

Will

AMERICANA 2019

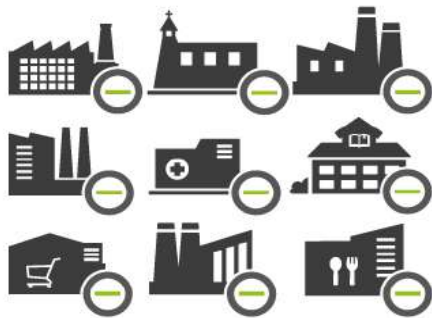
SUSTAINABLE COMMUNITY: VALUED SOCIAL IMPACT ON THE
CARBON MARKET

March 2019

Market solution:

FIRST CLUSTER IN CANADA

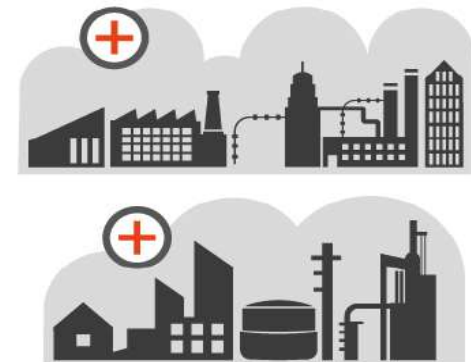
Will's Sustainable Community solution



Small GHG emitters



Will and its collaborators



Carbon credits buyers and sponsors

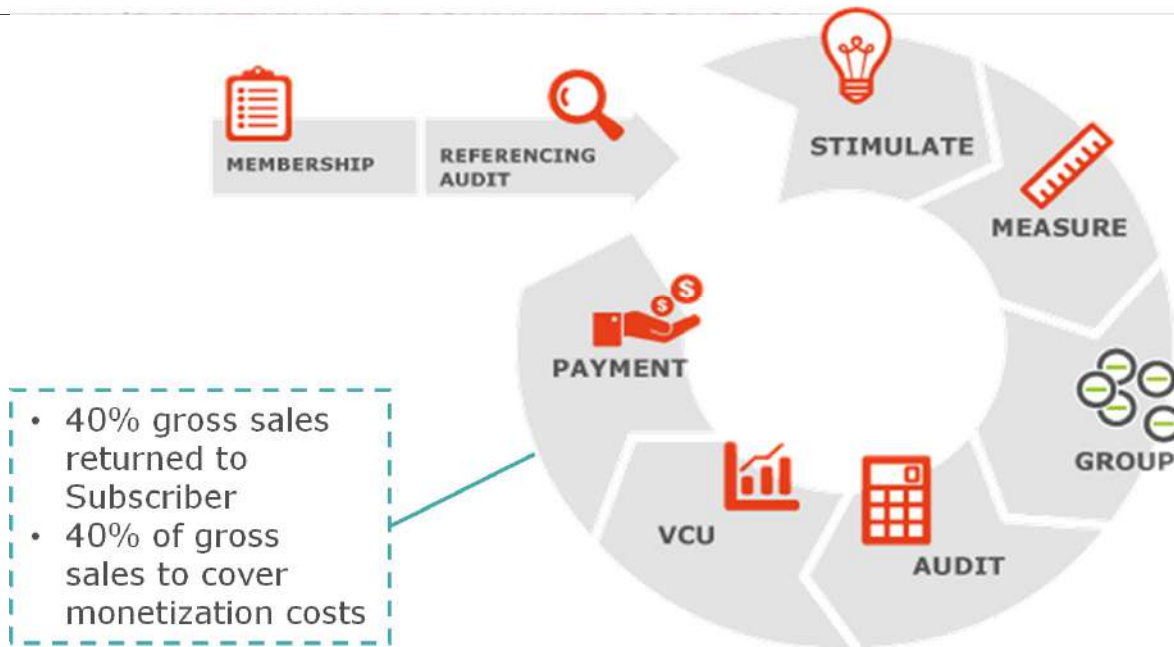
Our market solution, operating in a cluster mode, is recognized and considered unique in the world (VERRA- VCS).

