

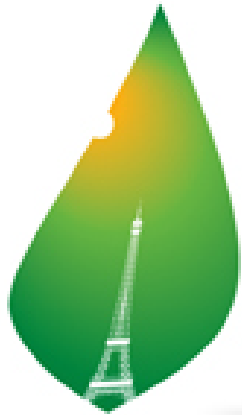
# Gold Standard<sup>®</sup>

Climate Security +  
Sustainable Development for All

*Ways to Engage  
Gold Standard 'Grow to Zero'*



# 7 CONTRIBUTE TO A SUSTAINABLE, EQUITABLE WORLD



PARIS2015  
UN CLIMATE CHANGE CONFERENCE  
COP21•CMP11



**THE GLOBAL GOALS**  
For Sustainable Development

# Gold Standard<sup>®</sup>

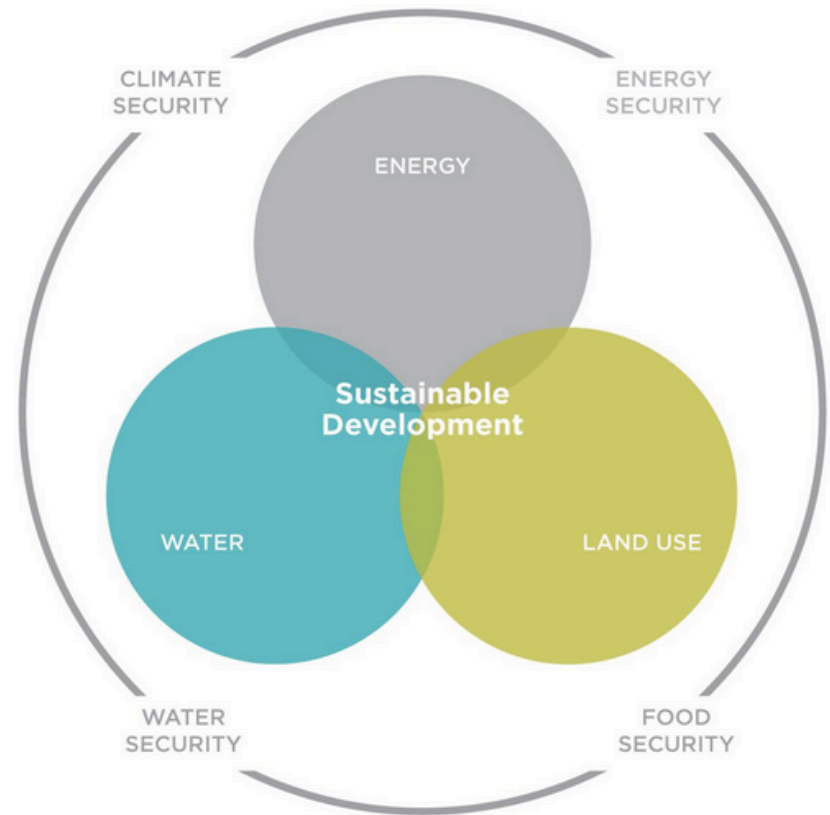
# ┐ HOW GOLD STANDARD CAN PROVIDE SOLUTIONS TO CHALLENGES

- **Today:** Existing markets for carbon credits + Water Benefit Certificates
- **Near term:** Results-based finance for SDG outcomes, ecosystem services
- **Future state:** Certification of supply chain improvements and SDG contributions

# ┐ GOLD STANDARD 3.0

One comprehensive and integrated standard to:

- Guide best-practice design and implementation of climate and development projects
- Quantify progress to report against any given SDG target
- Set the foundation for results-based finance for a broad set of outcomes that contribute to keeping warming under 1.5°C and meet the SDGs





