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GOLD STANDARD

Strategy 2020-2025

The year 2020 marks the onset of a 'decade of climate action.'
Following a cycle of strategic planning, I'm pleased to share how Gold Standard plans to help accelerate progress toward the Paris Agreement and the Sustainable Development Goals.

With trillions needed to shift to a net-zero economy that provides sustainable development for all, every dollar invested must deliver as much impact as possible. The cornerstone of our strategy remains Gold Standard for the Global Goals, the benchmark standard to design projects for maximum positive impact in climate and development -- and measure and report outcomes in the most credible and efficient way. We will continue to serve the carbon markets, while applying elements of the Standard to prioritise action that supports developing countries and more vulnerable communities.

I invite you to read further about how Gold Standard plans to reduce barriers to market entry, increase capacity, and incentivise more action to scale positive climate + development impact across environmental markets, corporate sustainability and climate + development finance.

Margaret Kim
Chief Executive Officer

1 – ENVIRONMENTAL MARKETS

Gold Standard was founded in 2003 to ensure environmental integrity and strong sustainable development provisions in carbon markets. With markets evolving in context of the Paris Agreement, we will ensure Gold Standard for the Global Goals remains the benchmark standard for quality -- both climate integrity and sustainable development -- in environmental markets. We will advocate to raise ambition in international climate policy with strong transparency, environmental integrity and sustainable development provisions.



In parallel, to eliminate barriers to enter carbon markets, we will work closely with our partners at SustainCERT to streamline the certification process. We will scale our work in the Land Use sector, specifically in carbon removals, in an aim to balance emissions with carbon sinks by mid-century.

2020 priorities:

1. Develop new rules for post-2020 voluntary carbon market to comply where required with the Paris Agreement, build market credibility, and ensure finance goes where it's most needed. ([See article on post-2020 VCM principles>>](#))
2. Improve the clarity and usability of Gold Standard for the Global Goals for project developers and auditors, and work with SustainCERT to deliver more clear and consistent project reviews. We will soon share our 2020 standard work plan and announce consultations.
3. Seek recognition for Gold Standard in CORSIA and emerging domestic schemes and compliance with any relevant Article 6 requirements.
4. Earn ISEAL full membership for continuous improvements in governance and assurance.
5. Integrate SDG Impact Tools to simplify MRV and raise the bar for consistent, credible SDG claims in carbon markets.
6. Distinguish carbon removals from avoided emissions and significantly expand our portfolio in removals. ([See announcement on Scaling Land Use + Launch of Soil Organic Carbon Framework>>](#))

2 – CORPORATE SUSTAINABILITY

Gold Standard will help catalyse the transition towards a net-zero economy, which will require an almost full decarbonisation of the global economy by no later than 2050 balanced with carbon removals. Responding to this urgent need, Gold Standard will work with key civil society, private and public sector leaders to **1)** support the development of new best practice guidance and principles for “net zero” or “carbon neutral” claims anchored in Science Based Targets and the Greenhouse Gas Protocol,



2) develop tools and standards to credibly measure and verify impact, and **3)** promote recognition for these achievements. Our ValueChange programme will provide the consensus-driven, efficient, scalable tools to enable companies to deliver against these ambitious frameworks. We will seek to ensure that all these mechanisms feature specific provisions to ensure support of vulnerable suppliers and holistic contributions to the Sustainable Development Goals.

2020 priorities:

1. Support the development of a Net Zero Framework with Science Based Targets initiative as well as new, ambitious definitions of climate leadership
2. As part of the Net Zero Framework, expand ValueChange programme to priority sectors such as nature based and landscape solutions, working closely with SustainCERT

3 – CLIMATE + DEVELOPMENT FINANCE

As the world prepares for Articles 6 and 9 of the Paris Agreement, Gold Standard seeks to help host countries create the enabling conditions to attract climate finance and access global voluntary and compliance carbon markets. We also aim to increase investment flows to high-ambition, bankable projects from public sector and climate finance funds. To do so, Gold Standard will apply the infrastructure of Gold Standard for the Global Goals to design and implement an 'Integrated MRV Optimisation Framework' customised for individual countries' needs.



