

**Mobilising More Finance
for Climate Action**



Carbon Footprint Management

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Other team members:

In collaboration with WBCSD

What impact is intended?

The project involves the development of a web-based platform that aims to empower Small and Medium sized Enterprises (SMEs) in developing countries to manage their carbon footprint. In the Netherlands we started four years ago with the online platform www.klimaatplein.com. The platform inspires and activates SMEs to reduce their carbon footprint and up to now more than 350,000 people have visited the website. Together with our 60 partners we show that making a good profit and combating climate change go hand in hand.

The platform in the Netherlands finances itself, because our sponsoring partners pay us a yearly fee with which we can invest, develop and communicate with our target audience. They pay us this fee because we generate interesting leads (350,000 visitors!) for their products and services. And that's also the idea for the platforms in developing countries. When you make the right online platform it will activate SMEs to reduce their footprint and you will get financial support from commercial parties because they see business. Besides our national platform, we also created local 'Klimaatpleinen' for the cities Den Bosch and Tilburg, these cities supported us financially to create and update their online platforms.

What financial leverage can be realised?

The platform will focus on SMEs in developing countries. The idea is to start with 3 pilots, one in Asia, one in Africa and one in South America. When the pilot is successful, it can be copied to other countries. Because every country speaks a different language and has its own cultural way of communicating business, it is very important to work together with local partners to make it a success. That's why we like to get in contact with local 'MVO Nederland' or 'De Groene Zaak' look-alikes in developing countries.

What are the strengths of this platform?

We were nominated as the most sustainable initiative in the Netherlands in 2013 and this year we have the honor to be nominated for the national Climate-medal. We think that when this works in the Netherlands, this might also work in countries that suffer most from a changing climate. That's why we want to empower SMEs in developing countries with managing their carbon footprint. Also by showing them the possibilities and partners to gain from measures taken against a further changing climate. To do this, we already initiated the website www.carbonfootprintmanagement.com. This is the English version of the Dutch equivalent. To be successful, this platform needs a strong international network of business and government partners that are willing to support this tool. The World Business Council for Sustainable Development (WBCSD) already started with communicating this tool to all its members. Every developing country can copy or use the tool for free.

What input is requested?

The requested input is:

- Access to MVO Nederland or de Groene Zaak look-a-likes' in developing countries.
- Financial support to guide the responsible people in making the platform a success. Share with them how we build the platform and network in the Netherlands, how we used (social) media to get in contact with SMEs and how we made the platform interesting for our 60 supporting partners.