



ClimateSeed

The digital platform for your climate actions

Launched by



BNP PARIBAS

SocialBusiness

TechForGood

We need to scale up our effort to preserve the planet

Climate change is quickly impacting our everyday life.

Countries, authorities and corporations are actively reducing their carbon footprint, however as **the problem grows exponentially**, these efforts are not solving the problem at the needed pace to preserve our planet.



Let's go beyond carbon reduction.

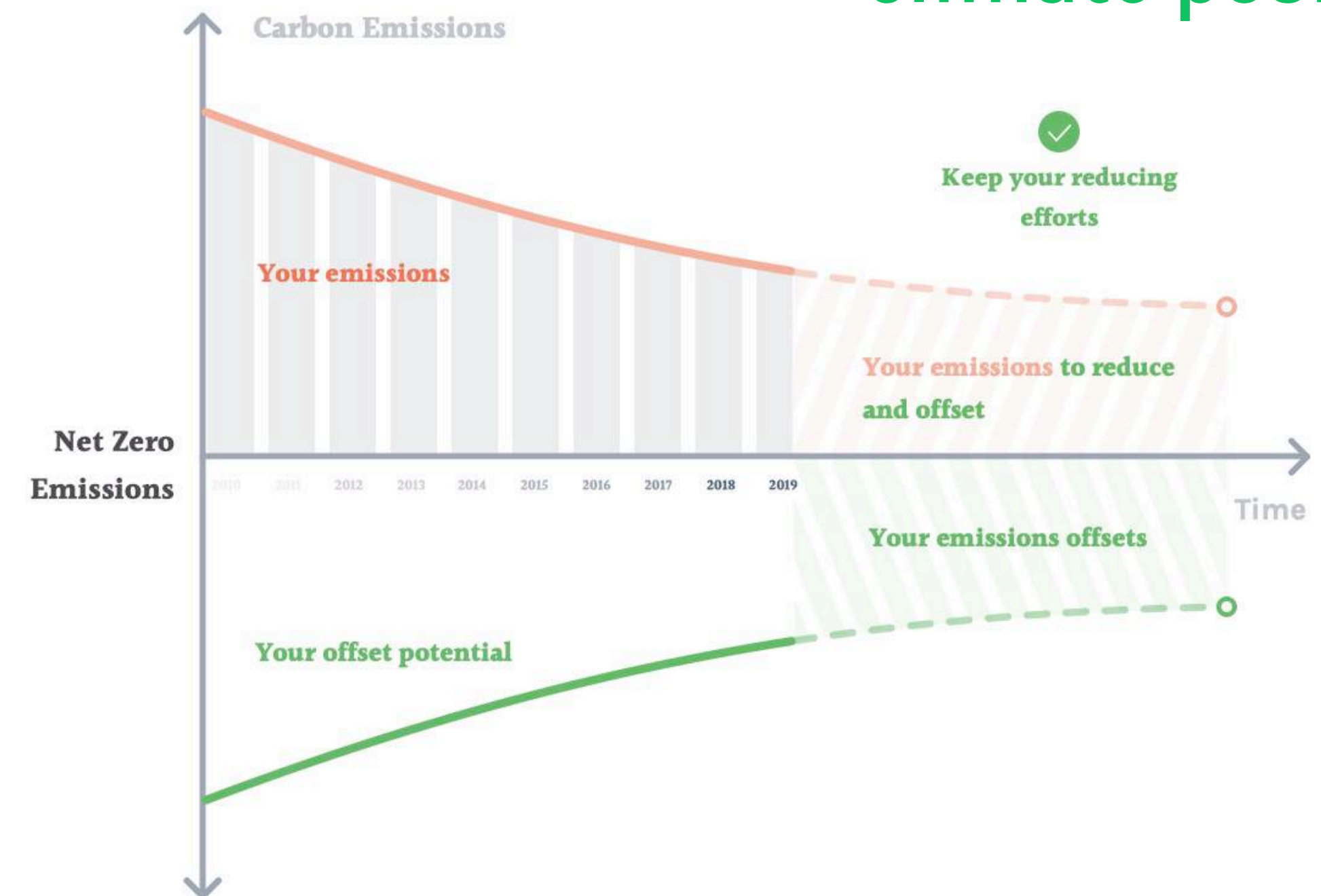
Financing of sustainable projects to contribute for your unavoidable emissions can accelerate the impact of our efforts to preserve the planet

Reduce your CO₂ emissions and offset your unavoidable ones supporting sustainable projects.
Let's do it in parallel

Sustainable projects that capture or avoid CO₂ emissions accelerate the climate change mitigation and boost the 2° pathway.