Finalist for the 2018 Novae Award, BCorporation certification

Recognition by the UNFCCC, Federation of Chambers of Commerce of Quebec and climate change scientists

BUSINESS MODEL BASED ON SHARING

WILL'S SUSTAINABLE COMMUNITY SOLUTION

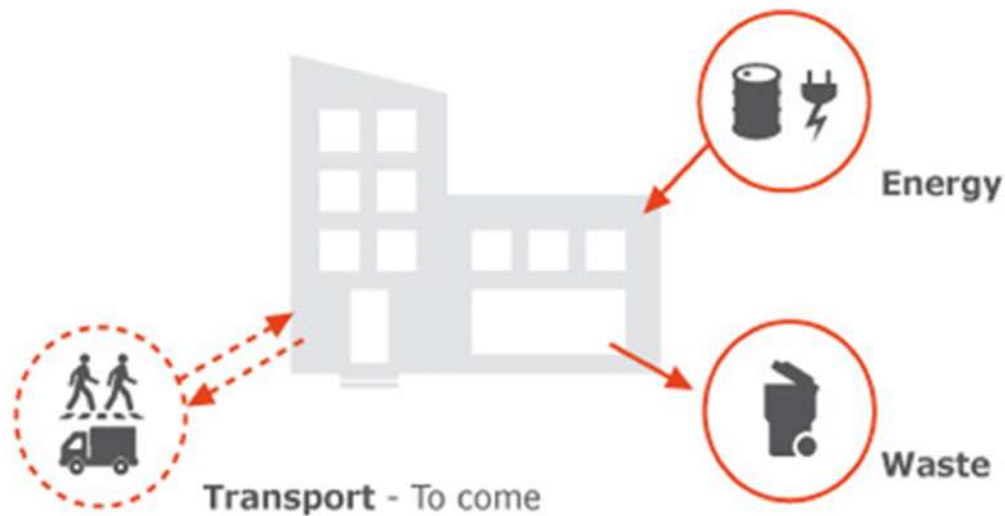


The Quebec PD (*Project Document 2010 to 2020*) has a potential of 22.8 M tons of reductions, renewable for 10 years. Permanent GHG reductions that are additional, real, measurable and verifiable.

No upfront costs for each Subscriber / member

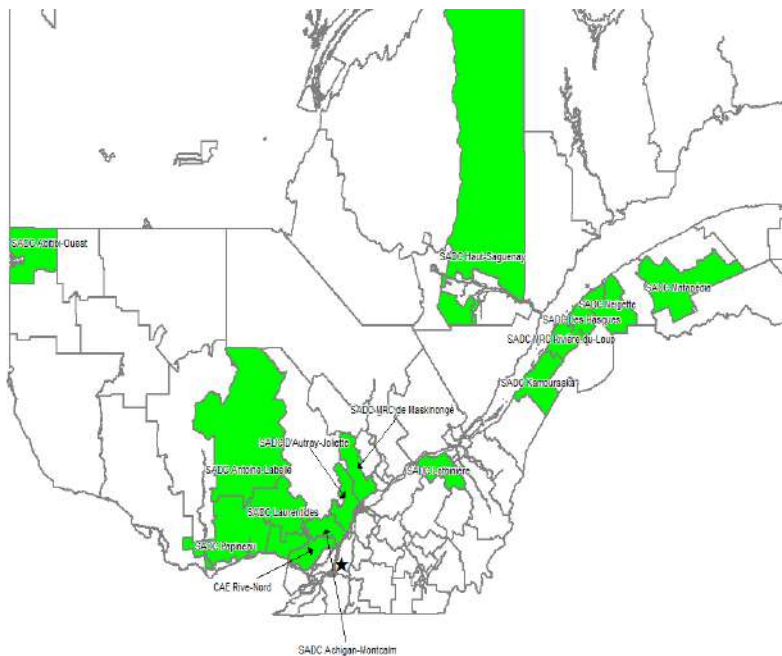
BUSINESS MODEL BASED ON SHARING

Eligible GHG reduction efforts with the **building** as a perimeter of calculation.