# SCIENCE- AND POLICY-BASED TARGETS FOR SDG IMPACTS



# └ FIRST APPLICATION: CLIMATE ACTION



Pillar 1: Emissions reductions within operations

Pillar 2: Finance target to fund emissions reductions outside



**Gold Standard<sup>®</sup>**

# └ BROAD IMPACT FOR CSR/ESG REPORTING

## Triple bottom line:

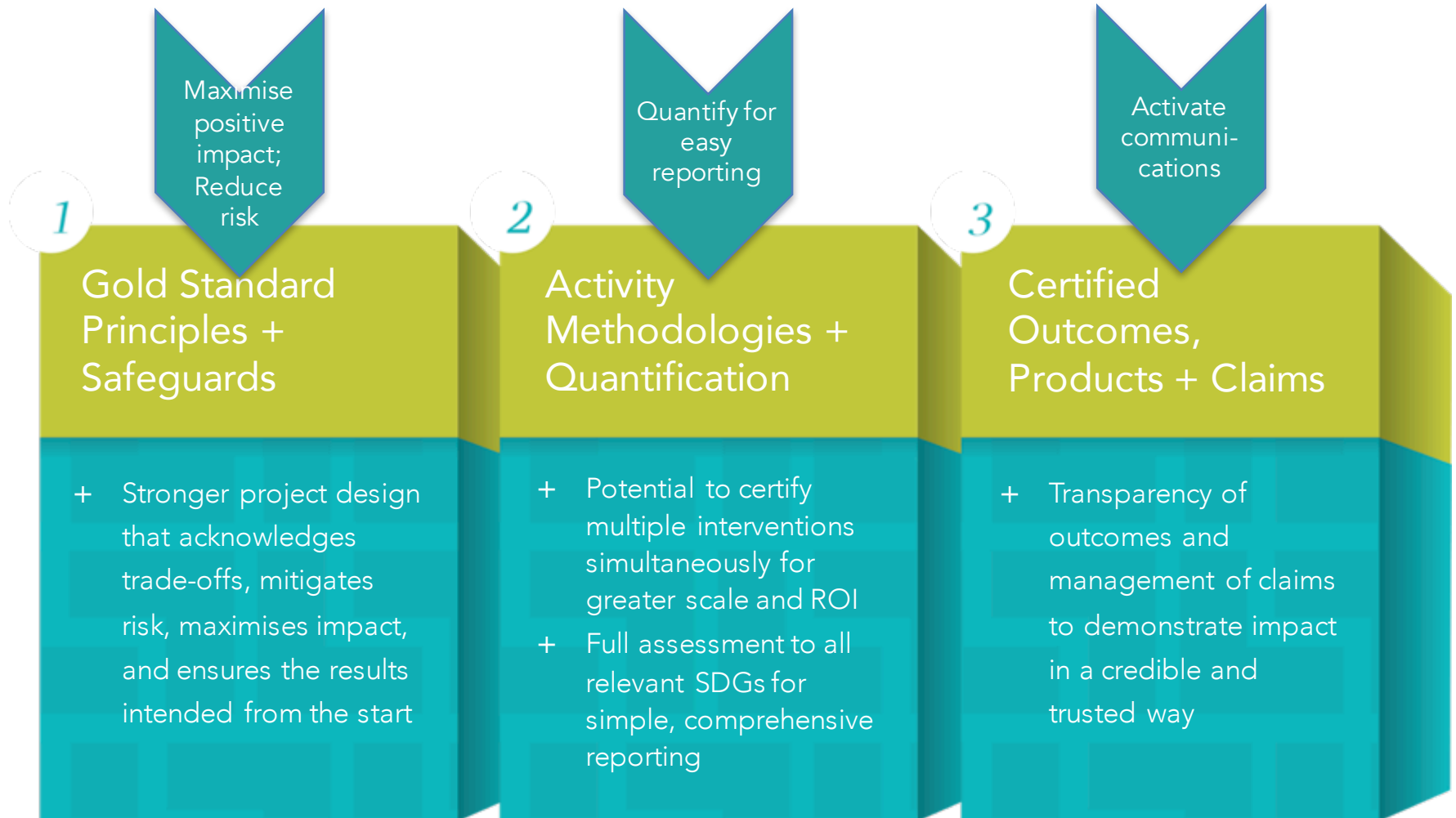
People

Planet

Profit



# GOLD STANDARD 3.0



*“We’re interested in climate, but  
we don’t ‘do’ offsetting”*



A woman with a black headscarf and a patterned dress is cooking over a wood-burning stove. She is smiling and looking down at the fire. The stove is made of metal and has a fire burning inside. There are several pots and pans around the stove. The background is a rustic, earthen wall with some hanging items. The text "THIS IS NOT OFFSETTING" is overlaid on the image in white capital letters.

THIS IS NOT OFFSETTING



A woman with a black headscarf and a patterned dress is smiling while cooking over a wood-burning stove. The stove is built into a mud wall, and a fire is burning in the hearth. A metal pot is hanging over the fire. The background shows a rustic building with a corrugated metal roof.

AN EMISSION REDUCTION IS  
direct investment in the transition to a  
low carbon economy.



