

Project Idea Is Born



Project Design

Project Developer proves a project meets a requirement to reduce greenhouse gas emissions under a methodology developed within a carbon crediting program.



Project Verification

The Carbon Standard validates the project against the Standard's methodology. A site visit is conducted to verify the emission reductions being claimed. This is repeated each time a new issuance is made.

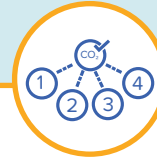


Over 90% of each donation to Cool Effect goes directly back to the project to support growth.

Funds Reinvested in the Project

Project grows and reduces even more greenhouse gas.

COOL EFFECT



Carbon Credits Issued

The issuing Carbon Standard awards carbon credits to the project after the verification and technical review have been approved. Each carbon credit represents one metric tonne and has a unique serial number.

Lifecycle of a Carbon Project



Carbon Credits Retired

After purchase, the carbon credit is retired by the issuing Standard on behalf of the buyer. The buyer now owns the reduction in greenhouse gas.

COOL EFFECT



Carbon Credits Sold

The project sells credits to buyers looking to offset emissions. Carbon brokers, traders, and nonprofits connect projects with buyers.

COOL EFFECT

Players in the Voluntary Carbon Market



Project Developer

A person or organization that designs a project based on a scientific methodology that avoids or removes greenhouse gas.



Project Verifier

Independent auditor who validates the project against a peer reviewed emission reduction methodology, then monitors and periodically evaluates the project emission reduction calculations to determine the quantity of tonnes reduced.



Carbon Standard

A global organization responsible for setting peer reviewed criteria that every project must meet and, in coordination with the project verifier, makes a technical review of the project data prior to the issuance of carbon credits.



Carbon Broker or Provider

An intermediary that connects buyers with carbon credits. This can take many forms including carbon traders, brokers, exchanges, financial investors or data services.



Carbon Offset Registry

Online data systems that track the issuance, purchase, ownership and eventual retirement of each carbon credit.



Buyers

Individuals, businesses, governments and organizations who purchase carbon credits to offset carbon emissions.