



INITIATIVE JU

LEVERAGING CARBON
INSTRUMENTS TO DRIVE
DECARBONISATION!

Green-Cross United Kingdom
Member of Green Cross Intl.

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HOW ON EARTH CAN WE DEAL WITH DECARBONISATION?

THE CARBON FOOTPRINT WAS BORN AS A MEASURE TO QUANTIFY AND GENERATE AN INDICATOR OF THE IMPACT THAT AN ACTIVITY OR PROCESS HAS ON CLIMATE CHANGE.

ONE OF THE MANY SIGNIFICANT TRANSFORMATIONS CAUSED BY ANTHROPOGENIC ACTIVITY ON A WIDE SCALE IS CLIMATE CHANGE.

MASSIVE GHG EMISSIONS, OR GREENHOUSE GAS EMISSIONS, ARE A PROBLEM CAUSED BY HUMAN ACTIVITIES.

TRILLIONS OF POUNDS STERLING ARE NEEDED IN GLOBAL CAPITAL INVESTMENTS TO HOLD TEMPERATURE INCREASE TO WELL BELOW 2°C, AS ESTABLISHED IN THE PARIS AGREEMENT.



WE NEED TO REDUCE EMISSIONS BY BETWEEN 35 BILLION AND 43 BILLION TONNES ANNUALLY TO MAINTAIN GLOBAL WARMING BETWEEN 1.5°C TO 2°C.

MORE THAN 70% OF THE WORLD'S GHG EMISSIONS ARE CAUSED BY FOSSIL FUEL USE AND GENERATION.

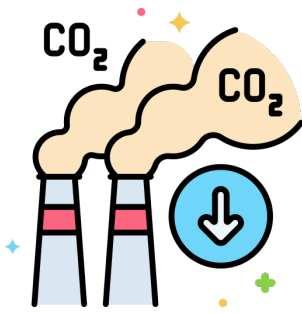
JU INITIATIVE IS THE INITIATIVE PROMOTED BY GREEN CROSS UK TO ADDRESS DECARBONISATION IN ALL SECTORS AND TYPES OF ACTIVITIES.

ORGANISATIONS NOW HAVE THE MEANS TO CONTRIBUTE GLOBAL CLIMATE ACTION THAT IS TRANSPARENT AND HAS A BIG IMPACT.

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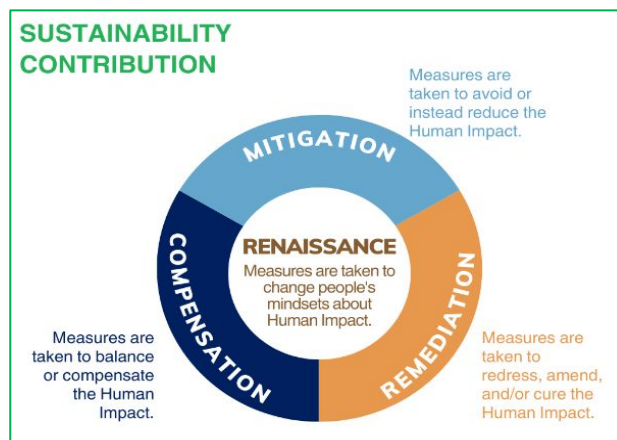
1. INITIATIVE JU: PRIMARY OBJECTIVE.



THROUGH CUSTOMISED SOLUTIONS, ASSIST, PROMOTE, AND SUPPORT ALL SECTORS IN ADDRESSING THEIR CONTRIBUTION TO DECARBONISATION IN AN AFFORDABLE, EFFICIENT, RESILIENT, AND RESPONSIBLE MANNER, ALIGNED WITH THE LONG-TERM GOALS OF THE PARIS AGREEMENT.

2. HOW DOES THE INITIATIVE JU FOR DECARBONISATION OPERATE?

JU works using customised decarbonisation solutions, analysing the overall entity's situation, defining a JU hierarchical-based course of action within the necessary actions to generate any Sustainability Contribution, executing projects designed, and then communicating effectively, leveraging the opportunity to contribute beyond its own impacts within their own entity.