# └ BUSINESS IS BEING CALLED



**THE B TEAM**



**WE MEAN  
BUSINESS**



Adopt a science-based emissions reduction target



Put a price on carbon



Procure 100% of electricity from renewable sources



Responsible corporate engagement in climate policy



Report climate change information in mainstream reports as a fiduciary duty



Remove commodity-driven deforestation from all supply chains by 2020



Reduce short-lived climate pollutant emissions

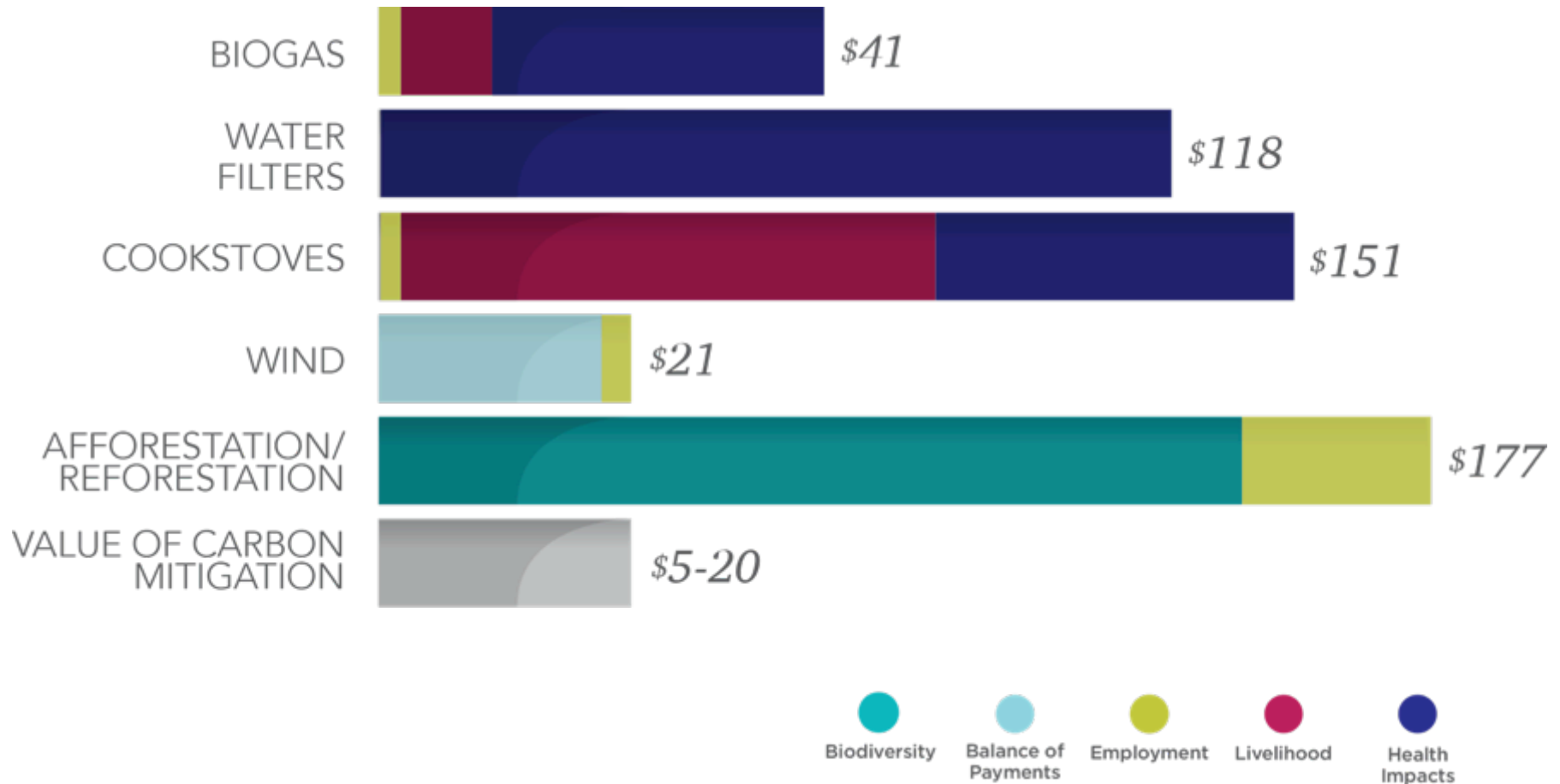


# IMPACT TOWARD MULTIPLE SUSTAINABLE DEVELOPMENT GOALS



# MONETARY VALUE OF PROJECT IMPACTS

## PER TON OF REDUCED CO2 EMISSIONS



# INVEST IN OUTCOMES

Emissions Reductions	RECs
Water Benefits	ADALYs
Gender outcomes	Biodiversity outcomes



