



Carbon
Integrity

VCMI

Voluntary Carbon
Markets Integrity
Initiative

Carbon Integrity 101 Webinar 1

Introduction to VCMI and the
Carbon Integrity Claims

This webinar is being recorded.

The recording and the presentation will be shared via email and available on our website.

Please use the Zoom Q&A box for questions.

We will aim to address most questions during the Q&A session at the end or directly in the chat.

Before we begin...



Today’s session will introduce VCMI and the Carbon Integrity Claims

Carbon Integrity 101 series

☒ Introduction to VCMI and the Carbon Integrity Claims

☐ How to make a Claim (Step 1) Apr 3rd

☐ How to make a Claim (Steps 2 & 3) Apr 17th

☐ How to make a Claim (Step 4) May 2nd

☐ Branding & Communications May 16th

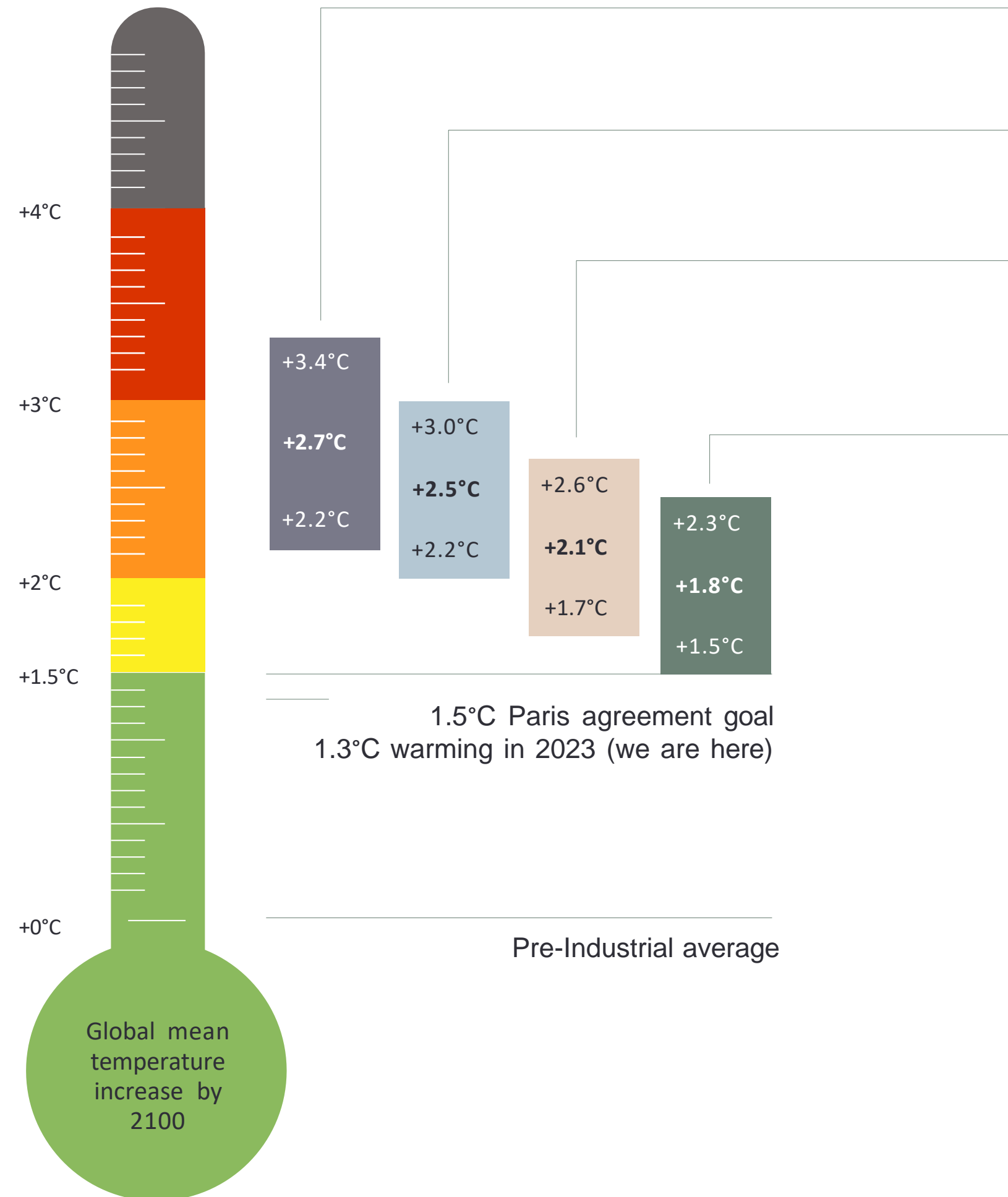
☐ Interactive Q&A webinar May 29th

What is being covered today

- 1 Introduction to VCMI
- 2 Why participate
- 3 What are Carbon Integrity Claims
- 4 Next steps

CAT Warming projections

Global temperature increase by 2100
December 2023 update.



Policies & action
Real world action based on current policies †

2030 targets only
Based on 2030 NDC targets* †

Pledges & targets
Based on 2030 NDC targets* and submitted & binding long-term targets

Optimistic scenario
Best case scenario and assumes full implementation of all announced targets including net zero targets LTSs and NDCs*

† Temperatures continue to rise after 2100

* If 2023 NDC targets are weaker than projected emissions levels under policies & action, we use levels from policy & action

