



MARKET ASSESSMENT:

Funding short-lived climate pollutants (SLCP) reductions
and other Sustainable Development Goal impacts
linked to clean cooking and heating

An executive summary prepared by

**Gold
Standard**
Climate Security & Sustainable Development

on behalf of



ACKNOWLEDGEMENTS

Gold Standard offers our gratitude to the Climate & Clean Air Coalition and the Global Alliance for Clean Cookstoves for sponsoring this work and for their commitment to promoting the adoption of clean cooking solutions, protecting the climate, and contributing to sustainable development in vulnerable communities around the world.

We also thank those who participated in this market assessment, either through the survey, in webinars or interviews, or through their ongoing collaboration with Gold Standard.

Finally, we thank the entire ecosystem of Gold Standard stakeholders who work to deliver life-changing impact on the ground.





Clean cooking is part of basic services necessary to lead a healthy and productive life. Projects distributing clean cookstoves often serve communities of people living below the poverty line. And by reducing fuel consumption, they can also save households money.



Efficient cookstoves lower the amount of fuel needed to cook, thus reducing the burden on families who would otherwise have to collect it, buy it, or trade their food for it. Emissions of black carbon and other short-lived climate pollutants from inefficient cooking also hamper agricultural productivity.



Reducing smoke emissions from cooking can decrease the burden of disease associated with household air pollution and improves well-being, especially for women and children.



Children, especially girls, are often kept out of school so that they can contribute to household tasks, like cooking and collecting fuel. By reducing the amount of fuel required, efficient cookstoves free up time that would otherwise have been spent collecting or earning money for fuel.



Unpaid work, including collecting fuel and longer hours spent with inefficient cooking, remain a major cause of gender inequality.



Clean cooking and heating is essential to addressing energy poverty and ensuring sustainable energy security for billions of people.



Energy access enables enhanced productivity and inclusive economic growth. The clean cooking sector offers many job opportunities through local production, distribution and other project support activities.



The use of inefficient stoves increases fuel consumption, releasing CO₂ and other greenhouse gases into the atmosphere. In addition, up to 25% of black carbon emissions come from burning solid fuels for household energy needs. Clean cooking thus delivers a dual-impact of climate benefits.



Up to 34% of wood fuel harvested is unsustainable,¹ contributing to forest degradation, deforestation, and climate change.

1. Ballis et al. The carbon footprint of traditional woodfuels. Nature Climate Change 5, 266–272 (2015)

Clean Cooking and Heating and the SDGs

In 2015, 193 countries worldwide adopted 17 Sustainable Development Goals (SDGs) to tackle major issues the world faces, from ending poverty, to protecting the planet, to ensuring prosperity for all.

Clean cooking and heating interventions deliver against a wide range of these SDGs, helping improve livelihoods, providing access to clean energy, contributing to gender equality, improving health, conserving natural ecosystems, and more.





The SDGs resonate with a broad base of potential funders and monetising SLCPs and other SDG impacts from clean cooking and heating technologies is a viable strategy to drive finance to these interventions.

EXECUTIVE SUMMARY

The SDGs: A viable strategy to drive climate finance

Since 2003, Gold Standard has certified clean cooking and heating projects and issued carbon credits that represent the reductions of CO₂-equivalent emissions that these technologies deliver, helping to drive finance to these important projects. However, using carbon credits as the primary financial instrument meant that the other life-changing development impacts were packaged as ‘co-benefits’ to the carbon reductions—their value was not monetised. Further, reductions of black carbon and other short-lived climate pollutants (SLCPs) were generally not measured. This represented an unmet opportunity to mobilise additional funding for technologies that significantly reduce a major contributor to global warming.

In 2014, with support from the Climate and Clean Air Coalition (CCAC) and the Global Alliance for Clean Cookstoves (the Alliance), Gold Standard developed and published a methodology to quantify the reduction of black carbon and other SLCPs from clean cooking and heating interventions. The expert working group steering the development of the methodology underscored the need for a market assessment to identify the best suited funders for these outcomes. Challenging conditions in carbon markets only heightened the need to explore new ways to monetise the important benefits that clean cooking and heating deliver.

Then in 2015, with the Paris Climate Agreement and the adoption of the UN Sustainable Development Goals, CCAC, the Alliance, and Gold Standard identified the need to investigate how the multiple SDG impacts of clean cooking and heating technologies—from SLCP reductions to improved health to advances in gender equality—could be packaged and brought to market for funders to drive finance to projects on the ground. Therefore, in 2016 we conducted an assessment that included a comprehensive survey, 1:1 interviews, webinars, and desk-based research to uncover key trends and opportunities.

Conclusions

This report explores the potential to direct funding to these additional SDG benefits delivered by clean cooking and heating technologies. The report’s key conclusion is clear: The SDGs resonate with a broad base of potential funders and monetising SLCPs and other SDG impacts from clean cooking and heating technologies is a viable strategy to drive finance to these interventions.

Additional insights

- » The SDGs are increasing in relevance in many sectors of the potential funder universe – from corporates and investors to public institutions and private foundations. Many organisations are still in the process of identifying their priorities and will increasingly look for opportunities to make quantifiable, assured contributions.
- » Different funder types prioritise different SDG impacts, with marked variances across region and sector. This report identifies the most likely funder for different SDG impacts.
- » Results-based finance is viewed favorably in principle but has been limited in uptake. Therefore, to scale the approach with a broad range of funders, further education of funders about results-based finance is required, as well as outreach to project developers to craft appropriate results-based finance projects and opportunities.
- » Funders want compelling claims and effective communications tools to report on and be recognised for their investments in SLCP reductions and other SDG impacts.
- » The funding of SLCP reductions can be used to finance a global transition to the specific stove types that are most effective within a given geography and context.

