



MEDIA RELEASE

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Greenfleet adopts world's best practice, commits to Gold Standard Foundation

Greenfleet is Australia's first environmental not-for-profit organisation to partner with the Gold Standard Foundation, and has committed to meet Gold Standard requirements for all new plantings.

According to Greenfleet's Chief Executive Officer, Wayne Wescott, the Gold Standard is a "prestigious stamp of approval" that demonstrates emissions reduction projects follow best practice and verify measurable contributions to sustainable development and local communities worldwide.

"We are proud to adopt world's best practice for emissions reduction projects, and intend to validate our current plantings in 2015 against the Gold Standard," Mr Wescott says.

"We will also be examining our past plantings, to determine the steps we can take to ensure they meet Gold Standard requirements," Mr Wescott adds.

"This commitment will give our corporate partners and individual supporters extra assurance that Greenfleet projects are delivering dividends for both the environment and the community."

To achieve the Gold Standard, projects must demonstrate that they do no direct or indirect harm to communities or the environment. Working with local communities, projects must show real and permanent greenhouse gas emissions reductions and carbon sequestration. Environmental and social impacts must be regularly audited throughout the life of a project.

David Shelmerdine, Chair of the Gold Standard Foundation Board, says: "For ten years, the Gold Standard has pioneered the way climate change is addressed. Our certification and 'monitoring, reporting and verification' approach is about outcomes not just intentions – it shifts the emphasis from promises to real results, and gives people and companies investing in Gold Standard projects confidence that their money is making a real, measurable difference.

"Greenfleet's work is critical for climate change mitigation, while also enhancing biodiversity and growing green infrastructure that is good for communities. We are proud to be partnering with Greenfleet to align this important work against the Gold Standard," Mr Shelmerdine concludes.

About Greenfleet

Greenfleet is Australia's most trusted source of biodiverse carbon offsets. As an environmental not-for-profit organisation, Greenfleet's mission is to protect our climate by restoring our forests. Since 1997, Greenfleet has planted more than 8.5 million native trees across Australia – restoring more than 400 native and biodiverse forests. Greenfleet services many of Australia's top listed companies, and is supported by thousands of individual Australians. Visit: www.greenfleet.com.au

About the Gold Standard Foundation

The Gold Standard Foundation is a not-for-profit organisation based in Geneva, Switzerland, which was established to manage the Gold Standard certification schemes. The Gold Standard was established in 2003 by WWF and other non-government organisations to provide assurance of integrity, effective regulation and strong governance in carbon markets, and more broadly, to define, demonstrate and drive best practice in international compliance carbon and sustainable development markets. Visit: www.goldstandard.org

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