WILLINGNESS FOR PARTICIPATION – 3RD COHORT

Pilot project 2017-2018 with 14 SADC's

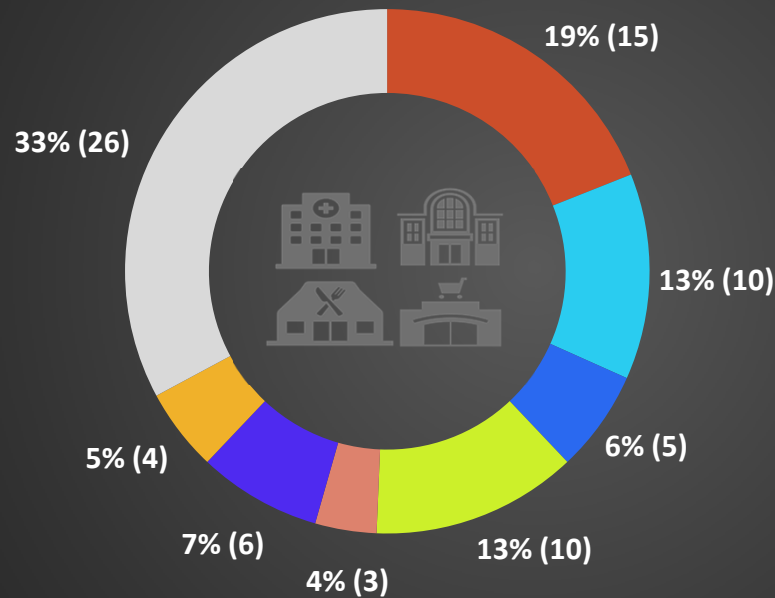


- To date, the pilot project targeting 150 SMEs/ organizations, has reached more than 256 organizations of all kinds: SMEs, municipalities, NGOs, health clinics, places of worship, etc.
- 148 committed organizations
- 109 have already signed their membership contract, and 105 were audited.
- 2,954 million t of GHG emission reduction under verification;
- 620 buildings of all types;
- Social impact: $\approx 10\%$ of the Quebec's population
- 50% non-eligible micro-projects submitted were in transportation

PRODUCTION OF CARBON ASSETS FOR THE 3RD COHORT

GHG reductions converted to VCU

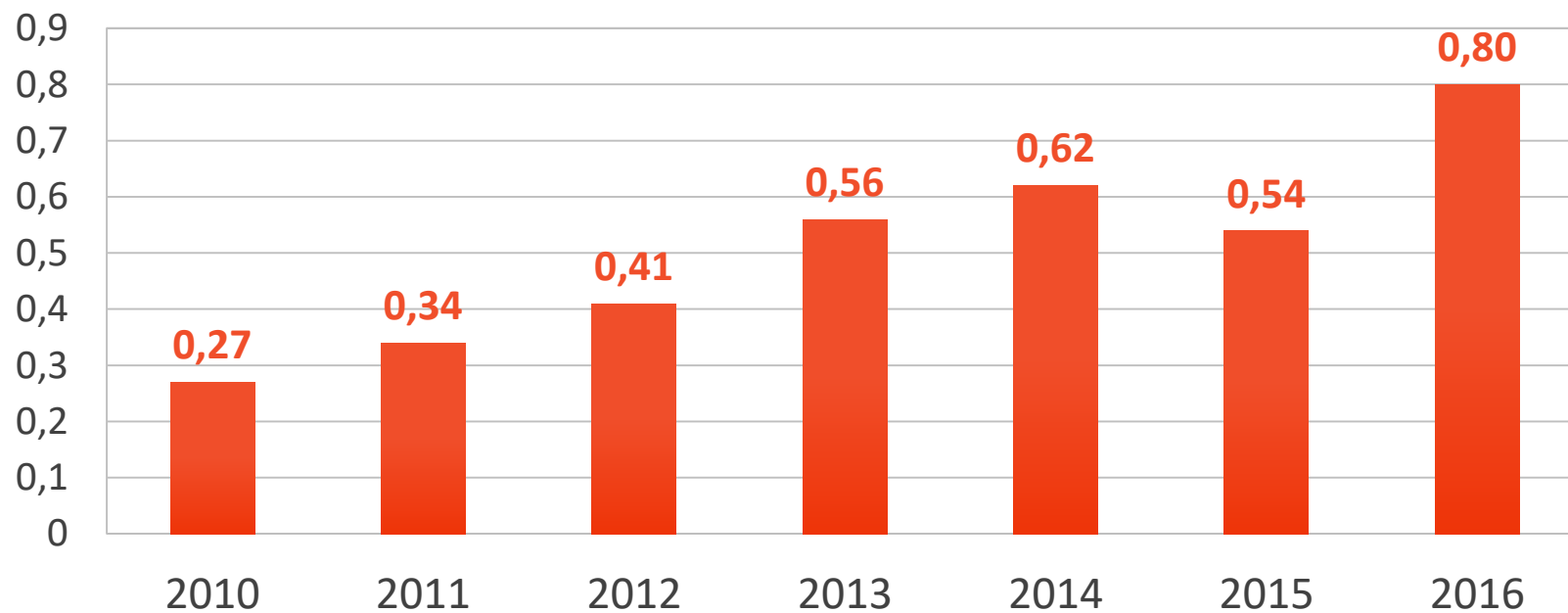
620 buildings grouped around 79 members of the 3rd cohort



