

Voluntary Carbon Markets Integrity Initiative

Building integrity in
voluntary carbon markets

JUNE 2024

Finance is critical to scale solutions for mitigation and adaptation



CO2 Emissions

In 2023, CO2 emissions were 1.1% higher than in 2022



Global GDP

7–10% of global GDP loss by mid-century with current trajectory



Global Temperatures

Global temperatures are projected to rise well beyond 1.5°C if urgent action is not taken

VCMs deliver on much needed climate action



Unlocks private-sector
finance



Channels finance to
where it's needed most



Sets high levels of
ambition and corporate
climate action

**High-integrity VCMs are a crucial tool to scale-up private sector finance
and accelerate global net zero**

VCMs deliver on much needed climate action

\$50bn

could be unlocked in finance from carbon credits by 2030¹

\$3 trillion

Needed for emerging markets and developing economies by 2030 as declared by the G20²

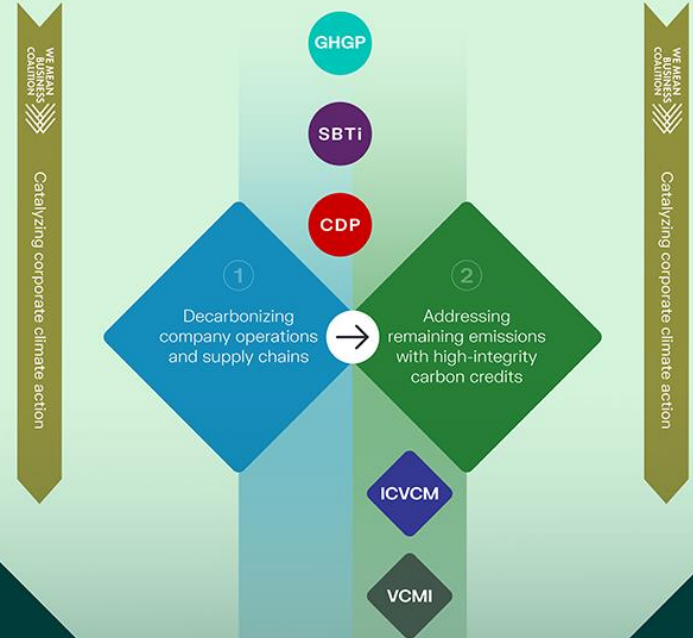
1.8x

Companies using carbon credits are 1.8x more likely to be decarbonizing year-over-year³

Voluntary carbon markets with integrity are a part of the finance solution

VCMI is proud to work alongside a group of organizations supporting ambitious climate action throughout the corporate decarbonization journey, helping companies achieve credible climate leadership.

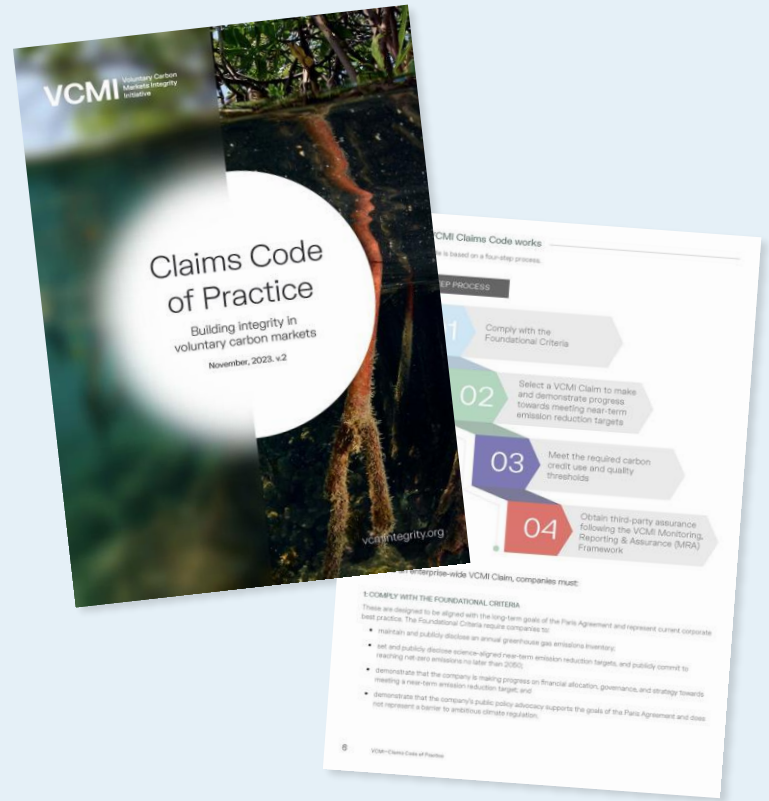
Guiding ambitious corporate climate action



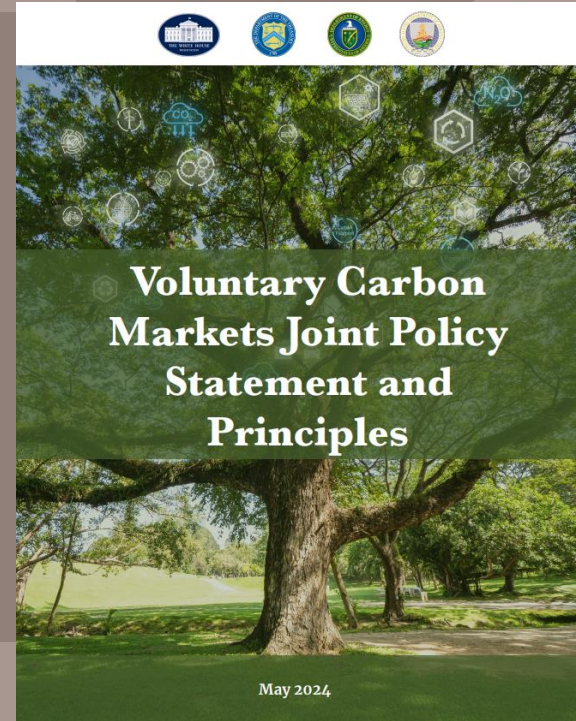
VCMI's Claims Code of Practice guides corporate climate leadership

The Claims Code of Practice provides guidance on how to **use carbon credits to accelerate global net zero**, above and beyond science-aligned emissions cuts.

The Claims Code establishes clear guidelines for companies to make credible carbon claims, emphasizing **transparency** and **accountability**.



VCMI's Claims Code has received endorsements from corporates, civil society and the governments of Kenya, the UK, the US, Ghana, Japan and Finland, among others.



Natura Cosmetics Carbon Integrity Claim

Natura Cosmetics have made a **Platinum Carbon Integrity Claim**, demonstrating climate leadership and going above and beyond in making a contribution to climate and nature.



**Carbon
Integrity**

Accelerating global net zero



Thank You

