

SUSTAINABLE DEVELOPMENT

A world première: New VCS methodology allowing access to the carbon market for low-level GHG emitters

Beloeil, Quebec, Canada, March 14th 2012 –It is with great pleasure and enthusiasm that Mr. Martin Clermont, CEO of Gedden, announces a new VCS methodology allowing access to the carbon market to low-level GHG emitters. A unique breakthrough in the carbon market! The Methodology VM0018 *Energy Efficiency and Solid Waste Diversion Activities within a Sustainable Community* has been approved under the Verified Carbon Standard (VCS). This constitutes the eighteen VCS methodology on the voluntary carbon market and it is applicable internationally.

This methodology, a key element of Gedden's Sustainable Community Project, will allow Quebec to be a worldwide technological and commercial window. Gedden's Sustainable Community Project distinguishes itself for its technological and conceptual innovation (including a double aggregation) as well as for democratizing the access to the carbon market. The Minister of natural resources and wildlife and Minister responsible for the Plan Nord, M. Clément Gignac, has expressed his support for this innovative project as he announced a subsidy of nearly three million dollars, through the ministry's Technoclimat program. "We are proud to support Gedden's project, which is in line with our government's sustainable development policies. Climate change tends to be associated with big business in the manufacturing sector, however there is an enormous potential to reduce greenhouse gas emissions in small and medium business as well. This is why we are supporting Gedden who has chosen to specifically target this market segment", has declared Minister Gignac."

This project groups several low-level GHG emitters that reduce their GHG in energy efficiency and waste management. Eventually, other types of efforts of GHG reductions will be added to the project, as for example, transport optimization. Today, the carbon market is not economically accessible when efforts from low-level GHG emitters are considered individually. Gedden's Sustainable Community Project encourages the transition toward a low carbon economy. "C3E is pleased to have financially supported Gedden's first marketing efforts and allowed them to stand out in a carbon market rapidly developing. C3E forthwith recognizes their team's leadership and VCS's innovative protocol" says Mr. Yvon Brousseau, CEO of the C3E. Gedden's Sustainable Community Project offers a client "end-to-end" experience for low-level GHG emitters in the industrial, commercial and institutional sectors. Through this project, low emitters now have access not only to a unique technological platform that identifies opportunities in GHG reductions, but can also convert their efforts of reducing GHG emissions into carbon credits exchangeable on the national and international carbon markets. "ICF International supported Gedden's Sustainable Community Project VCS Methodology development from concept through validation and VCS approval" outlines Mr. Duncan Rotherham, Vice-President, ICF.

With the arrival of this Turnkey Solution on the market, Gedden targets to group 5 000 business units in Quebec during the next 3 years. This will contribute in the reduction of GHG emissions of up to 32M tons which will be convertible into carbon credits, and this, over a 10 year period (2010-2020), says Mr. Martin Clermont, CEO of Gedden.

ABOUT GEDDEN

Gedden is recognised globally for its innovative, flexible and efficient solutions to stimulate reductions in greenhouse gas emissions. Gedden's community-based solutions provide businesses and governments with alternatives in sustainable management. These alternatives focus on re-using waste, optimizing transportation and increasing energy efficiency by measuring and quantifying efforts in GHG reductions. Therefore, Gedden's solutions make converting these efforts into exchangeable carbon credits (national and international markets). www.gedden.com.

Gedden - Carbon Neutral in 2010-2011
Offset with



ABOUT C3E

The C3E is a Center of Excellence for Commercialization (CECR federal program) resulting of its two founding members, Rio Tinto Alcan and Hydro-Québec. C3E's national mandate is to commercialize Energy Efficiency and Renewable Energy technologies. www.c3e.ca.

ABOUT ICF INTERNATIONAL

ICF International partners with government and commercial clients to deliver a broad range of professional services and technology solutions including energy, environment, transportation and community development. www.icfi.com.

Link to Ministère des Ressources naturelles et de la Faune: <http://www.mrnf.gouv.qc.ca/>

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For information, please contact:

Martin Clermont,
Chief Executive Officer
Gedden
514.990.2124 ext. 1