

A man wearing a dark baseball cap and a light-colored shirt with blue stripes on the shoulders is crouching in a field of green plants. He is holding a small tree sapling in his hands, preparing to plant it. The background is a dense, sunlit forest.

FAIRTRADE CARBON CREDITS™

Inspiring Action against
Climate Change



Gold Standard®

THE CHALLENGE ...

Climate change is one of the greatest challenges for the generations to come. But we can take action to address it and slow it down. We can be part of something that future generations will thank us for.

This is especially true for farming communities in developing countries. Fairtrade producers are already experiencing the impact of climate change. Extreme weather conditions such as hurricanes and droughts, increasing numbers of plant diseases such as coffee rust, and lower yields are just a few of the problems they face.

Fairtrade International and Gold Standard's shared vision is to make our contribution to limiting the effects of climate change and protect the livelihoods of the people we support. Join us to become a leader in the fight against climate change by purchasing Fairtrade Carbon Credits.



“There is a chain on Earth that starts at the bottom where producers are. They are the ones who suffer the consequences of climate change, the ones who get the least help, and carry all of the burden. It’s not fair.”

Bayardo Betanco, PRODECOOP Fairtrade Coffee Cooperative, Nicaragua

INTRODUCING THE FAIRTRADE CLIMATE STANDARD

The **Fairtrade Climate Standard** enables businesses to take positive climate action and directly invest in vulnerable rural communities threatened by climate change. The Fairtrade Climate Standard builds on widely **respected Gold Standard requirements and carbon methodologies**. It sets the requirements for projects which reduce emissions in producer and rural communities, making them eligible for carbon credits.

Up in the highlands above the coffee-growing regions of Peru, local farmers are planting trees to prevent soil erosion and reduce the risk of landslides.



Melesia García Román from Norandino cooperative, Peru

HOW COMMUNITIES BENEFIT

The Fairtrade Climate Standard means unique benefits for producers and rural communities:

- They are involved in running projects that make them **eligible for carbon credits**...
- ...while making **their own emissions reductions**.
- They receive a **minimum price** to cover project running and set-up costs.
- Plus a **Fairtrade Premium** for every credit sold to invest in adapting to climate change in their communities.

TAKE A STRONG LEAD IN FIGHTING CLIMATE CHANGE

The Fairtrade Climate Standard is a credible approach for companies and organizations to get active in the fight against climate change, strengthening vulnerable rural communities and protecting them for future generations.

Your company can benefit from:

- A strong climate strategy with Fairtrade and Gold Standard as your partners:
 - **Fairtrade** is the world's most recognized and trusted ethical certification
 - **Gold Standard** is the most recognized quality standard in the voluntary carbon market
- Outcomes that have been measured and independently verified.
- Clear insights into how your investment changes lives and communities, making a tangible contribution to sustainable development.
- Fair and transparent price setting, so that you can see that your investment goes where it is most needed.
- More supply chain security when you invest in projects within your sphere of influence.

The Fairtrade Climate Standard certifies three types of projects for Fairtrade Carbon Credits:



ENERGY EFFICIENCY

e.g. efficient cookstoves, filtration systems for drinking water, energy saving lights

FORESTRY

e.g. reforestation

RENEWABLE ENERGY

e.g. Biogas installations, solar energy for cooking, heating and light



Mulane Jabessa using her cookstove, Ethiopia

CHANGE LIVES, PROTECT THE CLIMATE

Coffee farmers in Ethiopia are swapping their wood stoves for more energy efficient models. This reduces deforestation, means women no longer have to spend so much time searching for firewood, and also greatly improves their health as they no longer breathe in smoke while cooking. The improved

stoves are built locally, also meaning a source of local employment and income. The Fairtrade Premium generated through Fairtrade Carbon Credits will allow the cooperative to invest in more training on adaptation for its farmers, who are suffering from increased pests and reduced yields.

“The new cook stoves have brought us many benefits. Two trips of foraging wood lasts us for two weeks. We do not have a problem with the smoke anymore.”

Mulane Jabessa, Ethiopia

HOW TO GET INVOLVED

- 1** Fairtrade can introduce you to a **carbon expert** to help you calculate your carbon footprint and develop plans to reduce CO₂ emissions.
- 2** Purchase **Fairtrade Carbon Credits** to compensate your remaining unavoidable emissions.
- 3** Use **our communications tools** to communicate your climate strategy. This includes the Fairtrade Carbon Credits lock-up shown below, which can be leveraged in corporate and stakeholder communications.

To find out more, visit: www.fairtradecarboncredits.net

FAIRTRADE CARBON CREDITS™

Gold Standard's expertise in climate security and sustainable development and Fairtrade's strength in producer empowerment, together support vulnerable rural communities in their fight against climate change.



Gold Standard®

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