



The Gold Standard®
Premium quality carbon credits

A mechanism for trust: Linking finance to outcomes



Influence. Innovate. Inspire.

The Gold Standard

- Established by WWF to define, demonstrate and drive best practice in carbon markets
- The voice of civil society in carbon markets - endorsed by 84 local and global NGO partners
- Best practice means that all projects have environmental integrity and maximise their full sustainable development potential
- The only 'compliance grade' scheme – uniquely operating in both compliance and voluntary carbon markets
- Used by the UN for the development of its own agencies' projects
- 'Carbon for Development' philosophy recognised by governments, business and civil society as the most effective approach



The Gold Standard[®]
Premium quality carbon credits



The Gold Standard is pioneering the way climate change and development are addressed by delivering to donors, investors and communities, verified impacts and long-term sustainable solutions.

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Our 900+ projects in 50 countries:

- represent investments of more than \$500,000,000 into high impact carbon and development finance projects;
- will prevent more than 65-million tonnes of carbon entering the atmosphere by 2015;
- help to reduce respiratory illnesses in millions of women and children;
- provide technology transfer, infrastructure and employment opportunities to local communities.
- protect and rebuild forests that contain critical biodiversity and endangered wildlife;
- deliver safe drinking water to millions of people without the use of government or public sector funding;

Provide confidence and assurance that this is really being delivered

Water projects using carbon finance



LIFE STRAW KENYA

HYDROLOGIC CAMBODIA



IMPACT CARBON DARFUR

The Current Market Context

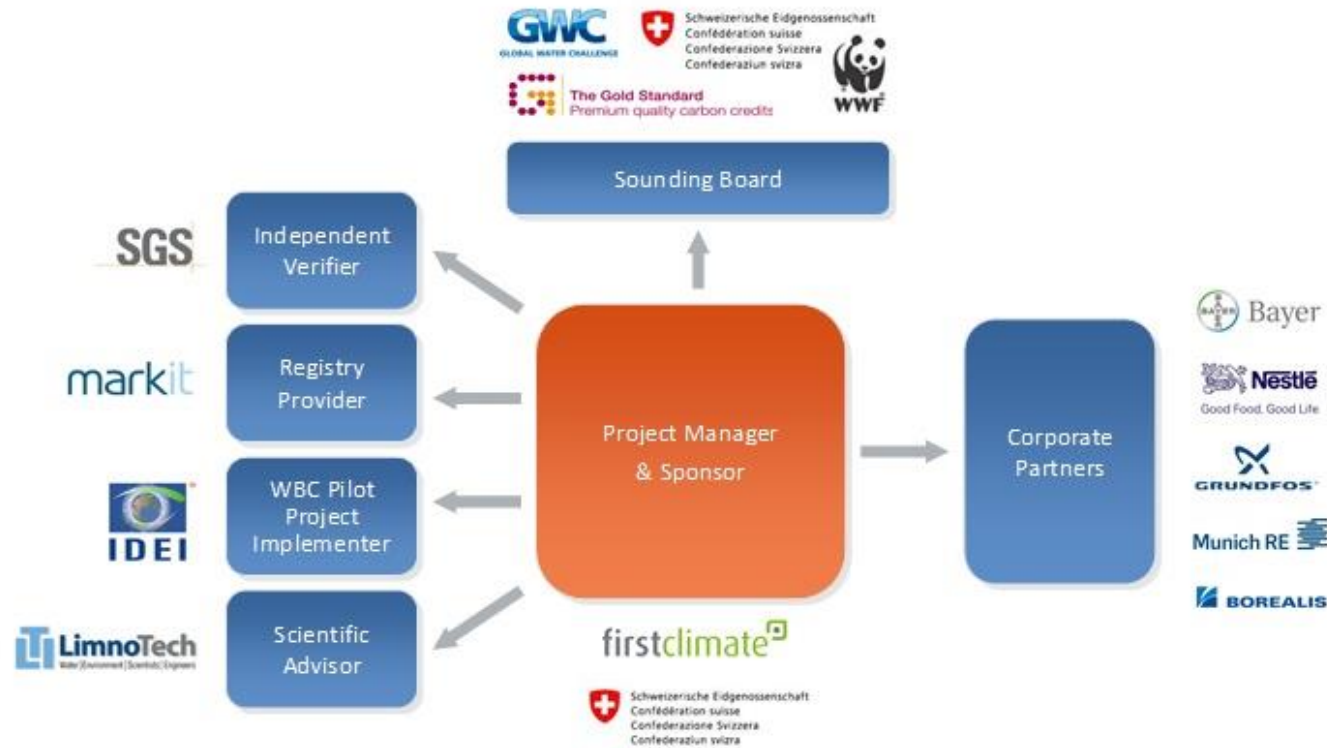
- Regional and/or national water markets
 - financial incentives
 - protect the quality of water
 - protect their watersheds
- Water footprinting and Water Disclosure Project
 - Business focus
- There has not been a globally trusted and benchmarked mechanism that allows investment in water projects beyond local watersheds and in the world's most water stressed regions.

The Gold Standard Water Programme

- A governance framework for beyond 'business as usual' investments into water projects
- Based on The Gold Standard's already proven 'results based finance' model
- Globally benchmarked and trusted, credible and transparent
- Demonstration activity to fully fledged regulatory infrastructure



History



- A Public Private Partnership (PPP) that aims to develop an innovative financing mechanism to support additional water projects in regions particularly affected by water related problems.



To date

- Achievements

- Regular consultation between NGO community and business
- Beginning of a framework by which water projects can be assessed
- First pilot project:
 - Drip irrigation in India
 - Development of drip irrigation methodology





The Gold Standard Water Programme

Milestones ahead

- Development of
 - further projects
 - framework
 - Water methodologies
- Engagement with
 - NGO community
 - water experts
 - civil society
 - business
- Establishment of
 - Technical Advisory Committee (TAC)
 - Registry
- Types of water projects
 - Water Efficiency
 - Water Productivity
 - Water treatment
 - Water supply



The Gold Standard Water Programme

Milestones ahead

CALLING FOR EXPRESSIONS OF INTEREST

- Document Review
- Stakeholder meetings
- Technical Advisory Committee
- Exploration of potential demand

The Gold Standard Foundation

Brendan Smith

Brendan.Smith@cdmgoldstandard.org

+41 22 788 70 80

www.cdmgoldstandard.org

www.waterbenefitpartners.org

www.firstclimate-climateneutral.com

