



**Gold Standard**<sup>®</sup>  
for the Global Goals

## GUIDELINE

### CLAIMS GUIDELINES

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### SUMMARY

Guidelines to assist project developers, fund managers, partners, supporters, purchasers and claimants of certificates/credits and investors in communicating accurately and appropriately about the certification status of projects and funds as well as climate and development impacts derived from Gold Standard-certified projects, programmes and funds.

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## 1| INTRODUCTION

- 1.1.1 | The Gold Standard for the Global Goals Claims Guidelines (“Guidelines”) are intended to assist project developers, partners, supporters, purchasers and claimants of certificates/credits and investors in communicating accurately and appropriately about the climate and development impacts derived from Gold Standard-certified projects, programmes and funds (hereafter “projects”). In addition, the Guidelines are designed to safeguard the reputation of Gold Standard and its stakeholders, the integrity of the Gold Standard trademark and Gold Standard activities, and to promote good practice and confidence in the markets and mechanisms in which we operate.
- 1.1.2 | A **claim** is defined as any communication derived from a project’s, programme’s or fund’s certification status or its performance, associated with the design, implementation and/or financial support of a Gold Standard-certified project, programme or fund and/or the Gold Standard-certified impacts they generate.
- 1.1.3 | The key integrity attributes that underpin the Gold Standard for the Global Goals Claims Guidelines are:
- **Transparent** – Claims should openly reflect the nature of the claimant’s involvement in a given Project or associated impact.
  - **Rigorous** – Claims should reflect the level of thoroughness and confidence associated with Gold Standard.
  - **Accurate** – Claims should be a true reflection of involvement and achievement of the Project and/or Impact.
  - **Verifiable** – Claims should be traceable back to Gold Standard certified project or fund documentation.
  - **Straightforward** – Claims should be communicated simply and in ‘plain language’ and in line with the intended audience’s expectation and level of understanding.
  - **Appropriate** – Claims should be responsible and appropriate to the role of the claimant and the intended application of the certification.
- 1.1.4 | Gold Standard intends to support users to make accurate and appropriate claims through this guidance and other actions. It is recommended that all users adhere to these Guidelines to ensure that any claims made are in keeping with the values and principles of Gold Standard. Any claim that uses the name Gold Standard and does not comply with these guidelines will be considered unauthorised.
- 1.1.5 | Where a user is identified to be engaging in unauthorised claims, Gold Standard may take reasonable steps to help the user make the corrections required to comply with these guidelines. If such steps are not successful, Gold Standard reserves the right, at all times and in its sole discretion, to take any action against any entity that engages in unauthorised claims.

## 2| APPLICABILITY AND USE OF GUIDELINES

- 2.1.1 | These Guidelines are intended for use by Gold Standard project developers, partners, intermediaries, buyers, fund managers, investors and other claimants (hereafter collectively referred to as 'users') associated with Gold Standard projects or the certified impacts these projects deliver.
- 2.1.2 | For Gold Standard project developers and Impact Registry account holders, this document is referred to as part of the applicable Requirements of Gold Standard for the Global Goals (GS4GG) and of the Gold Standard for the Global Goals [Terms and Conditions](#).
- 2.1.3 | The claims that can be made by fund managers, project developers and buyers of project impacts (e.g., buyers of carbon credits or of SDG claims) differ as follows:
- 2.1.4 | Project developers may make claims about their project if they:
- i. Manage a Gold Standard project, once it reaches 'Design Certified' status
  - ii. Manage a Gold Standard 'Certified Project' and its Certified Impacts (including Gold Standard Products) once it completes 'performance certification'.
- 2.1.5 | Buyers may make claims about a project's impact in line with these Guidelines if they:
- i. Sponsor a Gold Standard 'Certified Project' and its Certified Impacts (notably through the purchase of Gold Standard Products) once it completes 'performance certification'.
- 2.1.6 | Fund managers may make SDG claims about their fund if they:
- i. Follow the Gold Standard fund requirements and achieve "Design Certified" status.
  - ii. Manage a Gold Standard 'Certified Fund' and its "Certified SDG Impacts" and achieve 'Performance Certified Status'.
- 2.1.7 | All digital communications promoting a project or a fund in the Gold Standard certification process and/or making claims about its impact are encouraged to include hyperlinks to [www.goldstandard.org](http://www.goldstandard.org) and when possible, link to any relevant activities via the [Impact Registry](#). Finally, please see the Gold Standard for the Global Goals [Terms and Conditions](#) for further requirements.
- 2.1.8 | All users must sign [Gold Standard Terms & Conditions](#) in order to use the Gold Standard logo and make any claims related to Gold Standard.