# FUNDING IMPACTS: RESULTS BASED

Partial  
upfront  
finance

Activity Implementation



Impacts delivered

13 CLIMATE ACTION



3 GOOD HEALTH



5 GENDER EQUALITY



Balance of  
payment  
upon results

GS VERs  
(Carbon  
Credits)

Consumer goods  
company

Health  
Outcome  
Statement  
(ADALYs)

Foundation

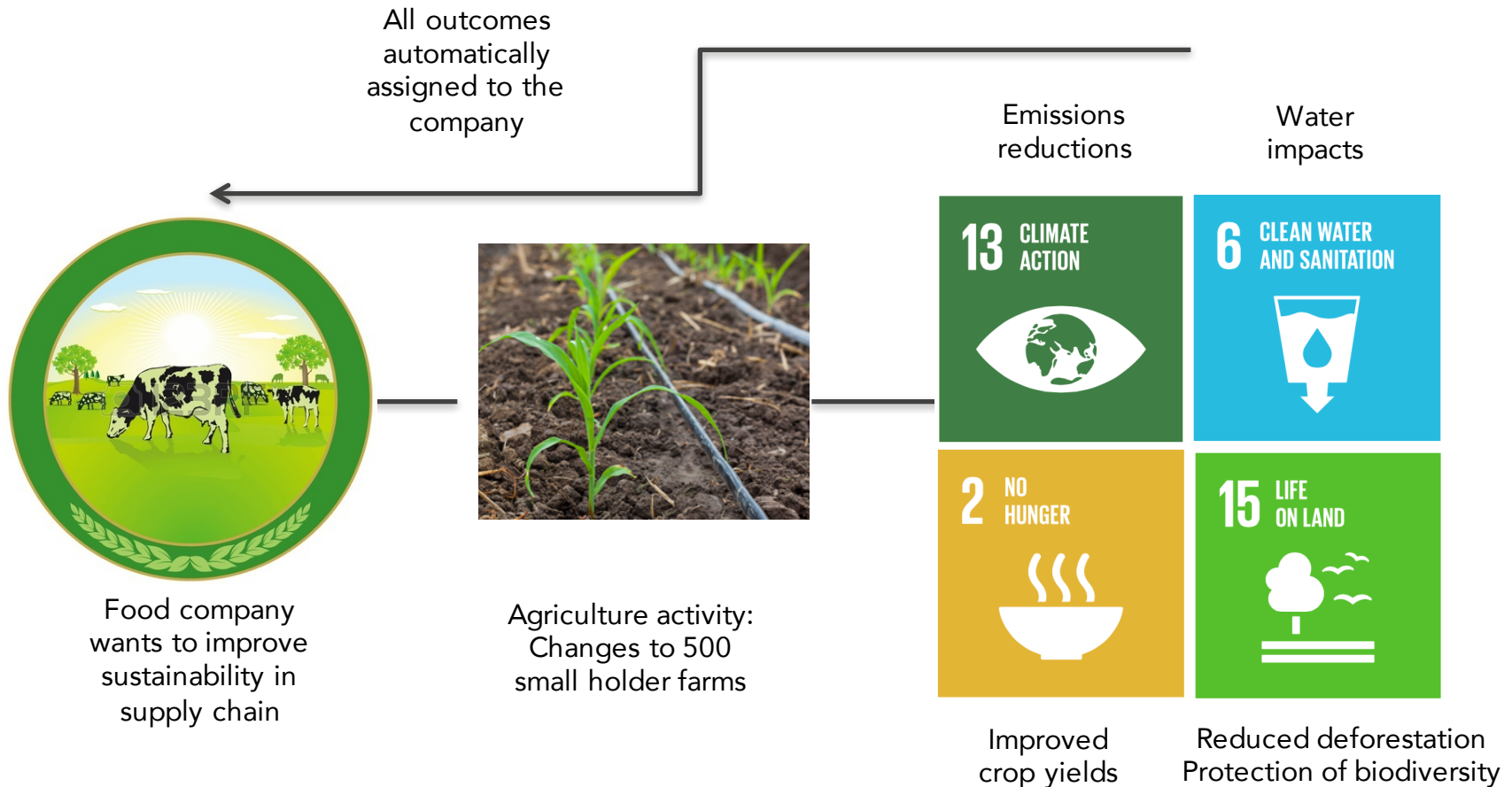
Gender  
Outcome  
Statement

Impact  
investor

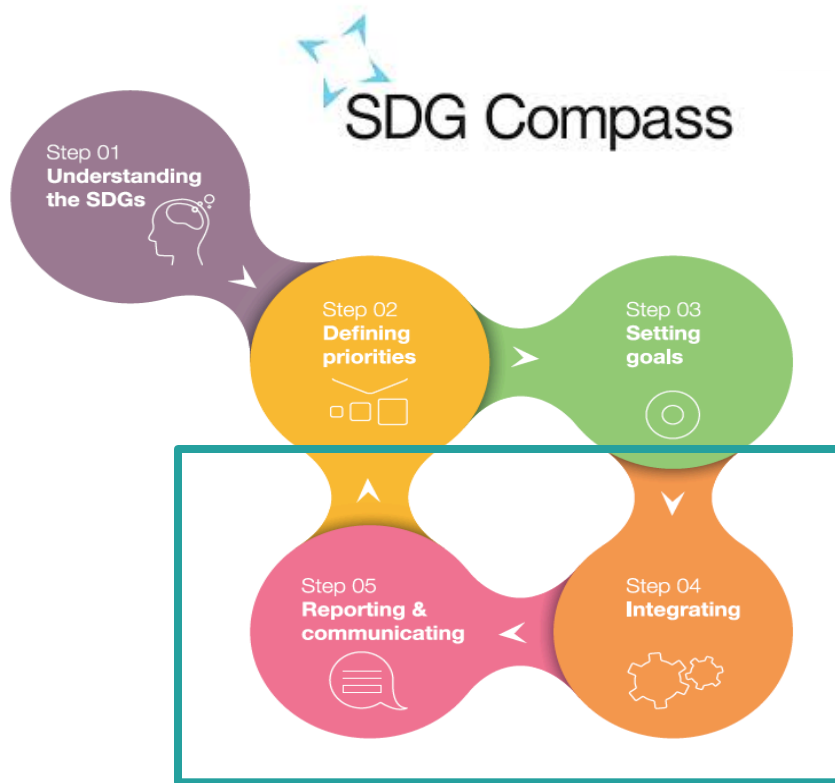
Impact  
investor

*“We’re interested in embedding sustainability into operations, rather, than contributing outside the fence.”*

