



PRESS RELEASE
For immediate release

WILL makes a first sale of Sustainable Community carbon credits on the European platform ClimateSeed.

(Montreal, Wednesday April 22, 2020) - Les Solutions Will (WILL), leader in carbon monetization in Quebec, announces a sale of its carbon credits from its Sustainable Community project on the European platform ClimateSeed.

WILL, initiator of the Sustainable Community project, was invited in the spring of 2019 to qualify on the ClimateSeed platform which operates from Paris. WILL passed the qualification stage, through a rigorous due diligence by ClimateSeed, who recognized the social value of the business model and the environmental value of the Sustainable Community project. Since then, WILL's carbon credits have been offered on the voluntary market carbon credit platform.

This transaction confirms a demand for WILL's carbon credits on the European market. This confirms the openness and relevance of using another distribution channel to enhance the supply of carbon credits, complemented by recognizing the social and environmental value of the efforts of members of the Sustainable Community. The members of the Sustainable Community are above all small and medium-sized enterprises (SMEs), municipalities and other organizations which, individually, cannot access the voluntary carbon market, but which, grouped together in the Community project, can enhance their actions and participate in climate actions. WILL's offer allows them to be financially compensated for their efforts.

"WILL is pleased to offer carbon credits from its Sustainable Community on this platform allowing efficient circularity of cash flows supporting sustainable development, between climate actions, qualified and verified, by members of Sustainable Community and buyers. This circularity facilitates and increases everyone's commitment, today, to climate transition ", said Martin Clermont, president of WILL

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To know more:

Martin Clermont, President and founder
mclermont@solutionswill.com
(514) 774-6601

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 ClimateSeed: <https://www.climateseed.com/>

ClimateSeed is the first Social Business launched by BNP Paribas and supported by Nobel Peace Prize Laureate Prof. Yunus - reinvesting 100% of its profits in environmental projects. ClimateSeed offers a "climate-action" digital platform that allows organizations to offset their CO₂ emissions by supporting sustainable projects globally. All projects preserve the planet and contribute to the Sustainable Development Goals set by the UN. ClimateSeed provides a wide range of internationally certified projects including reforestation, energy efficiency, renewables, household devices, water and waste management in more than 20 countries. It has digital tools to engage stakeholders and mobilize business decision-makers in contributing to the ecological transition. ClimateSeed provides a simple, transparent, and secure solution for organizations to take climate action for the unavoidable greenhouse gas emissions of their business activity, products and services, buildings, trips and events.