

WILL makes a sale with a firm involved the «*The Science Based Target Initiative*» movement

PRESS RELEASE
For immediate release

(Montreal, Thursday March 5th, 2020) – Will Solutions (WILL), Leader in carbon monetization in Quebec, announces the sale of carbon credits from its Sustainable Community project to the firm Maple Leaf Foods, which is involved in the global corporate movement «*The Science Based Target Initiative*».

This movement created in September 2014 now brings together 805 companies around the world who have implemented measures with ambitious climate goals based on science. The objectives marked out by the “Science Based Target Initiative” movement offer companies a clearly defined path to long-term growth by specifying how and how quickly they must reduce their greenhouse gas emissions.

The 2015 Paris agreement saw 195 states around the world commit to preventing climate change by limiting global warming to well below 2 degrees Celsius. This marked an acceleration of the transition to a low-carbon economy. Many companies are already demonstrating that they have the skills, expertise and ingenuity to make this a reality. But they need emission reduction targets that ensure that the transformative action they undertake is aligned with the good practices induced by current scientific knowledge.

In its process leading to it's joining the movement «*The Science Based Target Initiative*» Maple Leaf Foods has chosen a carbon neutral objective. In this regard, Maple Leaf Foods, which is now carbon neutral, bought carbon credits from Will's Sustainable Community project, which is validated under the VCS program. «*All of society's stakeholders are part of the climate transition solution. The same goes for corporations, both small and large. We all do actions and gestures every day and WILL wants to recognize these actions*», said Martin Clermont, president of WILL.

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To know more:

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About WILL

Will Solutions inc. ([WILL](#)) is a private Canadian company, certified B Corp., whose head office is based in Beloeil, Quebec, Canada. The company has been active in the voluntary carbon market since 2007 with its Sustainable Community (SC) project. WILL has been carbon neutral since 2007 and undertakes to return 10% of its net profit to community projects and initiatives supporting sustainable development. WILL has brought together financial, scientific and technological partners to update its Sustainable Community solution, with the addition of a transport component and the automation of its carbon traceability

platform with Internet of Things (IoT) technological solutions, artificial intelligence (AI) and blockchain.

About Sustainable Community

Sustainable Community (SC) is a project that democratizes access to the voluntary carbon market which is validated under the VCS / VERRA program. SC is the first cluster out of the 1,500 projects validated worldwide under the VCS / VERRA program which brings together, in a single window for its members, GHG reductions. The cluster agglomeration community business model of hundreds of micro-projects is intended to be a catalyst for local action allowing a variety of actors to be involved in the energy transition and the decarbonisation of the Canadian economy by the voluntary purchase of its local shares converted into carbon credits and purchased by citizens, corporations and governments at all levels..

About [The Science Based Target Initiative](#)

The Science Based Targets initiative champions science-based target setting as a powerful way of boosting companies' competitive advantage in the transition to the low-carbon economy. It is a collaboration between [CDP](#), the United Nations Global Compact ([UNGC](#)), World Resources Institute ([WRI](#)), and the World Wide Fund for Nature ([WWF](#)) and one of the We Mean Business Coalition commitments. The initiative: showcases companies that set science-based targets through case studies, events and media to highlight the increased innovation, reduced regulatory uncertainty, strengthened investor confidence and improved profitability and competitiveness generated by science-based target setting. The initiative defines and promotes best practices in science-based target setting with the support of a Technical Advisory Group and offers resources, workshops and guidance to reduce barriers at adoption and independently assesses and approves companies' targets.

About [Maple Leaf Foods Inc.](#)

Maple Leaf Foods announced on November 7, 2019 that they have become the first major food company in the world to be carbon neutral. Maple Leaf Foods path to carbon neutrality is predicated on aggressively reducing their greenhouse gas emissions aligned with the goals of the Paris Agreement on Climate Change and by investing in high-impact environmental projects to neutralize their remaining and currently unavoidable emissions. They are also one of just three animal protein companies in the world and the only food company in Canada to set [Science Based Targets](#), approved by the international Science Based Target Initiative. Importantly, Science-Based Targets require that we reduce our emissions even as we grow.