Project typology includes: reforestation, agriculture, energy efficiency, community-based, waste management and more.

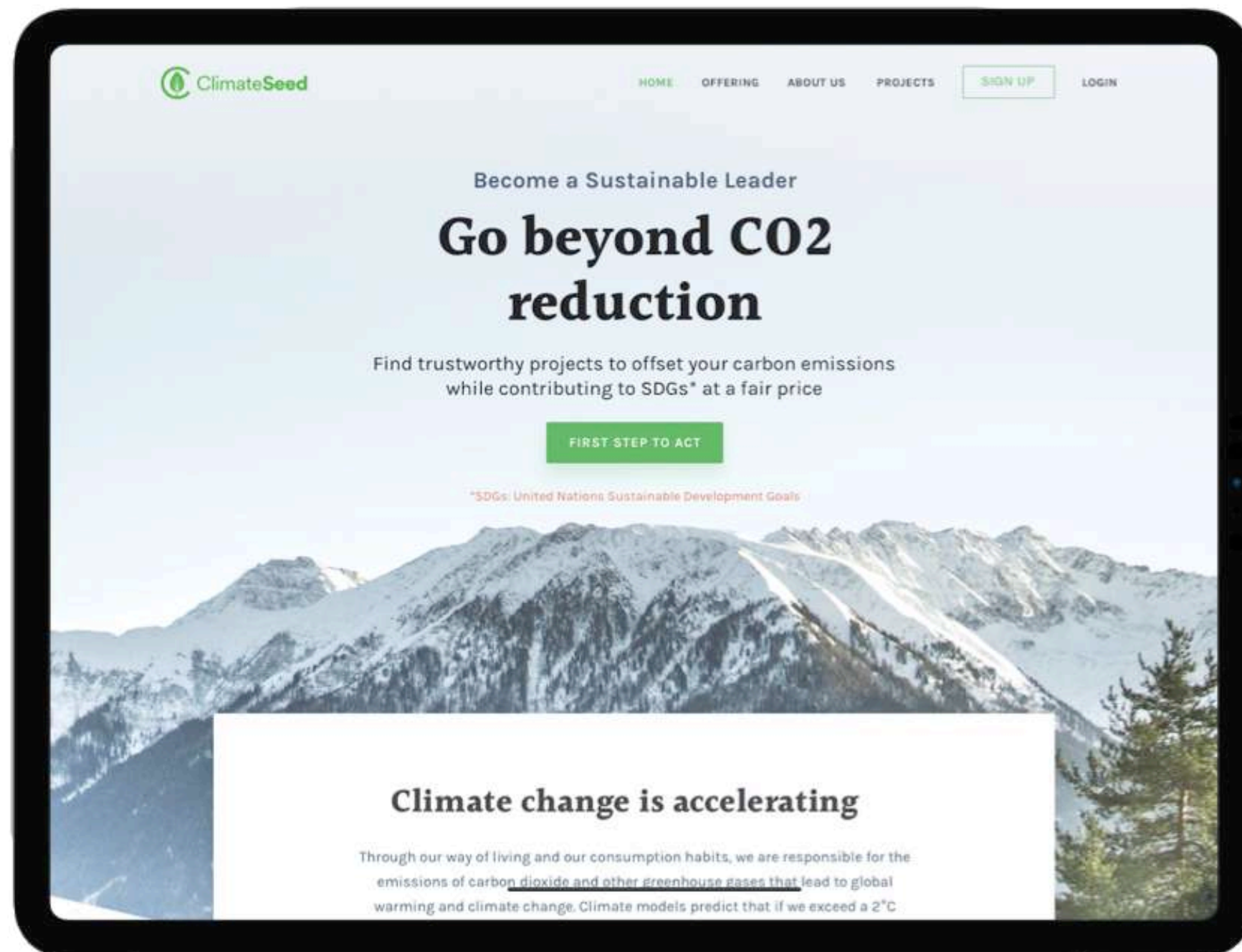
Taking the steps towards becoming “climate positive”



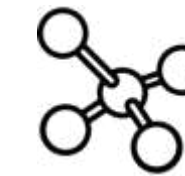
Leading companies worldwide are already taking action for their unavoidable emissions



ClimateSeed is the digital platform for your climate contribution



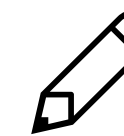
User friendly
centralized
platform



Project developers
set price of their
carbon credits



Robust due
diligence process



A voting module
to engage
stakeholders



We are a digital platform, launched by BNP Paribas, that connects sustainable project carriers with corporations and organizations that want to go beyond CO₂ reduction and have a positive impact on the planet.



