

Agenda item 2.2.

Paragraph 5 of the annotated agenda

Update on the technical support for the UN offset platform

CDM EB 99

Bonn, Germany, 23 to 26 April 2018



Procedural background

- At EB93 the Board requested:
 1. A **re-design of the platform's user interface (UI)** with the objective to improve the user experience in accordance with the recommendation from the external review
 2. Regular reporting on the use of the platform through the Board's regular reports

- At EB93 **ongoing work** included:
 1. Translation of the platform into Spanish and French
 2. Search engine optimization
 3. Partnership with exchanges



Purpose

➤ Purpose:

1. To provide information on the performance of the offset platform
2. To inform the Board on progress in technical developments of the platform since EB93 (Feb 20)



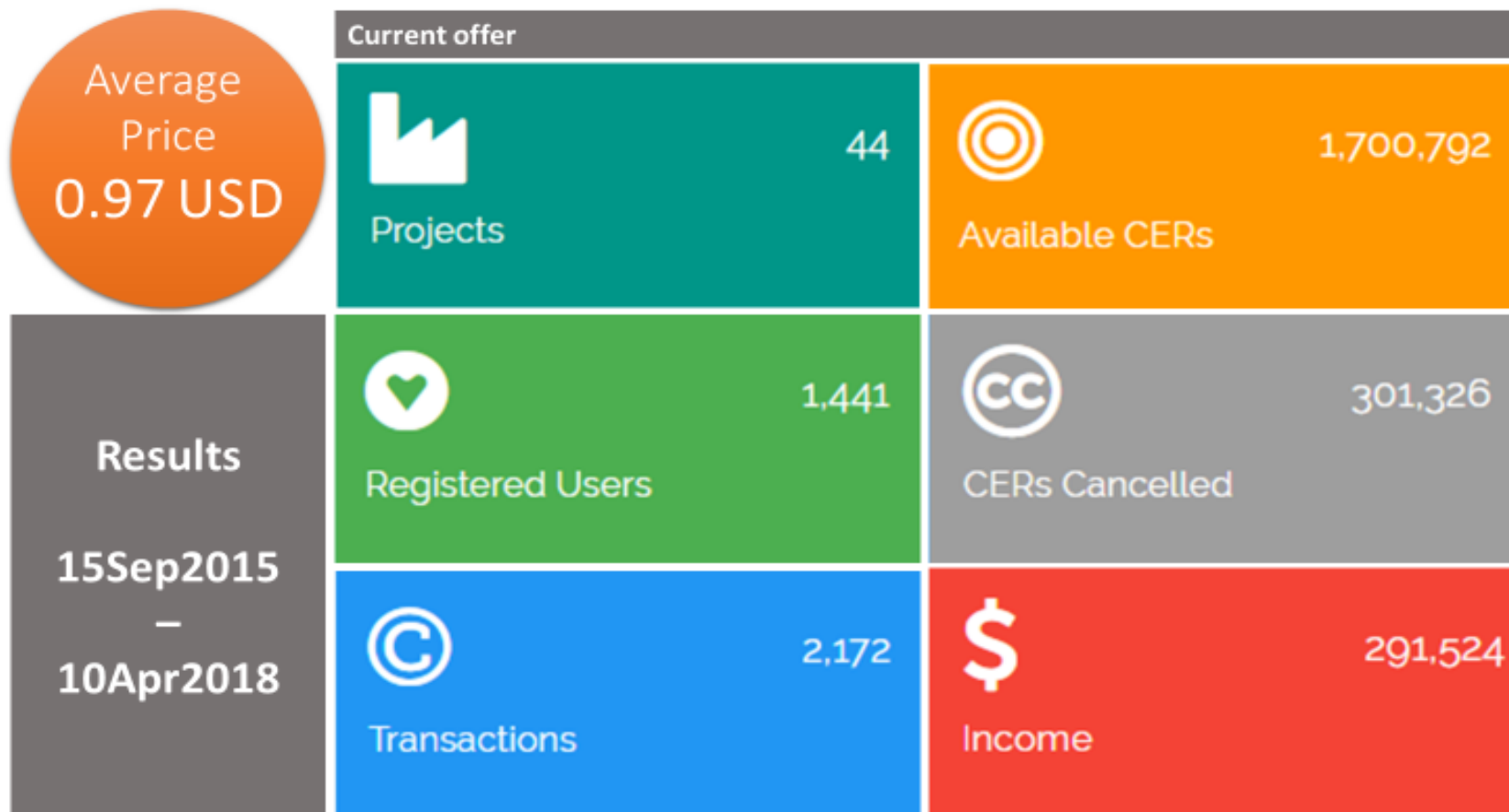
Part I. Performance of the platform



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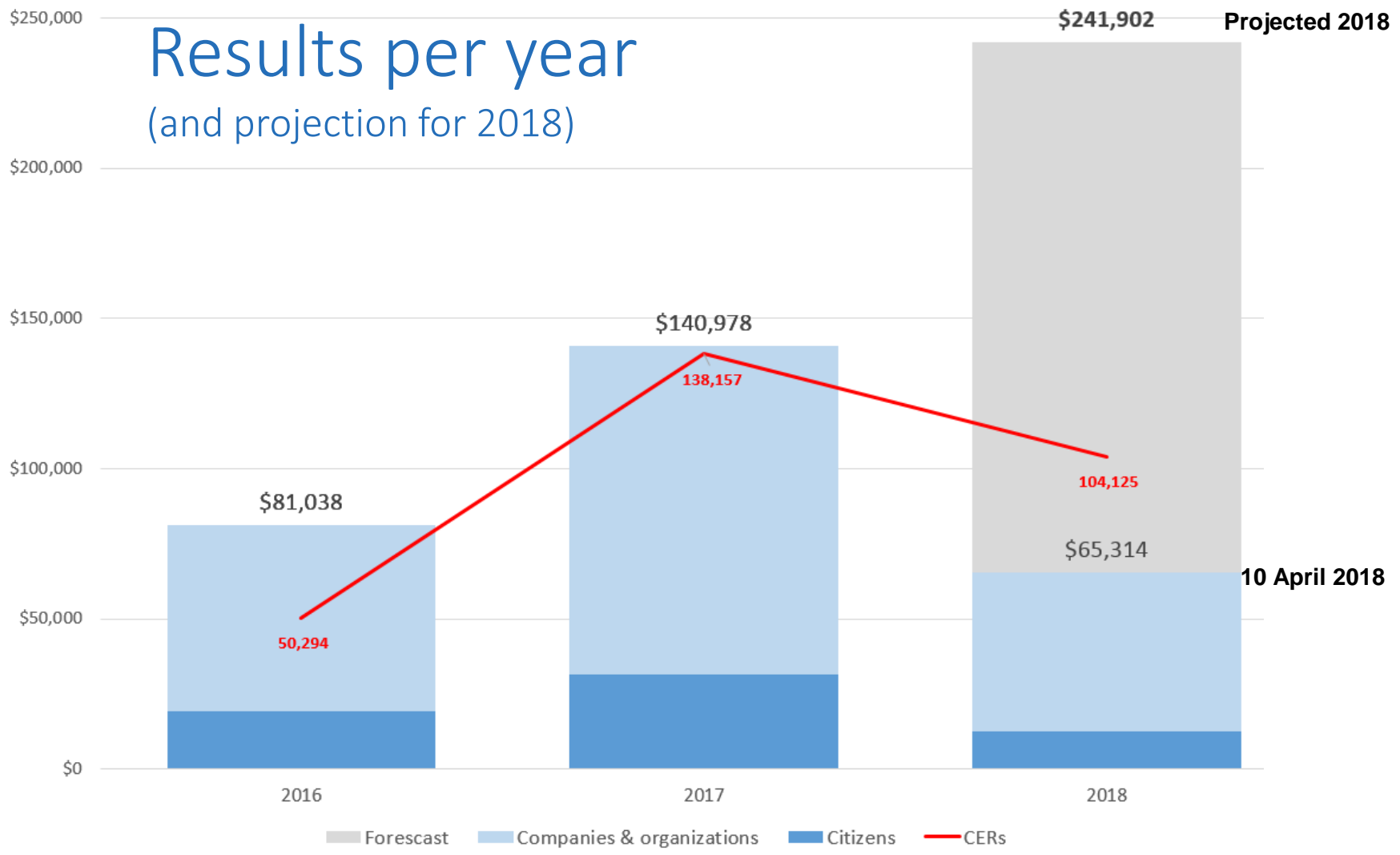
Status at a glance



