ClimateSeed
Offset your carbon footprint while contributing to UN Sustainable Development Goals

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“the gravest effects of all attacks on the environment are suffered by the poorest.”

Encyclical Letter of His Holiness, Pope Francis
On Care for our Common Home

June 18, 2015
In 2017, overall losses from weather-related disasters totaled USD 320 billion. USD 2.4 Trillion is the amount of money the global community has to spend each year to support the effect of climate change if the rise in temperature is not stopped.
60% of world’s wildlife has been wiped out since 1970
50% of vertebrates will disappear due to human activities

WWF, Living planet report 2018: Aiming Higher
“Climate Change is a Medical Emergency.”

Professor Hugh Montgomery, Co-Chair, The 2015 Lancet Commission on Health and Climate Change

June 2015
We bear responsibility to act today to guarantee that we will leave a better world to future generations

Serge Augier,

Master of Daxuan Tradition
Voluntary Carbon Offset must urgently play a decisive role in the fight against the effects of climate change as our production model is not adapting itself quick enough.
Voluntary carbon credits: the principle is that one ton of CO2 emitted somewhere can be compensated thanks to a carbon offset elsewhere.

CSR STRATEGY TOMORROW

MEASURE YOUR IMPACT ON THE ENVIRONMENT

REDUCE THIS IMPACT

OFFSET YOUR CARBON EMISSIONS

TIMELINE
Regulated and voluntary carbon markets

Regulated carbon market vs Voluntary carbon market!

**Regulated Carbon Market**
- Emission Allowance Trade
- Kyoto Protocol applied by United Nations, States, European Union
- Reports, Statements, Credit Policy
- Quotas / EUA (Spot, Futures, Options), CERS

**Voluntary Carbon Market**
- Voluntary Offsetting of Carbon Emissions
- Certification done by International Standards
- OTC Market, Offsetting done voluntarily
- VERS

**Facts**
- Objectives not reached due to Subprime Crisis
- Will be reformed post COP2020

- Co-benefits associated with the offsetting scheme
- Helps developed countries achieve clean energy transition
- Not regulated and decentralised
ClimateSeed: revolutionise the voluntary carbon market

A market in need for structuration to finally play its role in the fight against climate change!

- **REPUTATIONAL RISKS:**
  - Carbon credits double counting
  - Projects that trigger a negative impact on local populations

- **LACK OF TRANSPARENCY:**
  Opaque carbon credit prices and margin

- **TIME CONSUMING SELECTION PROCESS,**
  Difficulty to have a diverse impact investing portfolio

- **FRAGMENTED MARKET, LACK OF**
  Efficient market infrastructure

- **THREE-LEVEL VERIFICATION PROCESS TO AVOID ANY REPUTATIONAL RISK**
  - KYC/AML analysis
  - Certification validation
  - Sustainability board

- **TRANSPARENT FAIR PRICE**
  Directly set by project developers

- **DIVERSIFIED PROJECTS AND IMPACTS**

- **CENTRALISED INFRASTRUCTURE & USER-FRIENDLY EXPERIENCE**
  We developed a secure, reliable and easy-to-use platform

"INVESTORS AND PROJECT DEVELOPERS STRUGGLE TO MATCH THEIR NEEDS, 50% OF CARBON OFFSET PROJECTS REMAIN UNFUNDED"

Sources: State of the voluntary carbon market 2017
ClimateSeed is the first Social Business launched by BNP Paribas in collaboration with Grameen Creative Lab. It will reinvest 100% of its profits to enhance environmental and social positive impact.
ClimateSeed: have a direct impact on your stakeholders

Voluntary Carbon Offsetting is an opportunity to engage all your stakeholders in the fight against climate change!

- **Engage your shareholders**: Differentiation to increase efficiency and business impact investing strategy.
- **Anticipate regulation**: Large companies have the obligation to measure precisely their carbon footprint, next step will be to achieve carbon neutrality!
- **Engage your suppliers**: Design more sustainable products.
- **Engage your colleagues**: Choose the impacts of your company!
- **Attract your clients**: Enhance your corporate sustainable image.
ClimateSeed: our projects

- Our business development work is on-going!

Relationships with project developers

- Agriculture
- Community-Based
- Energy Efficiency
- Waste Management
- Water
- Afforestation/Reforestation

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Partnerships
Be the change you want to see in the world!

Gandhi
Give a chance to the Planet!

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