### 3| SCOPE

3.1.1 | This document provides principles and guidelines for project developers, sponsor and fund managers, as applicable, from the initial listing of a project or fund through to the use of any products issued by Gold Standard. The document includes guidance related to:

- i. **The certification process:** Claims related to the status of a project’s or fund’s certification by Gold Standard. These are primarily relevant for project developers and fund managers managing projects or portfolios of projects within a fund.
- ii. **Products representing unitised certified impact:** Claims related to the products issued to Gold Standard-certified projects, programmes, such as Gold Standard Verified Emission Reductions (GSVERs) or Averted Disability Life Adjusted Years. These are primarily relevant for /buyers of such products.

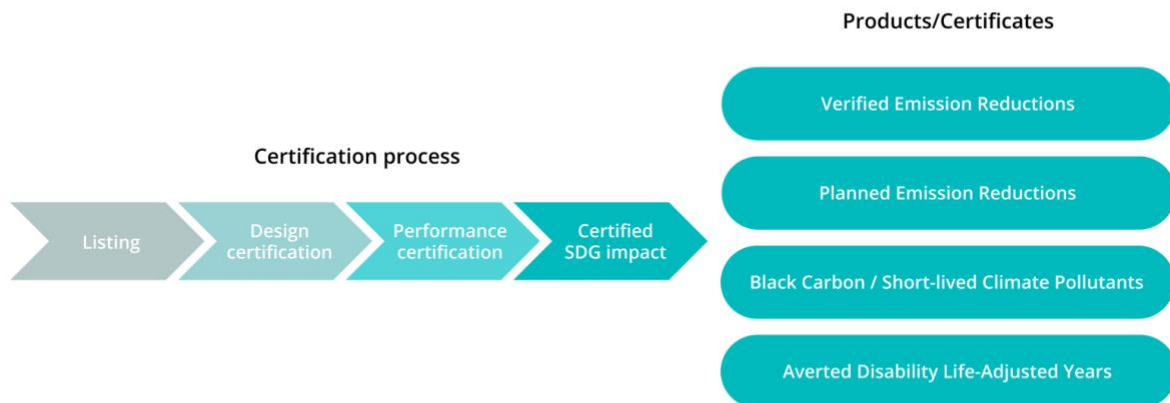


Figure 1: Overview of steps in the certification process and Gold Standard products representing unitised certified impacts

## 4| CERTIFICATION PROCESS

4.1.1 | Certification process claims relate to the status of a project's or fund's certification, reflecting their conformity to Gold Standard [Principles and Requirements](#). The sub-sections that follow provide guidance on the claims that may be made at different stages of the certification process.

### 4.2 | LISTING

4.2.1 | A Listed project or fund has entered the Gold Standard process and is publicly listed on the Gold Standard [Impact Registry](#) but is not yet certified. Listed status does not constitute or convey Certification and does not guarantee that a Project shall be successful in Design Review or ongoing Verification and Performance Review.

4.2.2 | Project developers and fund managers may therefore claim that their project or fund is 'Gold Standard listed', but must transparently disclose that neither the project nor its impacts have been certified by the third party VVB or Gold Standard.

### 4.3 | DESIGN CERTIFICATION

4.3.1 | A Design Certified project or fund has successfully completed Gold Standard's Validation and Design Review procedures and is registered on the Gold Standard [Impact Registry](#).

4.3.2 | Project developers and fund managers may claim that their project or Fund has a 'Gold Standard Certified Design'.

4.3.3 | A Gold Standard Certified Design **means**:

- i. The project or fund design and planning has met the Gold Standard for the Global Goals Requirements, including Safeguarding Principles, Stakeholder Engagement, and Sustainable Development Goal requirements and has created a compliant Monitoring Plan.
- ii. The project or fund design and projected impact assessment has been validated by an accredited and [Gold Standard approved third party Validation and Verification Body \(VVB\)](#) and in some cases such as Microscale projects by a Gold Standard-appointed Certification Body.
- iii. The project or fund has successfully completed Design Review by an approved Gold Standard Certification Body and was subject to overarching independent review by the Gold Standard Technical Advisory Committee (TAC) and NGO Supporters.