STUDY DESIGN

Objective

This assessment explored what would be needed to drive funding to the SDG impacts related to clean cooking and heating interventions, focusing on those that have impact measurement methodologies in practice or in development, including:

- » **Reductions of SLCs** – SDG 13.2 (Black carbon, hydrofluorocarbons – HFCs –, Tropospheric Ozone, Methane)
- » **GHG emissions reductions** – SDG 13.2 issued either as Gold Standard Verified Emission Reductions (carbon credits) or potentially as Certified SDG Contribution Statements
- » **Health** – SDG 3.6 in the form of reduced household air pollution and exposure to particulate matter (PM_{2.5}) associated with reduced Averted Disability-Adjusted Life Years (ADALYs)
- » **Gender equality** – SDG 5 with focus on women's economic empowerment

Study population

Potential funders of SDG impacts:

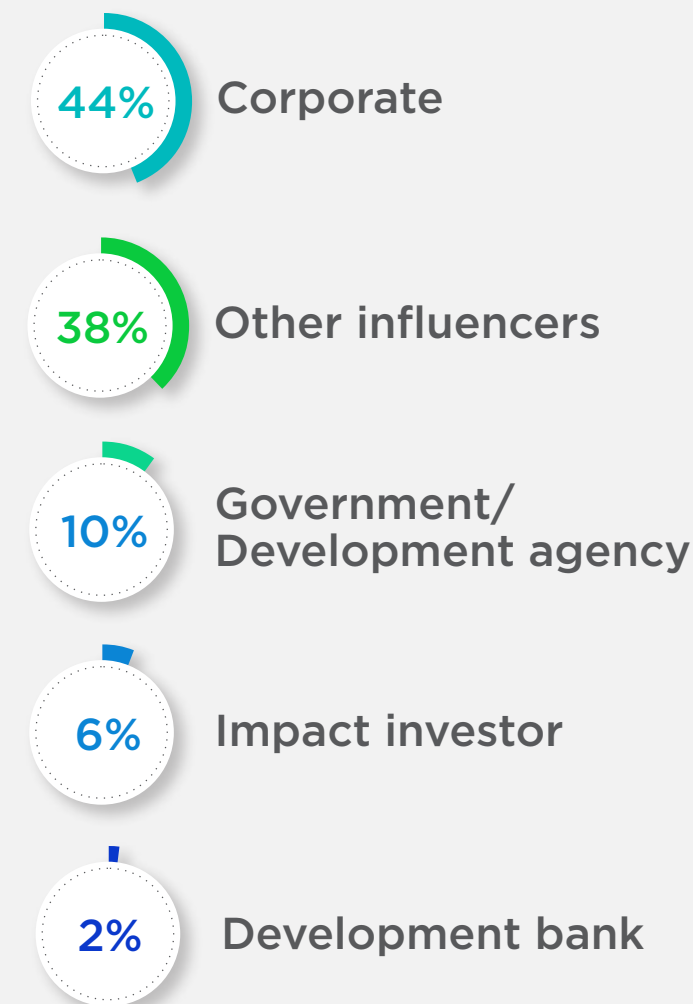
- » **Corporates** around the world that have ambitious sustainability and/or corporate social responsibility (CSR) programs
- » **Government representatives** in Organisation for Economic Co-operation and Development (OECD) countries, with a focus on environment ministries and development and cooperation agencies
- » **Multilateral institutions** active in climate change mitigation and adaptation, including development banks
- » **Investors** interested in financing development and climate-smart programmes, including 'impact investors'
- » **Private foundations**

Influencers:

- » **NGOs** that liaise with and influence climate change and broader sustainability initiatives
- » **Consultants** for corporate climate and sustainability programmes, including those who currently sell Gold Standard carbon credits
- » **Project developers** of clean cooking and heating initiatives

63 organisations directly participated in the survey and roughly an additional 250 participants were consulted through webinars and interviews.