ClimateSeed is a Social Business. A company 100% dedicated to fight climate change and solve human problems

We have been directly collaborating with the Grameen Creative Lab* to become a **leading Social Business to tackle social and environmental issues**

ClimateSeed was launched at the Global Social Business Summit in November 2018

All profits will be reinvested in education, project development, and technological solutions to counter climate change



*Consultancy firm founded by Prof. Yunus specialized in auditing and supporting Social Businesses



ClimateSeed – The Social business to Connect, Take action and Educate



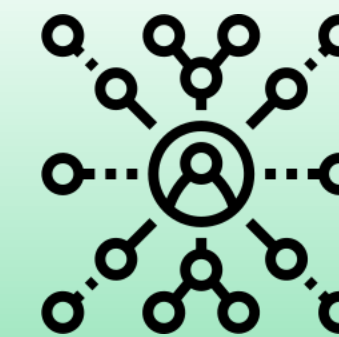
Connect

ClimateSeed is a digital platform that connects a sustainable ecosystem of organizations, experts and project carriers that want to have an immediate positive impact on the planet



Take Action

In the ClimateSeed platform, you can support sustainable projects that capture and avoid CO₂ emissions contributing to UN Sustainable Development Goals at local level



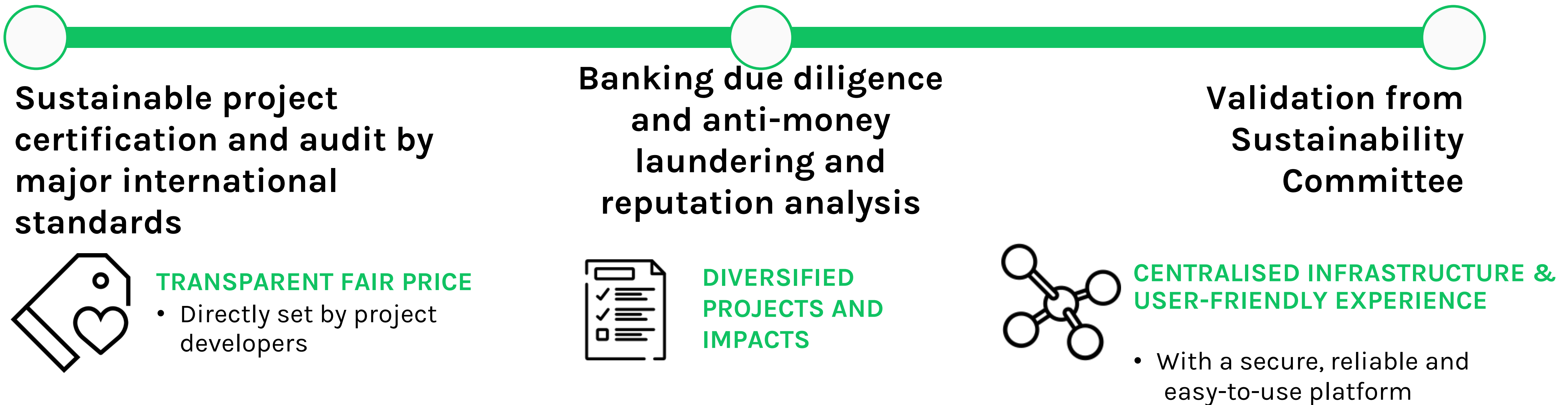
Engage & Educate

Use ClimateSeed tools to promote your climate-positive actions and shape your education campaign for clients, employees and investors