4.3.4 | Design Certified status **does not mean** or imply:

- That any impacts have necessarily been realised or will be realised, or that these have been verified by a VVB or certified to Gold Standard (see below).
- That the project is authorised for use in any third-party schemes.

#### 4.4 | PERFORMANCE CERTIFICATION

- 4.4.1 | Successful completion of Gold Standard Performance Certification means that a project or fund has undergone Verification and a Performance Review, following a period of implementation.
- 4.4.2 | Project developers and fund managers may claim to have a Gold Standard Certified Project or Fund.
- 4.4.3 | This status is retained by successfully completing ongoing monitoring, Verification and Performance Reviews. It may be suspended in the event of non-conformity to the Requirements (see [Principles & Requirements](#)), and may be terminated in the event of failure to complete Verification and Performance Review in the timelines required.
- 4.4.4 | More specific claims guidance is provided below for project developers and fund managers.

##### **For Project Developers:**

- 4.4.5 | A Gold Standard Certified Project **means**:
- i. The project has met Gold Standard for the Global Goals Requirements, including Safeguarding Principles, Stakeholder Engagement, and Sustainable Development Goal requirements, and has followed a compliant Monitoring Plan.
  - ii. Any Impacts stated or claimed to have been achieved are real.
  - iii. The project's Impacts have been verified by an accredited, approved third party VVB and in some cases such as Microscale projects by a Gold Standard-appointed Certification Body.
  - iv. The project has successfully completed Performance Review by an approved Gold Standard Certification Body and was subject to overarching independent review by the TAC and NGO Supporters.
- 4.4.6 | Gold Standard Certified Projects can claim that the following have been certified:
- i. **Stakeholder inclusion.** The project has been developed and implemented in line with best practice following a process that is inclusive of affected and interested stakeholders and ensures their objectives and concerns are represented.
  - ii. **Safeguard management.** The project has been developed and implemented in line with best practice following rigorous safeguards to prevent unintended consequences and manage trade-offs where needed.
  - iii. **Contributions to Sustainable Development Goals (SDGs).** The project has made contributions to a minimum of three Sustainable Development Goals, tracked according to robust monitoring plans, verified by an approved independent third party VVB, and certified to Gold Standard. All GS4GG projects may also claim to be "gender sensitive." See below for more details about SDG impacts.

iv. **Civil society support.** The process followed involves Gold Standard's network of [NGO supporters](#), who can also access and provide input to project reviews. However, no specific claims of endorsement of the project by any third-party actor shall be claimed, and the individual names and logos of NGO supporters shall not be used without their explicit written permission.

4.4.7 | Where specific Products issued by Gold Standard are assigned or transferred and retired, any claims made by the Project Developer should be transparent that ownership has been assigned or transferred to another party.

#### **For Fund Managers:**

4.4.8 | Gold Standard Fund Requirements govern a process designed to maximise the Fund's ability to contribute to sustainable development impacts through active management and measurement of investments.

4.4.9 | Fund certification ensures Fund Managers adhere to best practice impact fund management. The impact claims made by following the Gold Standard-certified process assures Fund Investors of the credibility of both the Fund's design and the impacts delivered by the Fund's project portfolio.

4.4.10 | The Fund manager may only make claims that they have contributed to those SDG impact goals that they identify as their priorities in their approved Fund Impact Strategy and Design and for which they collect data in accordance with Gold Standard-approved methodologies across their project portfolio.

4.4.11 | A Gold Standard Certified Fund **means:**

- i. The fund has met Gold Standard Fund Requirements, including Safeguarding Principles, Stakeholder Engagement, and Sustainable Development Goal requirements and has created and followed a compliant Monitoring Plan, producing and submitting Monitoring Reports for Verification.
- ii. Any impacts stated or claimed to have been achieved are real.
- iii. The fund and its Certified Impacts have been validated and verified as required by an approved third party VVB.
- iv. That fund has successfully completed Performance Review and was subject to overarching independent review.

4.4.12 | Gold Standard Certified Funds can claim that the following have been certified:

- i. **Stakeholder inclusion.** The fund has been developed in line with best practice following a process that is inclusive of affected and interested stakeholders and ensures their objectives and concerns are represented.
- ii. **Negative impacts measured and safeguard management.** The fund has been developed in line with best practice to monitor negative sustainable development impacts by following rigorous safeguards to prevent unintended consequences and manage trade-offs where needed.