Survey responders: Study population





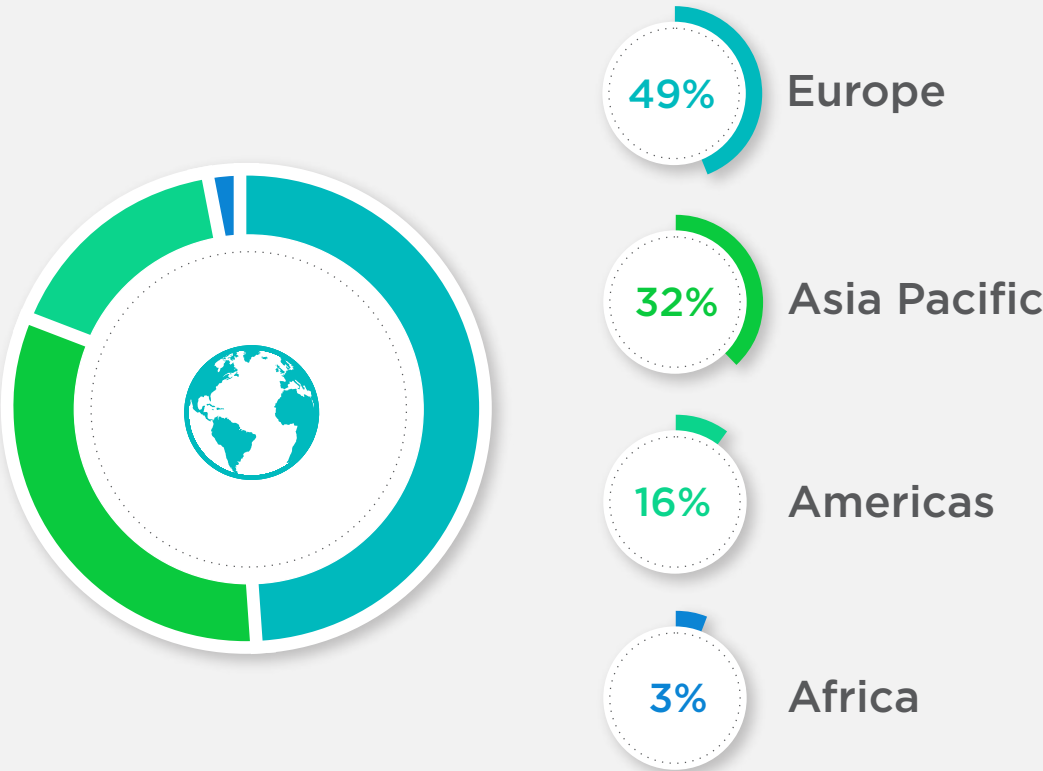
STUDY DESIGN

Methods and timing

The outreach consisted of a 71-question online survey, 1:1 interviews, engagement through two publicly held webinars, and desk-based research. This survey and associated outreach took place from January to June, 2017.

DISCLAIMER: Readers will note that the total responses for the various questions do not necessarily total the full number of survey respondents as some questions were not relevant for a given party. The insights derived from this outreach will inform a full market development strategy for monetising SLCPs reductions and other SDG impacts.

Survey responders: Geographic representation

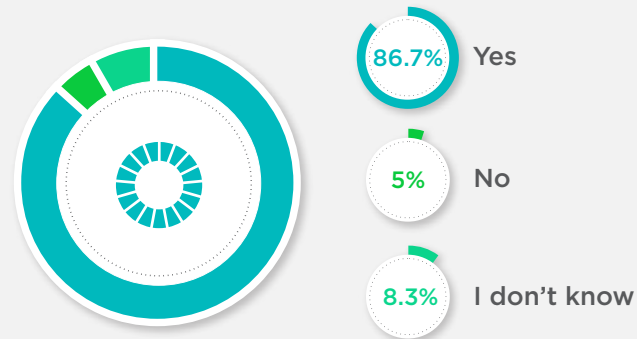




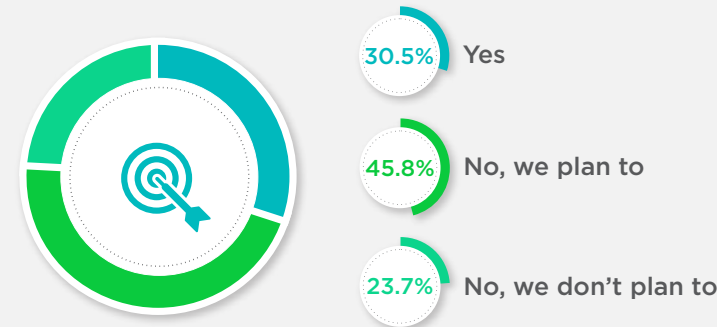
INSIGHTS AND TRENDS

Trends show that organisations are quickly moving from simply aligning their strategies to the SDGs toward actually setting targets. Credible reporting on the SDGs is critical as data remains a central aspect of the reporting debate. It's clear that climate is prioritised most consistently, which reflects the universal nature of climate impacts related to an organisation's operations as well as greater maturity in reporting initiatives on climate, including the Greenhouse Gas Protocol and CDP (formerly the Carbon Disclosure Project). The focus on other SDGs seems to vary according to the nature of the organisation's mission or business. However, the broader trend toward alignment to and measurement against the SDGs suggests that organisations would look for effective tools to make contributions and report on them in credible ways.