- Municipalities (Inter-municipal board, MRC)
- NGO's (churches, clinics, CISSS, CHSLD)
- School boards, CEGEP and college
- Farms and greenhouses
- Forestry and agricultural cooperatives
- Tourism (Outfitter and inn)
- Retail trade
- SME manufacturing

WILL'S INVENTORY OF AUDITED GHG REDUCTIONS IN QUEBEC

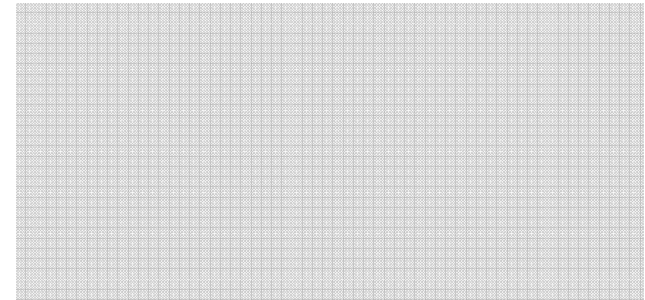
million of tCO₂e per year



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INTERVENTION PROCESS

I: Membership



1- Identification and recruitment of the member/prospect



2- Signature of the registration and pre-quantification forms



3- Qualification and pre-quantification of the member's eligible GHG's



4- Signature of the contract to adhere to the Sustainable Community Solution

INTERVENTION PROCESS

II: Quantification & verification



5- Audit on member's site



6- Validation of supporting documents



7- Quantification of each member's GHG reductions



8- Pooling of quantifications and preparing the monitoring report



9- Verification of the monitoring report by an independent expert (VVB)

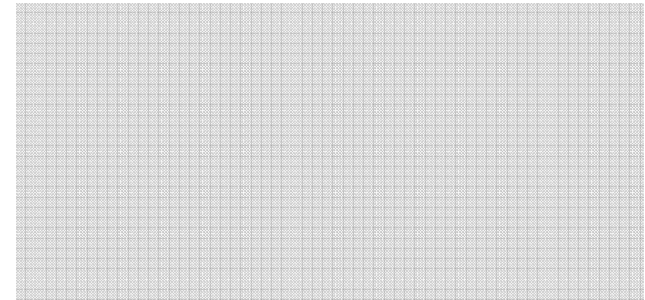


10- Validation of the VVB report by the VCS program and VCU serialization

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INTERVENTION PROCESS

III: Marketing



11- Marketing and
sale of VCU's



12- Delivery of the
compensation
certificate to the
buyer



13- Remittance to
members and
partners

Solutions *Will*

**Small
emitters**



- 25 000 tons



WILL operates a solution for pooling expertise and costs, democratizing access to the voluntary carbon market, offered as a one-stop shop for micro projects ENERGY and WASTE.