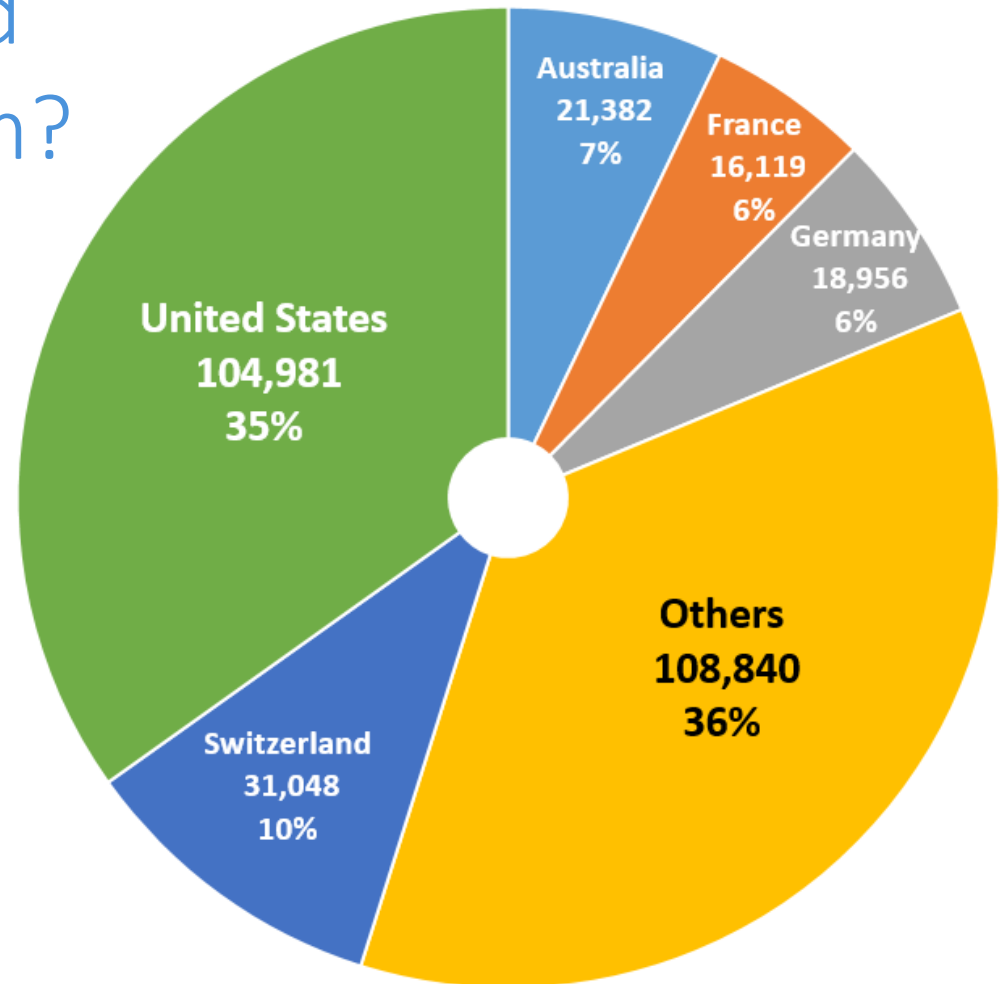
Data updated on 10 April 2018



Results per year (and projection for 2018)



Where buyers and visitors come from?