- iii. **Contributions to Sustainable Development Goals (SDGs).** The fund has made contributions to a minimum of three Sustainable Development Goals, tracked according to robust monitoring plans, verified by an approved independent third party VVB, and certified to Gold Standard. All GS4GG funds may also claim to be “gender sensitive.” See below for more details about SDG impacts.

#### 4.5 | GOLD STANDARD CERTIFIED SDG IMPACTS™

- 4.5.1 | Gold Standard for the Global Goals specifies that all projects and funds shall demonstrate a clear, direct contribution to sustainable development, defined as making demonstrable, positive contributions to at least three SDGs, one of which must be SDG 13, Climate Action. These must be a significant and primary effect of the projects and must be permanent or lasting (with any time-limit to the project’s effect transparently declared). Certified SDG Impacts are third-party verified and reviewed by an approved Certification Body and are certified to Gold Standard.
- 4.5.2 | Claims made in relation to SDG Impacts in project funder or fund manager communications should include an easily accessible footnote or hyperlink to information about the tool or methodology used for monitoring and measuring the benefits.
- 4.5.3 | Projects and their funders are encouraged to use the “Gold Standard Certified SDG Impacts” logo in their communications.



- 4.5.4 | Section 5 below provides further guidance on claims related to Gold Standard issued products representing unitized certified SDG impacts.

## 5 | CLAIMS FOR PRODUCT BUYERS

- 5.1.1 | When a project follows a Gold Standard-approved impact methodology and all other applicable requirements for a given certified product - for example, Gold Standard Verified Emission Reductions (GS VERs) or Gold Standard ADALYs - these Impacts can be represented by the issuance of individually assignable and/or tradeable units, or products, that can be transferred to other users. Organisations using Gold Standard Certified Products towards a claim are encouraged to specify the percentage that the Gold Standard Certified Product (e.g., GS VERs) represent towards any marketing claim.
- 5.1.2 | This section provides guidelines for entities intending to make claims related to the different products issued by Gold Standard. It is primarily relevant for entities buying and using such products, though guidance is also provided for

claims that may be made by project developers. Gold Standard Certified Products are not applicable under Fund Certification, which does not generate tradable units or products.

## 5.2 | CERTIFIED EMISSION REDUCTIONS AND REMOVALS

5.2.1 | This sub-section relates to claims made with respect to Gold Standard Verified Emission Reductions (GS VERs), or Gold Standard-labeled Certified Emission Reductions (GS CERs) issued under the Clean Development Mechanism. These are hereafter referred to collectively as carbon credits.

5.2.2 | Carbon credits representing certified emission reductions and removals may broadly be used for three purposes:

- i. **Impact claims:** Claims that relate to the certified emission reduction or removal impact represented by a carbon credit, without stating or implying that an entity's emissions have been offset (see below).
- ii. **Offsetting claims:** Claims that state or imply that an entity's emissions have been offset, or counter-balanced, by the certified emission reduction or removal represented by a carbon credit.
- iii. **Compliance:** The use of carbon credits to comply with a regulation or policy, rather than for voluntary purposes.

5.2.3 | Claims guidance is provided below for users intending to use carbon credits towards any of these three purposes.

5.2.4 | This guidance is focused specifically on claims made with respect to the use of carbon credits. Carbon credits may be used in conjunction with other climate-related action by the user towards a credible organisation-, product-, event-level or similar claim that includes the use of carbon credits. Such claims are not directly addressed in this guidance, though Gold Standard recommends that users still abide by the key integrity attributes for claims outlined in paragraph 1.1.3 above.

### IMPACT CLAIMS

5.2.5 | The certification of emission reductions or removals and subsequent issuance of carbon credits represents a Certified Impact to SDG 13 through its contribution to climate change mitigation.

5.2.6 | All carbon credits issued or labelled by Gold Standard may be used, following their retirement, towards claims that reflect or describe the climate change mitigation impact represented by the credit. Such claims are also referred to by some stakeholders as 'contribution claims'.

