



Carbon for Development: New Opportunities



Influence. Innovate. Inspire.

The Gold Standard

- A driver for Governance, MRV and Sustainable Development
- Regulatory framework for the deployment of capital into climate, environment & development projects
- Established by WWF to define, demonstrate and drive best practice in carbon markets
- Unmatched ten-year carbon market track record
- Endorsed by 83 NGOs worldwide, used by the UN for its projects
- 'Carbon for Development' philosophy recognised by governments, business and civil society as the most effective approach

A MECHANISM FOR TRUST



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Real impact through a cutting edge 'payment for outcomes' approach



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How The Gold Standard ranks



Source: Astrium and CEC

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The Gold Standard[®]
Premium quality carbon credits

Scaling Up and Out

Gold Standard Cities



Land Use and Forests



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The Gold Standard[®]
Premium quality carbon credits

Why the focus on cities?

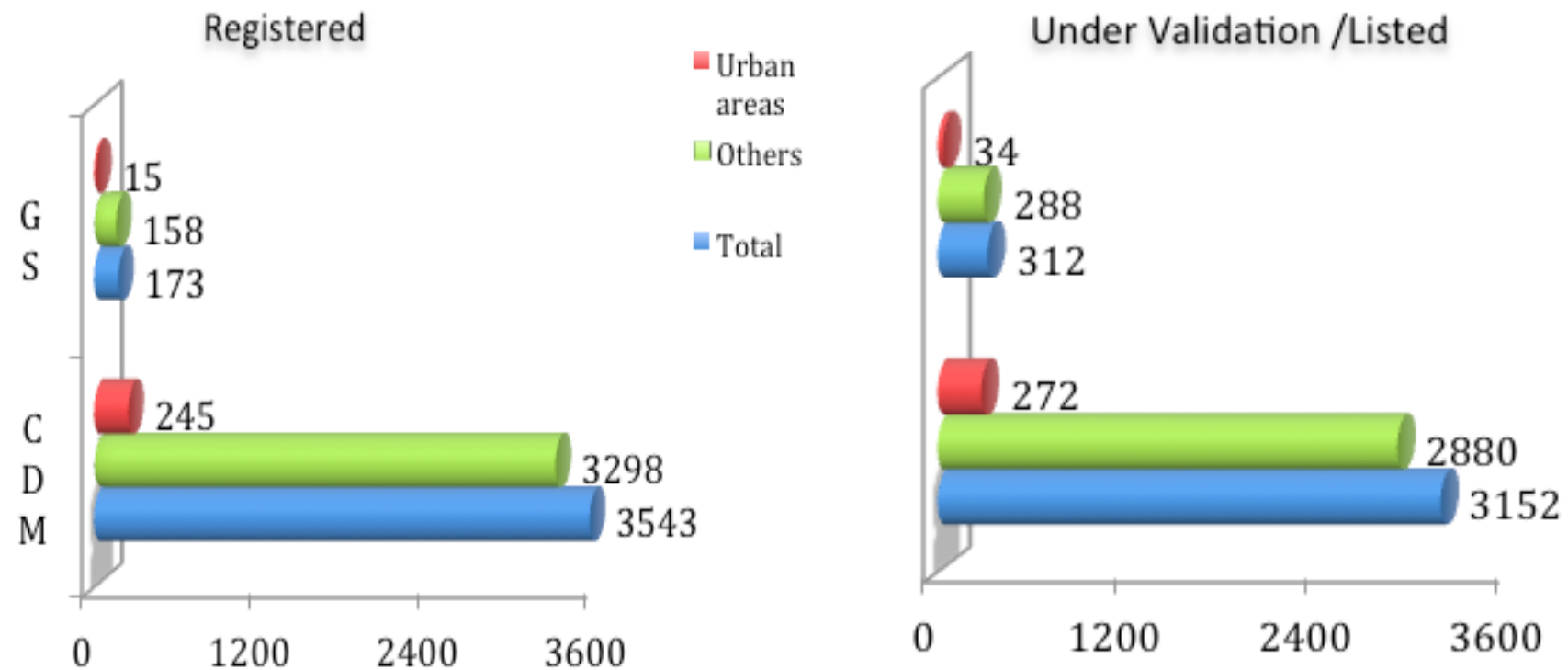


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The Gold Standard[®]
Premium quality carbon credits

Cities and carbon finance



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Why are cities and buildings missing out?

- Project based approaches focus on a single technology or intervention
- High transaction costs
- Limited access to finance
- Limited institutional capacity
- Emission reductions quantification challenges
- High monitoring costs
- Performance risks

Gold Standard Cities Programme: Objectives



Greenhouse gas
emission reduction



Deployment at scale
of RE & EE
technologies



Community driven,
sustainable urban
development

Integrated approach

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What Qualifies The Gold Standard?

- Trust of policymakers, corporates and investors
- Proven reputation for robust innovation and field testing of new approaches
 - Suppressed demand a key component
- Carbon accounting methodologies
- Safeguarding, community engagement and MRV
- Delivery of emission reductions AND sustainable development
- Governance structures
- Flexible approach can be adapted / applied to NAMAs

Future Development



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The Gold Standard Foundation

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