Finance is critical to scale solutions for mitigation and adaptation



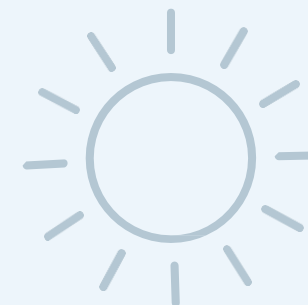
CO2 Emissions

In 2023, CO2 emissions were 1.1% higher than in 2022



Global GDP

7–10% of global GDP loss by mid-century with current trajectory



Global Temperatures

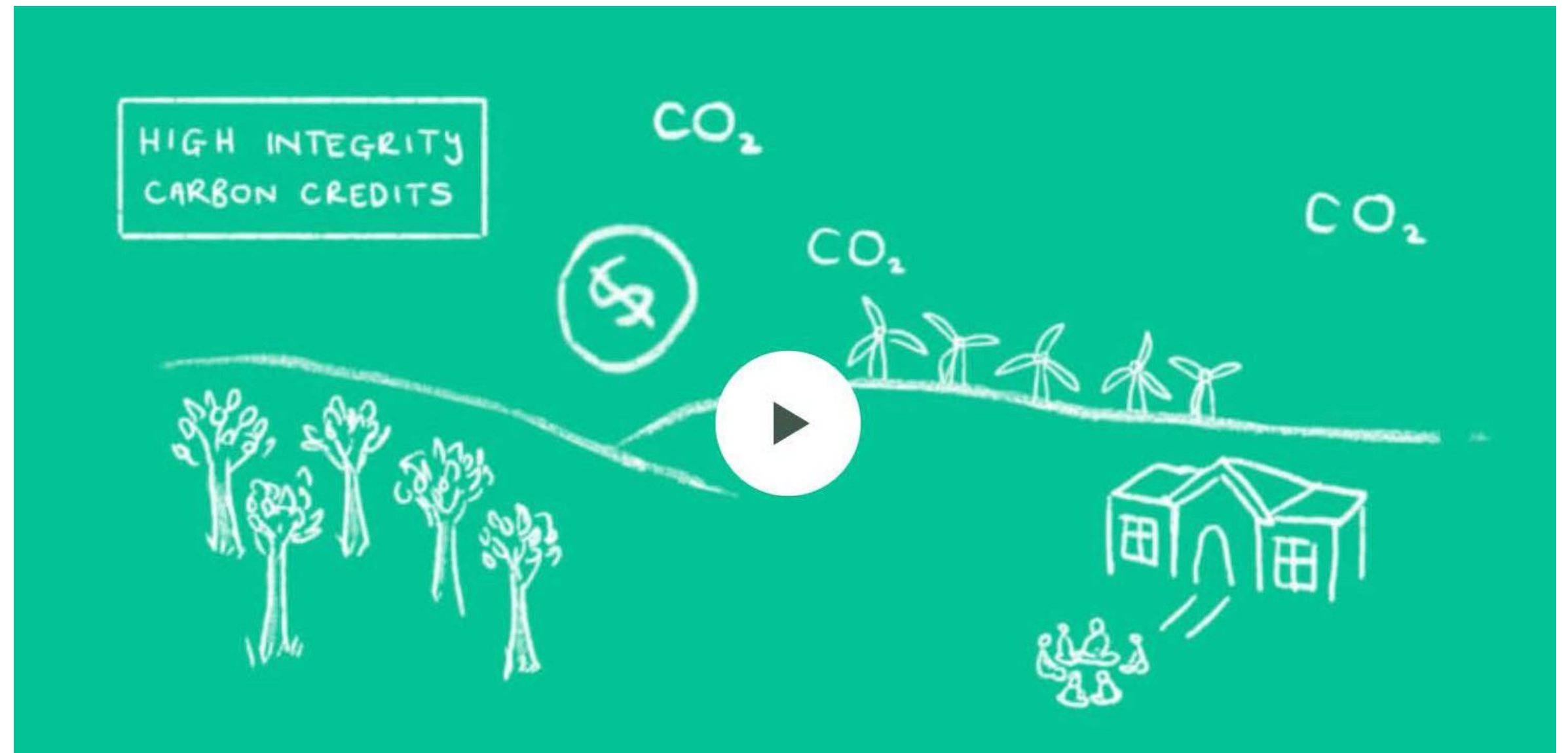
Global temperatures are projected to rise well beyond 1.5°C if urgent action is not taken

Voluntary carbon markets with integrity are a part of the finance solution

Integrity builds trust and confidence,
and trust and confidence builds scale.

We are helping corporates achieve credible
climate leadership in collaboration with the
following organizations:

- The Integrity Council for the Voluntary Carbon Markets (IC-VCM)
- We Mean Business Coalition (WMB)
- Climate Disclosure Project (CDP)
- Science Based Targets initiative (SBTi)
- Greenhouse Gas Protocol (GHG Protocol)



VCMI is a global non-profit empowering governments, companies and other non-state actors to make a real impact on climate action



Companies

To enable high-integrity voluntary carbon markets (VCMs) that deliver real and additional benefits to the atmosphere, help protect nature, and accelerate the transition to ambitious, economy-wide climate policies and regulation.



Foundation and Funders

Inception

Announced in 2021 by COP26 President-Designate with the support of the UK government and CIFF

Co-funders

 **Bloomberg**

 CHILDREN'S INVESTMENT FUND FOUNDATION  **Charitable Giving** we make giving easy  **ballmer** GROUP

 BEZOS EARTH FUND  the David & Lucile **Packard** FOUNDATION

VCMI has delivered a Claims Code of Practice to demonstrate corporate climate leadership