5.2.7 | Illustrative examples of impact-related claims that users of carbon credits may make are provided below:

- i. *Organisation X has made a contribution to SDG Target 13 by retiring X,000 [Gold Standard Carbon Credits/Labelled Credits] on [DATE]. This*

*represents a direct and quantifiable impact on climate change mitigation, monitored, verified and certified to Gold Standard.*

- ii. Organisation Y has taken responsibility for the greenhouse gas emissions it has produced by retiring X,000 credits, including Y,000 [Gold Standard Carbon Credits/Labelled Credits] on [DATE]. This represents a contribution to global efforts to achieve the temperature goals of the Paris Agreement.*
- iii. Organisation Z wishes to support global efforts to limit global warming and achieve the Sustainable Development Goals. Towards this end, it has retired X,000 [Gold Standard Carbon Credits/Labelled Credits] on [DATE], which represent a direct and quantifiable impact on climate change mitigation. The project(s) supported have also made a quantifiable contribution to [other certified SDG benefits related to the project].*

5.2.8 | In addition to claims made by users of carbon credits, the project developer may make the following claim:

- i. Project [NAME/NUMBER] made a contribution to SDG Target 13: issuing X,000 [Gold Standard VERs/ Gold Standard CERs] on [DATE]. This represents a direct and quantifiable impact on climate change mitigation, monitored, verified and certified to Gold Standard.*

## **OFFSETTING CLAIMS**

5.2.9 | Offsetting claims are defined under this guidance as claims intended to state or imply the counter-balancing of emissions through the use of carbon credits, for instance 'carbon neutrality' or 'climate neutrality', or any other claim that directly implies that a user's carbon footprint has been offset.

5.2.10 | Gold Standard provides the following considerations for users intending to use carbon credits issued or labelled by Gold Standard towards offsetting claims. It does not necessarily endorse or support any offsetting claim that deviates from these:

- i. Gold Standard supports the principles of a science-aligned mitigation hierarchy, meaning that organisations should prioritise the avoidance and reduction of emissions, in line with science (for example as determined by adherence to a science-based mitigation target, with the compensatory use of carbon credits reserved for emissions that are unavoidable.)*
- ii. Gold Standard considers that offsetting claims should be made only where using credits that have robust baseline definitions, are highly likely to be additional, permanent (or adhere to Gold Standard risk procedures and buffers to manage potential loss or reversal) and not double counted, in line with the Gold Standard Product Requirements.*

- iii. Gold Standard considers that offsetting claims should be unique, i.e., that the emission reduction or removal associated with a carbon credit should only be applied to the offsetting purpose intended and not for any other compliance or voluntary target of the claimant or any other entity. See also Box 1 below for further information.
- iv. Gold Standard recommends transparency and measure in all climate related claims. Users of carbon credits for offsetting purposes should publicly disclose their reasons for doing so and their underlying calculations, assumptions, limitations, and caveats.

### **Box 1: Voluntary offsetting claims in the context of the Paris Agreement and corporate inventory targets**

Gold Standard recognises that the reduction or removal of additional GHG emissions by project activities may displace or defer separate mitigation action that would otherwise have occurred to achieve the plan or target of one or more other entities.

This could include a host country deferring action that would have been adopted to achieve its Nationally Determined Contribution (NDC) due to the unplanned benefits derived from carbon finance, or a company deferring investment in one part of its supply chain as progress towards its Science Based Target is advanced elsewhere by third-party voluntary carbon market action. The displacement of action towards an NDC is relevant for emission reductions or removals generated from 2021 onwards within the jurisdiction of a Party to the Paris Agreement.

In the event that this displacement or deferral occurs, the net atmospheric benefit in terms of greenhouse gas emissions would be lower than that represented by the carbon credit. This would affect the accuracy and credibility of any offsetting claim underpinned by the use of the relevant carbon credits.

To mitigate this risk, Gold Standard recommends that users, as applicable:

#### **NDCs**

1. Understand and comply with any regulation or guidance in place within the country in which the project occurs (the 'host country'), related to the voluntary use of carbon credits that are also accounted towards that country's NDC.
2. Understand and comply with any regulation or guidance in place within the country or countries in which claims are made by the end-user of carbon credits, related to public claims underpinned by the voluntary use of carbon credits that are also accounted towards the NDC of the project's host country.
3. Understand that the potential for displacement towards an NDC can be addressed through use of carbon credits authorised for use under Article 6 by the project's host country, when such credits are available. This is as the emissions reductions or removals underlying such carbon credits will be

'correspondingly adjusted' by the host country and as a result will not be accounted for towards its NDC.

