



The Gold Standard Foundation

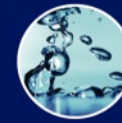
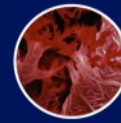


Recognizing excellence in carbon markets





The Gold Standard
Premium quality carbon credits

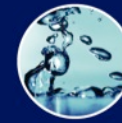
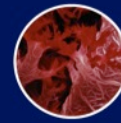


What is the Gold Standard?

- The global benchmark certification for high quality carbon reduction projects in both compliance and voluntary carbon markets
- Independently verified to deliver real, permanent greenhouse gas reductions and sustainable development
- The only standard to incorporate MRV for sustainable development and environmental co-benefits - for all projects
- Actively supported by 68 NGOs worldwide, including WWF, Greenpeace & Mercy Corps
- Buyers include National Australia Bank, Nokia, News Corporation, Virgin Atlantic and multiple governments



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Premium quality carbon credits



Why?

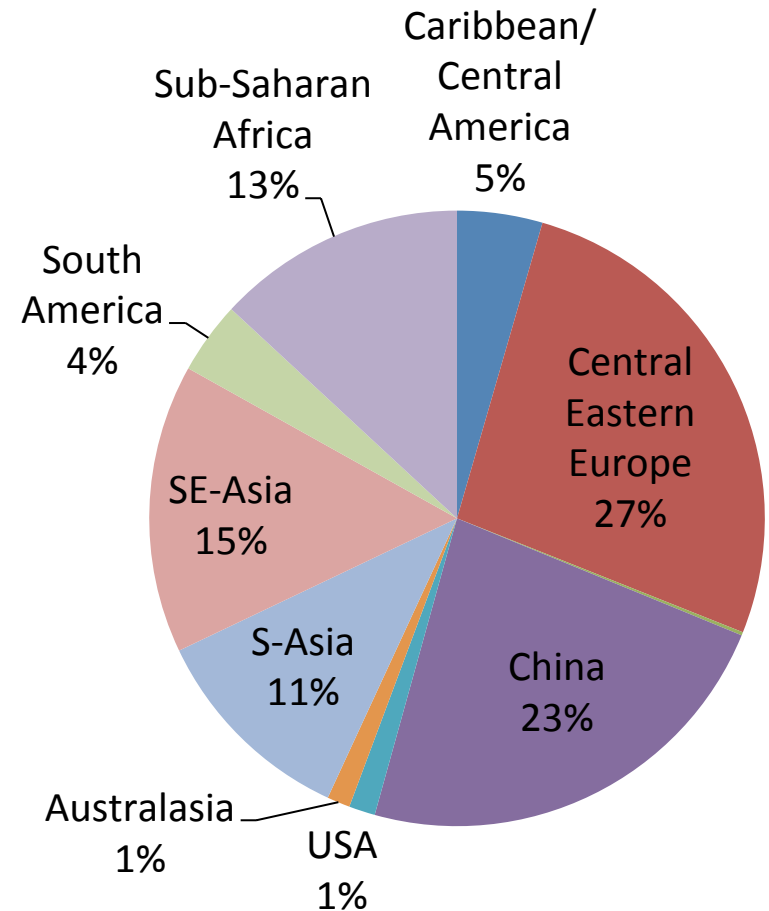
Kyoto Protocol, Article 12.2

*“The purpose of the CDM shall be to assist Parties not included in Annex I in **achieving sustainable development** and in contributing to the ultimate objective of the Convention, and to assist Parties included in Annex I in achieving compliance with their quantified emission limitation and reduction commitments...”*

The Gold Standard was conceived in 2001 and established in 2003 by a group of NGOs led by WWF, Helio International and SouthSouthNorth (SSN) to demonstrate that a market mechanism for carbon finance, managed correctly, can deliver multiple positive outcomes at no net additional cost

