

WILL's contribution to the Taskforce's Consultation document on Scaling Voluntary Carbon Markets (TSVCM)



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The global health crisis which we experienced during the past 15 months took the front stage to the ongoing urgency of the climate crisis and the challenges it represents. Given these considerations, we strongly support the Carbon Core Principle project (CCP) issued by the TSVCM in May 2021, which represents, in our view, a very strong conceptual framework of the future voluntary carbon markets (VCM) structure. The following objectives must therefore be maintained:

1. Ambitious cumulative annual reduction targets, locally, nationally, and internationally.
2. Ambitious cumulative annual sequestration targets, locally, nationally, and internationally for the next 100 years, at least until 2120.

Will Solutions (WILL) has developed its voluntary carbon markets (VCM) experience since 2007 (refer to Appendix 1). The first step in our process was to assess and develop the design of a methodology (VM0018) under the VCS program version 3.0, which operates in open source. Then, we implemented a first group project in 2010. At present, we have completed our first 4 quantification, qualification, and verification reports which have resulted in an accumulation of about 5,000,000 tCO₂e in inventory. The verified carbon credits generated by our project are sold directly to end buyers, through international brokers (secondary market), and new emerging digital trading platforms. We have distributed our offset credits directly to individual consumers, NGOs, and corporations from several economic sectors.

In May 2021, after 14 months of intensive work; i.e., documentation research, assumptions validation, analysis, and redaction, we received the final approbation from the VCS program for the renewal of our project for the 2020-2030 period, which will increase our inventory by an additional 34 million tCO₂e. Will Solutions Inc. provides evidence to TSVCM of its experience regarding the full life cycle management of community-based carbon credits¹, from the methodology design, the qualification, the quantification of GHG reductions, the verification, and the serialization, up to its sale to an end-buyer, who will retire it.

¹Taskforce on Scaling Voluntary Carbon Markets, November 2020, page 24

Our contribution to the TSCVM document relates to the role of the VCM, its structure, and its governance. We summarize below our main findings on some recommended actions:

1. Regarding the mandate of the new umbrella body of governance, it is essential to have, at this level, a person who will represent the interests of the supply side of carbon offset producers, in particular those provided by community-based projects. This will enable greater participation in the reduction of emissions and the purchase of carbon offsets as the means to properly address the incompressible GHG emissions, by rewarding small climatic efforts beyond any climatic regulation. To achieve this, the pooling of expertise for all citizens and SMEs in a community-based approach and the automation of data collection from their reductions represents a real technological and commercial opportunity.
2. We strongly believe in the development of local initiatives (*Community-based*) to reduce and sequester GHG emissions, supported and backed by local purchases (hyper-local approach). These initiatives must remain accessible and be stimulated to increase and complement any regulated pricing. In this respect, the possibility of using existing technologies such as the Internet of Things (IoT), Artificial Intelligence (AI), Blockchain, and 5G to connect locally the buildings of such a cluster is currently in development.
3. **On the supplier side**, stimulating the participation of these community carbon projects is imperative since they bring together tens of millions of SMEs and small/low GHG emitters. An important consideration to enable their participation will be funding the start-up of these projects using EFCU mechanisms at the right level to trigger such initiatives, as we indicated in a January 2021 white paper².
4. Regarding the operational requirements, especially cybersecurity, and considering the increasing incidents worldwide of hacking ITC systems, locally and in the cloud, the digital security of all transactions and conciliations between several registries of verified and credible carbon offsets should be addressed adequately and should be, at minimum, equivalent to banking systems.
5. Regarding the key general trading terms to avoid double-counting issues, it will be crucial to address the digital links between all the VCMs program registries, with those operated by governmental bodies, when applicable, and with the internal community-based project registries.
6. Regarding the taxonomy of additional attributes, please standardize the use of these co-benefits by using the SDG³ criteria and by simplifying and unifying the verification process by third parties.
7. Finally, please do not limit climate action to regulated pricing on GHG emissions (such as taxes, Cap & Trade, regulations). Both the regulated markets and the VCM need to working jointly since VCM can increase participation and sustainable financing beyond any regulations.

² https://www.solutionswill.com/wp-content/uploads/2021/01/Will-contribution-to-VCS-questions-about-EFCU_15Jan2021.pdf

³ <https://www.un.org/sustainabledevelopment/>

About WILL

WILL Solutions Inc. (WILL) is a B Corp. certified Canadian private company headquartered in Beloeil, QC. The company is active in the voluntary carbon market sector with the Sustainable Community project. Since March 2020, WILL is part of the B Corp netzero2030 initiative⁴. WILL has a social philosophy based on sharing. It rests on two major pillars: democratizing access to carbon credits through the pooling of local GHG reduction projects by Quebec SMEs and NPOs and returning as much money as possible to these partners following the sale of carbon credits by WILL. The company has been carbon neutral since 2007 and is committed to returning 10% of its net profit to community-based projects and initiatives that support sustainable development.

