



## GoldPower: global standard in renewable energy certificates

GoldPower is a global renewable energy certificate product, measured in MWh. Corporates can use GoldPower to match their electricity consumption in any country in the world.

### GoldPower - more than green power

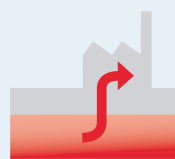


- Responsible energy use is one of the biggest impacts you can have on the carbon footprint of your operations: switch to GoldPower and make the difference on a global level
- The certificates that you purchase are fostering new investments in renewable energy projects in developing countries
- GoldPower projects are originated on a global scale and are delivering significant, verified social and environmental benefits.
- Emission Reductions achieved with GoldPower are reportable in various schemes such as CDP and GRI.
- The social benefits associated with GoldPower projects allow you to communicate your engagement to stakeholders and enhance your brand recognition.



**"WWF recommends GoldPower to companies that want to drive quality renewable electricity solutions."**

**- WWF International**



## High quality only for your business

### GoldPower

- stands for globally available clean energy, no matter where you consume electricity
- is supported by WWF and counts towards WWF Climate Savers targets
- counts fully towards WindMade™
- is reportable under the Carbon Disclosure Project
- is certified under the Gold Standard as fully carbon additional
- supports renewable energy enterprises with proven social and environmental benefits to the communities the projects are located in
- brings a multitude of compelling stories to engage staff and customers
- is the global standard solution that makes renewable energy sourcing easy for multi-national companies

## What do customers receive?



Customers can purchase GoldPower by nominating a quantity of MWh. They then receive:

- Certification of the MWh purchased and the tons of carbon dioxide that this clean energy has saved from entering the atmosphere
- The assurance of an independent third party audit to confirm purchases and retirement of associated Gold Standard VERs
- Quality communications and marketing advice and support
- A detailed project profile

## About South Pole Carbon



South Pole Carbon Asset Management Ltd. is a leading developer of climate action solutions, founded and managed by highly experienced carbon market professionals, with footings on all continents. In 2011 and again in 2012, the company was elected Best Project Developer in *Environmental Finance*. In 2012, their CEO Renat Heuberger was elected Swiss Social Entrepreneur of the Year by Schwab Foundation/WEF.

South Pole Carbon offers a broad spectrum of services in the renewable energy and carbon markets. Its extensive expertise, as well as the quality and efficiency of its services, have allowed the Zurich based company to partner with international corporates and organizations, among which WWF.

## Checklist GoldPower

|                                      |                                                                     |
|--------------------------------------|---------------------------------------------------------------------|
| ✓ Additionality and permanence:      | according to the rules of the Gold Standard                         |
| ✓ 3 <sup>rd</sup> party verified:    | by independent auditors                                             |
| ✓ Transparency:                      | provided through public carbon registries                           |
| ✓ Social and environmental benefits: | documented in pictures, writing, video; site visits can be arranged |
| ✓ Marketing material:                | to support your communication                                       |
| ✓ Pricing:                           | competitively priced high quality product                           |

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