



# PROJECT IDENTIFICATION FORM (PIF)

PROJECT TYPE: Medium-sized Project

THE GEF TRUST FUND

Submission Date: 5 January 2010

Re-submission Date: 01 February 2010

## PART I: PROJECT IDENTIFICATION

**GEF PROJECT ID<sup>1</sup>:** PROJECT DURATION: 9 months  
**UNDP PROJECT ID:** 4387  
**COUNTRY(IES):** India  
**PROJECT TITLE:** Low Carbon Campaign for Commonwealth Games 2010 Delhi  
**GEF AGENCY(IES):** UNDP  
**OTHER EXECUTING PARTNER(S):** Commonwealth Games Organizing Committee, Government of NCT Delhi, Ministry of Environment and Forests, GoI  
**GEF FOCAL AREA (S)<sup>2</sup>:** Climate Change  
**GEF-4 STRATEGIC PROGRAM(S):** CC-SP 1: Building EE, CC-SP 5: Transport, CC-SP: 6 LULUCF (partially)  
**NAME OF PARENT PROGRAM/UMBRELLA PROJECT (if applicable):** N/A

INDICATIVE CALENDAR*	
Milestones	Expected Dates mm/dd/yyyy
Work Program (for FSP)	n/a
CEO Endorsement/Approval	03/01/2010
Agency Approval Date	04/01/2010
Implementation Start	04/01/2010
Mid-term Evaluation (if planned)	n/a
Project Closing Date	12/31/2010

\* See guidelines for definition of milestones.

## A. PROJECT FRAMEWORK

**Project Objective:** Development and promotion of a low carbon campaign for the 2010 Commonwealth Games as a means of inducing a behavioral change amongst citizens, athletes and visitors for the adoption of environmentally sustainable practices.

Project Components	Inv/TA/STA	Expected Outcomes	Expected Outputs	Indicative GEF Financing <sup>a</sup>		Indicative Co-Financing <sup>a</sup>		Total (\$) c = a + b
				(\$ a)	%	(\$ b)	%	
1. Promotion of low carbon practices	TA	(A) <ul style="list-style-type: none"> <li>Awareness created among public, athletes, visitors and media on low carbon practices.</li> <li>Enhanced awareness among the children/students of schools and colleges on low carbon practices.</li> </ul> (B) <ul style="list-style-type: none"> <li>Ten planting programs replicated all over the country.</li> <li>Five cities implement low carbon activities/programs as a result of this project.</li> <li>CWG participants, New Delhi residents, and visitors begin to take steps to reduce</li> </ul>	(A) <ul style="list-style-type: none"> <li>Developed campaign material for public sensitization on low carbon practices.</li> <li>Completed organized events such as rallies, mobile exhibitions, public seminars, street plays, sensitization campaign through SGP &amp; GEF partners, etc.</li> <li>Developed low carbon campaign programs and materials with involvement of schools and colleges in Delhi (such as limiting the use of motorized vehicles on campus through the provision of bicycle parking, clean vehicles, etc.).</li> </ul> (B) <ul style="list-style-type: none"> <li>50,000 saplings planted along the Queen Baton's Relay, covering about 100 districts/cities from 25 June to 30 Sept 2010 to offset athletes' flights to the country.</li> </ul>	740,000	27	1,960,000	73	2,700,000

<sup>1</sup> Project ID number will be assigned by GEFSEC.

<sup>2</sup> Select only those focal areas from which GEF financing is requested.