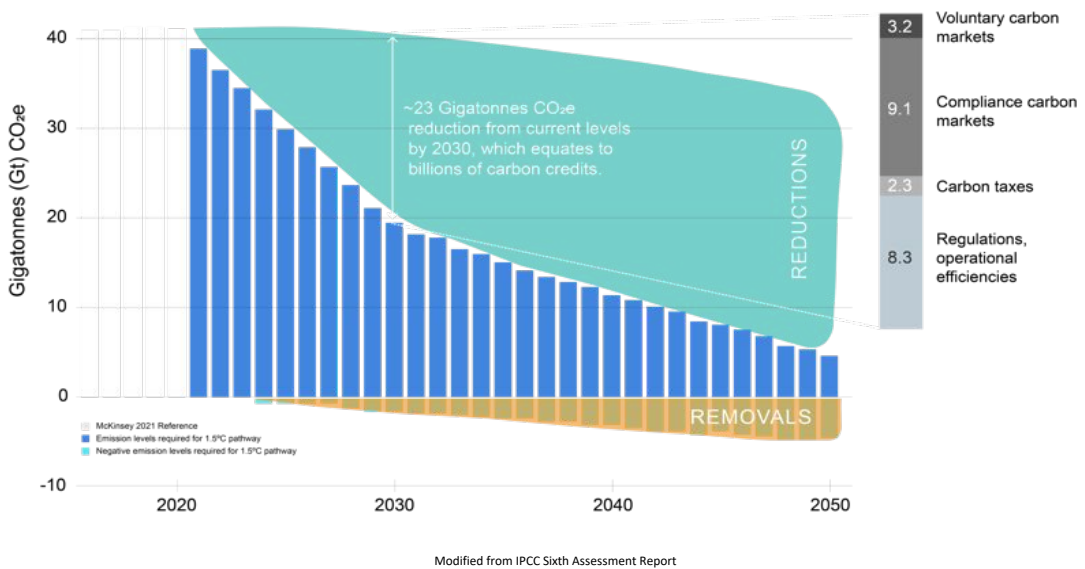
Carbon instruments is a transversal and strategic module of JU Initiative, that is part of all the Climate Positive Programmes (Sustainable Infrastructure, Regenerative Agriculture, Climate Mining, and Peacebuilding), or can be executed in a stand-alone manner, based on the collaboration model of Green Cross with all sectors.

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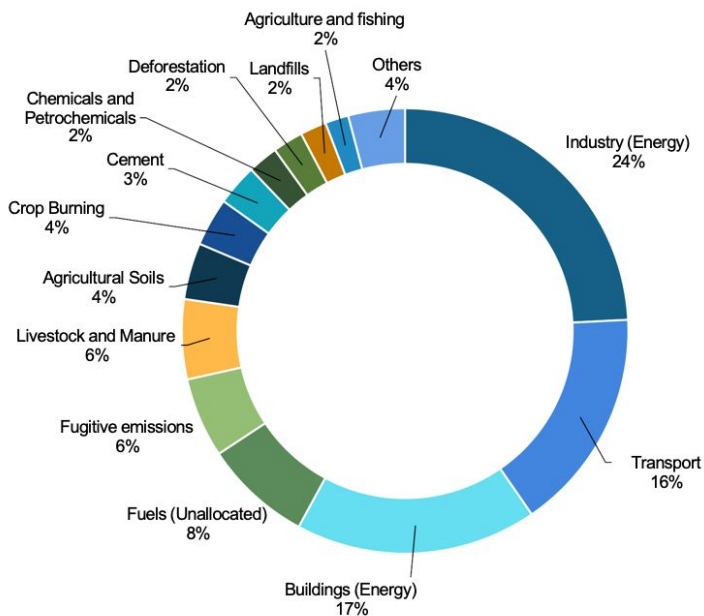
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3. DECARBONISATION: CO₂_e EMISSIONS REDUCTIONS NEEDED BY 2030.

The hierarchy of the JU initiative considers the immediate need for action, the current state of the Climate Crisis, and combating the colour-washing (especially green) with high-integrity actions to accelerate global climate action.



4. GLOBAL GHG EMISSIONS: OPPORTUNITIES FOR DECARBONISATION.



By 2030:

- 23 GT CO₂_e by Reductions.

- 3 GT CO₂_e by Removals.

Annual Requirements in GT
(Gigatons: billions of tons).

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5. LEVERAGING CARBON INSTRUMENTS TO DRIVE DECARBONISATION!

Climate finance plays a strategic role, since the global capital investment necessary to achieve the commitments acquired requires trillions of pounds, thus promoting carbon instruments, such as carbon credits which are assets developed by independent entities to contribute to Global Climate Action, reducing the concentration of Greenhouse Gases (GHG) causing the current situation.

Carbon Instruments are an asset that can be traded, bought or sold and that represents ownership of one metric ton of CO₂ equivalent that has been avoided, reduced or absorbed from the atmosphere.

Carbon Instruments represent a critical financial tool to help advance decarbonisation technologies and efforts. To achieve the objectives at a global level, being conservative, it is necessary for the supply of carbon instruments to be 38 times more than the current one.

CARBON INSTRUMENTS ARE NOW PRIORITISED FOR MITIGATION BY REDUCING THE FINANCING GAP TO CONTINUE IMPLEMENTING ACTIONS!

6. VOLUNTARY CARBON MARKET.

Carbon markets represent a pivotal for channelling capital towards the widespread adoption and scaling of these technologies.

GLOBAL CARBON MARKET TRADED VALUE

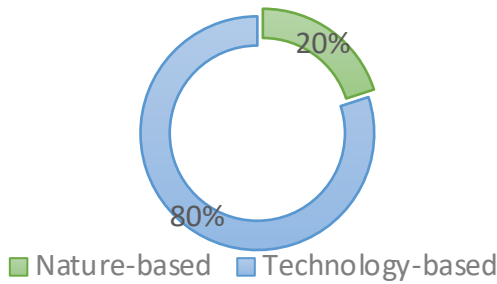


Deadal Research - Global Carbon Credit Market: Traded Value Analysis

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7. NATURE-BASED SOLUTIONS ARE NOT ENOUGH!



