

Partnership



New Innovative Visa Platform and Partnership with UNFCCC at COP 24 Generated About 59K EUR for Adaptation Fund

Excellent results were demonstrated from an innovative Visa platform and partnership with UNFCCC, where nearly 20,000 taps (19,723) resulted in US\$ 67,453 generated for the Adaptation Fund during the COP 24 climate change conference in Katowice, Poland to support the Fund's mission in helping vulnerable communities in developing countries adapt to climate change.

Visa donated 3 EUR (US\$ 3.42) to the Fund for each 'tap' of a reading sensor with a generic Visa card attached to an interactive display, which depicted ecosystems and communities building climate resilience through each successive tap. The platform demonstrated the power of collective action as it operated throughout the #COP24 conference in Katowice, Poland in the main entry hallway of the venue. It drew conference attendees interested in facilitating climate action, Fund partners and stakeholders alike – who all provided taps and helped spread word of the effort.

- READ about the results in an article from UNFCCC about innovative partnerships demonstrating how cross-sectoral collaboration can step up climate action: <https://unfccc.int/news/un-climate-change-cop24-partners-demonstrate-value-of-collaborative-climate-action>
- READ MORE about the platform and the Adaptation Fund: <https://unfccc.int/news/visa-presents-crowdfunding-installation-at-cop24-to-help-fight-deforestation>
- READ a blog from Visa about the interactive experience and power of collective action: https://usa.visa.com/visa-everywhere/blog.entry.html/2018/12/13/visa_partners_withu-wBUX.html