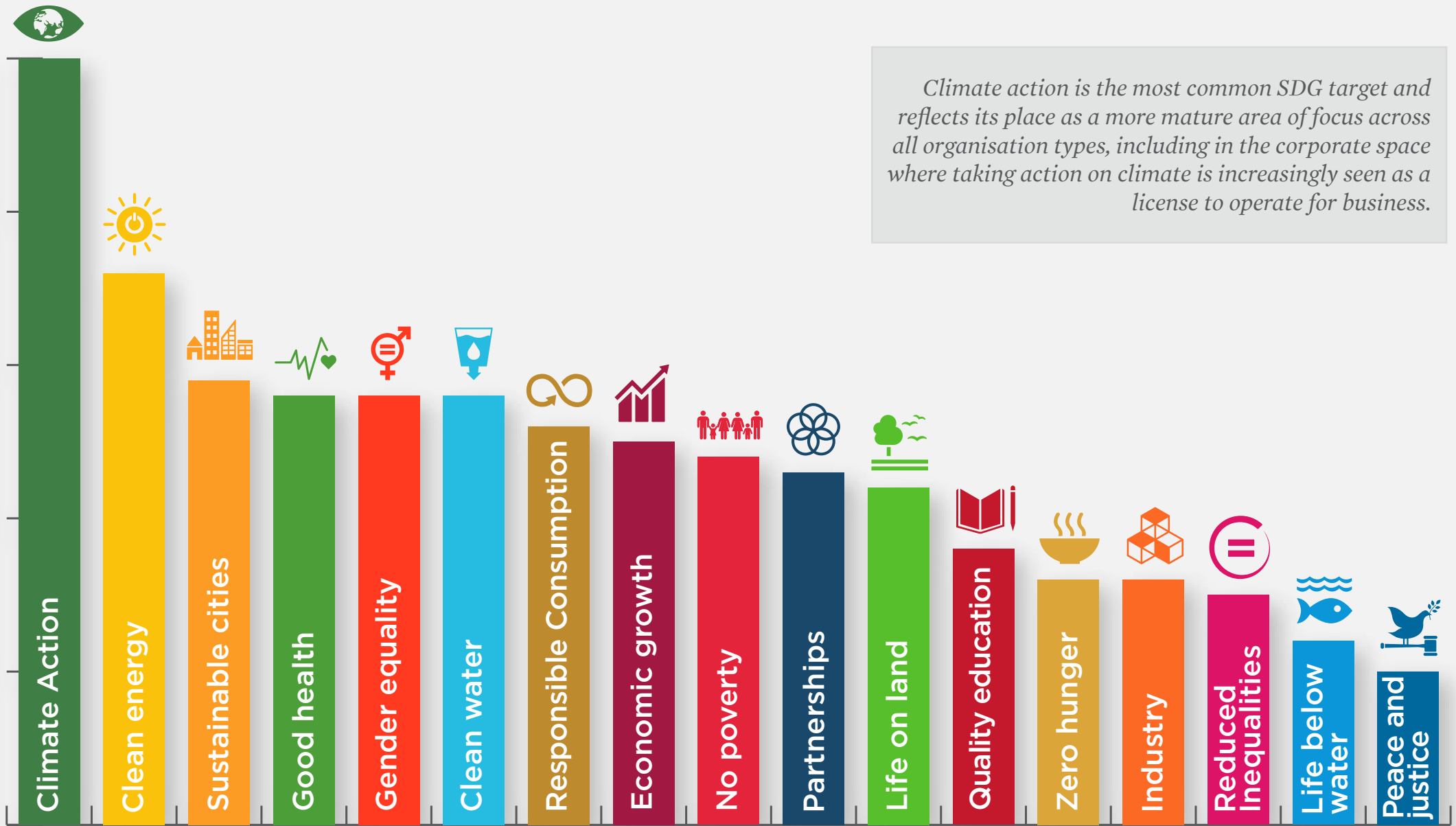
Is your organisation committed to contributing to any of the Sustainable Development Goals (SDGs or "Global Goals")?



Have you specified goals, targets, or indicators for any SDGs?



Which of the 17 SDGs are priorities for your organisation?



Almost everyone recognises the need for Impact data visualisation; a significant percentage of respondents even believed it could be a ‘game-changer’.

INSIGHTS AND TRENDS

How organisations want to engage with the SDGs

With evidence that organisations are increasingly committed to contributing to the SDGs, the assessment explored what types of approaches resonate best and have the most market potential for driving finance to the SDG impacts from clean cooking and heating interventions. A series of questions were designed to uncover what conditions must be in place to have the best chance of securing funding.

Inside or outside the corporate value chain?

There is a growing corporate trend towards investing in impacts within the value chain, that is, within an organisation’s direct area of influence – from upstream suppliers for raw materials and processing to downstream transport and logistics or customer activity. Despite this trend, **66.7% of survey respondents said they would direct funding for SDG impacts where needed, even outside their value chains.**

Is third party assurance necessary?

Over the last few years, there has been an increasing trend among companies providing some form of assurance on their corporate sustainability reports. However, this often comes at a cost – prompting the need to weigh costs of verification against the value of the credibility it provides. The survey shows that **over 80% of respondents felt that it is either necessary or good to have assured data.** Even more compelling, **over 63% of respondents are also willing to bear a premium for verified data** as opposed to self-reported data. When isolating corporates, this number is even higher.

How to finance:

Is results-based finance a viable mechanism?

Almost 89% of respondents find value in payment upon delivery of outcomes, suggesting that there is room to further exploit the potential for results-based finance, as it has had increasing, but still limited uptake.

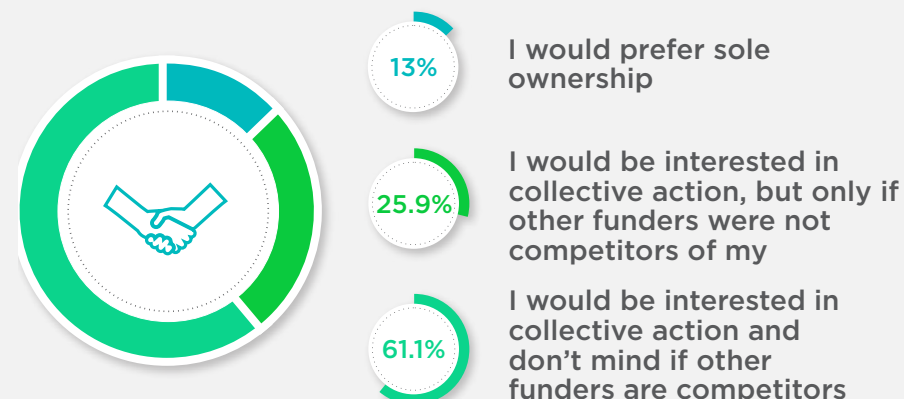
Do organisations see a role to play in climate finance?