While nature-based solutions can make a significant impact on reducing carbon footprint by covering up to 20% of the required reductions needed, the remaining 80% must be tackled by technology-based solutions.

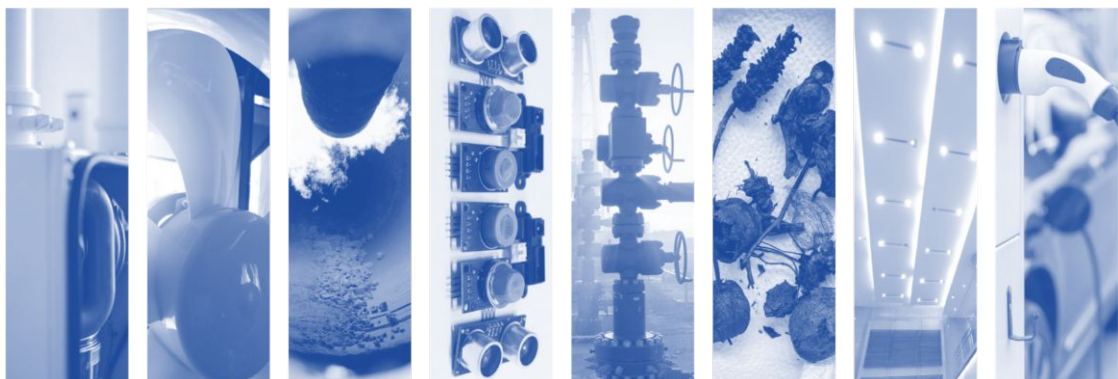
American University School of International Service, "Fact Sheet: Nature-Based Solutions to Climate Change", Verra Registry, CDM registry, DevStream Inc

Developing carbon instruments is a complex, costly, and time-consuming process. Most projects have focused on nature-based solutions, and in recent years, these projects have faced uncertainties.

8. TECHNOLOGY-BASED SOLUTIONS.

Technology-based solutions are generally defined as those that leverage technology and innovation to further avoid, reduce or remove greenhouse gas emissions to mitigate the environmental impact of human activities.

While Nature-based Solutions are fundamental to achieve our decarbonisation targets, Technology-based Solutions have the potential to generate immediate environmental benefits by leveraging capital and technology to address key economic sectors.



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9. CARBON CREDIT PROJECTS.

We are seeking organisations interested in participating in Carbon Credit Projects; these projects offer:

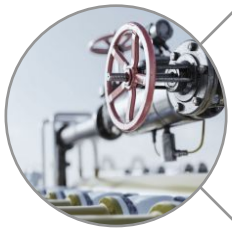
- **Accelerated Carbon Credit Generation:** Annual credits generated in a significantly reduced timeframe.
- **Cost-Free Participation:** No upfront costs for participants during the initial five-year period, with potential for renewal.

Project Types:



Carbon credits from **old or new buildings** with lower energy consumption.

- Municipalities, office buildings, hotels, retail space, universities and school campuses.
- Organisations that **upgrade or certify buildings** (green building standards)
- Equipment **manufacturers** (such as HVACs).



Carbon credits from **factories and manufacturing plants** that have reduced energy consumption.

- Organisations that perform the upgrades or **provide** the required equipment.



Carbon credits from **electric vehicle charging** stations owned by public or private entities.

- Level 3 DC fast chargers with average usage can generate **\$5K to \$10K** annually from credits. *



Technology plus nature: additional certainty and transparency when credits are produced.

- Artificial intelligence, machine learning, and computer imaging help capture more precise data.
- Blockchain-based environmental project management platform provides a **comprehensive and unalterable record** of carbon offset projects.

* US study estimates. Devvstream.

ABOUT GREEN CROSS INTL.

- Green Cross is a Non-Governmental Organisation (NGO) founded by Nobel Peace Prize laureate Mikhail Gorbachev in 1993. With more than 30 years has experience, operations, or presence on six continents: Africa, America, Antarctica, Asia, Europe, and Oceania.
- Green Cross has focused on promoting Sustainable Development through the planning and implementation of initiatives and programmes, cultivating a sense of global interdependence and shared responsibility.
- Green Cross is an Observer Organisation with consultative status at the United Nations, and as a non-profit NGO, all the actions are planned and executed for the benefit of Communities and the Environment.
- As a Climate Chain Coalition member –an entity linked to the UNFCCC to promote Climate Action on financial platforms based on blockchain -, Green Cross United Kingdom (G+UK) believes in circular economy models to provide the sustainability framework under a digital blockchain platform.



Mikhail S. Gorbachev
Founder President of GCI

WHO GREEN CROSS SERVES?

COMMUNITIES/PEOPLE

ENVIRONMENT/PLANET



PUBLIC SECTOR  **PRIVATE SECTOR**  **THIRD SECTOR**



**LET'S CREATE SOMETHING TRULY REMARKABLE FOR OUR
COMMUNITIES AND THE ENVIRONMENT, STARTING WITH STAYING
CONNECTED:**
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