**Large
emitters**

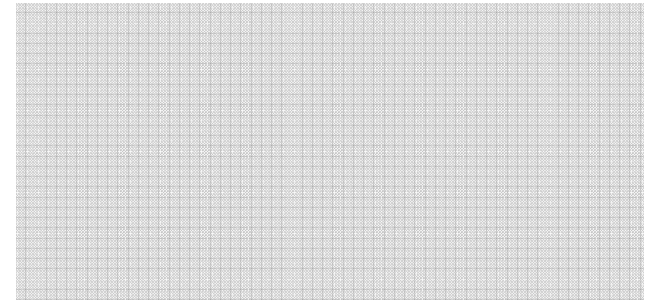


+ 25 000 tons



WILL offers Quebec GHG reductions quantified, verified and converted to carbon credits by internationally recognized programs.

SOCIAL AND LOCAL IMPACT



- 10% of the population directly or indirectly affected
- Impacts on some of the United Nations Sustainable Development Goals (SDG).
- In particular the following Sustainable Development Goals : **9,11,13 et 17**

IMPACTS SDG 9



INDUSTRY, INNOVATION AND INFRASTRUCTURE

The GHG reduction quantifications of the 3rd cohort currently in audit, includes 79 members, operating in several types of industries, deployed in 620 buildings, with 796 micro-projects all grouped under Sustainable Community (SC).



This community, the **1st in the world**, is in itself a social innovation.

Biomass residue-fed heat network; Serres Lefort

IMPACTS SDG 11



SUSTAINABLE CITIES AND COMMUNITIES

The GHG reduction quantifications of the 3rd cohort currently under audit also include 15 of the 79 members, which are either cities or para-municipal organizations such as inter-municipal waste management boards.



These 15 Sustainable community members intersect 110 small municipalities all in remote areas of major urban centers.

Composting center MRC de Témiscamingue

IMPACTS SDG 13



MEASURES RELATED TO THE FIGHT AGAINST CLIMATE CHANGES

The quantitative results of the GHG reductions grouped under Sustainable Community (SC) is fully in line with this SDG..



Quebec's reduction potential is significant and achievable by adding transport-related GHG reductions (with the building as a calculation perimeter), algorithm automation and the integration of block-chain technologies for transparency and management of the transmission system. double accounting.

Citizens involved

IMPACTS SDG 17



PARTNERSHIPS FOR ACHIEVING OBJECTIVES

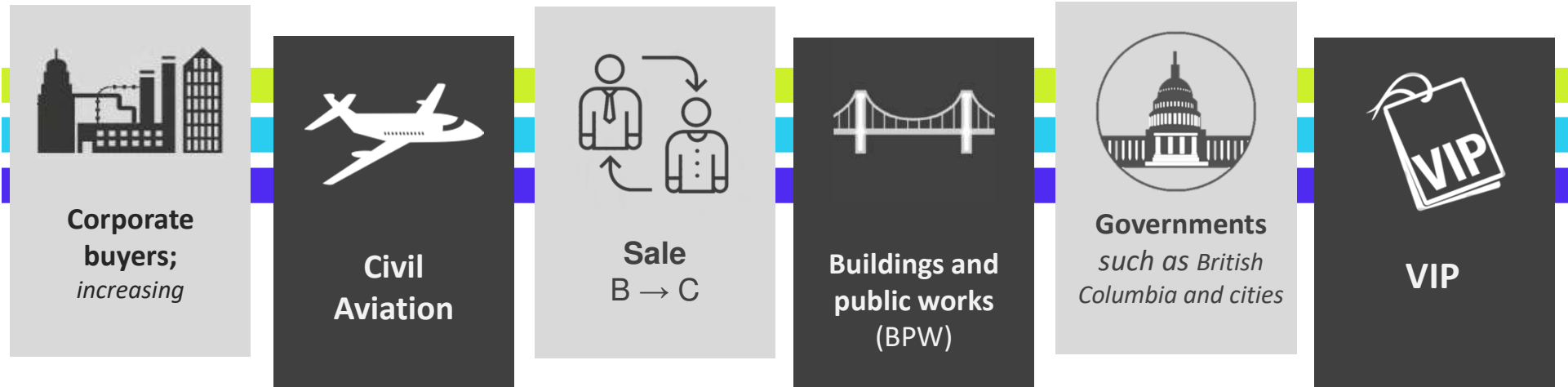
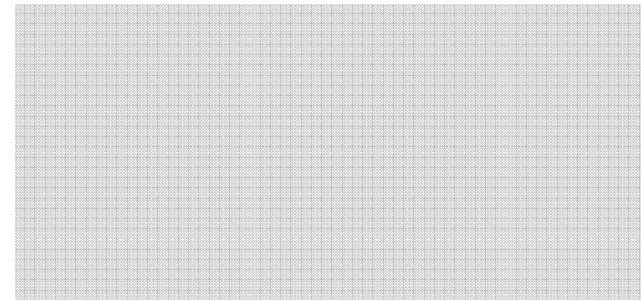
Partnerships to achieve the objectives: the quantification of GHG reductions of the 3rd cohort currently in audit, includes 10 non-governmental organizations (NGO) out of the 79 members. In addition, the recruitment of 74 members out of 79 was carried out under a pilot project with the direct participation of 14 NGOs;