4. Understand that the potential for displacement is likely to be reduced under certain scenarios, including when a project takes place outside the scope of the host country's NDC or within a conditional component of the host country's NDC, when this has been, or can be, identified.

### Science-based targets

1. Understand and follow the most recent guidance under the Greenhouse Gas Protocol.
2. As a rule, manage the potential for displacement through the following steps, recognising the associated complexity due to reporting and tracking limitations:
  - i. Companies should strictly avoid double counting an emission reduction or removal benefit within their own value chain as both offsetting and part of their own inventory reporting, and should take steps to minimize the risk of other companies double claiming the benefits of known carbon credit issuance wherever possible.
  - ii. Companies should adjust their inventory upwards for credits that are known to them and that are associated with supplier-specific data and/or physical allocation (for example of purchased goods) being reported in their inventory. More detail on this process is likely to be included in future iterations of the Greenhouse Gas Protocol.
  - iii. Companies should publicly acknowledge the limitations and assumptions made, where average data is being applied.

#### iv. Both NDCs and Science-based targets

1. Understand that the potential effect on the credibility of the claim is not relevant for claims that do not state or imply the offsetting of an entity's emissions, such as the Impact Claims described above. Such non-offsetting claims therefore provide an option for end-users to make reliable public statements in cases where carbon credits may also be accounted towards the NDC of the relevant project's host country and/or the science-based target of another company.

## COMPLIANCE CLAIMS

- 5.2.11 | Carbon credits issued or labelled by Gold Standard for certified emission reductions or removals may be used within certain compliance regimes, for example, CORSIA, where the relevant administrator has deemed these to be eligible emission units. Entities using carbon credits for compliance purposes should ensure they purchase and use credits that are eligible and abide by the requirements of the relevant compliance regime.

5.2.12 | Any claims made with respect to these credits should abide by any guidance provided by the relevant administrator, as well as the key integrity principles outlined in the section [1 | above](#) to these Guidelines and any other relevant sections.

### ADDITIONAL CONSIDERATIONS

5.2.13 | The Gold Standard Certified SDG Impact logo, below, may be used in conjunction with issuance and funding of all carbon credits issued or labelled by Gold Standard.



5.2.14 | | The funder/sponsor must not make claims for other Gold Standard Certified SDG Impacts that they have not directly funded (e.g., Black Carbon and/or ADALYs). They can include a description of SDG Impacts as part of a project narrative but must indicate clearly and precisely what their funds supported.

## 5.3 | PLANNED EMISSION REDUCTIONS (THROUGH SEQUESTRATION)

5.3.1 | A Planned Emission Reduction (PERs) represents the expected (i.e., future) sequestration of one tonne of CO<sub>2e</sub>, but does not represent an actual sequestration. Accordingly, it shall not be used for claims described in the above section [5.2 | CERTIFIED EMISSION REDUCTIONS AND REMOVALS](#) until its conversion to a Verified Emission Reduction (VER) takes place.

5.3.2 | Claims made with respect to PERs should be transparent that the product is 'designed' to contribute to climate change mitigation (SDG 13) and that any impact is expected rather than achieved. Examples of claims that may be made are provided below:

- i. **Project developer:** *Project [NAME/NUMBER] is designed to contribute to SDG 13, issuing X,000 Gold Standard Planned Emission Reductions on [DATE]. This represents an expected sequestration of emissions that, once converted to a Verified Emission Reduction, will have a positive impact on climate change mitigation monitored, verified and certified to Gold Standard.*
- ii. **Funder/sponsor:** *Organisation [XXXX] made an investment toward a contribution to SDG 13 by funding X,000 Gold Standard Planned Emission Reductions on [DATE]. This represents an expected sequestration of*

*emissions that, once converted to a Verified Emission Reduction, will have a positive impact on climate change mitigation monitored, verified and certified to Gold Standard.*

5.3.3 | For those funders seeking to ensure their investments also contribute to actual emission reductions, Gold Standard allows project developers to bundle Planned Emission Reductions with supplemental Gold Standard Verified Emission Reductions. In such cases the claims may be amended as reflected in the following example:

- i. Organisation [XXXX] made an investment toward a contribution to SDG 13 by funding X,000 Gold Standard Planned Emission Reductions and also an equivalent number of supplemental Gold Standard Verified Emission Reductions on [DATE]. This represents both an actual reduction or sequestration and an investment into future sequestration of CO<sub>2</sub> – making a direct and quantifiable impact on climate change mitigation monitored, verified and certified to Gold Standard.*

5.3.4 | By purchasing applicable Gold Standard Verified Emission Reductions bundled with Gold Standard Planned Emission Reductions, buyers or funders can use each bundle as a single unit eligible for impact or offsetting claims.

