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GOLD STANDARD STRATEGY 2025:

What it means for you

Last week, we sent out a [newsletter](#) highlighting Gold Standard's 2025 Strategy. On 17 March at 15:00 CET we'll host a [webinar](#) to present the strategy in more detail and invite your questions.

In the interim, we're sharing some key points that highlight what our strategy means for different stakeholders.

ENVIRONMENTAL MARKETS

Strengthen environmental markets with more high-impact assets resulting in greater and higher quality supply and demand.

CORPORATE SUSTAINABILITY

Increase action organisations take within and beyond their boundaries to shift to a Paris-compliant path.

CLIMATE AND DEVELOPMENT FINANCE

Increase mobilisation of climate finance toward high integrity climate and development activities for national/subnational climate action.



CIVIL SOCIETY

- **Raising ambition in environmental markets:** This was the purpose for Gold Standard's founding in 2003. We're now focused on once again raising the bar to ensure integrity in environmental markets, with particular support for the marginalised. We'll soon share new proposed requirements for voluntary carbon projects for public consultation that build on these principles.

- **Claims clarity and credibility:** We're working with WWF and CDP to reach consensus on 'net zero' and 'carbon neutral' claims and advocating for higher ambition among corporates.

PROJECT DEVELOPERS



- **Streamlined certification process:** We're working to ensure that standard requirements are clear and intuitive and collaborating closely with SustainCERT to facilitate the certification process.

- **New requirements for consultation:** New requirements for additionality, baseline setting, and potentially corresponding adjustments or other means to demonstrate recognition in domestic policy will be presented for public consultation in a few months' time. These are intended to align with Article 6 of the Paris Agreement to the extent needed and to ensure the voluntary carbon market continues to raise ambition. We recognise that a sufficient transition period is required and intend to provide a clear trajectory and capacity building support for project developers to avoid disruption and ensure that vulnerable projects are not left behind.

- **Recognition for your projects in new schemes:** We're working to secure Gold Standard recognition in as many relevant schemes as possible: CORSIA, domestic markets, and potentially Article 6.2. CORSIA eligibility announcements are expected soon; in addition Gold Standard certified projects are already recognised in Colombia and South Africa and are being considered in Chile.

- **Increased demand + sustainable pricing:** Gold Standard has experienced a

dramatic increase in incoming interest in purchasing credits, representing significant new sources of demand for Gold Standard project developers. In an effort to support market transparency and sustainable prices for project developers, we offer the opportunity to list your credits through the Gold Standard website, **where prices currently range from USD \$10 to \$20**. [Contact us](#) if you would like to list your project.

- **New opportunities in nature-based solutions:** We're expanding our work in [nature-based solutions](#). In addition to our existing Afforestation/Reforestation portfolio we have launched a [new Soil Organic Carbon Methodology Framework](#) with an activity module already approved for Improved Tillage, with Grasslands Management to follow shortly. Methodologies are also available for mangrove restoration and we're pursuing partnerships for other "blue carbon" approaches.



CORPORATES

- **Clarity on "carbon neutral" "net zero" and "climate positive" claims:**

Building on our [Corporate Climate Stewardship guidelines](#), we're again working with WWF + CDP to reach consensus on definitions for net zero, carbon neutral and other claims that provide clarity in what these targets entail and recognition for companies taking climate action within and beyond their boundaries.

- **New means to meet targets - ValueChange:** Our [ValueChange programme](#) is scaling to provide solutions to reduce Scope 3 emissions in line with the GHG Protocol and for recognition to Science Based Targets. A number of food & beverage companies have already begun piloting for certification by SustainCERT. An apparel working group will kick off soon, featuring Nike, Levi Strauss, C&A and VF Corporation and other major apparel brands.

- **ISEAL membership:** We are currently [associate members of ISEAL](#), the standard for sustainability standards, in pursuit of full membership. Following their codes of good practice boosts the credibility of the claims made by companies supporting Gold Standard products or programmes.

- **Raising ambition in carbon markets:** Our forthcoming new requirements will build [on these principles](#) and will be shared for public consultation in several months' time. They are intended to ensure the highest levels of integrity in carbon markets, to maximise the impact of all funding directed to carbon credit purchases, and to protect the reputation of buyers.

- **Supply of high-impact nature-based solutions:** We're expanding our work in

[nature-based solutions](#) to increase the supply of carbon removals that many companies are seeking, now and for long-term purchases. In addition to our existing Afforestation/Reforestation portfolio we have launched a [new Soil Organic Carbon Methodology Framework](#) with an activity module already approved for Improved Tillage, with Grasslands Management to follow shortly. Methodologies are also available for mangrove restoration and we're pursuing partnerships for other "blue carbon" approaches.

RETAILERS AND BROKERS



- **Raising ambition in environmental markets:** This was the purpose for Gold Standard's founding in 2003. With the reemergence of carbon offsetting as a climate solution also comes greater scrutiny. In parallel, the emerging Paris Agreement rule book and NDCs in addition to evolving market conditions provides an opportunity to again raise the bar in carbon markets. We are working to enhance the credibility of the market through new requirements and by investing in communications outreach to ensure the media and new audiences understand the role carbon offsetting plays in the transition to net-zero, which we expect will benefit market participants.

- **Supply of high-impact nature-based solutions:** We're expanding our work in [nature-based solutions](#) to increase the supply of carbon removals that many companies are seeking, now and for long-term purchases. In addition to our existing Afforestation/Reforestation portfolio we have launched a [new Soil Organic Carbon Methodology Framework](#) with an activity module already approved for Improved Tillage, with Grasslands Management to follow shortly. Methodologies are also available for mangrove restoration and we're pursuing partnerships for other "blue carbon" approaches.

- **Enhancing registry functionality:** We continue to invest in our registry development to facilitate account management and support your business. We thank those who have provided input to date and [welcome feedback and requests](#) for new functionality.



REGISTER FOR STRATEGY WEBINAR:

Please join us for a conversation about the 2025 strategy on **Tuesday, 17 March at 15:00 CET**. We will record the webinar and share it for those who cannot join.

[Register for our 2025 strategy webinar](#)



REPORT

Gold Standard Market Report 2019

We are pleased to publish the summary of 2019 market activity related to Gold Standard carbon credits. Highlights include:

- Another year of high issuances, with **18.2 million** emission reductions issued from 49 different countries. This included, **13.9 million** voluntary Verified Emission Reductions (VERs) and **4.3 million** Gold Standard labelled Certified Emissions Reductions (CERs) for the compliance market
- Growth primarily from wind, cookstoves and household biogas
- Record high voluntary retirements in 2019 with **12.4 million** emission reductions retired — 31% increase over 2018

[Download the Market report>>](#)

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