Carbon Integrity

VCMI Voluntary Carbon Markets Integrity Initiative

Carbon Integrity 101 Webinar 5

Branding and communications

This webinar is being recorded.

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

VCMI

Today's session will focus on Branding & Communications for the Carbon Integrity Claims

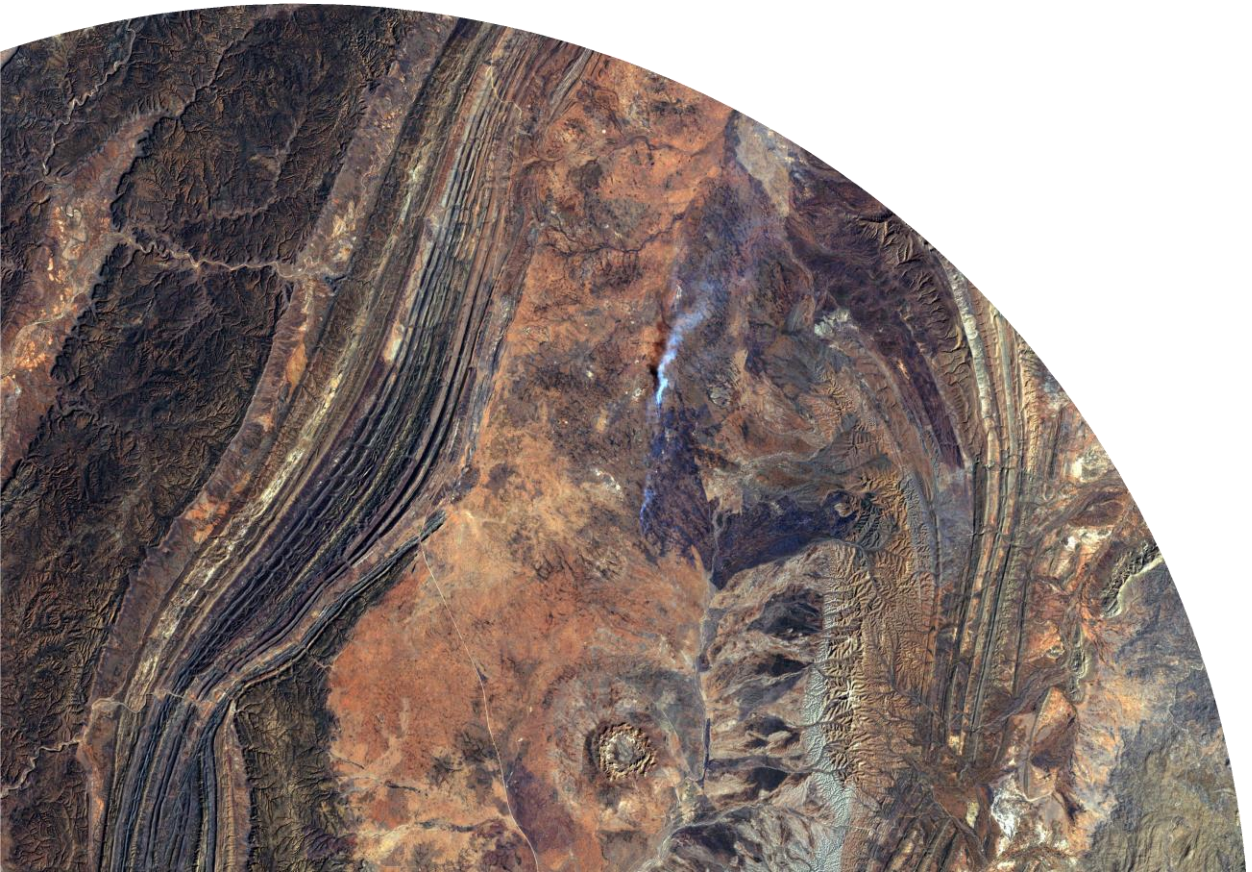
Carbon Integrity 101 series

- ✓ 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 May 29th

What is being covered today

1. Recap of Four-Step Process to make a Claim
2. Brand elements and marketing
3. Using the mark & supporting resources
4. Communicating your achievement
5. Next steps

Recap | Four Steps to make a Carbon Integrity Claim



FOUR-STEP PROCESS

01 Comply with the Foundational Criteria

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

03 Meet the required carbon credit use and quality thresholds

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

The Carbon Integrity brand and mark

Carbon Integrity

Carbon Integrity
Accelerating global net zero
SILVER 2023/24

Silver

≥10% - <50% of remaining emissions

Carbon Integrity
Accelerating global net zero
GOLD 2023/24

Gold

≥50% - <100% of remaining emissions

Carbon Integrity
Accelerating global net zero
PLATINUM 2023/24

Platinum

≥100% of remaining emissions

The Carbon Integrity logo is designed to convey honesty and credibility...

