



# THE HUELLACHILE CARBON MANAGEMENT PROGRAMME: INVOLVING THE PUBLIC AND PRIVATE SECTOR IN CLIMATE CHANGE MITIGATION

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**ACTION AREA:** Mitigation

**FOCUS AREA:** Engaging

**COUNTRY:** Chile

## SECTORS

**INVOLVED:** Cross-sectoral

**TIMEFRAME:** Development phase: 2012 - 2015  
Operational phase: from 2015 onwards

**CASE SUMMARY:** The HuellaChile Programme is an initiative created with the purpose of promoting the management of greenhouse gas (GHG) emissions in the private and public sector. Since its launch in 2015, it has promoted the voluntary participation of both private and public entities in the quantification, reporting and reduction of GHGs. The programme is implemented by the Ministry of Environment of Chile, and supported by United Nations Development Programme (UNDP) through the NDC Support Programme.

HuellaChile entails three lines of action: i) the web platform for GHG emissions quantification linked to the Pollutant Release and Transfer Register (PRTR); ii) technical support for climate change capacity building within organisations; and iii) a system for recognising organisations according to their level of involvement, which consists of four hallmarks: quantification, reduction, neutralisation and excellence.

The programme is considered good practice as it enjoys the support from the highest levels of government, is voluntary, free, easy to use and adaptable to any participating organisation, and based on international measurement standards.





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**BACKGROUND:** According to Chile's Third National Communication, Chile complies with seven of the nine vulnerability characteristics defined by the United Nations Framework Convention on Climate Change (UNFCCC), qualifying it as a country highly vulnerable to climate change (Ministerio del Medio Ambiente et al., 2016). The sectors that have been identified as most vulnerable are water resources, biodiversity, farming, fishing and aquaculture, coastal areas, cities, health, infrastructure, tourism and energy (ibid.). Projections have identified climatic changes that will impact the country, such as reductions in precipitation and increases in the frequency and magnitude of extreme weather events (Government of Chile, 2015).

Chile's GHG emissions for the year 2016 amounted to 111.7 million tons of carbon dioxide equivalents (MtCO<sub>2</sub>e) excluding land use, land use change and forestry (LULUCF). The sectors with highest GHG emissions were energy (78.0%) and agriculture (10.6%) (Ministerio del Medio Ambiente et al., 2018). Since ratifying the United Nations Framework Convention on Climate Change in 1994, Chile has been committed to addressing the challenges of climate change. In 2010, under the Copenhagen agreement, it voluntarily committed to develop mitigation actions to reduce its business as usual (BAU) scenario by 20% by 2020. Climate Action Tracker estimates that this accounts for an absolute pledged emissions level of 122 MtCO<sub>2</sub>e in 2020 excluding emissions and sinks from LULUCF (Climate Action Tracker, 2019). To achieve this goal, the support of various international entities was relevant (Ministerio del Medio Ambiente, 2016). Led by the United Nations Development Programme (UNDP) and executed by the Climate Change Office of the Ministry of Environment, the Chilean Low Emission Development Capacity Building (LECB) Programme was launched in 2012. Its goal was to support various initiatives of the Chilean Government to manage GHGs and define a low emission development strategy. Within this context, the Carbon Management Programme - HuellaChile was created within the Ministry of Environment in 2012, in order to involve various societal stakeholders (particularly the private sector) in the management of greenhouse gas emissions in the country.

This programme became even more relevant with the ratification of Chile's Nationally Determined Contribution (NDC) within the framework of the Paris Agreement. In its NDC, Chile committed to reducing its GHG emissions per GDP unit by 30% compared to the level reached in 2007 (Government of Chile, 2015).

The HuellaChile Programme was developed in two stages: A development stage from 2012 to 2015, and an operational stage beginning in 2015. Since 2017, HuellaChile has been supported by the NDC Support Programme.

**ACTIVITIES:** HuellaChile is a free, voluntary and virtual programme whose main goal is to promote the quantification, reporting and management of GHG emissions of public and private sector organisations. The programme allows the standardisation of the measurement methodology using international GHG measuring standards such as ISO 14064 and ISO 14067.