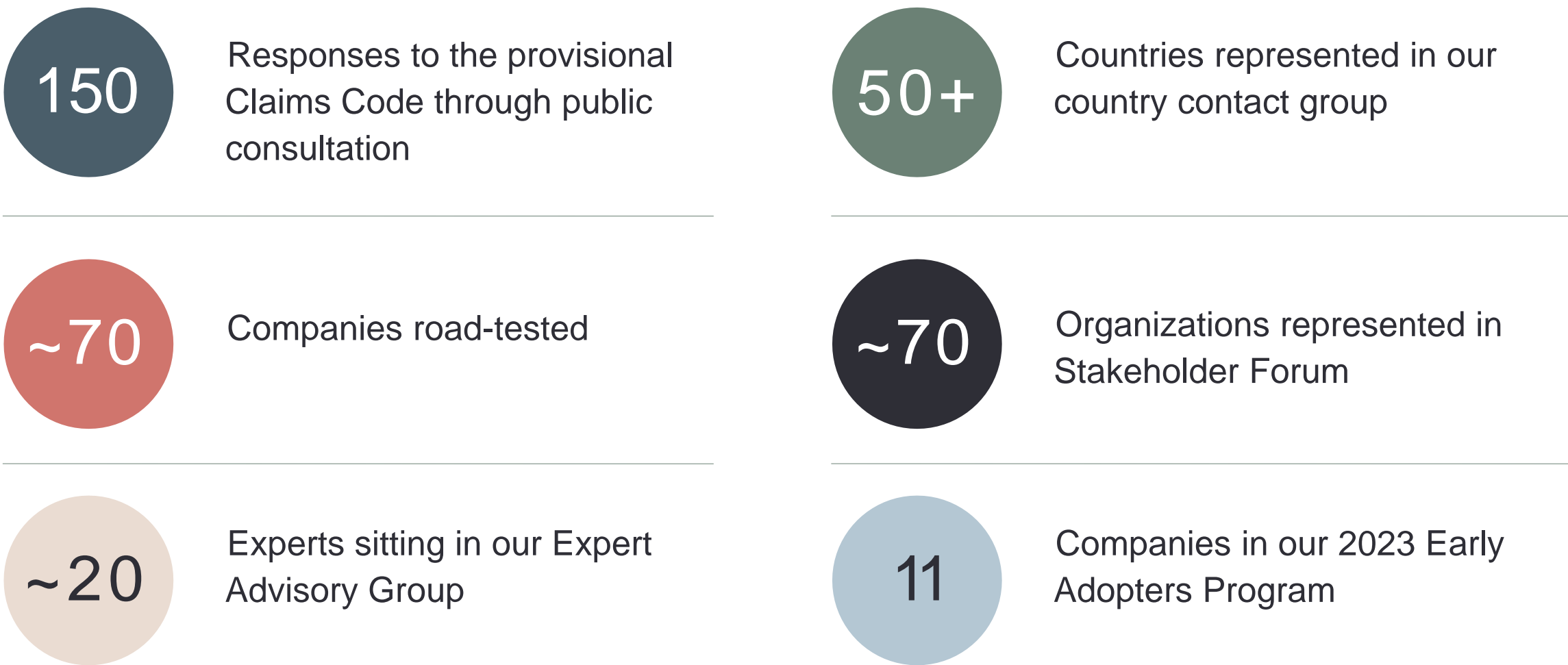
The Claims Code of Practice provides guidance on how to use carbon credits to accelerate global net zero, above and beyond science-aligned emissions cuts.

The Claims Code establishes clear guidelines for companies to make credible carbon claims, emphasizing transparency and accountability.

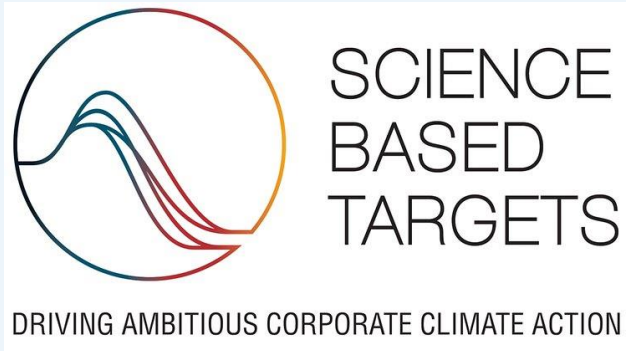


The Claims Code is the go-to guidance for companies on credible claims, result of a robust multi-stakeholder engagement process

Robust development process



Incorporates leading standards





John Kerry
U.S. Special Presidential Envoy
for Climate

“VCMI is performing a vital service by establishing high-integrity pathways for companies to support stronger climate action while making progress towards their own net zero goals.”



Ali Mohamed
Climate Envoy, XO of the
President, Kenya

“We welcome the additional guidance to the Claims Code...we encourage corporates to take up credible VCMI claims to accelerate global Net Zero.”



Laura Clarke
CEO, ClientEarth

“VCMI’s initiative sets a new standard for transparent and impactful climate initiatives in corporate practices.”



Christiana Figueres
Former Executive Secretary of
the UNFCCC

“VCMI’s Claims Code will help move the market away from accusations of greenwashing and towards action.”



Suzanne DiBianca
EVP and Chief Impact Officer
at Salesforce

“We commend VCMI for its leadership in shaping the enhanced guidance for the Claims Code of Practice. This effort underscores the urgent need for organizations to collaboratively engage in developing robust, high-quality standards and fostering integrity within voluntary carbon markets.”



Who is the Claims Code of Practice for?



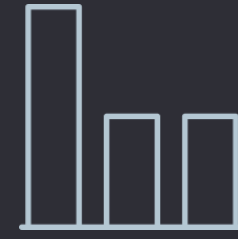
Companies

Companies seeking to make credible, voluntary use of carbon credits and receive recognition



Individuals and Businesses

Individuals, businesses, and others seeking to make net-zero-aligned purchases



Investors and stakeholders

Investors and other stakeholders who want to assess a company's climate ambition & action



Governments and regulatory agencies

Governments and regulatory agencies considering how to incentivize non-state actors to use carbon credits with integrity

Companies can make a “Carbon Integrity”
Claim and get recognized for accelerating
global net zero



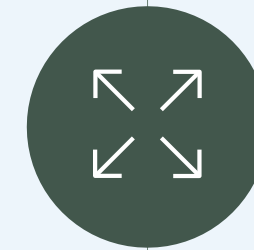
Carbon Integrity



Demonstrate climate leadership



Participate in voluntary carbon markets
following best practice



Attract, retain, and gain recognition from
investors, clients and employees



Counter policy and reputational risks
associated with greenwashing and
greenhushing



Increase market share through brand
differentiation

Video frame

Overview | VCM Carbon Integrity Claims

Companies can now make “Carbon Integrity” claims about their use of carbon credits to accelerate global net zero, above and beyond science-aligned emissions cuts.

The claim is verified using our Monitoring, Reporting and Assurance (MRA) Framework.

Silver, Gold, and Platinum “Carbon Integrity” claims recognize increasing levels of climate achievement.