- Symbol combines an organic shape, with a tick of certification and the letter 'C'
- Signifies authentic commitment to the planet

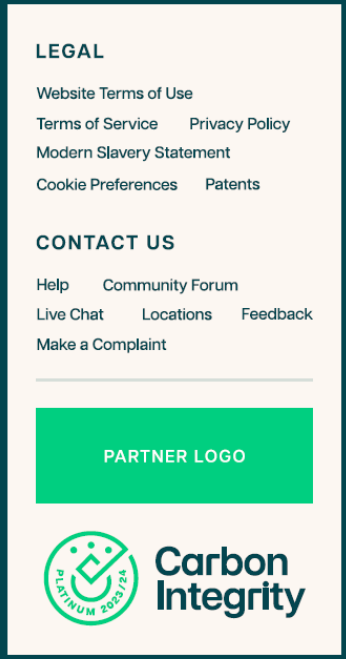
...while the tagline conveys VCMI's mission to swiftly drive the world towards net zero emissions

Accelerating global net zero

- The tagline underscores a **dedicated, urgent and proactive approach** to rapidly reducing greenhouse gas emissions on a global scale

Carbon Integrity mark

The relevant **Carbon Integrity mark can be displayed next to the organization's logo across various applications**, once a successful claim has been made



Four versions of the mark available for each Claim

Horizontal mark

Vertical mark

Tagline mark

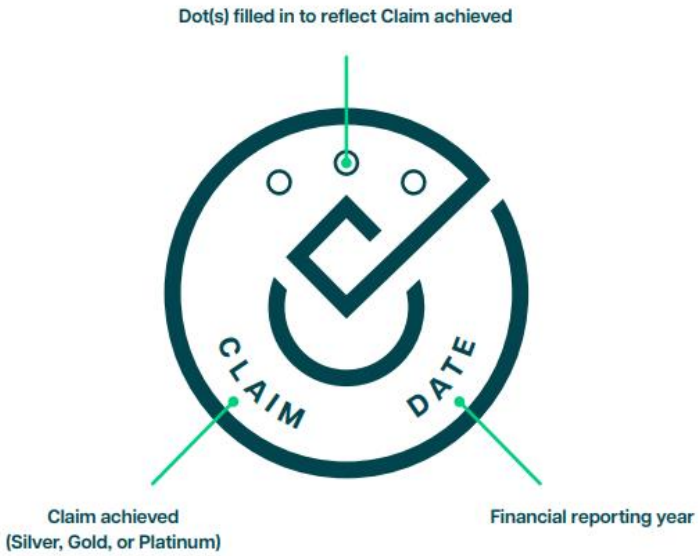
QR code mark

Priority version

Color variations for use on different backgrounds

Priority version

Elements of the Carbon Integrity mark



Brand guidelines provided to ensure consistency

The Carbon Integrity mark indicates a company's credible use of voluntary carbon credits to stakeholders. It can also encourage more ambitious climate action.

Carbon Integrity
Accelerating global net zero

Carbon Integrity
Accelerating global net zero

Carbon Integrity
Accelerating global net zero

Carbon Integrity Brand Guidelines available here

Brand Guidelines Content

1. About VCMI
2. About the Carbon Integrity brand and tagline
3. Logo and mark usage guidelines
4. Typography & Colour palette
5. Application examples

Linguistic guidance provided to support communication of Claims

Example only

Carbon Integrity Silver

"We have achieved a Carbon Integrity Silver Claim, as demonstrated through climate actions in addition to our net zero goal and overall efforts to mitigate climate change through the retirement of high-quality carbon credits representing an amount equal to or greater than 10% and less than 50%[1] of our remaining emissions in the most recent reporting year."

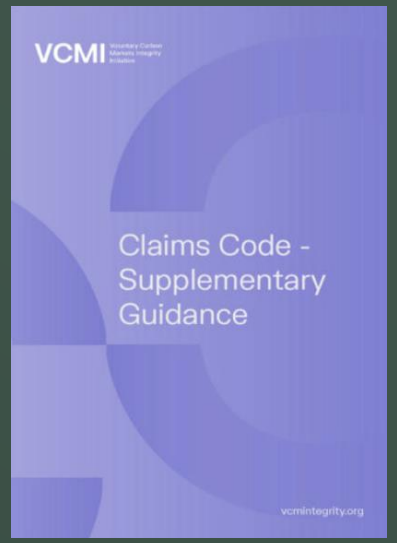
Carbon Integrity Gold

"We have achieved a Carbon Integrity Gold Claim, as demonstrated through climate actions in addition to our net ze goal and overall efforts to mitiga climate change through the retirement of high-quality carbo credits representing an amount equal to or greater than 50% ar less than 100%[1] of our remainin emissions in the most recent reporting year."