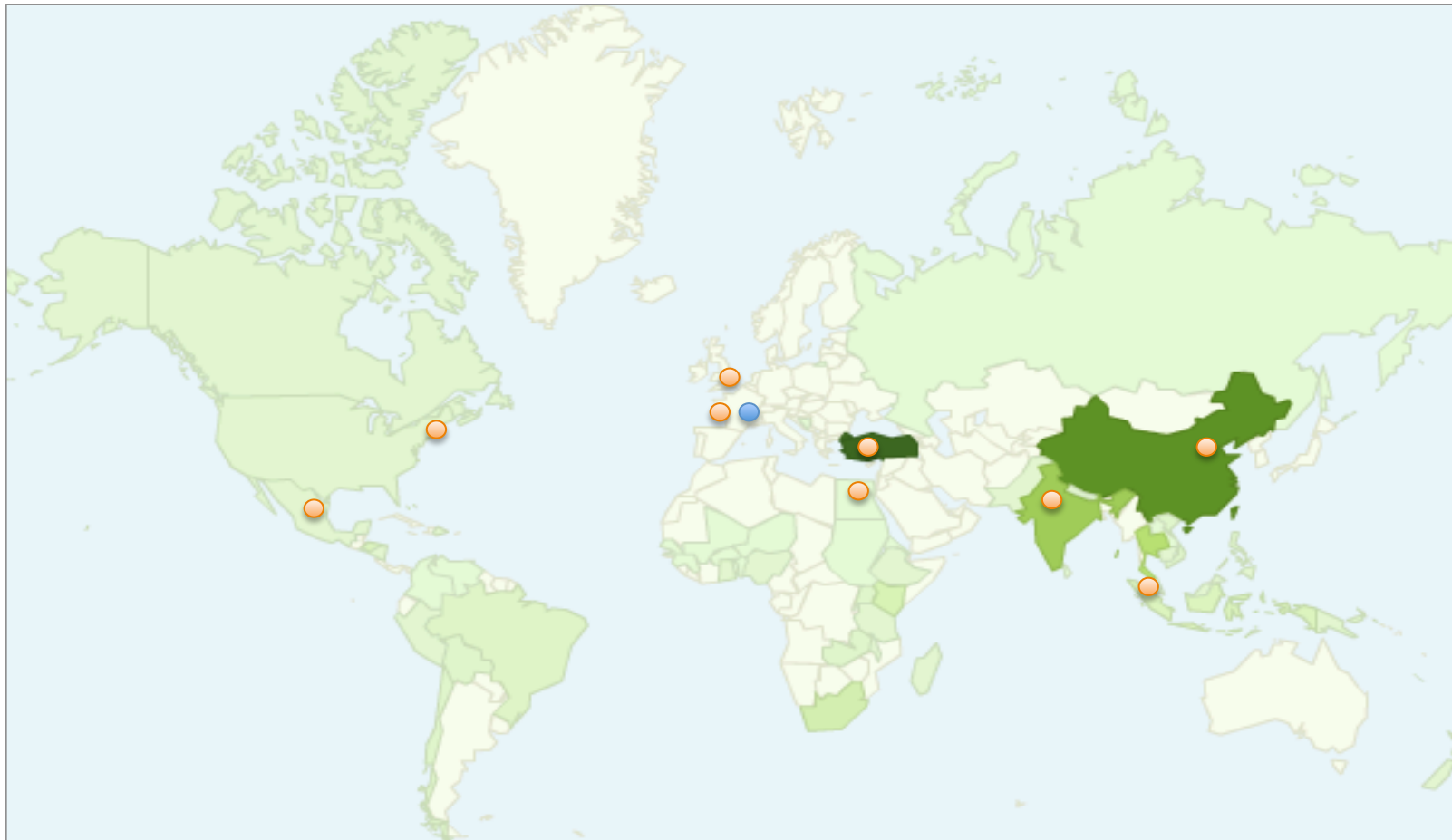
Robust carbon mitigation worldwide

- Focus on Renewable Energy and Energy Efficiency projects
- 100+ project types (methodologies)
- 160+ project developers
- 600+ projects in over 50 countries
- 40m+ GS tonnes CO₂e issued and pending
- Approx 40:60 ratio of compliance to voluntary market projects




Geographic location of GS projects


Gold Standard projects and offices worldwide





KEY


:


 GS headquarters, Geneva, Switzerland

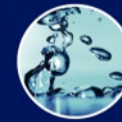
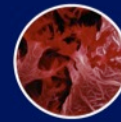
 GS global offices

 1 – 20 projects

 21 – 100 projects

 101 – 150 projects

 150 + projects



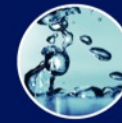
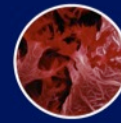
Strong market recognition

“The Gold Standard continues to be recognized as the flagship for demonstrating real carbon reductions plus additional sustainability benefits.” ENDS Report 2010