About Sustainable Community

Sustainable Community (SC) is a project to democratize the voluntary carbon market that is validated under the VCS program administered by VERRA. SC is the first cluster project of the 1,622 validated projects worldwide that brings together GHG reductions as a one-stop solution for its members. This community business model made up of hundreds of micro-projects is intended to operate as a catalyst for local actions that engage a variety of stakeholders. On July 21, Sustainable Community was awarded the Solar Impulse Label. Internet reference: <https://solarimpulse.com/efficient-solutions/sustainable-community>.

SUSTAINABLE COMMUNITY CLIMATE SOLUTIONS

Will Solutions is helping millions of Businesses worldwide to take action on Climate Change

Get rewarded
for reducing your
GHGs emissions

Find high quality VCU to
contribute by offsetting
your GHGs emissions

Community match making
tailor made sale for Hyper
local carbon units



Small GHG emitters

> Will <



Carbon credit buyers & sponsors

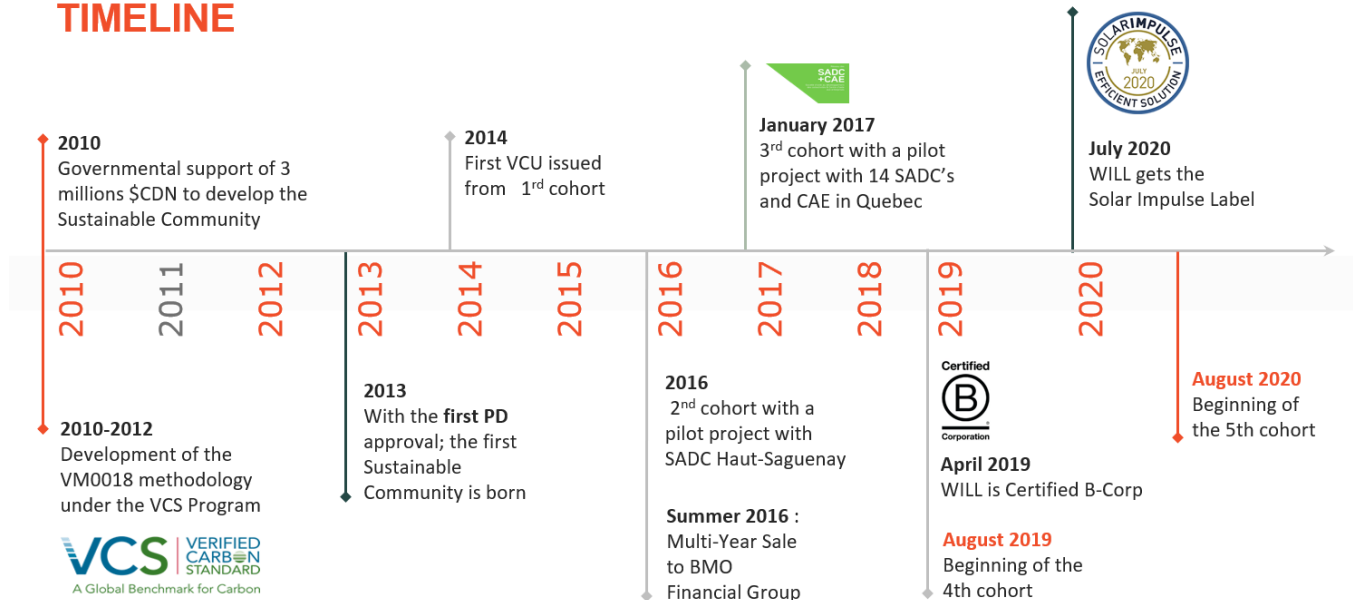
Will

⁴<https://www.bcorpclimatecollective.org/net-zero-2030>

Appendix 1

KPI of the result for the period 2010-2021

WILL'S ACCOMPLISHMENT TIMELINE



The project major steps carried out so far:

1. **April 2010:** Selection of VCS standard, development of the technology supporting our project, online-release on the VCS's website (Dec 2010) and double validation process (Sept. 2011);
2. **June 2010:** Signature and implementation of a contribution from AEEQ (*Technoclimat Program*);
3. **March 2011:** First private financing from C3E;
4. **February 2012:** VCS final acceptance in February 2012 (VM0018);
5. **July 2013:** First validated cluster project under the VM0018;
6. **February 2014:** First Monitoring Report (quantification of GHG reduction) verified by a third recognized party under the Quebec cluster project;
7. **November 2017:** Second Monitoring Report (quantification of GHG reduction) verified by a third recognized party under the Quebec cluster project;
8. **July 2019:** Third Monitoring Report (quantification of GHG reduction) verified by a third recognized party under the Quebec cluster project;
9. **August 2020:** Fourth Monitoring Report (quantification of GHG reduction) verified by a third recognized party under the Quebec cluster project;
10. **March-October 2020:** internal preparation for the renewal of the PD (period 2020-2029);
11. **February 2021:** PD renewal verification completed by a recognized VVB;
12. **May 24, 2021:** PD renewal validation issued by VCS; 34 million tCO₂e registered at VERRA for 2020-2029.

