



## The Gold Standard

Premium quality carbon credits



## The Gold Standard for voluntary offsets Gold Standard VER

Premium quality Verified  
Emission Reductions (VER)  
bring security and  
integrity to the voluntary  
carbon market

# The world's only independent standard for the voluntary carbon market.

In an emerging, fragmented market, buyers and sellers need guarantees  
– **The Gold Standard** is the tool for this.

## Clear sustainability standards apply.

**Gold Standard VER** continues an established reputation as the benchmark for CDM and JI and brings environmental, social and economic integrity to the voluntary carbon market.

- genuine additionality
- local stakeholder involvement
- transparent contribution to sustainable development
- non-fossil energy projects support long-term climate protection

Independent validation and verification of the projects by UN-accredited organisations is a key feature of the methodology.

New features reduce costs and encourage sustainable development. "Micro-scale" projects enjoy highly simplified procedures and an innovative "verification and validation" fund that significantly reduces transaction costs.



*„HSBC is the world's first major carbon neutral bank. During our recent purchase of 170'000 tons of emission reductions, The Gold Standard gave us the credibility and sustainable development benefits we were looking for. For these reasons, in future purchases we'll look for the Gold Standard.“*

*Francis Sullivan, Adviser on the Environment, HSBC*

## Improved market conditions.

**VER buyers** use the Gold Standard to give credibility to projects, to protect their reputation, and to improve security of delivery. The Gold Standard strengthens consumer recognition of sustainable business practices.

**VER sellers** benefit because the voluntary carbon market uniquely prioritizes and values sustainable and local development objectives. This leads to supportive transaction frameworks and premium financial returns for premium quality. The Gold Standard VER provides a unique tool for project differentiation.

The Gold Standard is an independent non-profit foundation aiming at aligning the goals of real and long-term emissions reductions and promoting sustainable development for emission reduction projects. Tools and standards for both the CDM and the voluntary carbon market are available.

The Gold Standard is supported by over 40 NGOs globally.

For more information please visit  
<http://www.cdmgoldstandard.org>

The development of the Gold Standard for voluntary offsets was sponsored by



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