Silver



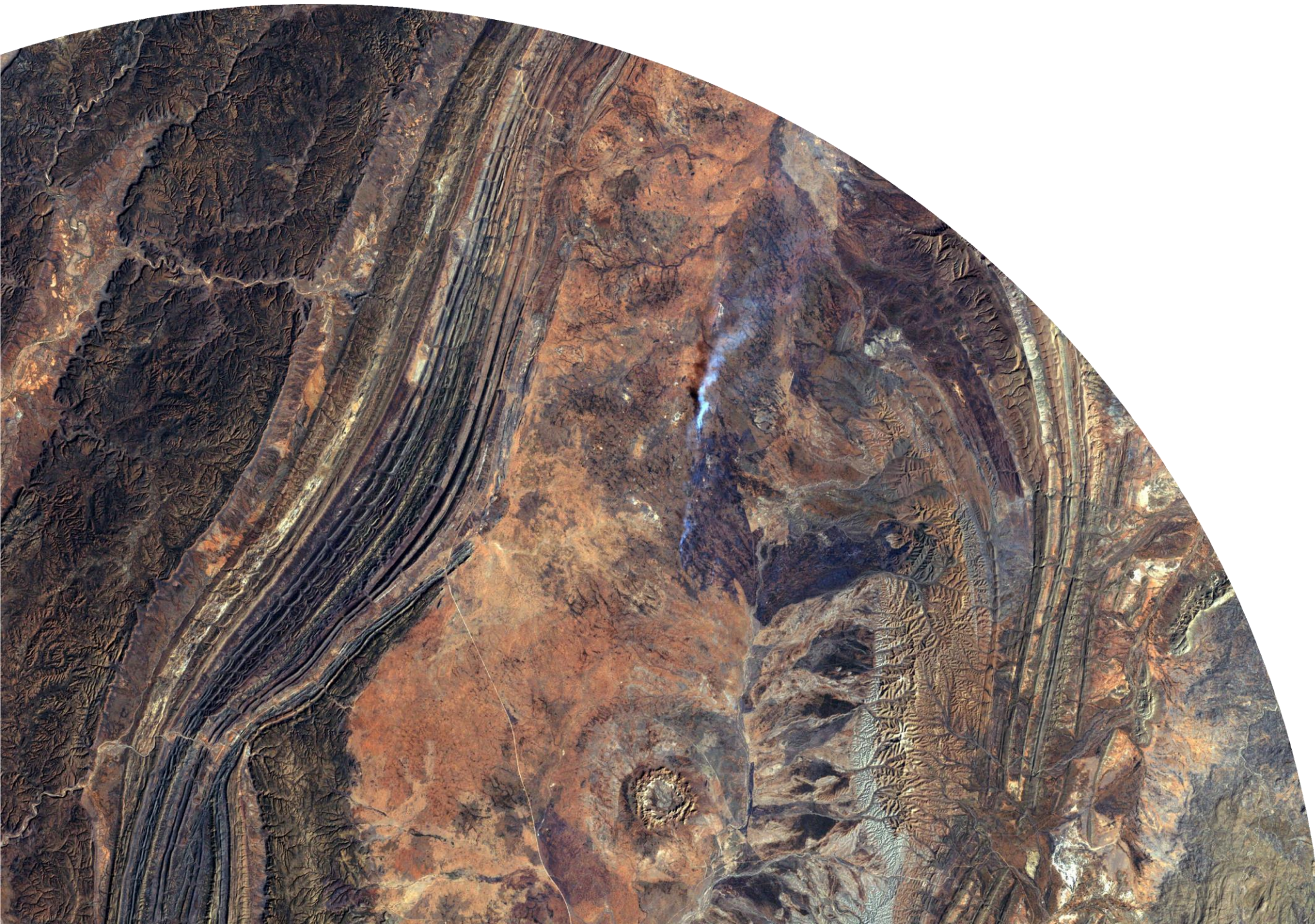
Gold



Platinum



Overview | VCMI Carbon Integrity Claims



FOUR-STEP PROCESS

01

Comply with the Foundational Criteria

02

Select a VCMI Claim to make and demonstrate progress towards meeting near term targets

03

Meet the required carbon credit use and quality thresholds

04

Obtain third-party assurance following the VCMI Monitoring, Reporting & Assurance (MRA) Framework