# IN-HOUSE CHANGE PROGRAMME TO CERTIFY SDG CONTRIBUTIONS THROUGH SUPPLY CHAIN

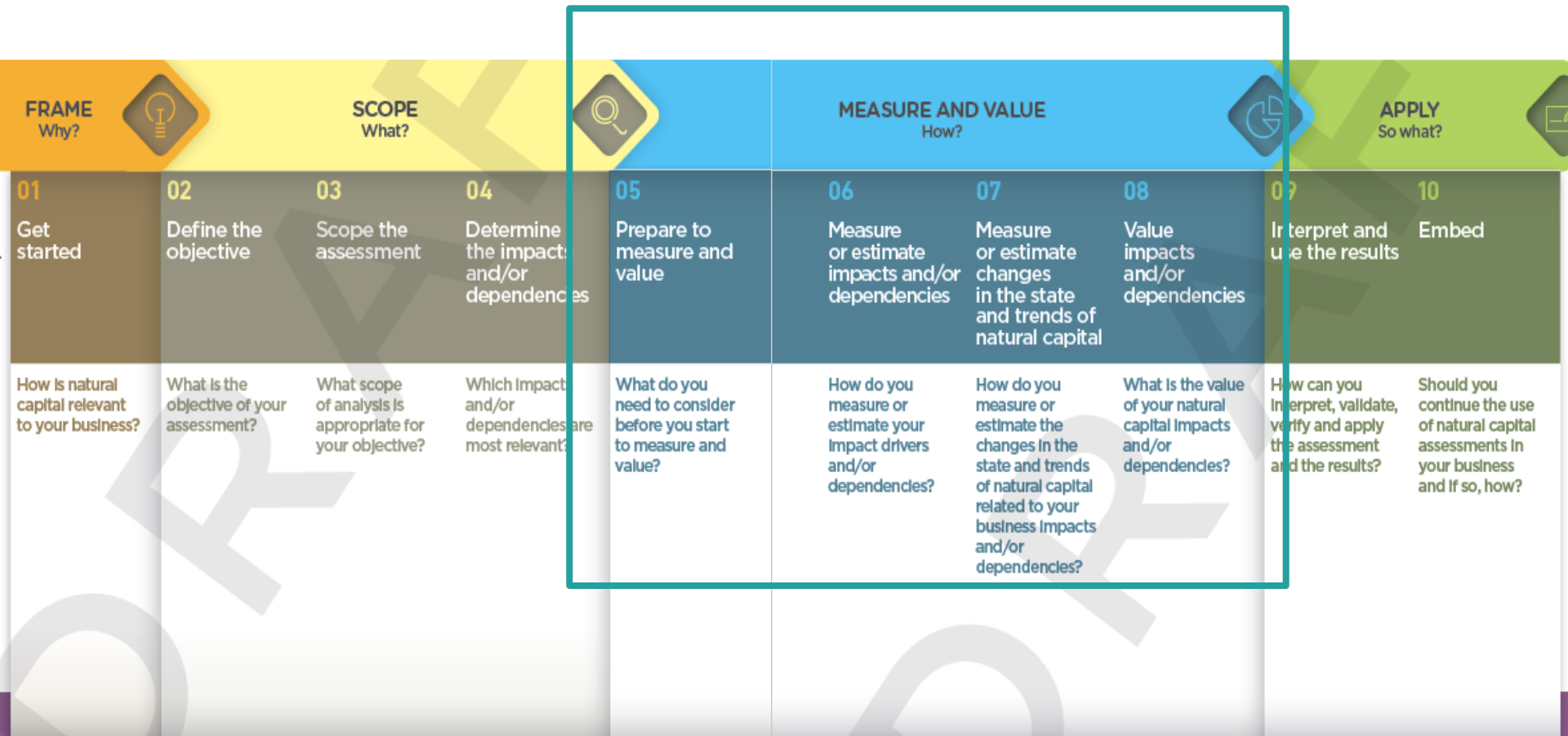


# └ GOLD STANDARD 3.0





# NATURAL CAPITAL