



Communications Package

Improved Cookstoves

for Social and Environmental Impact in Uganda



Gold Standard®

 impactcarbon



OUR MISSION

Impact Carbon's work improves health, reduces poverty, and improves local environments while slowing climate change. We build and support projects that help people access new technologies such as clean cook stoves and water treatment systems. We leverage carbon finance and social finance to bring these projects to scale.

OUR APPROACH

Impact Carbon supports locally appropriate and commercially viable technologies to ensure maximum uptake and scale. We continually assess new and innovative technologies in order to best address the needs of our customers.

OUR VALUES

Impact: We drive lasting solutions to real problems

Entrepreneurship: We innovate, adapt, and pursue ventures to realize opportunity

Community: We succeed together through teamwork and partnership

Quality: We are data-driven and practical, and we strive for excellence

OUR IMPACT

Since 2006, Impact Carbon has built programs that have supported the distribution of over 638,000 improved stoves and almost 1,000 water treatment devices, benefiting more than 3.4 million people to date.

CONTACT

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Improved Cookstoves

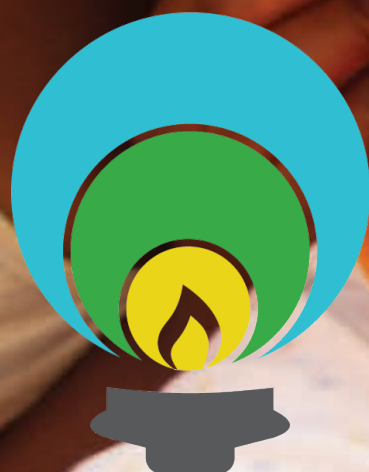
for Social and Environmental Impact in Uganda

This inspiring improved cookstove project, developed by Impact Carbon, was the first ever cookstove project to earn Gold Standard certification and is about to reach another major milestone – 500,000 stoves sold. The improved stoves sold to date have improved the lives of over 2 million Ugandans and saved families over \$75 million in fuel costs. It's been a 10-year journey for Impact Carbon and its stove manufacturer partners, from bilateral support for pilot projects, to project scale-up in partnership with ClimateCare, to project maturity and independence – all which have helped create a thriving improved cookstove market in Uganda.

Carbon revenues – obtained from the 1.25 million Gold Standard Verified Emission Reductions (VERs) generated through this project – fund 100% of the Program and are used to support Impact Carbon's manufacturer partners to grow their businesses. Capital investments are provided for tools and machinery that streamline production and increase the efficiency of the stoves. These investments are coupled with best-practice guidelines and hands-on technical assistance, which ensure they can meet demand without compromising quality or efficiency.

Moreover, the project is now prioritizing demand for improved cookstoves by deploying large-scale radio mass media campaigns to deliver simple and clear messaging around the benefits of purchasing and owning an improved cookstove, mainly around reduced cooking times, lower charcoal usage and significant cost savings (as much as 50% less charcoal needed which can result in over USD\$100 of savings per year).

Thanks to this project a nascent market with a handful of manufacturers is evolving into a commercially-sustainable market.



Gold Standard
improved cookstoves



Project impacts and benefits:

- » 450,000+ efficient stoves have been sold to Ugandan households and schools.
- » More than two million people benefiting from lower energy costs and reduced indoor smoke.
- » 600+ retailers across Uganda increase their income by selling stoves in local markets.
- » 70 local Ugandan artisans are employed making the stoves.
- » 500,000+ tonnes of carbon emissions are avoided by the project each year.
- » The use of 100,000+ tonnes of charcoal is avoided each year, lowering pressure on Uganda's forests.
- » More than \$100+ saved per household per year, savings which can be spent on school fees, uniforms and medical care.



CERTIFICATE OF PURCHASE



Gold Standard[®]

Certificate of Purchase

Gold Standard certifies that
[COMPANY NAME] has purchased
1000 carbon credits in accordance with **Gold Standard**
 from the **Improved Cookstoves for Social Impact in Ugandan Communities** project
 based in **Uganda** developed by **Impact Carbon**

19.01.2017

Marion Verles CEO

Climate security and sustainable development for all

Gold Standard | Avenue Louis-Casai 79, CH 1216, Geneva, Switzerland | goldstandard.org, +41 22 788 70 80, info@goldstandard.org

Please note: this is a sample certificate and not an actual certificate of purchase.