		<p>their carbon footprints</p> <p>(C)</p> <ul style="list-style-type: none"> <li>Enhanced public image of the GEF as a global entity to support environmentally sustainable development</li> </ul> <p>(D)</p> <ul style="list-style-type: none"> <li>Guidelines for 'greening' future sporting events in the country developed.</li> </ul>	<ul style="list-style-type: none"> <li>30,000 CWG volunteers trained in low carbon practices.</li> <li>Developed training kit for Training of Trainers (ToTs).</li> <li>300 trainers in low carbon practices, who in turn will train the remaining 29,700 volunteers of CWG. This training on low carbon practices will include energy conservation, renewable energy, waste recycling and management, water conservation, and local biodiversity conservation.</li> <li>Developed and operational 20 user friendly carbon footprint calculators in key locations in Delhi to influence behavioral changes in public, athletes and visitors.</li> </ul> <p>(C)</p> <ul style="list-style-type: none"> <li>Developed thirty (30) AV profiles on Greening Delhi, India and Commonwealth Games.</li> <li>Developed low carbon messages to be delivered by famous personalities and disseminated through print and audio visual media.</li> <li>Delivered radio messages and completed discussions on environment and sports by famous personalities and experts.</li> <li>GEF-UNDP low carbon promotion kiosks (approximately 20) during the CWG near the Stadiums and Games village</li> </ul> <p>(D)</p> <ul style="list-style-type: none"> <li>Assessment of the low carbon practices undertaken</li> <li>Lessons and best practices documented and disseminated for 'greening' future sporting events at the national and international level</li> </ul>					
2. Project management			60,000	29	150,000	71	210,000	
<b>Total project costs</b>			800,000		2,110,000		2,910,000	

<sup>a</sup> List the \$ by project components. The percentage is the share of GEF and Co-financing respectively of the total amount for the component.

<sup>b</sup> TA = Technical Assistance; STA = Scientific & Technical Analysis.

**B. INDICATIVE CO-FINANCING FOR THE PROJECT BY SOURCE and by NAME (in parenthesis) if available, (\$)**

Sources of Co-financing	Type of Co-financing	Project
Commonwealth Games Organizing Committee	In kind	1,110,000
State Governments	In kind	900,000
Others	In kind	100,000
<b>Total Co-financing</b>		<b>B2,110,000</b>

**C. INDICATIVE FINANCING PLAN SUMMARY FOR THE PROJECT (\$)**

	Previous Project Preparation Amount (a) <sup>3</sup>	Project (b)	Total c = a + b	Agency Fee
GEF financing	n/a	A800,000	800,000	80,000
Co-financing	n/a	B2,110,000	2,110,000	
<b>Total</b>	n/a	2,910,000	2,910,000	80,000

**D. GEF RESOURCES REQUESTED BY AGENCY (IES), FOCAL AREA(S) AND COUNTRY(IES)<sup>1</sup>**

N/A

**PART II: PROJECT JUSTIFICATION**

**A. STATE THE ISSUE, HOW THE PROJECT SEEKS TO ADDRESS IT, AND THE EXPECTED GLOBAL ENVIRONMENTAL BENEFITS TO BE DELIVERED:**

The XIX Commonwealth Games will be held in New Delhi from 3 - 14 October 2010. As the host of the Commonwealth Games (CWG), the Government of National Capital Territory of Delhi has committed itself to hosting a "Green games by reducing its carbon footprint and becoming the benchmark for multi-disciplinary games in the future". Creating awareness on 'low carbon practices' is one of the major objectives of this Commonwealth Games (CWG).

The GEF community is working to protect the global environment while improving local environmental quality and the livelihoods of people. The proposed project will use the CWG as an opportunity to showcase the GEF's contribution to addressing global environmental challenges and the Indian efforts in greening the CWG and empowering citizens on low carbon practices.

With a limited timeframe and limited budget, this project will support and strengthen the CWG Organizing Committee's (OC) initiatives on low carbon practices **before, during and after** (legacy) the CWG. The direct global environmental benefits stem from the afforestation activities and other green initiatives that will be introduced by the project. It is estimated that a total of roughly 50,000 tonnes of CO<sub>2</sub> will be sequestered by the project over a period of 10 years from the plantation campaign alone. A methodology for monitoring and quantifying the carbon sequestration capacity of the planted saplings will be established by the end of the project and initial policy recommendations on future LULUCF activities will be developed to guide the replication of tree planting initiatives.