COALITION



PRINCIPLES: Relevance, Rigor, Replicability, Consistency



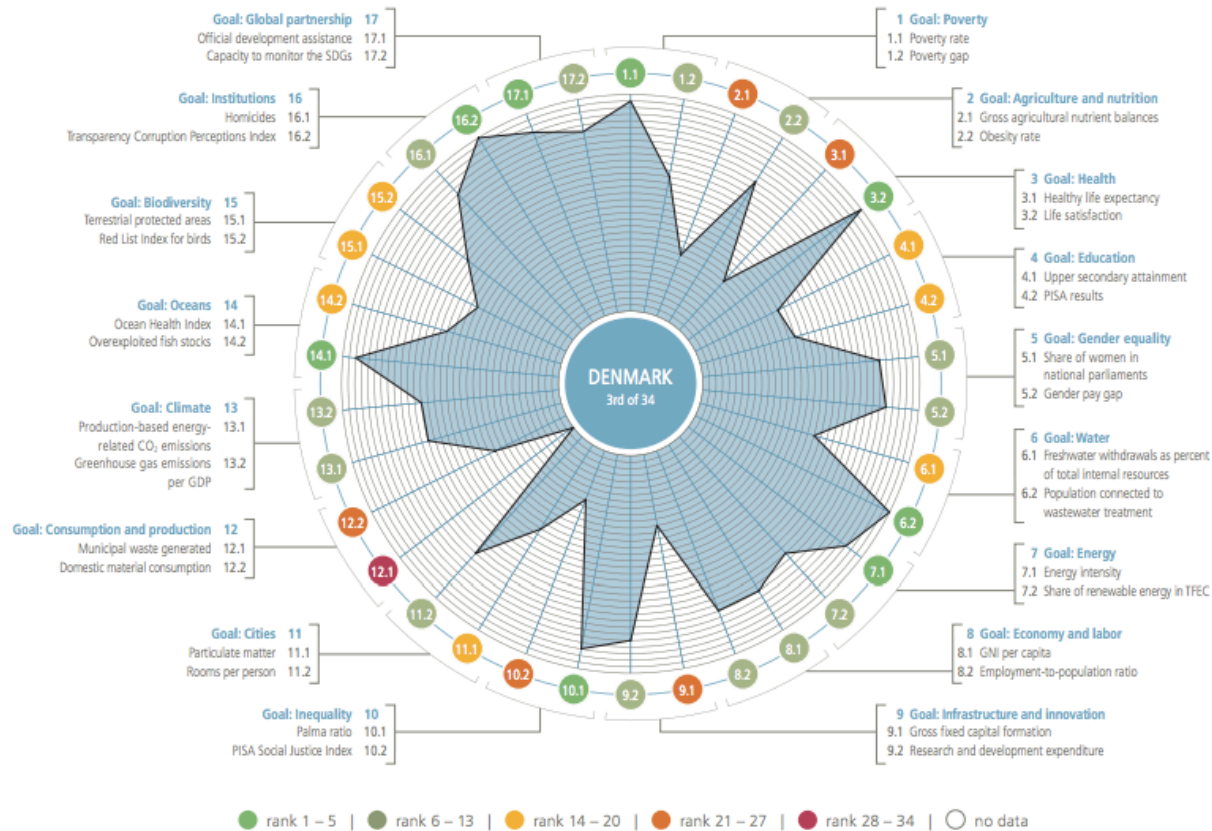
# NEW STANDARD TO CERTIFY SDG CONTRIBUTIONS