INTRODUCTION

By investing in a Gold Standard certified project, you have demonstrated your commitment to supporting greenhouse gas emissions reductions and global progress towards climate security and sustainable development.

This Communications Package has been developed to provide you with the tools and guidance you need to showcase the impact you are making by investing in Gold Standard certified projects.

To accompany this guidance, you will receive links to four separate folders containing supporting materials:

- » **COMMUNICATE IMPACT**
This folder contains our Gold Standard brand guidelines and Gold Standard logos. The brand guidelines outline best practice for communicating about Gold Standard projects and outcomes and provide standards for using our logo and assets to represent our brand.
- » **SHOW IMPACT**
This folder contains high-resolution photographs of the projects you have invested in.
- » **VISUALISE IMPACT**
This folder contains graphic icons for the Gold Standard project(s) you have invested in. It also includes an infographic that shows the real value of your investment, as estimated by independent researchers.
- » **SHARE IMPACT**
This folder contains 'plug and play' social media assets for Facebook, Twitter, and Instagram. Additionally, an Adobe Photoshop Toolkit has been included, which allows for easy customisation and export.

Please read on for guidance on how to use these materials to tell others about the positive actions your company is taking to support the fight against climate change and achievement of the United Nation's Sustainable Development Goals.



ABOUT GOLD STANDARD

Why choose Gold Standard?

Established in 2003 by WWF and endorsed by more than 80 NGOs, Gold Standard is the most widely respected certification standard in the world for carbon credit projects. We set the benchmark for the highest integrity and greatest impact in climate and development initiatives. Our project portfolio features a range of interventions, including renewable energy, cookstoves, forestry, household water filters, and biogas projects.

On top of climate protection, all Gold Standard projects deliver important sustainable development impacts, including better health outcomes, gender equality, and life-changing improvements in livelihoods for vulnerable communities. So, if you your corporate objectives extend beyond reducing or offsetting greenhouse gas emissions, buying carbon credits can also deliver outcomes toward your other goals.

The following page contains key messages about Gold Standard carbon credits which you can use to develop website copy and written materials to tell people about your investment.

GOOD
GETTING
BETTER.
Gold Standard®



COMMUNICATING ABOUT YOUR INVESTMENT

To aid you in communicating about your investment in Gold Standard carbon credits, we've provided you with boilerplate language below as a suggested inclusion in your marketing materials:

We purchase carbon credits from projects approved by Gold Standard, the most rigorous certification standard in the world for climate protection projects. Gold Standard was established by WWF in 2003 and is endorsed by more than 80 NGOs. It sets the global benchmark for the highest integrity and greatest positive impact in climate and development initiatives.

Gold Standard certified projects not only reduce greenhouse gas emissions, helping us in the fight against climate change, but also support local communities and contribute to the United Nation's Sustainable Development Goals.

Below you will find resources related to sustainable development:

Gold Standard resources:

[Who We Are>>](#)

[What We Do>>](#)

[What We Believe In>>](#)

[Frequently Asked Questions>>](#)

[Improved Cookstove Activities Guidebook>>](#)

[Annual Report 2015>>](#)

[Report: The Real Value of Robust Climate Action>>](#)

Additional resources:

[UN Sustainable Development Knowledge Platform>>](#)

[UN Sustainable Development Goals Communications Materials>>](#)

[Greenhouse Gas Protocol>>](#)



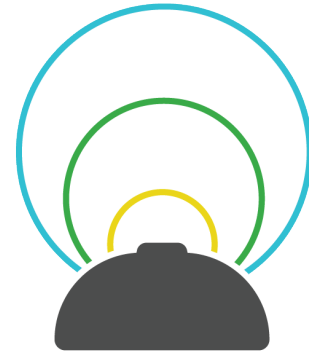
GOLD STANDARD PROJECT TYPES

Gold Standard delivers climate change and sustainable development impacts across a wide range of scopes. To aid you in your communications, we've included descriptions of some of our project types below.