By targeting such a major sporting event, the outreach programs promoted under the project will raise the awareness of the athletes, visitors, media, and other participants of the CWG and the general public about low carbon issues as well as options to reduce the human impact on the environment. The project will feature two major components, namely: (i) promoting low carbon practices through citizen empowerment, and (ii) employing eco-technology through pilot displays to induce behavioral change towards low carbon practices. The first component focuses on raising awareness of low carbon practices

<sup>3</sup> Include project preparation funds that were previously approved but exclude PPGs that are waiting for approval.

through a variety of campaigns and communication mediums, while the second component uses eco-technology to encourage stakeholders to take steps to reduce their carbon emissions.

**Promotion of Low Carbon Practices:** Taking advantage of the opportunity presented by the Commonwealth Games, which is expected to attract more than 100,000 visitors to India, the project will address the need to increase awareness of low carbon practices such as green architecture, sustainable transport and waste management. The expected outcomes of the project are:

- (1) enhanced awareness among the public, athletes, students, visitors and the media on low carbon practices;
- (2) tree planting throughout the Queen's Baton Relay in India to offset the carbon emissions of the athletes' travel to Delhi;
- (3) enhanced public image of the GEF as a global entity to support environmentally sustainable development; and
- (4) an assessment of the global environmental benefits achieved by the project and guidelines for greening future sporting events.

To realize these outcomes, the following deliverables are anticipated:

- (i) A low carbon campaign will be developed and implemented in Delhi and along the Queen's Baton Relay, with the support of State Governments especially the State Forest Departments, GEF and Small Grants Program partners, university students, and other stakeholders. The campaign will feature events such as rallies, mobile exhibitions, public seminars, street plays and a sensitization campaign. Specific communications materials for the campaign emphasizing low carbon practices (such as green habitat, sustainable transport systems and approaches, and waste management) will be developed in the first month of project implementation.
- (ii) Pilot activities to demonstrate and promote low carbon practices will be implemented, including: a) 50,000 trees will be planted throughout the country along the Queen's Baton Relay covering about 100 districts/cities. The plantation drive will commence on June 25 as the QBR enters India and will conclude on September 30 as QBR reaches Delhi. The plantation drive will be supplemented by the public events highlighted above. b) 300 CWG volunteers will be trained on low carbon practices so that they can impart training on the remaining 29,700 CWG volunteers. Training topics will include energy conservation, renewable energy, waste recycling and management, water conservation, and local biodiversity conservation. c) 20 user friendly carbon foot print calculators will be strategically located throughout Delhi to stimulate a change in behavior among the public, athletes and visitors.
- (iii) A number of public service announcements and key messages will be disseminated before and during the Games through various media. These include: a) developing 30 audio visual profiles on Greening Delhi, India and CWG, b) developing low carbon messages to be delivered by famous personalities and disseminated through print and audio visual media, c) organizing radio discussions with famous personalities and experts, and d) setting up GEF-UNDP low carbon promotion kiosks during the CWG near the stadiums and games village to promote green practices amongst the athletes and visitors.
- (iv) Finally, an independent assessment will be conducted on the carbon emission reductions brought about by the project. In addition, guidelines will be developed for greening future sporting events based on the lessons and best practices that emerge from project implementation.

#### **B. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH NATIONAL/REGIONAL PRIORITIES/PLANS:**

This proposed GEF project is consistent with the framework recommended for greening XIX CWG 2010 Delhi and reducing its carbon footprint. This framework has five key elements, namely: (i) ecological code as underlying principle for all activities during the Games; (ii) green events especially Queen's Baton Relay (QBR), Opening and Closing ceremony (iii) green infrastructure (including, both competition and non-competition venues); (iv) green hospitality (including, transportation, accommodation, food and

beverage); and, (v) green sensitization programs (primarily related to land, energy, waste, water and air). At the request of the CWG Organizing Committee, this GEF project aims to support the fifth element of the CWG recommendatory framework - i.e., low carbon campaign for citizen empowerment for CWG 2010 Delhi.