Within the new Paris Climate Agreement, where country commitments still fall far short of the ambition to limit global warming to well-below 2°C, carbon credits and other new mechanisms that will drive finance to verified emission reductions are likely to find their place within the broader landscape of climate finance. Survey results suggest that the business community is ready to embrace its role in climate finance and appears more willing to shape the agenda. In fact, 89.7% of respondents saw a role for their organisation in climate finance, specified as ‘helping drive global decarbonisation beyond an organisation’s own operations.’ This high percentage suggests ongoing viability of carbon credits and other instruments as one of the ways to support cookstove interventions.

Is there potential to ‘crowd in’ multiple investors into a single intervention?

Driving additional finance to clean cooking and heating interventions suggests that the pool of funders must broaden from purchasers of carbon credits to include those primarily motivated by other SDG impacts. However, concerns that a majority of funders would want full ‘ownership’ or exclusivity of an intervention they support were not borne out by survey results.

Are you interested in sole ‘ownership’ or being the only sponsor/funder of a given activity, or are you interested in collective action where different funders support different impacts from a single activity?



13 CLIMATE ACTION



FOCUS ON SDG 13

Climate Action: Short-lived Climate Pollutants (SLCPs)

Relevant SDG targets:

- » 13.a. Implement the commitment undertaken by developed-country parties to the UNFCCC to a goal of mobilising jointly \$100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalise the Green Climate Fund through its capitalisation as soon as possible.
- » 13.b Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalised communities.

Relevant methodology:

Gold Standard's 'Reductions of black carbon and co-emitted species'

[Methodology here>>](#)





Traditional cooking methods in developing countries lead to significant SLCP emissions, with harmful effects at both the global and local level, including the premature deaths of more than 4 million people per year according to the World Health Organization.

From a climate perspective, while the net impact of SLCP emissions do have global warming potential, the impact of SLCPs is more localised compared to GHG emissions.

Clean cooking and heating technologies can reduce the emission of SLCPs. However, results-based finance mechanisms driving funding to these projects today focus only on GHG emission reductions, via carbon trading. Without quantification of the black carbon/SLCP reductions of a project, buyers of carbon credits cannot account for the full climate impact of their investment. As an added complexity, reduction of black carbon specifically is also a factor in improving air quality, which has correlations to health. Therefore, this study sought to define the best way to package these impacts for potential funders.

SHORT-LIVED CLIMATE POLLUTANTS
Near term response to mitigation



Source: CCAC

FOCUS ON SDG 13

Climate Action: Short-lived Climate Pollutants (SLCPs)

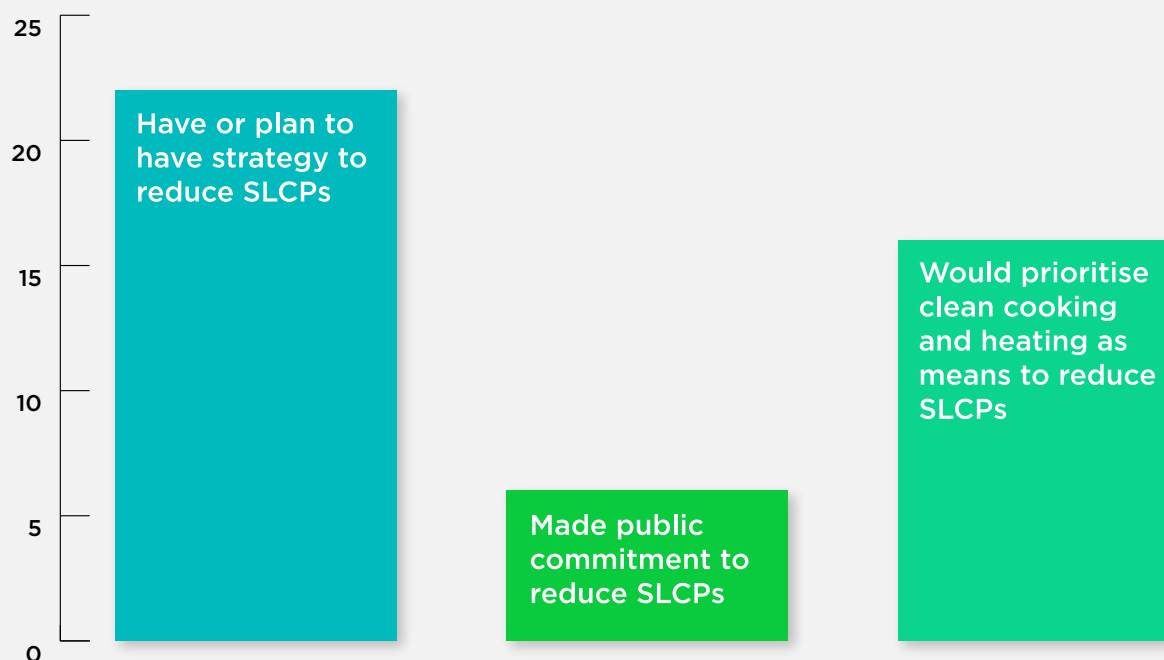
Assessment results:

Half of respondents said they either have a strategy to reduce SLCPs or plan to put one in place. This suggests a rising focus on SLCP management, though this is not yet as common practice as GHG management.

