



**COMMUNICATION**  
For immediate release  
**SUSTAINABLE DEVELOPMENT**  
**CLIMAT CHANGE**

**A brand/solution is born:** *1st verification of VCU titles completed under the VCS standard opening the market for high quality carbon titles.*

**Beloeil, Quebec, Canada,** March 12, 2014. It's with enthusiasm that Martin Clermont, President of Will Solutions announces the 1st positive third party verification of its Sustainable Community project developed under the VCS standard. The verification process was realized by PJR an American based company. The Sustainable Community project is registered with APX Environmental Markets.

More than 75 675 carbon credit titles (VCU) originating from small GHG emitters in Quebec have now been verified. These reductions were realized on a voluntary basis by small emitters having adhered to the Sustainable Community solution and are available on the voluntary market. In this regard, Will's Sustainable Community project is now listed on [Carbon Trade Exchange \(CTX\)](#), a global trading platform for voluntary carbon credits, based in Australia. The buyers and sponsors of carbon credits in the voluntary market are often motivated by their desire to be socially connected while assuming a leadership role impacting on environmental issues.

Mr. Wayne Sharpe the Chairman and Founder of the Carbon Trade Exchange quoted *"Energy reduction and sustainable solutions to our business and lifestyle are one of the world's great challenges. If we want to maintain the "world as we know it" for future generations, providing financial incentive to reduce energy consumption is key. It provides a business or personal cost reduction for participants via lower energy costs, a funding mechanism for the program itself and now proudly the world's largest wholesale marketplace to sell these to companies who want to offset their unavoidable emissions, making them carbon neutral. It's a great project, and The Sustainable Community of Will Solutions will be a success."*

Mr. Clermont indicated *"This verification allows Will Solutions to make of Quebec the first totally operational sustainable community as well as making it a technological and commercial window of international caliber. This first Sustainable Community project of Will Solutions, distinguished worldwide by its innovation – a business model and a technology worthy of the 21st century, makes possible henceforth the access to the carbon market for all."*

This project was verified to the [Verified Carbon Standard](#), the world's largest voluntary greenhouse gas reduction program. Across the world, more than 1100 VCS projects have issued more than 145 million Verified Carbon Units (VCU), each unit accounts for a reduction of one tonne of CO<sub>2</sub>e. In total, these emissions reductions are equal to the annual emissions of 41 coal fired power plants.

Will solutions also announces the update of its web site [www.solutionswill.com](http://www.solutionswill.com), enhancing the image of its Sustainable Community solution as well as putting on line its second [Manifesto II](#) "*By linking reductions of small GHG emitters and buyers/sponsors, Will's Sustainable Community solution allows the recognition of thousands of conscious acts based on "responsible sponsorship". All parties win; those realizing efforts in GHG reductions as well as those that sponsor them.*"

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#### **About Will**

[Will Solutions](#) is recognized worldwide for its innovative solutions in reducing greenhouse gases (GHG) emissions. In a community approach, Will offers several options of sustainable management focused on the valorisation of waste as well as the optimization in both transportation and energy efficiency. This permits the stimulation and quantification of efforts to reduce GHG's so that they may be converted into exchangeable carbon credits on the voluntary market.

#### **About CTX**

[Carbon Trade Exchange \(CTX\)](#) operates a global trading platform for voluntary carbon credits, providing market participants in over 25 countries a fully electronic spot trading exchange to buy and sell carbon credits instantaneously on a seamless end-to-end platform. The infrastructure provides product and price transparency and market efficiencies for the benefit of market participants. The platform provides real-time prices and purchasing for every major carbon credit standard and through direct interfaces with credit registries and banking facilities, ensures clearing and settlement in a secure and effective way.

#### **About VCS**

Founded in 2005 by the Climate Group, the International Emissions Trading Association, the World Economic Forum, and the World Business Council for Sustainable Development, the [Verified Carbon Standard](#) has become one of the world's most widely used carbon accounting standards. VCS has revolutionized the market developing trusted and innovative tools, as well as pioneering efforts to develop standardized methods that will streamline the project approval process, reduce transaction costs and enhance transparency. Across the world, projects using the VCS Standard have issued more than 145 million credits.

**About Sustainable Community Solution**

The [Sustainable Community Solution](#), powered by Will, targets small final emitters (businesses, local governments and organizations) that share a common territory and clusters them into a regional Carbon Group. Each region can include thousands of individual stakeholders that aim to reduce their GHG emissions. A regional Carbon Group motivates local administrators to further reduce GHG emissions by allowing them to share key information, solutions and business opportunities regarding sustainable development. Will's Sustainable Community Solution encourages, quantifies and clusters together small individual GHG reduction efforts into a large aggregate volume which can then be converted into the highest-quality carbon credits. The GHG reductions mentioned above come from diverse source activities such as improved energy efficiency for buildings, redirection of waste away from landfills and optimal usage of transportation for businesses.

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