Carbon Integrity Claims – Step 1

| Comply with Foundational Criteria

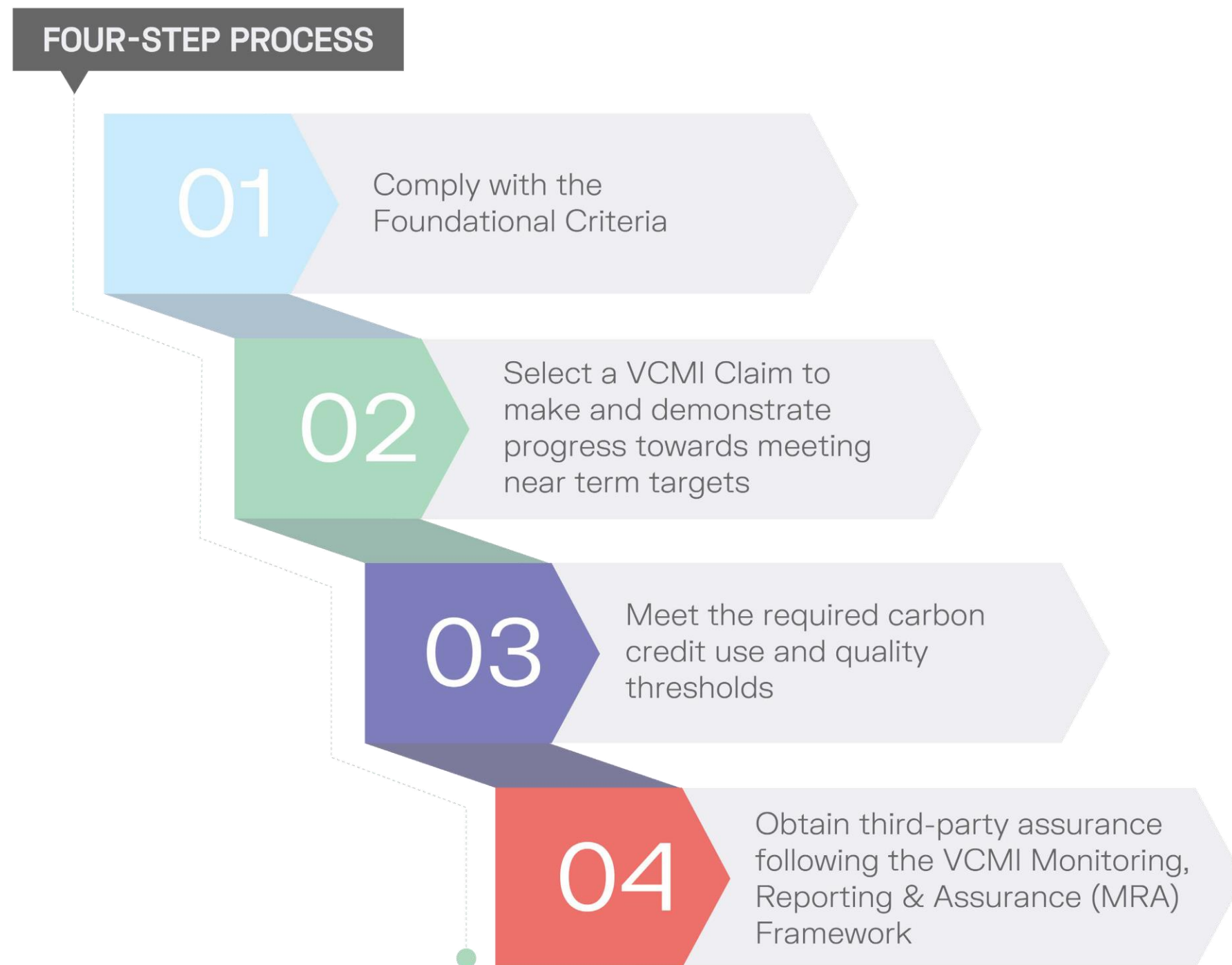


Foundational Criteria

- Maintain and disclose an annual greenhouse gas emissions inventory
- Set and publicly disclose science-aligned near-term emissions reduction targets, and publicly commit to reaching net zero emissions no later than 2050
- Demonstrate progress on financial allocation, governance and strategy towards meeting a near-term emission reduction target
- Demonstrate that public policy advocacy supports Paris Agreement goals and does not represent a barrier to ambitious climate regulation

Carbon Integrity Claims – Step 2

| Select which Claim to make (1/2)



Three Carbon Integrity Claims

Purchase and retire high-quality carbon credits as a % of remaining emissions



$\geq 100\%$



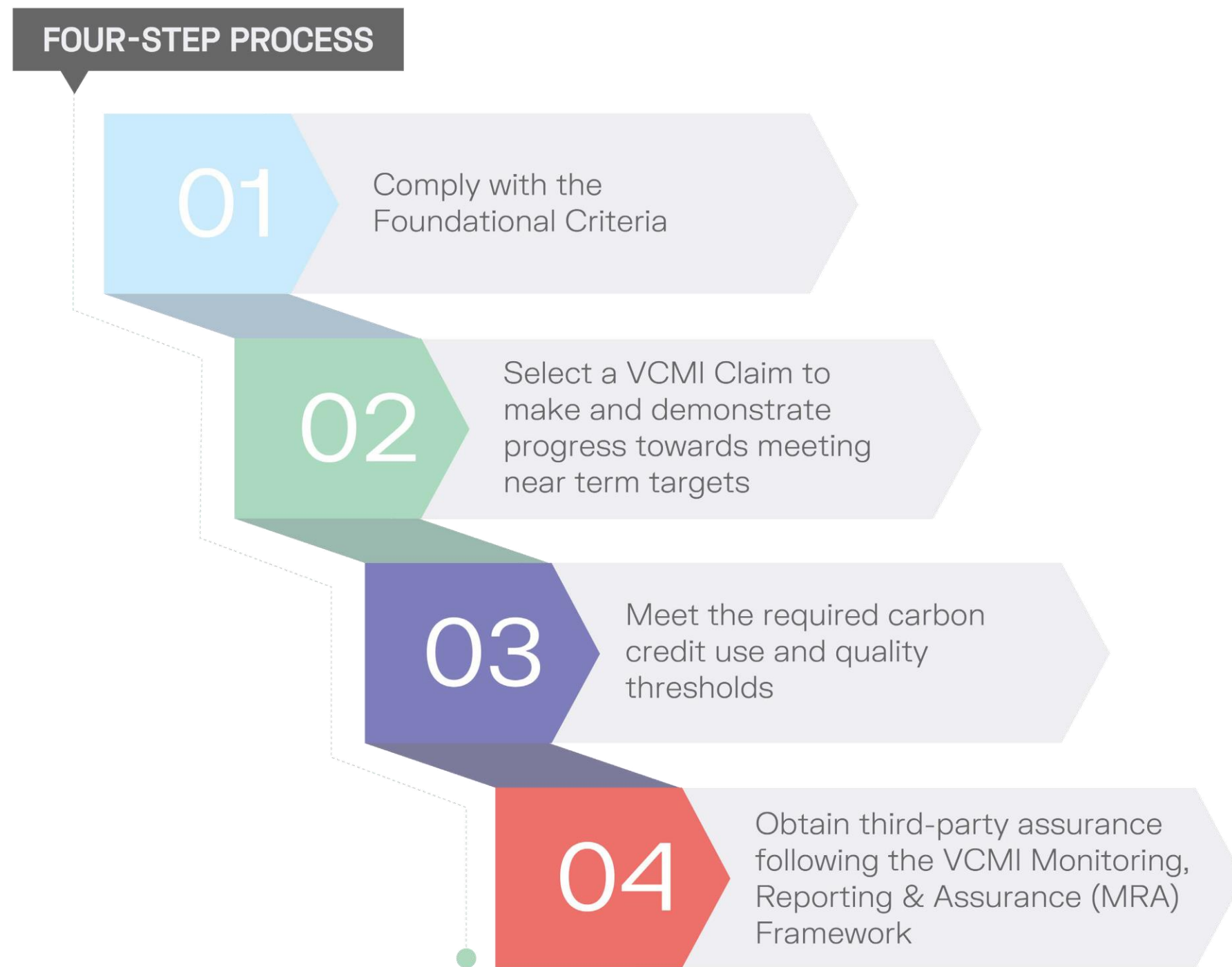
$\geq 50\% \text{ \& } < 100\%$



$\geq 10\% \text{ \& } < 50\%$

Carbon Integrity Claims – Step 2

| Select which Claim to make (2/2)



