



ACHIEVING HIGH-INTEGRITY VOLUNTARY CLIMATE ACTION

D4.1 - Instruction material used in first webinar

WP4 - Scaling up, transition &
exploitation

26/06/2024

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EC Summary Requirements

1. Changes with respect to the Description of Action (DoA)

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

Project partners can use the comprehensive checklist to validate if they are taking all the necessary steps when organizing a webinar. The deliverable can also be relevant to other researchers who are organizing a webinar for the first time and are looking for information to guide their presentations.

3. Short summary of results (<250 words)

This is a brief checklist for webinar development and sharing. Besides the comprehensive checklist, it also includes information on the first webinar that will be held in July 3, 2024.

4. Evidence of accomplishment

This report.





Preface

In recent years an unprecedented number of voluntary climate commitments have been made by a wide array of non-state and subnational actors. These voluntary climate actions aim to reduce greenhouse gas emissions and build climate resilience and are crucial for lowering risks of exceeding warming limits. However, the full potential of voluntary climate action can only be realised when integrity-related concerns are overcome. ACHIEVE aims to identify opportunities to strengthen and scale up high-integrity voluntary climate action towards achieving net-zero emissions by mid-century. The project will generate transformative and timely scientific insights on the role, effectiveness and integrity of voluntary climate action including carbon credits; assess the integrity and impacts of such action; analyse how policies and regulations, and high-integrity voluntary climate action can strengthen each other; and use scientific findings to support the scaling up of high-integrity voluntary action. This will be achieved through a highly inter- and transdisciplinary consortium that, from the start, actively engages policymakers and other societal stakeholders in co-creating outcomes that respond to end users’ needs. ACHIEVE is aligned with the Work Programme of Cluster 5, Destination 1 “Climate sciences and responses for the transformation towards climate neutrality” as the project directly contributes to advancing knowledge and providing solutions for climate change specifically on high integrity voluntary climate action. ACHIEVE will develop transition pathways to climate neutrality that integrate voluntary climate action by cities, regions and companies; it will develop novel social science insights for climate action; contribute to better understanding sustainability co-benefits and trade-offs; and increase transparency and trust in voluntary climate action by strengthening integrity and making scientific results easily accessible for different stakeholder groups.

RU – Stichting Radboud Universiteit	NL	
NCI – New Climate Institute for Climate Policy and Global Sustainability GGMBH	DE	
PBL – Ministerie van Infrastructuur en Waterstaat	NL	
OEKO – Öko-Institut E.V. – Institut für Angewandte Ökologie	DE	
E3M – E3-Modelling AE	EL	
UEF – ITA-Suomen Yliopisto	FI	
CATIE – Centro Agronomico Tropical de Investigacion y Enseñanza Catie	CR	
SU – Stockholms Universitet	SE	
HOL – HOLISTIC IKE	EL	
WWF – Fondo Mundial para la Naturaleza Colombia - WWF Colombia	CO	
CDP – CDP Worldwide (Europe) Gemeinnützige GmbH	DE	
UOXF – The Chancellor, Masters and Scholars of the University of Oxford	GB	





Executive Summary

The ACHIEVE project is dedicated to strengthening and expanding high-integrity voluntary climate actions to achieve net-zero emissions by mid-century. Stakeholder engagement and capacity building is an important mechanism to achieve this aim. As part of this effort, the project will organize a series of webinars. In this context, a comprehensive checklist has been developed for organizing webinars, ensuring effective planning and execution. This checklist includes confirming general details such as the date, time, and agenda of the webinar, **promoting** through various channels, essential technical requirements, preparing presentations, and considerations for delivery and follow-up after the event.

The first webinar, formatted as an open hybrid session, titled “Promoting High Integrity Voluntary Climate Action The road to COP29 and Beyond” – will be held on July 3 2024 at 12.45-2.15 pm CEST. This hybrid session on ‘Promoting High Integrity Voluntary Climate Action - The road to COP29 and Beyond’ discusses the latest developments in voluntary climate action by non-state and subnational actors (incl. companies, cities and cooperative initiatives) and the road from SB60 to COP29 and beyond. It particularly focuses on what role researchers, analysts, and data providers (e.g. partners in the ACHIEVE project) can play in promoting high integrity action.





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1 Instruction material used in first webinar

1.1 Comprehensive Checklist

This guideline was developed to guarantee a good webinar development.