Only 10% of respondents had made public commitments to address SLCPs, either through We Mean Business or through the CCAC pledges.

A total of 16 respondents, but only 3 corporates, listed “Household cooking and domestic heating in developing countries” as the CCAC sector they are most interested in addressing SLCPs, when presented alongside other CCAC initiatives, which include agriculture, oil and natural gas production, refrigeration, transport, waste and brick production.

This is likely due to two main factors. The first is that a strategy to reduce SLCPs would generally start ‘within the value chain,’ and more specifically, within direct operations, which are reflected in the other CCAC initiatives. Secondly, carbon credits have been the primary vehicle for corporates to fund household cooking and heating; black carbon and SLCPs have not figured prominently among the ‘co-benefits’ most emphasised in marketing materials for clean cooking projects.





FOCUS ON SDG 13

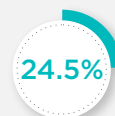
Climate Action: Short-lived Climate Pollutants (SLCPs)

61% of respondents see value in quantified SLCP reductions alongside carbon offsets.

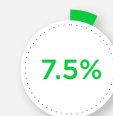
67.5% of respondents are interested equally in the Climate and Health Impacts of SLCPs; whereas 25% are more interested in Climate related impacts, and only 7.7% in the health impacts. Because of this greater interest in the climate benefit and the limitations of credible health claims from measuring SLCP emissions without tracking personal exposure, this assessment recommends that claims around SLCP reductions focus on the climate benefit. Health impacts can more accurately be quantified through new methodologies, like Gold Standard's methodology to estimate and verify ADALYs from cleaner household air'.

SLCP reductions funding a transition to optimal cooking and heating technologies: The survey and discussions with stakeholders of the black carbon methodology development suggest that funding SLCP reductions from clean cooking and heating technologies can be best used as a catalyst to transition to the most efficient stoves for a given geography and context.

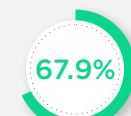
Are you more interested in the climate impact or the health impact of SLCPs?



Climate impact



Health impacts



Both equally

13 CLIMATE ACTION



Buyer profiles:

- » Corporates with SLCP commitments, prioritising purchasers of carbon credits
- » Oil and gas companies and commodities traders
- » Indian corporates, due to national requirements to spend 2% of profits on CSR efforts
- » Cities in emerging economies because of their need to improve air quality for constituents. Delhi + other municipalities in India with urban cookstove programmes and where air quality is a major concern; Chinese municipalities as a second priority
- » Canadian government, which a stakeholder indicated had been interested in supporting a Black Carbon Fund

FOCUS ON SDG 5 Gender Equality

Relevant SDG targets:

- » 5.1 End all forms of discrimination against all women and girls everywhere
- » 5.4 Recognise and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate
- » 5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

Relevant methodology:

Gold Standard's Gender Equality Guidelines and Requirements (in consultation at time of report publication); Other existing and new methodologies to be considered.



FOCUS ON SDG 5

Gender Equality

Gender equality is a necessary foundation for a fair, peaceful, prosperous and sustainable world, and is also a fundamental human right. Women's empowerment is a powerful multiplier of well-being and a prerequisite for sustainable development. In fact, closing gender gaps can accelerate progress towards other development goals; conversely, poverty, education, health, jobs and livelihoods, food security, and environmental and energy sustainability will not be solved without addressing gender inequality.

According to the Global Alliance for Clean Cookstoves, women and girls are typically responsible for securing fuel to cook the family meal. When they leave the safety of their communities to search for firewood and other traditional biomass fuels, they're at increased risk of gender-based violence. In fact, cooking has become one of the most dangerous daily activities for women in the developing world. Furthermore, time spent collecting fuel is time not spent on income-generation, education or other activities.

Clean cooking and heating interventions can help support gender equality in addressing all of these challenges. This assessment sought to identify which benefits resonate most with which potential funders.



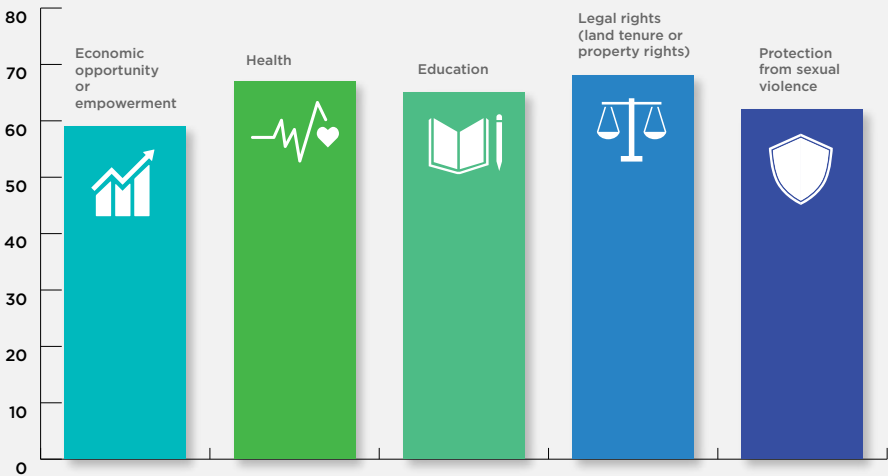
FOCUS ON SDG 5
Gender Equality

Assessment results:

