



The digital platform for your climate actions

Launched by



BNP PARIBAS

Social Business

Tech for **good**



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The Context

Climate change is accelerating

It has become necessary to take a step beyond CO2 reduction to fight climate change.

Climate change has an impact on our everyday life as businesses and individuals.

Countries, authorities and corporations are actively reducing their carbon footprint, however as the problem grows exponentially, these efforts are not solving the problem at the needed pace to preserve our planet.

The 10 warmest years in the 139-year record all have occurred since 2005, with the five warmest years being the five most recent years.

Air pollution from roads causes at least €70bn in health damage every year in the European Union.

In 2018, overall losses from weather-related disasters totaled USD 225 billion.

Sources: Weather, Climate & Catastrophe Insight - 2018 Annual Report
European Public Health Alliance (EPHA) 2018



Business Context 1/2

More and more, investors and clients are supporting organizations that have a robust sustainable strategy.

There is a growing investor pressure on environmental sustainability and social responsibility (Willis Towers Watson, 2018).

Annual global investment in climate business solutions is over USD 1 trillion and is accelerating (IFC, 2016).

Criteria for most responsible investors

- 1 Disclosure of ESG and related objectives
- 2 Integration of these across the portfolio
- 3 Implementation of strategies and benchmarks
- 4 Commitment of resources
- 5 Accountability
- 6 Partnerships with other investors and businesses

Business Context 2/2

Initiatives

- In June 2017, France adopted **the Plan Climat**, which includes a new long-term objective to be **carbon neutral by 2050**.
- The **2015 Paris Agreement** has been called a **USD 20 trillion investment opportunity**.
- The implementation of the **Nationally Determined Contributions (NDCs)** submitted as part of the Paris Agreement will accelerate the market for climate-friendly solutions.

Economics

- **90% of Asset Managers** worldwide have a climate strategy (BlackRock 2018).
- **BlackRock survey, with about 90% of Asia-Pacific** insurers citing ESG policy as “extremely or very important”.
- **Annual global investment** in climate business solutions is **over USD 1 trillion**, and is accelerating.
- **Sustainable Investment represented 24% of Global Assets** under Management in 2016.

Social

- The Climate Walks, gathering **150K people each**.
- Greta Thunberg activism.
- In 2018, overall losses from weather-related disasters totaled **USD 225 billion**.

Technology

- In 2017, **Bloomberg** released the guidelines of the assesement process and disclosure of carbon emissions:

Portfolio Carbon Footprint tool.

Carbon Tracker 2D Scenario Analysis Tool.

Legal

- Article 173 in France.
- **New Directives in Solvency II, PRIIPS, UCITS, IORP II, MiFID II, AIFMD** to add Sustainability information.
- **Pension Fund in Australia being sued for failure** to disclose management of climate-related financial risks.
- Recommendation from EU **HLEG recommendation** to encourage the development of a common set of sustainability impact metrics and proxies.

Source:

Patricia Espinosa, United Nations Framework Convention on Climate Change Executive Secretary
"Creating Markets for Climate Business An IFC Climate Investment Opportunities Report", p11
<http://www.mission2020.global/climate-turning-point/#Content6>

Science Based Targets 2018
"Creating Markets for Climate Business An IFC Climate Investment Opportunities Report"p10
Global Sustainable Investment Review 2016
AON Weather, Climate & Catastrophe Insight: 2018 Annual Report



Considering this context, it has become necessary to go beyond CO2 emissions reduction to fight global warming at the needed pace

Along with your reduction strategy, balance your residual emissions by supporting sustainable projects that capture or avoid CO2 emissions, and contribute to the UN Sustainable Development Goals.

Sustainable projects accelerate the climate change mitigation and boost the 2° pathway.

They generate 1 carbon credit per each ton of CO2 captured or avoided.

Organizations and corporations can buy these voluntary carbon credits to support projects and balance their carbon emissions.

It can be done at different levels: company, buildings, portfolio, product or services, event and business trips.



The ClimateSeed Platform and Tools

ClimateSeed is the digital platform to balance your residual emissions

It is a digital platform, launched by **BNP Paribas**, that connects sustainable project carriers with organizations that want to go beyond CO2 reduction by supporting sustainable projects.

They can securely and transparently buy carbon credits to support sustainable projects.