The Framework ensures that national NDC and SDG priorities, investor requirements, and carbon market access permissions are all included in ex-ante project design. Ex-post MRV verifies (or certifies as desired) credible environmental and sustainable development project impacts. The result is a roadmap for bankable projects and for streamlined, credible impact reporting aligned with national NDC and SDG priorities and compliant with international investor and carbon market requirements.

[See announcement of our membership to NDC Partnership>>>](#)

2020 priorities:

1. Develop environmental, SD integrity and funding alignment principles and apply to development of customisable blueprint/toolbox for country use in meeting its nationally determined contribution (NDC)

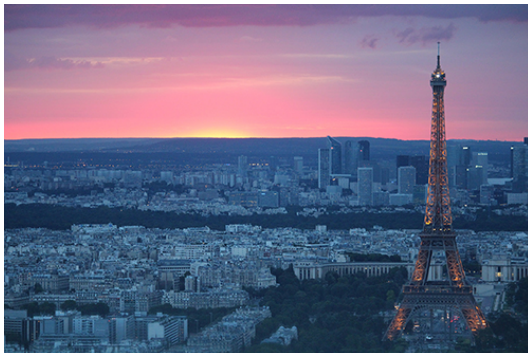




STRATEGY WEBINAR:

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.

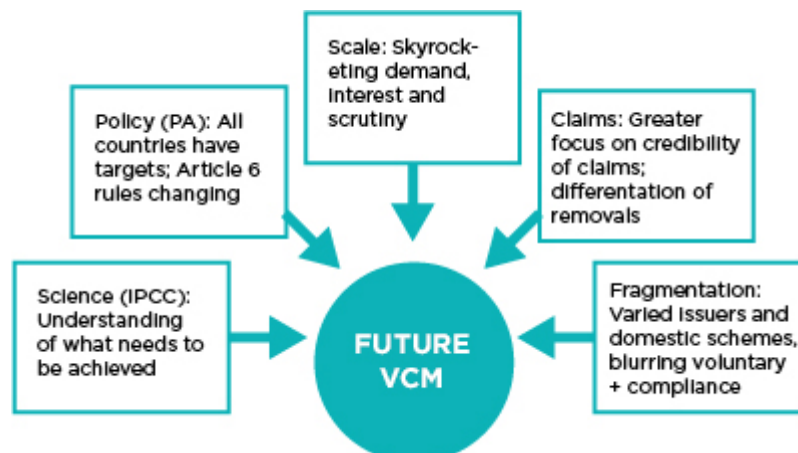
Register for our 2025 strategy webinar



ARTICLE

Post 2020 voluntary carbon market principles

Gold Standard has led a working group to define the role of the voluntary carbon market post-2020 in bridging the emissions gap, finance gap, and time gap under the Paris Agreement and to ensure that **the voluntary carbon market transparently catalyses future ambition without displacing current policy ambition or corporate ambition.**



Our goal is to position markets for the highest credibility and greatest impact while avoiding barriers or disruption. We are currently preparing Gold Standard's policy proposal for new rules and eligibility criteria, including:

- Additionality and baseline setting
- Crediting cycles or renewals
- Eligibility for CDM transition projects
- Role for carbon removals
- Provisions to support for vulnerable projects
- Means to ensure host country recognition of VCM activity

We will first have these approved by our Technical Advisory Committee, then publish for consultation in May or June of 2020.