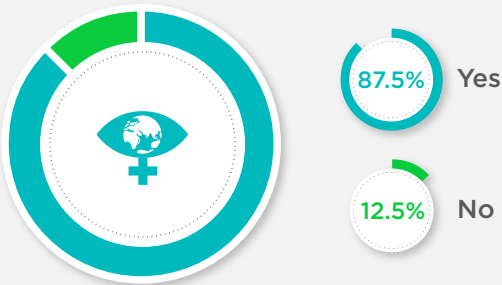
More than 96% of respondents place importance on the fact that a project/activity they support not only **(a) manages any potential negative impacts but (b) also has rigorous safeguards to ensure engagement of local women.** This seems to support the increasing priority on safeguards relative to gender within leading standards.

1:1 interviews indicated scepticism around the metric of reduced drudgery as creating a potential funding stream due to the inability to translate these outcomes directly into impact. The limited market uptake of credible standards like W+, which uses ‘hours of time saved’ as its metric, would seem to corroborate such commentary. This assessment suggests that in order for a quantification around time savings or reduced drudgery to be viable, the project should also clearly package and report on what positive impact this leads to, for example, increased income from time spent in compensated work, or improved education levels.

In what ways are you interested in contributing to gender equality?



If a climate protection project that reduced GHG emissions also demonstrated quantified impacts toward women’s economic empowerment, would you be willing to fund these impacts?



Buyer profiles:

- » Corporates with SDG 5 commitments, specifically household goods and beauty companies
- » OECD governments focusing on cross section of Gender + Health; Gender + Economic, including Australia, Belgium, Canada, Ireland, Japan, the Netherlands, United Kingdom and the United States
- » Multilaterals, foundations and impact investors who have committed to funding with a ‘Gender lens’

7 FOCUS ON SDG 3

Good health

Relevant SDG targets:

- » 3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination
- » 3.9.1 Mortality rate attributed to household and ambient air pollution

Relevant methodology:

Gold Standard's 'Methodology to estimate and verify ADALYs from cleaner household air'

[Methodology here>>](#)





Traditional wood-fired stoves and cooking over open fires emits small particles, carbon monoxide, and other noxious fumes that lead to a number of health complications including respiratory disease. The effects are greatest among women and young children—and especially deadly for children under the age of five in developing countries.

The sustained use of clean cookstoves and fuels can dramatically reduce smoke emissions and exposure to particulate matter, which can reduce the burden of disease associated with household air pollution. Results-based finance has been used by the health sector before it was used in carbon markets, and is an especially effective mechanism in the health sector because the costs of poor health can be expressed in economic terms as related to gross domestic product (GDP).

The World Health Organization considers that an intervention is ‘cost-effective’ if each ADALY it generates costs less than 2-3 times GDP per capita. From a public health perspective, this means it is possible to assess whether an intervention is cost effective or not - that is, will it generate more economic benefits than it costs?

This study assessed the potential funder landscape for supporting the health benefits from clean cooking and heating interventions.

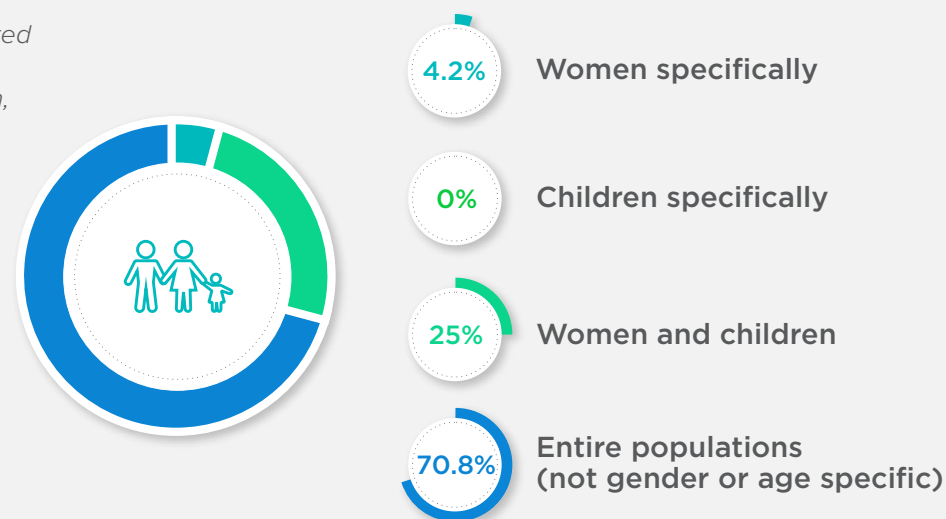
A Disability-Adjusted Life Year (DALY) is a universally accepted unit used by the health community to measure the burden of disease. DALYs are calculated as the sum of the Years of Life Lost (YLL) due to premature mortality and the Years Lost due to Disability (YLD) for people living with a health condition or its consequences.

Averted Disability-Adjusted Life Years (ADALYs) represent the years attributed to avoiding premature death or disability due to a specific health issue. ADALYs are used to assess and compare the costs and benefits of health interventions in addressing the global burden of disease.

FOCUS ON SDG 3

Good health

Are you most interested in health related specifically to women, children, or both?



Assessment results:

Most organisations surveyed indicated interest in contributing towards this goal, with **70%** saying that it's important to focus on the entire population in general and not just women and/or children.