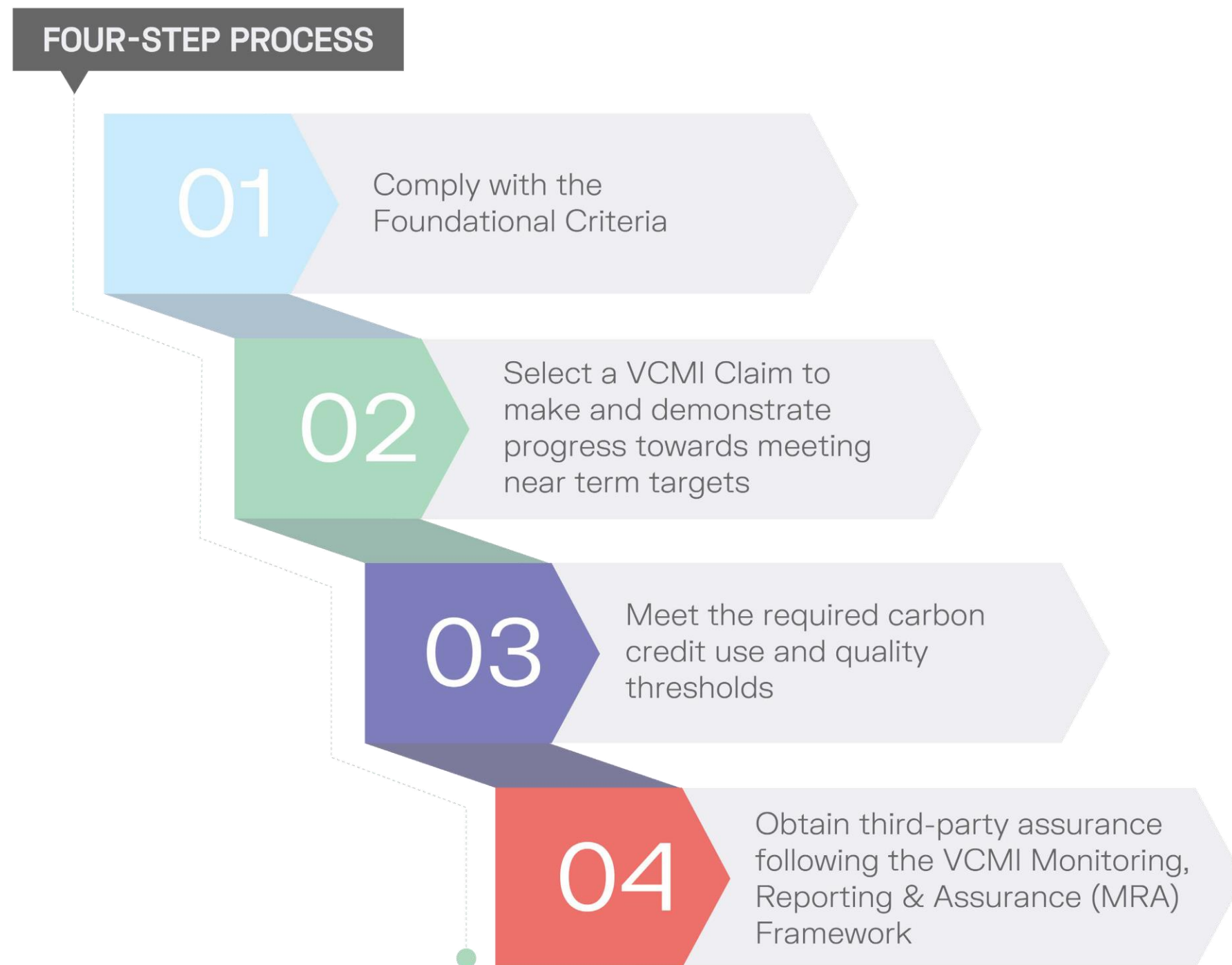
Demonstrate progress towards near-term targets

Companies must demonstrate progress towards near-term targets by:

- 1** Disclosing enterprise-wide emission reductions achieved, in either absolute or intensity terms
- 2** Provide an explanation or description of whether and why they consider themselves to be making progress towards their near-term targets

Carbon Integrity Claims – Step 3

| Meet carbon credit use & quality thresholds



Carbon Credit use & quality thresholds

The Claims Code requires companies to retire CCP-Approved credits from January 1, 2026

