



# 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

A close-up photograph of two white tiger cubs lying on the ground. The cub on the left is looking directly at the camera with its mouth slightly open, showing its pink tongue. The cub on the right is looking slightly to the side. Both cubs have white fur with dark brown stripes and blue eyes. The background is a blurred natural setting with green grass and brown earth.

60% of world's wildlife has been wiped out  
since 1970

50% of vertebrates will disappear due to  
human activities

**“Climate Change  
is a  
Medical  
Emergency.”**



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

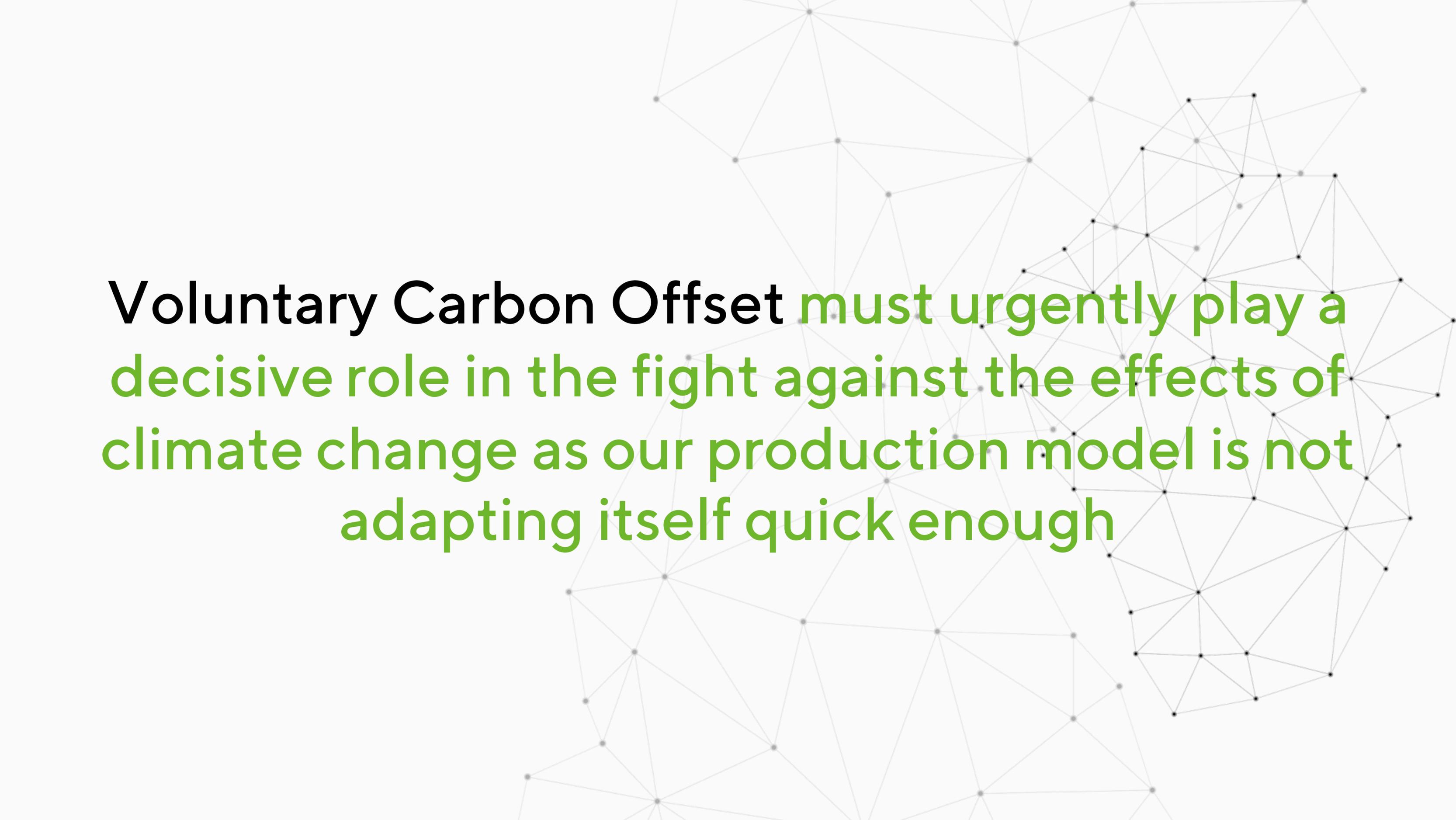
June 2015



**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

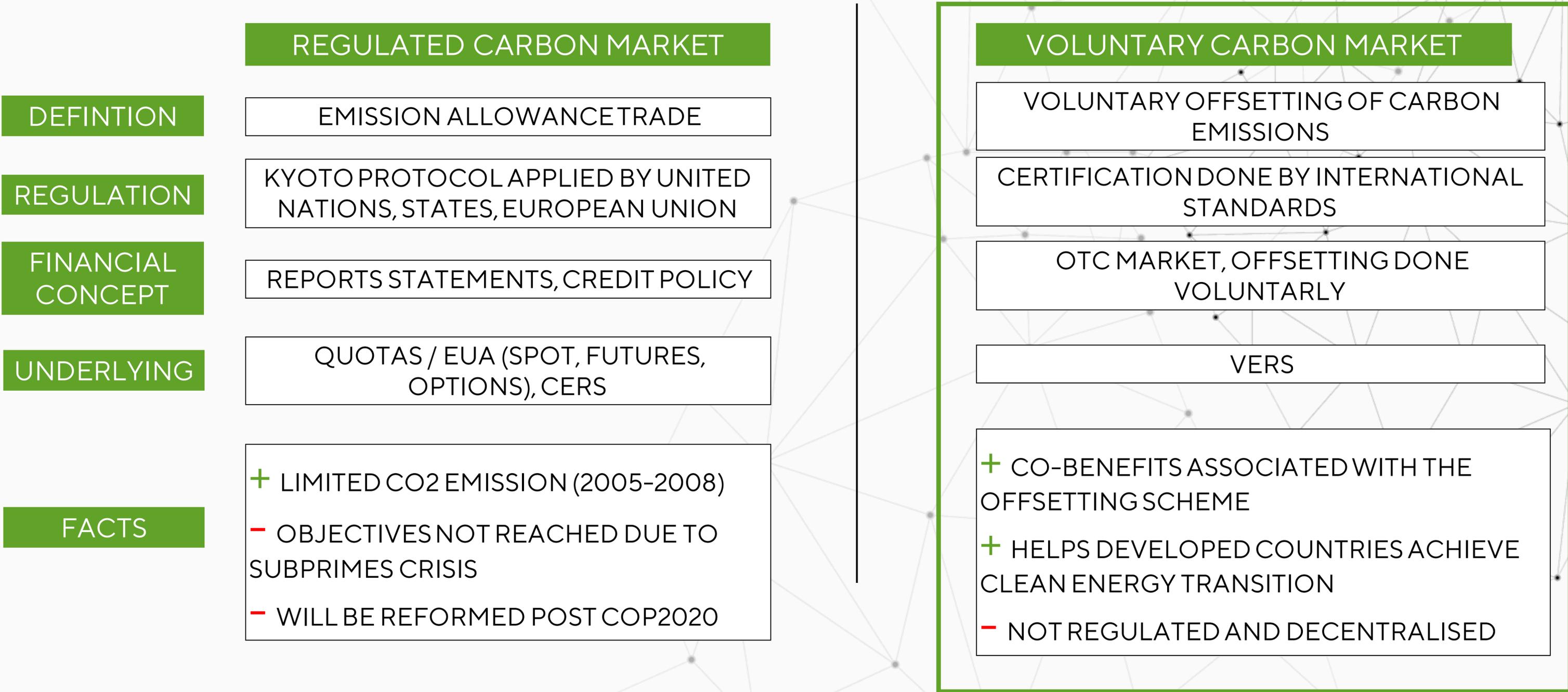


TIMELINE



# Regulated and voluntary carbon markets

Regulated carbon market vs Voluntray carbon market!



# 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”



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.