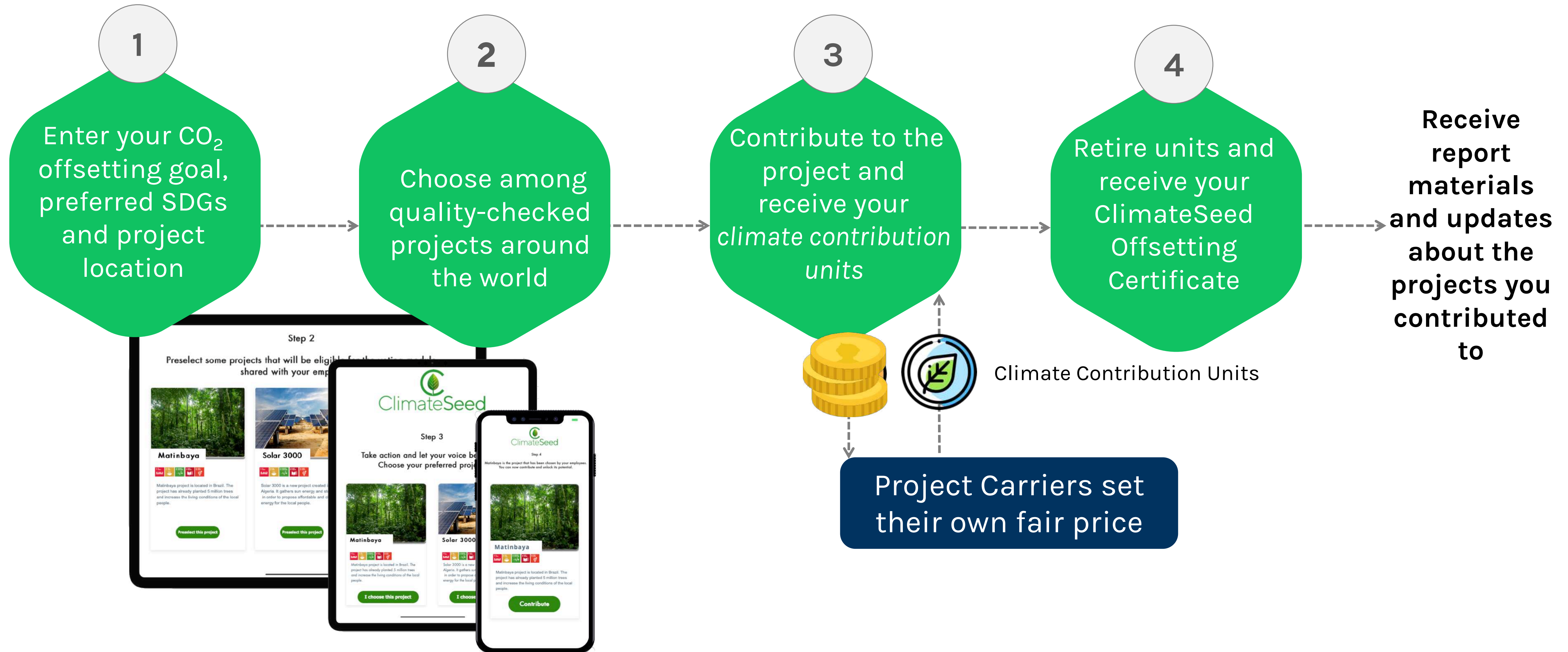


ClimateSeed provides transparency

Three-level verification process to mitigate any reputational risk



Increase your positive impact on the planet in four simple steps with ClimateSeed



ClimateSeed aims at enabling transparency, security and fair prices for contributors





**We are committed to
advancing your
contributions to the planet**

We are already working alongside

- ① **16 Project Developers**
- ② **20 projects**
- ③ **20M teqCO₂ credits
available – 100M teqCO₂ by
the end of 2019**
- ④ **In more than 10 countries**



There are two major types of projects to offset emissions – both equally important and necessary:

- CO₂ Sequestration
- Emissions Avoidance

Project typology available in the ClimateSeed platform



Afforestation/
Reforestation



Agriculture



Water



Waste Management

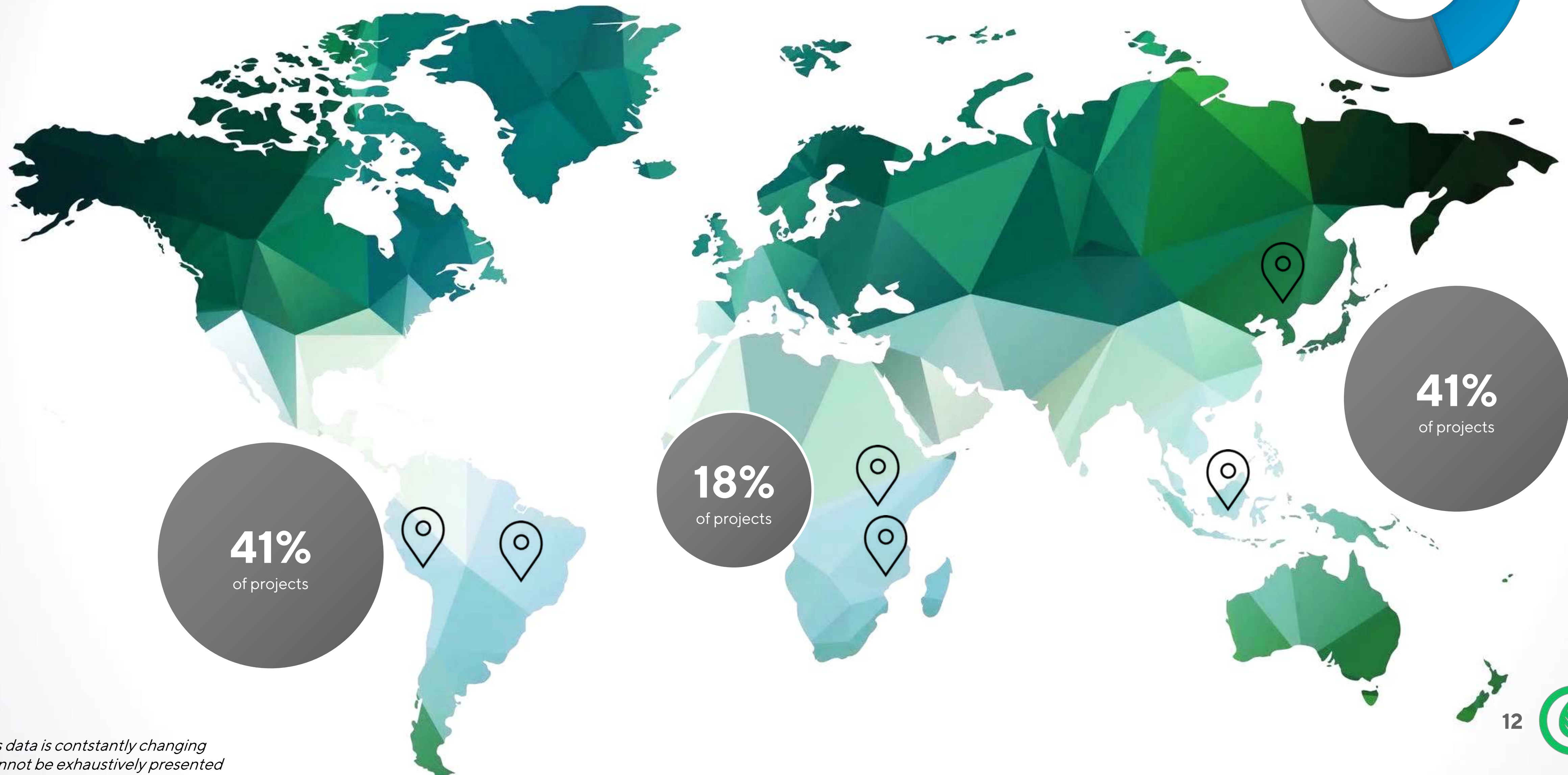
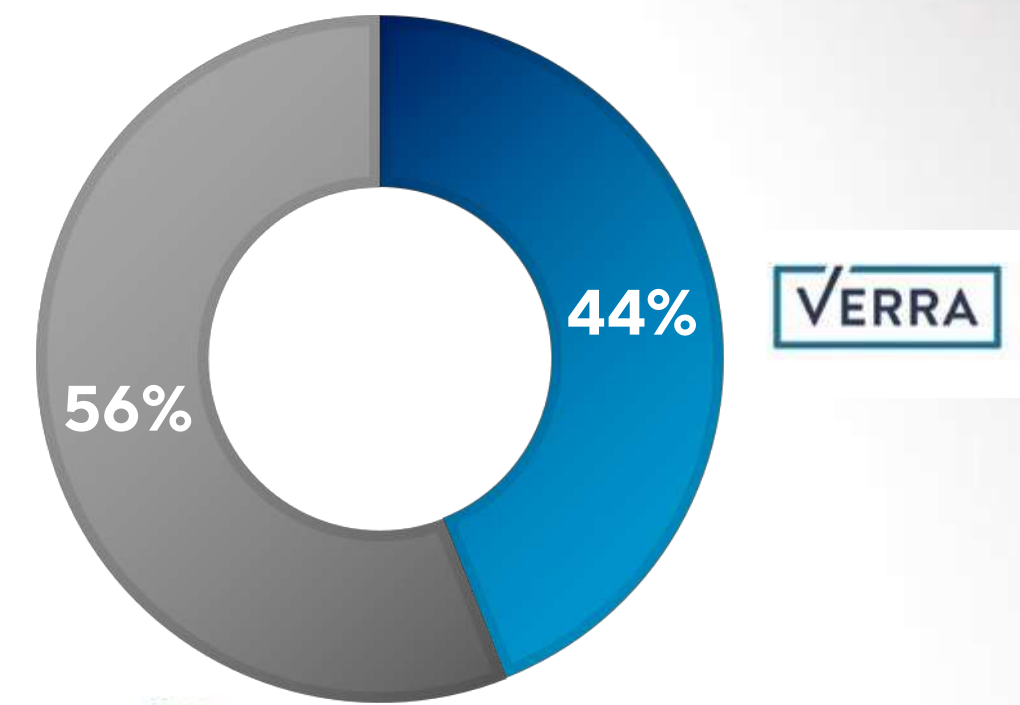


