoring of Results (cont.)								

## The Mechanics



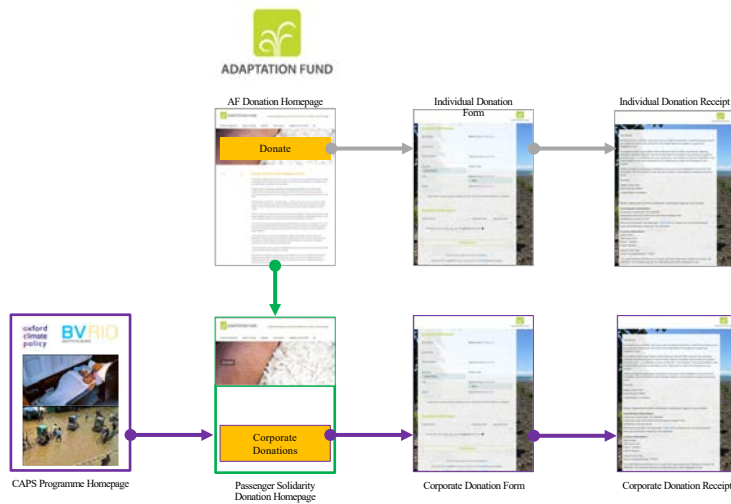
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## The Mechanics



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## What Scale?



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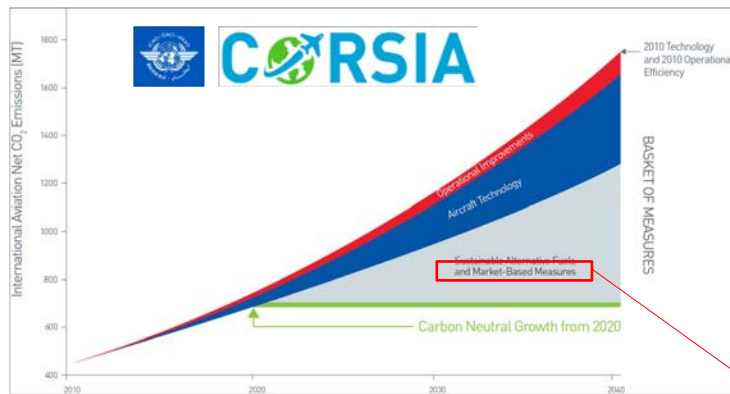


- 1 percent of corporate passengers donating (on average) 1 per cent of their ticket price would yield **\$125 million annually**.
- 10 percent of corporates that offset air travel adopt CAPS: **\$100 million annually**

## Competition with Voluntary Offsetting?



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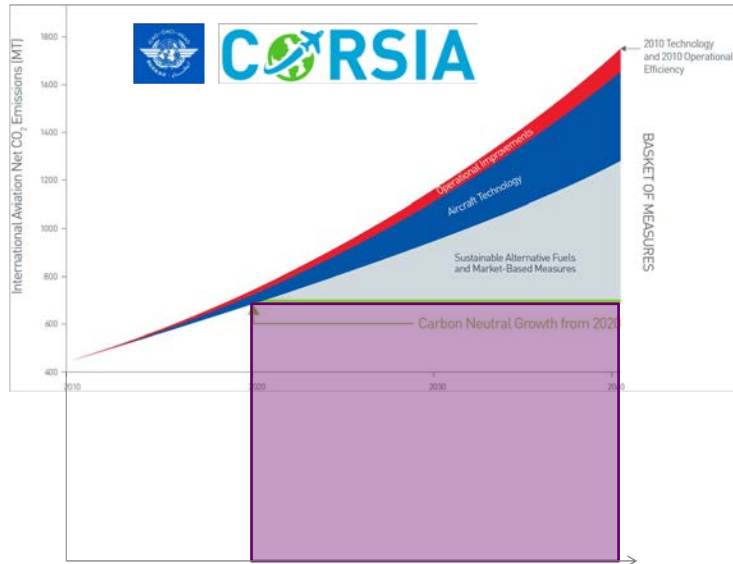
Final quantity to offset (in million tonnes of CO<sub>2</sub> emissions)

	2020	2025	2030	2035
Less optimistic scenario	-	174 MtCO <sub>2</sub>	376 MtCO <sub>2</sub>	596 MtCO <sub>2</sub>
Optimistic scenario	-	142 MtCO <sub>2</sub>	288 MtCO <sub>2</sub>	443 MtCO <sub>2</sub>
<b>Offsetting cost (in 2012 Billion \$)</b>				
Less optimistic scenario (with IEA High carbon price)		\$6.2bn	\$12.4bn	\$23.9bn
Optimistic scenario (with Additional low carbon price)		\$1.5bn	\$2.9bn	\$5.3bn

## What about residuals?



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## The Trailblazers: **tonic**

The global action community for impact investors.