User friendly centralized platform

Fair price: project carriers set price of their carbon credits

Robust due diligence process

A voting module and digital tools to engage stakeholders



ClimateSeed is a Social Business accredited by Nobel Peace Prize Prof. Yunus

A company dedicated to fight climate change and solve human problems.

The ClimateSeed team has been directly collaborating with the **Grameen Creative Lab*** to become a leading Social Business. A company dedicated to tackle social and environmental issues.

As a Social Business, 100% of its profits will be reinvested in education, project development, and technological solutions to counter climate change.



*Consultancy firm founded by Prof. Yunus specialized in auditing and supporting Social Businesses



The ClimateSeed platform is secure and transparent

In the ClimateSeed platform, you will find **quality-checked projects that underwent a strict due diligence process** and are internationally certified.

Three-level verification process to mitigate reputational risk.

Sustainable project certification and audit by major international standards

Banking due diligence and anti-money laundering and reputation analysis

Validation from Sustainability Committee



Transparent fair price and business model

The price of the carbon credits is set by the project carriers to maximize financial contribution to the projects. ClimateSeed adds a 15% transaction fee (only paid by the contributor).



Diversified projects and impacts

Create a portfolio to target several SDGs, locations or project types.



Centralized infrastructure & user-friendly experience

With a secure, reliable & easy-to-use platform.



Continuous project monitoring and reporting

Projects are monitored by international standards and reviewed by the Sustainability Committee and the ClimateSeed team.



ClimateSeed is the trusted partner for your climate-positive actions

Select your CO2 emission scope to balance

Through ClimateSeed, balance your residual emissions at different scopes. These actions generate benefits on the environment, UN Sustainable Development goals and throughout your business network.

Engage your stakeholders

ClimateSeed has several digital tools including a digital voting module that help you engage, attract and retain stakeholders.

Report and communicate

You can use ClimateSeed's communication kits to promote your climate-positive actions, structure educational campaigns and report to your stakeholders.



How it works

Sign up to climateseed.com, go through the onboarding process, browse and contribute to sustainable quality-checked projects to securely and easily balance your unavoidable emissions.

1

CO2 emissions measurement

Use the ClimateSeed emissions calculator for your business trips, annual energy consumption... Rely on ClimateSeed's expert network to calculate additional emissions.

2

Project Selection

Choose among a wide range of sustainable projects.
OR
Pre-select sustainable projects and use the ClimateSeed voting module to engage your stakeholders.

3

Project Selection

Support sustainable projects and unlock their environmental, social, and economic impacts.

4

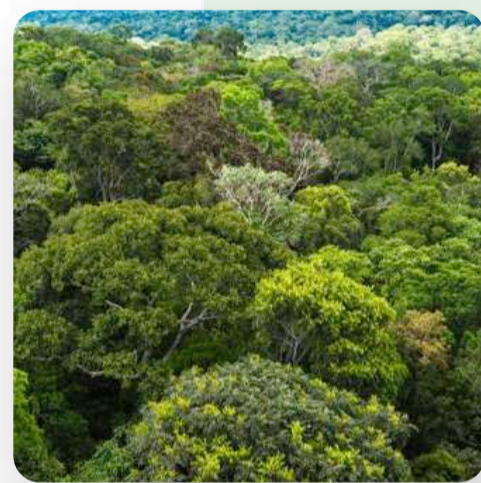
Communicate your actions

Keep your stakeholders informed by using our communication kits.



It offers a wide variety of sustainable projects

The projects available on the ClimateSeed platform either capture or avoid CO2 emissions