From 2012 to 2015, the programme was designed and developed with the support of external consultants, representatives of a number of sectors and academia. These stakeholders ensured the proper operation of the system through working groups. Initially, the programme had been designed only for emissions quantification. The function to measure emission reductions was later also incorporated. The Ministry of Environment performed and carried out a pilot test-period, in which several organisations were called to test, improve and validate the quantification tool (Ministerio del Medio Ambiente, 2019b).

From 2015 onwards, the programme was disseminated to institutions and organisations of the public and private sector through lectures and physical material in order to encourage their participation. The official launch of HuellaChile took place in April 2015. It was one of the first instances where the Chilean private sector actively participated in climate change mitigation and where emissions management in organisations was encouraged through a system of recognition seals.

HuellaChile currently involves 3 lines of action:

### 1. QUANTIFICATION PLATFORM

The programme entails a GHG emissions quantification tool developed in accordance with ISO 14064 and the 2006 Intergovernmental Panel on Climate Change (IPCC) Guidelines for National Greenhouse Gas Inventories. To access the platform, organisations have to register free of charge in the 'Carbon Footprint' section of the One-Stop Shop System of the Registry of Pollutant Emissions and Transfers (PRTR) of the Ministry of Environment. On this platform, organisations are required to enter their activity data corresponding to direct GHG emissions (Scope 1) and indirect GHG emissions from energy consumption (Scope 2). Meanwhile, the activity data of other indirect emissions (Scope 3) may be optionally entered.

### 2. TECHNICAL SUPPORT

The technical support line, managed by the Ministry of Environment, consists of providing guidance on emissions quantification and the use of the web platform to registered organisations via email, telephone and/or meetings, as appropriate. In addition, HuellaChile conducts training throughout Chile on the quantification of corporate carbon footprints and the use of the programme, and designs guidelines with useful orientations for GHG management.

### 3. SEALS OF RECOGNITION

The programme has developed a system of 4 seals that recognise the effort and commitment of organisations based on the level of involvement in carbon management and mitigation of GHG emissions of the organisation for a year or for a defined period of time. The seals of recognition are (Ministerio del Medio Ambiente, 2019a):



Figure 1: HuellaChile's seals of recognition (Ministerio del Medio Ambiente, 2019a)

**A) QUANTIFICATION SEAL:** In order to achieve this recognition, organisations shall quantify GHG emissions and report at least the emissions of Scope 1 and 2 through HuellaChile, prepare the GHG quantification report using the format delivered by the platform and verify the quantification of emissions with an independent body.

**B) REDUCTION SEAL:** This recognition is granted to organisations that, in addition to quantifying, reporting and verifying their emissions, implement actions that reduce GHG emissions or increase removals. The quantification of emission reductions shall be carried out for no less than a 12-month period.



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**c) NEUTRALISATION SEAL:** In order to obtain the neutralisation seal, organisations shall purchase carbon credits for the neutralisation of all remaining emissions in addition to implementing measures to reduce or remove their emissions. The carbon credit must come from projects implemented in Chile and registered in international certification programmes of the regulated or voluntary market.

**d) SEAL OF EXCELLENCE:** The seal of excellence is the highest level of recognition for GHG management at the organisational level. To obtain this seal, all requirements necessary to obtain the aforementioned seals have to be met. In addition, at least four of the following criteria have to be met: commitment (a published climate change policy or strategy), cooperation (climate change action plan implemented with other organisations), proactivity and early action (carbon management actions done before being part of HuellaChile), dissemination and training (climate change dissemination and training programme), co-benefits (GHG mitigation actions with other positive environmental impacts), neutralisation (purchase of carbon credits to neutralise emissions) and continuous improvement (increasing the effort in any of the aforementioned actions).

### INSTITUTIONS

**INVOLVED:** ————— The Carbon Management Programme - HuellaChile was led and executed by the Climate Change Office of the Chilean Ministry of Environment.

**COOPERATION WITH:** ——— HuellaChile has been supported by the United Nations Development Programme (UNDP) through the NDC Support Programme.