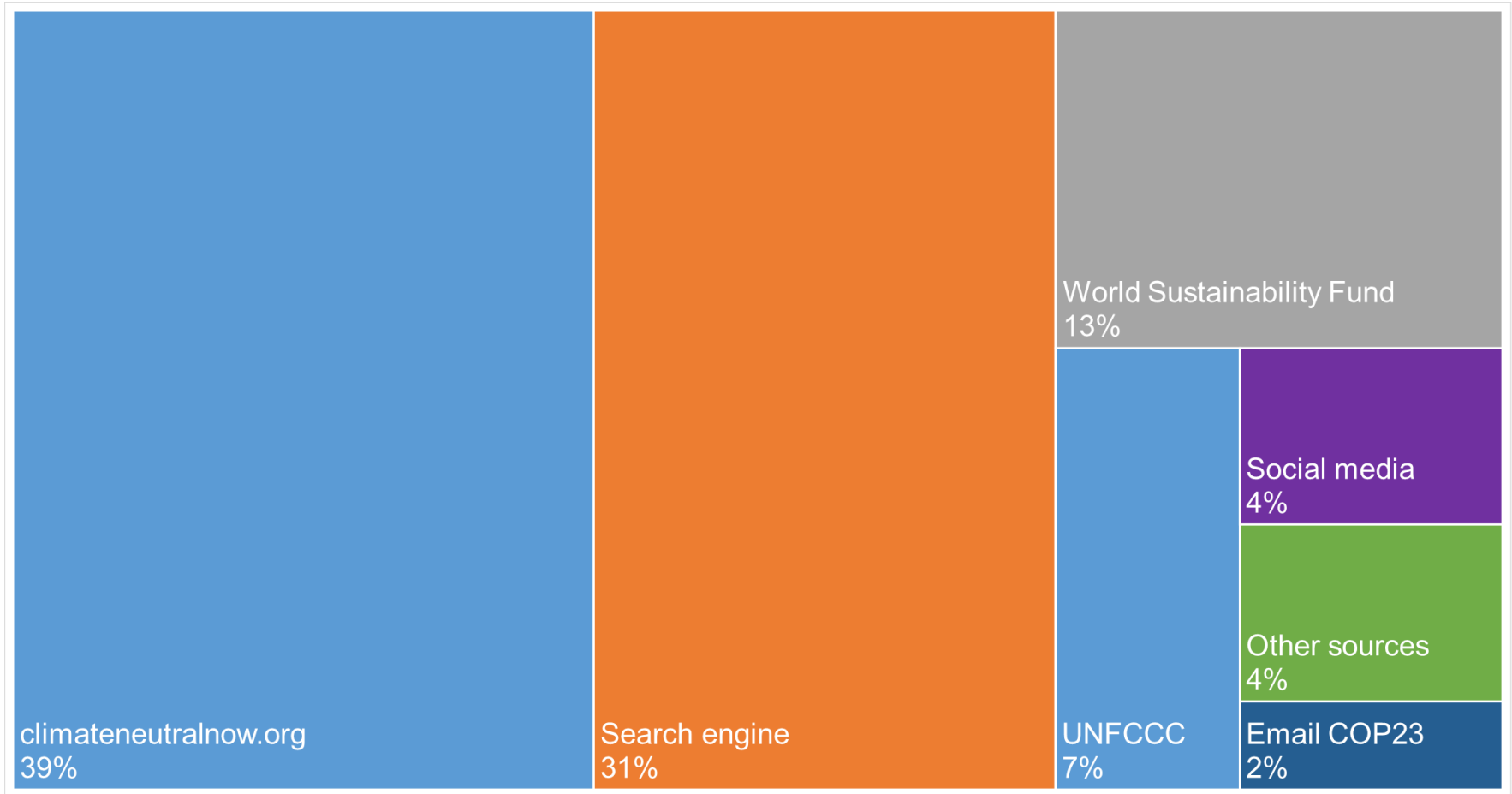
Countries with **visits**: 191

Countries with **cancellations**: 80

As at 10 April 2018



How did the buyers find the platform?



As at 10 April 2018



Observations to note

1. Proliferation of web-based tools that offer offsets to the general public, some tools purchasing credits on the UN platform
2. The SOP partial payment modality makes it attractive for PPs to offer CERs on the platform



Part II. Technical developments update



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Update on EB93 requests: Re-design of the user interface & reporting

Task	Status	Comment
<u>Re-design of UI</u>	On-going	
New design	Completed	Increased scope to include calculator and self-marketing capability
Development	On-going	Expected completion 30 June
Rollout	Not started	15 September (3 year anniversary)
<u>Regular reporting</u>	Implemented	First inclusion in June 2017



Update on EB93 requests: Re-design of the user interface

- What to expect from the re-design:
 1. Enhanced **user experience** – background story, industry standard layout and functionalities
 2. **Value-adding capabilities** – calculator and promotional function
(Quick contribution: a as next phase development)
 3. **Higher trust** in the service and the projects on offer
 4. An attractive **tool for cooperation** with climate action initiatives

- What not to expect from the re-design:
 1. The re-design alone will have limited impact on increasing the use of the platform



Update on ongoing work

Task	Status
<u>Translation</u>	
French	Completed
Spanish	On-going
<u>Search engine optimization*</u>	On-going
<u>Exchanges</u>	2 nd MoU completed with Colonial Bourses in April 2018

*SEO aims at increasing the visibility of the platform in search engine's (e.g. Google) unpaid results



Recommendations to the Board

- The secretariat recommends that the Board take note of the progress in the technical development of the offset platform