Energy



Community-Based

We are already working globally



Projects data is constantly changing
Data cannot be exhaustively presented



Select your plan

ClimateSeed is for



Companies



Public institutions

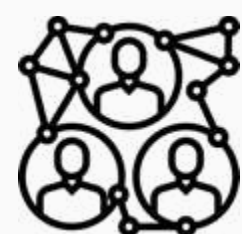


Institutional
Investors



Event Planners

Choose your climate positive scopes



Business Network



Organisation



Products and
services



Business trips



Events

Contribute for your unavoidable carbon emissions by supporting sustainable projects



Project Carriers



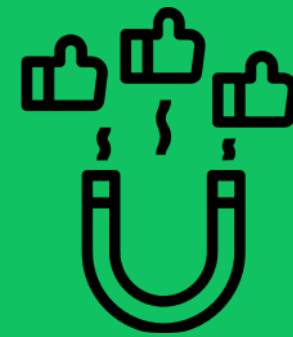
Stronger brand, stronger world

Accelerate your sustainability strategy and contribute to the UN SDGs

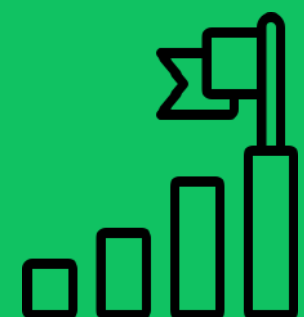
Strengthen your
supply chain and
business network



Attract, retain and
engage clients and
employees



Improve your
competitive
advantage



Become a public
example of
sustainability



Our partners



BNP PARIBAS



wbcasd



Gold Standard
certified **SDG impacts**



THE — 
**GRAMEEN
CREATIVE
LAB**
— 
FOR YOU IN
SOCIAL BUSINESS



2041 ^
< **ClimateForce** >
v



Meet the team

1. The Core Team



SEBASTIEN NUNES
CEO



EDOUARD BLIN
COO



JESSICA DENOYELLE
HEAD OF LEGAL &
REGULATORY
AFFAIRS



EDOARDO BERTIN
MARKETING &
PARTNERSHIP
MANAGER



MICHELLE PARA-GUEDEZ
RELATIONSHIP
MANAGER



ALEXANDRE RAZZI
BUSINESS
DEVELOPMENT & CSR



VINCENT LOUBINOUX
BUSINESS
DEVELOPMENT

2. The Sustainability Committee

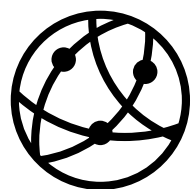
- Composed of Academics and Scientists
- Provides additional filter in project selection
- It defines ClimateSeed's scientific methodologies

Committee Members:

- **SEVERIN FISCHER** – One Earth Consulting, Former Head of Environment at BNP Paribas
- **RENAUD BETTIN** – Carbone 4, Net Zero Initiative
- **STEPHANE VOISIN** – ILB
- **CHRISTINE LANGEVIN** – Climate change and land use consultant



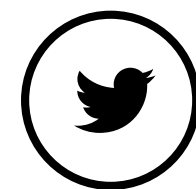
Make your climate action
on climateseed.com



climateseed.com



hello@climateseed.com



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linkedin.com/company/climateseed



ClimateSeed

Appendices

Launched by



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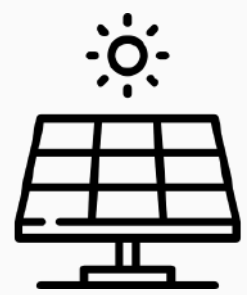
TechForGood