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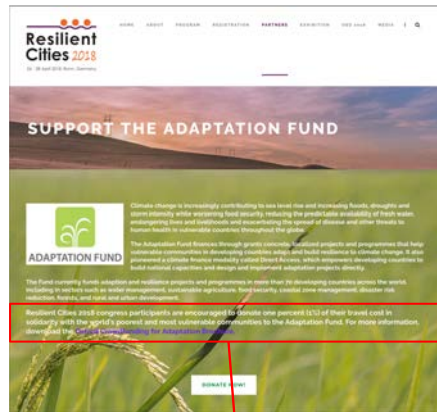
### carbon offset menu recommended by tonic members

<p>By offsetting your carbon footprint with SeaGrass Grow, you help to defend against climate change AND restore critical marine habitats.</p> <p><a href="https://www.oceanfdn.org/calculator">https://www.oceanfdn.org/calculator</a></p>	<p>Donating to the UN Adaptation Fund helps developing countries build resilience and adapt to climate change.</p> <p><a href="https://www.adaptation-fund.org/donate/">https://www.adaptation-fund.org/donate/</a></p>	<p>Calculate your carbon emissions and capture them with trees that bring social and financial benefits to the farmers who plant them.</p> <p><a href="https://www.freedom.net/en/co2">https://www.freedom.net/en/co2</a></p>
<p>Select your choice of monthly subscription levels to buy up and delete the CO2 emission quotas of big polluters.</p> <p><a href="https://choose.today/">https://choose.today/</a></p>	<p>For the price of one cup of coffee, GreenSeat offsets your emissions with projects that avoid or reduce carbon in developing countries.</p> <p><a href="https://greenseat.nl/en/">https://greenseat.nl/en/</a></p>	<p>When you purchase REDD+ offsets from Wildlife Works, you are purchasing Verified Emission Reductions that preserve threatened forests, protect endangered wildlife, and uplift forest communities.</p> <p><a href="http://www.wildlifeworks.com">http://www.wildlifeworks.com</a></p>

The Trailblazers: **ICLEI**  
Local Governments for Sustainability



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Resilient Cities 2018 congress participants are encouraged to donate one percent (1%) of their travel cost in solidarity with the world's poorest and most vulnerable communities to the Adaptation Fund. For more information, download the [Oxford crowdfunding for Adaptation Brochure](#).

The Trailblazers: **ICLEI**  
Local Governments for Sustainability



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### HOW TO ACHIEVE CLIMATE NEUTRALITY

**STEP 1: GO LOW-TO-NO**

Achieve low or net-zero emissions through 100 percent renewable energy and other strategies, beginning in government operations and infrastructure with the aim to scale up to the community scale.

**STEP 2: DIVEST**

Divest from fossil fuels and unsustainable practices, freeing up resources for sustainable investments.

**STEP 3: INVEST**

Invest in ambitious mitigation and adaptation actions, actively implementing sustainable public procurement and other strategies not always considered in climate planning.

**STEP 4: OFFSET**

Offset any emissions that cannot be further reduced or avoided, ideally through UN recognized mechanisms such as purchasing credits and donation to funds which support integrated, sustainable urban and territorial development. These offsetting opportunities may also be local and voluntary.

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- 'Climate Neutrality' is more than 'carbon neutrality'
- 'Offsetting' is more than purchasing carbon credits

## Neutrality: A Case Study

### Good offices



As a protecting power, Switzerland assumes a go-between role © Keystone

Switzerland's good offices are a long-standing tradition and play a key role in Swiss peace policy. Switzerland can build bridges where others are prevented from doing so, because it does not belong to any power bloc and does not pursue a hidden agenda.

Switzerland supports conflicting parties in their search for a negotiated solution, either acting as mediator directly or supporting negotiations and the mediation of other states or international and regional organisations. As a protecting power, it safeguards the interests of foreign states.

In international law and international relations, the term 'good offices' under the UN Charter refers to all diplomatic and humanitarian initiatives by a third country or a neutral institution whose purpose is to resolve a bilateral or international conflict or to bring the parties to the negotiating table.



 Armed Neutrality: Congress of Vienna 1815



 International Committee of the Red Cross 1863



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## The Commission calls for a climate neutral Europe by 2050



28/11/2018

Today the European Commission adopted a strategic long-term vision for a prosperous, modern, competitive and climate neutral economy by 2050 – A Clean Planet for all. The strategy shows how Europe can lead the way to climate neutrality by investing into realistic technological solutions, empowering citizens, and aligning action in key areas such as industrial policy, finance, or research – while ensuring social fairness for a just transition.



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# Climate Neutrality =

## Carbon Neutrality + Impact



Offsetting with carbon credits

Offsetting with CAPS contributions



### Mitigation



### Adaptation



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ARTICLE / 03 DEC, 2018

## Visa Presents Crowdfunding Installation at COP24 to Help Fight Deforestation

**UN Climate Change News, 3 December 2018** – At the UN Climate Change Conference COP24 in Katowice, the payments network Visa Inc. is presenting an innovative way to make donations for climate action using a new digital platform, **with benefits of the activity going toward the climate resilience projects of the Adaptation Fund**, many of which involve ecosystem-based measures that improve peoples' lives and livelihoods while restoring natural protections such as forests to protect soils and sustainably manage land and water resources.





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**Thank You!**