

The Voluntary market

Your organization in the era of carbon responsibility

In 2014, the [voluntary market](#) for carbon credits is on the rise, in parallel with the emergence of new regulated markets. More and more enterprises understand its advantages and the whole planet is ready to capitalize on efforts in reducing GHG emissions. This new worldwide context favors the emergence of [GHG reduction aggregation programs](#) for small grassroots local initiatives. It is in this trend that Will's Sustainable Community solution takes off.

1. The strength of the Sustainable Community Solution

- a. By connecting GHG reductions from small emitters and carbon credit buyers/sponsors, Will's Sustainable Community solution allows the recognition of thousands of conscious acts based on "*responsible sponsorship*":
 - i. All parties are winners; those that realize efforts in reducing GHG emissions and those that sponsor them;
 - ii. The solution is based on a unique [business model](#), in complement to taxes and carbon regulations, in a context of a worldwide scarcity in reducing GHG emissions;

Will's Sustainable Community Solution



- iii. The solution supports the [Économie positive](#), which highlights conscious efforts. The Sustainable Community solution allows the implication of all parties concerned (in particular that of millions of small GHG emitters) and gives access to the monetization of efforts, which is an incentive to reinvest in sustainable development;
- iv. The deployment of Sustainable Community clusters throughout the world will materialize an intergenerational collaboration permitting the challenge of respecting the carbon budget¹. The carbon budget of the Intergovernmental Panel on Climate Change (IPCC) is a CO₂ emission threshold not to be exceeded in order to limit global warming to 2°C.;
- b. The Sustainable Community approach creates traction, reinforces the community fiber and gives a positive feeling of being part of the solution, by directing GHG reduction efforts on optimization :
 - i. energy consumption in buildings (energy efficiency);
 - ii. utilization of resources (sobriety and recycling);
 - iii. transportation of goods and people² (sustainable mobility).
- c. The operator of the Sustainable Community solution commits to reinvesting in sustainable development.

2. The Sustainable Community Solution rests on the [VCS certification program](#)

- a. The Sustainable Community is built on the unique and worldwide quantification and verification VM0018's VCS methodology;
- b. VCS is a certification program with open protocols (open source), favoring innovation and inclusion;
- c. VCS is a fungible program in individual or corporate portfolios, permitting the realization of corporate [social responsibility policies](#);
- d. The program is recognized throughout the world by the voluntary carbon market;
- e. The VM0018 methodology allows the worldwide deployment of the Sustainable Community solution, with a potential of 1 000 clusters throughout the world.

3. The first Sustainable Community solution in the world is established and is growing in Quebec

- a. The Quebec Sustainable Community is unique and is deployed in a North-American context of increasing supply of fossil energy and a surplus in hydro-electricity anticipated until 2027, which amplifies the value of each effort in reducing GHG emissions realized in this first cluster;

¹ Is the actual rhythm of GHG reductions is maintained, the [carbon budget](#) set aside by the IPCC for 2012-2020 will be used up in less than 25 years, beyond the 2035 horizon. GHG emissions generated beyond this limit will increase average temperature up to 2°C, a dangerous level. [La Presse](#)

² Transport segment will be integrate later on.

- b. In the last year, municipalities such as Saint Gédéon-de-Beauce, the coopérative des travailleurs de Boisaco, businesses such as Recyc RPM, building owners having obtained a LEED certification as well as several other organizations have joined the first Sustainable Community;
- c. These business units have put in place different initiatives for the reduction of GHG's such as converting a boiler from fossil fuel to biomass, the integration of new technologies such as geothermic and solar power, using heat recovery as a heating source, diverting waste material from landfill sites to recycling, to composting and using the waste as a source of fuel, measures optimizing the energy efficiency of a building's envelope, etc.;
- d. Beyond the potential economies generated by these initiatives, the Sustainable Community will allow these organizations to obtain a financial compensation for their efforts;
- e. Third party validation of this first Sustainable Community project confirms the GHG reduction potential at 22,8 million tons for the [2010-2019](#) period. In peak periods, this represents close to 3 million tons of reductions in GHG emissions per year.

Each organization and its members have the opportunity to act now!

Because a civil and a community approach is a guarantee of sustainable change, all organizations gain by integrating Sustainable Community. The implication of small and large GHG emitters provides, in reciprocity, recognition and reinforces the steps converging towards worldwide carbon pricing. While we are moving towards a possible consensus on the renewal of Kyoto Protocol II (KP2) in Paris in 2015, why not join the Quebec enterprises that have chosen to monetize their efforts?

For more information on the Sustainable Community solution, visit us on solutionswill.com

Complementary information

- Manifesto I – [Together towards a low-carbon economy](#)
- [VM0018 Methodology](#)