## SCIENCE-AND POLICY-BASED TARGETS:

- Set a standard for ambitions for SDG contributions by sector
- Quantify impacts
- Certify claims

# SDG CONTRIBUTIONS





## The Lima-Paris Action Agenda

DISCOVER AND JOIN

BROWSE COOPERATIVE  
INITIATIVES

## Search &amp; browse

See who's taking action

GO

CITIES

REGIONS

COMPANIES

INVESTORS

CSOs

TOTAL  
COMMITMENTS

Nestlé

Switzerland



## COOPERATIVE ACTIONS (8)

## Business Leadership Criteria on Carbon Pricing

Set an internal carbon price, publicly advocate and communicate on progress

USE OF CARBON  
PRICE

## Caring For Climate

Improve energy efficiency, reduce carbon footprint and report publicly and annually on progress

ENERGY  
ACCESS &  
EFFICIENCYEMISSIONS  
REDUCTION

## Climate Change Reporting and Fiduciary Duty

Report climate change information as a fiduciary duty

PRIVATE  
FINANCE

## Corporate Engagement in Climate Policy

Responsible corporate engagement in climate policy



OTHER

## RE100

Procure 100% of electricity from renewable sources

RENEWABLE  
ENERGY

*“Climate and sustainability aren’t  
our core equity.”*

*“We’re committed to sustainability, but don’t  
do a good job communicating.”*

## Reducing the need for heating fuel

The goal of the [Mongolian Insulation and Efficient Stoves](#) project is to help reduce heating fuel requirements and costs by an estimated 60 percent.

The project focuses on helping those poorest households living in a "ger" (portable felt-covered dwellings) in Ulan Bator, the world's coldest capital.

The project has set up a supply and distribution network for a five-layer ger insulation "blanket" and four types of fuel-efficient stoves. In addition to

reducing heating fuel requirements by up to 60 percent, the project helps reduce indoor smoke by at least 80 percent and has a significant impact on the health and well-being of each family. The project supports local production in the supply, sale, and installation of the projects and has created 240 new jobs. It has already reached 167,000 households and is expected to double its impact in the next three years.



# REPORTING: CREATING VALUE

INDONESIA  
**CLEAN**  
COOKSTOVE  
PROGRAM



<b>SDG 13</b> CLIMATE ACTION	\$360,000
<b>SDG 1</b> NO POVERTY	\$930,000
<b>SDG 3</b> GOOD HEALTH AND WELL-BEING	\$550,000
<b>SDG 8</b> DECENT WORK AND ECONOMIC GROWTH	\$30,000

Investment

\$50,000

Impact



Value created

\$1,870,000





## Brighter colors. Brighter futures.

P&G is improving the environmental impact of Tide Cold Water by requiring less energy—and accounting for the rest by investing in projects that improve access to education for girls in Uganda.





