



Carbon Offset Policy

We're in this business to make a real difference in the fight against climate change, so we ensure that our carbon offsets meet high standards. All of our offsets come from community-based projects in the US or Canada that pass our stringent vetting process, giving customers the assurance that the offsets represent genuine carbon reductions.

All offset projects added to the Brighter Planet portfolio must meet our RATE policy, which includes the following requirements:

- **Real** – Real offsets are permanent emissions reductions that are properly quantified, audited, and retired. Brighter Planet offsets are tracked and accounted for, and are not double-sold or double-counted.
- **Additional** – A project that is additional would not have been built were it not for the prospect of receiving proceeds from the sale of offsets. Brighter Planet will not invest in projects that would have occurred anyway, as they produce no extra reduction in emissions and therefore do not produce bona fide carbon offsets.
- **Transparent** – Complete transparency throughout the offset lifecycle is essential, given the inherent intangibility of carbon offsets and the absence of regulation in the voluntary market. Brighter Planet's process includes a public comment period for projects under consideration, disclosure of Project Selection Committee decisions, posting of project documents online, and an annual audit of sales and retirements.
- **Environmental and social value added** – Projects with environmental and social value added fight climate change while also helping solve other pressing challenges facing our communities and ecosystems. Brighter Planet invests in community-based climate solutions that also address issues like public health, biodiversity, poverty, and water quality.

To ensure conformity with these criteria, projects must be reviewed and unanimously approved by our [Project Selection Committee](#) as complying with RATE, or be certified under one of the approved third-party standards that meet the RATE requirements.

The approved third-party standards are:

- [Verified Carbon Standard](#)
- [Climate Action Reserve](#)
- [Gold Standard](#)

All offsets sold are permanently [retired](#) by a third-party organization that holds them in perpetuity to ensure they will never be re-sold. Every step of the way, we voluntarily subject our processes to a detailed [annual audit](#) by a third-party auditor.

If you have any questions or suggestions regarding our carbon offset policy, please [contact us](#).