Carbon Integrity Platinum

"We have achieved a Carbon Integrity Platinum Claim, as demonstrated through climate actions in addition to our net zero goal and overall efforts to mitigate climate change through the retirement of high-quality carbon credits representing an amount equal to or greater than 100%[1] of our remaining emissions in the most recent reporting year."

Carbon Integrity Supplementary Guidance available here



Supplementary Guidance Content

1. Suggested communication guidance for Carbon Integrity Claims
2. Communicating non-VCMI claims
3. Taxonomy for categorizing climate claims

Communications toolkit and resources for communicating Carbon Integrity Claims

Communications toolkit to help companies clearly communicate claims to be released later in 2024. To include:

1. How to talk about your Carbon Integrity Claim with stakeholders
2. Integrating the Carbon Integrity Mark on websites, social media & marketing collateral
3. Press and media quick links
4. Carbon Integrity Claim & VCMI boilerplates

Communicating your achievement – media planning and strategy

Messaging

- Consistency matters
- Elements to land:
  - Why this matters
  - Context and backdrop is key

Distribution

- Press release?
- Media – exclusive vs embargoed; global vs regional
- Social media?
- Internal channels?

Amplification

- Partners
- Digital, social and traditional channels

Extend the narrative

- Extending the shelf-life
- Customer / partner examples
- Content / opinion

Preparation

- Plan for the tricky questions (e.g. emissions profile)
- Plan for backlash and escalation

Case study: Bain & Co.'s inaugural Carbon Integrity Claim

Bain & Company makes highest integrity carbon credit claim under VCMI rulebook

S&P Global
Commodity Insights

Comment: We now have rules for high-integrity carbon markets. It's up to companies to use them

edie

REUTERS®

Companies enroll in VCMI initiative to clarify usage of high-quality carbon credits

Carbon Herald

Bain & Company Makes The Inaugural VCMI Carbon Integrity Claim

VCMI

> ***"Today marks a milestone in corporate climate action as Bain & Company make the first Carbon Integrity Claim. Their role as a first mover paves the way for other companies to step up and demonstrates true climate leadership."***

Success factors

- ✓ Advance planning
- ✓ Careful strategizing over media
- ✓ Channel application
- ✓ Ready with data
- ✓ Spokesperson availability

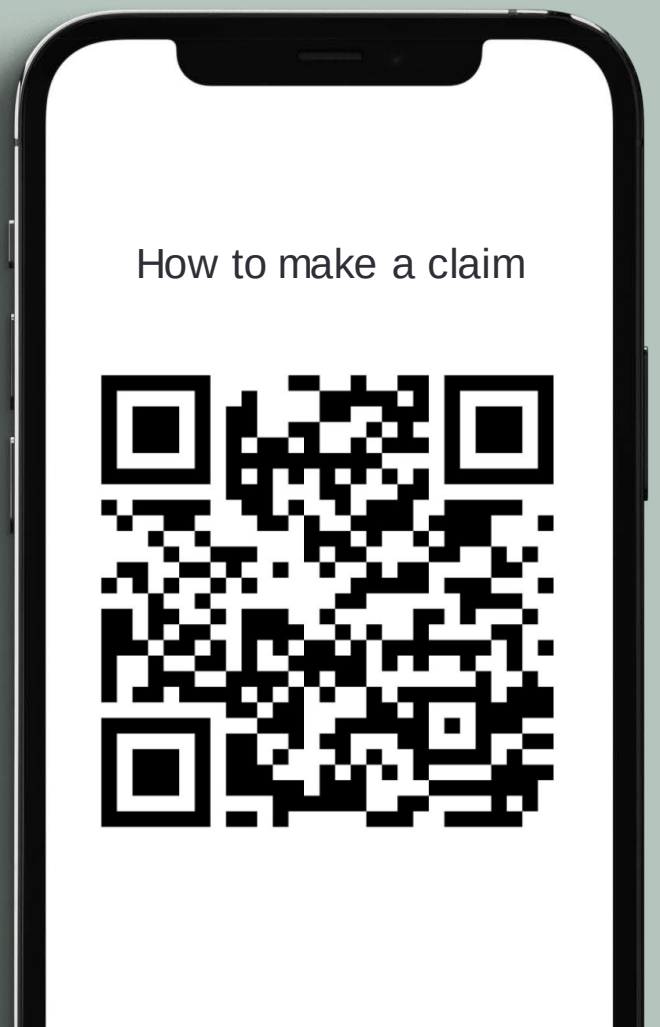
Have a question?

Upcoming sessions

Interactive Q&A
May 29th, 2024 / Registration

Sign up to our next webinar

How to find out more



Thank you

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