## **5.4 | BLACK CARBON/SHORT-LIVED CLIMATE POLLUTANTS (SLCPS) REDUCTION STATEMENTS**

5.4.1 | Short-lived climate pollutants (SLCPs) include compounds such as black carbon (BC), methane (CH<sub>4</sub>), tropospheric ozone (O<sub>3</sub>), and many hydrofluorocarbons (HFCs). These compounds have short lifetimes in the atmosphere compared to carbon dioxide (CO<sub>2</sub>). Although lifetimes in the atmosphere are shorter lived, their effects on climate are significant and happen at a more localized level. Black carbon, also known as 'soot,' is a solid form of mostly pure carbon that is one of the most effective solar-absorbing aerosols. Beyond its climate impact, black carbon also has other negative effects to the environment and health.

5.4.2 | Under Gold Standard for the Global Goals, the quantification and certification of reductions of black carbon and other SLCPs through the introduction of efficient cookstoves represents a Certified SDG Impact to SDG 13 through its contribution climate change mitigation. This product comes in the form of a certified impact statement that captures the quantification of black carbon and other SLCP emission reductions.

5.4.3 | Claims made with respect to black carbon/SLCP reductions may acknowledge the direct contribution to SDG 13 and the quantity of emission reductions achieved, and the fact that the project's impact has been monitored, verified and certified to Gold Standard. Examples of claims that may be made are provided below:

- i. **Project developer:** Project [NAME/NUMBER] made a contribution to SDG 13, certifying X,000 black carbon/SLCP emission reductions on*

*[DATE]. This represents a direct and quantifiable impact on climate change mitigation, monitored, verified and certified to Gold Standard.*

- ii. **Funder/sponsor:** *Organisation [XXXX] made a contribution to SDG 13 by funding the reduction of black carbon/SLCP emission on [DATE]. This represents a direct and quantifiable impact on climate change mitigation, monitored, verified and certified to Gold Standard.*

5.4.4 | The Gold Standard Certified SDG Impact logo may be used in conjunction with issuance and funding of certified impact statements for black carbon/SLCP reductions.



## 5.5 | RENEWABLE ENERGY LABELS

5.5.1 | A Gold Standard Renewable Energy Label is a quality attribute for renewable electricity market instruments, which are also referred to as renewable energy certificates, renewable energy credits, or other names depending on the market. These market instruments are tradable, non-tangible energy commodities that represent proof that 1 megawatt-hour (MWh) of electricity was generated from an eligible renewable energy resource (renewable electricity) and was fed into the shared system of power lines which transport energy.

5.5.2 | The Gold Standard Renewable Energy Label ensures that a buyer's purchase of a renewable electricity market instrument results in real-world emissions reductions, new renewable energy capacity and sustainable development benefits. The issuance of Gold Standard Renewable Energy Labels represents a Certified Impact to SDG 7 by increasing the share of renewable energy in the global energy mix.

5.5.3 | Claims made with respect to the Gold Standard Renewable Energy Label may acknowledge the direct contribution to SDG 7 (or more specifically SDG Target 7.2), and the quantity of renewable energy associated with the certificates used, as well as the fact that the project's impact has been monitored, verified and certified to Gold Standard. Examples of claims that may be made are provided below:

- i. **Project developer:** *Project [NAME/NUMBER] made a contribution to SDG 7: issuing X,000 Gold Standard Labelled Renewable Energy Certificates [STATE TYPE, e.g., I-RECs] on [DATE]. This represents a*



*direct and quantifiable impact on increasing the share of renewable energy in the global energy mix, monitored, verified and certified to Gold Standard.*

- ii. **Funder/sponsor:** *Organisation X has made a contribution to SDG 7 by purchasing X,000 Gold Standard Labelled Renewable Energy Certificates [STATE TYPE e.g. I-RECs] from Project [NAME/NUMBER] issued on [DATE]. This represents a direct and quantifiable impact on increasing the share of renewable energy in the global energy mix, monitored, verified and certified to Gold Standard.*

5.5.4 | The Gold Standard Certified SDG Impact logo may be used in conjunction with issuance and funding of these assets.



