



VERTIS

CARBON OFFSETTING

Planting trees
VS

Using Verified Emission Reductions

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DECISION MATRIX BASED ON COMPANY GOAL

**MARKETING AND
BRANDING WITHOUT
ENVIRONMENTAL CLAIMS**



**TYPICAL TREE PLANTING
INITIATIVES ARE SUFFICIENT**

**CARBON NEUTRALITY CLAIM
OR FOOTPRINT
COMPENSATION**



**USE OF VERIFIED EMISSION
REDUCTIONS IS REQUIRED**

MINIMUM SAFEGUARDS OF VERIFIED A/R PROJECTS

REAL : activities must be proven to have taken place

MEASURABLE: removals must be quantifiable using recognized measurement tools (including adjustments for uncertainty and leakage) against a credible emissions baseline

PERMANENT : programs that carry a risk of reversibility, adequate safeguards must be in place to ensure that the risk of reversal is minimized and that, should any reversal occur, a mechanism is in place that guarantees the reductions or removals will be replaced or compensated

ADDITIONAL : activities must be additional to what would have happened under a business-as-usual scenario

INDEPENDENTLY AUDITED : removals must be verified by an accredited validation/verification body

UNIQUE AND TRACEABLE : each unit must be unique and must only be associated with a single GHG emission reduction or removal activity

TRANSPARENT: project must have sufficient and appropriate public disclosure of GHG-related information

CONSERVATIVE: prescribed assumptions, values and procedures must be used to ensure that the GHG emission reductions or removals are not over-estimated



TYPICAL DIFFERENCES

SCALE AND ACCOUNTING
MONITORING
VERIFICATION
LEAKAGE AND PERMANENCE
DOUBLE COUNTING
COST

TIST A/R PROJECT

PROJECT DESCRIPTION

The International Small Group and Tree Planting Program (TIST) empowers Small Groups of subsistence farmers in India, Kenya, Tanzania, Uganda, Nicaragua, and Honduras to combat the devastating effects of deforestation, poverty and drought. Combining sustainable development with carbon sequestration, TIST already supports the reforestation and biodiversity efforts of over 95,000 subsistence farmers. Carbon credit sales generate participant income and provide project funding to address agricultural, HIV/AIDS, nutritional and fuel challenges. As TIST expands to more groups and more areas, it ensures more trees, more biodiversity, more climate change benefit and more income for more people. The trees planted in tens of thousands of discrete groves and land parcels are already beginning to reduce erosion, stabilize and enrich the soil, and providing shade.

ID and link to registry: [594](#); [824](#); [994](#)
Type & Standard: VCS CCB VCU
Project duration 2004-2033
Annual reduction: 14,701 tCO₂
Verifier: Aster Global
Country: Uganda, Kenya,
India, Tanzania,
Nicaragua, Honduras

Type of project: AR-ACM0003
Video: [here](#)





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Winner
Emissions
Dealer



Links and sources

UN project cycle <https://cdm.unfccc.int/Projects/diagram.html>

Verra rules and requirements <https://verra.org/project/vcs-program/rules-and-requirements/>

CDM A/R methodology guidance <https://cdm.unfccc.int/methodologies/SSCAR/approved>

Vertis A/R project portfolio of Verified Emission Reduction projects worldwide on request

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