Regulated and voluntary carbon markets

	Regulated Carbon Market	Voluntary Carbon Market
Markets	Local markets in China that are soon to be merged in a country wide market according to the Chinese decarbonization roadmap. EU Emissions Trading System in Europe, the RGGI in USA, the California cap & trade system	Over the counter, fragmented market
Target	Energy, power, cement, glass, steel, and other polluting industries are required to buy a set amount of carbon credits with regards to their emission level	All other businesses, institutional investors, cities, individuals (not mandatory) that would reach total or partial “carbon neutrality” or or become «climate positive»
Mechanism	Emission Allowance Trade	Voluntary offsetting market
Regulation	Kyoto Protocol applied by United Nations, States, European Union	Not regulated; However the project certification and assessment is done by international standards applying UN recognized methodologies Auditing projects from a scientific perspective and measuring the carbon avoided or capture by projects as its social and economic benefits
Underlying	Quotas /EUA, CER	VERs (Voluntary Emission Reduction) or VCUs (Verified Unit Reductions) linked to sustainable projects
Facts	<ul style="list-style-type: none"> Limited CO₂ emission (2005-2008) Objectives not reached due to subprime crisis Will be reformed post cop 2020 	<ul style="list-style-type: none"> Co-benefits on social and economic impacts for developing countries Help reaching the UN Sustainable Development Goals Facilitate developed countries reach clean energy transition Support the development of sustainable projects Backed by article 6 and 13 of COP 21 (Paris Agreement)



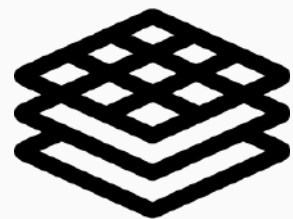
Project developers propose voluntary carbon credits from a large range of programs



Renewable power infrastructures that contribute to decarbonize the local power grid and thus avoid GHG emissions



Energy efficiency and fuel switching action



Landfill projects designed to capture the methane issued by the waste disposal and provide it to communities in substitution to fossil fuels



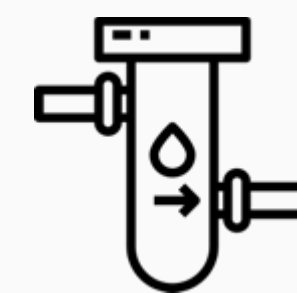
Local renewable lighting systems that avoid using a high-carbon power to get light in remote areas



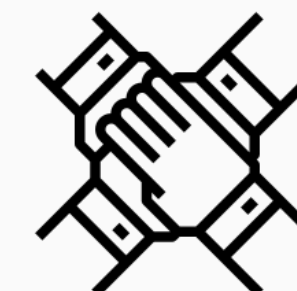
Alternative low carbon transportation infrastructure (like cycling)



Efficient cookstoves, or **individual biogas** producers using cattle manure, which will significantly reduce wood consumption for daily cooking in rural communities, and hence prevent deforestation that generates carbon emissions



Supply of water filters to households in rural communities, which will eliminate the need to boil water and hence cut carbon emissions



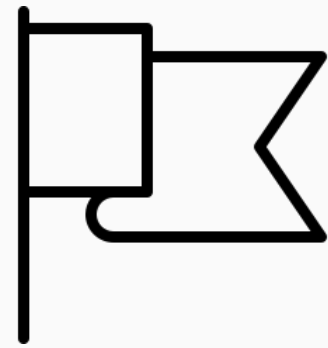
Partnership with local communities, protection of existing forest areas that are clearly threatened by local human activities, in order to maintain carbon storage along with benefits for biodiversity; and afforestation in new regions, in order to develop new carbon sinks



Climate-friendly practices in agriculture that maintain carbon in the soils while increasing their fertility, restore biodiversity and develop new sources of income for smallholders



Key facts of the voluntary carbon market



83 Countries

Voluntary carbon projects are reported in 83 countries around the world



62.7 MtCO₂eq issued and \$191mn financing reached in 2017

In 2017, issuances (62.7 MtCO₂eq) and retirements (42.8 MtCO₂eq) reached record-highs in the carbon offsets voluntary market



2008 Sustainable Projects

Since 2005, a total of **2,008 projects** have issued **offsets during this time**, mainly in Asia (51%) and North America (18%). Another 11% of projects have been based in Latin America and the Caribbean, 11% in Europe, and 11% in Africa



The voluntary market is gaining momentum and recognition

The voluntary market is gaining momentum and recognition under the UNFCCC framework as Paris Agreement Article 6 paves the way for avoiding double counting when offsetting carbon through the voluntary market, which is an essential condition to the use of carbon credits that are issued out of the official UNFCCC mechanisms (Clean Development Mechanism and Joint Implementation)





17 GOALS TO TRANSFORM OUR WORLD



ClimateSeed wants to play a decisive role in the emergence of a solid methodology to quantify UN SDGs impacts

- ClimateSeed partnered with Gold Standard and other sustainable players to develop a generic framework (open source) for measuring SDG impact - seeking recognition from UNFCCC Secretariat and the UN-SDSN
- ClimateSeed is a member of the Steering Committee for the SDG Tool program with specific working groups that will cover the development of a series of project specific SDG tools