Gold Standard®
improved cookstoves

Many families cook their food on open fires, often indoors, which creates smoke that can cause chronic illnesses. Local environmental degradation in many rural communities means that collecting wood involves walking long distances, leaving little time for women to attend to their families or seek gainful employment. Energy efficient clean cookstoves use far less wood compared to an open fire – or sometimes no wood at all – which leads to tremendous time and cost savings, markedly improving standards of living. Women gain more time for other activities like caring for children, education, or work. These stoves also lead to improvements in health by improving indoor air quality. And because of reduced forest degradation, clean cookstoves also help conserve biodiversity and protect natural ecosystem services like water purification.



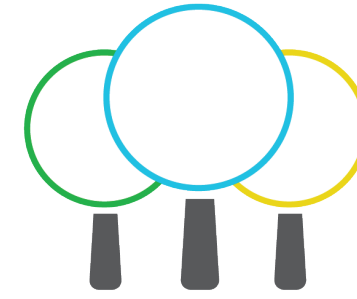
Gold Standard®
biogas energy

Biogas projects reduce deforestation, thus protecting biodiversity and ecosystem services. They support the empowerment of local women as the need for less wood collection gives them more time for education and other activities. The construction and maintenance of the plants lead to new employment opportunities and the residues resulting from the fermentation process are used as organic fertilizer, aiding crop growth and yields. Biogas projects minimise the risk of lung disease caused by indoor wood burning, and the waste used for powering the plants is taken from the villages, ensuring that it does not contaminate groundwater or pose other risks to local health.



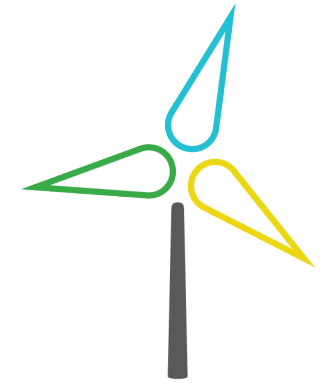
Gold Standard®
safe water access

Water filter projects provide people with greater access to safe drinking water – the source of life. Carbon finance has enabled these types of projects to become economically sustainable, leading to significant improvements in public health and household welfare. The projects displace the use of firewood fuel traditionally used to boil water for domestic consumption. So as well as significantly reducing emissions, water filter projects also alleviate pressure on environmental resources such as local woodlands. Furthermore, they reduce indoor air pollution, improving health and living conditions for local families, and provide economic benefits, with more employment opportunities and less time and money spent acquiring fuel for cooking.



Gold Standard®
forestry projects

Afforestation is the establishment of a forest in an area that previously was not forested. Reforestation is the re-establishment of forest, either naturally or by direct seeding or planting. In simplest terms, a key benefit of Afforestation and Reforestation projects lies in trees – more trees, larger trees, a diversity of trees. As they grow, the trees absorb and hold CO₂, contributing to global carbon reduction. In addition, Afforestation and Reforestation projects provide other ecological and social benefits by increasing biodiversity and creating employment opportunities.



Gold Standard®
wind energy

Wind energy projects represent tremendous progress toward a future free of fossil fuels. Just as important, these projects help countries economically and politically by reducing dependence on energy imports. Wind energy projects can have a positive impact on the climate, biodiversity, local ecosystems and local communities. The poor, in particular, can benefit from new technologies as well as employment opportunities in construction and operations. In addition, by creating renewable energy, these projects reduce reliance on energy imports. This helps developing countries work toward energy independence, with significant implications for national finances, economic security and political stability.

PROJECT PHOTOS

We encourage you to tell your story. Whether you're looking to meet CSR objectives, take a leadership position in climate and development, or comply with emission reductions standards, investing in Gold Standard projects means you're making a meaningful difference by helping to drive progress toward a better climate and sustainable future.

All of our certified projects contribute to multiple UN Sustainable Development Goals (SDGs). This means that our projects, and your story, go beyond saving the climate. They create jobs. Build communities. And save lives.

We encourage you to use the photos of the project(s) you have supported with the Gold Standard watermark to signify that your investment meets the highest quality standards in sustainable development and climate action.

You may incorporate them into your print and digital campaigns. For example, you could upload photos to your website, share via social media, include them in your corporate reports and newsletters, or develop a poster campaign to tell your employees and clients about the life-changing, climate-positive projects you invest in.



PROJECT PHOTOS: ADVERT EXAMPLE



we support projects that
RadiateImpact

Many families cook their food on open fires, often indoors, which creates smoke that can cause chronic illnesses. Local environmental degradation in many rural communities means that collecting wood involves walking long distances, leaving little time for women to attend to their families or seek gainful employment.