This project is consistent with the Government of India's priorities, which aim to address climate change proactively through voluntary in-house efforts. These efforts are delineated in the National Action Plan on Climate Change (NAPCC). Further, Delhi is the first state in India to develop an action plan on climate change detailing the activities (air pollution, water, noise, municipal waste management and greening) that "can be achieved in the next 3 years, and are intended to spark our development goals and make each citizen a '*Bhagidar*' (partner) in this effort." These activities are outlined in the State Action Plan for Delhi entitled, "Climate Change Agenda for Delhi 2009-2012". The project is also consistent with the National Biodiversity Action Plan and the ongoing initiatives of the Ministry of Environment and Forests, Government of India to celebrate the International Year of Biodiversity in 2010.

**C. DESCRIBE THE CONSISTENCY OF THE PROJECT WITH GEF STRATEGIES AND STRATEGIC PROGRAMS:**

This proposed project is consistent with the basic essence of GEF funding under climate change, wherein the GEF helps developing countries undertake 'win-win' projects to mitigate the effects of climate change while improving the local economy and environmental conditions. This project aims to promote awareness before and during the CWG 2010 by developing a low carbon campaign in Delhi and other parts of the country. The long term objective is behavioral change in citizens of India as well as athletes and visitors towards low carbon practices. This project is partially consistent with SP-1: Promoting energy efficiency in residential and commercial buildings, SP-5: Promoting sustainable innovative systems for urban transport, and SP-6: Management of land use, land use change and forestry (LULUCF) as a means to protect carbon stocks and reduce GHG emissions.

**D. JUSTIFY THE TYPE OF FINANCING SUPPORT PROVIDED WITH THE GEF RESOURCES:**

GEF grant resources will be used strategically to operationalize the CWG's green communication plan. GEF funds will be employed to develop the technical content of the awareness campaign, while co-financing will be used for implementing it. For example, the technical content of the vignettes will be prepared sourcing national and international expertise with GEF funds, while broadcasting them will be done via government and other channels.

**E. OUTLINE THE COORDINATION WITH OTHER RELATED INITIATIVES:**

The design of the proposed project involves close coordination with other projects and institutions in India that are currently involved in the preparations for the Delhi 2010 CWG, as well as with the State Governments and the Ministry of Environment and Forests (MoEF).

The 17 sports to feature in the XIX CWG 2010 Delhi will be held at 6 venue clusters and 5 stand alone venues in Delhi. 26 new training venues are being constructed for the Delhi 2010 CWG for different sports. In most of the competition and non-competition venues green initiatives have/ are being undertaken. For instance, the Thyagaraj stadium is being developed as a model green stadium with use of bio-diverse native plant species, innovative landscaping with emphasis on organic inputs, energy efficient lighting, high reflectance materials on external walls, installation of solar roof generating 1 MW of power, use of gas based turbine for entire air conditioning requirement, use of double glazed glass, fly ash bricks, and recycled materials in construction, rainwater harvesting system, water treatment and reuse, among other aspects. Similar initiatives, though on a limited scale, are being undertaken in most of the sporting complex as well as in the Games village which comprises about 4,000 flats for the athletes.

At the request of CWG 2010 Organizing Committee, this project will focus on developing a low carbon campaign to operationalize fully their Green communication strategy while complementing the general communication strategy and activities of CWG 2010. The aim of the Green communication strategy is to

a) market and publicize Green Games Delhi 2010; b) disseminate information on sustainability in Delhi; and c) develop an interactive platform for engaging spectators, tourists, citizens and the Organizing Committee’s workforce in Green Games. The proposed GEF intervention aims not only to operationalize effectively the Green communication strategy but also to strive towards bringing about sustainable behavioral change towards the adoption of low carbon practices in India.