Forestry & Land Use



Agriculture



Water



Waste Management



Energy



Community-Based

These projects also contribute to Sustainable Development Goals set by the UN



The project portfolio in numbers

We are already working alongside



**20 Project
Developers**



**12
projects**

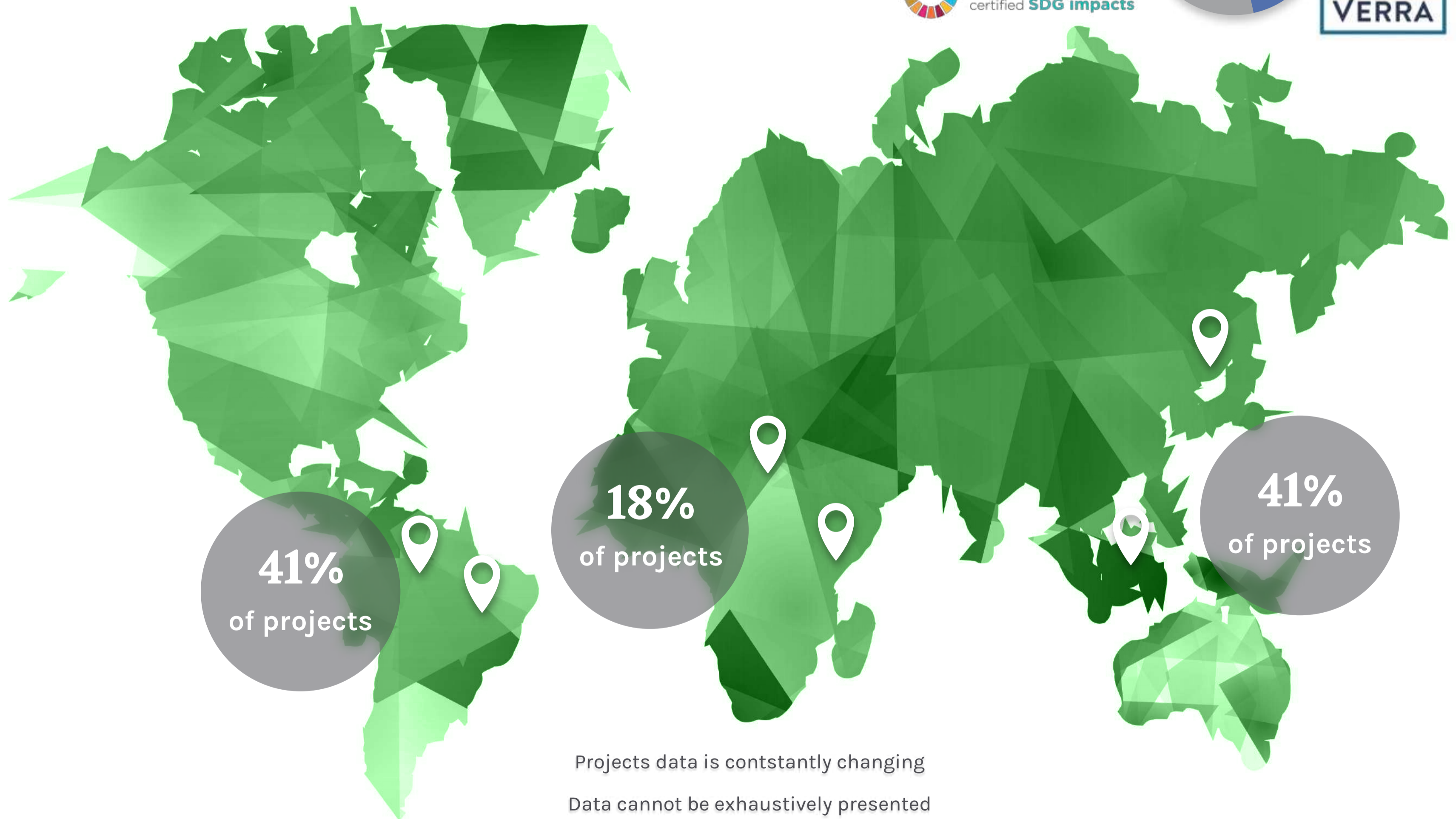
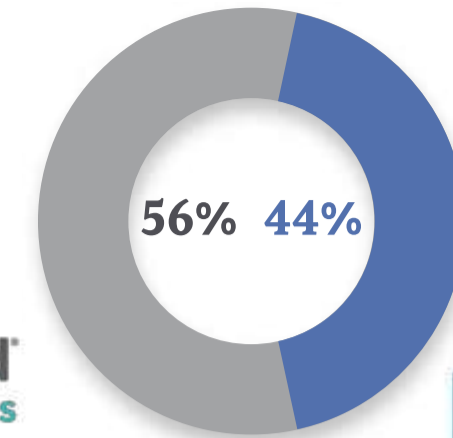


**20M teqCO2
credits
available**



**In more than
10 countries**

We are already working globally



Projects data is constantly changing
Data cannot be exhaustively presented



Example of sustainable projects available on ClimateSeed

Rural Biogas Development

- Emissions Avoidance
 - Energy Transfer
 - China
- Gold Standard®**
- Total tCO₂eq avoided: 800,000
 - Families supported: 395,500
 - Annual savings of coal: 340,000 tons of coal
 - Credits on ClimateSeed: 200,000
 - Average Price: €5



The small-size biogas digesters avoid methane emissions from pig manure as well as carbon dioxide emissions from coal and firewood, and provide families with clean, renewable and free biogas for cooking, heating, or lighting.