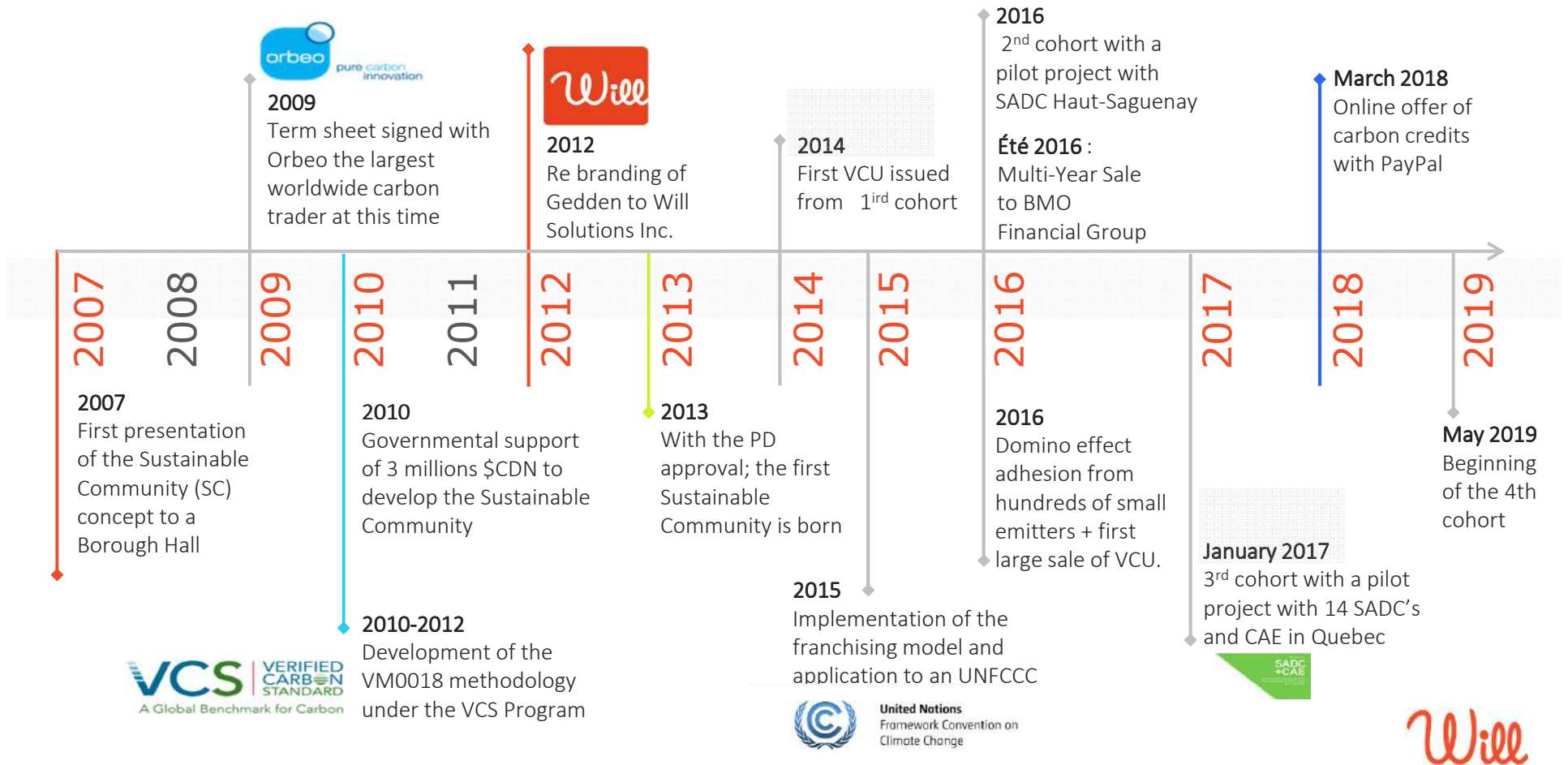
That is the SADC of Matapédia, Neigette, Basques, Rivière-du-Loup, Kamouraska, Lotbinière, Haut-Saguenay, Maskinongé, CAE Rive-Nord, Laurentides, Antoine-Labelle, Papineau, Abitibi-Ouest et la SADC D'Autray-Joliette, all grouped together in the Réseau des SADC et CAE du Québec.