Additionally, the success of HuellaChile Programme was potentiated by the articulation with other public and private initiatives, such as:

- ChileCompra
- Clean Production Agreements
- Energy Sustainability Agency
- National Drug Supply Center
- Municipal Environmental Certification System
- Green State Programme

**FINANCE:** ————— The programme received financial support amounting to 150,870 USD (UNDP, n.a.) in its first 3 years through UNDP's Low Emissions Capacity Building (LECB) programme, whose funds are in turn generated by the European Union, the German Government and the Australian Government. As of 2017, HuellaChile has been financed through the NDC Support Programme, which is in turn financed (99 %) by the European Union, the German Government and the Spanish Government.

**IMPACT OF ACTIVITIES:** — The main impacts of HuellaChile are (information obtained from interview):

- To date, there are more than 800 registered organisations quantifying their GHG emissions through the platform.
- By the end of 2018, 218 recognition seals had been awarded.
- More than 1500 people have been trained on the quantification and management of GHG emissions.

- HuellaChile has been linked to different government programmes to channel the initiatives related to carbon footprints through the HuellaChile platform, avoiding duplication of work generating new platforms. The programmes to which the platform has been linked are the following:
  - ChileCompra – Sustainable Public Procurement Programme: The registration on and recognition seals from the HuellaChile programme have been added as evaluation criteria for input and service suppliers that bid with the state through the ChileCompra programme to promote sustainability in the value chain of organisations.
  - Clean Production Agreements (CPA): CPAs seek to implement cleaner production through specific goals and actions. A CPA is signed between the business sector and public agencies (NAMA database, 2016). Through the Agency for Sustainability and Climate Change, registration in HuellaChile has been integrated as one of the commitments of the CPA.
  - Energy Sustainability Agency: The platform of the Energy Sustainability Agency, which quantifies energy savings, has been connected to the HuellaChile platform, allowing to quantify the GHG emissions reduction from reported energy savings.
  - National Drug Supply Center: An additional point has been added to those suppliers who have obtained a HuellaChile recognition seal.
  - Municipal Environmental Certification System (SCAM): SCAM is a voluntary integral system that operates at the national level and is based on national and international standards, such as ISO 14001. It seeks to integrate environmental criteria in municipal work (Ministerio del Medio Ambiente, 2019c). Carbon emissions quantification has been added as a requirement, allowing the incorporation of 30 municipalities to the platform.
  - Green State Programme: The Green State Programme will be launched in 2019 with the purpose of promoting the incorporation of sustainability variables in public agencies. One of the proposed variables will be GHG emissions measurement through the HuellaChile platform.

## WHY IS IT

### GOOD PRACTICE:

- **TECHNICAL FEASIBILITY:** Through the technical support line, the programme has enabled capacity building within organisations and at the regional level on GHG emissions quantification and climate change. As a voluntary programme it provides flexibility to be gradually adopted by the organisations, which encouraged and facilitated the acceptance of the programme within the companies.
- **REPLICABILITY:** The HuellaChile platform presents a transversal and generic model of emissions quantification, which may be adapted to any organisation. At the same time, its model is aligned with the same factors and warming potentials of Chile's national emissions inventory so that the results obtained from the programme are related to the national information.
- **SCIENCE-BASED:** The programme uses the international standard ISO 14064 and ISO 14067 as the methodological basis for GHG emissions quantification, which gives credibility to both the quantification and the reporting system used.



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- SUCCESS FACTORS::** ———
- **STAKEHOLDER ENGAGEMENT:** Creating working tables was key when the platform was being developed because expert consultants in emissions quantification, academia and representatives of a number of sectors took part in them. This allowed for taking into account multiple perspectives and for the development of a comprehensive platform that meets the expectations and minimum criteria to give credibility and reliability to GHG measurements.
  - **POLITICAL BUY-IN:** The programme is situated within, and has the institutional support of the Ministry of Environment, which gave it an institutional character and thus, the necessary soundness and trustworthiness for organisations to adopt it. In addition to that, the goals of the programme are consistent with the lines of work at state level. This is evidenced by the integration of the HuellaChile with other governmental programmes such as the ChileCompra, Clean Production Agreements and the Municipal Environmental Certification System (see Impact of activities section).