Peatland Conservation

- Carbon Sequestration
 - Forestry & Land Use
 - Indonesia
- VCS VERIFIED CARBON STANDARD**
- Total tCO₂eq sequestered: 7,500,000
 - Protected species: 44 species
 - Protected area: 150,000 hectares
 - Credits on ClimateSeed: 6,210,000
 - Average Price: €9



Tropical peatland restoration and conservation initiative. Peatlands are susceptible to forest fires, especially during the dry season. Uncontrolled fires can burn through vast tracts of vegetation and the underlying peat, releasing significant GHG emissions. The project protects vital habitat for a vibrant mix of flora and fauna.



Improved Cookstoves

- Emissions Avoidance
 - Household Devices
 - Mozambique
- Gold Standard®**
- Total tCO₂eq avoided: 30,000
 - Families supported: 3,200
 - Annual savings of coal: 70% in cooking charcoal
 - Credits on ClimateSeed: 30,000
 - Average Price: €8



95% of the population of the districts uses cookstoves with low energy efficiency and a generous amount of charcoal which cost these families a lot of money and time. The project has distributed 5,000 charcoal cookstoves to families living in the saving more than 70% compared to the traditional charcoal cookstoves currently used in the area.



Example of sustainable projects available on ClimateSeed

REDD+ Brazil Nut Project

- Emission avoidance
- Forestry and Land Use
- Peru



- Protected area: 300,000 hectares
- Credits on ClimateSeed: 20,000
- Average Price: €7



The project avoids carbon emissions related to unplanned deforestation. By conserving trees that would otherwise be harvested and illegally logged, not only is carbon stored in standing trees, but the community members are able to manage the Brazil nut concessions to sustain their livelihoods.



Composting Project

- Emissions Avoidance
- Agriculture
- Brazil



- Total tCO2eq avoided annually: 12,623
- Local farms: 13+
- Credits on ClimateSeed: 5,000
- Average Price: €8



The project replaces the baseline Animal Waste Management Systems (AWMS) by a lower GHG emitting AWMS. As part of the project activity, farmers shifted their AWMS to mechanized composting units, avoiding methane emissions.



Improved Cookstoves

- Emissions Avoidance
- Household Devices
- Uganda



- 1,500,000+ people benefit from reduced indoor smoke exposure
- 110 USD saved per household per year
- Credits on ClimateSeed: 20,000
- Average Price: €7



The project has distributed more than 350,000 cookstove by 2014. Locally, the project employs artisans and small enterprises to market and deliver efficient cookstoves to rural areas throughout the country. This livelihood improvement project allows consumers to purchase an efficient cookstove at a reduced price, and then save additional money from the fuel efficiency of the cookstove. This project would not be viable without the revenues of carbon offsets.



Example of sustainable projects available on ClimateSeed

Forest Conservation

- Emission sequestration
- Forestry and Land Use
- **Peru**
- Protected area: 1,500,000 hectares
- 22 million tons of CO2 avoided
- 716 jobs created
- Credits on ClimateSeed: 25,000
- Average Price: €6



The Cordillera Azul project targets the deforestation drivers and aligns sustainable economic development with environmental protection by transforming over 3.8 million hectares of threatened forest. The project focuses on establishing sustainable livelihoods through technical assistance and support for transitioning land use to agroforestry systems for sustainable cocoa and coffee production.



Wind Farm

- Emissions Avoidance
- Renewable Energy
- **Mauritania**
- 30MW wind farm
- 15 turbines of 2MW each
- Credits on ClimateSeed: 69,000
- Average Price: €3.5



The project consists of the construction and operation of a greenfield 30 MW wind power plant South of Nouakchott, Mauritania's capital, consisting of 15 wind turbines of 2 MW each which capture kinetic wind energy for electrical conversion and export to the regional grid of Nouakchott.