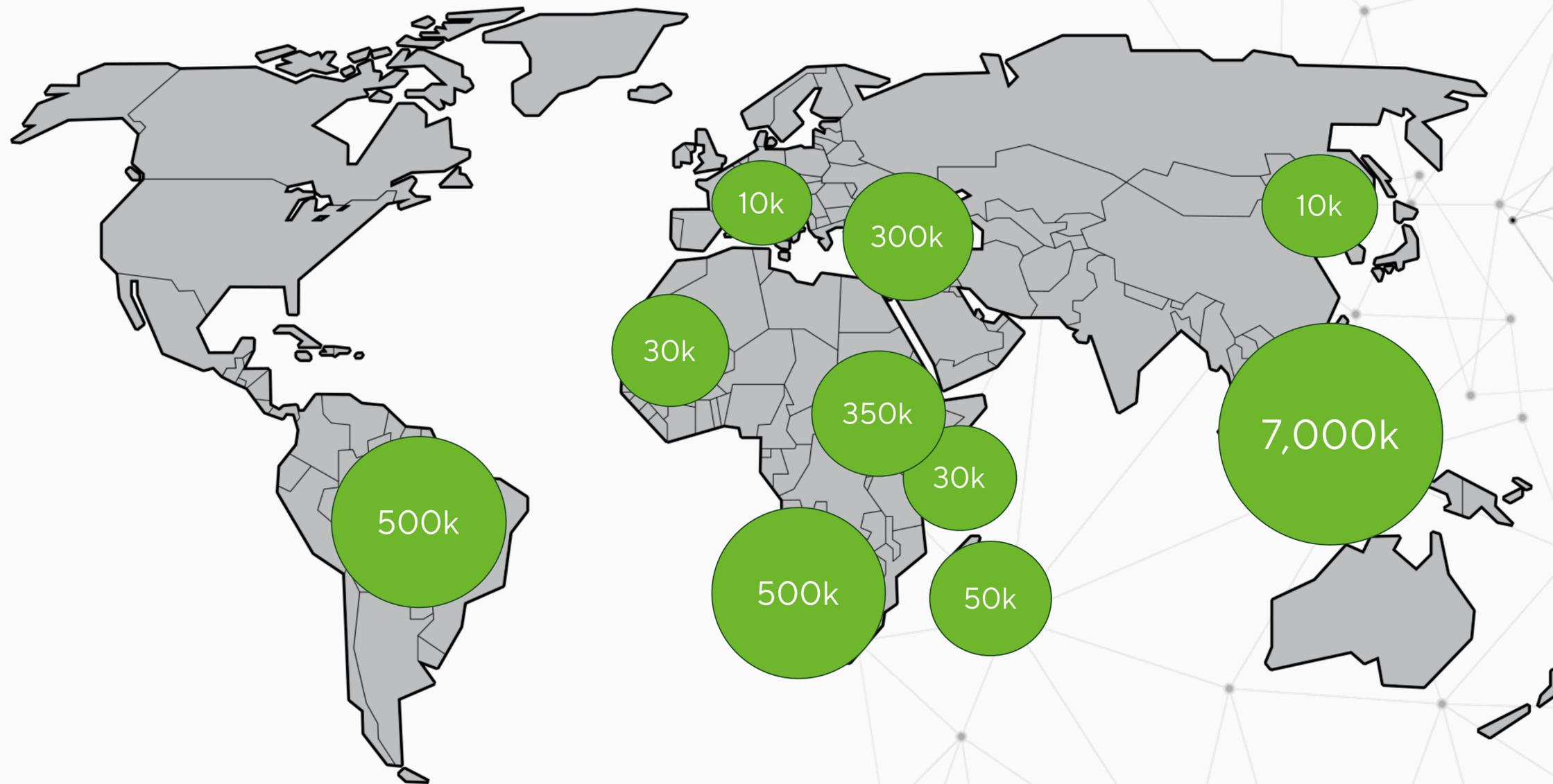
# ClimateSeed: have a direct impact on your stakeholders

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



# ClimateSeed: our projects

- Our business development work is on-going!



19 Relationships with project developers

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

Up to 9 teqCO2 available in more than 10 countries



# Partnerships



**BNP PARIBAS**

**I4CE**  
INSTITUTE FOR  
CLIMATE  
ECONOMICS



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

Gandhi



# Give a chance to the Planet!

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