



ACHIEVING HIGH-INTEGRITY VOLUNTARY CLIMATE ACTION

D5.4 – Project Website

WP5 – Communication & dissemination

30/04/2024

www.achieveproject.eu



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Project Coordinator	Stichting Radboud Universiteit (RU)			
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Keywords	Communication tool; project website; visual identity; project promotion			





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

ACHIEVE’s website is a centralised platform to disseminate information about the project as well as its goals, activities, and findings to a wide audience. It provides a one-stop-shop information portal about the project, offering public access to project news, data, and publications. The website is central to the communication and dissemination activities of the project and will enhance its visibility and credibility.

3. Short summary of results

Communication tool, project website: <https://achieveproject.eu/>

4. Evidence of accomplishment

This report and the project website: <https://achieveproject.eu/>.



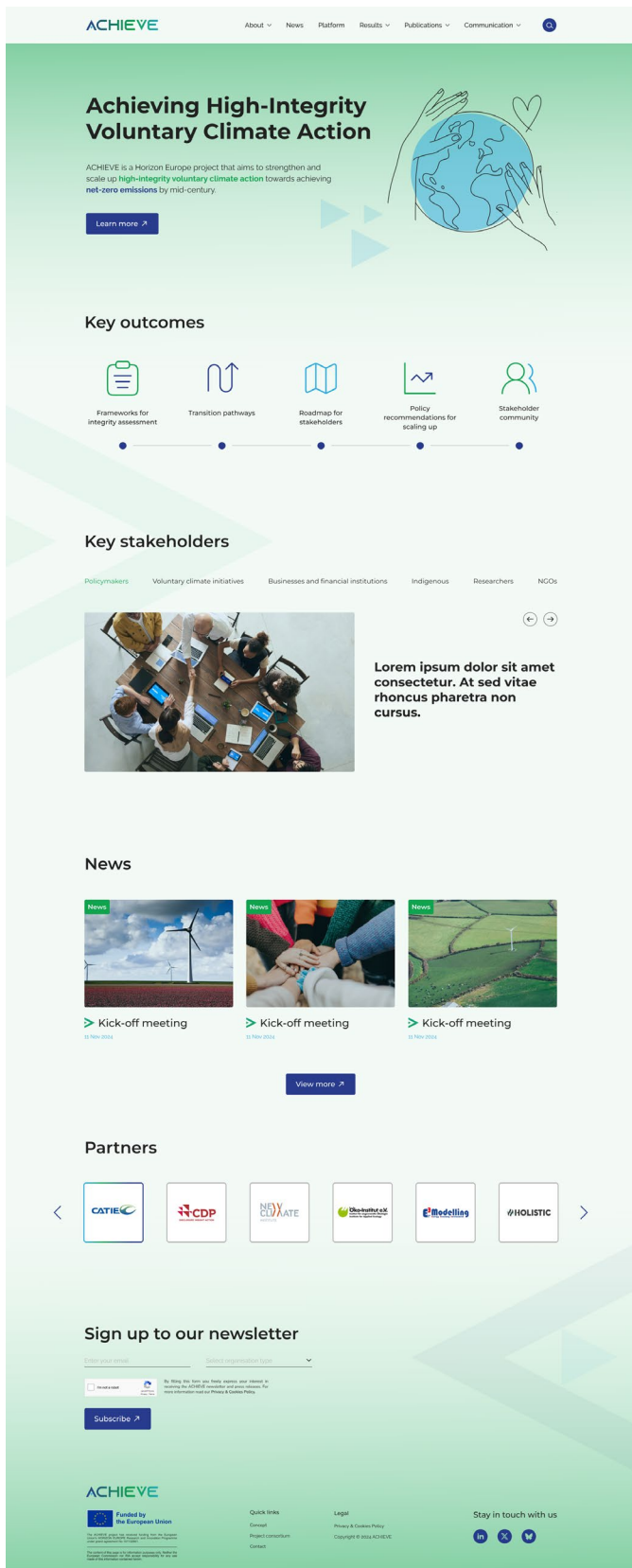
Preface

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	



1 Website screenshots





About Concept

In recent years, a wide array of non-state and subnational actors have made an unprecedented number of **voluntary climate commitments**. These voluntary climate actions have several aims, such as reducing greenhouse gas emissions and building climate resilience. Together, these actions can contribute significantly to the achievement of the Paris Agreement.

Yet, non-state and local actors' environmental **claims are often unsubstantiated**. Some voluntary actions rely on the deployment of **controversial carbon offsets** or the use of debatable technologies (e.g., for carbon capture and storage). This raises questions of integrity and suspicions of **greenwashing**. Integrity is therefore key to realizing the promise of voluntary climate action by many actors, and to preventing and combatting the effects of climate change.

ACHIEVE aims to identify opportunities to strengthen and scale up high-integrity voluntary climate action towards achieving net-zero emissions by mid-century. Specifically, ACHIEVE will:

- generate transformative and timely scientific insights into 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.