The Queen’s Baton will enter India through Wagha border on 25<sup>th</sup> June 2010 and will reach Delhi on 30<sup>th</sup> September 2010 for the CWG opening ceremony while traveling through about 100 cities/ districts of the country. The schedule for the Queen’s Baton Relay is attached as Annex I. During this period, it is proposed that in association with the State Forest Departments (SFDs), a plantation drive will be organized while planting 50,000 saplings all over the country and strengthening the ongoing greening campaign in the country. **This activity will start on June 25 and be completed by September 30 as the OBR completes its travel across the country.** This is consistent with the efforts made by MoEF towards afforestation activities and developing forests as carbon sinks. It also links with the celebrations planned by MoEF for the International Year of Biodiversity 2010 as the plantation drive will also be accompanied by public sensitization events on low carbon practices. As part of this GEF project, a conscious effort will be made to preserve and protect these 50,000 saplings through the SFDs.

This proposed GEF intervention aims to support and strengthen the efforts being made by the Government of Delhi, CWG Organizing Committee and Government of India in not only organizing green games but also in promoting sustainable low carbon practices through such international sporting events.

**F. DISCUSS THE VALUE-ADDED OF GEF INVOLVEMENT IN THE PROJECT DEMONSTRATED THROUGH INCREMENTAL REASONING :**

In the baseline scenario, efforts to green the CWG would focus primarily on national environmental issues such as local air pollution, noise pollution, littering, and water scarcity. Furthermore, activities with global benefits such as designing and constructing energy efficient venues and broadening awareness on energy efficiency would be framed in terms of national economic objectives such as energy security. GEF involvement will ensure that global environmental concerns such as climate change mitigation and reducing emissions from forest degradation and deforestation will be brought into focus.

The table below reflects the Organizing Committee’s vision for greening the Commonwealth Games and for instilling an ‘ecological consciousness’ among all CWG stakeholders. The GEF increment will be to instill a ‘global ecological consciousness’ by augmenting awareness of the global benefits of afforestation, building energy efficiency and sustainable urban transport. Another important contribution that GEF will make is to draw lessons and best practices for greening future sporting events at the national and international level.

**Organizing Committee’s Vision for a Green Commonwealth Games and GEF Increment**

<b>Vision</b>
<i>Strive</i> towards reducing the carbon footprint of the Commonwealth Games and to become the benchmark for multi-disciplinary games in the future
<b>Mandate: ‘Ecological Consciousness’</b>
Land: Enhance biodiversity through innovative landscaping and reduction in soil toxicity
Energy: Energy security through efficiencies
Water: Effective water management to optimize consumption
Waste: Effective waste management leading to closed loop
Air: Reduce, measure and monitor air and noise levels
Carbon: Reduce carbon emissions though effective mitigation measures
<b>Create Awareness through Sensitization Campaigns</b>



With GEF support, awareness about global environmental issues and low carbon practices in a high profile event like the CWG will be significantly promoted. The CWG presents an invaluable venue and a rare opportunity for the GEF to showcase its achievements to the world through this project.

The direct added value of this proposed GEF project will be to influence low carbon practices through citizen empowerment and inducing behavioral changes to adopt them. GEF involvement is instrumental in ensuring that the global environmental dimension of greening the CWG will be taken into account by the Organizing Committee like other international multi-disciplinary game events<sup>4</sup>. In particular, GEF assistance is required for the provision of the necessary technical advice/assistance and capacity building to the organizers as well as the various citizen groups involved in the “greening” aspects of the CWG.

This project will demonstrate that the international community in general and the commonwealth countries in particular support India in hosting a Green CWG. Through developing and campaigning programmes on low carbon practices, the project will raise public awareness about the GEF, climate change, and global environmental issues, which would not be achieved without this project.

**G. INDICATE RISKS, INCLUDING CLIMATE CHANGE RISKS, THAT MIGHT PREVENT THE PROJECT OBJECTIVE(S) FROM BEING ACHIEVED, AND IF POSSIBLE INCLUDING RISK MITIGATION MEASURES THAT WILL BE TAKEN:**

The success of this project depends on the timely approvals and initiation by end of March 2010 so that the implementation of project activities could commence as the holding of the Delhi Commonwealth Games is on a fixed schedule.