Community Project

- Emissions Avoidance
- Energy Efficiency & Fuel Switching
- Waste Management
- **Canada**
- Total tCO2eq avoided: 22,852,000
- 79 projects in Quebec
- Credits on ClimateSeed: 275,000
- Average Price: €38



This project is a community pooling project in Quebec, Canada. This project pools together a variety of sustainable projects in the community including diverting industrial and commercial waste from landfills by composting or recycling; and increasing energy efficiency buildings and switch fuel.



Example of sustainable projects available on ClimateSeed

Renewable Energy

- Emission avoidance
 - Energy Efficiency
 - Brazil
- Gold Standard®**
- Recovering 50 hectares of native species
 - Credits on ClimateSeed: 130,000
 - Average Price: €6



The main benefit of the project activity is the avoidance of native firewood use and the consequent reduction of GHG emissions. The company maintains eucalyptus reforestation areas with a sustainable management plan, reducing the pressure over the Caatinga biome. The factory has sustainable initiatives, as monitoring of atmospheric emissions and use of translucent tiles to reduce energy consumption.



Sustainable Clean Water

- Emissions Avoidance
 - Energy Efficiency
 - Malawi
- Gold Standard®**
- 2,500 water points built/repaired
 - Credits on ClimateSeed: 250,000
 - Average Price: €6



Worldwide 660 million people don't have access to clean water, and in sub-Saharan Africa 36% of existing water pumps are not working. In rural Malawi the project developer is the leading non-government organization that is addressing this challenge. In recent years they have built and repaired over 2,500 water points. They train the communities to then manage these and train area mechanics to provide routine maintenance and local stores to sell fast wearing spare parts.



REDD+ Project

- Emissions Avoidance
 - Forestry & Land Use
 - Brazil
- VCS VERIFIED CARBON STANDARD**
- Total tCO2eq avoided: 12,450,000
 - Credits on ClimateSeed: 100,000
 - Average Price: €4



The main goal of the Project is the promotion of the sustainability of the extractive community by reducing forest degradation and unplanned and illegal deforestation and consequent emission of GHGs, achieved through a list of activities funded by the sale of carbon credits.