However, when asked whether the ADALYs metric encourages them to fund relevant projects, only **about 30% answered in affirmative**. Most (63%) said they did not have enough information about this metric. This suggests that, compared to climate, health is a less mainstream focal point for sustainability efforts and also that the ADALYs metric, though widely adopted in the health sector, is far less well known than, for example, GHG emissions reductions.

3 GOOD HEALTH AND WELL-BEING



Buyer profiles:

- » **Corporate targets** include pharmaceutical and healthcare companies, especially those with respiratory products and those with operations in areas with air quality issues.
- » **Private foundation targets** are those focused on health, including Hewlett Foundation, Skoll Foundation, potentially Gates Foundation (after they finish their own piloting/assessment)
- » **Corporate foundations** include pharmaceutical and healthcare companies as well as those from larger commodities traders and oil and gas companies
- » **Donor governments** with attention to OECD governments that have trialled development spending using performance-based payments, and those that prioritise health impacts and/or clean cooking and heating interventions, such as Australia, the United Kingdom and the Netherlands.
- » **Cookstove project host country governments** at the federal or subnational level, where blended finance structures could be proposed with donor governments that include those host countries in their development priorities

Special note: The ADALY is one metric that has a clearly recommended valuation approach. While using a project-cost basis is possible, ADALYs have a clear connection to economic productivity. This makes a definitive translation to the actual economic value, whereby the price of an ADALY can be benchmarked to GDP. Currently, WHO recommends 2-3x GDP per capita.

CONCLUSION

It is clear from this research that SDGs resonate with a broad base of potential funders and that monetising SLCPs and other SDG impacts from clean cooking and heating technologies is a viable strategy to drive finance to these interventions.

The next phase of this work should be to create a market development strategy based on these and additional insights, funder profiles and the required actions outlined in this report. Such a market development strategy should focus on developing promotional materials, expanding the prospect list, recruiting additional influential organisations to our network of ambassadors, and equipping them with the tools and information they need to amplify this outreach. In addition, it is important to pilot projects in which multiple benefits are verified to harmonise these approaches and ensure cost-effectiveness of verification as projects get to scale.

Gold Standard looks forward to working with the Global Alliance for Clean Cookstoves, the Climate & Clean Air Coalition, and other partners to develop a robust plan to bring funding to these critical impacts as a meaningful contribution to both the Paris Climate Agreement and the Sustainable Development Goals.





The **Global Alliance for Clean Cookstoves** (Alliance), hosted by the UN Foundation, is at the forefront of efforts to promote the adoption of clean cooking solutions and spur universal adoption of clean cookstoves and fuels. Launched in September 2010 by former U.S. Secretary of State Hillary Rodham Clinton, the Alliance has an ambitious 10-year goal to foster the adoption of clean cookstoves and fuels in 100 million households by 2020. The Alliance and its partners are working to establish a thriving global market for clean cooking solutions by addressing the market barriers that impede the production, deployment, and use of clean and efficient cookstoves and fuels in developing countries. The Alliance's strategy focuses on three key pillars:

- » Enhancing demand for clean cookstoves and fuels;
- » Strengthening the supply of clean cookstoves and fuels; and
- » Fostering the enabling environment for a thriving market for clean cooking solutions.

To date, more than 50 million cleaner, more efficient cookstoves and fuels are in use and global awareness has grown significantly regarding the serious health, environmental, and livelihoods issues posed by household air pollution.



The **Climate & Clean Air Coalition** is the only global effort that unites governments, civil society and private sector, committed to improving air quality and protecting the climate in the next few decades by reducing short-lived climate pollutants across sectors.

Complementary to mitigating CO₂ emissions, the Coalition acts as a catalyst to create, implement and share immediate solutions addressing near-term climate change to improve people's lives rapidly, and to ensure sustainable development for future generations.

The Coalition's objectives are to address short-lived climate pollutants by:

- » Raising awareness of short-lived climate pollutant impacts and mitigation strategies
- » Enhancing and developing new national and regional actions, including by identifying and overcoming barriers, increasing capacity, and mobilising support
- » Promoting best practices and showcasing successful efforts
- » Improving scientific understanding of short-lived climate pollutant impacts and mitigation strategies

The Coalition serves as a forum for assessing progress in addressing the challenge of short-lived climate pollutants and for mobilising resources to accelerate action. It works to catalyse new actions as well as to highlight and bolster existing efforts on near-term climate change and related public health, food and energy security, and environmental issues.



Gold Standard is a standard and certification body that works to catalyse more ambitious action for climate security and the Sustainable Development Goals. Gold Standard for the Global Goals is the organisation's next-generation standard designed to accelerate progress to the integrated climate and development agendas. With enhanced safeguards, holistic project design and management of tradeoffs, and local stakeholder engagement, Gold Standard for the Global Goals enables climate and development initiatives to quantify, certify and maximise their impacts. Certification against the standard provides the confidence that these results are measured and verified, allowing us to track progress toward the Paris Climate Agreement and the Sustainable Development Goals.

Gold Standard was established in 2003 by WWF and other international NGOs as a best practice standard to ensure the highest levels of environmental integrity and sustainable development in projects. Now with more than 80 NGO supporters and 1400 projects in over 80 countries, Gold Standard projects have created billions of dollars of shared value from climate and development action worldwide.



Gold Standard[®]

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