- NGO category winner in Climate Change Business Journal’s Business Achievement Awards 2010
- Non-profit category runner-up in the Association for Climate Change Officers’ Climate Leadership Awards 2010 (winner is GS project developer)
- Ranked “most desirable standard for corporate buyers when purchasing carbon credits”, Carbon Management and Offsetting Trends Survey 2009
- Stockholm Environmental Institute commended Gold Standard as ‘the most fully-developed and rigorous standard in the voluntary market’ March 2008
- Gold Standard project recognition, includes two GS projects (GS685 and GS832) winning awards at the PCIA Special Achievement Awards 2011



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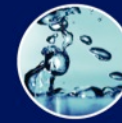
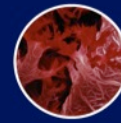
Case study: Proyecto Mirador

GS690 VER Honduras Energy Efficiency 38,149 tCO₂e/yr

This project reduces indoor air pollution by disseminating improved wood stoves called “La Justa” to the local areas around the Santa Barbara Province of Honduras. The La Justa was engineered to burn hotter and use less wood compared to a traditional *fogon* stove.



A field study showed that the replacement of one traditional *fogon* stove with one La Justa (Model 2x3) stove reduces greenhouse gas (GHG) emissions by 1.9 mtCO₂e/year. This project is estimated to reduce emission over 38,000 emissions annually. That is the equivalent of taking more than 12,000 tonnes of rubbish out of landfill.



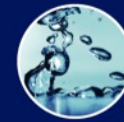
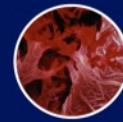
Case study cont: Contribution to sustainable development

- Improves air quality
- Reduces living costs for families
- Decreases child and adult mortality
- Creates local employment opportunities
- Facilitates transfer of technical knowledge
- Helps reduce the burden on limited natural resources
- Contributes to local/regional economy
- Helps prevent respiratory illnesses caused by toxic gases
- Reduces time devoted to wood collection and/or money spent on wood
- Serves as a model for other stove projects by monetising certified carbon saving
- Carbon Finance enables a move from charitable donations to a model that is self-sustaining and market driven