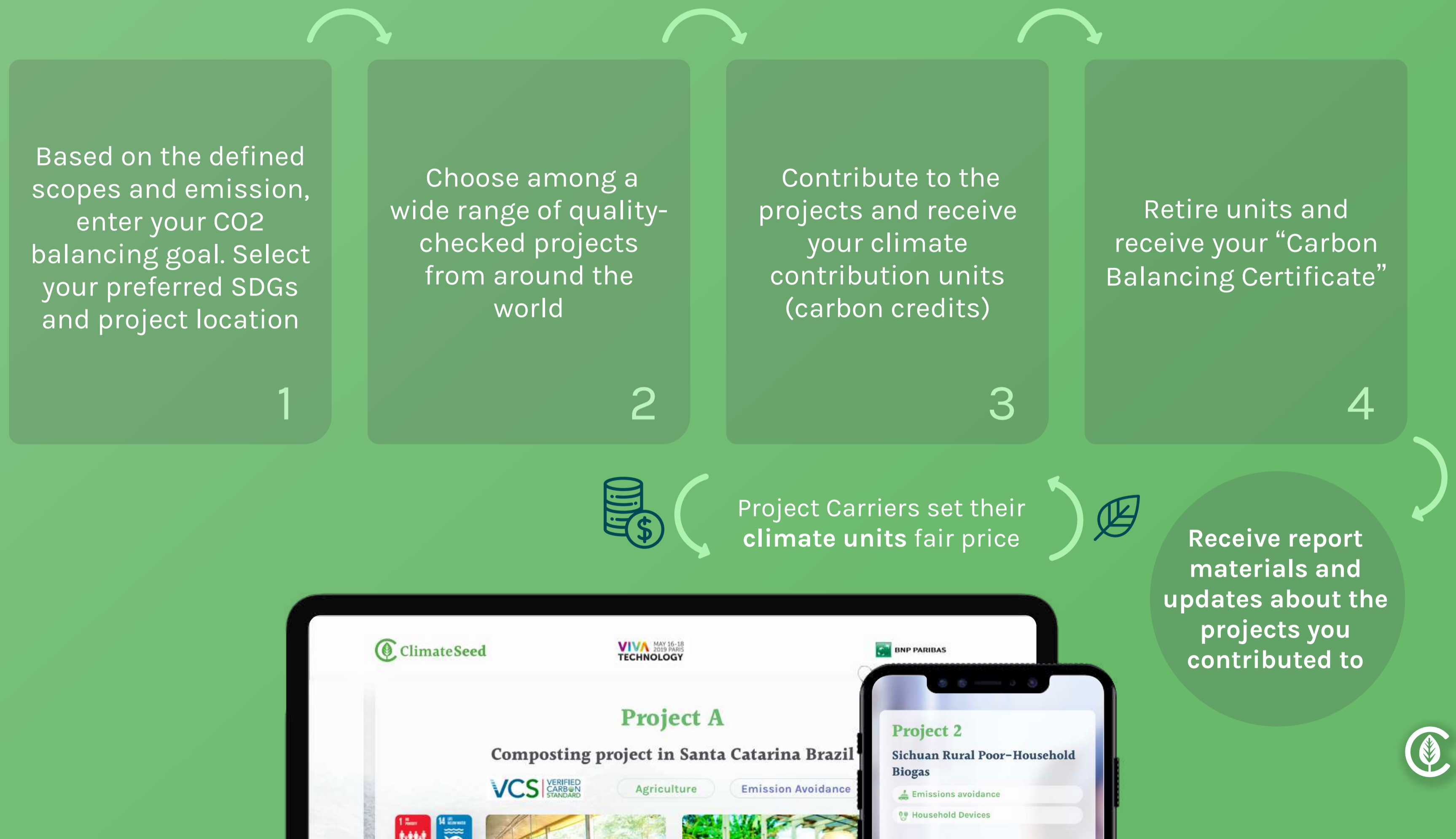
UN SDGs are at the core of the ClimateSeed platform

Create your diversified project portfolio.

ClimateSeed promotes sustainable projects that contribute to the UN SDGs, social, economic, and environmental impacts, mainly in developing countries. You can contribute to a variety of projects and either offset with one specific project or create a diversified portfolio that includes different Sustainable Development Goals.



Once connected to the ClimateSeed platform, balance your residual emissions in 4 simple steps



ClimateSeed provides you with communication & educational materials to promote your sustainable actions



Audit Pack

- Methodology
- Certificate
- Project Carriers
- Local Partners
- Prices
- SDGs



Internal Communication Pack

- Digital Voting Module
- Testimonials
- Photos
- Videos
- Project on-site trips



External Communication Pack

- Ad-hoc communication material about the contribution done on the ClimateSeed platform
- Social media kit
- Press kit

ClimateSeed supports organizations to meet their stakeholders' expectations



Attract, retain and engage your stakeholders



Accelerate your sustainability impact and SDGs contribution



Improve your competitive advantage differentiating from competitors



Build a stronger brand



Become a public example of sustainability



Anticipate coming regulation

Our partners



BNP PARIBAS



wbcd



**La
FRENCH
TECH**



Gold Standard
certified **SDG impacts**



Comité 21



WOMEN4CLIMATE



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◀ **ClimateForce** ▶



SOLARIMPULSE
EFFICIENT SOLUTION



carbone 4

Meet the team

The Core Team



Sebastien Nunes

CEO



Edouard Blin

COO



Jessica Denoyelle

HEAD OF LEGAL &
REGULATORY
AFFAIRS



Edoardo Bertin

MARKETING &
PARTNERSHIP
MANAGER



Michelle Parra-Guedez

GLOBAL
RELATIONSHIP
MANAGER



Alexandre Razzi

BUSINESS
DEVELOPMENT &
CSR



Vincent Loubinoux

BUSINESS
DEVELOPMENT

The Sustainability Committee



Composed of Academics
& Industry Experts



Provides additional filter
in project selection



It defines ClimateSeed's
scientific methodologies

Members

- **SEVERIN FISCHER** – One Earth Consulting, Former Head of Environment at BNP Paribas
- **RENAUD BETTIN** – Carbone 4, Net Zero Initiative
- **STEPHANE VOISIN** – ILB
- **CHRISTINE LANGEVIN** – Climate change and land use consultant