### OVERCOMING BARRIERS / CHALLENGES: —————

#### WHAT WERE THE MAIN BARRIERS / CHALLENGES TO DELIVERY?

**ECONOMIC:**

In order to obtain the quantification recognition, organisations must hire an external accredited organisation to verify their GHG quantification report. This increases the costs for the organisations currently using the platform.

**LACK OF MITIGATION ACTIONS:**

Most (90%) of the seals have been awarded for emissions quantification and not for reduction, neutralisation or excellence.

**INFORMATIONAL:**

Only a limited number of organisations currently know about and use HuellaChile.

#### HOW WERE THESE BARRIERS / CHALLENGES OVERCOME?

- A model is being built in which the verification process is carried out within the same platform. This would allow reducing the time and thereby the costs associated with the process.
- The academic sector (i.e. universities and academic institutes) has been closely involved in training consultants and validators in the regions because most of the validators are currently in the capital.
- One-on-one meetings are being held with organisations that currently quantify their emissions in order to encourage them to develop practices or projects to reduce their emissions.
- Large organisations, which have been working with the platform for some time, are now promoting climate change actions throughout their value chain, i.e. encouraging their suppliers to adopt fuel and energy efficiency measures.

Work is being undertaken to improve the platform's communication channels, using social media and the web platform to communicate the actions carried out by the programme and to position it as the leading carbon footprint programme in Chile

#### LESSONS LEARNED:

- **CARRY OUT A PILOT:** It has proved valuable to carry out a voluntary pilot with a total of 43 organisations to test the effectiveness and practicality of the tool. This enabled the use of the lessons learned for the further development of the programme.
- **SUPPORT THE PARTICIPATING ORGANISATIONS IN USING THE PLATFORM:** As HuellaChile is a cross-sectoral platform, it was important to generate knowledge on GHG quantification and climate change through the technical support action line.
- **CREATE INCENTIVES:** It was important to create a recognition mechanism as an incentive, particularly for the private sector. Private organisations responded positively to the integration of the seals as signs of recognition.
- **DEVISE A PLATFORM FOR VARIOUS PURPOSES:** The original platform was intended only for measuring emission quantification. However, the importance of including the function to measure emission reductions on the platform became evident later on.
- **DEVELOP THE PLATFORM TOGETHER WITH THE RESPONSIBLE ORGANISATION:** The development of a tool such as HuellaChile needs to be conducted together with the organisation that will manage it. In that way, the capacities to manage the platform in the long term are built within the managing organisation.
- **ARTICULATION WITH OTHER INITIATIVES:** In order for this tool to become the official and standard method for quantifying emissions, it is important to articulate it with other government initiatives.

#### HOW TO REPLICATE

##### THIS PRACTICE:

- **ESTABLISH AN EASY-TO-USE AND FLEXIBLE PLATFORM:** Generate a virtual platform that is intuitive and easy to use, especially if you want to involve sectors that are not normally involved in climate change activities. Begin with a flexible and voluntary model for organisations to get involved gradually – if you offer a very demanding or rigid programme, the probability of failure is very high.
- **CREATE SYNERGIES WITH SIMILAR PROGRAMMES:** Identify other similar initiatives or programmes, mainly in GHG mitigation, with the aim of creating synergy and avoid duplicating programmes or efforts.
- **USE A STANDARDISED METHODOLOGY:** Work with international standardised methodologies. This will allow interconnecting with other countries in the future.
- **ENSURE GOVERNMENTAL SUPPORT:** Make sure that the government supports the creation and implementation of a platform like HuellaChile, as this will allow it to be more easily aligned with other government initiatives or country goals.



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### FURTHER KEY

**RESOURCES:** ————— Ministerio del Medio Ambiente (2019d). Proyecto LECB-Chile (LECB-Chile Project (2019)).  
Available at: <http://portal.mma.gob.cl/cambio-climatico/proyecto-lecb-chile/>

**WEBSITE:** ————— HuellaChile platform: <http://www.huellachile.cl/>

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### CASE STUDY

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