## 5.6 | AVERTED DISABILITY ADJUSTED LIFE YEARS (ADALYS)

5.6.1 | Averted Disability Adjusted Life Years (ADALYs) are a measure of avoided mortality and morbidity, commonly used in public health reporting. They represent the number of years of healthy life made possible / arising from by interventions that lead to, for example, reduction in personal exposure to air pollution in the form of particulate matter (PM2.5) or through provision of safe drinking water.

5.6.2 | Claims made with respect to ADALYs may acknowledge the direct contribution to SDG 3 (or more specifically SDG Target 3.9), the quantity of ADALYs represented by the units used, and the fact that the project's impact has been monitored, verified and certified to Gold Standard. Examples of claims that may be made are provided below:

- i. **Project developer:** *Project [NAME/NUMBER] made a contribution to SDG 3: issuing X,000 Averted Disability Adjusted Life Years (ADALYs) on [DATE]. This represents a direct and quantifiable impact on human health, monitored, verified and certified to Gold Standard.*
- ii. **Funder/sponsor:** *Organisation X has made a contribution to SDG 3 by funding X,000 Averted Disability Adjusted Life Years (ADALYs) from Project [NAME/NUMBER] issued on [DATE], This represents a direct and quantifiable impact on human health, monitored, verified and certified to Gold Standard.*

5.6.3 | The Gold Standard Certified SDG Impact logo may be used in conjunction with issuance and funding of these assets.



5.6.4 | A sponsor or funder of certified ADALYs must not make claims for other Gold Standard Certified SDG Impacts that they have not directly funded, for example, Black Carbon and/or VERs. They can, however, include a description of SDG Impacts as part of a project narrative, but must indicate clearly and precisely what their funds supported.

## 5.7 | GENDER IMPACTS

5.7.1 | All GS4GG projects conform to the [Safeguarding Principles & Requirements](#) which include 'Gender Equality and Women's Rights' as one of the principles. [Gender equality requirements and guidelines](#) define gender certification at mandatory gender-sensitive requirements level and at optional gender-responsive guidelines level.

5.7.2 | Any project certified under Gold Standard for the Global Goals may claim to have supported a 'Gender Sensitive' project, reflecting its compliance with best practices in gender equality.

5.7.3 | Claims made with respect to 'certified SDG 5 impacts' under the "Gender Responsive" Framework may acknowledge the direct contribution to SDG Target 5.1, 5.4 and 5.5, including the impacts it has delivered as well as the fact that the project's impact has been monitored, verified and certified to Gold Standard. Examples of claims that may be made are provided below:

- i. **Project developer:** *Project [NAME/NUMBER] made a contribution to SDG Target 5.4 by certifying the reduction of XXXX hours of unpaid domestic work on [DATE] and to SDG Target 5.5 by providing new permanent employment to XX women within the project boundary on [DATE]. This represents a direct and quantifiable impact on gender equality, monitored, verified and certified to Gold Standard.*
- ii. **Funder/sponsor:** *Organisation X has made a contribution to SDG Target 5.4 by funding the reduction of XXXX hours of unpaid domestic work through PROJECT NAME and to SDG Target 5.5 by providing new permanent employment to XX women within the project boundary. This*

*represents a direct and quantifiable impact on gender equality, monitored, verified and certified to Gold Standard.*

## 6| IMPACT CLAIMS FOR PROJECTS TRANSITIONING TO GS4GG

6.1.1 | In general, projects that transition to Gold Standard for the Global Goals from earlier versions of our Standards (Energy, Land Use & Forests or Water) are eligible to make the same impact claims as projects that initiate under Gold Standard for the Global Goals. Potential restrictions are limited to impact claims around enhanced safeguards that are required at the beginning of project design, like “gender sensitive” or “water sensitive.” However, projects that can demonstrate during the transition process how the key principles or requirements of these safeguards were followed will be given clearance to make such impact claims.

## 7| LOGO USAGE

7.1.1 | Please refer to [Gold Standard Terms and Conditions](#) and [Gold Standard Brand Guidelines](#) for all specifications related to the Gold Standard corporate logo and the Gold Standard for the Global Goals standard logo.

## DOCUMENT HISTORY

Version	Date	Description
2.0	08/06/2022	Updated to include claims for Fund Certification and revised guidance for Verified Emission Reduction claims
1.0	30/06/2017	Initial adoption