Buy a Lady a Drink





# TOUR DU JOUR



**A 100% energy-neutral daily live talk show**

Solar field nearby studio



Solar roof on studio



Amateur teams generating energy



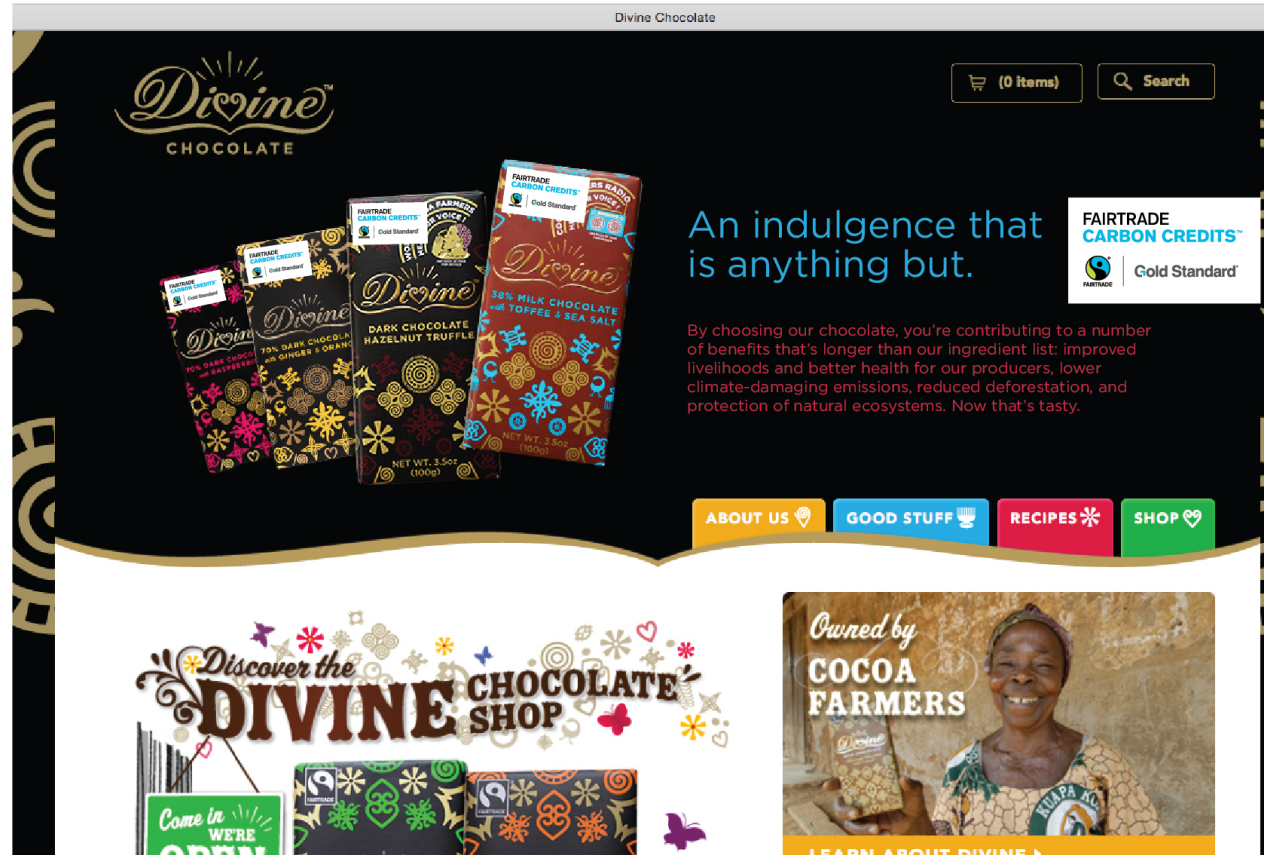
Energy created total



ON PACKAGE



ADVERTISING + SOCIAL MEDIA







## TASTE THE FEELING OF STEWARDSHIP

For every Coca-Cola Life bought in June 2016, we will supply 10 liters of clean drinking water to Water Health communities in the water-stressed state of Telangana, India.

[GrowToZero.org](http://GrowToZero.org)



ON PACKAGE



That's a skimpy  
water footprint  
you're wearing.

Make the kind of impression  
that turns heads and saves  
lives. Because as hemlines go  
up, water consumption goes  
down. To amplify this impact,  
for every Close the Loop mini  
sold this spring, we will supply  
10 liters of clean drinking  
water to Whave communities  
in Uganda. Another way that  
less is much, much more.

CERTIFIED BY  
**Gold Standard**



**H&M**

ON PACKAGE

**H&M CONSCIOUS**

READ MORE ON  
[HM.COM/CONSCIOUS](http://HM.COM/CONSCIOUS)

20% RECYCLED COTTON FROM  
POST CONSUMER TEXTILE WASTE  
FROM COLLECTED GARMENTS.  
28% RECYCLED POLYESTER FROM  
PRE CONSUMER WASTE.

Make the kind of impression that turns  
heads and saves lives. Because as hemlines  
go up, water consumption goes down. To  
amplify this impact, for every Close the  
Loop mini sold this spring, we will supply  
10 liters of clean drinking water to Whave  
communities in Uganda. Another way that  
less is much, much more.

CERTIFIED BY  
**Gold Standard**



# └ OPPORTUNITIES FOR IMPACT

## **Today:**

- Invest in Gold Standard Emissions Reductions and Water Benefit Certificates that deliver greater development impacts
- More effectively communicate to and engage your stakeholders

## **Near term:**

- Leverage Gold Standard 3.0 results-based finance framework to fund additional SDG impacts
- Report on 'value creation' in a more meaningful way with quantification the contributions of investments to the SDGs

## **Future state:**

- Drive improvement throughout your value chain
- Certify your contributions SDG contributions



THANKS

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