Risk	Degree of risk (low, medium & high)	Risk mitigation measure
Delayed project start	Medium	Submission of PIF by first week of January 2010 and MSP by third week of February 2010
Limited coordination among project stakeholders	Low	Two components are proposed in the PIF. Two component managers will closely coordinate with the stakeholders under the direct supervision of Special Director General of CWG Organizing committee
Unforeseen natural/man-made disasters	Low	Project components and most of the project activities do not include infrastructure but rather knowledge and communication management. Thus this is perceived to be low risk.

**H. DESCRIBE, IF POSSIBLE, THE EXPECTED COST-EFFECTIVENESS OF THE PROJECT:**

This proposed project will directly and indirectly contribute to the achievement of domestic and global environment benefits. The cost-effectiveness of the project is related to the global environmental benefits (i.e., sequestering carbon) that will be realized post-project through the planted tree saplings, and operation of the solar display boards. Since GEF technical assistance is provided in these CO2 emission reduction efforts, these direct post project CO2 savings are attributable to the project. It is estimated that a total of roughly 50,000 tonnes of CO<sub>2</sub> (only from the plantation drive) will be sequestered by the project, representing a unit abatement cost of USD16.00. Greenhouse gas emissions avoidance will be confirmed will be quantified and monitored using the methodology that will be

<sup>4</sup> GEF played an important role in greening the 2008 Beijing Olympic Games by supporting the Beijing Municipal Government to deploy 50 electric buses to transport athletes and media during the Games and which are now being used for public transport. GEF is also playing a key role in supporting South Africa to capitalize on the opportunity of hosting the 2010 FIFA World Cup to improve the transport systems and strengthen transport agencies across the nine venue cities.

designed during the project and used post-project. Indirect benefits resulting from awareness-raising about the GEF and climate change and other global environmental issues are difficult to quantify.

**I. JUSTIFY THE COMPARATIVE ADVANTAGE OF GEF AGENCY:**

Environment and Sustainable Development remains one of the four core goals of UNDP’s Strategic Plan for 2008-2012. UNDP activities in Environment and Sustainable Development for 2008-2012 emphasize mainstreaming of environment and energy concerns into national development frameworks, which is also the main focus of this proposed GEF project. Furthermore, this project will help in directly achieving the MDG goals 7 (Ensure environmental sustainability) and 8 (Develop a global partnership for development). UNDP and other UN agencies are actively supporting the Government of India in its efforts to achieve the MDGs by supporting capacity building measures. UNDP has also successfully supported the recent GEF intervention on Green Olympics in China.

**PART III: APPROVAL/ENDORSEMENT BY GEF OPERATIONAL FOCAL POINT(S) AND GEF AGENCY(IES)**

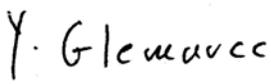
**A. RECORD OF ENDORSEMENT OF GEF OPERATIONAL FOCAL POINT (S) ON BEHALF OF THE GOVERNMENT(S):**

(Please attach the [country endorsement letter\(s\)](#) or [regional endorsement letter\(s\)](#) with this template).

NAME	POSITION	MINISTRY	DATE ( <i>Month, day, year</i> )
Mr. Hem Pande	Joint Secretary and GEF Operational Focal Point India	Ministry of Environment and Forests, Government of India	January 4, 2010

**B. GEF AGENCY(IES) CERTIFICATION**

This request has been prepared in accordance with GEF policies and procedures and meets the GEF criteria for project identification and preparation.

Agency Coordinator, Agency name	Signature	Date ( <i>Month, day, year</i> )	Project Contact Person	Telephone	Email Address
Yannick Glemarec, UNDP-GEF Executive Coordinator		February 01, 2010	Faris Khader	+66 2288 2756	<a href="mailto:faris.khader@undp.org">faris.khader@undp.org</a>