Appendices

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BNP PARIBAS

Social Business

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Regulated and voluntary carbon markets

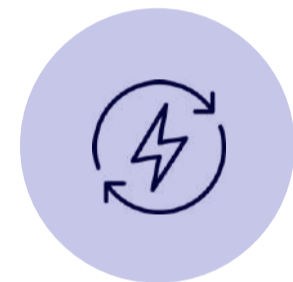
	Regulated Carbon Market	Voluntary Carbon Market
Markets	EU Emissions Trading System in Europe, the RGGI in USA, the California cap & trade system	Over the counter, fragmented market
Target	Energy, power, cement, glass, steel, and other polluting industries are required to buy a set amount of carbon credits with regards to their emission level	All other businesses, institutional investors, cities, individuals (not mandatory) that would reach total or partial “carbon neutrality” or or become «climate positive»
Mechanism	Emission Allowance Trade	Voluntary offsetting market
Regulation	Kyoto Protocol applied by United Nations, States, European Union	Not regulated; However the project certification and assessment is done by international standards applying UN recognized methodologies. Auditing projects from a scientific perspective and measuring the carbon avoided or capture by projects as its social and economic benefits
Underlying	Quotas /EUA, CER	VERs (Voluntary Emission Reduction) or VCU (Verified Unit Reductions) linked to sustainable projects
Facts	<ul style="list-style-type: none"> ● Limited CO2 emission (2005-2008) ● Objectives not reached due to subprime crisis ● Will be reformed post cop 2020 	<ul style="list-style-type: none"> ● Co-benefits on social and economic impacts for developing countries ● Help reaching the UN Sustainable Development Goals ● Facilitate developed countries reach clean energy transition ● Support the development of sustainable projects ● Backed by article 6 and 13 of COP 21 (Paris Agreement)



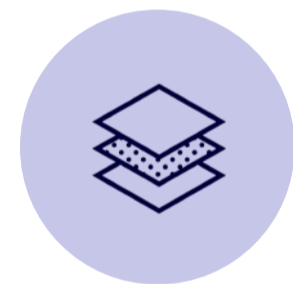
Project developers propose voluntary carbon credits from a large range of programs



Renewable power infrastructures that contribute to decarbonizing the local power grid and thus avoid GHG emissions



Energy efficiency and fuel switching action



Landfill projects designed to capture the methane issued by the waste disposal and provide it to communities in substitution to fossil fuels



Local renewable lighting systems that avoid using a high-carbon power to get light in remote areas



Alternative low carbon transportation infrastructure (like public transit)



Efficient cookstoves, or individual biogas producers using cattle manure, which will significantly reduce wood consumption for daily cooking in rural communities, and hence prevent deforestation that generates carbon emissions



Supply of water filters to households in rural communities, which will eliminate the need to boil water and hence cut carbon emissions

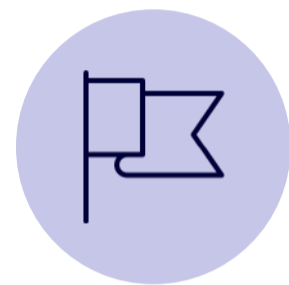


Partnership with local communities, protection of existing forest areas that are clearly threatened by local human activities, in order to maintain carbon storage along with benefits for biodiversity; and afforestation in new regions, in order to develop new carbon sinks



Climate-friendly practices in agriculture that maintain carbon in the soils while increasing their fertility, restore biodiversity and develop new sources of income for smallholders

Project developers propose voluntary carbon credits from a large range of programs



83 Countries

Voluntary carbon projects are reported in 83 countries around the world



62.7 MtCO₂eq issued and \$191mn financing reached in 2017

In 2017, issuances (62.7 MtCO₂eq) and retirements (42.8 MtCO₂eq) reached record-highs in the carbon offsets voluntary market



The voluntary market is gaining momentum and recognition

The voluntary market is gaining momentum and recognition under the UNFCCC framework as Paris Agreement Article 6 paves the way for avoiding double counting when offsetting carbon through the voluntary market, which is an essential condition to the use of carbon credits that are issued out of the official UNFCCC mechanisms (Clean Development Mechanism and Joint Implementation)