Governance

1. Effective governance
2. Tracking
3. Transparency
4. Robust independent third-party validation & verification

Emissions Impact

5. Additionality
6. Permanence
7. Robust quantification of emissions reductions and removals
8. No double counting

Sustainable Development

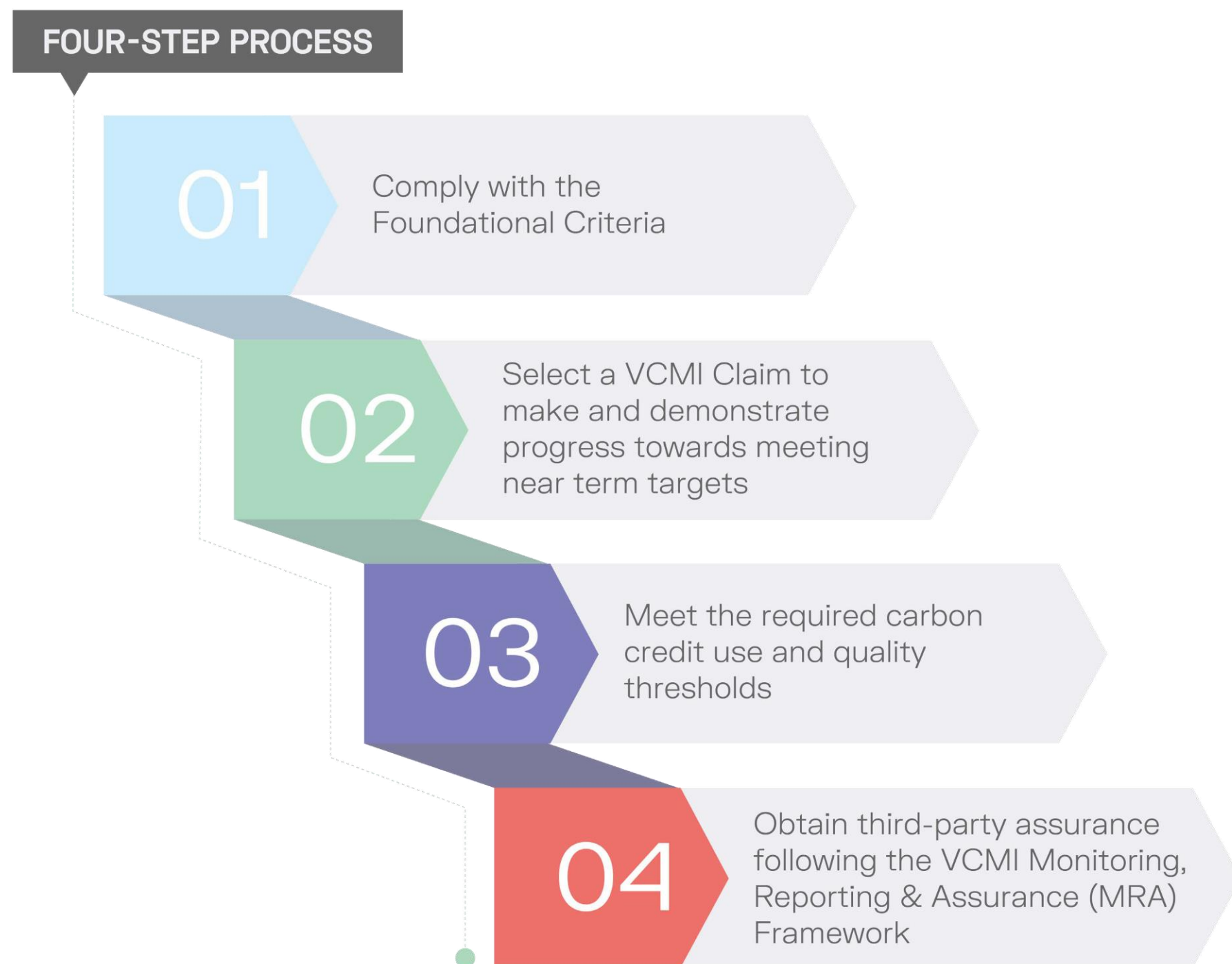
9. Sustainable development benefits and safeguards
10. Contribution to net zero transition

Two options until CCP-Approved credits are available:

- 1: Purchase and retire CORSIA eligible credits
- 2: Disclose how due diligence processes align with all 10 CCP

Carbon Integrity Claims – Step 4

| Obtain 3rd party assurance following MRA Framework



Monitoring, Reporting & Assurance (MRA) Framework

Overview:

- The MRA Framework details reporting and assurance requirements for companies looking to make a Carbon Integrity Claim
- This includes an evidence checklist, detailed assurance requirements & a step-by-step process to make a claim

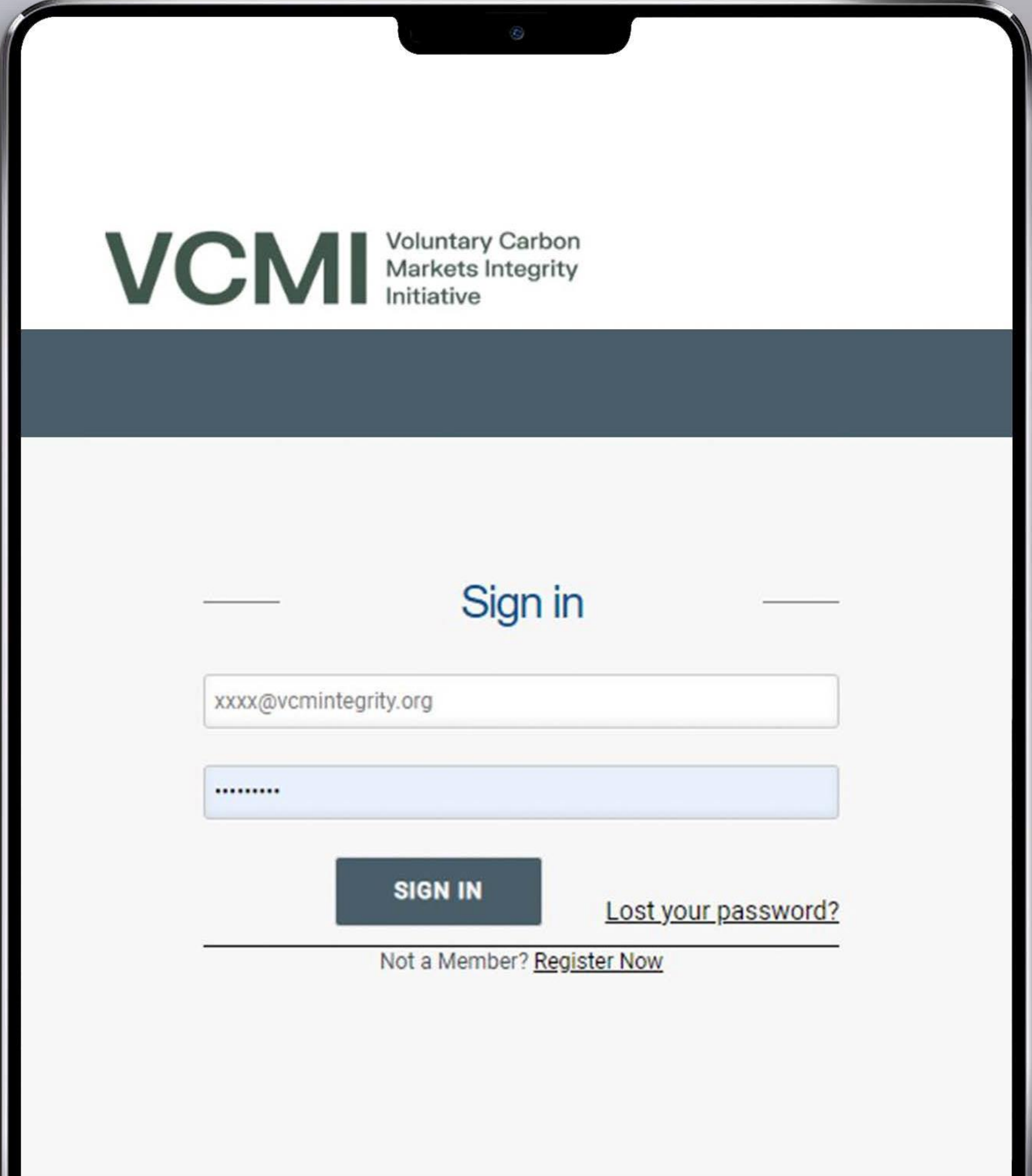
Key highlights:

