

## Feature your project – help build demand

One of the key outputs from our recent strategic planning process is to implement an active demand building strategy. As part of this strategy, we are creating an exciting new website that will be aimed at a more corporate audience. We would like to use this website as a tool to showcase the greater impact and value of Gold Standard projects. With this in mind, we are creating a page that will specifically promote our projects and we would like to invite you to contribute.

### How it works:

Each project will be represented by an image and title. When you rollover the image it shows a brief description that succinctly highlights the key impacts of the project. Click on the project image and it will take you through to a specific project page that promotes the project in more detail.

This section of our website will feature projects from all our scope areas and users will be able to search by various key phrases/fields.

### How to submit a project:

Please submit one folder per project. The folder needs to contain the following elements:

1. A completed profile template, which includes:
  - Your project in 140 characters – description of key impacts that will form the basis of the text that users see when they rollover the image.
  - Project description – highlight what the project is, what it's achieving and its impacts on the ground. Include anything that is interesting or unique to the project.
  - Project impacts – a list of the project benefits. Include facts and figures where appropriate
  - Project location – provide GPS co-ordinates for your project. These will be used to create a map.
  - Testimonials – quotes and snippets from the field that highlight the fundamental difference these projects are having on everyday lives around the world.
2. Project images – we need at least three images. A minimum resolution of 300 DPI is required. There is no limit on the maximum number of images included.
3. Project developer logo

All project folders need to be submitted to Claire Willers

# Gold Standard®

([claire.willers@goldstandard.org](mailto:claire.willers@goldstandard.org)). Depending on the size, you can submit these folders via email, dropbox, wetransfer or by any other means. Please do not hesitate to contact Claire if you would like to discuss any of this further.

## Project eligibility criteria:

- Needs to be a Gold Standard project
- Projects need to have reached at least registered status and have credits available for sale.

## Terms & Conditions for being featured on this page:

- Projects need to supply the key elements as outlined above (i.e. project description, impact list, project images and GPS co-ordinates) in order to be featured on the website.
- Photographs need to be in digital format (e.g. JPEG) and a minimum resolution of 300 DPI is required
- To feature your projects, project developers need to have signed-up to the [Climate Finance Transparency Initiative](#) and need to promote Gold Standard as instructed in our brand guidelines.
- By submitting a project, you grant Gold Standard an irrevocable, royalty-free, worldwide, perpetual, non-exclusive license to display, distribute, reproduce and create derivative works of their submitted images, in whole or in part, in any media now existing or subsequently developed for Gold Standard non-profit public information purposes. Gold Standard will not be required to pay any additional consideration or seek any additional approval in connection with such use.
- Gold Standard reserves the right to modify these rules at its discretion. Decisions of Gold Standard will be final.
- When submitting your project you agree to the Terms & Conditions outlined above. Any project found to be in non-compliance with these Terms & Conditions will be removed from the page.

We look forward to receiving your project information and please do not hesitate to reach out to us if you'd like to discuss any of this in more detail.

All the best  
The Gold Standard Team