Energy efficient clean cookstoves use far less wood compared to an open fire—or sometimes no wood at all—which leads to tremendous time savings and cost savings, markedly improving the standard of living for people.

Women gain more time for other activities like caring for children, school, or work. These stoves also lead to improvements in health by improving indoor air quality. And because of reduced forest degradation, clean cookstoves also help conserve biodiversity and protect natural ecosystem services like water purification.

impactcarbon Gold Standard®

PROJECT PHOTOS: EDITORIAL EXAMPLE

Show Project Photography

The project photography included in the Communications Package provide a vivid and compelling way to tell your story as a participant in the solution.



OUR CSR COMMITMENT

Supporting Gold Standard Biogas Projects in Uganda

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1 NO POVERTY



3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



13 CLIMATE ACTION



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Communicate your story

Every Gold Standard project contributes to the UN Global Goals. Linking your communications with the Sustainable Development Goals presents an opportunity to demonstrate your commitment to contributing to the global effort to secure a sustainable future.

Communicate your story

Tell people about the projects you support, why your company is proud to support them, the people they affect and the benefits for local communities and the environment



Please note: The contents of this panel are only available in the customised communications package.
For more information, please contact us at info@goldstandard.org

SHOW IMPACT

PROJECT PHOTOS: POSTER EXAMPLE



 **Gold Standard[®] Improved Cookstoves**
for Social and Environmental Impact in Uganda

 **impactcarbon**

Many families cook their food on open fires, often indoors, which creates smoke that can cause chronic illnesses. Local environmental degradation in many rural communities means that collecting wood involves walking long distances, leaving little time for women to attend to their families or seek gainful employment.

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 **Gold Standard[®] Improved Cookstoves**
for Social and Environmental Impact in Uganda

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INFOGRAPHICS

Gold Standard projects are designed to contribute toward the UN's Sustainable Development Goals for 2030. That means that your support doesn't just help the climate. It can create jobs, educate women, increase biodiversity, and save lives.

We have developed graphics that correspond with our different Gold Standard project types. Please select and use the visuals which correspond with the project(s) you have purchased carbon credits for to complement your communications. In doing so, we request that you use the project icons with the Gold Standard watermark intact.



Gold Standard
improved **cookstoves**



Gold Standard Improved Cookstove projects are built from the ground up to meet the UN's Sustainable Development Goals for 2030.

That means that your investment helps the climate. And it also **creates jobs**, **protects biodiversity**, and **saves lives**.

www.goldstandard.org



Gold Standard
improved cookstoves



VISUALISE IMPACT

THE REAL VALUE OF YOUR IMPACT

THE REAL VALUE
OF YOUR IMPACT



GOLD STANDARD
IMPROVED COOKSTOVES

INVESTMENT
MADE

\$5,000

SDG 8
Decent work

\$1,500

Manufacturing
+ distribution
of efficient
cookstoves

SDG 1
No poverty

\$46,500

Financial
savings from
reduced fuel
use

SDG 3
Good health

\$27,500

Reduced
respiratory
illnesses and
death

SDG 13
Climate action

500 tCO₂

Tonnes of
Greenhouse
Gases
mitigated

VALUE
CREATED

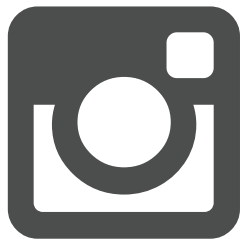
\$75,500



SOCIAL MEDIA IN ACTION

Social media is a great way to connect with your customers and stakeholders to share the differences you are making by investing in Gold Standard projects.

When communicating via social media, we recommend using the #GoldStandard hashtag, and highlighting the multiple development benefits your investment engenders (see page 4).





SOCIAL MEDIA IN ACTION



Find out how our investment in #GoldStandard #Cookstove projects empowers women to take #ClimateAction



Did you know? Our investment in #GoldStandard cookstove projects improves family health while taking #ClimateAction



We support @cdmgoldstandard #forest projects to protect biodiversity and reduce greenhouse gas emissions. #SaveOurForests



We're proud to support @cdmgoldstandard programmes that create high quality jobs + sustainability outcomes.



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