1. General Information

- Confirm the date, time (including time zone) and length of the webinar.
- Outline the agenda or schedule of the webinar, including key sessions and timings.
- Identify the target audience. Who should attend the webinar? What roles or industries will benefit the most?
- Provide names, titles, and short bios and photo of the speakers.
- Provide a brief summary of what the webinar will cover.
- Highlight the key topics and objectives.
- List the main points or skills that attendees will gain from the webinar.
- Give an idea for the visuals of the invitation related to the topic.
- Check if translation is needed (e.g. Spanish, French, others).

2. Webinar considerations

- Clearly define the goals of the webinar. What do you aim to achieve? Ensure these goals align with the needs and interests of the target audience.
- Conduct research to understand the audience's pain points, interests, and what they hope to gain from attending the webinar.
- Segment your audience based on relevant criteria such as industry, job role, experience level, or specific interests.
- Ensure that the content is relevant, up-to-date, and provides value to the audience.
- Use data, case studies, and real-life examples that resonate with the audience's experiences and challenges.
- Choose a clear and compelling title that captures the essence of the webinar.
- Be open to feedback and willing to adapt the content based on audience reactions and engagement during the webinar.
- Consider conducting a pre-webinar survey to gather insights on what the audience expects and tailor the content accordingly.
- Prepare an introduction about the ACHIEVE project, your role in ACHIEVE, yourself and your related expertise.
- Plan for interactive elements such as live polls, Q&A sessions, or breakout discussions to keep the audience engaged and participative.
- Prepare engaging visuals and multimedia elements to enhance the presentation.
- Choose a clear and compelling title that captures the essence of the webinar.

3. Webinar promotion

- Draft the invitation text.
- Create the registration form (ideally through Zoom or Teams so that people get the event on their calendars).



- Sent a save-the-date 2 weeks or 1 month before the webinar (optional, if not automatic).
- Create a webinar announcement on the website.
- Promote the webinar on the ACHIEVE's newsletter and institutional social media.
- Send personal invitations through email or personal LinkedIn account.
- Send reminders a few days before the event.

4. Technical Requirements

- Define the settings for participants
 - Camera: Specify if participants are required or encouraged to have their cameras on or off.
 - Microphone: Determine if participants can speak during the webinar or if they should remain muted.
 - Chat: Decide if the chat function will be enabled for participant interaction.
 - Q&A: Outline how participants can ask questions (e.g., via chat, a dedicated Q&A section, or live).
- Configure the webinar platform settings
 - Ensure all necessary settings for recording the webinar are enabled.
 - Set up any breakout rooms if needed for smaller group discussions.
 - Adjust the security settings to prevent unauthorized access (e.g., passwords, waiting rooms).
- Conduct a technical rehearsal to
 - Install (if needed) and test the webinar platform.
 - Ensure all equipment (camera, microphone, internet) give high quality output and is functioning correctly.
 - Familiarize all speakers and moderators with the platform features and settings.
- Have a technical support plan in place
 - Assign team members to handle any technical issues during the webinar.
 - Provide participants with a contact method for technical support.

5. Presentation Preparation

- Prepare your presentation slides and share them beforehand with HOLISTIC to check brand guidelines compliance.
- Rehearse your presentation to ensure it fits within the allotted time.
- Provide contact details for any questions or further information.
- Highlight any partnerships or sponsors involved in the webinar.

6. Day of the Webinar

- Join the webinar platform at least 15 minutes before the start time for a final equipment test.
- Ensure you are in a quiet, well-lit space.
- Have a glass of water nearby.

7. Post-Webinar

- Share any additional resources or materials promised during the webinar.
- Provide feedback on the webinar process to the organizer.



2 Webinars

ACHIEVE is hosting the webinar “Promoting High Integrity Voluntary Climate Action - The road to COP29 and Beyond” to bring together diverse perspectives on the latest developments in voluntary climate action (VCA). This session aims to bridge the gap between the official UNFCCC discourse and the practical insights from ACHIEVE project. By contextualizing our work within the broader VCA landscape, we aim to reflect on how high-integrity voluntary actions can effectively contribute to achieving net-zero emissions.

Moreover, this webinar provides a platform to showcase ACHIEVE’s efforts and findings to a wider audience, fostering greater understanding and collaboration. By highlighting the contributions of researchers, analysts, and data providers, it aims to build a robust network of stakeholders committed to promoting high-integrity climate actions. This collective effort is crucial for enhancing the credibility and impact of voluntary climate initiatives as we move towards COP29 and beyond.

2.1 Session Invitation

[SUBJECT] Join Us for the Online Session on Promoting High Integrity Voluntary Climate Action

Dear [NAME],

We are excited to invite you to our upcoming online session on "Promoting High Integrity Voluntary Climate Action - The road to COP29 and Beyond."