REQUEST FOR CARBON CREDITS

6 distribution channels



WILL'S PATHWAY



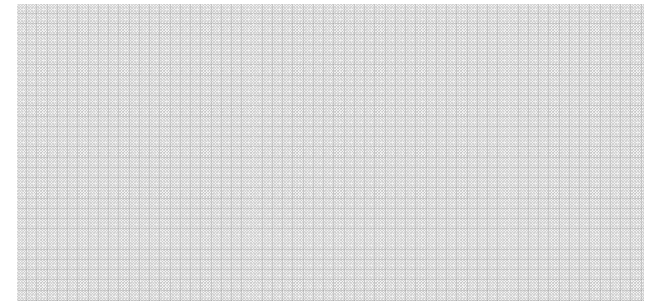
SOCIAL ENTREPRENEURSHIP & SUSTAINABILITY



Our commitment to sustainable development is based on immediate and social impacts, **certification B Corp.** February 14, 2019.



The [SADC de Papineau](#), the [CREDDO](#) and the [Chambre de commerce de Gatineau](#) are proud to have a certificate highlighting their contribution in the Sustainable Community [Crédits de carbone](#) through Carbon Neutrality of the [#SommetEVO!](#)



Finalist finance catégorie - Prix Novae 2018



PARTNERS AND COLLABORATORS

Martin Clermont; social entrepreneur, CEO and founder.

Engineer, M. Env. Sc. B. Tech Mec. Expert in climate change and sustainable development.

New generation on board:

- **Luca Palladino;** Strategist digital communications. B.B.A. (Economy & Marketing), B. Business admin.
- **Claudie Eustache;** VCU supply (sales) & corporate sustainability. Master in urban planning and B. in International Studies.
- **Claudia Lesage;** GHG assistant auditor. B. Environment Studies and Geography, B. of Arts .

Michel Dessureault; VP Finance & administration, CPA.

Normand Hétu; Strategic and financial advisor, MBA.

Absolunet; partner E-commerce, maintenance and ITC development.

Danny Leblanc; Vice-president, Business development.

Pierre Caron; Strategic franchising advisor, B. Admin & Marketing

Christophe Kaestli; Methodological advisor, expert in ISO certification (9 001, 14 001, 14 064 and others), LEED certification, Eng., DBA & Master in Finances.

John Mavridis; legal advisor and corporate lawyer.

5 resources under discussions; on commercial, management and scientific field

The logo for 'Will' is written in a red, cursive, handwritten-style font.

NEXT STEPS



UPDATE AND TECHNOLOGICAL PROGRESS:

- I. **Transportation:** To cover transportation GHG reductions offering a single window to our members and calculated from the perimeter of their buildings;
- II. **Automatization** with the integration of existing technologies of IoT and Artificial Intelligence and thus reduce the life cycle of the process: from membership, contract signing, auditing, data collection & processing, quantification, Monitoring Consolidated report and VVB audits;
- III. **Chain block technology:** increasing transparency for the sale and distribution of VCU's; especially in B → C mode and for Brand loyalty programs..

Will