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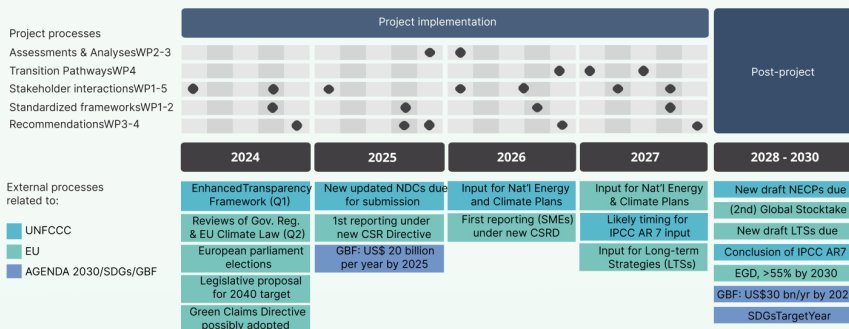


About Impact

ACHIEVE aims to address critical gaps in knowledge and substantially enhance the state of the art to ensure effective and high-integrity voluntary climate action. ACHIEVE responds to two important developments in climate change mitigation:

- **First**, in the Paris Agreement, countries have agreed to limit the global average temperature increase to well below 2°C and to pursue efforts to limit it to 1.5°C. Yet with only few years left to 2030, governments' combined efforts under the Paris Agreement fall far short of the Paris goals, and national governments are not anticipated to fully achieve their Nationally Determined Contributions (NDCs). According to the recent IPCC Synthesis Report, emissions have to be cut by around half by 2030 to reach the goals in the Paris Agreement.
- **Second**, recent years have seen an unprecedented number of net-zero and other climate actions announced by a wide array of non-state and subnational actors, including businesses, financial institutions and investors, industrial associations, civil society, cities, and other subnational authorities (here referred to as 'non-state actors'). The Global Climate Action Portal administered by the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat currently records over 30,000 of such commitments. If such voluntary climate action does not substitute but complements, governmental action, it can inspire more ambitious regulations and policies.

Apart from contributing to UNFCCC processes, ACHIEVE activities have been planned to feed into other external processes from the EU and other stakeholders (see figure for more details).



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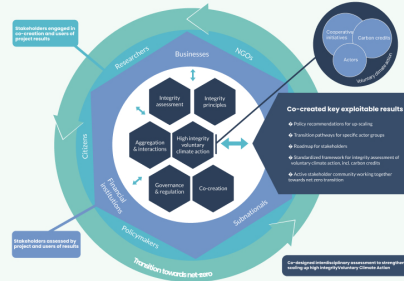
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About Methodology

ACHIEVE's main objective is to support the development, improvement and scaling up of voluntary climate action (VCA) towards net zero transition in the EU and globally in line with the Paris Agreement. This will be achieved through the following project outcomes:



- 1 Mapping of existing VCA initiatives. ▼

- 2 Framework for assessing VCA. ▼

- 3 Assessment of existing VCA initiatives. ▼

- 4 Recommendations to VCA initiatives. ▼

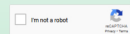
- 5 Recommendations to policymakers ▼

- 6 Pathways to climate neutrality integrating VCA ▲

- 7 Active stakeholder community. ▼

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About Synergies

ACHIEVE partners are well integrated in existing research and innovation in their countries, across the EU and globally. This integration is created through:

- Their individual and organisations' participation in closely related collaborative research projects.
- Lead and contributing authorships of large-scale international assessments: IPCC Assessment Reports, IPCC Methodological Reports, UNEP Emissions Gap Reports, UNFCCC Yearbook of Global Climate Action, Global Environmental Outlook.
- Scientific advisory roles for research projects and governmental and intergovernmental bodies: UNFCCC Race to Zero campaign's External Peer Review Group; Verified Carbon Standard; Executive Board of the Clean Development Mechanism; Technical Working Group on Non-State and Subnational Action Guidance of the Initiative for Climate Action Transparency; Science Based Targets Initiative's Scientific Advisory Group; Swedish Climate Council; Dutch Climate Research Initiative KIN, Integrity Council for the Voluntary Carbon Market.
- Memberships in scientific networks: IAMC, ECEMP, ISIE, KIN, ESG, 'Camda – for credible climate action' network.

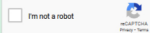
GreenDeal-NET (The European Green Deal: Governing the EU's Transition towards Climate Neutrality and Sustainability) is a Jean Monnet Network co-funded through the EU's Erasmus+ programme. The Network aims to dissect the European Green Deal, and the complex set of governance challenges related to sustainability and climate neutrality it poses and deepen our understanding of what a fair and effective climate transition could look like by focusing on the governance of the European Green Deal, by acting as a platform for collaboration and debate on teaching and research.

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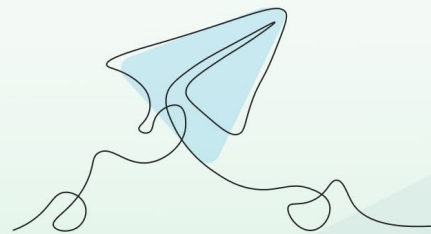
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