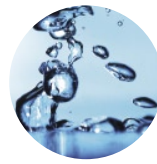
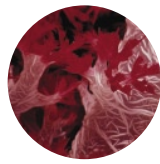




## The Gold Standard

### Premium quality carbon credits

## INTRODUCTION



## Introducing the Gold Standard

### Premium Brand in the CDM, JI and Voluntary Offset Carbon Market

The Gold Standard is the world's only quality standard for carbon emission reduction projects with added sustainable development benefits and guaranteed environmental integrity. The Gold Standard label distinguishes projects and emissions under the Clean Development Mechanism, Joint Implementation, and Voluntary Offset markets.

Gold Standard projects adhere to best practices methodology: they employ renewable energy or energy efficiency technologies, actively seek local participation in project design, and result in demonstrable sustainable development benefits. The Gold Standard label is endorsed by 42 NGOs worldwide, and Gold Standard credits can fetch premium prices.

What are the benefits of Gold Standard market distinction?

The Gold Standard is officially endorsed by 42 non-governmental organizations, including WWF, Greenpeace, and SouthSouthNorth. Gold Standard projects often fetch premium prices in the market. Project developers can profit from a fair priced niche market for Gold Standard credits with substantial demand currently developing. Buyers using the Gold Standard can reduce CDM-specific and reputational risks.

In the voluntary carbon market, where public relations and Corporate Social Responsibility concerns drive investments, choosing the Gold Standard is good business. Concerns regarding the intransparency of the voluntary market shift the value of the credits down. Gold Standard voluntary credits are beyond reproach – independently validated, clearly additional, and promising sustainable development benefits in a renewable energy economy. Gold Standard in the voluntary market is the safest investment.

### What makes a Gold Standard project different?

- 1. Gold Standard projects exclusively employ renewable energy and energy efficiency technologies.**

The Gold Standard methodology was created to encourage the shift from a fossil fuel based economy to a renewable energy economy. Other projects, such as gas flaring or carbon sequestration, may indeed be beneficial to the environment in the short term, but they don't change our fundamental relationship to fossil fuel consumption in the long term. Gold Standard projects only recognize the best. See Annex A of the Project Developer's manual for a full list of the eligible project types.

**2. Gold Standard projects use the UNFCCC's Additionality Tool, always.**

Normally, CDM and JI projects may choose if they want to use the UNFCCC's Additionality tool, which provides a step-by-step method for showing that a project goes beyond "business as usual" in terms of positive environmental impact. **In the Gold Standard, all voluntary and compliance projects use the Additionality Tool.** This is especially important in the voluntary market. After all if a project is simply business as usual, the credit is meaningless and its worth is at risk. Gold Standard projects reduce risk.

**3. Gold Standard projects engage local stakeholders and ensure Sustainable Development.**

Gold Standard project developers invite local stakeholders to two consultation meetings (one in the initial stages of the project, and one right before validation), and to make sure the project responds to local concerns regarding the environmental, social impacts, and the local economy.

Using information from this consultation, and using information from the regular project development, Gold Standard project developers use a sustainable development matrix to calculate the impact of the project. **Only projects with an overall positive impact on the environment, social networks, and local economy are Gold Standard.**

For more information on the three Gold Standard screens, download the project developers manual at [www.cdmgoldstandard.org](http://www.cdmgoldstandard.org).

**Who can I contact for further information?**

For general questions, please contact the Gold Standard Secretariat

Gold Standard Foundation

Bäumleingasse 22

CH-4051 Basel

Tel 0041 (0)61 283 09 16

Fax 0041 (0)61 271 10 10

[info@cdmgoldstandard.org](mailto:info@cdmgoldstandard.org)

<http://www.cdmgoldstandard.org>

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