

# What is the return on your investments in climate security?

*Investing in Gold Standard projects yields quantified outcomes toward many CSR objectives—and a powerful impact on your triple bottom line.*



## Your opportunity:

*Be a leader in the transition to a low-carbon economy and contribute to the Sustainable Development Goals.*

**Why?** Consumers are asking the brands they support to be accountable for their environmental and social impact. Government and industry regulations are growing in response to pressure on the world's natural and social capital. And increasingly, having a strategy to mitigate these impacts and reporting progress to bodies like CDP, the UN Global Compact and GRI is becoming a license to operate.

**How?** Once you measure your impact and establish a plan to improve what you can, you can make a direct impact in climate security and sustainable development by investing in Gold Standard projects.

## Run your CSR and sustainability like the rest of your business:

- Performance-based payments only for proven outcomes
- Multiple CSR and sustainability objectives met with quantifiable returns
- Common metrics for simple reporting toward Sustainable Development Goals and other reporting bodies
- Minimal internal resources required for due diligence and programme implementation
- Reduced risk from third party auditing and transparency of outcomes
- Support from NGOs supporters and civil society
- Communication guidance for a better story for your stakeholders

## Gold Standard Project Portfolio:

Today, a project's climate and development outcomes are packaged in tonnes of CO<sub>2</sub> that are prevented from entering the atmosphere. With Gold Standard projects, each tonne of CO<sub>2</sub> also delivers additional social and environmental benefits like:

NEW JOBS

IMPROVED LIVELIHOODS

WOMEN'S EMPOWERMENT

IMPROVED HEALTH OUTCOMES



\$151

### CLEAN COOKSTOVES

Time and cost savings for improved standard of living, especially for women; less wood collection leaves more time for education and other activities; better indoor air quality and improved respiratory health; reduced forest degradation



\$41

### BIOGAS

Reduced deforestation and protection of biodiversity and ecosystem services; empowerment of local women; new employment opportunities; creation of organic fertilizer to aid crop growth and boost yields; reduced contamination of groundwater



\$21

### WIND ENERGY

Progress toward clean energy future; improved livelihoods of the poor by new local construction and operations jobs; technology transfer; positive macro-economic balance of payment impacts; reduced dependence on energy imports, contributing to national economic security and stability



\$177

### AFFORESTATION/ REFORESTATION

Reduced deforestation; protection of biodiversity; maintenance of nutrient and water flow and land slide prevention; employment opportunities, mostly on agro-forestry farms and management of forest conservation areas; valuation of ecosystem services



\$118

### WATER FILTERS

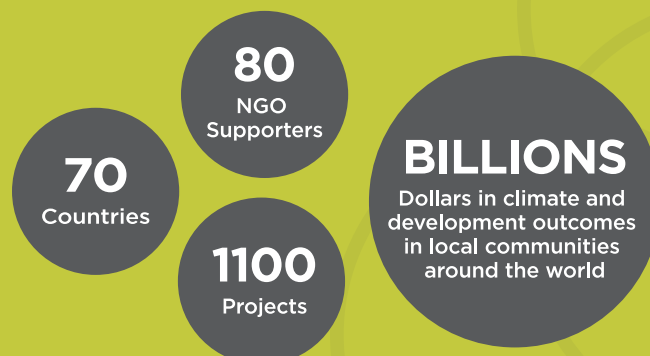
Greater access to safe drinking water; reduced pressure on local woodlands; reduced indoor air pollution, improving health and living conditions; more employment opportunities; lower incidence of water borne illness

## MULTIPLY YOUR IMPACT BY ENGAGING YOUR STAKEHOLDERS

You can take a step further and invite your consumers and employees to join you. Gold Standard and our partners can advise you on how to launch dynamic programs that can help you amplify your impact, tell the story, build stakeholder loyalty, and even contribute to a profit center.

## About Gold Standard

Gold Standard works to create a climate secure world where sustainable development brings life-changing benefits to communities everywhere. Our role as a standard and certification body is to maximise the impact of climate and development interventions. We design the strongest processes that amplify the impact of efforts to deliver clean energy and water, responsibly manage land and forests, and transform lives of the world's poor. We then verify those outcomes, inspiring greater confidence that drives investment to accomplish even more.



Gold Standard was established in 2003 by WWF and other international NGOs as a best practice standard for climate and development projects.

To make a positive impact on your triple bottom line, contact us at  
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