[Read full post 2020 carbon markets principles >>](#)

[Review FAQs about Gold Standard 2025 strategy and principles for future markets>>](#)

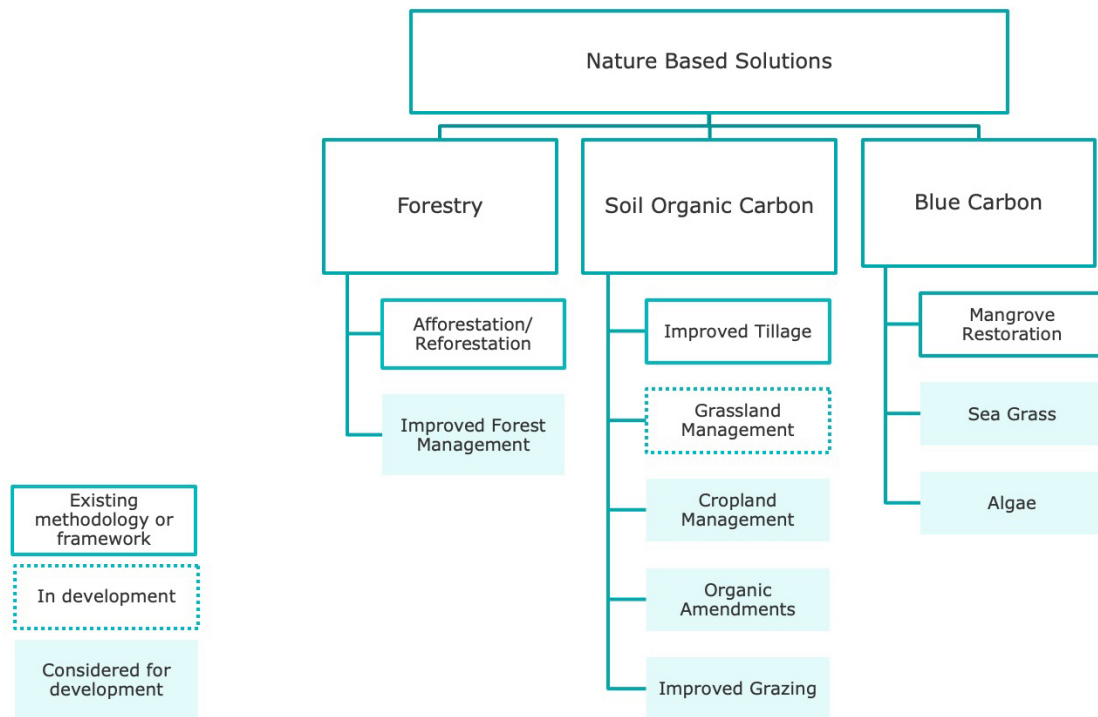


ARTICLE

Scaling carbon removals + launch of Soil Organic Carbon Framework Methodology

Nature based solutions have rightly risen on the agenda for climate mitigation and resilience, biodiversity conservation, and other sustainable development benefits. As part of our 2025 Strategy, **Gold Standard will [dramatically expand our Land Use efforts](#) to ensure the highest quality in nature based approaches to carbon removals, while enabling rapid scaling across emerging innovative activities like soil carbon and blue carbon.**

This expansion starts today. We are delighted to announce the launch of our [Soil Organic Carbon Framework Methodology>>](#) for carbon credit issuance as well as a project-ready [Improved Tillage Practices module>>](#) the first activity-specific module under its banner.



[Read full article>>](#)



ARTICLE

Gold Standard is member of NDC Partnership

Gold Standard is pleased to announce that we are now a member of the NDC Partnership, key to meeting our strategic objective to increase the mobilisation of climate finance to high integrity climate and development activities for national and subnational climate action.

[Read Press Release>>](#)

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EVENTS

IN THE NEWS

Swiss Business Aviation Day

05 March 2020, Berne

OECD Global Forum on Environment

05-06 March, Geneva

North American Carbon World

30 March - 02 April, San Francisco

REC Market Meeting 2020

31 March - 01 April 2020, Amsterdam

Innovate4Climate

26-28 May, Barcelona

Why Planting Trees Won't Fix Climate Change

Thomson Reuters Foundation

Carbon offsetting: Does it work?

Country Living

Should we give up flying for the sake of the climate?

BBC

Boom times are back for carbon offsetting industry.

Financial Times



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