- Limited assurance is required for Scope 1 and 2 inventories in Foundational Criterion 1 (both base and reporting year)
- Public disclosure is required for all other metrics

VCMI Claims Reporting Platform

Companies can submit all information through our easily accessible reporting platform. Link available through the VCMI website.

Reporting Platform

A smartphone is shown displaying the VCMI login page. The screen features the VCMI logo at the top, followed by a dark blue header bar. Below this is a white section with the text "Sign in" centered. There are two input fields: the first contains the email address "xxxx@vcmintegrity.org" and the second is a password field with masked characters. A dark blue "SIGN IN" button is positioned below the password field. To the right of the button is a link that says "Lost your password?". At the bottom of the white section, there is a link that says "Not a Member? Register Now".

VCMI Voluntary Carbon Markets Integrity Initiative

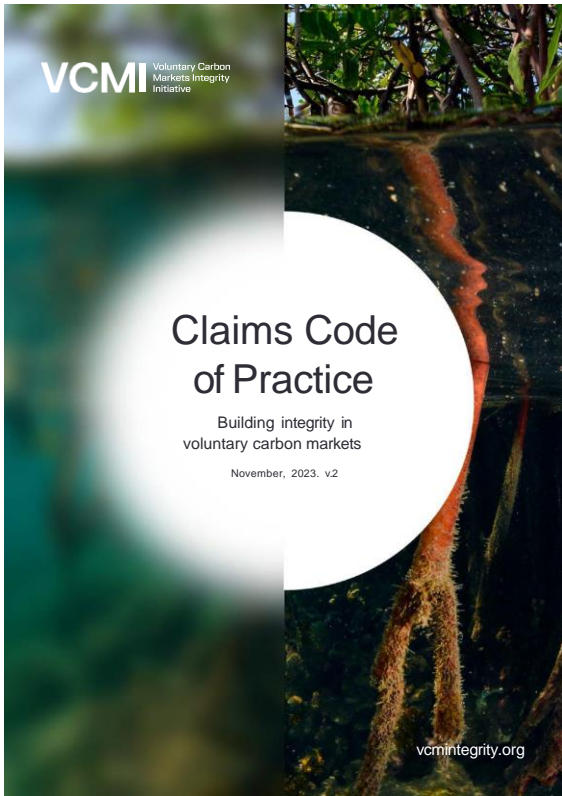
Sign in

xxxx@vcmintegrity.org

SIGN IN [Lost your password?](#)

Not a Member? [Register Now](#)

Documents to guide the process of making a Claim



Claims Code of Practice

Outlines requirements and provides guidance on how to make VCMi claims



MRA Framework

Outlines specific reporting and assurance criteria for companies to meet in order to make a Carbon Integrity claim



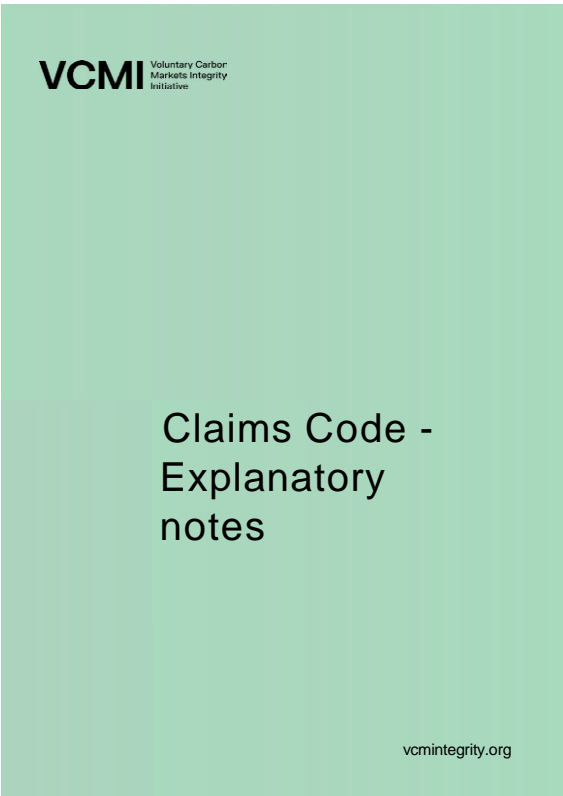
Brand guidelines

Introduces essential guidance for using the Carbon Integrity brand identity and mark



Supplementary guidance

Provides guidance on communicating both VCMi Carbon Integrity Claims and other climate claims



Claims Code – Explanatory notes

Provides the background on the development of the Claims Code, the brand and other documents



Have a
question?

Upcoming sessions



How to make a Claim (Step 1)
Apr 3rd, 2024 / Registration



How to make a Claim
(Steps 2 & 3) Apr 17th, 2024 /
Registration



How to make a Claim (Step 4)
May 2nd, 2024 / Registration



Branding & Communications
May 16th, 2024 / Registration



Interactive Q&A Webinar
May 29th, 2024 / Registration

Sign up to our next Webinar



How to find out more

Newsletter sign up



How to make a claim



Thank you