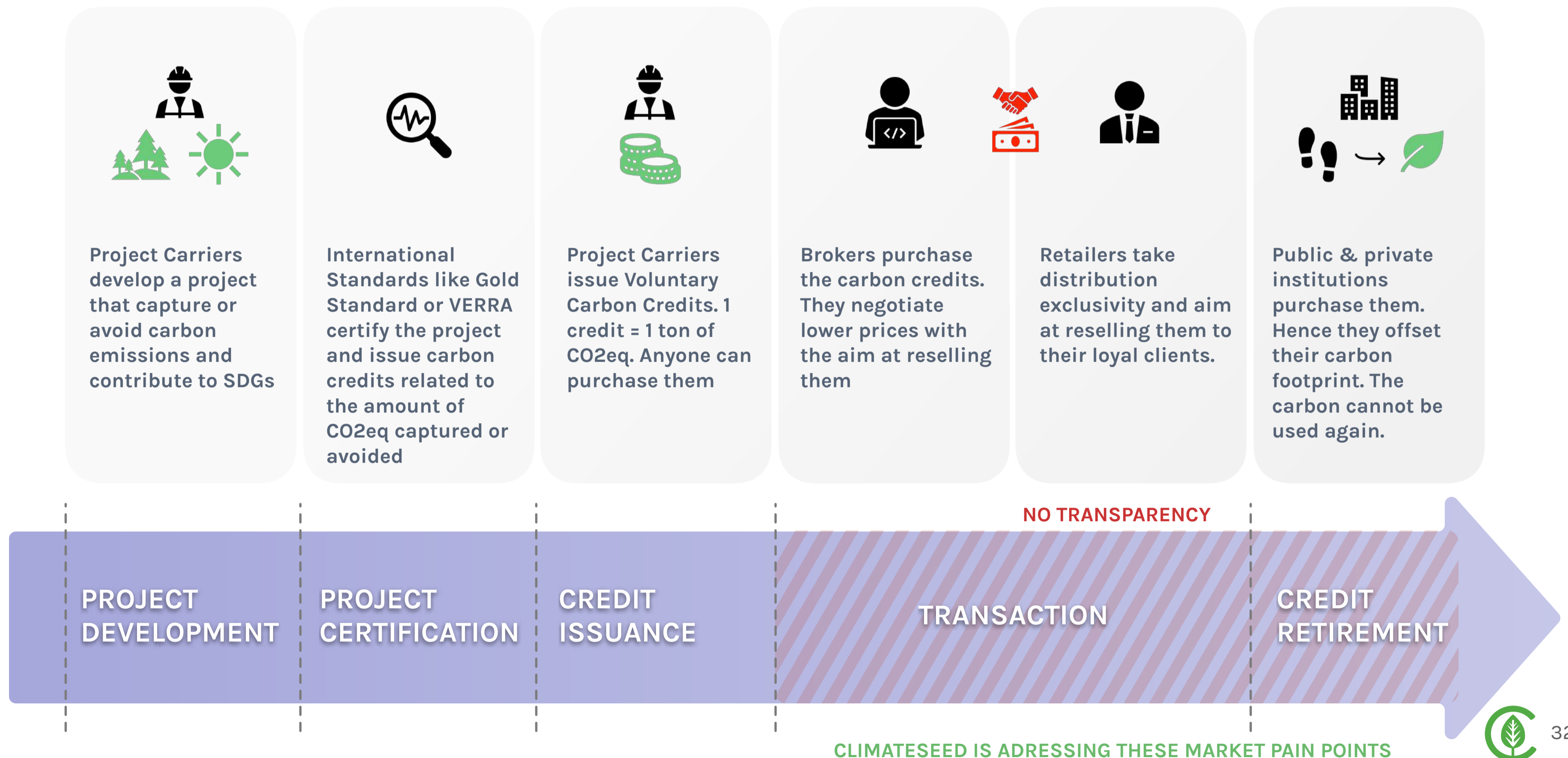


2008 Sustainable Projects

Since 2005, a total of 2,008 projects have issued offsets during this time, mainly in Asia (51%) and North America (18%). Another 11% of projects have been based in Latin America and the Caribbean, 11% in Europe, and 11% in Africa



The current structure of the Voluntary Carbon Market



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