

# Catalyzing the creation of a robust, global carbon market for land-based activities that simultaneously benefit the global climate, local communities and biodiversity

Well designed land-based activities are an essential component of strategies to mitigate climate change, expanding effective greenhouse gas emissions reductions through avoiding deforestation and sequestering carbon through reforestation and agroforestry activities. Land-based climate change mitigation activities also have exceptional potential to deliver additional benefits. When sensitively designed, they can help local people by generating sustainable livelihoods through diversification of agriculture, soil and water protection, direct employment, use and sale of forest products and ecotourism, while also building capacity to adapt to the effects of climate change. They can also make a substantial contribution to conserving biodiversity by restoring and protecting natural ecosystems around the world, saving threatened animal and plant species from extinction and maintaining resilient and productive natural life-support for humankind.

To realize this potential, the Climate, Community & Biodiversity Alliance (CCBA) is helping to jump-start the creation of a robust, global market for multiple-benefit land-based activities and their associated carbon offsets, developing and promoting use of the Climate, Community & Biodiversity (CCB) Project Design Standards and working to foster the creation of a policy and market environment that supports multiple-benefit forest protection, restoration and agroforestry activities around the world.

Experience from the extensive and rapidly increasing portfolio of multiple-benefit projects using the CCB Standards gives the CCBA an unprecedented opportunity to contribute to the definition of new policies and frameworks concerning the role that multiple-benefit land-based activities can play in new approaches to combat climate change.



The Climate, Community & Biodiversity Alliance (CCBA) is a partnership of leading companies and NGOs seeking to leverage policies and markets to foster the development of forest protection, restoration and agroforestry projects around the world that deliver significant climate, local community and biodiversity benefits.

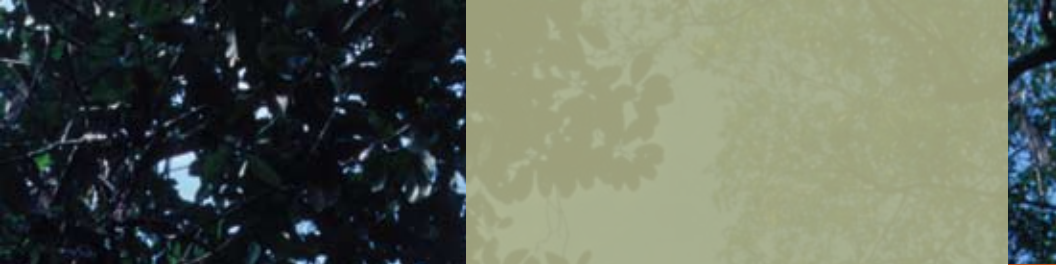
### Member Organizations



### Advisors



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The serious impacts of climate change are becoming clearer and stimulating a growing commitment to substantial global action to reduce greenhouse gases from all sources.

Well designed land-based activities have a critical role to play in any comprehensive climate change solution and can deliver a range of compelling benefits by simultaneously:

**Confronting climate change**

**Helping communities**

**Conserving biodiversity**

# CCB Standards

## Identifying land-based activities that simultaneously benefit the global climate, local communities and biodiversity

Developed in partnership between environmental organizations and the private-sector, the Climate, Community & Biodiversity (CCB) Standards provide investors and project managers with a practical tool to evaluate land-based carbon mitigation projects from the early stages of development.

### The CCB Standards:

- Identify high-quality projects that will generate credible and robust carbon offsets, while supporting local communities and conserving biodiversity;
- Mitigate project risk and create additional value for investors;
- Help developers design good projects, secure additional funding and market preference or price premiums for their offsets; and
- Enable land-use planners to prioritize activities across the landscape to optimize multiple-benefits.

Since their release in May 2005, the CCB Standards have become the most widely used and respected international standard for land-based carbon projects. The majority of land-based carbon projects around the world are now using the CCB Standards to improve project design and generate compelling multiple-benefits. The Chinese Government is using them and the world's pre-eminent investors, including the World Bank, are applying the Standards to their extensive portfolios.

## Guiding Development of “Multiple-Benefit” Carbon Activities

The Climate, Community & Biodiversity (CCB) Standards evaluate agriculture, forestry and other land-based carbon mitigation activities including reducing emissions from deforestation and degradation (REDD) and carbon sequestration. Once designed, a third-party evaluator can assess a project against a series of required and optional “point-scoring” criteria. Only projects that use best practices and deliver significant and measurable climate, community and biodiversity benefits will earn CCB approval. Silver or Gold status is awarded to exceptionally designed projects that go beyond the basic requirements. Such Gold and Silver projects use primarily native species, enhance water and soil resources, build community capacity, and adapt to climate change and climate variability.

The Standards were created through a rigorous two-year development process and are based on international best practices for project design regarding climate, community and biodiversity impacts. Input from community and environmental groups, companies, academics, project developers and others contributed to the development of the Standards. The Standards were then field tested on projects in Asia, Africa, Europe, and the Americas, and peer reviewed by the world's leading tropical forestry research institutes: the Center for International Forestry Research (CIFOR), the Tropical Agricultural Research and Higher Education Center (CATIE), and the World Agroforestry Centre (ICRAF).

## An Invaluable Tool for Project Developers, Investors and Governments

The Climate, Community & Biodiversity Standards benefit a wide variety of users:

- **Project Developers** use the Standards to develop projects that deliver a suite of environmental and community benefits. As a project design standard, the CCB Standards can be applied early on to assure investors about project quality, attracting investment and providing access to new markets. Later on they can be combined with a carbon accounting standard, such as such as under the Clean Development Mechanism or Voluntary Carbon Standard, to have the carbon benefits verified once they have been generated.
- **Investors** and offset buyers use the Standards to identify high-quality projects that generate robust carbon offsets and additional compelling biodiversity and local community benefits.
- **Governments** hosting projects use the Standards to ensure that projects contribute to national sustainable development goals. Donor governments can use the Standards to identify and prioritize projects that satisfy multiple international obligations, such as the Millennium Development Goals and the aims of the UN conventions on Climate Change and Biological Diversity.