International Standard Certifications

List of Project Verification Standards

- **Gold Standard**
 - **Verra – Verified Carbon Standard (VCS)**
 - Plan Vivo
 - ISO 14064
 - Pacific Carbon Standard
 - UK Woodland Carbon Code
 - CarbonFix
 - COTE: Water Quality Standard
- The two major standards



Methodology of Principal Standards

Gold Standard[®]

- Full-fledged carbon offset standard
- Requires social and environmental benefits of the carbon offset projects
- Requires a very well developed stakeholder process
- Accepts renewable energy and energy efficiency projects excluding hydro projects above 15MW capacity
- Projects cannot be implemented in countries with an emission cap
- No limit on project size
- Requires third party auditing of the project
- Known to have the most stringent quality criteria – however is known for having a complicated, time-consuming and expensive validation and verification process

<https://www.goldstandard.org/project-developers/standard-documents>



- Full-fledged carbon offset standard
- Focuses on GHG reduction attributes only
- No requirement for additional environmental or social benefits
- Follow a variety of methodologies – projects may choose a methodology approved through the VCS program or another approved program like UN Clean Development Mechanism (CDM) or Climate Action Reserve
- All project types are allowed - including REDD projects
- There is no location restriction
- No limit on project size
- Known for keeping costs for validation and verification low while ensuring basic quality requirements

<https://verra.org/methodologies/>



The Core Team

SEBASTIEN NUNES - CEO



- Sebastien has +10 years of experience at BNP Paribas holding different positions from being a Corporate Development Analyst, then developing new markets in Asia and South America to becoming the head of the Venture team in charge of supporting the launch new business models
- He created the BP2S CSR Department in 2010
- He graduated from KEDGE Business School and Universidad Rey Juan Carlos and received a Strategic Intelligence Master's degree from EISTI
- *Speaks English, French, Spanish, Portuguese*



EDOUARD BLIN – COO & CTO

- Edouard started his career as an Equity Derivatives Trader at Société Générale in Tokyo and at BBVA in Madrid. He then became a startup Founder and developer: Memopulse, a learning management software company; MyLeanMBA, an online business administration program that attracted over 7000 students worldwide; and being a board member in a Madrid-based FinTech startup that was acquired and is known today as GourmetPay. He serves as a mentor for young entrepreneurs
- He graduated from the French engineering school Arts & Metiers ParisTech as well as Karlsruhe Institute of Technology in Germany
- *Speaks English, French, Spanish, German*



JESSICA DENOYELLE - HEAD OF LEGAL & REGULATORY

- Jessica has +10 years of experience in law, risk management and finance gained at BNP Paribas
- She graduated from EDHEC Business School and Paris X-Nanterre University, and holds the Paris Bar exam certificate
- *Speaks English, French, Spanish and Russian*



EDOARDO BERTIN – MARKETING & PARTNERSHIP MANAGER

- Edoardo started his career at BNP Paribas as Fintech Venture Analyst developing and launching ClimateSeed project
- He graduated from ESCP Europe Business School with a Master in Management and from Ca'Foscari University with a Master in International Business Administration and a Bachelor in Economics
- *Speaks English, Italian, French*



ALEXADRE RAZZI – BUSINESS DEVELOPMENT & CSR

- Alexandre has +10 years of experience at BNP Paribas, working in the Strategy and Corporate Development team to becoming the co-head of CSR
- He graduated from Henri Poincaré University in Nancy, France (Master, Project Management & Territorial Development)
- *Speaks English and French*



MICHELLE PARA-GUEDEZ - RELATIONSHIP MANAGER

- Michelle is an experienced associate with a demonstrated history of working in the financial services industry in United States and Europe. Skilled in Analytical Skills, Market Research and Market Analysis, and Project Management. She started her career as Investment Banking at Merrill Lynch. She became a transaction senior analyst at Sperry Capital advising Owners and Investors on the technical, commercial and financial merits of Infrastructure projects in the North America and Latin American
- She is a strong professional with a Bachelor of Business Administration (BBA) focused in International Business from Northeastern University
- *Speaks English, Spanish, French*



VINCENT LOUBINOUX – BUSINESS DEVELOPMENT

- Vincent started his career at BNP Paribas where he worked as Fintech Venture Analyst developing and launching ClimateSeed project
- He graduated from ESCP Europe Business School receiving a Master in Management with a thesis on the Voluntary Carbon Market
- *Speaks English, French, Spanish*