This hybrid session will discuss the latest developments in voluntary climate action by non-state and subnational actors, including companies, cities, and cooperative initiatives, focusing on the role researchers, analysts, and data providers can play in promoting high-integrity action.

Event details:

- Date: Wednesday, July 3, 2024
- Time: 12:45 PM -14:15 CEST
- Link for joining online: [Join Here](#)
 - Meeting ID: 376 543 813 703
 - Passcode: kc4GG4

During the session, you will hear from esteemed contributors including Ian Tout and Tamaki Takao (UNFCCC Secretariat), Thomas Hale (University of Oxford), Takeshi Kuramochi (NewClimate Institute), Mark Roelfsema (PBL Netherlands Environmental Assessment Agency), and Luli Pesqueira (WWF). The discussion will be moderated by Birka Wicke and Sander Chan (Radboud University).

Agenda (Provisional):

13:00: Start of the open session

- Introduction to the project & panel (approx. 5 min.)
- UNFCCC Secretariat: The road to COP29 and beyond (approx. 15 min.)
 - Political priorities in the short term
 - Role of Marrakesh Partnership, Race to Zero, Race to Resilience, Global Climate Action Platform



- Comments by Thomas Hale (University of Oxford) (approx. 10 min.)
 - Promoting high-integrity of net-zero commitments, state of play
 - What needs to happen between now and the next COP?
 - What gaps could/should ACHIEVE address in the next 4 years?
- Comments by Luli Pesqueira (WWF) (approx. 10 min.)
 - Role of Alliances for Climate Action (ACA) in promoting high integrity voluntary climate action
 - Contribution of ACHIEVE and other researchers and societal stakeholders
- Comments by Takeshi Kuramochi / Sybrig Smit (NewClimate Institute) (approx. 10 min.)
 - Enhancing high integrity among voluntary corporate climate actions
- Open Discussion (questions can also be shared online)

We look forward to your participation and contributions to the discussion. For any questions or further information, please contact us at kaustubh.thapa@ru.nl.


Kind regards, The ACHIEVE Project Team

Funded by the European Commission, the ACHIEVE project aims to identify and enhance high-integrity voluntary climate actions to contribute towards achieving net-zero emissions by mid-century in the EU and globally. ACHIEVE seeks to build on a robust scientific understanding of these actions' effectiveness and integrity, ensuring alignment with policies at all levels.

2.2 Promo Text



What role can voluntary climate action play in achieving net-zero emissions by mid-century? Join us to explore this critical question at our upcoming online session on "Promoting High Integrity Voluntary Climate Action - The road to COP29 and Beyond."

This session is part of the ACHIEVE project, funded by the European Commission, which aims to enhance high-integrity voluntary climate actions globally. We will discuss the latest developments, the role of researchers, and how data providers can support high-integrity actions.

 Want to dive deeper into these insights? Join our July 3 session!

Experts including Ian Tout, Tamaki Takao (UNFCCC Secretariat), Thomas Hale (University of Oxford), Takeshi Kuramochi (NewClimate Institute), Mark Roelfsema (PBL Netherlands Environmental Assessment Agency), and Luli Pesqueira (WWF) will present key findings and answer your questions on promoting high-integrity climate action.

 Date: Wednesday, July 3

 Time: 12:45 PM - 14:15 CEST  [Join here](#)

ACHIEVE aims to empower you with the knowledge to support high-integrity climate actions. Discover more at [ACHIEVE Project](#).

#ClimateAction #VoluntaryClimateAction #ACHIEVE #COP29 #NetZero



2.3 LinkedIn Invitation

Join Us for the Online Session on Promoting High Integrity Voluntary Climate Action! The ACHIEVE project is excited to announce an online session focusing on the role of high-integrity voluntary climate action on the road to COP29 and beyond.

Date: Wednesday, July 3 Time: 12:45 PM - 14:15 CEST

During this session, experts from the UNFCCC Secretariat, University of Oxford, NewClimate Institute, PBL Netherlands Environmental Assessment Agency, and WWF will discuss the latest developments and the crucial role of high-integrity actions by non-state actors.

Register now and join the conversation! [Join Here](#)

#VoluntaryClimateAction #NetZero #COP29 #ACHIEVE #HighIntegrity

2.4 Materials for Dissemination



ACHIEVE

ACHIEVE

Promoting High Integrity Voluntary Climate Action

The road to COP29 and Beyond, 3 July 2024



Radboud Universiteit



Format

Link for online contributions/participation

Date

Time

Online

[Link for joining online](#)
Meeting ID: 376 543 813 703
Passcode: kc4GG4
3 July 2024
12.45-14.15