Appendix 2

Find our "Serialized Carbon Offsets with a High Community Based Quality" document on the following pages.


SERIALIZED CARBON OFFSETS


WITH A HIGH COMMUNITY BASED QUALITY



ABOUT

WILL SOLUTIONS

 Founded in 1997

 Beloeil, Canada

Will Solutions Inc. (WILL) is a Canadian company active in the voluntary carbon markets since 2007. Our mission and the development of our business plan is embodied in a project called **Sustainable Community** which is based on a social philosophy of sharing. The project aims to democratize access to carbon credits by pooling local GHG reduction projects carried out by SMEs and NPOs, and return as much money as possible to these partners following the sale of carbon credits on the voluntary carbon markets (VCM).

The Sustainable Community project was developed and is operated by WILL Solutions. WILL is neither a broker nor a reseller of carbon credits. We favor the direct sale of carbon credits from the Sustainable Community members to end buyers.

CERTIFICATIONS

B Corp Certified

Will Solutions meets the highest standards of social and environmental impact.



Solar Impulse Label

Since July 2020, the Sustainable Community (SC) project is recognized as an efficient solution by the Solar Impulse Initiative.



Verified Carbon Standard (VCS)

Will Solutions' Sustainable Community project is verified and validated under the VCS program, the largest voluntary market program in the world.



WILL AND CLIMATE ACTION

The carbon credits generated by WILL are intended to be complementary to any regulated pricing on GHG emissions, whether in the form of a carbon tax, Cap & Trade, or specific regulation. The objective is to stimulate greater societal participation in the climate challenge, in line with the preamble of the Paris Agreement.

WILL believes that it is morally reasonable and desirable to be more ambitious on GHG reduction targets, in order to reach "net-zero carbon" targets as soon as possible, by acting on "Demand" in both voluntary and regulated markets.



WILL publishes an annual Sustainability Report that illustrates its commitment to climate change. WILL has been carbon neutral since 2007 and is committed to returning 10% of its net income to community projects and initiatives that support sustainable development.

SOCIAL IMPACT / CO-BENEFITS:

The social and environmental impact of all Sustainable Community micro-projects goes far beyond the quantitative aspect. WILL has identified five main social and environmental impacts on the 17 United Nations Sustainable Development Goals (SDGs).

These impacts have been qualified by WILL and verified by an independent (third party) auditor.



USE OF REVENUES FROM THE SALE OF CARBON CREDITS

- ✓ WILL's carbon credit sales price is based on the Social Cost of Carbon (SCC) established by the USEPA and confirmed by the Canadian GHG emission floor price decreed in December 2020 for the period 2020-2030.
- ✓ 80% of every dollar collected is returned to the stakeholders, i.e. the members of the Sustainable Community who have carried out GHG emission reduction projects that have been verified and converted into carbon credits.



THE SUSTAINABLE COMMUNITY PROJECT:

A UNIQUE COMMUNITY- BASED SOLUTION



WILL's carbon credit inventory, in 2021, amounts to **5.2 million tons**.



150 members of the Sustainable Community as of March 31st 2020.



Over 820 greenhouse gas reduction micro-projects.

[See Catalog](#)



Over **1,000 buildings** distributed in various regions.

WILL uses a **community-based approach** that enables SMEs, municipalities and NPOs to participate as a group in the reduction of GHG emissions and the mitigation of climate change.

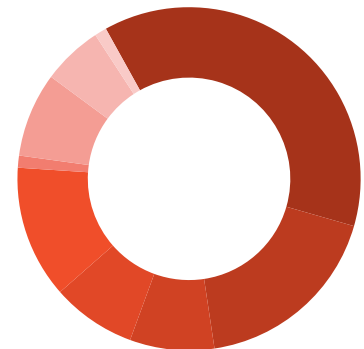
The Sustainable Community project is built on principles of social and environmental justice: its business model allows for the pooling of expertise and costs, followed by the sharing of the sale of carbon credits in order to encourage and broaden participation in the fight against global climate change.



**Climate, Community
& Biodiversity Standards**
A VERRA STANDARD

Micro-projects from 9 different sectors :

- SME
- Municipality
- Non-profit organization
- Education
- Agriculture
- Forestry
- Tourism
- Cultural Heritage
- Other



The Sustainable Community is validated and registered under the VCS program, the world's most important program for the voluntary carbon market.

WILL completed the renewal of its Sustainable Community project in May 2021 for the period 2020-2029 with the VCS program administered by VERRA.

The use of a traceability platform allows the record-keeping of each ton of GHG reduction, with unique serialization, from 'origination' to 'retirement'.