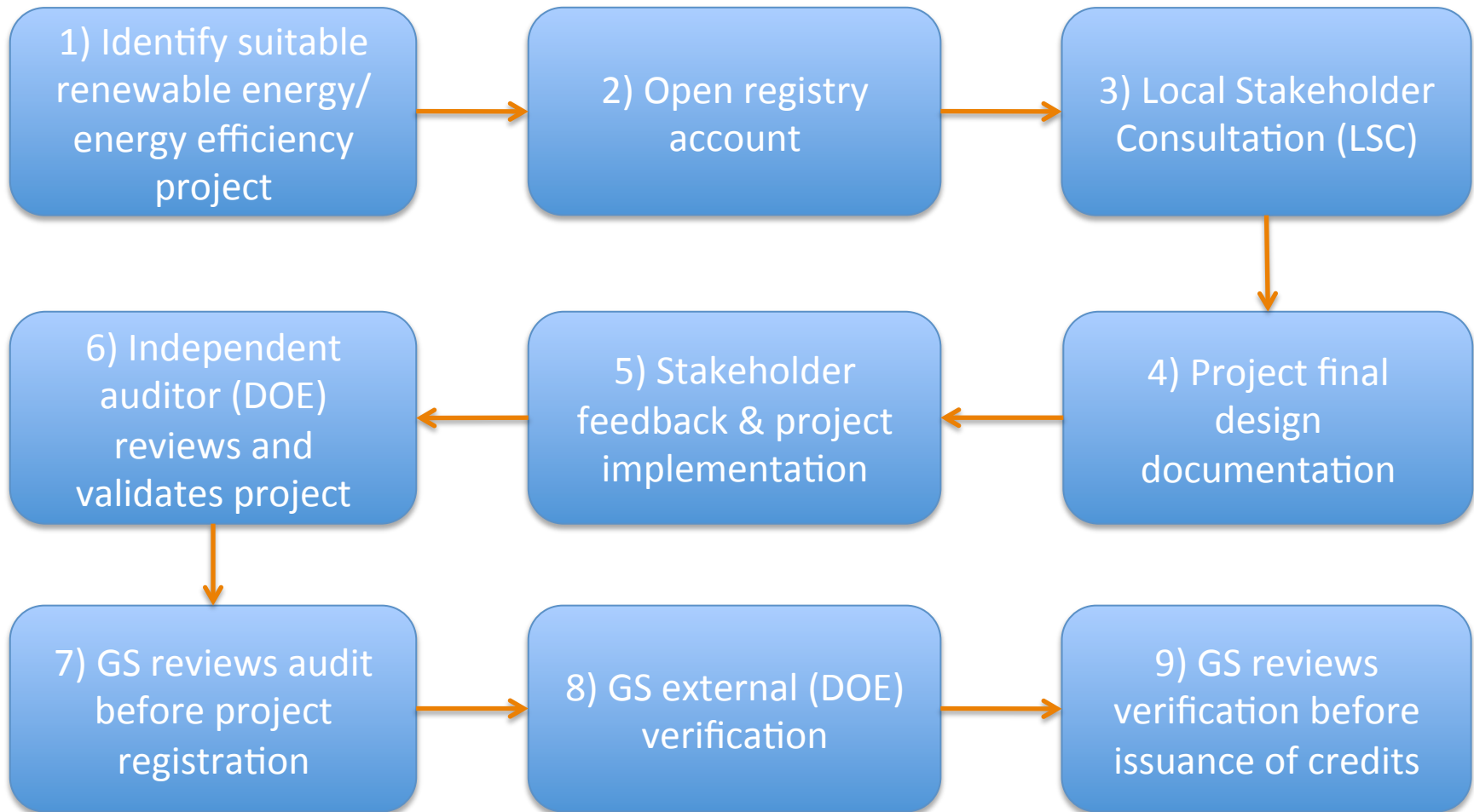


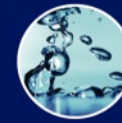
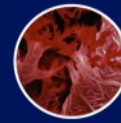
Fogon vs. La Justa





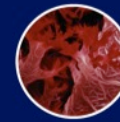
The Gold Standard Certification Process





Why do people trust and value Gold Standard?

- Detailed, robust engagement and monitoring procedures
- All projects must host and document a two-step interactive ‘Local Stakeholder Consultation’ in both the design phase & feedback rounds
- Sustainable Development Matrix including social, economic and environmental benefits for local communities
- “Do no harm” assessment - UNDP safeguarding principles derived from international conventions for environmental, social, economic impact
- Measurement, Reporting and Verification of sustainable development indicators and other environmental co-benefits
- Active engagement of independent technical experts & NGOs
- UN accredited auditors, supplemented by GS in-house experts
- Constant innovation in all areas e.g. appeals process



Governance

Foundation Board
Financial oversight & strategic governance
6 members, min 33% NGO

NGO Supporters
Advocacy and hands-on support
70 NGOs

Gold Standard Foundation
Daily management of activities
Project & meth reviews
Capacity building
Registry management
Marketing & fundraising
25+ permanent staff

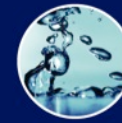
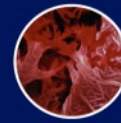
Technical Advisory Committee
Methodology approval
Rule changes, appeals
9 independent market experts

Roster of External Experts
Project and meth reviews
Specialist input

Buyers and Service Providers
Voluntary commitment to use majority GS Credits

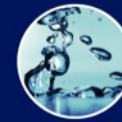
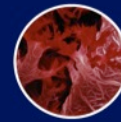
Auditors
External, independent validation – UN approved

APX / Markit
Registry platforms
Best in class technology



Why develop Gold Standard projects?

- The Gold Standard is the benchmark global carbon standard
- Price premium
- Sustainable development benefits for local communities
- High end-buyer demand due to the quality and additional SD benefits offered by Gold Standard credits
- Less bureaucracy in the approval process
- GS has nearly a decade of expertise and great market recognition
- Projects certified under a robust, rigorous and credible standard, such as the Gold Standard, are more likely to be eligible for future compliance schemes



Why do people buy Gold Standard credits?

- Reduced reputational risk
- Confidence and peace of mind in credit robustness
- The only standard to measure, monitor and verify sustainable development criteria in all projects throughout the crediting lifetime of the project
- Widely viewed as *the* quality carbon credit in the marketplace
- Chosen to demonstrate broader CSR commitment
- Measurable co-benefits can enable a strong organizational fit
- Endorsed by 68 NGOs worldwide
- Credits more likely to be eligible in future compliance regimes



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